



Featuring:
5TH ANNUAL RETAIL
RECORD STORE SURVEY

The Billboard

AUGUST 2, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

2-Speed Disk Trend Grows; Dealers' Confab Looks Big

AGVA-Agents Battle Is Hot And Rough Now

Each Side Shouts Defiance; Issue May Go to Court

NEW YORK, July 28 — What was to be a bitter fight was joined last week when Artists Representative Association voted to stand firm against the American Guild of Variety Artists for its stand on the issuance of franchises. Its emergency meeting Thursday (24) at the Astor Hotel, battle: the outcome of AGVA's convention last month when delegates voted to cancel AGVA's contract with ARA as of September 10 and to refuse to recognize all agents' from that date. Agents seeking new "swal" franchises would have to apply direct to AGVA. If they pass the requirement and agree to live to the union's rules, they get their franchises no charge. AGVA charges its members \$50.

ARA, representing all the major talent offices and many Indies all over the country, said "that

Ballroom Ops Eye Test Suit

HOLLYWOOD, July 28 — The question of whether a ballroom op has legal recourse in the event that a band fails to show for a one-nighter is the center of a suit being processed in the U. S. district court here. Al Fanelli, music store owner and veteran band promoter at Rock Springs, Wyo., originally filed the suit March 28 against Tex Beneke, Jack Fina, Capitol Music Corporation, the old Don Haynes management office and Music Corporation of America. Hypp's handled Beneke during the period involved in the suit, while MCA books both bands.

Fanelli alleges that he entered into verbal agreements with MCA for one-nighter dates on Beneke and Fina November 4 and December 8, 1950. He actively, calling for Beneke to play at Rock

Music Merchants' Convention Number

Feature	Page
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NAMM CONVENTION	
Hotel New Yorker	
July 28th thru 31st	
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5TH ANNUAL RETAIL RECORD STORE SURVEY	

'56 Web Coverage Will Be Different: No Pool, No "Gavel-to-Gavel" Pitch

CHICAGO, July 26.—Here's a look into the '56 conventions from network chiefs of '52 coverage. Bill McAndrew, NBC: "We won't give sponsors a blank check next time. I think the price will be much higher. The two national committees will have to do something to stop those dreary speeches. They'll hear plenty when they get home. No important news stories.

"I'd like to see a program limited, say, to three a day, with a couple of hours in the daytime, and three or four at night. "Next time we want to drop the pool. There's no reason for it. There's plenty of room for four cameras on the floor from each network."

Charles Underhill, ABC: "In 1956 we'll have better communications. I'd like to see one big news and control room. We'll have more cool interpretation. We'll operate more like a newspaper—assigning specific stories and angles.

"The audience won't stand for gavel to gavel coverage. If the parties are smart, they'll work out the program with television, set a precise schedule, and keep to it." Sig Mickelson, CBS: "I doubt if we'll see gavel to gavel coverage again. I suppose it's important to do, but is it economically feasi-

ble? Conventions can be controlled. They have to be. Fifteen minutes is the right length for a speech. We'll want one huge control room for the next one. Also, no pool. We never wanted it."

Educational TV Given First 4 Permits by FCC

WASHINGTON, July 26.—First TV educational construction permits were authorized by the Federal Communications Commission yesterday (25) for four non-commercial stations, despite a pitched battle over the initial construction permit to the Kansas State College of Agriculture and Applied Science before the college has sufficient funds to build or operate the station. The other three grants went to New York State University for stations at Albany, Buffalo and Rochester.

The FCC notified the Lindsey Hopkins Vocational School of the Dade County Board of Public In-

struction for the next one. Also, no pool. We never wanted it."

Leonard Reinsch, TV director for the Democrats: "We'll want a different platform arrangement. We should raise the speaker's platform, making it an island, cutting out background movement. Gavel to gavel coverage is foolish. It doesn't add to the sum total knowledge of the viewers.

"Everyone went overboard on this one. They don't need a couple of squadrons of commentators. Politically, speakers at both conventions learned that short, well-prepared speeches have better impact than lengthy, old-style orations, unless you happen to be like the Yeeep, and there aren't many like him."

Ken Fry, radio and TV director for the Democrats: "The broadcasters will have to meet us halfway. We can't make a Hollywood production out of the convention. The speakers themselves will realize that shorter speeches are needed. We needn't tell them. The folks back home will."

Healthy Fall Sales Season Is Forecast

Billboard Survey Shows New Trends In Music Field

By NEV GEHMAN
NEW YORK, July 28. — While it may no doubt be a number of years before the situation is completely resolved, the record industry is heading toward a two-speed (45 and 33 1/2 r.p.m.) business at a fairly rapid clip. The slightly more than half of distributor and dealer unit sales are still on the 78 r.p.m. speed, the dollar sales of the two newer speeds combined has already passed the dollar volume of 78's. Even more significant is the fact that both distributors and dealers agree that 45 and 33 1/2 sales have increased at a greater rate than 78's thus far.

LA Videa City Sets Gala Bow

HOLLYWOOD, July 28. — To herald the opening of its multi-million dollar Television City here, Columbia Broadcasting System will stage a mammoth coast-to-coast TV show loaded with top name showbiz personalities that may run a full two hours. CBS Programing Veepee Harry Ackerman is currently mapping plans for the show which is tentatively scheduled for

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Washington Once-Over

By BEN ATLAS

WASHINGTON, July 26.—Congressional leaders prefer not to discuss this, but they're distressed about prospects for a furious battle next session over TV coverage of Capitol Hill. Congressional wheelhorses are aware that they won't be able to bring up the row as neatly as they did last session. The Chicago show-down on TV radio coverage of the national political conventions has brought the issue out of the closed-door conference rooms where it had been locked up in the last Congress. No matter which party wins control in November, the leaders will be committed to let the public in on their deliberations. That was something they apparently didn't feel obliged to do last session when Speaker Sam Rayburn interpreted the House rules as banning TV and radio from committee hearings. The blackout in the House became a precedent for several committees on the Senate side, and there's a strong chance that it will become standard custom on Capitol Hill unless an airing takes place as soon as Congress convenes.

Right now, because of what has happened in Chicago, the operators are figuring TV and radio as having a better than even chance to regain their coverage rights. At least half a dozen lawmakers will race to the hopper with bills to admit TV and radio to House committee hearings. A raft of bills aiming to that were left on the House Rules Committee shelf when Congress adjourned. On the Senate side, Sen. Pat McCarran's proposal for a statutory ban on TV coverage of hearings died, too, and, although it's likely to be introduced in the next Congress, it will be countered with a flock of bills proposing exactly the opposite.

Some of the leaders are being counseled strongly to keep the issue off the floor of either chamber. Only way they could accomplish that, however, would be to come to an understanding on an interpretation of the rules before the next Congress convenes. They would have to set up standard procedures for TV-radio coverage. If they do that, they would probably give TV and radio a go-ahead, but they would spell out conditions under which TV would be restrained, such as when a committee chairman himself or by vote of his committee decides that a witness' protest against being televised is justified. For a while, there was a strong chance that clarification of this would come from the courts. That still remains a possibility, but there's nothing immediately in view. What's certain is that it will be no all-embracing court decision in time to affect the opening of next Congress.

Sure to pack a lot of weight will be the numerical increase in TV stations by the time the next Congress starts. The industry will

bring up more powerful guns in fighting the blackout. One Hill legalist is already suggesting a confab between Congressional and industry representatives on a set of rules governing TV-radio coverage. One thing that's generally recognized is that TV will alter some of the prevailing customs in Congressional hearings. Chairman will be required to show more zeal to prevent hearings from becoming circuses where lawmakers, witnesses and legalists vie for the eye of the TV camera. That doesn't mean there'll be no room for showmanship. Congressional committee hearings, no matter how dull, can't help but pack a little drama, and there's hardly a single lawmaker on Capitol Hill without at least a little flair for hamming. Les the television public be revisited, dignity will have to be a byword. Judging from the performance of the Kefuover anti-crime hearings, that's something to which both TV and the lawmakers are willing to subscribe.

Rome Round-Up

By SYD STOGL

(This column appears once each month.)

ROME, July 26.—Due to the abominable heat, show business is taking a terrific licking this summer. Air conditioning is still a rarity in Italy and the result is that many of the big movie palaces and all the legit and musical houses have pulled down the shutters until September for lack of customers. The only people making money these days are the soft-drink stands, the open-air night clubs, the beach resorts and Rome's roofless opera at the Baths of Caracalla, which is packed night after night with music-hungry tourists. The heat has even slowed down movie production and many of the pictures—like Paramount's "Roman Holiday"—and others—are being shot at night when the temperature drops a bit.

AMERICAN NAMES MAKE THIS NEWS

Milton Berle came into town for a few days but the sweltering weather got the best of him. After a few days he oozed out of town, commenting: "Now I know what they mean when they talk about 'Dante's Inferno'!" Sophie Tucker got in some sight-seeing around Rome, paid a visit to her friend Gracie Fields at Capri and then left for p.a.'s in London. . . . Cholly Knickerbocker (Igor Cassini) came in for a honeymoon with the new Mrs. Cassini, and El Morocco's John Peronna is vacationing in Ivrea. . . . Mrs. Joe E. Brown and her daughter were granted private audience with the Pope. . . . Expected in Rome soon are Doris Day, Producer Stanley Kramer and Gary Cooper; either they have a lot of courage or they've not read the local weather reports.

NEW ITALIAN FILMS SCHEDULED

Among the new Italian films skedded for show, a next month are "God's Servant Girl," which will star Silvana Mangano, and Primo Zeglio's "The Devil's Daughter." . . . Eddie A. Brey has been signed for the lead in "The Third Woman," which will be shot in Rome. . . . Venice Film Festival authorities are hoping that Charlie Chaplin will personally attend the flick fete this year. . . . Roberto Rossellini hopes to pack up his family in November and leave for Japan and India to make some pictures.

Paraxant's idea of using (Continued on page 116)

Vote Chasers—No. 31 Webs Continue Coverage Pattern But Eliminate Earlier Mistakes

By NORM WEISER

Until something louder, longer and lustier comes along, the 1952 Democratic National Convention will go down in television history as the week-long wadding which introduced the great American public to the era of gavel-to-gavel political manipulations, brought to the fore for the first time so that all could see and wonder. And while the country as a whole had had its first political convention TV coverage a few weeks ago during the Republican campaign, it remained for the Democrats to put on a show which heretofore only a handful of politicians, cooped up in smoky hotel rooms, had witnessed.

Unlike the Republicans, the Democrats were consistently TV conscious, and their every move, it appeared to the viewer, was keyed to the cameras which were constantly trained on them in the large Amphitheater Arena, the studios located in the same building but much more secluded, and even in their meetings and caucuses which were held in downtown hotels and the famous Stockyards Inn.

As was to be expected, most of the mistakes of the Republican convention were eliminated by the networks in their coverage of this week's three-ring circus. Too, each of the three TV webs ran about the same race as they did in their initial start. In capsule form, the following is how each performed:

The American Broadcasting Company supplemented its excellent background coverage with a consistent run of news flashes which gave its listeners the jump on many of the important happenings of the week, both at the convention and its national affairs.

The National Broadcasting Company again proved a constant performer both in presenting its listeners with the facts behind each maneuver, and in covering the over-all picture of this wild father-in-law.

Figures Tell Story

The figures listed in the accompanying chart are self-explanatory. They were gathered by monitoring the gavel-to-gavel coverage of all three networks from the opening clamor Monday until the completion of the eighth session Friday at 6:13 p.m. CDT.

It clearly displays the pattern followed by each network and this reporter can substantiate that all networks did an outstanding job in the face of what at times appeared to be impossible conditions. ABC, with its 47 special events in the period covered, brought to its listeners only those pick-ups which were vital at the time. NBC telecast 35 special shows, using a bit more time in the Friday coverage of President Truman's trip to Chicago to boost its total to 3 minutes, 11 seconds. CBS, using its strong news flash system, had 78 special previews during the week.

Coverage Changes

In this Democratic network coverage there were several important changes over those noted two weeks ago. These included:

Tighter programming with the Democrats, cognizant of the importance of TV schedules, getting their sessions started as close to the announced time as possible, and holding to their announced intention of not allowing too many windy speeches.

Considerable number of floor pick-ups by reporters using the walkie-talkie unit proved, in the main, to be inadequate because of the din which was usually heard in the background on those occasions when the TV people were allowed to go to the various delegations for their broadcasts.

The new platform, built so that pool cameras could get head-on shots of those on the stand, proved

a strong addition, but offered several peculiar angle shots until a backdrop was added to eliminate the action to the rear to a great extent. Too, the stand obviously was not too secure and on a number of occasions viewers must have thought their sets were getting convention-happy. But over-all, the addition was an excellent one.

There were fewer pick-ups outside the convention site, in contrast to the Republican meet where much of the early action came from the Loop hotels. Thus the three networks could concentrate on getting their special coverage at the Amphitheater and made the most of it at all times.

The teleprompter was used only twice in the period monitored once by Governor Deyer and again by Sam Rayburn, the permanent chairman. Both men had lengthy speeches to deliver, and asked for the device.

Program Pattern

The program pattern which each network had blocked out for the convention was a half-hour old. Each had its anchor men on hand: ABC, John Daly and Elmer Davis; CBS, Walter Cronkite and Douglas Edwards; and NBC, Bill Henry and Clifton Utley. And supplementing them were strong groups of reporters and commentators, performing every type job in the books, then coming back for more.

Closer supervision of commercials was obvious, and none of the webs was guilty, where-ever possible, of interrupting the more vital events to sell their sponsor's products.

Thus, the usual opening on CBS was a pick-up of either Cronkite or Douglas with a quick resume of past events and a forecast of what was to come, then a quick segue into its commercial handiwork back to the pool for the opening of the session. ABC opened on either Daly or Davis then a commercial, and return to the pool. NBC usually had Bill Henry or Richard Harkness on hand for its opening, followed with its commercial, then into the business at hand.

From that point on, at each session caught, it was a case of who got there first with the mostest on the special events.

Pros and Cons

While there was considerable "talk" in the coverage of this convention, the very nature of the gathering made this imperative, for instead of a convention of personalities, as was the Republican meet, this was one of issues, and because they were so complicated it required the complete coverage of competent authorities to keep the viewing audience abreast of the events. That they were, and the live audience in the arena was in a constant state of confusion, attests to the job which was done.

While balloting is one of the most important functions of such a gathering, this activity, especially on matters of procedure can be deadly. This again proved one of the weaknesses of the Demo coverage, but not because the webs did not try. Commentaries were used copiously, and when State delegations were being polled, as was frequently done here, the off-stage voices of the TV quarters took over.

Another weakness was the method of tallying the results in the roll calls. NBC's use of a series of cash registers, with only the figures super-imposed over the pool picture, was a good thought, but didn't quite make

the grade, especially where half-votes were cast. CBS also used a super-imposed, with changes being made by hand. While this was usually accurate, it was laborious, and thus tended to lose interest. ABC used several methods, the most effective being the actual posting of the State-by-State vote, as it was cast, on a giant blackboard. Totals were not super-imposed on each vote, but were super-imposed at intervals, and were usually on the button.

TV Impression

This year the televising of the elections given candidates as they were placed in nomination at both conventions was probably a great novelty to most Americans—but after the first few such demonstrations, the viewer began to lose his appetite, not only for the excitement but even for the people involved.

Here, as in the polling, the networks attempted to fill in with off-picture voices describing the events, and even deviated to news reports, and in some cases, special pick-ups, but always they returned to the scene of the wild marching and music. In this respect they did at least one service; they unveiled the fact that often these omissions are participated in by the same people, carrying a different banner each time, and that the ovation comes not only from delegates, but from the very rafters where the guests of the meet are seated.

These omissions, however, provide one of the few points of interest for the live audience because they are splashed with brilliant colors and flaming banners. But they definitely fail to register as strongly with the TV audience.

All-in-all, coverage of this convention, like its Republican counterpart, while leaving many things to be desired, nevertheless must be adjudged a success from the results achieved on the nation's screens. That the politicians were impressed is known and they will undoubtedly make great use of this medium in the months immediately ahead as the two nominees, Adlai Stevenson for the Democrats, and General Eisenhower for the Republicans, bring their campaigns to the public.

It also is certain that the networks, now that the confabs are over, will start work immediately on their plans for coverage of the actual election come November.

Special Events

Following is a rundown, session by session, of the special programs which the three networks used to supplement their coverage of the convention.

Monday, Morning Session: 11:49-11:52 a.m. to the Conrad Hilton for a caucus coverage—the first program after the initial gavel, away from the arena. This one served to set the scene for the coming fireworks. Web returned to the hotel a few minutes later for a second two-minute pick-up.

12:12 p.m. Ernest K. Lindley, ABC commentator, in a three-minute coverage of the vital civil rights question. Lindley is a clear, concise analyst, and this was the first coverage of the subject during the session.

12:54-12:58 p.m. Paul Harvey, ABC, in a special interview with Jim Farley, discussing the campaign. Harvey, usually a dramatic personality proved well-versed in the national scene in this four-minute bit.

2 p.m. Richard Harkness, NBC, in a special commentary on the speech delivered by Sen. Paul Douglas, spoke for three minutes. This was a good, solid explanation.

(Continued on page 5)

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Democratic Convention Facts Gavel-to-Gavel*

SUBJECT	POOL	ABC	CBS	NBC
Total pool time*	40 hrs., 37 min., 30 sec.	37 hrs., 55 min., 55 sec.	38 hrs., 30 min., 15 sec.	37 hrs., 27 min.
Special event pick-ups	47	47	28	35
Total special event time	2 hrs., 44 min., 35 sec.	2 hrs., 43 min., 7 sec.	2 hrs., 7 min., 15 sec.	3 hrs., 11 min.
Commercial time due	2 hrs., 43 min., 58 sec.	2 hrs., 8 min., 58 sec.	2 hrs., 43 min., 7 sec.	2 hrs., 43 min., 45 sec.
Sponsor	102	102	Westinghouse	Philco
Candid floor pick-ups	368	368	92	59

*Tabulations are complete as of 6:13 p.m., CDT, Friday, July 25, end of the eighth session.

One Exec to Handle All Media for Y&R

NEW YORK, July 26.—Young & Rubicam this week decided to revamp its basic manner of buying media. The revolutionary new system is to have one executive responsible for the buying of media in all fields—radio, TV, newspapers, magazines, outdoor, etc. The traditional agency practice is to have agency specialists for media purchasing. They function only in one department such as newspapers, radio, TV, etc.

The new method is expected to make for greater efficiency and co-ordination in the purchase of media for one account. It is felt that with the growth of TV and the consequent problems of purchasing and clearing time, the old system did not function too well. The only other agency which is using the method Y. & R. will

\$300,000

NEAB Grant To Go for Radio Series

NEW YORK, July 26.—The \$300,000 grant to the National Association of Educational Broadcasters from the Ford Foundation is being extended for the production of five sets of radio program series for broadcast over the NEAB tape network of 127 stations. Several shows have been completed. One, "The Jeffersonian Heritage," will make its radio bow here over WNYC September 14.

The project is being handled by a special adult education committee of NEAB. Members of the group are George Probst of the University of Chicago, Parker Wheatley of Lowell Institute Co-operative Broadcasting Council, Richard B. Hull of Iowa State College, Harold McCarty of the University of Wisconsin and Seymour N. Seigel, president of NEAB and director of New York City's Municipal Broadcasting System.

The first program in the "Heritage" series stars Claude Rains as Thomas Jefferson. The script is by Morton Wishengrad and Milton Geiger, with music by Vladimir Sellinsky, who conducted a 65-piece orchestra and a 16-voice choral group. Frank Papp directed the show.

Programs in the various series will be half-hour or full-hour shows depending upon the subject being dramatized.

4 Categories

The four main series categories are "The American Heritage," "The Nature of Man," "International Understanding" and "Public Affairs."

A fifth series is scheduled to be produced as a joint enterprise of the NEAB, the British Broadcasting Corporation and Canadian Broadcasting Corporation. All programs will be available to NEAB, CBC, BBC, United Nations Radio, Voice of America, Australian Broadcasting Company and All-India Radio.

World Waxes Voting Pitch

NEW YORK, July 26.—Another campaign designed to encourage American voters to cast the ballots, titled "Get Out the Vote," has been blueprinted by the World Broadcasting System. This campaign which is already being rushed to World subscribers will tie in with the "Register and Vote" drive fashioned by the National Association of Radio and Television Broadcasters.

The World series features the Jesters singing catchy tunes created to increase voting. The campaign is considered especially appropriate for civic groups, business firms, trade unions and similar organizations. World execs claim.

follow is Benton & Bowles. It is believed it installed the co-ordinated media-buying method at the insistence of Procter & Gamble, one of its clients.

On a practical level, Y. & R. will assign the majority of its media buyers to handle several accounts, but no assignments have been made, as yet. Anthony (Tony) Geohagan, is vicee and production, at the agency.

FCC Grants Permits For Educational TV

Continued from page 1

struction in Miami that it would withhold its application for an educational TV station on Channel 2 in Miami until it could act upon a request for a new site and higher power and antenna by Miami Station WTVJ. Under terms of a lease, WTVJ will make its TV transmitter facilities available to the educational organization at a rental of \$1 a year, as soon as it is authorized to build a new station.

In granting construction of a TV educational station on Channel 8 at Manhattan, Kan., by the Kansas State College of Agriculture and Applied Science, the commission took note of the fact that "funds for construction of the station will require legislative action." But the FCC said it had decided to authorize construction of the station anyway, because State educational institutions often must get legislative appropriations to carry out their educational TV programs. It emphasized that the action "in no way affects or changes our established policies with respect to the financial showing required in connection with applications other than those for reserved non-commercial educational channels."

Commissioners Robert Jones and Rosel Hyde opposed the action. Jones said the college should show itself financially able to build and operate the station before its application was granted. Hyde claimed that even the college's own State board of regents has not finally approved construction of proposed station. "Funds for construction will require fur-

CREDIT LIST FOR DEMO TUNE

NEW YORK, July 26.—At the opening session of this week's Democratic convention, the tune "Don't Let 'Em Take It Away" was introduced as the official Democratic song for the political campaign. The music was written by Bernie Wayne and the lyrics by Robert Sour, director of publisher relations for Broadcast Music, Inc. Tenor Phil Regan kicked the song off for the delegates. Tune is published by Meridian.

NAME EMPHASIS

CBS Maps Splash Bow For Coast Tele City

Continued from page 1

mid-October when the net's new tele facilities go into operation.

Plans have not as yet been crystallized, but show, as it's shaping up, will take at least one hour of coast-to-coast time and may well run to a full two hours. Nearly all the top CBS personalities will be represented, along with top names from the motion picture colony. Ackerman is working on a format that would tie in all the personalities into the single show.

Currently under consideration is a means whereby each artist will recreate one of his or her top performances. Net is expected to level plenty of ballyhoo in the direction of this event to fully acquaint the nation's viewing public

of the newly opened Television City. Initial studios in the CBS project will be opened by mid-October with construction to continue on additional facilities. Structure occupies the Gilmore Island acreage at Beverly and Fairfax avenues, Los Angeles.

ABC Lines Up Sponsors for 'Oz and Harriet'

NEW YORK, July 26.—The American Broadcasting Company continued this week to line up sponsorship and time slotting of the AM and TV versions of the "Oz and Harriet" series. Signed this week for 20 alternating weeks of sponsorship of the radio and filmed TV show was Lambert Pharmaceutical Products. Earlier, Hotpoint, Inc., had purchased the same package from ABC.

The net, however, is now attempting to set the video version in a time slot acceptable to both sponsors, with Hotpoint said to be balking somewhat.

The radio series will be aired Fridays, 9-9:30 p.m., EDT, beginning October. The video show will be filmed in Hollywood by an established TV film producing firm. Negotiations are currently underway with decision on the company to get the show to be determined next week.

The web, it is agreed, will have little difficulty in making a deal with sponsors for TV time slotting since the show is considered to be one of the hot new properties in video.

Bill Harrington To Be WNEW Singing Deejay

NEW YORK, July 26.—Local indie WNEW has signed Bill Harrington as a triple-threat singing deejay. He plays the piano, accordion and records. The ex-"Hit Parade" vocalist will take over the station's noon to 1 p.m. daily spot, when Bob Haymes departs for WCBS August 11.

Altho Haymes' WNEW contract still has two years to go, station manager Bernice Judis released him to WCBS for a lucrative flat sum plus percentage deal which runs thru the length of his WNEW pact. The Harrington show will be styled along the same live-music-and-platters line as the Haymes opus, with Roy Ross and his orchestra providing live backing for Harrington's warbling stints.

Jergens Buys CBS, TV & AM

NEW YORK, July 26.—Jergens this week purchased an alternate week slot on the Columbia Broadcasting System's TV network for sponsorship next season. It has given up options it held at the National Broadcasting Company's TV web on Kate Smith's daytime show and on "Blind Date." The program has not been selected.

The same client was also nearing a deal for a buy of a half hour of radio time on the Columbia Broadcasting System's radio network. It is believed Jergens will sponsor a musical show on CBS radio. Robert W. Orr is the agency.

4A's Commend Dayton Indie

DAYTON, July 26.—Local station WHIO-TV was commended by the American Association of Advertising Agencies this week for being "the first television station to adopt the customary 2 per cent discount on national advertising."

In a letter to WHIO-TV, Frank G. Silvernall of Batten, Barton, Durstine & Osborn, Inc., and chairman of the AAAA committee on radio and TV broadcasting, expressed the association's hope that "this leadership will be followed in the TV industry just as the cash discount has been adopted by majorities of other media."

The AAAA exec pointed out that "several TV stations have variations of the 2 per cent cash discount, adding a penalty for late payment or making other discounts contingent on prompt payment."

In connection with the simultaneous adoption of the plan by radio station WHIO here, Silvernall said nearly a score of other radio broadcasters have adopted the cash discount in the past six months. The 4A's has been campaigning for the 2 per cent discount in radio and television for some time.

NEWS CAPSULES—COAST-TO-COAST

Bert Parks to Emcee "Double or Nothing" Over CBS Video Network

NEW YORK, July 26.—Bert Parks will be emcee of "Double or Nothing" next season when it makes its video debut over the Columbia Broadcasting System's TV web. The program will be sponsored by Campbell Soup in the 2:30-3 p.m. time period Mondays, Wednesdays and Fridays beginning October 6. Walter O'Keefe remains as emcee on the show on radio.

FCC APPROVES WCUE BUY

AKRON — The Federal Communications Commission has approved the purchase of 50 per cent of WCUE, here, by the Heberich, Hall, Harter Company of Akron. The deal was consummated with the sale of stock for \$30,000 by George K. Stroupe. No changes are to be made in personnel.

KELLOGG'S BUYS CBS STANZA

NEW YORK — Kellogg's this week bought the two remaining quarter hours of "House Party," which will be telecast by the Columbia Broadcasting System's TV web next season. The program will be slotted 2:45-3:15 p.m. across the board and will also be sponsored by Pillsbury Mills, Lever Brothers and Green Giant.

LEAL MAY BUILD NEW STATION

SAN ANTONIO — Manuel D. Leal has been authorized to con-

struct a new standard broadcasting outlet here. The station would operate on 1250 kilocycles and have a power of 500 watts during the daytime only. The station will be the third to broadcast locally in Spanish and English. Programming will emphasize sports and news. Construction will begin immediately. Leal was formerly a partner in K1WW, here.

JACK PART BUYS CHUM SHARE

TORONTO — Thirty-nine per cent of CHUM, here, has been bought for \$100,000 by Jack Part from E. A. Byworth. Part and Byworth were partners in the operation with R. T. Fulford.

WGFM GOES INTO BLACK

WASHINGTON—WGFM, here, becomes one of the first FM stations to go into the black. The station has been on the plus side of the ledger since March according to its first quarterly report issued by Leon Loeb, station manager. Its March, April and May net was \$1,048. After three years of losses, station stockholders asked Loeb to take over. He instituted drastic retrenchment measures.

WSNY CELEBRATES 10TH BIRTHDAY

SCHENECTADY — W S N Y, local indie, here celebrated its 10th anniversary, July 15. The

station pointed with pride to two Billboard awards plus others from the Freedoms Foundation and the National Safety Council. WSNY's revenue has jumped 10 per cent for the year ending June 30, 1952 over 1951.

WCBS-TV PLANS 2ND BILLBOARD

NEW YORK—WCBS-TV, here, will have its second billboard spectacular in the Broadway area shortly. Douglas Leigh will build its spectacular diagonally opposite the Radio City Music Hall, a top traffic location. The first spectacular is now functioning on the northwest corner of 46 Street and Seventh Avenue. The deal exchanges time on the TV station for the plugging of Flamingo orange juice, a product owned by Leigh.

RELIGIOUS TV OFFERED AT YALE

NEW HAVEN—An experimental course in religious television, the first of its kind, will be offered this fall by the Yale Divinity School here, which pioneered religious communications training for radio six years ago. In cooperation with New Haven station WNHC-TV, the course will include lectures and seminar discussions as well as actual lab-type work at WHIC-TV. However, students will not take part in regular programs on the air. Rev. Everett C. Parker will (Continued on page 5)

Nets Tightly Demo Conclave Coverage

Continued from page 1

tion of Douglas' talk on the war. 2 p.m. ABC, Paul Harvey, this time with Franklin D. Roosevelt Jr. discussing the civil rights issue for four minutes.

2:03-2:05 p.m. John Cameron Swayze makes his first appearance of the session in an interesting commentary on the events to date.

Floor Interview

2:07-2:08 p.m. NBC presented a floor interview with Governor Tammidge on the possible walkout of the Southern States. An excellent bit of timing and programming, but reception was not too good.

2:15-2:30 p.m. Ted Malone, on ABC, in the first interview with Estes Kefauver's wife and father from the presidential studio. Malone proved adept at leading both of the guests along in the interview.

Monday Evening Session:

8:31-8:36 p.m. Ernest K. Lindley in a discussion of the happenings to date, again well handled.

8:32-8:36 p.m. CBS in a special program of news flashes by its commentators. This type of programming was to prove a highlight of the week-long coverage.

8:34-8:36 p.m. NBC reporter interviewed James C. Petrillo, president of A.F.M. Petrillo, as usual, an interesting personality who later went to the rostrum to lead the ork in a number.

Third Session

Prior to the 12:33 p.m. call to order, ABC, in a quick bit of thinking, had Harvey on the convention floor, and Austin Kiplinger at the caucus at the Conrad Hilton covering the credentials committee's hot sessions. This was one of the best special events to date. CBS and NBC, also using some top drawer camera work, covered the caucus headquarters in the pre-travel period.

12:36-12:48 p.m.: Merle Mueller, NBC, covering the caucus, interviewing guests. 12:36-12:40 p.m.: Buff and Mike Wallace, CBS interview team, make their debut in the monitored period, in a conversation with Congressman Kennedy. This type of commentary means little in the coverage of such an event.

12:41-12:47 p.m.: Lowell Thomas, making his first appearance during a regular session, in a commentary. Well versed and connected, Thomas could improve his appearance with a looser attitude.

1:17:30-1:22 p.m.: Paul Harvey, ABC, in interview with Cong. E. Celler of New York. Harvey cut in on speech to get this interview. Results were not worth the effort.

1:27:15-1:29:45 p.m.: Tom Casey, ABC reporter, scored a beat by being the first TV man in the Stevenson for President headquarters at the Conrad-Hilton. Descriptions were well handled but bit could have been more forcefully if a representative of the candidate had been available.

Good Interviews

1:45-1:48 p.m. CBS in some interesting delegate interviews from the floor, while ABC, with Martin Agronsky carrying the ball, and NBC, with Clifton Utley, also were talking with delegates. Good commentators prove they can make delegates talk facts.

1:52-2:05 p.m. ABC in interview with delegate Senator Holland of Florida, on civil rights problem. Byron Rush gets to facts quickly and draws more from his subject.

2:09:45-2:18 p.m. Bob NBC and CBS returned to the Conrad Hilton for coverage of the Credentials Committee meet.

2:20-2:30 p.m. NBC continued its coverage of the Conrad Hilton caucus, interspersing commentaries by its team of reporters.

Tuesday, evening session: 8:45-8:47 p.m. Drew Pearson on ABC reporting on his poll. This bit of programming was good on Pearson's own show, but didn't score too well during regular coverage.

9:59-10 p.m. CRS interview on civil rights with Delegate Maury Maverick.

10:09-10:10 p.m. NBC interviews with delegates in civil rights. 10:31-10:37 p.m. CBS again returned to the Conrad Hilton caucus center. These programs covering the credentials meeting

were all well handled, despite poor lighting conditions. Good cooperation from politicians was noticeable. Web cut in at 10:36 for news from convention by Walter Cronkite, then returned to the caucus.

Wednesday Session

12:44-12:48 p.m. ABC's Taylor Grant in interviews with delegates. 12:56-1 p.m. Martin Agronsky, for NBC, in floor interviews.

1:19-20:11:40 p.m. ABC in special report from California caucus. Another very good bit of timing and programming.

1:46-1:47 p.m. CBS in floor interviews. Timely topics which were hurt by reception.

1:48:30-1:55 p.m. ABC interview with Blair Moody, sponsor of the controversial pledge amendment.

1:56:23:30 p.m. NBC's Utley interviewing Maury Maverick on unseating of his daughter's delegation. Utley, while late in getting to Maverick, provided one of the best interviews with the Texan.

2:39-2:41 p.m. ABC and NBC in joint interview with Georgia delegation. These joint efforts, with all webs involved at one time or another, were all strong, with no fight to see who could do the most talking.

Wednesday, Evening session:

8:38-8:41 p.m. NBC on with

Clifton Utley in news flashes. 8:51-8:54 p.m. Leo Cherne, for NBC, in an interview with Walter White on civil rights.

Drew Pearson in a one-minute commentary at 8:56 p.m. ABC in an attempt to pick up an advance from Vice-President Barkley, had Agronsky outside the Amphitheater, but he was unsuccessful. One of the commentators poorest showings.

CBS, at 10:12 p.m., and NBC at 10:17 p.m. Both used special news bulletin suppers for first time. Balance of the evening special events were all interviews.

Marathon

Thursday's session, which lasted a total of 13 hour 54 minutes and 30 seconds, was jammed with special events, most of them held during the 20-minute demonstrations which were held for the candidates placed in nomination.

During the day ABC had 13 special shows plus those during the ovation. CBS 8, plus some excellent news programming, and NBC 5, but maintaining its over-all coverage of the convention proper.

Highlights of the marathon were the introducing by NBC of its cash register totalizers in the balloting on the seating of Virginia and the fire, which broke out at 1:32 a.m., and in which Peter Clowery, of Conn., made a name for himself by using a mike to quiet the nearby crowd.

Conclusion

Special programming Friday concentrated on the President Truman trip from Washington to Chicago, with NBC devoting 18 minutes to the Washington embarkation, and all webs covering the arrival in Chicago at 3:08 p.m.

ASCAP Wins First Telecaster Round

NEW YORK, July 26 — The American Society of Composers, Authors and Publishers won the first round in its legal skirmish with the telecasters when United States District Judge Henry W. Goddard his week upheld a motion by ASCAP that the telecasters be required to furnish detailed data regarding station operations and income.

This data is deemed by ASCAP and the courts as necessary and helpful to the determination of a per program license. The motion that the stations furnish this data had been contested by some 50-odd stations comprising the All-Industry TV Per Program Committee, a group whose protracted negotiations with the Society for a per program license had broken down in many months ago.

On July 18, 1951, the stations petitioned the court to fix "reasonable fees" for proposed per program licenses to perform ASCAP music. This recourse to the courts stems from the Consent Decree of March 4, 1941, and the final decree of March 14, 1950, which provides that the music users be offered an optional form of license, other than the blanket license, and that in the event this optional form cannot be negotiated, the courts may be asked to determine the fees.

Goddard's Ruling

Judge Goddard's ruling on the ASCAP request that the telecasters be required to answer five sets of "interrogatories" means the following: The stations will provide detailed data as to their program operation, their gross billings, their rate and discount structure and their use of music.

The data will cover a total of eight weeks during one year in the past. The eight weeks will be broken up, so that the survey of the station operation will cover the four quarters of the year, with two non-consecutive weeks taken as the sample in each quarter.

By this method, ASCAP and the courts believe they will obtain a cross section of one-year's operation showing seasonal fluctuations. The data will also include detailed information as to program format, types of music, whether sustaining or commercial, source of music, production methods (live, film, etc.).

Blanket License

One of the five interrogatories would contain information designed to show what the station would have paid for its music if it had had a blanket license (which ASCAP and the telecasters negotiated several years ago, prior to embarking on this per program hassle).

The possibility that more than one type of per program license might come out of all this mass of information is raised in a memo-

randum which was presented to the court by ASCAP counsel in support of the ASCAP motion for a sweeping examination of TV stations.

The memorandum pointed out that, "It may well be that different types of licenses may have to be offered to different stations." In view of the different types of station operation.

May Be Heard

In view of Judge Goddard's action on the ASCAP motion, it is (Continued on page 18)

NEWS CAPSULES

Bert Parks to Emcee "Double" Over CBS-TV

Continued from page 4

head the course, assisted by David Harris, WNHC-TV production chief. Studies undertaken will include the nature of communication of the Christian faith, with special emphasis on TV; use of mass media by philosophies opposed to Christianity; analysis of audiences available to religious television and the subjects fitted to telecasting; creative writing, and community analysis for effective programming.

PIK OF SAUCERS, BRING REWARD

NEW YORK—WPIX is trying to fill flying saucers with gold for the first cameramen on its crews at the Yankee Stadium and the Polo Grounds that snap the aerial phenomenon. The first crew to pick up the flying disks will divide \$500 between them, while individual cameramen in the newsreel division will get a \$100 cash prize for actual footage which can be telecast.

TAPE IS WASTED ON VEEP

CHICAGO—Vice President Alben Barkley's over-night change of heart about running for President left a lot of useless tape in its wake, with commentators forced to shelve any taped interviews pertaining to his candidacy. Martha Deane, the WOR-Mutual commentator, was hit particularly hard, because her Monday night interview-tapes included a chat with Mrs. Barkley, who confidently explained how she planned to decorate the White House, and another with Jim Farley, a strong pro-Barkley man.

MUTUAL USES PRESS CAR

CHICAGO — Mutual press director Frank Zuzulo was the only network flack covering the convention in an official press car this week, via a special promotion deal with the Willys auto outfit.

Mutual pressmen toured the city in a special 1952 Willys to pick up round-the-city coverage.

Zuzulo is bringing the press-buggy back with him, and plans to utilize it on a similar basis in Manhattan.

"HOPPY" OFFERED ON LOCAL BASIS

NEW YORK—Charles Michaelson, Inc., has been appointed Eastern sales distributor for the "Hopalong Cassidy" radio transcription series, and will market the former network program on a city-by-city basis throughout the East. This marks the first time "Hoppy" has been offered to advertisers on a local sales plan.

ROBBINS PROMOTES RITA FILM

NEW YORK — In conjunction with its world premiere here of Rita Hayworth's first post-princess flicker, "Affair in Trinidad," July 30, Columbia Pictures has made a tie-up with Fred Robbins' new all-night TV show on WOR-TV. The promotion centers about a "Rita Hayworth beautiful legs contest," which Robbins will run on his show thru August 5. The girls will audition on his program every week. In return, Columbia is running a special "All Night Show" movie trailer at the Victoria Theater, along with special display posters in the lobby and plus for Robbins in theater's newspaper ads.

WLP TO TAPE OLYMPIC INTERVIEWS

NEW YORK —Harry Novik, general manager of WLIB here, is taping special interviews with American athletes, while attending the Olympics in Finland this month. The tapes, which include all-Negro stars participating in the Games, will be aired over WLIB here.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR

CBS flack Harry Feeney leaves for a two week vacation in Narrowsburg, N. Y., this week.

Carroll H. Marts, sales manager of the Midwest division of Mutual, has been named manager of Midwest operations. Virgil Tetter, MBS account exec succeeds Marts. While Ted Steels takes a week's vacation, his daily two-and-a-half-hour video show on WPIX, New York will include the following guest emcees: Russel Swan, Gary Morton, Johnny Anderson, Mort Lindsey, Florian Zabeck and Leo De Lyon. Seymour Siegel, WNYC head man, and William R. Traut, director, radio-TV division of the Town Hall, will speak on "Radio in Stimulating Community Action" at the New School for Social Research, Tuesday (29).

George R. R. Gibon, ex-merchandising manager at Walt Disney Productions, has joined Geary, Newell & Ganger, Inc., New York, as marketing director. Paul S. Dixon, comptroller of the Radio Service Corporation, named national sales manager of KSL, Salt Lake City. Lindsey Nelson, ex-director of football for the Liberty Broadcasting System, has been appointed assistant director of sports for NBC, and David M. Cameron, director of sports program development for McCann-Erickson, has joined the same web as co-ordinator of the NCAA football TV coverage.

CBS-TV SCHOOL CLICKS

Grads Do Themselves Proud During Confabs

WASHINGTON, July 26. — Graduates of Columbia Broadcasting Company TV Coaching School for Candidates did themselves proud in the conventions, according to the school's "headmaster," Bill Wood, CBS-TV news director. House Speaker Sam Rayburn managed, with the aid of a TV make-up expert, to practically eliminate the glare from his bald head, and, following the advice of the experts, he reluctantly agreed to give up his favorite white suit and led the Democratic conclave in dark coat, trousers and tie. But Rayburn balked at giving up white shirts, which he was told reflect light into the camera lens and cause distortion. "I can't do that," he said, "I've always worn white shirts."

The veteran chairman after nearly 10 years' experience in presiding over the House of Representatives, still got a lesson in mannerisms and gestures as a TV platform speaker. He was told to use vigorous, but not wide-sweeping, gestures, and on a monitor screen placed near-by he could see for himself that wide sweeps of his arms were completely lost on close shots. Rayburn also agreed that moving from side to side sometimes put him out of the camera altogether. The speaker expressed some concern when he learned that cameras would wander over while someone else was delivering a speech, and that distant cameras equipped with telescopic lenses often showed close-up of platform celebrities. "Can't a man ever have a minute to relax?" he asked.

Mrs. Georgia Neese Clark, first woman treasurer of the United States, another pupil of the CBS-TV school, removed the white collar and cuffs on her carefully

chosen gray silk dress, and sewed on pink ones for her convention address. She also stayed away from sparkling jewelry and wore only pink earrings to match the collar and cuffs. Mrs. Clark selected her outfit after trying on several dresses before the school's TV cameras. Since the Democrats' keynote speaker and temporary chairman, Massachusetts Gov. Paul Dever was a "correspondence" pupil, Wood sent him a list of instructions compiled from lessons given Speaker Rayburn and other pupils like Senators William Benton (D. Conn.), Robert Kerr (D. Okla.), Irving Lves (R., N. Y.), Edward Martin (R., Pa.), and Rep. John Kennedy (D. Mass.).

Prudential NBC-TV Buy Could Cue a New Trend

NEW YORK, July 26. — Prudential Life Insurance Company this week purchased the alternate 10:30 p.m., Saturdays, slot on "Your Show of Shows," which will continue to be telecast over the National Broadcasting Company's TV network next season. The Prudential sponsorship, which starts September 8, will be shared by Lehn & Fink, one of last season's sponsors. Trade observers claim that the Prudential buy is significant because it indicates that the insurance companies believe the medium is now truly national in coverage. Mutual of Omaha, the sponsor of Bob Considine, is the other insurance firm currently using video. Both the Metropolitan Life Insurance Company and

the Equitable Life Insurance Company are shopping for TV stanzas, with other giants in the business almost certain to follow the trend.

Prudential sponsored an hour dramatic presentation over the Columbia Broadcasting System's TV web several seasons ago. After its cancellation the firm did not immediately return to TV because it was felt that insurance agents in areas without video presented the advantage that was being given their more fortunate TV-located brothers. With a nationwide microwave relay reality, Prudential now believes that TV will answer the needs of a larger number of its agents, in addition to selling its services.

FCC Changes Score Of Video Channels

WASHINGTON, July 26.—Minimum mileage separation requirements set up by the Federal Communication Commission's TV allocation plan forced the change of a score of UHF TV channel assignments this week, over the oft-repeated objections of Commissioner Robert Jones, who has consistently held that "proper use of the separation factor" could have resulted in the allocation of twice as many stations. Even the July 11 grant of a construction permit to the New Britain Broadcasting Company for operation on Channel 30 at New Britain, Conn., was held up when it appeared that Channel 30 was less than 75 miles from the assignment of Channel 15 to North Adams, Mass., the minimum FCC required spacing to protect against picture image interference.

Most applicants for the disputed channels indicated that they merely would shift their applications from the former channel to the new one designated by the Commission. Channel shifts were made in Baltimore, and Harrisburg and Reading, Pa., because, according to the Commission, the assignment of Channels 18 and 39 to Baltimore and Harrisburg, respectively, with a separation of 68 miles, and the assignment of Channels 30 and 5 to Baltimore and Lebanon, Pa., respectively, with a separation of 72 miles, did not meet the prescribed standards for an assignment separation of 75 miles for UHF channels. The Commission declared: "Such assignment, therefore, appear in the table of assignments by error and must be corrected." The FCC refused to consider the action of applicants for Channels 15 and 30 in Lebanon and Baltimore in securing antenna sites which would be more than 75 miles apart. It declared: "A minimum separation must be met on a city-to-city basis as well as on a transmitter-site basis." Channel 30, therefore, was deleted from Baltimore and Channel 60 added; Channel 33 was removed from Harrisburg and Channel 55 added, and Channel 55 was taken from Reading and Channel 33 added.

Channel changes also were ordered in Youngstown and Warren, O., despite the fact that the

Polan Industries, which applied for operation of a TV station on Channel 33, had secured a transmitter site which would be more than the required 60 miles from Pittsburgh, although the two cities are only 57 miles apart. Channel 33 was removed from Youngstown and Channel 21 added, while Channel 21 was deleted from Warren and Channel 67 added.

Initial Commission action on other contemplated channel changes included the deletion of 53 from Wilmington, Del., and the addition of 83; the deletion of 16 from Elberton, Ga., and the addition of 24; the deletion of 21 from Fort Wayne, Ind., and the addition of 69; the deletion of 33 from Lexington, Ky., and the addition of 65; the deletion of 40 from Fall River, Mass., and the addition of 68; the deletion of 15 from North Adams, Mass., and the addition of 74; the deletion of 41 from Lima, O., and the addition of 73; the deletion of 45 from Allentown, Pa., and the addition of 67; the deletion of 37 from Newberry, S. C., and the addition of 70. The FCC also declared that there would be no immediate processing of applications on related channel assignments in Allentown, Pa., 39; Greenville, S. C., 23; Lima, O., 35; Winchester, Ky., 37; Cincinnati, 48; New London, Conn., 26; Fort Wayne, Ind., 27; Wilmington, Del., 59 and Greenville, S. C., 23.

FCC OK's P. R. Tele Station

WASHINGTON, July 26.—Construction of the first TV station in United States territories was authorized by the Federal Communications Commission this week at San Juan, Puerto Rico. The construction permit was awarded to the El Mundo Broadcasting Corporation for operation on Channel 2. At the same time the Commission summoned for hearing Jose Ramon Quinones and the American Colonial Broadcasting Corporation, both of whom seek TV operation on Channel 4 in San Juan.

Also called for hearings were applicants for two Honolulu channels: Island Broadcasting Company and the Advertiser Publishing Company, Ltd., who want to operate a TV station on Channel 4, and the Pacific Frontier Broadcasting Company, Ltd., and Royaltel, with applications pending for operation on Channel 2.

ARB Steps Up TV Coverage

WASHINGTON, July 26.—The American Research Bureau announced this week that it is beginning regular TV rating coverage on three more cities, which brings its total to 13 cities covered in regular monthly reports. The new cities are Cincinnati, Dayton and Columbus, O. Studies include program ratings for all TV stations in the areas, audience breakdown by men, women and children and viewers per set. ARB reports are now being published for Boston, New York, Philadelphia, Baltimore, Washington, Cleveland, Chicago, Detroit, San Francisco and Los Angeles.

TV MEMBERSHIP OF NARTB 90

WASHINGTON, July 26.—TV membership role of the National Association of Radio & Television Broadcasters rose to 90 out of the 109 TV stations operating throughout the nation, with the addition of KRON-TV, San Francisco, and WOOD-TV, Grand Rapids, Mich., NARTB President Harold Fellows announced this week. Both stations began operation in 1949.

WANTED MORE

"Voice" Airs Conventions Of GOP, Dems

WASHINGTON, July 26.—Foreign audiences from England to Hong Kong heard Voice of America broadcast on the Republican and Democratic conventions and "asked for more." "Voice" officials reported this week. Each convention day, "Voice" representatives from three different foreign areas made special recordings in Chicago of convention highlights. Monday, recordings were made in the languages of South-East Asia, German and Turkish; Tuesday, in Hebrew, Japanese and Polish; Wednesday, in Yugoslav, Hungarian and Russian; and Thursday, in Spanish, Italian and French. Recordings of regular network broadcasts also were used, and straight reports of the proceedings were piped from New York in various languages.

In addition to the language specialists, the "Voice" sent a supervisor and two engineers to the conventions, along with commentator Raymond Swing, for special factual commentaries. "To better help other nations understand America's Democracy in Action," the D. C. bureau of the "Voice" contributed a series of interviews with farm, labor and business leaders, showing how these groups participated in the conventions by appearing before both Democratic and Republican platform committees to make their views known. "Voice" officials reported "a tremendous interest" in the conventions overseas, with heavy broadcasts and front-page coverage particularly demanded in England, France, Italy and the Scandinavian countries.

Owens Group Anklng KTLA For KNXT Slot

HOLLYWOOD, July 26.—Harry Owens and His Royal Hawaiians, which took the TV plunge a few years back on Paramount's KTLA, will switch to Columbia Broadcasting System's KNXT in October. United Airlines, which bankrolled Owens on KTLA last season, is following the "Sweet Leilani" bantam to his new station affiliation.

Owens group will include Hilo Hattie, Na Pua, Prince Kawohl and the Eddie Bush Trio, all participants in the Owens KTLA show last year. Owens originally came TV-ward while appearing at Ocean Park's Aragon Ballroom with KTLA doing a remote pick-up of the pineapple show from the dancers.

WCBD to Slot Em Kimbrough

NEW YORK, July 26.—Continuing a revamping of its programming structure, WCBS, here will slot Emily Kimbrough in the 4:15-4:30 p.m. across-the-board strip. She will work with veteran announcer Harry Marble. They are to replace Tomm, Rigas who joins WAPI, Birmingham, Ala.

The station just recently dropped Margaret Arlen and Paul Cook for Bob Haymes, and has other programming plans on tap. Lester Lewis Associates set the Kimbrough deal.

Radio Re-Captures Nighttime Audience

NEW YORK, July 26.—Radio recaptured an impressive segment of its nighttime audience in 10 major TV cities this year, according to a recent survey made by the Columbia Broadcasting System's radio network research staff. The radio sets in use in these TV homes soared an average of 28 per cent in these cities from 6 to 11 p.m. all throughout the week. The statistics compared April, 1952 with April, 1951.

The increases range from 56 per cent in New York to 1 per cent in Philadelphia. Other cities such as Cleveland, Los Angeles and Chicago racked up gains in TV homes of 30, 25 and 23 per cent respectively. Boston and Detroit also were high on the list of cities that lifted radio listening 23 and 24 per cent in 7 hours.

The survey also points out that by including eight TV markets in a radio network line-up, one advertiser had a cost-per-thousand of \$3.87 as compared to a \$4.32 cost per thousand without the TV stations. He reached an audience of 856,000 homes on these eight stations at a cost of \$1.86 per thousand. Were this sponsor to

have excluded these stations, he would have reduced his audience 18 per cent, but his talent and time charges would have been sliced by only 8.7 per cent.

SRT Off Sales Block; Broaden AM Ad Service

HOLLYWOOD, July 26.—Jerry King, head of Standard Radio Transcriptions, next week will unveil a new plan for the handling of his transcription library, following this week's breakdown in negotiations for Associated Transcriptions to buy out the Standard Library (The Billboard, July 26). King told The Billboard that the transcription library has been withdrawn from sale and isn't available for purchase by another transcription firm.

King also disclosed that Standard will henceforth make available for sale to non-library subscribing stations its Standard radio advertising service. This service, which heretofore amounted to disk releases every few months, will now go on a monthly disk releasing schedule. Lee Hart, formerly of the Broadcast Advertising Bureau, who served Standard last year on a special fee basis, has been appointed as a full-time staff member of the firm to head up the advertising service. Already in release is a disk aimed for Sears-Roebuck sales campaign with similar commercial disked drives in the works for future issue. Disks will also bear down on seasonal campaigns aimed at providing stations with recorded sales aids.

In addition, Standard will retain its sound effects library as apart from the e.t. music library.

In the past, the Standard radio advertising service was available as part of the package with the music library to Standard's subscribers.

ALL AT SEA

S. S. Courier Takes 'Voice' On Voyage

WASHINGTON, July 26.—The Voice of America's first seagoing broadcasting station, the U. S. Coast Guard cutter, Courier, is stopping off at Tangier, Gibraltar, Naples, Italy; Piraeus, Greece, and the Island of Rhodes this month on its initial assignment as a floating relay base for programs in Near East and Iron Curtain languages, the State Department announced. The 338-foot Courier recently returned from a six-week test cruise in the Caribbean, where, the department said, its medium-wave transmitter was heard clearly throughout the Caribbean and its two short-wave transmitters as far away as Europe and New Zealand.

NBC Bolsters Sports Staff

NEW YORK, July 26.—The National Broadcasting Company strengthened its sports staff this week in preparation for the National Collegiate Athletic Association football coverage on television next fall. NBC sports director Tom Gallery named Lindsey Nelson as assistant director of sports, and David M. Cameron as co-ordinator of the NCAA TV coverage.

Nelson was formerly football director for the Liberty Broadcasting System, while Cameron was, most recently director of McCann-Erickson's sports development program.

Eye Tokar As 'Luigi' Megger

HOLLYWOOD, July 26.—With the TV cast of "Life of Luigi" set, Columbia Broadcasting System's continuing search for the show's director will cause it to fly New York's Norman Tokar to the Coast for interview with an eye to assigning him to the post. CBS programming vice-president the Coast, Harry Akerman, will huddle with Tokar next week, at which time a decision will be reached for the show's directorial assignment.

Show was bought by General Foods and will air live from Hollywood starting September 22, filling one of the net's strongest-rated time slots, Monday night half-hour immediately following "I Love Lucy." Cast as it now stands includes J. Carroll Nash, Alan Reed, Mary Shipp, Sig Rumann, Ken Peters, Jody Gilbert and Joe Fortie. Mack Benoff will serve as producer and head writer with Lou Derman as scribe.

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

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

Claire R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

C & P Attempts To Get Dunhill Cig Account

NEW YORK, July 26.—Ceell & Presbrey this week was making a concerted effort to take the Dunhill portion of the Philip Morris cigarette account away from the Bio Company. An advertising campaign to cost about \$3,000,000 for the first year has been prepared by C. & P. for Dunhill. Much of the budget would be spent on TV, if Philip Morris & Company Ltd. buys the presentation.

C.&P. had some of the Philip Morris daytime radio business, but lost it when the cigarette account canceled some of its daytime shows. With king-size cigarettes racking up phenomenal sales, C.&P. evidently feels that it is time that Philip Morris & Company, Ltd., put some of its advertising weight behind its own Dunhill king-size product which, so far, has not been exploited in the same aggressive manner as the Philip Morris brand.

Citrus Group Buys 'Happy' For 4 Outlets

NEW YORK, July 26.—The Florida Citrus Commission this week purchased "Happy's Party," the first network program to be originated from Pittsburgh. The kiddie show will be telecast, via WDTV, to WABD, New York; WNBW, Washington, and WXYZ, Detroit, in a Saturday morning slot, beginning September 8.

The half hour puppet show features the adventures of "Happy." It was created by Ida Mae Stillely and is currently on WDTV under local sponsorship. J. Walter Thompson is the agency for Florida Citrus.

Theater Tele Hearings Set

WASHINGTON, July 26.—Hearings on the engineering and accounting phases of theater TV were advanced from January 12, 1953, to October 20, 1952, by the Federal Communications Commission this week. The Motion Picture Association of America, Inc., and the National Exhibitors Theater Television Committee had requested a speed-up in FCC action on the theater-TV issue. Hearings on all other phases of the issue, the commission emphasized, will begin January 12.

Your Lucky Strike Hit Parade

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



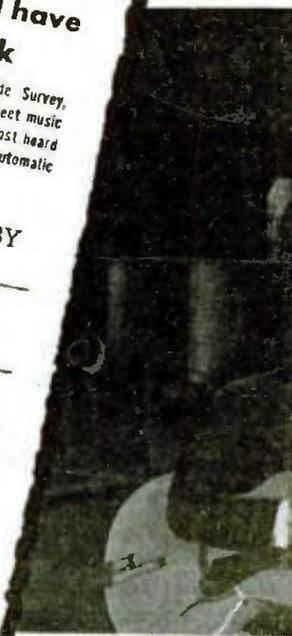
ON RADIO—"Your Hit Parade"... starring Guy Lombardo and his Royal Canadians. Back on the air Friday, August 29.

Your Lucky 7 tunes that you would have heard last week

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

1. WALKIN' MY BABY BACK HOME
2. AUF WIEDERSEH'N, SWEETHEART
3. KISS OF FIRE
4. Blue Tango
5. DELICADO
6. I'M YOURS
7. Here In My Heart

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



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

Be Happy-Go Lucky!



See your Lucky Strike Hit Parade Summer TV replacement

"ASSIGNMENT: MAN HUNT"

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

(N. Y. Time)



6CCN-A1X-2202

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NLRB Edict Separates Unioners, Free-Lancers

WASHINGTON, July 26.—Despite a vigorous dissent pointing to "extraordinary conditions" in the TV industry, the National Labor Relations Board ruled this week that part-time TV performers can't join a union of full-time station workers. In a 3-2 decision, the board sided with Scripps-Howard Station WEWS-TV, Cleveland, in limiting the union to full-time employees of WEWS and excluding free-lancers who are employed by some 50 advertising agencies. Dissenters John Houston and Paul

Styles felt that TV's "extraordinary conditions" have brought about "unusual, shifting and confusing employer-employee relationships" which should be considered. They criticized what they said was "a sterile adherence to form and precedent by NLRB."

The NLRB majority held that WEWS controls only the mechanical details of the free-lance performances, and since NLRB found full-time workers were not sufficiently interested in the union, it dismissed the petition for an election. Houston and Styles argued that: "Because these special conditions, peculiar to the television industry, do not conform with the familiar type of employer-employee relationship ordinarily found in other industries, the majority denies the performers any opportunity to enjoy the collective bargaining procedures which the Act was designed to encourage." Considering what they called "the unusual characteristics" of the TV industry, they said the record showed sufficient control by the station operator to justify collective bargaining between WEWS and all the actors who work in its studios.

CBS Woos Chesterfield And Coca-Cola

NEW YORK, July 26.—The Columbia Broadcasting System's radio network is romancing Chesterfield and Coca-Cola, both of which have indicated they wish to buy network time next season. The soft drink client would like to return Andre Kostelanetz and his ork to the air waves. Coke however, has already bought Friday 8:30 p.m. on the National Broadcasting Company's radio network presumably to continue the sponsorship of Mario Lanza. It might buy out Lanza's contract and install Kostelanetz there or else purchase new time at CBS for him.

Chesterfield has been offered the strong Wednesday 9-9:30 p.m. time by CBS for Como. This would mean the cigarette sponsor would precede Bing Crosby who is to be sponsored by General Electric in the following half hour.

WNBT Tests New Space-Use Idea

NEW YORK, July 26.—In a move to gear up production facilities to meet the special needs of local TV programming, the National Broadcasting Company's flagship here, WNBT, will begin a four-week "assembly line production" test August 4, during which time the station will air all of its strip shows from one studio.

Heretofore WNBT programming has shifted around from studio to studio with each local show treated separately, a la web programs. This floating operation with constantly changing crews is considered impractical for WNBT's one set-around-the-board local shows, and station expects the new operation will save both time and money.

NBC is turning over studio 3-C (which it leases from WOR-TV) to WNBT, and assigning special crews to work exclusively on the local shows. WNBT plans to air all of its strip shows from there, including one full hour series; two half-hour shows; two 15-minute airers; five 5-minute programs and one 10-minute strip. Week-end shows will still be handled via network studios. If the test proves successful the local studio operation will be continued on a permanent basis, not necessarily from the WOR-TV studio.

Your Top TV Sales Opportunity

WDEL-TV

Wilmington, Delaware

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

Represented by
ROBERT MEEKER ASSOCIATES
New York San Francisco Chicago Los Angeles

TV FOR CANADA SANS SCHEDULE

TORONTO, July 26.—Television in Canada will be seen here for two weeks without any official schedule. It will be a matter of just tuning in at the right time, according to CBS officials, who said they will be TV-ing the Canadian National Exhibition at unannounced times. TV here is officially scheduled to get underway shortly after Labor Day.

SURVEY SHOWS

American TV Market Is Up 28 Per Cent

NEW YORK, July 26.—Between April, 1951, and April, 1952, the size of the American TV market increased 28 per cent with the addition of 3,350,000 new television homes. The greatest increase took place in the Northeast, in major cities, in homes where the head of the family had some college education and in homes with large families. These are some of the highlights of the Market Research Corporation of America survey released this week. The survey was based on MRCA's national consumer panel of some 4,200 families.

According to the survey, there are now 14,588,000 TV homes—one out of every three families in the country. Other statistics disclosed in the panel survey were: less than 4 per cent of the TV families live on farms; about 6 per cent live in small towns and villages, and 75 per cent of all video families are in the Northeast and North Central areas of the country, and that heavy increases occurred in families with older children.

RCA Shatters All Records in Sales Volume

NEW YORK, July 26.—The Radio Corporation of America and its subsidiary companies hit an all-time record volume of sales of products and services during the first six months of 1952, according to a statement released by RCA President Frank M. Folsom. The \$305,838,000 half-year

CBS, Affils Still Off On Rate-Cut Agreement

NEW YORK, July 26.—Last week's meetings between Columbia Broadcasting System brass and the CBS affiliates committee headed by George Storer wound up with the final decision still to be made. The affiliates' group (Storer, Vic Sholis, Hulbert Taft, Ken Brown, Saul Haas, Ray Herndon, Bill Quarton, Ike Lounberry, John Patt and John Fetzler) will hold another meeting in Chicago, Tuesday (29), and CBS executives will then once again meet with the affiliates.

CBS is still adamant about the cut in nighttime rates, and there is an increasing possibility that (as pointed out in The Billboard more than a month ago) the p.m. cut will be accompanied by daytime increases. There is also still a distinct possibility (as reported in last week's issue of The Bill-

board) that the cut will be worked out on the basis of a new discount structure, with card rate remaining about as at present.

SHARP AIM

CBS-TV Exec To Pinpoint New Biz Pitch

NEW YORK, July 26.—The Columbia Broadcasting System's TV network this week aimed its sales sights in the direction of advertisers who have not used video and those who have been sparse users, with the appointment of Edward Shurick as manager of sales development. Two of the groups expected to be the subject of high-powered blandishment by Shurick are the common carriers (railroads, bus lines and air lines) and trade associations (for instance, the Tea Bureau). Both groups have the necessary finances to make use of the medium, but so far, have not been sold sufficiently on the medium.

Shurick will also draw a bead on advertisers whose competition has been active in TV. He comes to TV with a strong sales and research background, having been active at the CBS radio web in a top level post for many years before he switched to CBS-TV. Shurick also takes over as head of TV research at the network succeeding Loren Myers Jr. who moves over to Free & Peters as manager of TV sales promotion.

CBS-TV has had notable success in attracting new clients to its network, one of its most outstanding new sponsors being the Aluminum Corporation of America.

"TODAY": 5.9

ARB Figures Rate Garroway 1st 6 Months

NEW YORK, July 26.—The National Broadcasting Company completed the first six months of Dave Garroway's "Today" show this week, with the early-morning program 33 1/2 per cent sold out to 15 national sponsors as of July 21.

During this six-month period, American Research Bureau figures (January to June, 1952, 7-9 a.m.) reveal that the show averaged a 5.9 rating; reaching 634,000 homes and 1,428,000 viewers daily. Average audience composition was 45 per cent women; 24 per cent men; and 31 per cent children. "Today" is currently carried over 38 stations, reaching 74 per cent of U. S. TV homes.

Burns Cigars May Go TV

NEW YORK, July 26.—Robert Burns will probably venture into network TV next season. The cigarmaker is now choosing between time on two top video networks, and are expected to make a decision shortly. Lawrence Gumbiner is the agency.

ANOTHER USE

Coin-Box TV Seen Aid to Telethons

HOLLYWOOD, July 26.—Backers of Telemeter, always eager to further the cause of pay-as-you-see TV, this week came up with still another reason why the home box-office idea set would be nice to have. For example, the giant Bing Crosby-Bob Hope telethon raised more than a million dollars in pledges but collected only \$200,000 in the countable stuff.

Now, if you had a coin box affixed to the nation's telecasts, say Telemeter execs, and the viewers were emotionally moved to dig into their purses, instead of a program note, they could plunk their dough right into the coin box and Messrs. Crosby and Hope would have dragged themselves out of the TV studios knowing that the million bucks was real dough and not in intangible pledges. This, in effect, could be a pay-as-you-pledge system as well as pay-as-you-see.

volume topped last year's peak figure by \$3,805,000.

Net earnings for the corporation during the first half of this year reached \$11,300,000, or 70 cents per share on common stock.

The latter figure compares with \$1.02 per share paid in the first half of 1951. Dollar earnings last year in this period were \$15,703,000. The drop in earnings is accounted for by a heavy increase in federal taxes during the second quarter of 1952. The cost of operations also increased in this period for RCA.

RADIO APPRECIATION NIGHT

WHB Drive Bolsters KC Blues' Attendance

KANSAS CITY, July 26.—In a good-will effort to build attendance for minor league baseball, radio station WHB here is going all out to promote games of the Kansas City Blues, both at home and away.

Most recent WHB effort was a 10-day promotion for "Radio Appreciation Night" at Blues Stadium July 18, which pulled a record American Association paid attendance of 18,599. Previous campaigns by WHB helped the Blues win the American Association 1952 opening-day attendance trophy with a total of 14,456 paid.

Altho WHB is a Mutual Broadcasting System affiliate, the station broadcasts all Blues games at home and away, instead of Mutual's "Game of the Day" series. In line with this anti-network policy angle, Don Davis, WHB president, said, "Organized baseball must do two things to build attendance: get the young generation back into the parks with day games and stress local baseball and local participation rather than encourage, except at World's Series time, listening to

major league games in cities far away."

In addition to regular spots (urging listeners to see the game at the ball park) throughout the day and during the play-by-play sponsored broadcasts, station pushed the "Radio Appreciation Night" event via special newspaper advertising tie-ups with local WHB advertisers, personal appearance stunts by WHB sportscasters at the park and various types of give-aways.

The latter included give-aways of colored decals of major league players to first 2,000 youngsters in the park, a group photo of the 1952 Blues team to the first 2,000 men and 2,000 autographed photos of WHB sportscaster Larry Ray to fan fans.

The Kansas City station also operates with WAVE, Louisville, to promote attendance for all games between the Blues and the Louisville Colonels, with WHB's Ray and WAVE sportscaster Don Hill staging on-the-air contests to see which announcer can build the biggest stadium crowd for "Radio Appreciation Night."

WWJ

NBC AFFILIATE in DETROIT

Owned and Operated by
THE DETROIT NEWS
National Broadcasting
THE GEORGE P. HOLLINGBERY COMPANY

THE BILLBOARD Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in CINCINNATI

(322,800 TV Sets* Panel Size 400)

... According to Videodex Reports

WCPO	Scipes-Howard Radio, Inc.	ABC 5 00 M
WKRC	Radio Cincinnati, Inc.	ABC 43 B
WLWT	Crosby Broadcasters Corp.	NBC

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national average report based on all markets. In the 20 markets there are a total of 1,700 TV homes. The city reports for these markets, taken the first seven days of each month, compile the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by calculating the average ratings.

TOP rated show in Cincinnati during June was the Walkott-Charles championship bout. Earning a 51.9 rating, the fight was followed closely by "I Love Lucy" with a 50.5. Of particular interest was the strength shown by non-network shows. The non-net programs were shut out only on Friday, but took the first three positions on Saturdays, and two or more spots in the "top 10" on Sunday, Monday, Wednesday and Thursday. In general, most ratings were down considerably from the January period this year. Average for the top-rated show each day was only 37.2 despite the big figures racked up by "I Love Lucy" and the championship fight. National Broadcasting Company walked off with 28 places, non-network shows accounted for 18 places and Columbia Broadcasting System programs were listed 10 times in the "top 10" rosters. One of the best showings made was the rise of the non-network "Midwestern Hayride" on WLWT from 15th spot to first position on Saturday. Even so, the rating increase for the show was slightly under 3 points. "I Love Lucy" remaining in first place on Mondays, increased its rating by almost 10 points.

Jan 52	Rate	SHOW TO SIGN OFF	SUNDAY	Rate
2	34.8	1. WHAT'S MY LINE	CBS 9:30-10:00	WKRC 31.0
1	47.9	2. RED SKELTON	NBC 9:00-9:30	WLWT 28.0
3	34.8	3. COMEDY HOUR	NBC 8:00-9:30	WLWT 23.0
9	15.2	4. ROSEY KING DETECTIVE	DuM 8:00-9:00	WCPO 19.3
10	14.7	5. PLAINCLOTHESMAN	DuM 8:30-9:00	WCPO 15.8
		6. ZOO PARADE	NBC 4:00-4:30	WLWT 14.0
		7. ROY ROGERS	Non-Net 5:00-6:00	WLWT 14.0
		8. SUPER CIRCUS	ABC 4:00-5:00	WCPO 13.6
		9. WILD BILL HICKOK	Non-Net 5:30-6:00	WKRC 13.0
		10. RED RYDER	Non-Net 12:00-1:00	WCPO 12.1
8	15.6	11. GENE AUTRY	CBS 6:00-6:30	WKRC 11.7
MONDAY				
1	41.1	1. I LOVE LUCY	CBS 8:00-8:30	WKRC 50.5
2	34.3	2. TALENT SCOUTS	CBS 7:30-8:00	WKRC 28.7
3	31.0	3. ROBERT MONTGOMERY	NBC 8:30-9:30	WLWT 28.1
		4. FOREIGN INTERLUDE	Non-Net 8:30-9:00	WKRC 18.0
		5. BOXING FROM EASTERN PARKWAY	Non-Net 9:00-10:00	WCPO 14.9
		6. STUDIO ONE	CBS 9:00-10:00	WKRC 14.8
4	18.1	7. P. WINCHELL-J. MAHONEY	NBC 7:00-7:30	WLWT 14.5
10	11.1	8. WHO SAID THAT?	NBC 9:30-10:00	WLWT 14.3
		9. RUTH LYONS	NBC 11:30-12:00 A.M.	WLWT 10.8
		10. THE BIG PAYOFF	NBC 2:00-2:30	WLWT 10.7
		11. CARTOON CARNIVAL	Non-Net 5:30-6:00	WLWT 13.7
TUESDAY				
4	23.9	1. ORIGINAL AMATEUR HOUR	NBC 9:00-9:45	WLWT 28.7
3	33.4	2. FIFESIDE THEATER	NBC 8:00-8:30	WLWT 27.5
1	42.5	3. TEXAS STAR THEATER	NBC 7:00-8:00	WLWT 25.2
2	35.4	4. CIRCLE THEATER	NBC 8:30-9:00	WLWT 24.8
		5. THREE CITY FINAL	Non-Net 10:00-10:15	WLWT 16.0
		6. LIFE IS WORTH LIVING	DuM 7:00-7:30	WCPO 15.7
		7. BOB CONSIDINE	NBC 9:45-10:00	WLWT 15.2
		8. DANGER	CBS 9:00-9:30	WKRC 15.0
9	15.2	9. SUSPENSE	CBS 8:30-9:00	WKRC 13.3
6	18.3	10. BELAN	ABC 6:30-7:00	WCPO 12.5
WEDNESDAY				
2	29.1	1. GODFREY & FRIENDS	CBS 7:00-8:00	WKRC 28.2
		2. PULITZER PLAYHOUSE	Non-Net 9:00-10:00	WCPO 25.0
3	19.9	3. PAST BLUE RIBBON	CBS 9:00-10:00	WKRC 19.0
4	19.8	4. THE NAME'S THE SAME	ABC 6:30-7:00	WCPO 18.7
		5. STRIKE IT RICH	Non-Net 8:00-8:30	WCPO 17.5
8	10.7	6. THE WEB	CBS 8:30-9:00	WKRC 14.0
1	36.6	7. KRAFT TV THEATER	NBC 8:00-9:00	WLWT 12.8
		8. EISENHOWER'S HOMECOMING	NBC 6:00-6:30	WLWT 12.1
		9. MYSTERY THEATER	Non-Net 8:30-9:00	WCPO 12.5
7	12.0	10. NEWS & WEATHER	Non-Net 10:00-10:15	WKRC 11.7
THURSDAY				
		1. CHAMPIONSHIP FIGHT	NBC 9:00-10:15	WLWT 51.9
1	34.0	2. DRAGNET	NBC 8:00-8:30	WLWT 31.0
3	26.6	3. YOU BET YOUR LIFE	NBC 7:00-7:30	WLWT 27.3
5	24.1	4. BIG TOWN	NBC 8:30-9:00	WKRC 18.0
		5. AMOS 'N' ANDY	CBS 7:30-8:00	WKRC 17.2
		6. THREE CITY FINAL	Non-Net 10:15-10:30	WLWT 16.7
4	25.7	7. BOSTON BLACKIE	Non-Net 7:30-8:00	WLWT 14.8
6	22.6	8. LONE RANGER	ABC 6:30-7:00	WCPO 13.3
		9. FORD FESTIVAL	NBC 8:30-9:00	WLWT 12.3
		10. RUTH LYONS FIFTY CLUB	NBC 11:00-12:00 A.M.	WLWT 9.4
FRIDAY				
1	25.1	1. CAVALCADE OF STARS	DuM 9:00-10:00	WCPO 22.3
		2. MY FRIEND IMA	CBS 7:30-8:00	WKRC 17.7
6	16.4	3. THE BIG STORY	NBC 8:00-8:30	WLWT 15.8
4	17.3	4. BOB HOPE	NBC 9:00-9:45	WLWT 15.5
2	23.2	5. TWENTY QUESTIONS	DuM 7:00-7:30	WCPO 14.0
		6. CAMPBELL PLAYHOUSE	NBC 8:30-9:00	WLWT 11.0
		7. RUTH LYONS FIFTY CLUB	NBC 11:00-12:00 A.M.	WLWT 10.4
6	16.4	8. TALES OF TOMORROW	ABC 8:30-9:00	WCPO 10.3
		9. THE BIG PAYOFF	NBC 2:00-2:30	WLWT 10.2
		10. IT'S NEWS TO ME	CBS 8:30-9:00	WKRC 10.0
SATURDAY				
5	16.9	1. MIDWESTERN HAYRIDE	Non-Net 8:00-9:00	WLWT 19.6
		2. BASEBALL	Non-Net 2:00-4:30	WCPO 14.3
2	18.4	3. WRESTLING	Non-Net 10:00-12:15	WLWT 13.0
4	17.0	4. YOUR HIT PARADE	NBC 9:30-10:00	WLWT 12.0
6	12.4	5. ALL STAR PEVIE	NBC 7:00-8:00	WLWT 11.7
		6. TV TEEN CLUB	ABC 7:00-7:30	WCPO 11.2
		7. BELMONT STAKES	NBC 3:30-4:00	WLWT 10.0
9	10.7	7. NEWS & WEATHER	Non-Net 10:00-10:15	WKRC 10.0
		8. SONGS FOR SALE	CBS 8:30-10:00	WKRC 9.7
		9. COGG'S CIRCUS	Non-Net 5:30-6:00	WCPO 9.2
		10. SHILLO ED MCKONNELL	CBS 10:30-11:00	WKRC 8.2

*NBC Estimate for May, 1952.

Share of Total Audience Radio vs. TV in CINCINNATI

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

	7 P.M. to Midnight	6 A.M. to 6 P.M.	6 A.M. to Midnight
TELEVISION	59.5	61.0	44.5
RADIO	40.5	39.0	55.5
TOTAL AUD. % of Total Aud.	45.5	43.8	33.3

NEXT WEEK

Videodex and Pulse Studies of LOS ANGELES

Top 10 TV Shows Each Day

... According to Videodex

Top 5 Radio Shows Each Day

... According to Pulse

Share of Total Audience Radio Vs. TV

... According to Pulse

FOR FULL INFORMATION

about all radio and television shows, ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part or the full services of the research organizations featured on these pages. For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.

For full details of the Videodex service write to JAY B. GRAHAM RESEARCH, INC., 342 Madison Avenue, New York. For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington.

Budget, Staff Cuts Slough Defense Show

WASHINGTON, July 26.—Budget and staff cuts forced the Defense Department to drop its weekly radio program, "Armed Forces Review," after its broadcast yesterday (25). For more than a year the program has been a public service feature of the Mutual Broadcasting System. Also dropped is a monthly newsletter for women broadcasters called "Defense News for Women." Two TV-radio productions will be retained, "Time for Defense," a Monday evening program over the American Broadcasting Company's radio network, and "Pentagon-Washington," which is shown Monday nights over the DuMont TV network. Both are written and produced by the Defense Department's TV-radio branch, with funds donated by the networks.

Top 5 Radio Shows Each Day of the Week in CINCINNATI

(287,870 Radio Families*)

... According to Pulse Reports

WKRC	50,000 watts	Ind.	WLW	50,000 watts	ABC
WCPO	250 watts	WSAI	WSAI	5,000 watts	ABC
WKRC	5,000 watts	CBS			

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes produced by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 400 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

BASEBALL took command of the Cincinnati audience's attention according to Pulse. The national sport accounted for the top spots on Tuesday, Wednesday and Friday nights, Saturday and Sunday afternoons. As a result, WCPO made the best showing during the latest rating period. Station WKRC took top early show honors during the week, garnering four of five places with a combination of news reports, Arthur Godfrey and "Judy and Jane." Ratings, in general, were down from November-December of 1951.

Nov-Dec 51	Rate	7 P.M. to MIDNIGHT	HIGHEST OR NL. RATING
2	13.3	1. AMOS 'N' ANDY, DORIS DAY	WKRC 10.0
3	12.0	1. BERGEN McCARTHY	WKRC 10.0
1	13.0	3. JACK BENNY	WKRC 9.8
		4. THEATER GUILD	WLW 9.0
		5. HARRIS-FAYE SHOW	WLW 8.5
MONDAY			
1	10.0	1. LUX RADIO THEATER	WKRC 7.0
2	8.3	1. THE TELEPHONE HOUR	WKRC 7.0
		3. SUSPENSE	WKRC 6.5
4	7.8	4. HIT PARADE, BASEBALL	WCPO 6.3
		4. BANDS OF AMERICA	WKRC 6.3
TUESDAY			
		1. BASEBALL, MISC.	WCPO 11.8
2	8.5	2. FIBBER MCGEE AND MOLLY	WLW 7.5
1	9.8	3. BOB HOPE	WKRC 6.5
		4. EDDIE CLAIR, WHAT'S MY LINE	WLW 5.8
		5. BARRIE CRAIG	WLW 5.5
WEDNESDAY			
3	8.0	1. BASEBALL	WLW 12.3
1	8.5	2. HALLES OF IVY	WLW 6.3
5	7.3	3. YOU BET YOUR LIFE	WLW 6.0
2	8.3	4. GREAT GILDERSLEEVE	WLW 5.8
2	8.3	4. BIG STORY	WLW 5.8
THURSDAY			
4	7.0	1. HALLMARK PLAYHOUSE, FBI	WKRC 6.5
1	8.0	2. DRAGNET	WLW 6.3
2	7.8	3. COUNTERSPY	WLW 6.0
		3. NEWS, MUSIC, BOXING, MISC.	WCPO 6.0
3	7.3	3. FATHER KNOWS BEST	WLW 6.0
		3. OPEN HOUSE	WLW 6.0
FRIDAY			
		1. BASEBALL	WCPO 9.3
2	7.5	2. OZZIE AND HARRIET	WSAI 6.5
		3. FRANK EDWARDS, BASEBALL	WCPO 6.3
		4. COLONY TIME, BASEBALL	WCPO 6.0
1	7.8	4. THIS IS YOUR FBI	WSAI 6.0
SATURDAY			
1	6.5	1. GANG BUSTERS	WKRC 6.3
2	6.3	2. BROADWAY IS MY BEAT	WKRC 6.0
3	5.5	3. GENE AUTRY	WKRC 5.3
		4. STARS IN THE AIR, WAXWORKS	WKRC 5.0
		5. TARZAN	WKRC 4.8
		5. MIDWESTERN HAYRIDE	WLW 4.8
**Coupled with Football			
6 A.M. - 7 P.M.			
MONDAY-FRIDAY			
2	7.5	1. NEWS-McGARTHEY	WKRC 6.7
5	6.8	2. ARTHUR GODFREY	WKRC 6.3
5	6.8	3. NEWS-McGARTHEY	WKRC 6.1
1	7.6	4. JUDY AND JANE	WKRC 6.0
		4. MA PERKINS	WKRC 6.0
SATURDAY			
		1. BASEBALL	WCPO 7.8
		2. MAKE BELIEVE BALL ROOM	WKRC 5.5
		3. GIVE AND TAKE	WKRC 4.8
5	5.8	3. NO SCHOOL TODAY	WSAI 4.8
		5. NEWS	WKRC 4.5
		5. HIT PARADE	WKRC 4.5
		5. SPACE PATROL	WSAI 4.5
		5. NEWS	WKRC 4.5
SUNDAY			
		1. BASEBALL	WCPO 13.3
1	8.3	2. BASEBALL, R. MORGAN	WCPO 7.8
		3. OUR MISS BROOKS	WKRC 6.3
4	5.5	4. MAKE BELIEVE BALL ROOM	WKRC 4.5
2	7.8	4. MY FRIEND IMA, REMEMBER WHEN	WKRC 4.5

*Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in Cincinnati Metropolitan Area including Cincinnati, Hamilton County (incl. Ohio), Campbell County (Ky.), Boone County (Ky.) and Dearborn County (Ind.).

THE BILLBOARD TV-Film Directory

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

Videodex Ratings of Syndicated TV Films

and markets in which they are currently appearing

Listed below are current TV film series in each of the program categories indicated. Series in other categories will be covered in the next three issues. When a show appears in a city on which Videodex issues individual reports, the show's Videodex rating is given, along with the rating of the previous show and the shows on opposition stations at the same time. An asterisk (*) indicates that the show was not located in that city during the Videodex reporting period. Two asterisks (**) indicate that Videodex does not currently report on those cities individually, but it plans to in the near future.

Series Name	Length in Minutes	No. Shows Available	Videodex Rating
WESTERN			
The Buster Crabbe Show 30			26
Dist.: Film Vision Corp. CURRENTLY SHOWING IN: None			
Cisco Kid 30			78
Dist.: Ziv Television Productions ATLANTA (3 stations) WAGA, 7-7:30, Tues. June Videodex Rating 14.7			
Videodex Rating of Prec. Show: 5:00 Club Opposition Shows, 7-7:30: WSB-TV—Tessie Star Theater 24.1			
WFTV—Film 3.3			
Baltimore (3 stations)			
WBAL, 7-7:30, Tues. June Videodex Rating 12.2			
Videodex Rating of Prec. Show: 5:00 Reporter Opposition Shows, 7-7:30: WJZ-TV—Tessie Star Theater 24.1			
WMTV—Film 3.3			
Buffalo (1 station)			
WBUF, 5-5:15, Sat. June Videodex Rating 24.0			
Videodex Rating of Prec. Show: Belmont Station 15.0			
Charlotte (1 station)			
WBTV, 6-6:30, Thurs. June Videodex Rating 37.5			
Videodex Rating of Prec. Show: Uncle Buckshot 21.5			
Chicago (4 stations)			
WGNR, 2-2:30, Sun. June Videodex Rating 6.6			

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

Videodex Rating of Opposition Shows, 2-2:30: WGBM—Industry on Parade, Public School 8	Videodex Rating of Prec. Show: 5:30-6:00: WFLA—The Peoples 7.0
WMO—Midwestern Herald 4.5	WGN—Baseball 21.0
Videodex Rating of Prec. Show: WTTG—News 7.7	CINCINNATI (3 stations) WCPO, 5-5:30, Sun. June Videodex Rating 5.2
Videodex Rating of Prec. Show: Super Circus Opposition Shows, 5-5:30: WLWT—Roy Rogers 14.0	WRC—Man of the Week 5.3
CLEVELAND (3 stations) WRK, 6-6:30, Sat. June Videodex Rating 12.5	Videodex Rating of Prec. Show: Bill Carson Opposition Shows, 6-6:30: WEWS—Hall the Champ 1.0
COLUMBUS (3 stations) WRNS, 5-5:15, Sat. June Videodex Rating 12.5	Videodex Rating of Prec. Show: 3-Gun Playhouse Opposition Shows, 5-5:15: WLWC—Wrestling 0.7
DALLAS-FORT WORTH (3 stations) WBAP, 6-6:30, Tues. June Videodex Rating 29.2	Videodex Rating of Prec. Show: Texas Star Theater Opposition Shows, 6-6:30: WFAA—Frasier Theater 14.0
DAYTON (2 stations) DETROIT (3 stations) WXYZ, 7-7:30, Fri. June Videodex Rating 8.2	Videodex Rating of Prec. Show: Sea Erwin Opposition Shows, 7-7:30: WLV—Sports Circus 2.5
WILMINGTON (3 stations) PHILADELPHIA (3 stations) WCAU-TV, 7-7:30, Fri. June Videodex Rating 11.9	Videodex Rating of Prec. Show: TV News Opposition Shows, 7-7:30:

Videodex Rating of Prec. Show: Roy Rogers Opposition Shows, 5:30-6:00: WFLA—News, World Today 3.6	WFAA—The Peoples 7.0
LOS ANGELES (7 stations)* ST. LOUIS (1 station) KSD-TV, 5-5:30, Sat. June Videodex Rating 23.5	Videodex Rating of Prec. Show: Cisco Kid 30.5
ALSO CURRENTLY SHOWING IN: Indianapolis, Memphis, Knoxville, Syracuse, **	ALSO SHOWING VIA NETWORK IN: Baltimore, Baton Rouge, Chicago, Cincinnati, Cleveland, Columbus, Detroit, New York, Philadelphia, Washington
Hopalong Cassidy 30 54	
Dist.: NBC Film Syndication Sales ATLANTA (3 stations) WSB-TV, 3-6, Sat. June Videodex Rating 19.9	
Videodex Rating of Prec. Show: Wild Bill Hickok Opposition Shows, 3-6: WFTV—Film 3.3	
WAGA—Wrestling 2.6	
BALTIMORE (3 stations) WBAL, 6-7, Sat. June Videodex Rating 10.8	
Videodex Rating of Prec. Show: Lost Jungle Opposition Shows, 6-7: WJZ-TV—Film Playhouse 0.6	
WBAR—The Big Picture, Sammy Kaye, 1.1	
BOSTON (2 stations) WBZ-TV, 1-2, Sat. June Videodex Rating 6.2	
Videodex Rating of Prec. Show: Western Film Opposition Shows, 1-2: WJAC—Mrs. I. Magnation, Club 7, Baseball 2.3	
BUFFALO (1 station) WFTV-TV, 3-4, Sat. June Videodex Rating 27.5	
Videodex Rating of Prec. Show: Campbell Playhouse Opposition Shows, 3-4: CHICAGO (4 stations) WGNR, 3-4, Sun. June Videodex Rating 9.2	

Ratings Show Audience Drop In TV Films

NEW YORK, July 26. — The Videodex ratings this week on current TV film series once more over syndicated films in the Western documentary, quiz, miscellaneous and religious category. The same films in most instances were checked during May and appeared in The Billboard issue of July 5. A comparison of the ratings earned by the TV films shows in July with the current list of June ratings points up the drop in audience which all show (live and film) experienced in July.

With Western shows usually slated in late afternoon and early evenings to attract a children's audience, this category of film programs showed a marked decline as warmer weather and sunshine battled TV "or" the kids.

Comparative ratings show that programs in multi-station markets suffered more than did those in the single station cities. For example, "Hopalong Cassidy" picked up rating points in such one-station markets as Charlotte, N. C. and St. Louis, and held its rating in Pittsburgh. The show dropped several rating points in multi-station markets in some cases, but increased its share of the audience in Atlanta.

"Hopalong Cassidy" films appear to have followed the same rating pattern by showing up stronger in one-station or two-station cities than in multi-station areas. The show came in with healthy ratings in Pittsburgh and Buffalo, for example. The pattern was similar for "Range Rider."

Among the documentary films, "Crusade in Europe" drew strong 41 in Buffalo, the May rating in that city was 47. "Kings Crossroads" picked up ratings points in several cities and held its in others. Since the show was most often programmed in the evening, it didn't appear to suffer the heavy competition from the sun. "Movie Quick Quiz, showing at various times in the cities checked, either increased its audience or retained its ratings in most areas. "Stranger than Fiction" in the miscellaneous category, also held up well in comparison with its May ratings.

Series Name	Length in Minutes	No. Shows Available	Videodex Rating
Videodex Rating of Prec. Show: Al Carson Opposition Shows, 3-4: WRWB—Film, Hal Tote 1.3	WRWB—Met. Pres. Hall of Fame 2.5	WGR—Baseball 17.3	CINCINNATI (3 stations) WKRC, 4-5, Sat. June Videodex Rating 18.4
Videodex Rating of Prec. Show: Milton Berle, Talcott 4.4	Opposition Shows, 4-5: WEWS—Film 1.2	WFLA—Baseball, Fox Channel Ship Matches 2.4	COLUMBUS (3 stations) WTVN, 3-4, Sun. June Videodex Rating 15.1
Videodex Rating of Prec. Show: Red Ryder Opposition Shows, 3-4: WLWC—Youth Works To Know, Hall of Fame 4.5	WBNS—What in the World? Engineering Your Life 1.4	DALLAS-FORT WORTH (3 stations) WFAA, 5-6, Sat. June Videodex Rating 14.5	
Videodex Rating of Prec. Show: Wild Bill Hickok Opposition Shows, 5-6: WFTV—Film 3.3	WBAP—Six Gun Theater, TV Talk Club 5.4	DAYTON (2 stations) WLW-D, 2-5, Sat. June Videodex Rating 6.4	
Videodex Rating of Prec. Show: Lazy Jim Day Opposition Shows, 2-3: WHIO—Baseball 11.1	WJW-TV, 4-5:30, Sun. June Videodex Rating 6.6	Videodex Rating of Prec. Show: Meet UAW-GIO Opposition Shows, 4:30-5:30: WRB—Pialetchman, Charlie Wild, 1.0	
WXTS—Super Circus, Film 8.4			

TV Station Film Buyers Pick

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

THEATRICAL

ABROAD WITH TWO TANKS	Comedy	16mm	Feature
Peerless Productions, Inc., 729 7th Ave., New York City			
ANNIE ROONEY	Comedy	16mm.	Feature
Peerless Productions, Inc., 729 7th Ave., New York City			
BLUEBEARD	Drama	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York City			
BURY ME DEAD	Mystery	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York City			
CAPTAIN CAUTION	Adventure	16mm.	Feature
Unity Television, 1501 Broadway, New York City			
CHALLENGER	Drama	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York City			
CHARLIE CRAN IN JADE MASK	Mystery	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York City			
CHINGIS KHAN	Adventure	16mm.	Feature
Monogram Pictures, 6374 Sunset Blvd., Hollywood			
DETOUR	Mystery	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York City			
DUKE OF WEST POINT	Adventure	16mm.	Feature
Peerless Productions, Inc., 729 7th Ave., New York City			
ETERNALLY YOURS	Comedy	16mm.	Feature
Masterpiece Productions, 45 West 45th St., New York City			
520 STREET	Musical	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York City			
FOREMAN WENT TO FRANCE	Adventure	16mm.	Feature
Williams Productions, Inc., 1041 N. Formosa Ave., Hollywood			
HELLBOILED	Drama	16mm.	Feature
Du Mont Network, Film Department, 515 Madison Ave., New York City			
INTRIGUE	Drama	16mm.	Feature
Peerless Productions, 779 7th Ave., New York City			
KING OF THE TROP	Drama	16mm.	Feature
Peerless Productions, 729 7th Ave., New York City			
LAST OF THE MOHICANS	Adventure	16mm.	Feature
Peerless Productions, 729 7th Ave., New York City			
LIGHTHOUSE	Drama	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York City			
MAN IN A DINHORY	Adventure	16mm.	Feature
Snader Telecommunications, 229 W. 42d St., New York			
MIRACLE OF MAIN STREET	Drama	16mm.	Feature
Commonwealth Film Co., 732 7th Ave., New York City			
NINE MEN	Drama	16mm.	Feature
Du Mont Network Film Department, 515 Madison Ave., New York City			
OLD FASHIONED GIRL	Musical	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York City			
POT OF GOLD	Musical	16mm.	Feature
Commonwealth Film Co., 732 7th Ave., New York City			
THE BATTLE	Drama	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York City			
THE CHEESE	Drama	16mm.	Feature
Commonwealth Film Co., 732 7th Ave., New York City			
THE MAN FROM MOROCCO	Adventure	16mm.	Feature
Atlas Television Corp., 15 W. 44th St., New York City			
TRANS-ATLANTIC MERRY GO ROUND	Comedy	16mm.	Feature
Quality Films, Inc., 1040 N. Las Palmas, Hollywood			
UNDER THE RED ROBE	Drama	16mm.	Feature
Snader Telecommunications, 229 W. 42d St., New York City			
WINTERSBET	Drama	16mm.	Feature
Standard Television, 307 S. Hill St., Los Angeles			
YANK IN ROME	Drama	16mm.	Feature
Unity Television, 1501 Broadway, New York City			

OTHER

ADVENTURES IN LIVING	Educational	16mm.	Series
Sterling Television Corp., 316 W. 57th St., New York City			
BEHIND THE TOURIST CURTAIN	Documentary	16mm.	Feature
Saw the Children Federation, 80 8th Ave., New York City			
GOVERNMENT TO YOUTH BUSINESS	Educational	16mm.	Feature
The Christophers, 18 E. 48th St., New York City			
IT MUST NEVER HAPPEN AGAIN	Documentary	16mm.	Feature
U. S. Army Corps of Engineers, Omaha, Neb.			
LET LEARNING BE CHEERFUL	Educational	16mm.	Feature
Davidson College, Davidson, N. C.			
LURAY CAVERNS	Travel	16mm.	Feature
Luray Caverns Corp., Luray, Va.			
REBELION	Juvenile	16mm.	Feature
Teacast Films, 112 W. 48th St., New York City			
REFINING OIL FOR ENERGY	Educational	16mm.	Feature
Shell Oil Co., 874 S. Michigan, Chicago, Ill.			
STORY OF A JOB	Documentary	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York City			
THE KID DOWN THE BLOCK	Documentary	16mm.	Feature
Maryknoll Fathers, Maryknoll, New York			
UNFINISHED RAINBOWS	Educational	16mm.	Feature
Hill-Hatch Organization, 930 Penn Ave., Pittsburgh, Pa.			
VATICAN-POPE PIDS	Religious	16mm.	Feature
Film Studios of Chicago, 135 S. LaSalle St., Chicago			

Series Name	Length in Minutes	No. Shows Available	Videodex Rating
LOS ANGELES (7 stations) MILWAUKEE (1 station) NEW YORK (7 stations) WBST, 6-7, Sat. June Videodex Rating 3.6			
Videodex Rating of Prec. Show: Television 3.5	Opposition Shows, 6-7: WJZ-TV—Film 2.4	WBND—Frankie Theater 5.5	WBZ—Hall Champ, Saddle Pal Club 1.2
WTV—Italian Film, Western Playhouse 1.8	WATV—Uncle Wags Story, Comedy 3	WPX—Six Gun Playhouse, Film and Weather, Jimmy Powers 0	PHILADELPHIA (3 stations) WPX, 6-7, Tues. June Videodex Rating 15.1
Videodex Rating of Prec. Show: Heavy Doodie Opposition Shows, 6-7: WFLA—Social Theater, Super Club 12.2	WCAU—Today's Movie, Names in the News, TV News 3.2		
PITTSBURGH (1 station) WDTV, 5:30-6:30, Sat. June Videodex Rating 26.5	Videodex Rating of Prec. Show: Range Rider 31.9	ST. LOUIS (2 stations) KSD, 9-10 a.m., Sat. June Videodex Rating 11.0	TOLEDO (1 station) WSPD, 10-11 a.m., Sat. June Videodex Rating 9.0
Videodex Rating of Prec. Show: Space Patrol 2.0			

Series Name	Length in Minutes	No. Shows Available	Videodex Rating
WASHINGTON (4 stations) WNBW, 1-2, Sat. June Videodex Rating 15.6	Videodex Rating of Prec. Show: Junior Revue 3.7	Opposition Shows, 1-2: WTTG—off the air 1.0	WBAL—off the air 1.0
WCSB—Frankie Theater 7.0	ALSO CURRENTLY SHOWING IN: Birmingham, Erie, Grand Rapids, Houston, Jacksonville, Jamaica, Kansas City, Louisville, Memphis, Miami, Minneapolis, Nashville, New Haven, New Orleans, Newark, Oklahoma City, Providence, Rochester, Salt Lake City, San Francisco, Schenectady, Seattle, Syracuse, Tulsa, **		
The Range 30 25			
Dist.: CBS Television Film Sales BOSTON (2 stations) WBZ-TV, 7-7:30, Sun. June Videodex Rating 21.9			
Videodex Rating of Prec. Show: Big Picture 7.0			
Opposition Shows, 7-7:30: WJAC—Mrs. I. Magnation, Club 7, Baseball 2.3			
BUFFALO (1 station) WFTV-TV, 1-1:30, Sun. June Videodex Rating 25.0			
Videodex Rating of Prec. Show: First 100 Years 9.0			
CHARLOTTE (1 station) WBTV, 6-6:30, Fri. June Videodex Rating 29.0			
Videodex Rating of Prec. Show: Movie Quick Quiz 11.5			

Table listing TV programs by city (CLEVELAND, LOS ANGELES, PHILADELPHIA, PITTSBURGH, WASHINGTON, etc.) with program names and times.

Table titled 'Famous Outlaws' listing western programs and their broadcast times.

Table titled 'DOCUMENTARY' listing various documentary programs.

Table titled 'Crusade in Europe' listing programs related to the European Crusade.

Table titled 'Crusade in the Pacific' listing programs related to the Pacific Crusade.

Table titled 'King's Crossroads' listing various programs.

Table titled 'Hollywood on the Line' listing programs.

Table titled 'Stranger Than Fiction' listing programs.

Table titled 'Buffalo' listing programs.

Table titled 'March of Time Thru the Years' listing programs.

Table titled 'QUIZ' listing quiz programs.

Table titled 'Going Places' listing programs.

Advertisement for ZIV-TV, featuring a logo and text about ZIV Television Programs, Inc.

Table titled 'Movie Quick Quiz' listing movie titles and their broadcast times.

Table titled 'Miscellaneous' listing various miscellaneous programs.

Table titled 'Adventures in Living' listing adventure programs.

Table titled 'Best Things in Life' listing programs.

Table titled 'Handy Andy' listing programs.

Table titled 'Hollywood on the Line' listing programs.

Table titled 'Stranger Than Fiction' listing programs.

Table titled 'Buffalo' listing programs.

Table titled 'March of Time Thru the Years' listing programs.

Table titled 'QUIZ' listing quiz programs.

Table titled 'Going Places' listing programs.

Advertisement for ZIV-TV, featuring a logo and text about ZIV Television Programs, Inc.

THE MARKET PLACE for TELEVISION FILM INDUSTRY

Adventure section listing programs like 'CASE HISTORY' and 'The Big Game Hunt'.

Adventure-Mystery section listing programs like 'Dick Tracy' and 'The Big Game Hunt'.

'BOSTON BLACKIE' section listing the program and its cast.

'DANGEROUS ASSIGNMENT' section listing the program and its cast.

'THE UNEXPECTED' section listing the program and its cast.

Children's section listing programs like 'Adventures in Stamp' and 'Kid Magic'.

Comedy section listing programs like 'Melig Oatling' and 'Sleazy Joe'.

Drama section listing programs like 'Six New TV Film Programs'.

Musical section listing programs like 'Music to Remember'.

Advertising Rates section with 'REGULAR CLASSIFIED' and 'DISPLAY CLASSIFIED' rates.

Religious section listing programs like 'Bible Readings' and 'Cathedral Films'.

CLASSIFIED ADVERTISING

News section listing programs like 'For Washington Coverage'.

Feature Films section listing programs like 'Alexander Korda Features'.

Services section listing programs like 'AMI Television Sketch Book'.

Sports section listing programs like 'BKO Sports'.

Miscellaneous section listing programs like 'By Leaday, Inc.'.

Stock Shots section listing programs like 'TV STOCK SHOTS'.

Studio Facilities section listing programs like 'Complete Production & Recording Facilities'.

Western section listing programs like 'America's greatest western'.

'THE CISCO KID' section listing the program and its cast.

'SIGNOR AUTRY?' section listing the program and its cast.

Advertisement for THE BILLBOARD, listing address and contact information.

Advertisement for THE BILLBOARD, listing address and contact information.

Advertisement for THE BILLBOARD, listing address and contact information.

See Top Pix for TV In Anti-Trust Suit

WASHINGTON, July 26.—Top-notch feature films heretofore unavailable to TV audiences will be released in great numbers, the Justice Department declared this week, if it is successful in its suit to force 12 motion picture producing and distributing companies to halt what the department charged is "an unlawful conspiracy in restraint of trade." The department filed the antitrust complaint in the Federal District Court in Los Angeles, charging the 12 companies with a "conspiracy to restrain interstate commerce in feature films of 16 millimeter width," which the companies regarded as competing with established motion picture theaters. It claimed that "persons living in theaterless towns or in institutions which prohibit their inhabitants from visiting theaters, have been denied the opportunity to see other than outmoded feature films."

Att. Gen. James McGranery said the suit was filed as "part of the continuing program of the anti-trust division to prevent businessmen and others from combining to place restrictions upon what the general public may see on television sets." Named as defendants were Twentieth Century-Fox Film Corporation; Warner Bros. Pictures, Inc.; Warner Bros. Pictures Distributing Corporation; RKO Radio Pictures, Inc.; Republic Pictures Corporation; Republic Productions, Inc.; Columbia Pictures Corporation; Screen Gems, Inc.; Universal Pictures Company, Inc.; United Artists Pictures, Inc.; Films, Inc. and Pictorial Films, Inc. Named as a co-conspirator was Theater Owners of America, Inc., referred to as a trade association of the large American motion picture theaters.

Sixteen millimeter films were

New TV-Film to Bally Plastics

NEW YORK, July 26.—Marathon TV Newsreel Company here this week completed a 15-minute public relations film for the private Division of Chicago's Mills. Marathon headman Konstantin Kaiser will shortly distribute the film to TV stations across the country on the same gratis-play basis used to distribute Marathon's "Pover to Fly," the United Aircraft Industrial flicker.

The new Lumite film (which concerns the plastic field and carries no commercial copy except in the title credits) was shot here and on location in Westchester, N. Y., Baltimore, Miami, New Jersey and India.

said by acting Asst. Att. Gen. Newell A. Clapp, to be less costly than standard 35 millimeter films and not require expensive equipment or special safety precautions. The Department complaint charged that the 12 companies, with the assistance of Theater Owners of America, "have maintained an intricate system to police and enforce," the license restrictions imposed upon exhibitors of 16mm feature films, and "have blacklisted or boycotted exhibitors who disregard such restrictions."

THEATRICAL ON TV

WJZ-TV Skeds 5-Hour Feature Film Program

NEW YORK, July 26.—The American Broadcasting Company's oco outlet here, WJZ-TV, begins a five-hour program of feature films on Saturday, August 2, similar to the three-and-a-half-hour show now being telecast on the station Sunday afternoon. The program, from 1-6 p.m., EDT, will show four consecutive feature films each, Saturday afternoon. The opening program will present "Club Havana," with Tom Neal and Margaret Lindsay; "Rogue's Gallery," with Frank Jenks and Robin Raymond; "The Missing Corpse," with J.

Edward Bromberg, and "The Flying Serpent," with Hope Kramer and Ralph Lewis. The new show, "Saturday Playhouse," will be offered to sponsors on a participating basis. The Sunday program is sold out.

MEXICO CENSORS FLICKS ON VIDEO

MEXICO CITY — Motion pictures for TV use are being censored here in order to prevent the showing of films considered unsuitable for children from being telecast before 7:30 p.m. Censorship is by Miguel A. Pereyre, TV communications chief of the Ministry of Communications and Public Works.

WESTERN STATIONS ADD FILM SHOWS

LOS ANGELES — Stations in the West adding new theatrical film shows include KLAC-TV here and KOB-TV, Albuquerque, N. M. The former station is now running three consecutive full-length features beginning 7 p.m. on Mondays, while KOB-TV recently added the Louis Weiss Company's 13 theatrical films which star Wallace Ford, Lyle Talbot, Leo Carrillo and others.

TV FILM PURCHASES

"Time for Beany" has been sold to WJBK-TV, Detroit, for sponsorship on a participating basis and to WEWS, Cleveland, for sponsorship by Amster Brewing Company. . . . Hollywood Television Productions, Republic Pictures subsidiary, sold a total of 134 theatrical films to three different TV stations. Included in the sale were 52 Westerns and 17 "Red Rider" films to WKYC-TV, Detroit; 13 Westerns to WOOD-TV, Grand Rapids, Mich.; and 52 features to WKRC-TV, Cincinnati. . . . Van Camp Sea Food bought the "Hopalong Cassidy" theatrical series for sponsorship on KSNB-TV, Hollywood, for summer telecasting. Firm will sponsor the "Cassidy" TV film series to be released this fall. . . . William F. Brody Productions sold 26 half-hour films in the "Wild Bill Hickok" series to Radion Audizioni Italia, Italy.

NEW SERIES AND FIRMS

Consolidated Starts to Syndicate New Series

NEW YORK, July 26.—Consolidated Television Productions this week started to syndicate the new "Steve Donovan, Texas Ranger" series of half-hour films. The pilot film is complete and is being screened. The series of 26 films stars Douglas Kennedy.

"BLINKY" SERIES READY SOON

NEW YORK — "The Adventures of Blinky," combined live and marionette film series for children, is being readied for fall release by Murray King. The 15-minute film series is the creative and scripting work of Lucille Emerek.

13 ART FILMS ARE READY

HOLLYWOOD — Thirteen quarter-hour films in the "Art As You Like It" series have been completed by Fullerton-Morrison Productions with narration by Flavia Drazy. Filmed in color, the series will tell the stories of world-famous paintings. Talmadge Morrison is the producer, with James Fullerton as production manager. The series will eventually total 52 films.

"JUDGE" SERIES IS IN OFFING

MEXICO CITY — Maurice Duke and Alberto Lopez are co-producing a half-hour series, "Judge Bean," for Tele-Voz Company at Churubusco Studios here. The series will go into production late in September with film star Chill Willis set in the title role.

"PROFESSOR" TO BE FILMED IN MEXICO

HOLLYWOOD — "The Professor," a film series package owned by the American Broadcasting Company, will be filmed in Mexico City by Simmell-Meservey TV Productions, Inc. Joseph

FILMAKER'S BLAST

Yates Wants Out From JD Anti-Trust Action

HOLLYWOOD, July 26.—Aroused by the U. S. Justice Department's anti-trust action against Hollywood's major producers and distributors, Herbert J. Yates, proxy of Republic Pictures, blasted the government for not acquitting itself with all the facts before filing suit. Yates seemed particularly irked by the fact that Republic was included as a defendant, altho it has been the only major to make its feature film product available for TV release.

Said Yates: "We are advised of a government suit against some motion picture companies, including Republic, claiming a conspiracy in licensing pictures to television stations. We do not know of and have never been a party to any conspiracy to refuse to serve pictures to television stations."

Girard-Dorso Megging Team Ink WM Paper

HOLLYWOOD, July 26.—William Morris this week signed an exclusive five-year pact with the production team of Bernard Girard and Richard Dorso. Contract calls for WM to rep the co-producers for both TV and theatrical films. As previously revealed by The Billboard (July 26 issue), production pair of Girard and Dorso a week ago severed its affiliation with Bing Crosby Enterprises to set up its own office at Motion Picture Center.

Deal was closed following a meeting yesterday between WM head Abe Laszlo, Girard and Dorso and WM agent John Beck. Co-producers intend to remain in the TV film field in addition to turning independent producers of films for theatrical release.

This week Girard and Dorso, in association with Berman Swartz, bought "Jennifer," the Virginia Meyers Cosmo, an mag story for adaptation to a theatrical feature film. Sam Kortorn, of the legal firm of "Grant, Rosenthal, Norton & Miller, reped the producers in the story deal. Producers will soon start preparing the story for film production, lining up a production sked so as not to conflict with TV film assignments. Negotiations are now under way with releasing orgs to take over handling of the feature film.

"We cannot understand our being included in such a purported conspiracy. No representative of the Department of Justice has visited Republic or made any effort to learn the true facts from us in this matter."

"Republic has made available, thru Hollywood Television Service, a wholly-owned subsidiary, its pictures for television for the past 12 months. We now have 75 contracts with television stations and we are serving approximately 40 markets out of the existing 62. We are making every effort to sell the other 22. These 40 markets serve approximately 85 per cent of the present potential television audience."

"We cannot understand our being included in such a purported conspiracy. No representative of the Department of Justice has visited Republic or made any effort to learn the true facts from us in this matter."

NON-TECHNICAL

Pic Technique Is Explained In Handbook

NEW YORK, July 26.—A 54 page book explaining motion picture filming technique in non-technical language was issued this week by Times Square Productions, Inc., a local film production company. Titled "The Handbook of Motion Picture Technique for Businessmen," the book was written by Charles Curran, president of Times Square.

Among the features of the Curran tome are a glossary of motion picture terms, wipe chart, cost tables, union pay scales, specification forms, film conversion tables, flow charts and explanations of the various techniques employed in producing films for television and other purposes.

Very complete in the variety of topics covered, the handbook should be of interest to business executives planning to have motion picture films produced for their firms or products. The non-technical approach to filming makes the handbook an easy-to-understand reference work.

Joe Martin

"11th Hour" Gets Sponsor

NEW YORK, July 26. — Best Foods this week signed to sponsor the entire "11th Hour Theater" feature film program on Saturday nights over WNBC here. The pact, which goes into effect in mid-September, marks first time the full-length movie series has been sold on a one-ownership basis. The agency is Benton & Bowles.

Aug. Camera Kick-Off For 'Hollywood Theater'

HOLLYWOOD, July 26.—Jerry Fairbanks will start camera rolling on his "Hollywood Theater" half-hour anthology series some time the latter part of August. Show will run 26 reels. Pilot reel produced earlier this year was first offered for sale to a national sponsor. However, Fairbanks has decided on syndication, the series and already has commitments from 22 markets. He estimates that 30 markets will be sold by the time series goes into production. "Theater" will be ready for showing some time in October.

Production budget averages \$17,500 per half-hour reel and will feature established film names. Sid Rogell, Fairbanks vicepres in charge of production, will supervise production of the series.

Fairbanks told The Billboard that the firm is continuing to strengthen its sales org and has added three salesmen to cover Pennsylvania, Ohio and the South bringing its staff to 10. TV film sales staff is kept separate from the sales force that handles the firm's commercial films.

Quick Takes

New York

PSI-TV, Inc. this week named Lanny Reiner as vice-president in charge of sales with PSI president Paul White announcing that Reiner would soon name a Chicago divisional manager and replace the existing sales staff. . . . Joseph F. Hards, vicepres of A. J. Libranes, Inc., leaves for Chicago to attend the convention sessions of the National Education Association and National Audio-Visual Association. . . . Jack Webb starts shooting the first of 47 new "Dragnet" films August 11 at Republic Studios, Hollywood. Jack Robinson is in charge of casting. . . . Signed to script the Dick Collier "Custom College" series this week was Stan Drabben. . . . Roy Engel has been signed for a featured role in the "Battle of Chief Pontiac" TV film series. . . . Guild Films is handling distribution for the "Invitation Playhouse" and "Dream It Up" series. . . . Nat Winocoff, formerly with Arena Stars, is now handling TV film production co-ordination in Mexico for the American firms. . . . Standard Television is now handling TV distributor of "Diary of a Chambermaid," theatrical film starring Burgess Meredith and Paulette Goddard. . . . Helen Westcott has been signed

to star in one of the "China Smith" series being filmed in Hollywood by Ed Lewis.

Hollywood

Vet radio actor-announcer-producer Van Des Autels, following completion of roles at 20th Century-Fox and Universal, last week was set for the part of a heavy in "The Devil's Bog," one of Jack Cherkoff's "Lone Ranger" series. . . . Mary McCall, proxy of Screen Writers' Guild, was signed by Screen Gems to script "Life, Liberty and Orin Dooley" for the Ford series. . . . Gil Retalon is putting finishing touches on the four 30-minute "Cavalcade of America" TV films completed for the Du Pont series. . . . Filmcraft Productions is expanding its Melrose studios to be ready for fall shooting skeds. Facilities will be in addition to Filmcraft's recently acquired Vine Street Filmcraft Theater. . . . William F. Brody is due back on the Coast Tuesday (28) from an Eastern sales trip. . . . Reub Kaufman winged back from a tour of Guild Films' sales offices, arriving Saturday (28). . . . Bing Crosby Enterprises sold initial TV rights to 13 half-hour "Royal Playhouse" films to Radio Italy. Films will get Italian kick-off in January with Italian actors dubbing native dialog onto the soundtracks.

Television—Radio Reviews

WOWING 'EM ALL NIGHT

Robbins Gimmicks Lift Live WOR-TV DJ Show

By JUNE BUNDY

The new General Tire-Tom O'Neil regime has worked a rejuvenation miracle at WOR-TV. Heretofore on the dull and unimaginative side, the Manhattan station (under the aegis of program chief Harvey Marlowe) has really blossomed out within the last few months, with some rankly speculative, important "first" in the TV programming field, including Warren Wade's same-play-every-night-for-a-week series, "Broadway TV Theater."

Newest and most exciting (from a commercial possibilities angle) is this series, TV's first live all-night TV show, with deejay Fred Robbins at the controls 31 and a half hours a week Monday thru Saturday. WOR-TV deserves credit not only for taking video's first live all night plunge, but for launching it as a nightly feature, rather than playing it safe on a weekly "trial" basis. Rating results and sponsor reaction should serve as an accurate barometer for other live all night TV operations across the country.

The series made its debut Saturday night (19), with much big-name-guest hoopla (e.g., Yul Brynner, Georgia Gibbs, Jack Carson, etc.)

Paradoxically the glamour interview segs of the show were, if anything, its weakest spots, and Robbins didn't really hit his stride until he entered the gimmick, guests and contests fields. Judging by the first few hours of Wednesday's program (23), the series is happiest when following radio's regular disk jockey format with emphasis on active participation by viewers. Later stunts played such havoc with the phone company Saturday and Monday that the show's lines were yanked out Tuesday and Wednesday, and Robbins had to communicate with viewers thru telegraph. Even

then viewers sent in more than 1,000 messages thru Western Union during the two all-night sessions.

Current contests include scavenger hunts; a "bring in people" stunt (viewers are urged to bring in a newsdealer, elevator operator, etc., down to the studio; and "Mate for Morgan" contest. Latter, probably the sexiest giveaway gimmick to hit video yet, is based upon the need of Robbins' canine pal, Morgan, for female companionship. Dog owners have been trotting their fem pets down to the station all week, so Robbins can interview them in front of the camera and ask viewers to vote for their favorite "mate." The sad-faced Morgan, of course, can't say anything about it, but if looks can kill, Robbins isn't long for this world.

Wednesday's guest agenda included pianist George Shearing and Broadway composer Harold Rome, but here again Robbins was at his best in an interview with a Judo expert and a fem pupil.

The aggressive Judo teacher first demonstrated a few holds on Robbins, then added the proverbial insult to injury by remarking "What's your name? Fred?" To complete the picture he kept repeating the name and address of his studio, reminding Robbins sternly "Don't forget the plug!"

In between interviews and gimmicks (brain children of producer-director Hank Leeds) Robbins screened Snader musical films, with Ginny Simms and King Cole featured during the first hour. Film programming is light for first three hours and heaviest from 4 to 5 a.m.

Production thruout is on the simple side, keyed to the show's general air of informality. Robbins is a good natured, show-wise emcee, and, what's more important, looks healthy enough to stand up under the hours.

Series has landed two participation sponsors since it went on the air—Val Wirth (rebuilt Electrolux Vacuums) and the T. A. A., a TV set service outfit.

The All-Night Show

TELEVISION—Reviewed Wednesday (23) midnite-5 a. m. Monday thru Friday; 11:30 p. m.-6 a. m. Saturday. Participation sponsorship via WOR-TV, New York. Producer-director, Hank Leeds. Emcee, Fred Robbins. Guests: Harold Rome, George Shearing, others.

Quaker Buys Strip on CBS Radio Web

NEW YORK, July 26.—Quaker Oats this week bought the 3:50-4 p.m. strip on the Columbia Broadcasting System's radio network for "Aunt Jemina's Home Folks." Beginning September 8, the musical variety show will replace Cedric Adams, Price, Robinson & Frank is the agency.

Ironrite Back To ABC-TV Fold

NEW YORK, July 26.—Ironrite, Inc., this week renewed its sponsorship of "Hollywood Screen Test" on the American Broadcasting Company TV network, with the half-hour dramatic talent audition show scheduled to return to video screens on August 25 in the Monday, 7:30-8 p.m., EDT, time slot. The show started its summer hiatus in June.

Brooke, Smith, French & Dorrance, Inc., handles the Ironrite account. Lester Lewis produced the show, with Neil Hamilton also returning as emcee.

Dodge to Join Weiss & Geller

NEW YORK, July 26.—Bruce Dodge, Kenyon & Eckhardt, Inc., TV exec, leaves that agency this week to head the radio-TV department of Weiss & Geller, Chicago. Dodge will operate out of W. & G.'s New York office.

Welcome Travelers

RADIO—Reviewed Thursday (19), 9-9:30 a.m., CDT. Sponsored by Procter & Gamble via National Broadcasting Company thru Biow, Inc. Producer, Myron Golden. Manager, Les Lear. Director, Bob Cunningham. Writers, Frank Barton, Wally Olson, George Anderson and Frank Wait. Cast: Tommy Bartlett, emcee, and guests.

This show has come a long way since its inception five years ago and now, with a letter-perfect formula, is about to make the jump into video. However, the television and radio shows, while differing in several respects, The AM version will continue to be taped a day prior to actual broadcast, while the TV show will be shown live in an afternoon slot. Latter show will emanate from an NBC theater in Chicago, while the former will hold to its Hotel Sherman site.

The show caught revealed a program which could have been just as good for television as it was on radio, Tommy Bartlett, an affable, able interviewer, handled four guests, each of whom had obviously been selected with great care, in excellent fashion. Stories were all different, covering practically the entire gamut of emotions and, because the people who told them were carefully led thru their paces by Bartlett, there was considerable sincerity in their voices.

One impressive factor is the type of giveaway used on this show. The gifts are suited to the individual case. Examples included the gift of a home freezer and a set of silver to a pair of newlyweds; clothes and food for an impoverished widow of a sharecropper who had been accidentally killed; a silver money clip for Charles Coburn, the film actor, and a rocking chair for a doctor who had recently suffered a stroke.

TV-Film Reviews

Meet the Victim "The Tattooed Arm"

TV FILM—Reviewed at special screening. A 15-minute mystery series, produced by Sterling Television Company, Inc. Producer-director-writer, Theodore Ritter. Cast: Michael Sivy, others. Distributed by Sterling Television Company, Inc., 316 W. 57 Street, New York City.

This 15-minute series (currently making the TV rounds) offers comparatively high caliber production values in view of its low budget and modest sales price. Package combines murder, mystery and suspense films in varying plot interpretations of the title theme, "Meet the Victim."

Show reviewed, "The Tattooed Arm," is a suspense yarn, centering about New York City's Chinatown district. Colorful exteriors, filmed in the original locale, and film clips (ocean liner, New York harbor, etc.) gave film an interesting semi-documentary flavor, and suspense is heightened by provocative close-ups of the largely Oriental cast. Latter's inscrutable features and a fast-moving editing job go a long way toward making film rather melodramatic plot seem plausible.

With brief exceptions, "Arm" utilizes a dollar-saving narration technique thruout, opening with the cynical tough-guy "victim" (Sivy) underplayed by Michael (Sivy) being grilled by a hard-eyed Chinese. Flash-back sequences then reveal that it all started aboard ship, when Sivy promised to deliver a letter to Chinatown for an ailing Chinese passenger. Before the film is over, Sivy is bopped on the head by a man with a tattooed arm; picked up by a pretty "China Girl" and generally knocked around by a gang of self-appointed hatchet men.

The tattoo turns out to be a secret tong symbol, and the supposedly innocent passenger is finally exposed as a dope seller, who used Sivy as a dupe to smuggle his contraband past customs. Surprise film ending: Sivy's sinister interrogator of the opening scene as a U. S. narcotics agent.

Hallmark Theater

TELEVISION—Reviewed Sunday (5), 10-10:30 p.m., EDT. Sponsored by Hallmark Greeting Cards via National Broadcasting Company TV thru Foote, Cone & Belding. Devised and directed by Albert McCleery. Writer, Harold Callen. Cast: Biff McGuire, Christine White, Don Kennedy, Richard McMurray, Spencer Davis, John Graham, Robert Bolger, Gordon Clark, Grant Sullivan, Peter Pagan, Monte Banks Jr.

Filling in for the summer, in place of the dramas hosted by Sarah Churchill, will be this series headed by Albert McCleery who brings to it his "Circle Theater" style of economical settings and penchant for effective close-ups. The initial outing generally came off in a highly successful manner.

Titled "The Legend of Josiah Blow," the story was very much in keeping with the Independence Day week-end being celebrated. It dealt with one infantryman Josiah Blow, in the Revolutionary War, who was forbidden by his tough sergeant from going in to Philadelphia for the original celebration. In defiance of orders, Blow set off a giant firecracker which blew him right into 1952. Once here, he found that many of the original concepts of the Founding Fathers had undergone changes which made him wish he were back in his own era.

Troubles. First, his own citizenship was doubted, and he was dragged off to the immigration bureau's deportation center to be sent back "where he came from." His opinion caused the inspectors to say he "talked too much about freedom and equality," he must be a dangerous radical. Since there was nowhere to send him, they asked him to name his place, and Blow chose Korea. There he sought a letter written by the soldier-boy friend of a lovely French lass who was to have been deported because said friend was missing and his letter vouching for her never came. Of course, he located the letter, only to be blown back into his own time.

The drama, done sans all but the most simple settings, was highly effective except in the brief Korean battle sequence, and even that was not too bad. Biff McGuire as Joe Blow was a charming and convincing hero. Christine White was an appealing figure as the little French girl. The remainder of the cast also was excellent.

Commercials or Hallmark cards continued to stress their quality in the field. The series was off to an excellent start.

Quiz Kids

Television—Reviewed Monday (21), 8-8:30 p.m., EDT. Sponsored by Crosley Division, Avco Manufacturing Company, thru Benton and Bowles, via National Broadcasting Company-TV. Director, Don Meier. Producer, Joe Kelly. Panel: Joel Kupperman, Patricia Conlon, Frankie Vanderpool, Sally Ann Wilhelm, Harvey Dytch. Guests: Laurie Miles and Gale Dytch.

The amazing infant and teenage intellectual giants, the Quiz Kids, continue their fortnightly summer class-room sessions to the usual mental consternation of this reporter. Emanating as the program does from Chicago, it was more or less natural that most of the subject matter of quizzer Joe Kelly's Monday (21) questions had to do with current Democratic convention diodes.

The moppets, as usual, were practically never thrown for a loss. In fact, to hear 16-year-old Joel Kupperman, aging veteran of Quiz Kid sessions, mentally compute a potential candidate's delegation majority via square root (or maybe it was cube), was something which would have stunned even National Democratic Committee Chairman Frank McKinney.

Symbolic Merits. Likewise the debate on the symbolic merits of the elephant and the donkey as respectively upheld by a pair of 8-year-olds.

Meet Your Match

RADIO—Reviewed Tuesday (8), 9-9:30 p.m., EDT. Sustaining via the National Broadcasting Company. Producer—director, Herb Moss. Quizmaster, Jan Murray. Announcer, Wayne Howell.

The National Broadcasting Company has come up with a fine summer replacement for the Bob Hope Show in this fast, breezy new quiz program. In fact it is one of the funniest quiz shows to come along since Groucho Marx, due to the bright, sharp emceeing of comedian Jan Murray.

Like the Groucho Marx seg, this audience participation show depends less upon the questions asked than upon the repartee between Murray and the contestants. And Murray has the freshness, wit and uninhibited brashness to make the contestants speak out about themselves, and the alertness to seize upon an innocent statement, and turn it into a healthy laugh. The repartee, as caught on this show, between the quizmaster and the contestants was probably rehearsed, but it was very amusing.

Depends on Contestants

A show of this type, of course, depends upon the contestants as well as the emcee for humor. If the ones on this stanza were any indication, Murray has nothing to worry about. One entrant was a society trouper, a euphonious title for a singer at private parties. He explained how he had presented a concert of Eskimo songs, and then gave a short sample of the concert, that even had Murray in stitches. A housewife mentioned that she had married because she had seven brothers and four sisters and wanted to move out of her crowded home. When asked where she and her husband had moved, she replied, "We didn't move, he moved in with us."

The quiz part of the show is rather ordinary. Murray selects a contestant, who in turn picks an opponent. Each is asked questions and the winner receives a prize, and the right to choose another opponent. Questions range from easy to difficult, and the jackpot item at the end is a toughie. But this is the unimportant section of the program. The important and funny part belongs to Murray and the unabashed contestants. The "Meet Your Match" is skedged as a summer replacement, it is strong enough to stick around thru the winter. Bob Rolotz.

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Night Club-Vaude Reviews

Legit Reviews

Palace, New York

(Friday, July 25)

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

Even if the rest of the current bill was run-of-the-mill, which it is not, from this paw the presence of Will Mahoney would more than make up for it. It may be sheer nostalgia, but when the maestro hauls out the xylophone, straps the mallets on his feet, and stamps out "Stars and Stripes Forever" — that old-fashioned vaude at its best. This reporter's only beef is that he has stopped his wonderful trick fall routines in connection with it. A whole new generation has grown up to laugh at them all over again.

It's pleasant to report, too, that Mahoney can make a mistake. His current opening pitch, a comedy patter song about a gal with a poodle cut, is strictly cold turkey. But he straightaway redeems himself with his old punching-bag-tap routine and his hilarious sight gag wherein he seissors the costume of a serious fem concert artist.

Incidentally, his newest stooge, Courtney Wright, a statuesque brunette of eye-popping proportions is a solid asset from any angle, projecting just the right bewildered innocence to point up Mahoney's clowning. Their wind-up with a novel bell-ringing boxing bout rhythmized to "The Skaters Waltz" is a sock finish. Somebody ought to get smart and pick Mahoney for his own TV show. He has the mellowness and the warmth to sell himself in any living room.

Strong Spots

The bill is strong in at least three other spots. Tapsters Mage and Karr are back to open the show. The gal and boy are superior steppers and register sharply. They should, however, beg the management for better lighting. The Parks trio (two men and a woman) will be back.

Saddle and Sirlon, Studio City, Calif.

(Wednesday, July 23)

Capacity, 150. Operator, Arthur Lyon. Shows eve y 45 minutes, starting at 9 p.m. Price policy, no cover or minimum. Publicity, Bill Waters. Booking policy, non-exclusive. Talent budget, \$650.

Arthur Lyon searched for a nostalgic act to follow the successful five-month run of the Duncan Sisters, but couldn't come up with another veteran, so he's settled for the Chuck Miller Trio. This vaude-type unit is versatile, musically and vocally. However, they resort to the hackneyed record piano for comedy, and it draws from their main attraction.

Miller, who should get some disk sessions because of his natural approach to a Bing Crosby style of vocalizing, does top impersones of the vocal biggies from Monroe to The Groaner. His Bill Kenny aping is so good it deserves wax perpetuation. Boys have an extensive library of top arrangements to which the piano, drums and bass combo give top treatment. Miller handles the solo vocals, with boys often backing him on harmony. Got good miltling. Johnny Sippe

Paramount, New York

(Wednesday, July 23)

Capacity, 3,654. Price range, 55 cents-\$1.60. Chain booker. Harry Levine. Show played by Elliot Lawrence ork.

On paper the bill doesn't stack up as a particularly strong one. However, it plays beautifully with the headliner, Don Cornell, almost tearing it apart with his full-bodied baritone of his Coral label hits. With the Martin and Lewis "Jumping Jacks" as the picture, it's a cinch that the layout will do business.

Bill started off with the Elliot Lawrence band belting out their version of "You Took Advantage of Me" in helter-skelter fashion for a rousing mitt, followed by the Four Evans in their standard two-spots and challenge dance act. The parents-children hoofology sold as capably as ever, warming 'em up for Trudy Richards who followed.

Miss Richards, a stacked, tanned, pretty blonde, teed off with "I May Hate Myself in the Morning," showing a good blues styling, the opener wasn't a happy choice. A brighter song would've been more suitable. She followed that with "I Waited A Little Too Long," and wound up (Continued on page 11)

London Palladium

(Monday, July 21)

Capacity, 2,422. Price range, 49 cents to \$2.03. Two shows a night. Chain booker, Val Parnell. Producer, Charles Henry. Show played by Billy Cotton ork.

Guy Mitchell wasted no time getting to know the audience, but got right into it with "Belle, Belle, Ly Liberty Belle," accompanied by seven of the George (no relation) Mitchell Singers who dressed the stage behind him.

He bounced on to a friendly routine in the upper tiers occupied by the more frenzied disk and film fans following a brisk 10-minute warm-up by comedian Archie Robbins, who did an excellent job.

Mitchell seemed nervous, missed a few of his early jokes, but came back strong when he saw no one was throwing things at him. It's no picnic topping the Palladium bill without being cushioned by comfortable film rep over here.

"Show Us"

The majority of the audience want to be entertained. But they're not interested before they start, as they are with top Hollywood names. They have a sub-

(Continued on page 114)

Caught Again

LATIN QUARTER, NEW YORK: Willie Shore, who followed Jack Kannon, just about fractured them with his highly commercial act. Much of Shore's stuff is right off the cob. But it's geared for universal tastes that make it, and him, a sock yock-puller whether in Whistle Stop, Nebraska, or on the Big Apple in New York. Shore's basic formula with sight gags, vocal bits and hilarious pieces of business that keeps an audience in a ferment of laughter.

To make the act more commercial, Shore does an audience participation bit that adds still more to his comedy stature. His agility in the dance department is awespiring, tho he never permits his footwork to dominate the act. In between top tricks, Shore throws lines and that squeaky prop laugh that is always good for responses. For a finisher he does an exceedingly graceful Pat Rooney dance, preceded by a torrid Frisco number that gets him off practically a show stopper. Bill Smith.

Roxy, New York

(Friday, July 25)

Capacity, 5,880 seats. Price range, 80 cents-\$2. Four shows daily. House booker, Sam Rauch. Producer, Gae Foster. Show played by Roxy house band.

The big theater has quite a show back in the picture, "Dreamboat." It goes heavy on production, has a lot of flash in its ice show, pulls heavy yocks with Phil Foster as the Extra Added, and finishes strongly with Tony Bennett as the star.

Bennett was given plenty of help. He was brought on with a production, had his own rhythm trio on stage, and was taken off with a major production in which the house line, including the skaters, used king-sized blue hearts for sight effects as Bennett punched home his "Here in My Heart" for a well-deserved big mitt.

But if the Columbia Record singer was way ahead at the close, his opening numbers had him swimming upstream. His opener, "Taking a Chancer on Love" was just all right. His (Continued on page 114)

CAPSULE COMMENT

Herb Sheldon Show (TV) WNBZ, Thursday (17) 12:45-1:30 p.m. EDT.

Billboard radio-TV scribe Sam Chase and frau Nancy pulled a switch and guested on the "Herb Sheldon Show" every day last week, prior to leaving on their first trip abroad. Gimmick was that Sheldon called in a staff of travel experts to help the pair plan every step of the European jaunt. On the show caught (17), Sheldon staged a fashion show for Nancy, via a group of special "packable" logs from DePinna's Fifth Avenue store.

Sam (who is taping special reports on the Olympics for the American Broadcasting Company while abroad) took a back seat to Nancy on the fashion session. He spent most of his time silently ogling the pretty model, while his equally pretty wife chatted with Sheldon. Nancy Chase, incidentally, displayed a genuine flair for relaxed video rep over here.

Meet Your Match (Radio), NBC, Tuesday (8), 9:30 p.m. EDT.

This new quiz program is a fine summer replacement for the Bob Hope Show. In fact it is one of the breeziest and funniest quiz-type programs to come along since the Groucho Marx stanza, due to the fresh and clever exsecing of comic Jan Murray. Tho a summer replacement it is strong enough to stick around for the new season. (See full review this issue.)

Hallmark Summer Theater (TV), NBC-TV, Sunday (6), 10:10-30 EDT.

This series, handled for the summer by Albert McCleery, got off to an excellent start. Featuring McCleery's economical use of sets and heavy emphasis on close-ups, it aired a drama in keeping with the Independence Day week-end on which it was aired. (See full review this issue.)

Quiz Kids (TV), NBC-TV, Monday (21), 8:30-9 p.m. EDT.

Quiz-master, Joe Kelly is holding fortnightly summer classroom sessions with his moppet mental prodigies securely on an intellectual beam. The Monday (21) seg based most of the questions on current Chicago politico diodes. The youngsters are a solid sales asset for a TV half-hour, and the current format is a natural for plugging all models of Crosley radio and TV receivers. (See full review in this issue.)

Welcome Travelers (Radio), NBC, Thursday (10), 9:30 a.m. EDT. Show, which has developed a

THE FOURPOSTER

(Reviewed Thursday, July 24)

Barrymore Theater

A comedy by Jan de Hartog. Staged by Joe Ferrer. Setting by Sprjals. Costumes by Lucinda Ballard. Business manager, Victor Samrock. Stage manager, William Weaver. Press representative, William Fields and Walter Alford. Presented by Playwrights Company. Agnes.....Betty Field Michael.....Burgess Meredith

On the opening night of "The Fourposter" last October, this reporter failed to find much originality in Jan de Hartog's saga of a couple's marital ups-and-downs over a 35-year span. The one original concept of its premise was that the author managed his whole yarn in terms of two characters — a matter which he accomplished most successfully.

But the success stemmed to an even greater degree from the contributions of two fine players, who under cannily fluent direction brought a conversational, conjugal bedroom piece to warm and vibrant life. The triumphant play-acting of Jessica Tandy and her husband, Hume Cronyn was completely beguiling.

This reporter observed at the time that it was practically impossible to imagine any two players who could do mor for de Hartog's marital conceit.

Take Over Roles

So with the Cronyns about to start an edition of "Fourposter" on the road, Betty Field and Burgess Meredith have taken over the roles of Agnes and Michael at the Barrymore Theater. It would be pleasant to report that the new Agnes and Michael do as least as much for de Hartog's play as did their predecessors.

Unfortunately, such is far from the case. Both Miss Field and Meredith are players of stature, but in their hands better than 50 per cent of the comedy becomes shallow and unbelievable.

The reason isn't far to seek. Whereas Miss Tandy endowed her wife with a peppery temper and a leavening sense of humor and Cronyn's husband likewise exhibited a sensitive funnybone even in his moments of utmost bewilderment, the pair played with such restraint that the characters became progressively endearing.

But both Miss Field and Meredith seem bent on reaching strictly for laughs. In the couple's youthful sequences, Meredith has a tendency to swagger and mug and Miss Field to go shrill at the drop of a hat.

Opening Scene

The opening divergence — night scene, which was originally tender and touching, has become almost an embarrassing burlesque. It is only when middle age creeps in that the pair of them really come into their own and "Fourposter" gets back on something of its original beam. They do the last act excellently together. It is perhaps unfair to dwell on performance comparisons of roles which have been superbly created and set. But personal happy recollections of "The Fourposter" will stem entirely from the Cronyns and their part therein. They knew how it ought to be acted. Bob Francis.

strong formula after five years on the networks, will soon go on video as well, using the same format, but keeping the shows completely separated. Program reviewed included four carefully selected guests who were ably interviewed by emcee Tommy Bartlett. Giveaways are tailored to individual needs.

The All Night Show (TV), WOR-TV, Wednesday (23), 11:30-1:30 a.m. EDT.

WOR-TV, New York has really blossomed out within the last few months, via some frankly speculative, important "firsts" in the TV programming field.

Newest and most exciting, from the standpoint of commercial possibilities, in this series (TV's first live all-night show) with deejay Fred Robbins at the controls for 31 and a half hours a week. Program integrates live interviews and TV audience participation gimmicks with musical films and news and weather reports. The gimmick section of the show carries the most audience interest. (See full review this issue.)

ANGEL IN PARIS

(Opened Monday, July 21)

John Hancock Hall, Boston

A comedy in three acts by Guy Bolton. Directed by Michael Road. Designed by Louis Galois. Lighted by Saki Ours. Press representative, Renee Ashley Cronin. Presented by Nicholas V Russo in association with Richard M. Waters.

Mary Wellman.....Ruth Brady Alexis.....Ernest Epstein Peter Channing.....Charles Falk Carlotta Greene.....Zoiga Talma Jacques.....Gino Caporali Lady Britton.....Billy McMorris Prince Andre Dorant.....Conrad Jameson Tony Roland.....Kirk Alyn Sir Charles Austin.....Austin Fairman John Trull.....Ray MacDonnell Evelyn.....Iona Massey Rollins.....Justin Schrader

On all counts, the negative applies to "Angel in Paris," which is having a trout on the straw-hat swing before heading for Broadway and the end of the trail. It can be applied to the script, the acting (with the exception of Iona Massey) and just about everything else in the comedy, but mostly to the idea of ever taking it onto the Stem. It will have its usualy making the summer grade.

That Guy Bolton, whose experience in the theater has been extensive, should come up with a new script like this is a little hard to believe. According to rumor, it came from the bottom of the trunk where it had gathered dust for 15 years as an English translation of a Hungarian original. No wonder there's an Iron Curtain.

The plot takes place in a Parisian house of assignation, and the characters represent a high school freshman's idea of the upper crust. Most of their pepper enough "darlings" to their conversation to make Tallulah Bankhead take cover. Angel, a mysterious, exotic bloom, walks into this sewer and is immediately attracted by the subtle allure of a Texas oilman.

Later on, when she is in England brooding about her adventure into the land of love, this Continental Babbit shows up in the home of her spouse. For some reason, all three get together again in Paris for the third act. I suspect it is in order to project such lines as: "I've just found out how deeply a man can luff a woman," and "Come with me to my little flat by the river."

When caught, the actors had been insufficiently rehearsed and directed. Miss Massey seemed to know her lines, and is more beautiful than even among the shambles. The rest of the cast ad libbed and fumbled at length. And Mr. Bolton apparently got his script confused with a previous vehicle known as "Shonworn Angel." Bob Taylor.

Quiz Kids

Continued from page 13

Harvey Dyte and Frank Vanderploeg, was meatier thinking than most of the oratory amplified from the rostrum of the Stockyards Amphitheater.

Incidentally, Harvey backed the elephant for a winner. Overall, the kids' fund of information on almost any subject seemed inexhaustible. Invariably, one or another can come up with the answer. Monday's session tallied Patricia Conlon the winner, altho this reporter couldn't figure exactly why, since the whole class seemed practically letter perfect.

The program lends itself smartly to the plugging of Crosley radios, via photos of the various models which are awarded to winners whose questions are used on the seg. A commercial for Crosley TV receivers was also well presented, but a mid-session film plug for Shelvador refrigerators, with a fem explaining their virtues, seemed about as long as a convention keynote speech. The Quiz Kid segs build for solid viewer interest. It seems a shame to handicap them with that kind of over-lengthy advertising. Bob Francis

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TO ALL VARIETY AGENTS AND AGENTS' ASSOCIATIONS

**Do Not Accept Any Franchises Directly From AGVA Under
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ARA Membership—Over 550 Agents Unanimously Voted For Unity

The ARA negotiated contracts with AGVA have protected you for over 12 years.

Agents must refuse to be regulated without a fair negotiated agreement.

Agents cannot be in a position to have claims made and processed against them without the backing of a strong organization.

DON'T JEOPARDIZE YOUR INVESTMENT IN YOUR BUSINESS.

A FREE FRANCHISE TODAY WILL BE EXPENSIVE TOMORROW

Full cooperation between ARA and AGVA as existed for over 12 years is necessary.

A Healthy relationship of agents with AGVA must be reinstated in the interests of AGVA, its members, and agents.

We want now to negotiate a proper contract with AGVA.

AGVA was required to negotiate since January, 1949 by the contract between AGVA and ARA. ARA constantly requested negotiation.

Healthy relationship of AGVA and its members with agents associations will continue to create additional employment for AGVA members at maximum compensation and conditions to AGVA members.

AGENTS AND AGENTS' ASSOCIATIONS ARE VITAL TO THE VARIETY FIELD.

DON'T LET YOUR BUSINESS SLIP THROUGH YOUR FINGERS BY ACCEPTING A FRANCHISE DIRECTLY FROM AGVA.

WE INVITE ALL AGENTS' ASSOCIATIONS AND INDIVIDUAL AGENTS TO JOIN ARA NOW.

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ENTERTAINMENT MANAGERS' ASSN. OF PITTSBURGH, INC.
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MICHIGAN THEATRICAL BOOKING-AGENTS ASSOCIATION
900 National Bank Bldg., Detroit, Mich.

THEATRICAL AGENTS, INC., OF NEW ENGLAND
260 Tremont St., Boston, Mass.

NORTHERN CALIFORNIA THEATRICAL AGENTS ASSN.
580 Washington St., San Francisco, Calif.

Franchise Issue Battle Is Joined By AGVA, Agents

Irving, Katz Statements Attack Decisions; Court Fight Threatened

Continued from page 1

AGVA's stand had unified the agents into a "100 per cent united front." Over 100 agents from all over the country attended the meeting. The Chicago contingent, formerly a dissident group, promised to go along with New York in its fight with AGVA.

Jack Irving, AGVA head said: "It's about time AGVA stopped playing interference for the agents. Our job is to protect our members. We don't want to fight with anybody. But neither are we going to allow agents to flim-flam actors, break rules; and then, when we ask ARA to discipline its people, they do nothing about it."

"We are not angry at agents as a group or as individuals. But we want to know which agents are booking our people and under what conditions. We intend to screen all agents before we issue any franchises. ARA will not tell us how to run the union."

ARA Reply

Jack Katz, ARA counsel said: "All AGVA has done by its move is to solidify the agents. We have all agreed we will not deal with AGVA directly. If AGVA thinks they'll tell us, send your franchise over by a messenger, you're out of business—they're more irresponsible than we think."

"Furthermore," said Katz, "starting September 11, we will no longer be bound by AGVA rules, so we'll have our people

sign omnibus contracts, maybe for 10 years. If there's any trouble, we'll go right into the courts. We don't need AGVA. Besides we have the jobs."

Irving replied: "There's nothing to prevent us from booking our own people. ARA's boast of a united front is blasted by the fact that many independent agents are applying despite the phoned threats of what will happen to them. ARA hasn't a thing to offer but fear. It's dominated by the big offices. If ARA wants to destroy AGVA, the agents will all fall apart. It'll be jungle law. The small agents will be killed. The big ones can hold out a little longer but they too will bleed to death. It'll be a jungle code in a business that is already being deflated."

"Agents have no control over actors in the variety field except through AGVA. If they go to the courts they won't get decisions for months—perhaps years. The courts are crowded enough. Meanwhile, what will they play—the judges?"

This rule to stop dealing with agents organizations was not Irving's plan. It was pointed out. The AGVA convention of 1950 first put it into effect. The convention of 1952, acting on members' demands, implemented it.

Miami Niteries Seem To Be Doing Good Biz

MIAMI BEACH, July 26.—The annual summer controversy of whether or not business is better this year than last is on again. It is, or is it ain't, is the big topic. Niteries and hotel ops swear it ain't, but everybody from the Chamber of Commerce down to transportation officials declare it is.

The Five O'Clock Club and a few of the hotel rooms on the Beach are playing to crowds; across the bay in Miami, the Clover Club and the Vagabonds Club seem to be doing okay, but the off nights in Miami apparently are more frequent than the slim stanzas on the Beach side.

In addition to the Five O'Clock Club—where Harry Richman has joined Martha Raye, who has been doubling between the club and a legit presentation of "Annie Get Your Gun"—spots now running include the Beach-comber and El Mamba (both with Latin-type shows). Bill Jordan's Bar of Music (which shutters next week for Jordan's annual hiatus); the Casablanca Hotel, presenting Gracie Barrie; the Sans Souci Hotel, offering Lenny Kent and Chris Colombo, and Mother Kelly's (no names, but strictly intimate-type vocal and instrumental acts).

Clover Club

On the Miami side, Joe Adams and Al Kelly moved into the Clover Club (23); and the Vagabonds, backed by the Chandra Kaly dancers, continue to hold forth in their own spot. Jack Goldman, operator of the Clover, has Adams booked for a fortnight who will be followed by Jackie Miles. The usual number of strip and burlesque spots on both sides of the bay continue in full swing on their normal year-round operation.

There seems to be enough customers here this summer to go around, but they're not the spending type which populates this area in the winter. Also, the patrons are Saturday-night-celebrants—a club can be empty all week and fill up on week-ends.

Atlantic City Lights Fade As Show Spot

Clubs A Shade of Former Days; Big Hotels Drop Too

ATLANTIC CITY, July 26.—What once used to be the brightest spot on the shore front is now only a shadow of its former self. Niteries activity here has been on the down-slide, with even the beachfront hotel rooms causing little more than a ripple.

Only two rooms have shows of name calibre in a resort which used to find several dozen such spots. The top is the 500 Club, which had Al Martino for the opening holiday week. The club uses names on a one-week basis. The show includes Tip, Tap and Toe; Four Jacks and a Jill; Pat Cameron; Roseanne; and a line of Lee Henderson Girls, with Pete Miller's band and Freddie Baker modest in its show offering, but also with weekly changes to bring 'em in. The English Tavern Room of the Ritz-Carlton Hotel started the season with Mary McCarty. Others booked include Mary Ilaye and Naldi and the Blackburn Twins, with Ford Harrison for the dance music.

Side Streets

Side Street rooms using shows include Max Olson's Club 15, with Vic Earlson, Sharon LaRue, Sha-nah and Pernay, Fran Carroll and Cathy Mann, with Ralph Robert's band and the George Kay Trio. The club had Tony Cameron and Lou Nelson for the July 4 holiday week-end. (Incidentally, American Guild of Variety Artists pulled the show here Saturday (19) because Club 15 refused to put up a bond.) The Paddock International has Buddy Mack, Jackie Small, Billy Johnson and Tommy Gill's band. The Jockey Club has Kirk Hall, Frenchy Martin, Bubbles Bent, Perry Bruce, Lew Lorraine, Iv Vane, Jackie Howe and the Three Bits of Rhythm.

At the class beachfront hotels, apart from the Ritz-Carlton, only the Senator and Brighton have shows. The Senator has the La Vie en Rose Room, which operates apart from the Sun-'n-Star Roof where Joe Martin's dance music is on tap. Brighton went a bit more pretentious this season with an air show outdoors on a rink erected near the hotel's swimming pool. With admissions scaled from \$1 to \$2 plus taxes, the hotel offers a "Symphony on Ice" revue starring Georg von Bergelin, Kenny Lamb, Bissell and Farley and Essie Davis. At the Brighton Punch Bowl, it's Joe Stern's dance music.

Other Biggies

Six other class hotels offer only dance music. The Mayflower Hotel has the Stan Jason Trio plus Pedro Albani's band. Bobby Roberts is at the President, which also has Johnny Jarvis' piano vocals and the terp tutoring of Penny Davis. Jay Jerome is at the Traymore, and the team of Owen and Murray alternate with Jose Poneira's music and Gloria Casper's songs at the Hotel Chelsea. Eddy Bradd's band is at the Shelburne, and the Seaside Hotel has the Lynn Brothers.

The biggest competition is between the Club Harlem and the Paradise, which has come to life for the first time in years. Both spots have heavily cast shows running two hours. Larry Steele is back at the Harlem with "Smart Affairs" revue that includes Peg Leg Bates, the Four Tunes, the Three Chocolateers and Jivette Miller. The Paradise has Clarence Robinson producing a "Tropicana Revue," with Stump and Stumpy, Cook and Brown, Teddy Hale and the Princess Dupart Trio. Also coming in with a Harlem-styled show is the Cheyenne's upstairs Ebony Room and Show Bar, with Apus and Estrelita leading a show that takes in Lucie Jones and Connie Carroll. Grace Justus and Dusty Brooks' Four Tones supply the music.

ARA-AGVA TIFF WOULD AFFECT VARIETY FIELD

NEW YORK, July 26.—In the current hassle between the agents' organization, Artists Representatives Association, and the actors' union, American Guild of Variety Artists, practically every actor working in the variety field will be affected. AGVA paid-up membership is about 10,000.

The desire to sever relations with official agents' bodies isn't new. At the 1950 AGVA convention, the membership, thru its delegates, voted overwhelmingly for such divorce. The 1951 convention re-affirmed the stand; the 1952 convention re-affirmed the stand; the 1952 convention issued an order to the administration to put it into effect.

Should AGVA refuse to issue franchises to ARA members, except as individuals, such agents would probably operate without franchises. AGVA would then mark them unfair.

Under such unfair action, however, agents holding exclusive contracts with actors, could continue to book them. But agents would not be able to book other acts, or sign other acts to exclusive management contracts, while on the unfair list.

May Go to Courts

What is perhaps most important is that agents may have to go to the courts to collect commissions even on their exclusive management contracts.

AGVA has said that an agent who is unfair has no standing with the union and therefore the union will not attempt to collect his commission for him. The question of commissions may well be the turning point in the whole quarrel.

Under the present set-up if an actor doesn't pay his commission owed, and the arbitration board so determines it, the actor is forced to pay under pain of his being so marked unfair.

ARA reps have said that the problem isn't as complicated as it seems. Instead of going to AGVA, they will go into the courts, they agree that court action may be slow. One ARA rep hinted at a possible unofficial blacklist of actors. A performer who owes commission to one agent, said the ARA rep, may not be able to find work from any other agent, so long as he's in commission arrears.

CASE HISTORY—IV

Ray Credits Those Who Helped Him Up

By JOE MARTIN

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

NEW YORK, July 26.—Johnnie Ray appears to be quite willing to give credit to many people who helped him on his way up. Ray, for example, makes it a point to say that the act of Bob Mitchell and Jan Grayton got him his first job in the East. He doesn't, however, supply many of the details surrounding what was an extremely close relationship among Ray, Mitchell and Grayton.

It was Mitchell and Grayton who nursed him along for almost a year. They introduced him to agents, fed him, taught him, rehearsed him, booked him, and in general did what a staff of personal managers would do for an act. In the winter of 1950, the three were together and broke Mitchell and Ray shared an top coat between them. Ray, incidentally, worked often at this time as a singing duet with Jan Grayton. The act was billed as Jan and Johnnie Ray. It was Jan Grayton who read the original personal management contract signed between Ray and Bernie Lang. When she approved the contract, Ray signed it. It was also the Mitchell and Grayton combination which got Ray to record the duets later sent to Capitol and Columbia Records.

Fact is, Bob Mitchell sent the Seattle to Dave Dexter at Capitol. Mitchell and Dexter had met in Seattle when the former was the

emcee on the Palomar vaude bill which starred Peggy Lee. Earlier in this series of articles on Ray, it was detailed that Capitol turned down Ray. The turn-down came in the form of a letter addressed (Continued on page 19)

PERCENTAGE BLUES

Philly AGVA Raps Agents, Hits 'Mixing'

PHILADELPHIA, July 26.—"A clean collar and \$110 are all you need in Pennsylvania to become a theatrical agent," declared Dick Jones, executive secretary of the local branch of the American Guild of Variety Artists, blasting the percentages and the State's Department of Labor and Industry which has charge of licensing agents. While the agents may have little trouble in meeting the State's qualifications, they'll have to let the better measure up an "AGVA" business franchise said Jones.

Jones said the union intends to adopt a "get tough" policy. Between September 1 and 15, every agent will be called in and must answer the board's questions. Jones revealed they had enough iron on hand to deny franchise to more than half, mostly on charges of exorbitant commissions and taking advantage of the acts.

"In 1946 there were only 38 agents in Philadelphia," said Jones. "Now there are 105 licensed agents and 120 bookers operate out of licensed offices." All told, there are 225 people making a comfortable living out of 900 acts. That was the figure we got a few months ago there are probably three dozen more by now, as the situation gets worse every day." Jones said the union was going to do its own jobbing of the night clubs in an effort to curb "mixing." Altho the State Liquor Control Board frowns on mixing, it's no secret to anybody that enforcement of the law is a huge joke in Philadelphia. As a matter of fact, mixing takes preference over talent on the part of most niteries operators—which explains why the town is overrun with so-called "all star" shows," said Jones.

Tough Going At Crescendo

HOLLYWOOD, July 26.—The Crescendo, Strip bolite opened 10 weeks ago by Harry Steinman, ex-Eastern club op, with the reported financial backing of Billy Eckstine and his mentor, Milt Ebbins, was fighting to stay open at press time. Local 47 here had put the King Cole Trio, who opened Thursday (24), on a night-by-night payment basis. The American Guild of Variety Artists reported that the club owed Champ Butler \$900; Ella Mae Morse, \$1,250, and Pat Morrissey, \$600. AGVA is holding a \$1,000 bond on the club.

Steinman told The Billboard that he was making every effort to stay open and said he had paid all AGVA acts in full.

AUGUST 2, 1952

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

SPA Launches Constant Audit Of Pub Books

Nearly 400 Firms To Show Books in Three-Year Program

NEW YORK, July 26.—The Songwriters' Protective Association this week set a new policy calling for a continuous audit of publishers' books to check current royalties due creators. This is in addition to audit machinery set up for inquiry into possible past royalties due on material placed prior to 1950.

The latter is in accordance with a recent compromise agreement on the long-standing audit controversy between SPA and the Music Publishers' Protective Association.

Ted Gurian, SPA accountant, will conduct the "current" audit, and is expected to cover anywhere from three to 12 publishers' books a month. It may take up to three years to cover the nearly 400 publishers who are now signatories of the SPA basic contract. First publishers whose books will be scrutinized will be those on whom writers have registered complaints. Others will be chosen at random.

Vera's "Auf" Sells 1/2 Mil

NEW YORK, July 26.—Vera Lynn's "Auf Wiederseh'n, Sweetheart," London's current hit record, passed the half-million mark in sales in this country, Thursday (24). In addition to the U. S. sales, the disk has sold 250,000 copies in England and another 50,000 in Canada.

The record is now the top-seller in all three countries. Released nine weeks ago in this country, the disk first appeared in twelfth place on The Billboard best-seller chart two weeks later. In the following weeks it climbed rapidly to the top where it has been for the past four weeks. For the last two weeks it has also been in first position on the Honor Roll of Hits.

In building the sales to this mark, London has been in almost daily touch with distributors. As a result, no distributor has been out of stock at any time, in spite of the huge dealer demands for the disk.

Of the half-million records sold in this country to date, about 140,000—28 per cent of total—have been on 45 r.p.m.

Printers and Lithographers Deadlocked in Negotiations

NEW YORK, July 26.—The National Music Printers and Allied Trades and the Amalgamated Lithographers are deadlocked in negotiations for a new contract. The printers feel the lithographers' demands are exorbitant, particularly coming at a time when the publishing business is in the doldrums.

The lithographers demands include a raise of 3 dollars per man per week; a continuation of the escalator clause with regard to the Cost of Living Index; higher employer contributions to the welfare fund; and three consecutive weeks vacation with pay.

While the two sides are deadlocked, the lithographers' union will not permit its men to work overtime. This has exerted considerable pressure on the printers, who currently are busy with music books, band works and other standard work.

Holding Line

A spokesman for the music printers said that the printers were trying to hold the line and were loathe to pass on increases to publishers, particularly when

MELLIN HAS TOP HIT PARADE DUO

NEW YORK, July 26.—The Lucky Strike Hit Parade (published in American Tobacco ad in The Billboard last week) revealed that Robert Mellin has the No. 1 and 2 tunes on the Parade. They are "I'm Yours," and "Here in My Heart." It is believed that this is the first time a pop music publisher has ever achieved this. Only two other instances which come to mind are Rodgers-Hammerstein, who scored No. 1 and 2 with a pair of tunes from "Oklahoma," and Irving Berlin, who dotted with a couple of ditties from "Annie Get Your Gun."

Diskeries Hedge on Fair Trade Policies

Inconsistencies Seen Grounds For Tests by Cut-Rate Firms

NEW YORK, July 26.—Major diskeries this week failed to issue clear-cut statements on whether or not they plan to fair trade records. But since the signing of the new Fair Trade Act last Monday (14) it has become increasingly clear that the alleged inconsistencies in the law (The Billboard, July 26) will be seized upon by some cut-raters to test the law in the courts should the price of records indeed be fixed.

While the majors were still huddling with legal staffers to explore doubtful sections of the new law, in particular those affecting interstate mail order shipments, at least one indie LP firm has taken definite steps to fair trade its product. Cetra-Soria asserted it will sign its first dealer contract in New York State next week. Within two weeks, predicted a company executive, Cetra-Soria records will be fair traded in about 40 States.

Other LP diskeries, with the exception of Reninging, which last week said it too intends to make use of the law were waiting for the majors to initiate action. Their stand remained, let the big boys show the way.

Trade Rumors

In the current atmosphere of indecision, trade rumors persisted this week that at least one of the major firms will fair trade by September 1. Although no officer of the top diskeries could be pinned down to a definite statement, there is evidence that such steps are being mulled with serious intent.

Some observers, for instance, read such intent into a statement which appeared this week in a prospectus issued in connection with a stock offering by Decca

Music Biz Facing Good Year Ahead: BB Polls Retail Field

250 to Exhibit, 9,000 to Attend NAMM Meet; Stabilizing Factors Are Cited

Continued from page 1

this year. This is the key finding of the Record Dealer-Distributor surveys conducted annually by The Billboard, released concurrently with the National Association of Music Merchants Convention. (For full details of this and other survey findings see NAMM Convention section this issue.) This year's music merchants' con-

clave opened today at the Hotel New Yorker here.

It is expected that about 9,000 people will attend the week-long convention which this year has as its theme, "Music is Fun for Everyone." The anticipated registration is slightly greater than the number which attended the show last year. About 250 firms allied with the music business are exhibiting this year. Among various groups of exhibitors the biggest gain over last year is in the number of record, phonograph and accessories manufacturers showing their products. This year 57 such firms are exhibiting compared with last year's 43. Oddly enough, however, the convention program does not include a session of specific interest to record dealers.

All segments of the music industry are looking ahead to a healthy fall selling season. In a poll of exhibitors conducted by The NAMM, 94 per cent said that they expected a sales increase over last fall. A number of factors account for this optimism. There will be more money in consumers' pockets to spend than ever before. More people will be working, and they will be earning more than ever before. Retail inventories are in a healthier state than a year ago when many dealer stocks were bulging with merchandise bought in anticipation of shortages.

The expectation of growing stability in the various music markets is another important element producing this favorable outlook. It is hoped by many that the recently enacted Fair Trade Law will eliminate the chaos that has plagued the radio-TV, phonograph, and disk markets during the last year as a result of price-cutting. Band instrument makers, piano manufacturers and set producers are less concerned with the prospect of metal shortages than a year ago. The opening of new TV areas is heartening to set makers, he definite and accelerating trend to a two-speed record business adds stability to the disk and phonograph outlook.

Trends in Record Business

The growing trend toward a two-speed record market is only one of a number of trends and facts disclosed in The Billboard's Fifth Annual Retail Record Store Survey and the First Annual Record Distributor Survey. The extent to which dealers presently use self-service and the definite indication of an increased trend in this direction are pointed up. A less healthy trend is the dip taken in the average gross sale of record dealers in the past year. The dealer survey further discloses the continued dominance of RCA Victor in service to the dealer, as well as the improvement of Capitol and Columbia in this area.

Other facts and statistics of importance to the disk industry contained in the dealer survey include a percentage breakdown of

the retail record business by type of music, the use of mail order selling and the status of sheet music sales.

Dealer Credit Ratings Dip

The distributor survey shows that dealer credit ratings have worsened slightly in the last year while coin operator ratings have remained firm. Average figures for the turnover of record stocks are reported, as well as distributor thinking about competition from mail order selling and transshipping. Also analyzed are the problems faced by both dealers and distributors. Headlining these are the great number of releases being issued by manufacturers.

ASCAP's Brass Off to Coast

NEW YORK, July 26.—Otto Harbach, president of the American Society of Composers, Authors and Publishers, and Herman Finkelstein, general counsel for the Society, head out to Los Angeles this week-end for the July 31 meeting of the West Coast writers. This meeting has been set to explain the proposed new distribution plan for the ASCAP writers, as was done here last week. (The Billboard, July 26.)

In addition to Harbach and Finkelstein, writers Mack David, George Hoffman, Stanley Adams and Wolfe Gilbert will also be at the Coast conclave. After the meeting, it is expected that the proposed plan will be sent out for approval to all of the writer-members of the Society.

Finkelstein will attend the International Copyright Conference at Geneva, August 18 thru September 6. He will return September 12 in time for an American Bar Association meeting.

Columbia Signs Weston Anew

NEW YORK, July 26.—Paul Weston, Columbia's West Coast pop & r. chief, signed this week a new two-year pact with the diskery. Weston, who has been with Columbia since leaving Capitol Records, handles all pop waxings by the firm on the Coast, including cuttings by Frank Sinatra, Jo Stafford, Frankie Laine, Doris Day and others.

Recently, Weston was given the additional duties of pop album conception and development for Columbia's West Coast talent. The new term was negotiated by Jim Conkling, Columbia Records topper.

Cap Readies Garland Pact

HOLLYWOOD, July 26.—The William Morris office this week was about a week away from inkling the much-sought-after Judy Garland to her first waxing pact in several years.

The Morris exec said that pact between a Miss Garland and Capitol would probably be inked late next week.

CRUNCHY WAX AIN'T SO BAD

NEW YORK, July 26.—When E. R. (Ted) Lewis, president of Decca Record Co., Ltd., arrives in this country in a few weeks, he will be able to dine on steaks and other pedestrian fare rather than vinyl and record mixal dent.

On May 2, three weeks before the introduction of "Auf Wiederseh'n, Sweetheart" in this country, Lewis wrote to Harry Kruse, topper of the London Record subsidiary:

"We have what sounds like a Vera Lynn hit, Auf Wiederseh'n, Sweetheart. . . . Everyone here thinks the record is really worth taking a chance on. If it is not a hit, I will let the records myself when I come over to New York."

Last Thursday the record, top U. S. seller for the past four weeks, passed the half-million sales mark.

Open House to Mark Capitol Anniversary

NEW YORK, July 26.—Capitol Records will celebrate its 10th anniversary by holding open house at the firm's new offices at the Mutual Life Building here, for the dealers and distributors visiting the town during the annual meeting of the National Association of Music Merchants' trade show. In town for the handshaking will be all the Capitol execs, including Glenn Waller, Bill Fowler, Lloyd Dunn, Alan Livingston and Gene Becke.

This is only one of the many events scheduled by the company to mark its 10 years in the disk business. On August 1 the diskery will be feted by the city fathers of Scranton, Pa. (The Billboard, July 26), where the firm's Eastern fabricating plant is located. The diskery has sched-

uled various promotions on the dealer and consumer level to publicize its 10th year, and has set national publicity for the occasion.

Brightest Year

This year has been one of the diskery's brightest so far. It has come up with the million-seller, "Wheel of Fortune," by Kay Starr, plus such sizzling players as Ella Mae Morse's "Blacksmith Blues" and Les Paul-Mary Ford's "Tiger Rag." Capitol is now riding high with Nat Cole's "Walkin' My Baby Back Home" and "Somewhere Along the Way," "In the Good Old Summertime," with Les Paul and Mary Ford, "Kay's Lament," with Kay Starr, and "Here in My Heart" with Al Martino. (See Capitol Tenth Anniversary section in this issue.)

Columbia Kicks Off Merchandising Plan

Purchasers of Three-Speed Player Attachments to Get Free LP Disk

NEW YORK, July 26.—Columbia Records this week will kick off one of its most ambitious fall merchandising plans to date, when it unveils its new Three Point Merchandising Program designed to attract new customers, satisfy the regular purchasers and help the dealer merchandise the firm's wax.

The Three Point Program, which starts August 1 and will last a limited time, works as follows: Each customer who purchases a Columbia three-speed player attachment during the time period will receive a free LP disk; every customer who buys three Columbia LP disks will receive an additional LP disk at no charge, and all dealers who purchase enough merchandise to participate in the plan will receive a double advertising allowance from the diskery to spread the word about these special offers.

The diskery expects the plan to provide a strong stimulant toward sales of its three-speed player attachment and to create many new record customers. As with its summer promotion plan, where customers received one free 78 r.p.m. disk from a select list with each two standard 78 r.p.m. waxings purchased, the diskery will share all expense for the free disks given away under the new fall program. Time limit

for dealer participation in the plan will be from August 1 to September 19; for the customer, the campaign will last till October 31.

Mechanics

Mechanics of the Three Point Plan are as follows: Each customer who purchases a three-speed attachment will receive a 105 certificate, which he will fill out and return to the dealer to receive his free LP. (The free disks will come from a list of 50
(Continued on page 108))

Marks Music Suit May Clarify "Sari" Rights

NEW YORK, July 26.—The Edward B. Marks Music Corporation this week filed suit in Federal court against the National Broadcasting Company and Benjoni & Bowles in an effort to clarify the clearance of dramatic rights with regard to the operetta, "Sari." The suit, charging infringement, was filed by Abeles & Bernstein, asks for an injunction and damages of not less than \$250, plus attorneys fees.

In this particular case the operetta had been performed over "The Telephone Hour." The case is of considerable interest to the music fraternity in that it touches upon the question of who controls dramatic rights.

It is the contention of Marks that the operetta "Sari" has been performed many times — on the stage and on radio and television — without proper payment to Marks for this usage. Clearance, apparently, has been obtained from the estate of Henry W. Savage, the late Mr. Savage, in 1914, produced "Sari" in New York.

Renewal Copyright

Marks, who holds the renewal copyright on "Sari," has assignments from Emmerich Kalman, the composer of "Sari," and the late C. C. S. Cushing and E. P. Heath. The latter two men wrote the English words for the operetta and their wives took out the copyright renewals.

Marks, it is believed by Abeles and Bernstein, owns the dramatic rights to the operetta and is not being paid for them; it is also

SAY NEW TUNE REFERS TO HST

NEW YORK, July 26.—Music publisher Santly-Joy and writer Bob Merrill are getting a peculiar set of beefs on the latter's new tune, "Walkin' to Missouri," waxed on Columbia by Sammy Kaye. There are no political references in the tune, some listeners are apparently interpreting the lyrics to refer to President Harry S. Truman. The tune's chorus says: "Poor little robin walkin', walkin', walkin' to Missouri, He can't afford to fly. Got a penny for a poor little robin walkin', walkin', walkin' to Missouri." Verse lyrics tell tale of robin who "flew too high," "fell right into city ways," etc.

Cap in Extensive Liaison Campaign

Plans 120 Regional Sessions With Reps, Retailers Over Fall Program

HOLLYWOOD, July 26.—For the first time in disk history, Capitol Records is attempting a nationwide liaison campaign between the diskery, its branch reps and the country's retailers and all their sales personnel in a series of 120 regional and local meetings which will be held between August 15 and September 30. During these meetings, reps of Cap's 42 distributors and branches will explain the forthcoming fall merchandising program. Capitol is utilizing the more comprehensive and expensive palaver with retailers because it feels that the fall merchandise is the strongest it has yet assembled as a highlight of its 10th anniversary fete.

Highlight of the meeting will be the premier showing of Cap's promotional flicker, "Wanna Buy a Record?" (see separate review). In addition, two 12-inch LP disks, containing explanatory comment by Alan Livingston on the projected pop and kidisk items, while Bob Meyers will discuss the long-hair packages. Disks carry excerpts from the various packages in the fall release.

The fall release will be primarily an album push, including Capitol's first h.b. and Western LP, which will contain a selection of the diskery's top all-time hits; the largest collection of classical albums not yet available on LP; a heavy concentration of the single disk CAS packages, including the first mop-

pet package by Jerry Lewis; and what Cap considers its most diversified selection of new Pop albums.

Cap intends to start delivery on the fall plan August 4. During the next week, the firm is concluding regional sales conclaves in St. Louis and New York. At these meetings, the promotion film is being run while Gene Becker, Cap promotion brass, and Mel Biane, versatile character actor and Cap artist, are presenting a comedy skit depicting the typical salesman selling a retail account for the Cap branch sales staffs.

BMI Canada Goes Musical

TORONTO, July 26.—Musical-comedy shows have garnered the interest of BMI Canada from coast to coast. Besides the purchase of publication rights to "Timber," a production in Vancouver, Harold Moon, Canadian head, had negotiated the rights to "Bonanza."

"Bonanza" was produced in Halifax with the backing of Finlay MacDonald, of radio station CJCH, Halifax. It tells the story
(Continued on page 108)

argued that the Savage estate cannot properly grant permission for the performance of the operetta.

The fact that Marks is a Broadcast Music, Inc. firm, and NBC a BMI licensee has no bearing on the case. The reason is that a BMI license can perform the small rights. When the operetta is done in its entirety, the usage
(Continued on page 108)

Remington Adds 5 Opera Albums

NEW YORK, July 26.—Remington Records will introduce five complete operas during the fall season, bringing to 10 the number of complete operas in the company's expanding LP catalog. The new merchandise includes four of the popular favorites—Aida, Il Trovatore, La Boheme and La Traviata—as well as Der Freischutz. Each of the new opera sets will contain three 12-inch LP's and will sell for \$6.57.

A new cross-indexed catalog is also being readied for consumers, according to Donald Gabor, head of the low-priced diskery. Titles will be cross-indexed in four ways—alphabetically, by composer, by artist and numerically. The Kayler Company in Philadelphia has recently been pacted to strengthen the firm's distribution in Pennsylvania.

Cornell 3-City Test a Success

CHICAGO, July 26.—A three-city test, with singer Don Cornell as the bait, to see if a name changer can draw payees into a ballroom, was adjudged a success this week, and the Aragon here, which set up the test, is now casting about for follow-up artists.

Test opened at the Aragon Friday (18) with Cornell appearing on the stand with Paul Neighbors band. At the end of the night a box office count revealed 1,800 admissions, despite a heat wave which engulfed the city.

On Saturday (19) Cornell appeared at the prom in St. Paul, again working with a house band, fronted by Jules Herman, and drew 2,500, less than 100 under the record set this year by Les Brown.

Third stop was at the Terp Ballroom, Austin, Minn., Sunday (20) with 1,250 tickets sold.

Aragon will also continue its policy of bringing in name bands for one-nighters and occasional location stands, but will definitely include appearances by leading singers in its future one-night bookings.

Peacock Adds Duke to Fold

NEW YORK, July 26.—Peacock Records has taken over the Memphis-based r.&b. diskery, Duke Records. The new Duke firm is headed by Don Robey and Irving Marcus of Peacock, and David Mattis of Tri-State Recording. Peacock will continue to issue wax under the Duke label as well as its own r.&b. and spiritual platters.

Duke Records, tho a fairly recent addition to the r.&b. platter firms, has some well-known artists in its line-up, including Rosco Gordon and Johnny Ace. Peacock, who has been strong in the spiritual market for the past few years, has recently branched out into the r.&b. wax field.

'BLUE TANGO' 4TH ON ACI

NEW YORK, July 26.—Thru a mechanical error "Blue Tango" was omitted last week from listing in the chart "Songs With Greatest Radio Audiences (ACI)." The Mills tune should have been in fourth place.

Judge Rules for ASCAP in Legal Tiff With Telecasters

(Continued from page 5)

very likely that the case will be heard in court this fall, possibly in November. Whatever the court decides, a sizable chunk of money will accrue to the ASCAP membership, for the fees decided upon will be retroactive to January 1, 1949.

These fees will be applicable retroactively to the major part of the telecasting industry, represented by the All-Industry Committee.

These mavericks never took out ASCAP licenses, preferring to wait for the per program deal in order to compare it with the blanket. The latter license is held by the networks, their owned and operated stations and a small number of independents.

Points of Sensitivity

When the case is aired in court, there will be several points of friction. On some of these points the contending parties have already battled head-on.

For instance there will be two critical points which ASCAP first presented to the court on August 2, 1951, in a motion. In this motion the Society asked the courts to modify the amended final form of the Consent Decree so as to (1) permit ASCAP to take into consideration in its per program rates the income received by telecasters from sponsors of spot announcements adjacent to programs containing ASCAP music, and (2) to permit ASCAP to decline to grant per program licenses to any stations having a

license agreement with Broadcast Music, Inc., or any other organization owned or controlled by the broadcasters or telecasters.

With regard to the immediately aforementioned, an A S C A P spokesman this week said that the court hearing this fall would definitely arrange itself, therefore, into two sections. One would be concerned with whether the Society must be obliged to offer a per program license in the face of the fact that BMI is not so obliged. Second, in the event it is decided that ASCAP is obliged to offer the optional license, then the sweeping examination indicated by Goddard's ruling with regard to the "interrogatories" will get underway.

Stands to Gain

Should the court hold that ASCAP is not obliged to offer a per program license, then a lot of struggling will have come to a strange, quick ending. In any event, the Society figures it stands to gain in either event because it will have stabilized its relations with the TV industry.

At this point, it is worth noting the structural quality of the ASCAP strategy with regard to the telecasters and BMI. The Society has pending currently before the Justice Department in Washington a complaint similar to aforementioned, namely, that BMI is in unfair competition with ASCAP, and asking that the Consent Decree be amended so that ASCAP be relieved of the neces-

PARIS PREFERS

Latin-American Tunes Make Grade in French Pop Field

PARIS, July 26.—Some Latin-American tunes are finally making the grade here and, as a result, the French pop record market is "very good" for most disk manufacturers. However, sheet music men, even those with the big hits, report a continuance of a year-long slump with no immediate relief in sight.

A Billboard survey showed the No. 1 disk in France to be "Voyage a Cuba," the Irving Fields composition known as "Miami Beach Rhumba" in America. As is the custom with most imports, a French lyric was deemed a "must" to swing the exotic Latin American melody into its top

prominence. There are almost 30 different versions on the Parisian wax market today.

Another top Latin American favorite here is the oldie, "Choo Choo Samba." It is clicking big under the new banner, "Le Petit Terrot de Mexico."

"Truly, Truly Fair"

Moving to a north-of-the-border vein, the biggest American success in and around Paris is "Truly, Truly Fair." Here, too, it has taken French lyrics and French artists to transform the hand-clapping melody into a disk bonanza.

"Fe! Pandam," Edith Piaf's latest hit, continues at a strong pace, but most music men feel that it will not overtake "Voyage a Cuba" for top honors. "L'Alguille," known as "Pretty Bird" on American wax, is also in the Top Ten. It, however, has reached its peak and is moving down.

The rest of the pop record picture shows French-originated tunes in the limelight with one exception — an Italian import, "Luna Rossa," causing an interesting stir.

Otherwise, the following French songs are getting major attention in addition to list mention: "Grande Boulevard," "Marie S'Promene," "Un Gamin de Paris," "Va, Mon Ami Vn," and "Si Jamais."

Video Remotes For Chi's Mill

CHICAGO, July 26.—This city will get its first TV remote August 13, when the Melody Mill Ballroom inaugurates a series of 13 weekly half-hour pick-ups which will feature General Artists Corporation bands. Series will be telecast over WGN-TV and will be made available to the Columbia Broadcasting System's TV web.

Ben Lejar, owner of the Melody Mill, set up the TV series, working with station reps and Russ Facchine, GAC radio-TV rep here. The deal calls for special time and line charges which will approximate \$750 per show. A like amount for talent brings the total show costs to Lejar to \$1,500.

While the remotes were originally planned as sustainers by Lejar, plans now call for the 13 programs to be offered for sponsorship.
(Continued on page 108)

sity of offering an alternate license form when BMI is not required to do so.

Prior to the ASCAP motion calling for sweeping examination of TV station operations, attorneys for the telecasters and for ASCAP had tried to agree on the types and extent of evidence to be presented to the court. Judge Simon Rifkind and Stuart Sprague represented the telecasters. Herman Finkelstein and Theodore Kiendl, repped ASCAP. A memorandum attached to the ASCAP motion emphasized the necessity for the motion, thus:

Objections

"The present motion is made necessary because at the meeting on June 19, 1952, Judge Rifkind and Mr. Sprague informed Mr. Finkelstein and me (Ambrose Gram, associate of Kiendl), that they would not send the interrogatories to the petitioners (stations) except pursuant to court order, and moreover, that they had some objections to certain of the interrogatories...."

Rather than provide details of operations for eight weeks covering four quarters of one year, the telecasters wanted to have an outside agency survey one week of the stations' operations—this week to be a week in the future, not the past. Goddard, in essence, however, ruled that the ASCAP interrogatories, while perhaps burdensome to the telecasters, were relevant and would clarify rather than obstruct the attempt to arrive at a fee.

Music Publishers' Record Scoreboard

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

• Sides in • Current Release

Week Ending July 26

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

PUBLISHER	TUNE	ARTIST AND LABEL							
ACUFFY ROSE	It's So Nice to Meet Up	Sammy James, Cap (1)							
	Shoreline	Sammy James, Cap (1)							
	Fortunes in Memories	Ernest Tubbs, Dec (1)							
	Jambalaya	Ray Allen, Dec (1)							
	Too Old to Get the Mustard	M. Dietrich-R. Chasney, Col (1)							
	Honkey Crits	Dean Martin, Cap (1)							
	AMERICAN	London Lane Home Blues	Leon Chappel, Cap (1)						
		BEECHWOOD	Blues & Sentimental	Billie Broos-Sy Oliver, Dec (1)					
			BREMNER, WOODS	Is It Fair	Quate Jones, Col (1)				
				Facelift Heart	Quate Jones, Col (1)				
With You Were Here				Guy Lombardo, Dec (1)					
CHAPPELL				Spillbound	Calumma Hawkins, Dec (1)				
				All the Things You Are	Jim Costa, RCA (1)				
				Seven Silver Dollars	Russ Morgan, Dec (1)				
				Midnight Sun	Coleman Hawkins, Col (1)				
				CLARKEBENT	If I Loved a Star	Little Marge Collie, Col (1)			
	DAVIS				Get You On My Mind	Suddy Morrow, RCA (1)			
		If I Can't Wear the Pants			Hank Penny, RCA (1)				
		American Man	Leon Chappel, Cap (1)						
		There's a Cloud in My Valley of Sunshine	Bob Hope-Jimmy Wursty, Cap (1)						
		A Four-Legged Friend	Bob Hope-Jimmy Wursty, Cap (1)						
The Live Day Tree		Art Lenny, Col (1)							
Done by the O-N-I-O		Art Lenny, Col (1)							
FOX GROUP		Sing, Baby, Sing	Rusty Draper, Mer (1)						
		GALLICO MUSIC	Ding Dong Boogie		Ella Fitzgerald, Dec (1)				
			GLENMORE	You Love Me, You Love Me Not	Russ Morgan, Dec (1)				
	GOLDSON GROUP			Jan. When We're Falling in Love	Billie Broos-Sy Oliver, Cap (1)				
				HILL & RANGE GROUP	The Greatest Singer of Them All	Johnny Holliday, Cap (1)			
					—ALAMO	Aut Wieders'n, Sweetheart	Shirley B. His Band, Cap (1)		
						—HILL & RANGE	Each Little Thing Reminds Me of You	Little Marge Collie, Col (1)	
							Moonshine of the Peach	Bobbi Wayne, Mer (1)	
							—ST. LOUIS	Sad, Sad Affair	Dorrie Terry, RCA (1)
								Let My Head	Dorrie Terry, RCA (1)
So Many Times								Ernest Tubbs, Dec (1)	
—HERNETT TUBBS		Monkey Took Sweetheart						Guy Lombardo, Dec (1)	
		MOLLIS GROUP	Good for Nothing					M. Dietrich-R. Chasney, Col (1)	
	Poverty Me		Tony Sawyer, RCA (1)						
	KELLEN		Girls Are Marching	H. Winterhalter-The Rockets, RCA (1)					
			Wedding Bells	Paul Page-Rusty Draper, Mer (1)					
			KERNIN	Release Me	Patti Page-Rusty Draper, Mer (1)				
				The-Tac-Toe	H. Winterhalter, RCA (1)				
				LAUREL	An Army Team	H. Winterhalter-The Rockets, RCA (1)			
					Meditation	H. Winterhalter, RCA (1)			
					LEAR	How'd I Do?	Shirley B. His Band, Cap (1)		
Blue Tapes						Tony Sawyer, RCA (1)			
LEEDS		I'll Forget You				Johnny Holliday, Cap (1)			
		The Man I Love				Johnny Holliday, Cap (1)			
	WELLEN	I Gotta Have My Baby Back				Rusty Draper, Mer (1)			
		You Bring to Me				Dean Martin, Cap (1)			
		Madcap Boogie	Hank Penny, RCA (1)						
		MILLS	Two-Faced Clock			Ray Allen, Dec (1)			
			What Do You Mean by Loving Somebody Else	Sammy Wayne, Mer (1)					
			Because You're Mine	Sally Wayne, Mer (1)					
			MUSIC PUBLISHERS' HOLDING GROUP	Preview	Ella Fitzgerald, Dec (1)				
				Hold Me in Your Heart	Art Lenny, Col (1)				
Someone Else's Arms				Art Lenny, Col (1)					
The World Is a Woman				Jim Costa, RCA (1)					
Must Juries	Fredy Morrow, RCA (1)								

• Total Sides for Week Released by Each Label

(These totals do not include P.D. Tunes)

Week Ending July 26

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	10	4	4
COLUMBIA	6	4	4
DECCA	8	4	2
MERCURY	6	4	2
MGM	(No releases this week)	(No releases this week)	(No releases this week)
RCA	8	2	2

• Total Number of Sides Released by Each Label

(These totals do not include P.D. Tunes)

January 1, 1952, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	355	116	59
COLUMBIA	199	120	54
DECCA	423	99	56
MERCURY	203	63	8
MGM	231	77	8
RCA	305	123	89

MPCE Sending Pledges for Pension Plan

HOLLYWOOD, July 26.—Music Publishers' Contact Employees are sending out pledges of support to their projected pension plan for both members and non-members who are employed in music publishing. Bob Miller, proxy of MPCE, is asking that publishers ink their pledges so that the pluggers and union may get an indication of the feeling of publishers toward the plan.

The proposed pension program would be handled by the Continental Assurance Company under a group annuity contract, with a pension committee of the union to govern the operation of the plan. Certificates would be given to all plan participants. Cost of the plan will be absorbed thru payments of 3 per cent of an employee's salary up to \$100 per week. If the worker's salary is less, he would receive 3 per cent of his actual salary. In order to participate, an employee would pay 3 per cent of his salary up to \$100 per week, and if he receives less, he would receive 3 per cent of his actual salary. The plan would cover union members who have been members a year, while non-members would have to put in a one-year wait before becoming eligible. During this waiting period, however, the employer would start contributing the 3 per cent, while the employee would not start contributing until the first year has passed. If an employer member wanted in, he would have to pay \$6 per month.

The participant will retire at 65 or upon the completion of five years' participation if he started at the age of 60. The participant is guaranteed a minimum of 120 monthly payments, and if the payments are made, his beneficiary receives the remainder of the sum.

If a member becomes unemployed or resigns from the union before retirement age or if the plan is terminated before retirement age, the participant could: (a) receive his full 3 per cent contribution in full, plus 2 per cent interest; and (b) receive part of his employers' contribution, the exact amount to be determined by the pension committee of the union, with the plan now contemplating that the participant would receive at least 25 per cent of what the employer contributed. This percentage would be increased in future years.

The employer's contribution will provide a pension of \$30 per month, in addition to which the member will receive an amount, graduated on the basis of how long he participated in the plan. If the member was 25 years old when he began participating, he will receive the maximum \$54.29, in addition to the \$30 monthly, while a member who begins the plan at 55, will receive \$9.70, plus the \$30 monthly. The plan, at present, doesn't weigh past membership, but this could be done in the future by the pension committee. If the member dies before reaching 65, he would receive his full 3 per cent contribution, plus 2 per cent interest, and a portion of his employer's contribution, probably 25 per cent.

The two pledges, one to support a member's participation and the other a non-member participation in the plan, state that the signers understand that the pledge would not be binding until 75 per cent of the publishers participate, 75 per cent of the non-member employees participate and the plan is approved by the Bureau of Internal Revenue.

NEXT-FIND THE LOST CHORD

NEW YORK, July 26.—A guy named Genovese has done it! The label copy of a new disc from Vernon Records of Danbury, Connecticut reads: "Cece Blake sings 'Our Love (Waltz)', (Franz Schubert's Unfinished Symphony, Finished by Genovese)".

CASE HISTORY—IV

Ray Credits Those Who Helped Him Up

• Continued from page 16

dressed to Mitchell at the Hotel Berkshire in Detroit. Dated April 25, 1951, the letter said "The records of Johnny (sic) Ray that you sent to Dave Dexter were forwarded to me in this office because all new talent is handled by me. I have played the records and feel that Johnnie Ray has a definite style and possibly could fit in some record company's catalog, but at present I feel there is no place in our artists' roster for him." The letter was signed by Voyle Gilmore for Capitol Records.

Mitchell and Grayton, booked Ray into the Flame Sho-Bar in Detroit the first time he played there. It was in early 1951, and Ray was one of five singers on a bill which included Mabel Scott, Carl Van Moon, Little Miss Sharcropper and others.

Ray first met Al Green, Sho-Bar concessionaire at this time. The Ray, Lang and others insist that Green never had a signed contract as Ray's manager, it has been disclosed lately that Green did at one time have such a contract, but that the Detroit local of the American Federation of Musicians told Ray the contract was not valid because Green did not hold an AFM license. In any event, the later contract hassle has since been settled amicably.

Of some interest to the trade was the titles of the two tunes recorded on the first Okeh date which never have been released. They were a Ray original, "She Might Have At Least Said 'She's Sorry,'" and a tune called "I'm Just a Shadow of Myself."

As for Ray's attitude about the situation, it is quite volatile on a number of topics concerning his career and show business in general. Here are direct quotes from Ray on a variety of subjects:

Disk Jockeys: "I'm humble and grateful for their help, but I don't think I owe anything to anybody. Nobody's given me any more than I've given them. In helping to build me, they helped to build themselves."

The trade: "There are too many hypocrites in the trade. I'm not happy with some people. Everyone now says they knew it would happen all the time—too many are taking bows. As a result, the people who really did help me got pushed into the background. Some hate me because I finally made it big. I feel sorry for those people. There should be less talk and more humility in the trade."

The future: "We haven't begun to scratch the surface of things I hope to do and believe I'm capable of doing. In addition to movies, I've got big eyes for TV."

Imitators: "I get the biggest kick out of take-offs on me—particularly Stan Freberg's record and the stuff that Jack E. Leonard and Sammy Davis Jr. do."

Singing style: "I appreciate the work of lots of singers I've heard and met, but the greatest influence on me was a blues singer called Maude Thomas. I first heard her in Akron. She had the same feeling about songs that I had. I'd like to help her now, but she won't send me her address or dubs of her voice. Maybe she's happy in what she's doing and doesn't want to be a star. She gave me confidence."

Musicians: "I never could get along with musicians. When I worked with a trio I'd usually have trouble with the guys. They'd tell me that I wouldn't make it as a singer and I'd get real mad and then we would break up."

Bob Mitchell, incidentally, is now pushing two new boy singers—Amby Hughes and Bobby Linn—in hopes of coming up with another Johnnie Ray. Jan Grayton is working as a single in upstate New York and appears to be content with her lot. Neither seeks out Ray and the old triumvirate is, on the surface, still a happy group, though separated.

3 Coast Bands Signed by GAC

HOLLYWOOD, July 26.—General Artists' Corporation led the band parade additions this week, with the local Rockwell office latching onto three newcomers. Dick Pierce, who has been jobbing on the Coast for several years, is being girded for the big time via concert dates on the Coast with Frankie Laine and a week's engagement, starting August 1, at the newly-reopened Paramount with the Nat (King) Cole-Bell Sisters' package. Pierce who is managed by George Grief, is fronting a 14-piece.

Jerry Fleling, young musical director for the Groucho Marx shows, has put together another 14-piece which also features two gal soloists and a four-gal vocal group. In addition, Dan Terry, who formerly had a mickey crew, has formed a 14-piece crew. Both of the latter bands will do one-nighters on the Coast.

Ted Flo Rito, last with Associated Booking, has inked with Lew and Leslie Grade, Ltd. here. Hal Gordon, Grade band chief, now has both Ike Carpenter, who is indefinitely at the Flamingo, Las Vegas, and Flo Rito, indefinitely at the El Rancho Vegas.

MCA is booking dates on Buddy DeFranco, who has junked his small combo, to work with his big band. The DeFranco big band was last with GAC.

Fanelli Brings Suit Over 1-Nighter Deals

• Continued from page 1

Spings for him December 7, 1950, while Fina was set for December 18. He alleges the agreement called for a \$1,000 guarantee against a 25 per cent privilege Beneke, while the purported Fina oral pact called for a straight \$400 guarantee. He claims he paid \$500 deposit on Beneke and a \$225 deposit on Fina. Fanelli asks \$1,841.89 as specific damages for the failure of Beneke's band to show, citing the following expenses incurred: \$118, radio advertising; \$137.85, window cards and store banners; \$1,000, loss of profit; \$60, cleaning hall, and \$503 advanced to defendants. For the Fina date, he alleges the following specific loss: \$198, radio advertising; \$154.93, newspaper advertising; \$107.78, window cards and store banners; \$1,070, loss of profit; \$60, cleaning hall; \$225, deposit.

In both instances, he is asking an additional \$5,000 general damages for "embarrassment" caused by bands' failure to show.

In an answer to the Fanelli complaint filed here July 15, the Wasserman-Stein office cited the fact that the booking office acts as agent and representative for the defendants and is "no party to the purported agreement." They also declared that they returned the deposits on both orksters before Fanelli filed suit.

The Fanelli litigation probably will be watched closely by ballroom ops and booking offices, for the subject of bands failing to play scheduled dates and how booking offices and orksters might be forced to live up to contracts has been the subject of discussions at each of the last four conventions of National Ballroom Operators' Association.

Columbia Has Own Band, Initial Waxings Rec

NEW YORK, July 26.—Columbia Records will take the wraps off a "secret project" next week, when it introduces the first house-built ork in the recent history of the company. First waxings by the new band, built around pianist Art Lowry by pop & r. chief Mitch Miller, will be shipped out to deejays and distributors within the next few days. Initial release by the Lowry ork will consist of two records, featuring the new Columbia band on two pop tunes and two standards. Sides are "Hold Me In Your Heart" and "Someone Else's Arms" with singer Peter Hanley, "Down By

the O-h-i-o" and "What Do You Mean By Loving Somebody Else?" with the vocal group, The "netappers.

The Lowry band has been in the works at the diskery for the last three months. It started when Miller heard the pianist on some demo disks and sent for the musician. Lowry, who was born in Brooklyn (in back of a record shop), has been leading his own ork locally since he left the service in 1945. He was pianist with the Frank LaMarr, Ferde Grofe and other crews, and also fronted a Navy band at Pearl Harbor. Norman Leyden did the orchestrations for the Lowry disks, with Lowry arranging.

The Lowry crew is being booked by the Willard Alexander office and will go out on the road this fall for the agency. Lowry is flown out with the sales crew of Columbia at the recently concluded distributor meetings held in St. Louis and Atlantic City, to introduce his new waxings. The diskery is going on an all-out push with the ork, starting special deejay and dealer promotion.

TO BERMUDA

RCA Takes Dealers on Week Tour

NEW YORK, July 26.—On Saturday (2), 150 record dealers from all over the country will embark on the Empress of Bermuda for a one-week cruise to Bermuda as guests of RCA Victor. The vacationing dealers were winners of the record company's recently concluded Bermuda Cruise Contest.

The contest ran from April thru June and was based on dealer sales of the diskery's 101 merchandise, a group of the company's best-selling records and albums. The bulk of the items in this continuing program are classical, but other categories are also included. The information of the sales results of the contest has not yet been collected from the dealer level, diskery sales of the 101 merchandise more than doubled last year's figures, according to an RCA Victor exec.

The winning dealers making the trip will be wined, dined and toured on the islands by RCA Victor before returning to the U.S.

Promotion Can Aid Dance Biz

NEW YORK, July 26.—Let the public know where it can dance, and the problems that have beset the band business in recent years will disappear, according to Henry Okun, veteran promotion man. Okun, who has handled the New Jersey dance spot, Frank Dailey's Meadowbrook, on and off for the past decade has come up with a technique of promotion, which he believes can set the business back on a healthy footing. In a letter to the editor he writes:

"With such concern and interest, I have been reading in The Billboard about the campaign to bring back dance bands. There is nothing wrong with the band business that can't be cured by education in the right direction. People don't have to be taught how to dance, they have to be told where to dance. They will dance to any band that has a beat, even the average musician today may think a "beat" is only a vegetable.

"Every dance spot in the country should have a good promotion set up. The same goes for name bands when they are on the

Wally Rose Dies in East

NEW YORK, July 26.—Wally Rose, widely known recording director and co-president of the Frank L. Capps Company, New York, died suddenly Sunday (20) at his home here. Rose was the husband of Annette Hanshaw, former radio and recording artist, and brother-in-law of Frank Hanshaw, of General Artists Corporation office, Cincinnati.

Rose formerly was with Pathe, Okeh and Columbia records as recording director. He also was president of the Sapphires Club, which is composed of top recording executives.

TWO BLESSED EVENTS ON LUCY CALENDAR

HOLLYWOOD, July 26.—Lucy Ricardo (Lucille Ball), leading character in the "I Love Lucy" TV film series, according to present script plans, will emerge as mother of a child some time next January. Since the real-life Lucy is anticipating a blessed event, show's planners figure it would make it easier for all concerned to work into the scripts the forthcoming motherhood.

"Lucy" show still has four half hours yet to be shown, and with production expected to be temporarily stopped around the latter part of October, some of the earlier "Lucy" reels may have to be reissued.

SHIFTY DANCE

'Gen. Polka' May Become Prexy Ike

NEW YORK, July 26.—Because Sen. Robert A. Taft was still considered a chance to cop the Republican nomination for president some weeks back, Coral Records straddled the political fence and, thereby, perhaps lost the opportunity to exploit the top sales potential from a current disk release.

The company waxed a new ditty by Will Sterling and Eddie Gronet called, originally, "The Eisenhower Polka." But to hedge against the possible nomination of Taft and the resultant depreciation of the property, they and the publisher, Chemo Music, changed the title to the "General's Polka." The label may yet be changed should the tune show any signs of catching.

Capitol's Promotional Film Combines All in OK Sales Job

HOLLYWOOD, July 26.—In a colorful, humorous, but always artistic manner, "Wanna Buy Records?" the Capitol Records promotional film, shows all that goes into the making of a record. Production moves along at a merry clip, holding interest thruout its half-hour running time. Of course, it's a carefully sugar-coated plug for Capitol Records. Beyond that is a well-composed educational film that will benefit the industry as a whole by providing a close-up glimpse of the intricate multi-faceted operation of modern record manufacture.

As it stands now, the film is aimed directly at record dealers, the immediate purpose for its preparation. However, it should prove a matter of simple re-editing to make it valuable for non-theatrical release whereby it could be shown before clubs, schools and fraternal groups to stimulate record sales.

Shot in 16mm. Kodachrome, film co-stars Mel Blanc and batoner Billy May, as well as treating a number of other Capitol recording artists who enjoy a healthy following among the nation's disk buyers. This utilization of names assures its chances of holding non-industry audiences, especially when coupled with the film's interesting subject material.

In its present form, record sellers are in for an enjoyable half hour during which they follow record manufacture from recording session to delivery of the finished product, threaded together by the antics of Blanc and M. Y. Blanc portrays an over-zealous disk dealer who goes to laugh-getting extremes to push his product. May, heretofore known only as a batoner-arranger, reveals top comedy potential in his poker-faced enactment of the reluctant disk buyer.

Action revolves around disk-buyer May balking at the intensive sales pitch by dealer Blanc on the basis that the platter price is too high. To show the customer all that he's getting for his money,

Blanc takes May to Capitol's Melrose studios to show him how disks are recorded. Here he observes Dean Martin session as it's recorded on magnetic tape. Still unimpressed, May is guided thru the various steps in disk manufacture and delivery.

Trade gags, slapstick and a touch of cheesecake are tossed in for the interest of dealers. Production itself is on a professional level with fine camera work, good editing and a well-written script to its benefit. Lee Zahlo.

Using Master In Soundtrack

HOLLYWOOD, July 26.—For the first time in record history, a major picture studio is taking a master and inserting it as part of the musical soundtrack of a forthcoming flicker. Paramount Pictures has worked out a deal with Capitol disks here, whereby the studio is inserting the Stan Kenton recording of "Artistry in Percussion" in the big Bing Crosby-Bob Hope-Dottie Lamour "Road to Bali." The Kenton diskling will be the nucleus for a dance routine, concocted by Charlie O'Curran, studio dance director. Deal was worked out with the approval of execs of Local 47 here, who demanded that musicians on the original Kenton wax date for the tune two years ago receive regal treatment in the film score for the side. Scale for the film rights is ran over \$900. Film rights to the ditty were received from Leslie Music, Kenton's ASCAP pubbery with Mickey Goldsen. Goldsen, when contacted, said that the Kenton firm is having its biggest year, because of royalties received by the estate, from TV producers who are using Kenton's instrumentals for ballet background.

The Capitol-Paramount deal opens a wide prospectus for further diskery-pic firm co-operation, in that it's understood that O'Curran convinced Para execs that the Kenton rendition of the Pete Rugolo original is stronger than any subsequent reading that could be done by a studio crew.

Music as Written

LEE FINBURGH TO RETIRE, TO MIAMI

Lee Finburgh, president of Lee Finburgh, Inc., this week announced his retirement from the music publishing business. Firm will remain intact under the direction of Morton Browne. Finburgh will live in Miami.

DEALER MEETING IS CANCELED

The meeting skedded by the Association of Record Dealers, N. Y., for Thursday (24) was canceled when the org was unable to get hotel space. The confab, to discuss the new Fair Trade Act, will be held early in August.

VICTOR, DECCA WAX "2-FACED CLOCK"

The Big Three's new tune, Two-Faced Clock, has just been waxed by Pee Wee King's ork on RCA Victor, and Rex Allen on Decca Records. Ditty was picked up originally in Philadelphia, where it was first released on Sydee Records. This waxing, featuring singer Lew Bari, has been taken over by Jubilee Records for national release. Tune was written by two Philadelphiaans, Gerald Saxe and Ruth Belfield, both amateur songwriters.

New York

Paramount is extending release of tunes from the Bing Crosby-Jane Wyman-Ethel Barrymore film "Just For You," over a period of months to realize greater exploitation benefit thru disk plugs. Two tunes from the Harry Warren-Leo Robbins score have already been released with six others to come out by September 1. Columbia whistler Fred Lowery is sending out personalized tapes to 300 deejays across the country, the BEC and Armed Forces Radio Services to plug his platters. Roy Rogers, in conjunction with Famous Music, has formed his own pubbery, Paramount-Roy Rogers Music, to headquarter in New York. First release will be "Roy Rogers' Folio Western Songs." Tunes will include co-cleffings with wife Dale Evans.

Billy May is working his way back to the West Coast. Band has been set at Lakeside Park, Denver, for four days, starting August 21, then goes into Las Vegas, Nev., August 28. Michigan State Fair, Detroit, will star Al Martino and Les Paul and Mary Ford for four days starting August 29. Hal McIntyre plays a week at the Peabody, Memphis, starting August 11, and has been linked for four weeks at the Roosevelt, New Orleans, starting August 21. Ralph Marterie into Peony Park, Omaha, August 13 for five

days; then two weeks at Lakeside Park, Denver, starting August 26.

George Simon, of Simon House, arrives here in September. Jimmy Van Huesen and Johnny Burke due in town in early September to set rehearsals on forthcoming show "Carnival in Flanders" for which they are writing the score. Supreme Records, new Latin-American label of Empire Recording, will be released next week. First issues will be three LP disks. Waxings were formerly issued on Landia Records.

Cossette Chief MCA Act Booker

HOLLYWOOD, July 26.—Pierre Cossette, for the past three years one-night chief for Music Corporation of America here, has been elevated to chief act booker for the Stein office, replacing Bill Loeb, who recently set up his own management office (The Billboard, July 12). Cossette is being replaced by two men, with Henry Alps and Hal Spector splitting up the Western territory. That fact is in contrast to MCA's recent Midwest one-night switch, where Henry Durst resigned with Joe Kayser remaining to cover the territory alone. Midwest territory long has been considered a far more lucrative area than the coastal zone, with MCA initiating two-man policy out of Chicago about three years ago.

It's known from a recent Jules Stein appearance before James C. Petrillo and the AFM executive board that the office has been making extensive studies of its band department and trade is wondering if the MCA research has showed that the Midwest is petering out and that the coastal region shows promise.

Cossette inherits such important accounts as Las Vegas, Elko and Reno, Nev., gambling spots using substantial talent, from Loeb. In the San Francisco office, Dick Reinhart, of city jobbing, and Mill Levy, of small units, have anked the chief, with San Francisco office chief, Don Mulford, hiring a man to replace them.

Chuck Murphy, Coral country artist from Montgomery, Ala., visited New York for the first time this week.

Dolores Gray opens at the Palladium, in London, August 4. Eddy Howard returned here in time to attend the annual outing of local juke box operators July 23, then took off to continue his one-nighter tour. Outing drew most of the acts working in Chicago last week. Bill Polk, who heads the local Willard Alexander office, lost his mother July 12. Tommy Reed set for the Oh Henry Ballroom, Willow Springs, Ill., starting August 13.

Bobby Wayne making guest appearances with local disk jockeys between every show at the Chicago Theater last week. Joy Kaylor and her all-girl band made their debut here at the Grove Ballroom July 23, then moved to Lake Delavan for a four-city stand. Band is booked by MCA and came here from the Hotel Muehlebach, Kansas City, Mo.

Chanters Bill Logan and Arthur Lee Simpkins in town to appear before the Democratic National Convention. Simpkins, who was sold to the convention thru the William Morris office, planned from California to sing "The Lord's Prayer."

Chicago

Chicago

Chicago

LBM and H&R Tift Goes to Higher Court

HOLLYWOOD, July 26.—The legal hassle between Lutz Brothers' Music and Hill & Range Songs over "Blacksmith Blues" has moved from the jurisdiction of a local superior court into the U. S. District Court, making the second federal suit over the Ella Mae Morse Capitol hit tune. Lutz Brothers' Music alleges that they inked a pact January 8, 1952, turning over the song, "Happy Pay Day," written by Jack Holmes to the Aberbach brothers' firm, only to learn the next day that the song had been recorded with new lyrics under the name of "Blacksmith Blues." The Lutz firm alleges that they acquired the tune from Lynda Music pubker Ken Watkins. The H&R-LBM pact, which is part of the evidence filed, shows that LBM was to receive a \$500 advance, two cents per copy, plus 10 per cent of all mechanical and film royalties and performance payments.

Previously, Watkins had filed suit against Holmes and H&R, seeking a \$100,000 judgment, on the grounds that "Pay Day" was turned over to Lynda Music January 23, 1949, by Holmes.

Shura-Tone to Market New Line of Needles

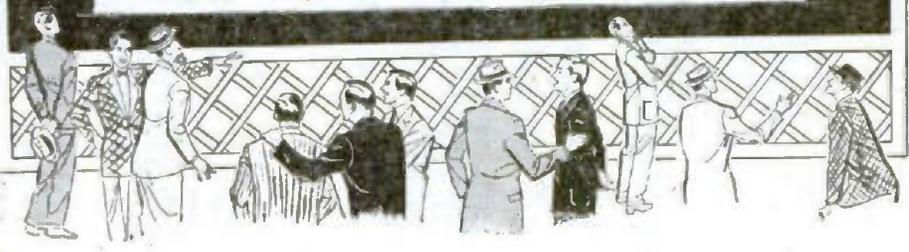
NEW YORK, July 26.—Shura-Tone Products next week will begin to market a new line of phonograph needles thru their established distributors. Firm, which produced a phonograph, will bow the line at the National Association of Music Merchants convention.

The line will include a packet of 50 steel needles for 78 r.p.m. players at a list of 25 cents. Also to be offered is a 2 mill, all-purpose omnium stylus to retail at \$1 each. Display cards will be provided.



A Special Section for MUSIC MERCHANTS

Published in conjunction with the 1952 NAMM CONVENTION



EDITORIAL

Now Is the Time to Sell

In another month, the fall selling season will be here again, the time when record sales start moving upward to the Christmas peak. For the record business it marks the end of the traditional "summer slump." By that time manufacturers will have disclosed their fall plans. Great care is put into these plans by all. The reason is obvious. The four months from September thru December are the best record selling months of the year. Last year 51 per cent of the year's business in records, sheet music and accessories was done in these four months.

Thus for manufacturers, distributors and dealers a great deal is at stake in the months ahead. Because of this it is well to consider how good business in general, and how good the record business in particular, will be.

Today the defense program is the most dynamic factor in American business. In providing arms to defend the free nations, our government will be spending at an annual rate of \$2,000,000,000 during the fall. Such a program must obviously have far-flung effects. It means full employment and high wages. More people than ever before will be working, and they will be earning more than they ever have before. Opposed to these factors are the present tax rate, an expected continuation of the high rate of consumer savings and an anticipated ever-

creeping upward cost of living. But despite these leveling factors, consumers will still have more money left to spend than a year ago. This then is the general pattern for the over-all business picture for the fall.

Now what about the record business? A round-up of a number of the more important record companies shows that these diskeries (with the exception of one which plans to meet last year's figures), are aiming for sales increases of from 5 to 15 per cent over last fall. Distributors, as indicated in the first distributor survey conducted by The Billboard are anticipating an average increase of 12.5 per cent at their end. While there may be some who are not overly-optimistic about the fall prospects, there are strong indications that the industry as a whole can beat last year's figures by as much as 10 per cent.

Three Favorable Signposts

Three factors in particular give credence to this forecast. As disclosed by both The Billboard's dealer and distributor surveys the importance of the new record speed is accelerating at an ever-increasing pace. Already the two speeds combined are outselling the conventional 78 dollar-wise. The importance of the 78 cannot yet be discounted, the handwriting is definitely on the wall that it will continue to fade as the LP and 45 continue to become the

backbone of the industry. Thus the record industry is heading for a new period of stability after nearly five chaotic years during which many former customers as well as untold numbers of potential buyers backed away from records in a state of confusion.

A second favorable sign is the industry-wide promotion that the Record Industry Association of America is planning to unloose in the next few weeks. This will be the first time that manufacturers will have combined for the common purpose of selling Americans on the idea of recorded music. To conduct a campaign of this sort and on the level that it is, is easily the most important decision yet made by the association. Properly conceived and aggressively executed, this drive can be an important business stimulant and fully justify the existence of the RIAA.

The third important element in the triumvirate of favorable signposts is the renewed activity at the phonograph level. This will serve to implement both of the others. For the first time both RCA Victor and Columbia are wholeheartedly behind both of the new speeds in their phonograph production and selling. They both have thrown their weight behind the new speeds as far as records are concerned, each has concentrated in the past, phono-wise, on the speed it pioneered and introduced. The new line of three-speed players, just introduced by RCA Victor and Columbia's three-speed attachment, will add to the growing stability of the market. Both can be counted on for their usual high-powered promotions to

(Continued on page 112)

Congratulations to NAMM...

VAUGHN

MONROE

One of our **BEST** yet...

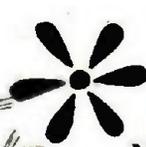
"LEARN TO LOSE"

and

"DANCING GIRL"

RCA Victor No. 20-4850
(47-4850)

BACK ON THE AIR
SEPTEMBER 3 FOR
CAMEL CARAVAN
NBC RADIO
8:00 to 8:30 p.m.



Watch for the tunes
from our picture
"TOUGHEST MAN IN ARIZONA"
(to be released in September)

OPENING
SEPTEMBER 1
WALDORF-ASTORIA
ROOF
NEW YORK

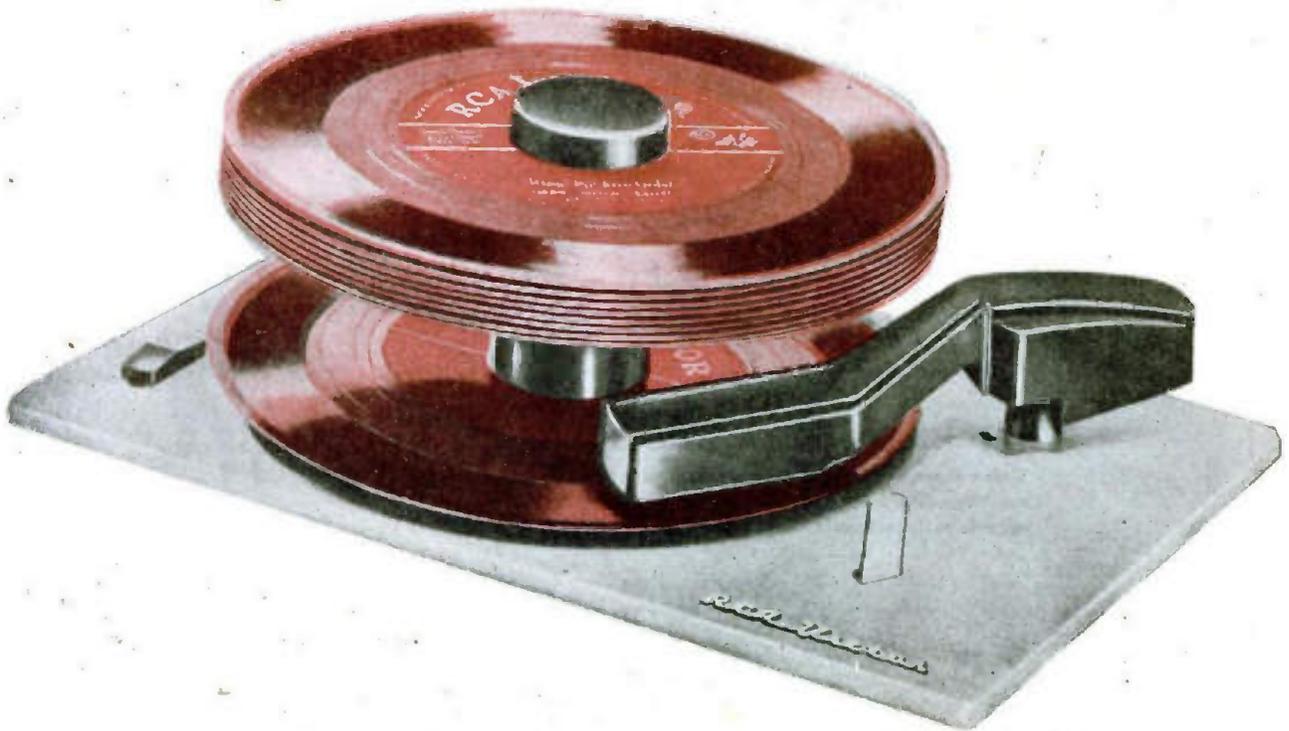
 **RCA VICTOR RECORDS**

Direction
MARSHARD MUSIC

EXCLUSIVE MANAGEMENT
Willard Alexander
30 ROCKEFELLER PLAZA
NEW YORK

the 45" SYSTEM

Now selling over
ONE MILLION
records a week!

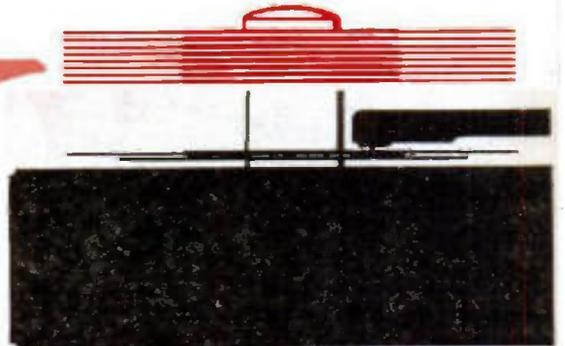


fastest selling record
and changer in the industry



America wants "45"

LET'S LOOK AT THE RECORD



"45" PRODUCTION SKYROCKETS!

Production of 45 rpm records shot up *five and one half times* in the past three years.



1953—70,000 "NATURAL ADVERTISERS"!

Today there are 35,000 coin-operated 45 rpm machines dispensing music and powerful "45" sales appeals to the nation. 1953 expectancy—70,000!



"45" SELECTION LIST MUSHROOMS!

In 1949, RCA Victor's list of "45" record selections was 456. Today, it is 4,100—*over nine times* the original!

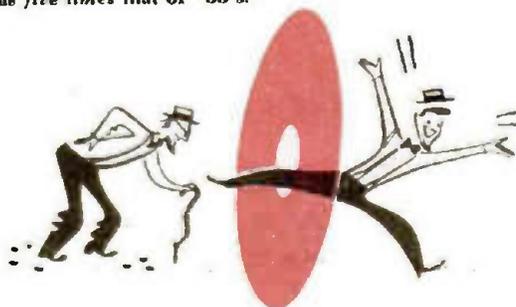


"45" TOPS IN POPS!

With a firm edge in popular and light classic field, unit production of "45's" in 1951 was *five times* that of "33's."

REVIVALS REVIVED!

Radio stations (who rely more on high quality and surface toughness of '45's' each month) report tremendous new interest in old tunes. This promises a vast, self-renewing market.



and more of it!

And look what's standing **BEHIND YOU!**



Only **RCA VICTOR '45'** can give you this tremendous advertising support!

National Magazines

Continuous, forceful advertising in top national magazines to spark your own campaign.

National Television

Nationally televised shows banner home up-to-date sales messages on the "45" system—for you.

National Radio

Commercials on RCA Victor sponsored shows are tailored to bring customers inside your store.

Newspapers

Ask your distributor for current newspaper ad mats

on the RCA Victor "45" — they're your ads — specially designed for maximum local impact.

Bonus offer

Excellent, proved consumer come-on. — Each purchase of any RCA Victor "45" changer gives your customer a choice of over \$6.00 worth of "45" albums at no extra charge.

Point-of-sale

Your RCA Victor distributor has window streamers, counter displays and point-of-sale kits. Use them to roll up more store sales today.

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

Int'l. ®



CORAL KICKS-OFF THE FALL



- BALTIMORE, MD.
General Dist. Co., Inc.
- BIRMINGHAM, ALA.
Interstate Phonograph Record Corp.
- BOSTON, MASS.
Mutual Dist., Inc.
- CHARLOTTE, N. C.
F & F Enterprises
- CHICAGO, ILL.
Coral Record Dist.
- CINCINNATI, OHIO
Hill Record Dist.
- CLEVELAND, OHIO
Benart Dist. Co.
- DALLAS, TEX.
Gramophone Enterprises
- DENVER, COLO.
Pan-American Record Supply Co.
- DETROIT, MICH.
Polonia Dist. Co.
- EL PASO, TEX.
Sunland Supply Co.
- GREAT FALLS, MONT.
Music Service Co.
- HARTFORD, CONN.
Seaboard Dist. Co.
- HOUSTON, TEX.
Gramophone Enterprises
- INDIANAPOLIS, IND.
Indiana State Record Dist.
- KANSAS CITY, MO.
Roberts Record Dist. Co., Inc.
- LOS ANGELES, CALIF.
Modern Dist. Co.
- MADISON, WIS.
Tell Music Dist. Co.
- MIAMI, FLA.
Stone Dist. Co.
- MINNEAPOLIS, MINN.
Lieberman Music Co.
- NEWARK, N. J.
Cosmat Distributing Corp.
- NEW ORLEANS, LA.
Gramophone Enterprises
- NEW YORK, N. Y.
Coral Records, Inc.
- OKLAHOMA CITY, OKLA.
Gramophone Enterprises
- PHILADELPHIA, PA.
Winthrop Company
- PITTSBURGH, PA.
Standard Dist. Co.
- PORTLAND, ORE.
Oregon Record Dist.
- ST. LOUIS, MO.
Roberts Record Dist. Co.
- SAN FRANCISCO, CALIF.
Loes Distributing Co.
- SALT LAKE CITY, UTAH
Standard Supply Co.
- SEATTLE, WASH.
Oregon Records-Dist. Co., Inc.

THE AMES BROTHERS



STRING ALONG
 b/w
ABSENCE MAKES THE HEART GROW FONDER
 (For Somebody Else)
 with Orchestra directed by RAY BLOCH

CORAL 60804 (78 RPM) and 9-60804 (45 RPM)



ALAN DALE

YOU'RE MY DESTINY and **MY THRILL**
 with Orchestra directed by RAY BLOCH

CORAL 60809 (78 RPM) and 9-60809 (45 RPM)

CORAL RECORDS
America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS, INC.)

WITH 6 PROFIT-MAKERS!



EILEEN BARTON

YOU LIKE
b/w
YOU INTRIGUE ME
with Orchestra directed by RAY BLOCH

CORAL 60805 (78 RPM)
and 9-60805 (45 RPM)

THE PINETOPPERS

BELL BOTTOM POLKA b/w
TILL THE END of the WORLD

CORAL 60811 (78 RPM)
and 9-60811 (45 RPM)



CHUCK MURPHY

WHO DRANK MY BEER
b/w
OCEANA ROLL

CORAL 60800 (78 RPM)
and 9-60800 (45 RPM)



GEORGE CATES

CARMEN'S BOOGIE
Marvin Wright at the piano
b/w
BABALU
Featuring Ziggy Elman on trumpet

CORAL 60810 (78 RPM)
and 9-60810 (45 RPM)

CORAL RECORDS
America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS, INC.)

IN CANADA: Rogers Mojestic Radio Corp., Ltd., Toronto—Montreal—Winnipeg

**no. 1...and
still climbing!**

VERA LYNN
and a chorus of
70 soldiers and airmen singing....

**"AUF
WIEDERSEH'N
SWEETHEART"**

backed by
"FROM THE TIME
YOU SAY GOODBYE"
No. 1227 & 45-1227

ffrr
SOUND

LONDON
RECORDS

**Other top
Vera Lynn
recordings**

- 1233 PADAM, PADAM
- 45-1233 BY THE FIRESIDE
- 1202 BE ANYTHING
- SLEEPING BEAUTY
- 1196 BLUE FOOL
- A HOUSE IS A HOME
- 1172 TULIPS AND HEATHER
- 45-1172 ONCE I LOVED YOU
- 1169 CRY
- AND LOVE WAS BORN
- 1156 IF YOU GO
- 45-1156 JEALOUSY
- 1146 WISH ME LUCK
- WE'LL MEET AGAIN
- 1051 MY FRIEND THE ROBIN
- DON'T MAKE A MEMORY OF ME
- 1007 THAT'S HOW I REMEMBER YOU
- WONDRIN AND WISHIN
- 940 I KEEP TELLING MY HEART
- DUET
- 836 A RAINY DAY REFRAIN
- IT'S SO EASY
- 746 CHRISTMAS TIME
- 30159 JOLLY JOLLY JINGLE
- 745 ACCIDENTS WILL HAPPEN
- AND YOU'LL BE HOME
- 742 IT WAS NICE WHILE IT LASTED
- THEY'RE PLAYING OUR SONG
- 741 I'LL BUILD A DREAM HOUSE
- GOLDEN SAILS ON A SEA OF BLUE
- 739 CHERRY STONES
- YOUR HEART AND MY HEART
- 724 HOW CAN I TELL
- SAY IT ISN'T THE NIGHT
- 716 OUR LOVE STORY.
- I NEVER KNEW I LOVED YOU
- 702 ON THE OUTGOING TIDE
- 30128 ONE SIDED LOVE
- 644 STAY WELL
- 30095 THE LITTLE GRAY HOUSE
- 584 SO THIS IS LOVE
- 30018 SPEAK A WORD OF LOVE
- 581 TOO-WHITE! TOO-WHOO!
- IT'S THE LITTLE THINGS
- 535 AULD LANO SYNE
- THIS PERFECT DAY
- 530 EVERYTHING THEY SAID CAME TRUE
- SONG OF SURRENDER
- 507 THROUGH A LONG AND SLEEPLESS NIGHT
- A THOUSAND VIOLINS
- 480 YOUR MOM'S LIKE MINE
- HOW GREEN WAS MY VALLEY
- 478 YOU'D BE HARD TO REPLACE
- HAVIN A WONDERFUL WISH
- 463 LET'S HARMONIZE (with Anne Shelton)
- HOLLYWOOD SQUARE DANCE (Anne Shelton)
- 459 FOLLOW THAT SWALLOW
- TO HIDE-A-WAY HOLLOW
- NOW THAT I NEED YOU
- 426 DO I LOVE YOU
- ANOTHER DAY
- 403 I DON'T SEE ME IN YOUR EYES ANYMORE
- I'LL KEEP THE LOVELIGHT BURNING
- 387 LOVE FINDS A WAY
- MY DREAM IS YOURS
- 374 ONCE UPON A WINTERTIME
- IT'S EASY TO REMEMBER
- 364 ONE SUNDAY AFTERNOON
- LOVE ME
- 351 I'M SENDING A LETTER TO SANTA CLAUS
- I'M SENDING MY BLESSINGS
- 328 NEAREST THING TO HEAVEN
- BREAK MY HEART
- 310 LAVENDER BLUE
- AGAIN
- 306 CHRISTOPHER ROBIN IS
- 30146 SAYING HIS PRAYERS
- THE ROSARY
- 274 THE HYMNS MY MOTHER USED TO SING
- DRIFTING AND DREAMING
- 232 THE SILVER WEDDING WALTZ
- YOU'RE THE ONE I CARE FOR
- 229 IT'S A MOST UNUSUAL DAY
- PUT YOUR DREAMS AWAY
- 202 YOU CAN'T BE TRUE DEAR
- ONCE UPON A WINTERTIME
- 199 THE FLOWER SELLER
- FAREWELL TO ARMS
- 172 WHEN YOU AWAKE
- SO RARE
- 119 I'LL MAKE UP FOR EVERYTHING
- AT THE CANDLELIGHT CAFE
- 107 WHEN YOUR HAIR HAS TURNED TO SILVER
- HOW LUCKY YOU ARE
- LPB-58 YOU'RE THE ONE I CARE FOR
- HOW GREEN WAS MY VALLEY
- PENTHOUSE SERENADE
- WHEN YOUR HAIR HAS TURNED TO SILVER
- SO RARE
- GOODNIGHT WALTZ
- FAREWELL TO ARMS
- DRIFTING AND DREAMING

Breaking for a... **HIT!**

Eddy Arnold



**'SHEPHERD
of
MY HEART'**

EDDY ARNOLD

On CBS Television for Chevroletfield
Monday, Wednesday and Friday
7:45 to 8:00 p.m. EST

The Eddy Arnold Show for Parma Mills
on radio Coast to Coast. Now in its
ninth year.

EXCLUSIVE MANAGEMENT
THOMAS A. PARKER
BOX 417 MADISON, TENNESSEE

"A FULL TIME JOB"

20-9787-47-4787



RCA VICTOR RECORDS

Your **NUMBER ONE** record salesman

JOHNNIE RAY

singing...

ALL OF ME A SINNER AM I

78 rpm 39788 45 rpm 4-39788

exclusively on



Personal Management: **BERNIE LANG**



Bookings

GENERAL ARTISTS CORPORATION

The Billboard

JULY 12, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Pop Disks Bat 4.2 Average On Hits, Or One in Each 25

Total Number of Sides Released by Each Label

(These totals do not include 45 RPMs)
January 1, 1952, to Date

LABEL	POPULAR	SOLO	RYTHM & BLUES
CAPITOL	329	106	55
COLUMBIA	179	108	50
DECCA	380	87	48
MERCURY	185	53	8
MGM	217	75	77
RCA	285	113	

Columbia Scores 12% As Hottest Producer

Facts Based on Output, BB Charts; Capital, Mercury, Victor, Decca and MGM Follow

NEW YORK—The record industry turns out, at least 24 other recorded tunes fall by the wayside. The unpredictable nature of the disk business because of the inability to pre-judge the commercial potential of tunes is clearly pointed out by a comparison of the number of published pop disk sides released by six major diskeries (Capitol, Columbia, Decca, Mercury, MGM and RCA Victor) during the first six months of the year.

selling success of an item of merchandise can be fairly gauged before being placed on the market. Several disk companies have researched the possibility of trying to predict the date. The speed at which the industry operates, together with many unknown factors such as what competition will have available on the market and varying public taste, precludes successful scientific predicting with today's research techniques.

Despite these vagaries, the disk business is a profitable one for many producers. Many disks that fail to achieve best-selling status nevertheless get...
Columbia Hottest Label
This the industry-wide hit producing average for the first six months is 4.2 per cent, there is a great variation among the individual diskeries' marks. This is the highest rating. This far issued 179 published sides, of which 22 have hit the chart. The mark of the label a hit percentage same as the 12 per cent earned during the first four months of this year (The Billboard, April 26).
While Columbia has maintained its early year pace, Capital has moved up strongly during last two months. Of its...

Fewest Releases—
Most Hits!



This means just one thing to you

TURNOVER

and TURNOVER means...
Big Business

There's more coming your way...

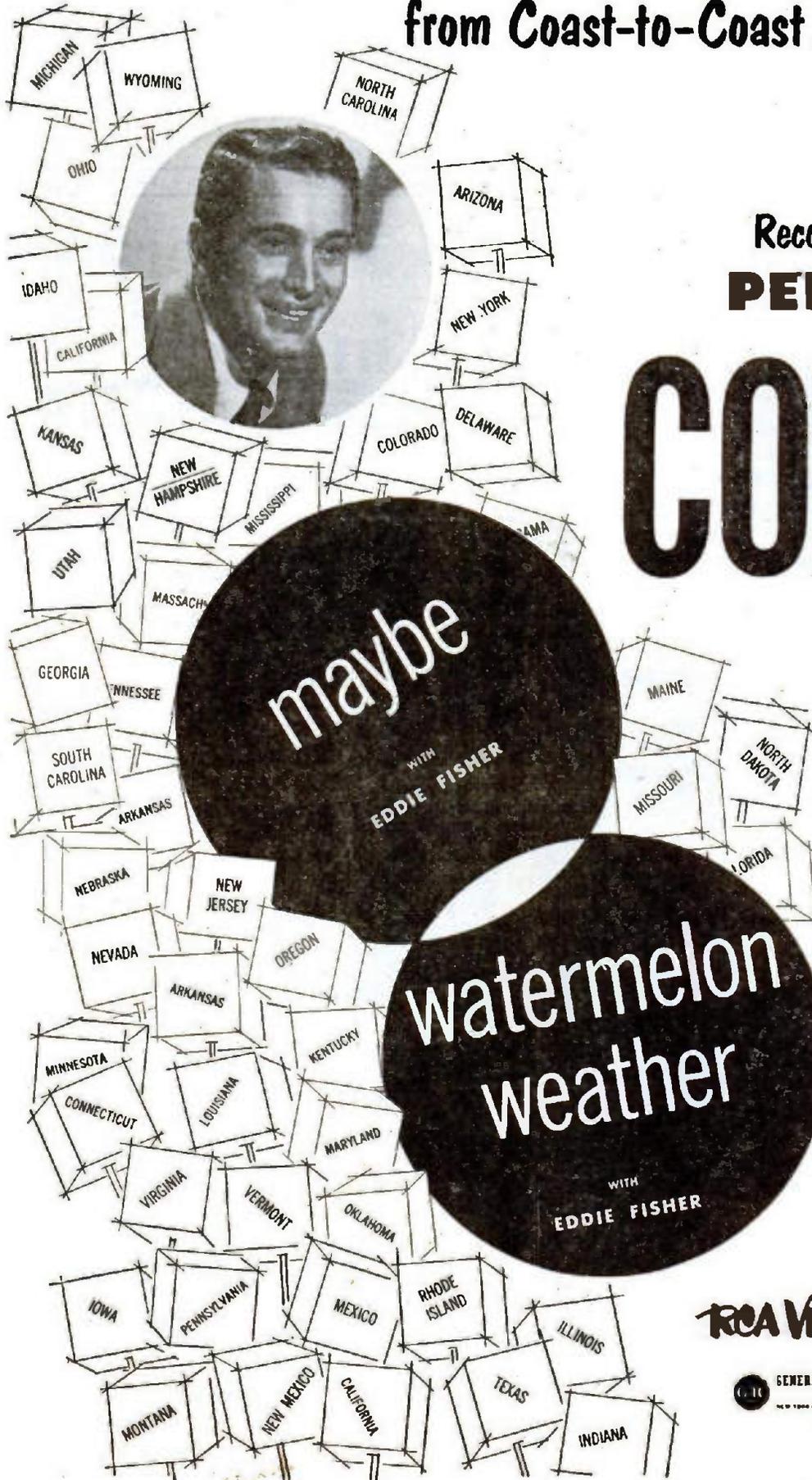
- ROSEMARY CLOONEY and PERCY FAITH
Blues in the Night * Who Kissed Me Last Night
- JOHNNIE RAY
Cee, But I'm Lonesome * Don't Say Love Has Ended
- TONY BENNETT and PERCY FAITH
Roses of Yesterday * You Could Make Me Smile Again
- FRANK SINATRA and AXEL STORDAHL
Bim Bam Baby * Azure-To (Paris Blues)
- DORIS DAY and PERCY FAITH
My Love and Devotion * Make It Soon

- CHAMP BUTLER and PERCY FAITH
Henrietta's Wedding * You Intrigue Me
 - GUY MITCHELL and MITCH MILLER
Foot Up (Put Him on the Po-Po) * Jenny Kissed Me
 - MARLENE DIETRICH and ROSEMARY CLOONEY
Too Old To Cut the Mustard * Good for Nothin'
 - ART LOWRY
Hold Me in Your Heart * Someone Else's Arms
Down by the O-berry * What Do You Mean by Loving
Somebody Else
- and more by JO STAFFORD * FRANKIE LAINE and others



Trade Mark "Columbia" "Gramophone" ©
©, Reg. U. S. Pat. Off. Musical Instruments

The "Popular" Vote from Coast-to-Coast...



Records by
PERRY

COMO

maybe
WITH
EDDIE FISHER

Watermelon
weather
WITH
EDDIE FISHER

RCA Victor Records

GENERAL ARTISTS CORPORATION
1100 N. W. 15th St., Miami, Fla.
NEW YORK • LOS ANGELES • HOLLYWOOD • CHICAGO • LONDON

National Association of Music Merchants

1952 CONVENTION AND TRADE SHOW • JULY 27-31, HOTEL NEW YORKER, N. Y. C.

Exhibitors

COMPANY	ROOM OR BOOTH
Accordion Teachers' Guild, International	Room 968
Accordion World	Room 964
Aeolian American Corporation	Rooms 847, 848, 849
Allen Organ Company	Room 735
Aluminum Company of America	Room 851
American Music Conference	Room 947
American Rawhide Mfg. Company	Room 546
American Society of Piano Technicians	Room 958
Ampro Corporation	Booth 23
Amsco and Ashley Music Pub. Co.	Room 617
Arthur Ansley Mfg. Company	Room 717
Apex Electronic Sales Corp.	Room 1082
W. T. Armstrong Company	Room 643
Atlas Accordions, Inc.	Room 545
Audio Industries, Inc.	Rooms 922, 923
Vincent Bach Corporation	Room 516
The Baldwin Piano Company	Rooms 834, 835
Barth-Feinberg, Inc.	Rooms 625, 626
Beach Instrument Corp.	Room 740
Beam Radionics Corp.	Room 1050
Besson, Inc.	Room 623
The Billboard Publishing Company	Booth 5
Boetsch Brothers	Room 942
Bomar Musical Instrument Co.	Room 951
Bonvicini Accordions	Room 970
Boosey & Hawkes, Ltd.	Room 623
Bremen Piano Corporation	Rooms 809, 810
Brilhart Musical Instrument Corporation	Room 550
C. Rynn & Son, Inc.	Room 538
Brunswick Division Radio & Television, Inc.	Room 724
Buegeleisen & Jacobsen, Inc.	Rooms 511, 512
Buescher Band Instrument Co.	Room 642
Caldwell-Clements, Inc.	7th Floor Foyer
Capehart-Farsworth Corp.	Rooms 1030, 1037
Capitol Records, Inc.	Booths 6, 7
Central Commercial Industries, Inc.	Rooms 718, 720
E. Chiassarini	Rooms 509, 510
Chicago Musical Instrument Co.	Rooms 611, 612, 614, 615
Louis Cirioni & Son	Room 967
Clinton Radio and Phonograph Corporation	Room 1049
Joseph H. Conlin-Conlin Records	Rooms 1054, 1055
Conn Band Instrument Division C. G. Conn, Ltd.	Rooms 529, 530
Connsonata, Div. of C. G. Conn, Ltd.	Rooms 742, 743
Conover-Cable Piano Co.	Room 819
Continental Music, Div. C. G. Conn, Ltd.	Rooms 532, 533, 534, 535
Continental Music Piano Supply Division, Div. C. G. Conn, Ltd.	Room 817
Crescent Industries, Inc.	Room 1042
The Cundy-Bettone Co., Inc.	Room 973
Damp-Chaser, Inc.	Room 518
D'Andrea Manufacturing Co.	Room 517
The Danelectro Corporation	Room 639
J. C. Deagan, Inc.	Rooms 651, 741
Dean Electronic & Sales Company	Room 1027
Decca Records-Coral Records	Booth 4
Pietro Deiro Accordion Headquarters	Rooms 504, 505
Duma Accordions	Room 965
Allen B. Du Mont Labs, Inc.	East Room
Duotone Company, Inc.	Room 918
Dynavox Corporation	Room 941
Eden Toys, Inc.	Booth 21
Edu-Craft Sales Corp.	Room 1063
Electro-Music Accessories Co.	Room 738
Electronic Creations Co., Inc.	Room 837
Electrovox Company, Inc.	Room 1043
L. A. Elkington	Room 603
Elson Manufacturing Co., Inc.	Room 1064
Empire Accordion Corp.	Room 522
Esquire Radio Corporation	Room 939
Estey Organ Corporation	Rooms 736, 737
Estey Piano Corporation	Room 824
Everett Piano Company	Rooms 840, 841
Excelsior Accordions, Inc.	Rooms 520, 521
Carl Fischer Musical Instrument Company, Inc.	Rooms 514, 515
Fisher Radio Corporation	Room 718
F. M. Industries, Inc.	Booth 17
Folkways Records & Service Corporation	Booth 19
French American Reeds Mfg. Company, Inc.	Room 610
Jesse French & Sons Piano Div. Company, Inc.	Rooms 832, 833
Frontalini Distributors	Room 616
R. Galanti & Bro. Inc.	Room 648
General Electric Company	Parlors E-G
Giulietti Accordion Corporation	Room 635
Golbranson Music Shop	Room 849
Gough Industries	Room 1039
Grayline Engineering Co.	Room 921
The Fred Gretsch Mfg. Co.	Rooms 501, 502, 552, 553
Grossman Music Corporation	Rooms 620, 621
Gulbransen Company	Room 846
Haddorff Pianos, Div. of C. G. Dunn, Ltd.	Rooms 852, 853
Hammond Instrument Company	Rooms 732, 733, 734
Hardman, Peck & Company	Rooms 803, 804
The Harmony Company	Room 629
Havgren Organ Company	Room 739
Hershman Musical Instrument Company, Inc.	Room 634
Frank Holton & Company	Room 622
Hudson Electronics Corporation	Rooms 945, 946
Imperial Accordion Manufacturing Co., Inc.	Room 966
International Accordion Mfg. Co.	Rooms 506, 507
Ivory & Pond Company	Room 822
Jackson Industries	Room 714
Janssen Piano Co., Inc.	Rooms 842, 843
G. C. Jeridns Co.	Room 544
Jenson Industries, Inc.	Booth 22
Jewel Radio Corp.	Room 707
K-K Musical Instrument Co.	Room 951
Kay Musical Instrument Co.	Room 624
W. M. Kimball Co.	Rooms 832, 833
Alfred Knight, Ltd.	Room 950
Kohler & Campbell, Inc.	Rooms 826, 827
Kraft Brothers	Room 905
Krekauer Bros.	Rooms 828, 829
Kranich & Bach	Room 821
Wm. Kraft Co.	Room 830
G. LeBlanc Co.	Rooms 618, 619

(Continued on page 44)

Schedule of Events

SUNDAY, JULY 27th

TIME	EVENT	PLACE
10:00 A.M.	Registration	Ballroom Foyer, Second Floor
11:30 A.M.	National Association of Musical Merchandise Wholesalers' Executive Committee	Parlor "B"
2:00 P.M.	National Association of Music Merchants, Inc. Board of Directors' Annual Meeting	Parlor "A"
8:30 P.M.	National Association of Musical Merchandise Wholesalers' Annual Meeting	Terrace Room
6:30 P.M.	National Association of Musical Merchandise Manufacturers' Annual Meeting	Parlor "A"

MONDAY, JULY 28th

9:00 A.M.	Exhibits Open	
10:00 A.M.	NAMM Press Conference	Panel Room
12:00 Noon	Convention Opening Luncheon	Grand Ballroom
1:00 P.M.	Industry Trade Practice Committee Meeting	Parlor "B"
3:30 P.M.	NAMM Advertising Committee	Parlor "A"
4:00 P.M.	Ladies' Convention Tea and Reception	Grand Ballroom
6:00 P.M.	Exhibits Close	

TUESDAY, JULY 29th

9:00 A.M.	Exhibits Open	
11:30 A.M.	NAMM Annual Meeting of Members (Members Only)	Grand Ballroom
2:00 P.M.	"More Profit Thru Sheet Music"	Panel Room
3:00 P.M.	NAMM-AMC Industrial Musi. Clinic (Members Only)	Grand Ballroom
6:00 P.M.	Exhibits Close	

WEDNESDAY, JULY 30th

9:00 A.M.	Exhibits Open	
10:00 A.M.	NAMM Store-Studio Clinic (Members Only)	Grand Ballroom
12:00 Noon	National Association of Music Merchants, Inc. Board of Directors' Reorganization Meeting	Panel Room
6:00 P.M.	Exhibits Close	

THURSDAY, JULY 31st

9:00 A.M.	Exhibits Open	
10:00 A.M.	NAMM Store-Studio Clinic (Members Only)	Grand Ballroom
2:00 P.M.	Tuner-Technician Forum	Panel Room
5:00 P.M.	Exhibits Close	
7:00 P.M.	Music Industry Banquet	Grand Ballroom The Waldorf-Astoria

LADIES' CONVENTION PROGRAM

DATE & TIME	EVENT	PLACE
July 28—12:00 Noon	Convention Opening Luncheon	Grand Ballroom
July 28— 4:00 P.M.	Convention Tea and Reception	Grand Ballroom
July 29—12:30 P.M.	Luncheon and Fashion Show (\$5.00 per cover)	Starlight Roof, The Waldorf-Astoria
July 30— 2:30 P.M.	Circle Line Round Manhattan Cruise (\$2.00 per person)	
July 31— 7:00 P.M.	Music Industry Banquet	Grand Ballroom The Waldorf-Astoria

TENTATIVE SCHEDULE OF MANUFACTURERS' EVENTS

DATE & TIME	COMPANY & EVENT	PLACE
July 27— 3:00 P.M.	Harmony Company Reception	Panel Room
July 28— 7:30 A.M.	Kay Musical Instrument Company Distributors' Breakfast	Panel Room
July 29—12:30 P.M.	Steinway Centennial Luncheon	Grand Ballroom
July 29— 5:00 P.M.	Magnavox Company Reception	Grand Ballroom
July 29— 6:30 P.M.	Frontalini Distributors' Meeting	Parlor "A"
July 30— 7:30 P.M.	Phonograph Manufacturers' Association Annual Banquet	Bill Miller's Riviera, New Jersey Shore at George Wash. Bridge
July 31— 5:00 P.M.	Winter and Associated Companies Reception	Astor Galleries, The Waldorf-Astoria

NEW FIXTURE SENSATION!

ALBUM REVOLVER

FOR SELLING MORE 45 AND L.P. ALBUMS

FULL COVER
DISPLAY OF
64 TO 80
ALBUMS!



Most universally
accepted type ALBUM
MERCHANDISER in the
U.S., available
for the first
time at only

\$ **49**⁹⁵

F.O.B. Aberdeen, Md.

Automatically stays open at 90° angle
when not in use!

Upper and lower sections
rotate independently!

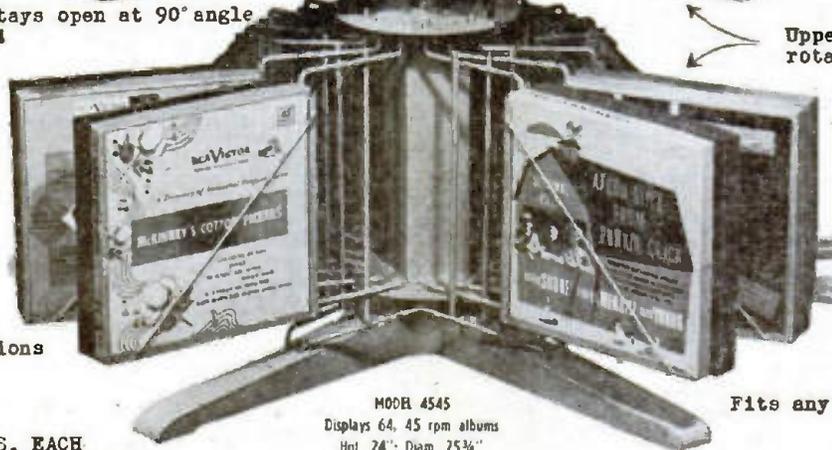
BUILT FOR LIFE!

Handsome baked
enamel finish!

Fluid revolving
motion!

All steel con-
struction! All
parts & connections
spot welded!

Only one screw
to tighten!



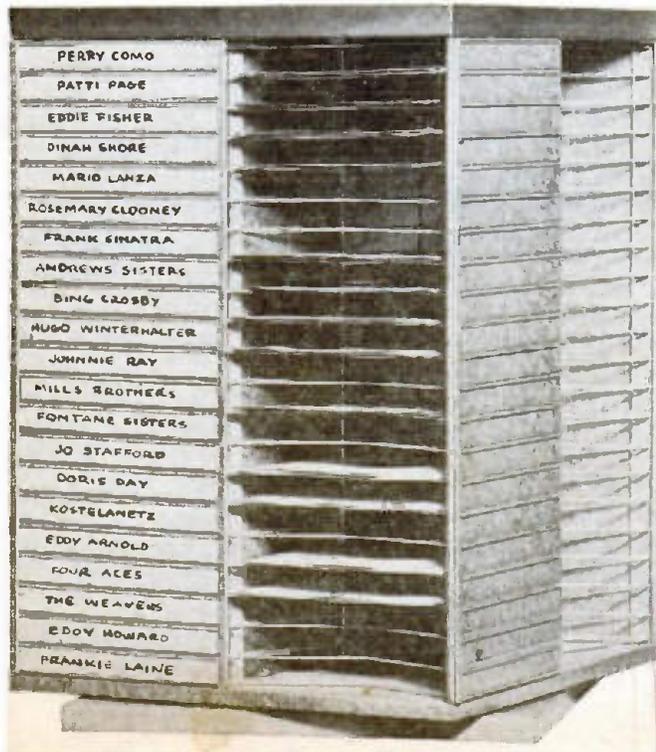
MODEL 4545

Displays 64, 45 rpm albums
Hgt. 24"; Diam. 25 3/4"

Fits any standard counter!

THREE MODELS, EACH
AT THE ONE LOW PRICE!

Model 3345 displays 32, 45 rpm albums and 48 L. P. albums. Hgt. 29 1/2"; Diam. 31 1/2".
Model 3333 displays 64 L. P. albums. Hgt. 35"; Diam. 29 1/2".



Model 800 (above) holds 800, 45's, 80 title strips. 15 1/2" x 15 1/2" x 23".
Model 1200 holds 1200, 45's, 120 title strips. 15 1/2" x 15 1/2" x 33".

AND HERE IS THE SENSATIONAL NEW

Loose Record Revolver

DESIGNED EXCLUSIVELY FOR 45 RPM SINGLE RECORDS.
THE FINEST FIXTURE IN AMERICA AT THE AMAZING LOW
PRICE OF ONLY

Model 800: 80 different
selections -- 800 loose records!

\$ **49**⁹⁵

Model 1200: 120 different
selections -- 1200 loose records!

F.O.B.
Aberdeen,
Md.

Each slot holds TEN 45's!

Completely self serviceable!

Needs only 1 1/2" counter space!

Gives you positive inventory control!

All steel construction!

Revolves easily on swivel base!

Hammered enamel gray finish!

Modern Devices, Inc.

424 Madison Avenue, N.Y. City, N.Y.

When ordering be sure to specify model number

The Billboard's Fifth Annual Retail Record Store Survey

THIS year's survey marks the fifth annual poll of record dealers conducted by The Billboard. In making this year's survey questionnaires were mailed to 2,877 subscribers of The Billboard who are classified as music-record stores. Tabulations were based on 688 completed questionnaires that were returned for a total response of 24 per cent, an unusually high response.

A number of changes were made in this year's questionnaire in order to make the annual survey by The Billboard an even more worth-while service to the industry. The questionnaire therefore was longer and more complicated than ever before. Questions designed to provide important industry information were added for the first time. The unusually high number of replies and the high quality of the completed questionnaires reflect the interest of record retailers in helping to compile needed industry statistics and information. The Billboard wishes to thank the many dealers who took the time to complete the questionnaire, thereby helping to make this year's survey the most exhaustive to date.

In reporting the answers over-all percentages are shown for the total number of dealers reporting. These answers are broken down into dealers in towns over 100,000 in population and stores in towns under 100,000.

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The Billboard's Fifth Annual Retail Record Store Survey

QUESTION 1: Which three record companies give you the BEST ALL-AROUND SERVICE? (Please list labels in order of importance.)

ANSWERS*	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
RCA Victor	26.2	26.4	26.4
Columbia	26.3	22.1	23.1
Capitol	20.9	21.6	21.4
Decca	16.0	19.1	18.4
Mercury	4.3	4.0	4.1
MGM	2.1	2.3	2.2
King	1.1	2.0	1.8
Coral	.1	.8	.6
London	.3	.6	.5
Other Labels	2.7	1.1	1.5
TOTALS	100.0	100.0	100.0

*Percentages based on weighted scoring: 3 points for first place, 2 points for second place, 1 point for third place.

QUESTION 2: Which three record companies give you the BEST AND FASTEST DELIVERY SERVICE (including initial orders and reorders)? Please list labels in order of importance.

ANSWERS*	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
Capitol	22.3	22.9	22.8
RCA Victor	22.4	22.5	22.5
Columbia	22.4	21.2	21.5
Decca	19.3	20.8	20.4
Mercury	5.7	5.1	5.3
MGM	2.3	2.7	2.5
King	1.7	1.9	1.8
Coral	.6	1.1	1.0
London	.7	.4	.4
Other Labels	2.9	1.4	1.8
TOTALS	100.0	100.0	100.0

*Percentages based on weighted scoring: 3 points for first place, 2 points for second place, 1 point for third place.

QUESTION 3: Which three record companies send you the MOST HELPFUL SALES-MEN? (Please list labels in order of importance.)

ANSWERS*	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
RCA Victor	21.2	26.9	25.4
Columbia	22.6	21.3	21.6
Capitol	21.7	18.2	19.1
Decca	17.7	17.6	17.7
Mercury	5.6	5.2	5.3
MGM	3.6	4.0	3.9
King	2.2	3.4	3.1
Coral	.8	1.2	1.1
London	1.3	.6	.8
Other Labels	3.3	1.6	2.0
TOTALS	100.0	100.0	100.0

*Percentages based on weighted scoring: 3 points for first place, 2 points for second place, 1 point for third place.

QUESTION 4: Which three record companies send you the MOST HELPFUL RELEASE SHEETS, ORDER FORMS, etc.? (Please list labels in order of importance.)

ANSWERS*	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
RCA Victor	32.4	34.1	33.6
Capitol	21.8	22.6	22.5
Columbia	23.8	21.6	22.2
Decca	15.7	16.9	16.6
Mercury	1.8	1.4	1.4
MGM	1.4	1.3	1.3
King	.8	1.0	1.0
Coral	1.1	.7	.8
Other Labels	1.2	.4	.6
TOTALS	100.0	100.0	100.0

*Percentages based on weighted scoring: 3 points for first place, 2 points for second place, 1 point for third place.

QUESTION 5: Which three record companies send you the MOST HELPFUL WINDOW AND COUNTER DISPLAY MATERIAL? (Please list labels in order of importance.)

ANSWERS*	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
RCA Victor	32.9	38.6	37.1
Capitol	20.6	23.0	22.3
Columbia	21.6	20.3	20.6
Decca	11.2	8.3	9.2
MGM	5.2	3.6	4.0
Mercury	3.2	3.2	3.2
London	2.1	1.1	1.4
King	1.3	1.1	1.1
Other Labels	1.9	.8	1.1
TOTALS	100.0	100.0	100.0

*Percentages based on weighted scoring: 3 points for first place, 2 points for second place, 1 point for third place.

QUESTION 6: Which three record companies run the MOST HELPFUL ADVERTISING in The Billboard? (Please list labels in order of importance.)

ANSWERS*	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
RCA Victor	25.2	26.8	26.5
Decca	23.7	26.3	25.1
Capitol	21.3	24.3	23.6
Columbia	20.1	17.1	17.7
Mercury	7.3	4.8	5.4
MGM	1.1	.3	.5
Other Labels	1.3	.4	.4
TOTALS	100.0	100.0	100.0

*Percentages based on weighted scoring: 3 points for first place, 2 points for second place, 1 point for third place.

RCA Victor Leads in Dealer Service; Tops in Five of Six Categories

RCA VICTOR leads again this year as it did last year as the label rendering the best over-all service to dealers. RCA Victor's lead, however, in this year's survey has been reduced somewhat due to the improved standings of both Capitol and Columbia.

This year six questions were asked in this category of record company service to dealers compared with four in preceding years. New questions were asked about the record company supplying the most helpful window and counter display

material and the best advertising in The Billboard.

In the over-all totals of the answers to these six questions referring to dealer aids, RCA Victor took first place on five and was a very close second on the sixth. Capitol eked out a first as the label giving the best and fastest delivery service (up from third place last year).

It led RCA Victor, however, by only three-tenths of a percentage point. Capitol also garnered two seconds and three

thirds. Columbia was next in the over-all standing with two seconds, three thirds and a fourth. Both of these labels showed improvements over last year.

A year ago Decca led the fastest delivery category and also had two seconds and a third. This year the label's standing fell off to a second in the best Billboard advertising classification and fourths in the other five categories.

The RCA Victor is best over all, the standings in several of the categories are very close, too close to name a clear-cut winner. In the question about the fastest delivery, only 2.4 percentage points separated the top four firms. In the questions about the most helpful release sheets and the best display ma-

terial, however, RCA Victor led by convincing margins.

A comparison between the results of the big and small dealers shows the same basic breakdown, tho in several cases the ranking of labels is somewhat different. These differences, however, are too slight to be classed as significant. It is interesting to note, nevertheless, that in all six cases a slightly greater percentage of small-city dealers voted for RCA Victor than did dealers in large cities. The exact reverse happened to Columbia.

There was a big drop from the four major labels to other companies. Among these latter Mercury led in every category except best display material where MGM, which merchandises its sound-track albums with a considerable amount of display material, was rated superior.

The Billboard's Fifth Annual Retail Record Store Survey

QUESTION 7: How often do you order current pop records? (Check answer which best describes your ordering procedure.)

ANSWERS:	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
About once weekly	41.9	67.4	58.9
About twice weekly	37.7	18.2	23.0
About twice a month	4.8	15.7	13.0
Daily	9.0	2.4	4.1
About once a month	.6	1.3	1.0
TOTALS	100.0	100.0	100.0

Pop Record Order Pattern Varies, But Most Dealers Order at Least Once Weekly

DEALERS vary greatly in their buying habits, according to these answers. Most dealers, however, order pop records once a week. Some order daily, while a few place orders only about once a month. The bulk, however, order at least once a week. Of the total dealers, 86.0 per cent order daily, twice a week or at least once a week.

Examining the dealers of the two city-size groups, it is seen that 94.6 per cent of the dealers in the large cities order at least once a week. The figure for the small-city dealers is 83.0 per cent. An even greater difference is seen when comparing the two groups on daily and twice-weekly ordering. Nearly half of the large-city dealers

order pop disks at least twice a week. Only 27 per cent of the dealers in smaller cities order with the same frequency. One of the reasons for this difference of course is that by and large cities of more than 100,000 are headquarters for distributors, thus affording dealers there an opportunity to order frequently and get fast delivery.

Comparing this year's answers with last year's, dealer buying patterns have remained fairly consistent with last year's results. It may be too early to view this as a trend, but it is interesting to note that a slightly higher percentage of small-city dealers reported ordering pop disks at least once a week this year than last.

QUESTION 9: What per cent of your total record business for 1952 to date was in each of the following classifications you carry?

ANSWERS:	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
Popular	47.7	49.5	49.1
Classical	23.3	15.6	18.9
Country and Western	6.4	17.7	13.2
Children's	11.2	9.7	10.2
Rhythm and Blues	7.7	4.8	5.7
International	1.4	1.0	1.1
Latin American	1.3	.9	1.0
Hot Jazz	1.0	.8	.8
TOTALS	100.0	100.0	100.0

Pop Disks Account for Half of Dealer Sales; Classical, Hillbilly and Kidisks Follow

THE answers to this question will be interesting to all members of the industry since figures about the record business have been so sparse. Based on the nearly 700 dealers who participated in this year's poll, about half of the average dealer's volume for the first six months of this year came from popular records. Another 18.9 per cent of his business came from classical records. Country and Western ranked third with 13.2 per cent of total. The growing children's market accounted for slightly more than 10 per cent, while Rhythm and Blues sales racked up 5.7 per cent of total sales. The International, Latin American and Hot Jazz categories together amounted to 2.9 per cent.

In comparing the classification breakdown for the big and little city dealers, two differences are significant. Dealers in cities over 100,000 depend to a greater amount on Classical records for an important part of their volume than do small-city dealers. Conversely, Country and Western disks are far more important to dealers in cities of less than 100,000 than to dealers in large cities. The statistical differences shown here confirm prevailing beliefs. Small differences also show up in some of the other classifications, but the really significant differences are accounted for in the Classical and Hillbilly categories.

QUESTION 8: Which two of the following sources of information are most helpful to you in buying records?

ANSWERS:	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
Customer requests	23.7	21.5	22.1
Trade paper editorial features	11.9	16.7	15.3
Distributor/manufacturer release sheets	12.8	15.0	14.4
Trade paper advertisements	9.4	11.5	11.0
Record salesman advice	11.2	10.3	10.5
Own personal opinion	13.7	7.9	9.3
Local disk jockey shows	10.9	8.1	8.8
Coin operator suggestions	.9	1.4	1.1
Other sources	5.5	7.6	7.3
TOTALS	100.0	100.0	100.0

Dealers Rate Trade Paper Features As Top Guide in Buying Records

JUST as last year's survey pointed out that trade paper advertisements and editorial features led the way as the most important sources of information to dealers in buying records, this year's survey reveals the same information. One out of every three dealers—33.1 per cent—stated that trade paper editorial features or ads were most helpful in buying records. The great number of dealers who unsolicitedly indicated in the last section of the questionnaire reserved for comments that The Billboard was constantly used by them as their most important source in buying records and in choosing which version to get behind lends credence to the belief that it is The Billboard to which the great bulk of dealers referred in answering the trade paper sections of this question.

Second in importance to dealers as a source of buying information are their manufacturers and distributors with a combined rating of 24.9 per cent garnered thru distributor and manufacturer release sheets and distributor salesmen. Next come customer requests with 22.1 per cent. The first in the list of the separate answers, this category falls to third place behind the two previously mentioned combination of answers. Two other important sources—the dealer's personal opinion and deejay shows—were mentioned by 9.3 and 8.8 per cent of the dealers respectively.

It is interesting to note that a considerably greater percentage of large-city dealers depend on their own judgment than do dealers in smaller towns.

QUESTION 10: Please give the percentage breakdown for your record sales in each of the three speeds for 1952 to date, showing both the unit and dollar sales distribution.

ANSWERS:	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
UNIT SALE	%	%	%
78 r.p.m.	52.2	53.5	53.1
45 r.p.m.	27.3	31.2	30.2
33 r.p.m.	20.5	15.3	16.7
TOTALS	100.0	100.0	100.0
DOLLAR SALES	%	%	%
78 r.p.m.	45.7	48.6	47.3
45 r.p.m.	23.8	27.8	26.5
33 r.p.m.	31.5	23.6	26.2
TOTALS	100.0	100.0	100.0

QUESTION 11: Comparatively speaking, which of the three speeds has accounted for the greatest sales increase in your store thus far this year.

ANSWERS:	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
45 r.p.m.	45.1	53.6	51.4
33 r.p.m.	34.6	20.7	24.2
78 r.p.m.	9.2	14.3	13.1
No change	11.1	11.4	11.3
TOTALS	100.0	100.0	100.0

78 rpm Still Sales Leader in Units and Dollar, But Trend to Two-Speed Industry Is Clear

THE answers to questions 11 and 12 definitely point up the ever-growing trend toward the 33 and 45 r.p.m. speeds. While the conventional 78 speed still has the upper hand in both unit and dollar sales, it is evident that only time can delay the day when it will be superseded by the new speeds. Already 78 r.p.m. has been pretty much limited to the single speed market—pop disks and the allied classifications. Long-play records, and to a smaller degree 45 disks, have taken over the classical field almost completely. In the single record categories 45 is clearly the coming speed. Conventional speed records accounted for slightly more than half of the units sold and just under half the dollar sales for the first six months of this year, with 45 r.p.m. holding second place in both units and dollars.

The story for the future is told very clearly in the answers to question 12, where 81.4 per cent of the dealers reported the sales of 45 r.p.m. records to have increased at a greater rate than either of the other speeds thus far this year. About a quarter said that the LP's had shown the strongest gains while only 13 per cent said their 78 sales had outpaced the newer speeds. This trend to a two-speed industry, noted in last year's survey, unquestionably is quickening with the production and sale of new phonos providing the key to how much longer the evolution to the new speeds will take. Certainly the Record Industry Association of America's fall record promotion, together with the three-speed player drives being mapped by RCA, Victor, Columbia and others, should accelerate this transition.

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QUESTION 12: As far as your own sales are concerned, which label has shown the greatest sales increase thus far this year compared with a year ago in each of the record classifications you carry?

ANSWERS: POPULAR RECORDS	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
Columbia	69.5	63.4	65.0
Capitol	16.5	19.1	18.4
RCA Victor	3.7	8.5	7.2
Decca	4.3	5.1	4.9
Mercury	3.0	1.5	1.9
Caral	2.4	1.3	1.6
Other labels	.6	1.1	1.0
TOTALS	100.0	100.0	100.0

ANSWERS: CLASSICAL RECORDS	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
RCA Victor	53.3	65.2	62.0
Columbia	19.3	16.5	17.3
Bemington	5.7	4.6	4.9
London	5.0	4.6	4.7
Capitol	7.2	3.3	4.3
Mercury	2.9	1.8	2.1
Westminster	2.2	1.8	1.9
Decca	2.2	1.5	1.7
Other labels	2.2	.7	1.1
TOTALS	100.0	100.0	100.0

ANSWERS: COUNTRY AND WESTERN RECORDS	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
Columbia	62.2	61.6	61.8
RCA Victor	15.1	19.3	18.3
Decca	5.9	6.9	6.7
Capitol	5.0	6.2	6.0
King	5.0	3.4	3.7
MGM	5.0	1.9	2.6
Other labels	1.8	.7	.9
TOTALS	100.0	100.0	100.0

CHILDREN'S RECORDS	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
Capitol	36.2	45.0	42.8
RCA Victor	21.9	18.5	19.4
Columbia	24.2	15.0	17.2
Peter Pan	—	7.8	5.9
Decca	2.4	3.5	3.3
Mercury	4.1	2.3	2.7
Playtime	2.4	1.5	1.7
Little Golden Records	.8	1.8	1.5
Young People's Records	3.2	.9	1.5
Children's Record Guild	1.6	1.2	1.3
Other labels	3.2	2.5	2.7
TOTALS	100.0	100.0	100.0

ANSWERS: RHYTHM AND BLUES RECORDS	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
Atlantic	23.7	19.8	20.9
King	18.7	20.4	19.9
Mercury	18.7	15.6	16.5
Okeh	11.9	10.9	11.2
RCA Victor	13.6	7.5	9.2
Decca	5.0	6.8	6.4
Specialty	5.0	6.1	5.8
RPM	1.7	2.7	2.4
Federal	—	3.4	2.4
Other labels	1.7	6.8	5.3
TOTALS	100.0	100.0	100.0

ANSWERS: LATIN AMERICAN RECORDS	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
RCA Victor	56.3	45.2	49.3
Columbia	18.7	17.9	18.2
Decca	8.3	11.9	10.6
Tico	—	8.3	5.4
Mercury	4.2	4.8	4.5
Coda	8.3	1.2	3.8
Other labels	4.2	10.7	8.2
TOTALS	100.0	100.0	100.0

ANSWERS: INTERNATIONAL RECORDS	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
RCA Victor	42.2	58.5	53.1
Columbia	26.4	20.8	22.6
Dana	13.2	3.9	7.0
Capitol	7.9	3.9	5.2
Decca	2.5	3.9	3.4
Standard	2.5	1.2	1.7
Other labels	5.3	7.8	7.0
TOTALS	100.0	100.0	100.0

ANSWERS: HOT JAZZ RECORDS	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
Mercury	44.4	46.2	45.6
Capitol	6.3	14.8	12.2
RCA Victor	11.1	10.7	10.9
Prestige	17.5	4.7	8.5
Columbia	7.9	6.7	7.1
Good Time Jazz	3.1	8.2	6.7
Decca	1.8	2.7	2.4
Roost	1.8	1.3	1.4
Others	6.1	4.7	5.2
TOTALS	100.0	100.0	100.0

Columbia Rated Most Improved Pop and Hillbilly Line Saleswise; Victor Tops in Classics

THE purpose of this question, a new one this year, was to determine which record line made the greatest sales increase thus far this year in each of the various classifications. The question was not intended to set forth the top selling line but rather the line that had shown the greatest sales improvement. In many cases, however, the winning label is also top seller.

The answers show a clearcut winner in each of the classifications except Rhythm and Blues. Columbia, which has been red hot this year, easily led as the label which has shown the greatest sales improvement in both the Popular and Country and Western categories. Columbia is also probably the pop sales leader as well at the moment; but the Columbia was voted as the most im-

proved c.&w. line. RCA Victor is the over-all sales leader in this category.

RCA Victor headed three classifications, with standout wins in Classical, International and Latin American records. Capitol had a two to one ratio over Victor in the Children's field, and Mercury with its Norman Granz series was adjudged the most improved Hot Jazz line. The results in the Rhythm and Blues category show Atlantic eking

out a slight edge over King with Mercury within striking distance.

A study of the runners-up might be indicative of what is in store for the future. After the three leaders in the R.&B. listings come Okeh, RCA Victor and Decca, revealing that the majors' accelerated drive in the hitherto undominated field is bearing fruit. In the Classical area Remington was ranked third, reflecting the growth that this low-priced label has made.

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QUESTION 13: What is the average record purchase per customer in terms of dollar value?

ANSWERS:	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
Average gross sale	2.55	2.39	2.43

QUESTION 14: How does this year's average gross sale compare with last year's figure?

ANSWERS:	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
About the same as last year	47.8	47.8	47.8
Smaller than last year	32.5	28.9	29.8
Larger than last year	19.7	23.3	22.4
TOTALS	100.0	100.0	100.0

Average Gross Sale Drops to \$2.43, Down From Last Year's \$2.55

DEALERS reported that their average gross sale amounts to \$2.43. Many dealers, of course, reported a figure considerably higher while others were well under this figure. The average record sale per customer, however, is \$2.43. The variations depend on two basic factors. Dealers who specialize in classic disks with their higher unit per package cost will normally have a higher average dollar sale than stores which specialize in pop records and other single disks. This difference is seen in a comparison of the two dealer groups. The other variation comes from the differing degree of going after "plus" sales (see special article) on the part of dealers.

The average gross sale reported last year was \$2.55. Thus in the past year the average sale has dropped 12 cents, an unhealthy trend since it means that more customers must be gained in order to keep sales volume at the same level. This slight drop in the average gross sale figure is confirmed by the majority of dealers in Question 14, three-quarters of whom said their average dollar sale had either dropped or was about the same as last year. A comparison of the two dealer groups shows that slightly more of the large city dealers reported a drop than did the small city stores, possibly pointing up their greater dependence on classical disks where many have had to combat discount selling.

QUESTION 15: To what extent do you rely on self-service so customers can make their own selection? (Check the answer that best describes your operation.)

ANSWERS:	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
About 50% self-service	36.3	40.3	39.3
Almost 100% self-service	23.2	20.5	21.2
About 25% self-service	21.4	18.7	19.4
Less than 25% self-service	10.7	15.2	14.1
No self-service	8.4	5.3	6.0
TOTALS	100.0	100.0	100.0

QUESTION 16: Do you plan to add any more self-service units? (Answered by dealers whose self-service facilities are about 50% or less.)

ANSWERS:	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
No	47.6	57.4	55.0
Yes	52.4	42.6	45.0
TOTALS	100.0	100.0	100.0

Growing Trend Toward Self-Service Pointed Up by Dealer Answers

SELF-SERVICE is a growing trend in all retail businesses. The most advanced probably is the grocery business. To try to appraise the growing advance to self-service in the disk industry this year's survey asked dealers to approximate what per cent of their present operation was set up on a self-service basis and what plans they had to increase this method of doing business. Naturally there can be differences of opinion as to what does and what does not constitute self-service. Despite these differences, the answers to these two questions definitely point up the growing trend toward self-service in the record business (see special article on self-service).

Of the total dealers 39.3 per cent reported that about half of their operation was self-service while another 21.3 per cent said they ran their stores on almost a complete self-service basis. Thus 60.6

is seen that six out of ten dealers claim at least half of their facilities permit self-selection by customers. Another 19.4 per cent reported about a quarter of their set-up was self-service and the remaining 20 per cent said less than a quarter or none.

The breakdown between big and small city dealers shows a somewhat similar pattern with respect to self-service facilities.

Of the dealers who reported that half or less of their facilities were set up for self-selection, 45 per cent said that they had plans to increase the amount of space devoted to self-service. The trend to self-selection by customers seems more pronounced among the big city dealers, than their smaller city counterparts since 52.4 per cent of the former said they intend to increase these facilities compared with 42.6 per cent of the small town dealers.

QUESTION 17: Do you sell records by mail? If YES, which of the following best describes your record selling territory by mail?

ANSWERS:	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
No	47.1	66.8	62.9
Yes	52.9	33.2	37.1
TOTALS	100.0	100.0	100.0
(If Yes)			
Sell anywhere by mail	70.9	45.0	53.8
Sell up to 150 mile radius	23.6	45.6	38.1
Sell only within city shopping limits	5.5	9.4	8.1
TOTALS	100.0	100.0	100.0

QUESTION 18: Do you plan to extend your mail-order selling? (Answered by dealers who DO presently sell records by mail.)

ANSWERS:	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
Yes	43.9	41.2	41.8
Don't know	35.6	29.4	31.3
No	20.5	29.4	26.9
TOTALS	100.0	100.0	100.0

QUESTION 19: Do you plan to start mail-order selling? (Answered by dealers who DO NOT presently sell records by mail.)

ANSWERS:	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
No	64.7	69.5	68.5
Don't know	31.6	26.2	27.4
Yes	3.7	4.3	4.1
TOTALS	100.0	100.0	100.0

Big City Dealers Lead in Mail-Order Selling; Few Dealers Intend to Add This Feature

ALTHOUGH the trend towards self-service seems to be on the increase according to the previous questions, the same does not appear to be true as far as selling records by mail is concerned. At the present time 37.1 per cent of the dealers sell records by mail. This does not necessarily imply discount selling. Whether all of these advertise or how aggressively they merchandise this program is not known, but it can probably be assumed that many of these do this as a service rather than as a standard part of their merchandising program. It is of interest to note that a higher percentage of large city dealers sell by mail than dealers in small towns.

Of the dealers who sell by mail slightly more than half said they sell anywhere. Big city dealers are especially strong in this respect. The bulk of the remaining 46.2 per cent sell within a 150 mile radius.

About four out of ten of the dealers who presently sell by mail intend to extend their efforts in this direction while the remainder are undecided or satisfied with their present set-up. Of those who are not selling by mail at present only 4.1 per cent intend to try it, and more than two out of three have no plans to start mail-order selling.

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QUESTION 20: Please number in order of importance three of the following problems which you believe are most important to record dealers today.

ANSWERS:	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
Too many releases	29.5	32.0	31.2
Inventory problems arising			
from stocking three speeds	20.0	19.6	19.7
Return privilege too low	13.6	17.3	16.4
General lack of business	10.3	9.1	9.4
Discount mail order competition	13.2	7.1	8.5
Poor distributor delivery	3.8	8.2	7.2
Too many different prices	2.4	2.5	2.5
Poor sales help	3.0	1.5	2.0
Other problems	4.2	2.7	3.1
TOTALS	100.0	100.0	100.0

*Percentages based on weighted scoring: 3 points for first place, 2 points for second place, 1 point for third place.

Inventory Problems Head Dealer Beefs; Discount Selling Ranks Fifth

INVENTORY problems head the list of problems at the dealer level. "Too many releases," "Inventory problems arising from stocking three speeds" and "Return privilege too low" accounted for 67.3 per cent of the total votes. These are all manifestations of the same problem and point up sharply the growing trend of more careful buying on the dealer level. A slightly greater percentage of small city dealers—68.9 per cent to 63.1 per cent for their large city counterparts—mentioned these three problems, possibly indicating the former's greater need to "lay it on the line," when ordering because they are usually farther removed from the distributors.

"General lack of business" was ranked fourth by all dealers the big city dealers gave greater weight to "Discount mail order competition." The latter, rather surprisingly, was in fifth place on the overall basis. A number of other reasons were also listed.

Two definite differences are brought to light by comparing the results of the dealer groups. Large city dealers, undoubtedly because of their greater dependence on classical records were much more aware of discount mail order competition. Dealers in small cities, generally farther away from the distributor headquarters are more cognizant of their delivery service from distributors.

QUESTION 21: What steps do you think should be taken by manufacturers, distributors and dealers to improve and increase the record business?

ANSWERS:	TOWNS OVER	TOWNS UNDER	TOTAL
	100,000	100,000	
	%	%	%
What Manufacturers Should Do			
Fewer releases	55.3	53.1	53.6
Higher return privilege	26.8	34.6	32.4
Stop price cutting	31.2	21.2	24.8
Reduce prices	12.5	13.1	12.9
Reduce number of cover records and duplications	15.1	10.2	11.6
More promotion	15.1	10.0	11.5
Make 78's unbreakable	4.5	11.7	9.6
Improve record quality	9.9	5.1	6.5
Time deejay and dealer shipments together	1.8	4.0	3.5
More and better selling aids	2.7	3.3	3.2
Other suggestions	3.4	6.7	5.4
What Distributors Should Do			
Faster and better delivery service	22.4	40.1	36.3
More complete stocks	28.9	22.7	24.3
Better order handling and packing	6.6	19.3	13.4
More helpful salesmen	11.8	10.7	11.0
Better dealer co-operation	13.2	10.3	11.0
Better back order system	7.9	11.6	10.7
Better system for returns and defective merchandise	5.3	7.6	7.0
Stop price cutting	5.3	6.2	6.0
Reduce number of dealers	9.3	4.3	5.7
More records with guaranteed sales	9.3	3.1	4.7
More deejay co-operation	13.2	—	3.3
Other suggestions	5.3	7.4	7.0
What Dealers Should Do			
Better selling	42.3	35.7	37.2
More promotion	28.4	24.2	24.8
Stop price cutting	18.2	25.0	23.3
Form local associations	11.3	12.8	12.4
Stress self-service	11.3	10.7	10.9
More complete stocks	3.8	10.0	8.3
Maintain attractive windows and store interiors	18.8	4.3	8.1
Buy more carefully	3.8	9.3	7.8
Other suggestions	11.3	9.0	9.9

*Since many dealers gave more than one answer in each of the three categories, the percentages total more than 100 per cent.

Fewer Releases, Faster Service, Better Selling Top Suggestions to Improve Disk Industry

THE PURPOSE of this question was to find out from dealers exactly what their feelings are concerning ways of improving the record business. This was a blue-sky type of question; that is, no categories were included for the dealer to check. Space was provided on the questionnaire for a dealer to write whatever he felt should be done on the three levels, manufacturer, distributor and dealer. The answers were tabulated according to the specific dealer responses. Following that, similar type answers were condensed into the broad categories that appear in the accompanying tables. The comments, on the whole, showed a constructive attitude on the part of dealers. Since most dealers had more than one suggestion, the answers total more than 100 per cent.

On the manufacturer level more than half of the dealers stated that one of the things record companies should do is, reduce the number of releases. In many cases dealers specified that this need was particularly urgent in the pop and classical disk categories. The next most frequently mentioned improvement was the need for a higher return privilege. A total of 32.4 per cent of the dealers felt that the normal 5 per cent was not sufficient, particularly in view of the great number of releases and three speeds. About a quarter of the dealers laid the blame for price cutting in the laps of the manufacturers with the large city dealers being particularly vocal on this point, probably reflecting their greater dependence on classical sales.

A need for the over-all reduction of disk prices was cited by 12.9 per cent of the dealers, and 11.6 per cent believe that there are too many cover records and title duplications. The latter applies especially to classical records. This category actually is closely related to the too many release grouping. More promotion was stated as a need by 11.5 per cent with a considerable portion relating it to an industry-wide record promotion rather than a specific label. Such a promotion is being planned for the fall by the RIAA.

Other frequently mentioned suggestions for manufacturers include the desirability of making all 78's unbreakable (relating to the high degree of breakage mentioned by dealers in regard to distributor shipments); improving the quality of records, particularly LP's; not shipping records to deejays before dealers have them in stock; and more and better dealer sales aids.

Dealers also had a number of things to say about their distributors. Topping the list, according to the dealers, was a need for faster and better delivery service from their distributors. Included in this category was faster service on special orders. Small city dealers were particularly vocal on the score of faster

deliveries, stating that they were continually at a competitive disadvantage because records available to large city dealers and being played by disk jockeys had not yet arrived in their stores.

A quarter of the dealers believe that distributors should carry more complete stocks. The bulk of these answers referred specifically to having current hits in stock while others mentioned the need for more complete stocking of catalog items. Distributors should employ more helpful salesmen according to 11.0 per cent of the dealers. These dealers want salesmen who are willing and able to help them merchandise their records. They are opposed to the high-pressure type of salesman interested only in writing orders.

Better handling of dealer orders was mentioned by 13.4 per cent. This category includes both the more accurate filling of orders and better packing. On this latter point, a number of dealers pointed out that too frequently 78's and 45's are packed together with the result that too often the 78's come in broken. Better co-operation by distributors, referring particularly to equal treatment to dealers of all sizes and the holding of more dealer meetings, was mentioned by 11.7 per cent. One out of every ten dealers believes that a standardized back order system should be set up by all distributors. Victor's and Columbia's present systems came in for a considerable amount of praise.

While dealers had much to say about manufacturers and distributors they were equally vocal about other dealers. The need for better selling on the part of dealers, including the employment and development of better sales help and more concentration on selling rather than clerking was most frequently mentioned. A quarter of the dealers said more promotion was necessary at the dealer level. Some of these specified that dealer should concentrate on promoting phonos since this was the way of building their number of disk customers. One dealer mentioned that every new phono sold meant an additional sale of \$50 to \$75 in disks per year. Third in importance came the plea to stop price cutting, and another 12.4 per cent said local associations should be set up to help combat industry problems and arbitrate dealer differences. Other frequently mentioned suggestions include additional stress on self-service, more complete stocks, the maintenance of attractive stores, both from the point of view of displays and general neatness and the need to buy carefully.

The three-level suggestions point up one interesting comparison. Price cutting was mentioned on all three levels. Interestingly enough, dealers blamed manufacturers and dealers equally for discount selling. Distributors came in for comparatively little blame.

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QUESTION 22: Do you sell sheet music? If YES, which types do you sell?

ANSWERS:	TOWNS OVER 100,000		TOWNS UNDER 100,000		TOTAL
	%	%	%	%	
Yes	45.9	54.6	52.6		
No	8.4	5.3	5.9		
Used to	45.7	40.1	41.5		
TOTALS	100.0	100.0	100.0		
Which types?					
Popular	97.5	99.4	98.9		
Standards	66.1	76.9	74.6		
Folios	51.4	71.6	67.5		
Instructional methods	41.9	72.5	66.0		
Classical	39.3	60.3	56.2		
Big notes	28.4	56.5	50.1		
Church	20.3	52.9	45.8		
Others	12.5	21.2	18.3		
TOTALS	100.0	100.0	100.0		

QUESTION 24: Which of the different types of sheet music you carry showed the greatest comparative sales increase during the past year?

ANSWERS:	TOWNS OVER 100,000		TOWNS UNDER 100,000		TOTAL
	%	%	%	%	
Popular	43.9	43.6	43.7		
Instructional	12.2	18.0	17.0		
Standard	7.4	16.3	14.7		
Folios	14.6	7.6	8.9		
Classical	9.7	5.6	6.2		
Others	12.2	8.9	9.5		
TOTALS	100.0	100.0	100.0		

QUESTION 23: Which type of sheet music is your biggest seller?

ANSWERS:	TOWNS OVER 100,000		TOWNS UNDER 100,000		TOTAL
	%	%	%	%	
Popular	83.0	80.8	81.0		
Instructional	8.5	8.9	8.8		
Classical	1.7	4.5	3.9		
Standard	6.8	3.0	3.9		
Others	—	2.8	2.4		
TOTALS	100.0	100.0	100.0		

More Carry Sheet Music Than Year Ago; Popular Music Leads in Sales

THE percentage of record dealers who carry sheet music is up slightly from the figure reported last year. Last year 49.3 per cent of dealers reported carry at least one type of sheet music. This year the figure has gone up to 52.6 per cent. The increase is found equally distributed among both large and small city dealers.

Pop tunes continue as the type of music carried most frequently. All but 1.1 per cent of the stores carrying sheet music stock this type. Next in line come standards, folios, instructional methods and classical followed

by the big note editions and church music. It will be noticed that several new categories have been added this year in an effort to give dealers and publishers a clearer idea about what types of sheet music are carried by record shops.

Among sheet music sellers the pop category is far and away the sales leader in most stores with instructional methods, classical and standards far behind. Pop music has also shown the greatest sales increase during the past year according to these dealers followed by instructional methods and standards tunes.

QUESTION 25: Do you plan to carry sheet music within the next twelve months? (Answered by dealers who do not carry sheet music at present.)

ANSWERS:	TOWNS OVER 100,000		TOWNS UNDER 100,000		TOTAL
	%	%	%	%	
No	70.7	73.5	72.6		
Yes	12.2	7.5	8.9		
Don't know	17.1	19.0	18.5		
TOTALS	100.0	100.0	100.0		

Dealer Apathy to Adding Sheet Music Spurred by Lack of Publisher Contact

THE answers to question 22 pointed out that nearly half of the dealers do not carry sheet music at present. Of these dealers only 8.9 per cent intend to add sheet music within the next year and another 18.5 per cent are undecided.

Tho these answers would seem to indicate that few of these dealers are interested in carrying sheet music, this attitude may result from a failure on the part of many dealers to realize the additional profit to be had from sheet music with a minimum of investment.

Pop sheet music for example can be had on a 100 per cent return privilege. The small space required for display can result in a high dollar sales per square foot return. The fact that the great bulk of these dealers do not remember ever being contacted by a publisher or jobber and that only 13.9 per cent recall being solicited during the last six months would indicate that with a greater effort on the part of publishers and their jobbers, many more of these dealers could be converted to sheet music stores of one type or another.

QUESTION 26: When was the last time a sheet music jobber or publisher contacted you to try to get you to sell sheet music? (Write approximate month and year.)

ANSWERS:	TOWNS OVER 100,000		TOWNS UNDER 100,000		TOTAL
	%	%	%	%	
Never	52.1	63.5	60.5		
Prior to 1951	19.8	16.8	17.6		
During 1952	17.9	12.4	13.9		
During 1951	10.2	7.3	8.0		
TOTALS	100.0	100.0	100.0		

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MUSIC

The Atlantic Record Story: Five Years to Top in R&B Field

5-Point Policy Guarantees Top Quality Records

In the five brief but colorful years of its history, ATLANTIC RECORDING CORPORATION, headed by Herb Abramson and Ahmet Ertegun, has soared to the lead spot in the Blues and Rhythm field. Statistical surveys show that the youthful label cops over 50% of all R & B hits and grabs a large part of the total juke plays throughout the nation's R & B spots.

As of the end of 1951, ATLANTIC placed six of its efforts on this mag's annual poll of best-selling R & B with three of the six appearing among the top five. On juke polls for 1951, four of the top ten on the 'most played' chart were Atlantic's.

With the Rhythm and Blues segment of the record industry increasing in importance every

day, ATLANTIC'S commanding lead in the field makes them an important factor in the industry. Herb Abramson, the indie's prexy, declared that the clear cut and conscientiously planned policy which guides the ATLANTIC operation is responsible for the label's success. Abramson outlined the five point policy by which Atlantic operates as: (1) thorough knowledge of every facet of the R & B field, (2) logical spacing and limiting of Atlantic releases to 'milk every hit dry', (3) a distinctive recording technique which provides an inimitable and distinctive rhythm and blues sound, (4) solid co-operation between distributors and home office, and (5) an awareness of responsibility to a loyal public following which has learned that the music they like best is on Atlantic records.

'Mint Julep' and 'Fool, Fool' Get 'Dop' Treatment

Tight Co-Op in Distrib Set-Up Assures Sales

A well organized and equitably established liaison between Atlantic's national distributors and Atlantic Sales Company is responsible for the high degree of efficiency with which the indie handles distribution. "Distribution," stated Ahmet Ertegun, veep in charge of sales, "is the key to successful selling. Meeting consumer demand in time to catch sales is THE important phase of distribution that can make or break a record company."

Ertegun, expressing appreciation for the role played by Atlantic's distributors in the company's rise, pointed out that ATLANTIC strives to attain and maintain a day-to-day and hour-to-hour close relationship with its distributors.

It was also pointed out by Lou Krefetz, director of Sales Relations, that

Atlantic Roster Has Top R&B Names

New York Aug. 1—With talent scouts constantly on the lookout for new and top names to add to the Atlantic talent roster, the diskery's roster today reads like an R & B million-dollar "dream package."

Topping the list are such fine artists as RUTH BROWN, the country's leading R & B stylist; THE CLOVERS, creators of a tremendous new and successful trend in vocal quartet styling; JOE TURNER, whose eminence in the blues field has gained him the title "Boss of the Blues"; THE CARDINALS, youthful vocal group, whose "Wheel of Fortune," "Kiss Me Baby" skyrocketed them to national prominence; JOE MORRIS and his BLUES CAVALCADE which includes LAURIE TATE and blues singer BILLY MITCHELL; WILLIS JACKSON, one of the top tenor men of America and his fine young aggregation, and many other popular R & B names.

This roster, last year and this, turned out such hits as "CHAINS OF LOVE," "I KNOW," "SHOULDN'T I KNOW," "FOOL, FOOL, FOOL," "SHINE ON," "SWEET SIXTEEN," "5-10-15 HOURS," "MINT JULEP," "WONDER WHERE MY BOY IS GONE."

Four New Atlantic Discs Just Issued

Four new releases, timed for the current NAMM Convention and primed for August market, were released by ATLANTIC this week.

The fabulous "First Lady of Style," RUTH BROWN, leads this batch with a solid pairing of hot and torch. Ruth, treating the rhythmic side of this new disc, "DADDY, DADDY," with a "New Orleans beat" gives with more than usual verve and bounce. Backing "DADDY" is "HAVE A GOOD TIME," a new ballad which Ruth handles in a manner reminiscent of her debut disc, "So Long." (Atlantic 973)

The CARDINALS, meanwhile, come up with a rhythmic blues coupling which showcases their new styling and features their recent addition, Lance Tarber. CARDINALS' offering is "SHE ROCKS" backed with "THE BUMP," a pair for which teenagers will go in a big way.

The "Boss of the Blues" maestro turns in this instrumental "ST TRAIN," manager BILLY MITCHELL, to date, the most beautiful "GHOST" and compelling, musically high-ball-

ATLANTIC

RECORDS

ALAN WISE SAVE TIME. Last week, wood Motion dios in. (Continued on page 79)

IOF... a hi... can... mber... savin... Wise... steli... 30... let... It... discar... tering... pleted... work... bet in... HOLL... time wh... being... speeded... speeds u... titles sho... before, ba... proved to... so from... money-wis... times when... weeks to eq... ture, length... run anywh... day to 10... the type of... the amount

ce... From... film... e se... ates... the... led... re... in... ow... was... ng... ce... From... film... e se... ates... the... led... re... in... ow... was... ng... ce... From... film... e se... ates... the... led... re... in... ow... was... ng... ce... From... film... e se... ates... the... led... re... in... ow... was... ng...

Two operas, England's "Billy Budd" and America's "Four Saints in Three Acts," passed before the French public. Neither seems to be much to the taste of the public, altho "Budd" fared far (Continued on page 79)

The Billboard's First Annual Record Distributor Survey

THIS marks the first record distributor poll conducted by The Billboard. It is planned to make this a regular feature in all future NAMM supplements.

In conducting this survey questionnaires were mailed to a total of 845 distributors thruout the country. Completed questionnaires were returned by 106 distributors for a response of 12.6 per cent. Distributors carrying 158 different labels representing all classifications of music were included in the returns. Fifty of the distributors—47.2 per cent of total returns—are one-line distributors, carrying either Capitol, Columbia, Decca, King (including Federal and DeLuxe) or RCA Victor. The remainder reported carrying anywhere from two to 12 different lines. The average of these independent distributors carries 4.1 lines.

The Billboard wishes to thank all participating distributors for helping this initial poll get off to a successful start. It is hoped that in years to come that the information and statistics contained in this together with the retail store survey will render an increasingly important service to the record industry.

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3	Number of Juke Box Operators Serviced	43
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12	Effect of Mail Order Competition on Sales	44
13	Effect of Trans-Shipping on Sales	44
14	Problems Faced by Distributors	44

QUESTION 1: How many record salesmen do you employ!

QUESTION 2: How many retail record accounts do you service!

QUESTION 3: How many juke box operators do you service!

ANSWERS:

	Average Number
Salesmen employed	2.8
Record accounts serviced	252.3
Operators serviced	87.7

Distributors Average Nearly 3 Salesmen, 252 Dealer, 88 Op Accounts

ACCORDING to these answers the average distributor employs 2.8 salesmen and services about 252 record stores and 88 juke box operators. This means that each salesman handles an average of 90 retail accounts. Sharp differences in the size of distributors are pointed up by comparing the low figures and high figures reported. Some distributors employ as few as one salesman while others have as many as eight. Three distributors stated they don't service any operators and a fourth reported only three such accounts. Another, however, has 400 juke box operator accounts. The low as far as record stores serviced is 25 while at the other extreme one distributor reported servicing 780 stores.

QUESTION 4: Has your record volume for the year to date been bigger, about the same or smaller than for the same period in 1951!

ANSWERS:

	%
Bigger	38.7
About the same	29.4
Smaller	31.9
TOTAL	100.0

QUESTION 5: Do you expect your record business during the last six months of 1952 to be bigger, about the same or smaller than for the same period in 1951! By what amount!

ANSWERS:

	%
Bigger	64.9
About the same	22.1
Smaller	13.0
TOTAL	100.0

Average per cent of increase 12.5

Distributors Look for Strong Sales Increase During Rest of Year

WHILE sales at the distributor level were approximately the same during the first six months of 1952 as they were for the same period last year, distributors generally are optimistic about the rest of the year. Most expect an increase over the last six months of 1951, amounting to an average of 12.5 per cent over last year's figures.

On the question of volume for the year to date about as many said they are behind last year's figures as those who reported gains. Sales for the remainder were about the same as for the first half of 1951. Turning to the months ahead, about two-thirds of the distributors look for an increase over the same period last year while only 13.0 per cent gloomily anticipated a drop in business. Estimates by all distributors average out to an expected increase in sales of 12.5 per cent.

QUESTION 6: Do you think that more, about the same number or fewer records should be released with guaranteed sales by manufacturers!

ANSWERS:

	%
Fewer records	65.8
About the same number	11.3
More records	22.9
TOTAL	100.0

Most Distributors Favor Fewer Disks With Guaranteed Sales

IN RECENT years distributing pop disks on a guaranteed sales basis from the manufacturer down thru the dealer levels has been on the increase. Under guaranteed sales larger than normal quantities of a record are shipped to distributors and dealers with a 100 per cent return privilege. If additional records are not recorded for a set date. This is done primarily to ensure records being in stock at the dealer level as well as in many cases to attempt to force the sale of a disk. According to the answers to question 6, the bulk of distributors are in favor of decreasing the number of records issued on consignment. Two out of every three

said fewer records should be released on a guaranteed sales basis. About a third as many believe, however, that more records should be sold on this basis.

QUESTION 7: On the whole, are record dealers' credit ratings better, about the same or worse than a year ago!

ANSWERS:

	%
About the same	54.8
Worse	34.3
Better	10.9
TOTAL	100.0

QUESTION 8: On the whole, are juke box operators' credit ratings better, about the same or worse than a year ago!

ANSWERS:

	%
About the same	68.1
Worse	18.8
Better	13.1
TOTAL	100.0

Dealer Credit Ratings Drop; Coin Operator Ratings Continue Firm

ON THE whole juke box operators' credit ratings are in a healthier state than are the credit ratings of record dealers, according to many distributors. This undoubtedly reflects to a degree the adverse effects that discount selling has had on many dealers who are unwilling to meet such competition or unable to maintain a satisfactory gross margin if they do. On the dealer side only 10.9 per cent of the distributors reported an improvement of credit ratings while more than three times as many dealer ratings are worse than a year ago.

The Billboard's First Annual Record Distributor Survey

QUESTION 9: Please list a percentage breakdown of your record sales in each of the three speeds for the year to date, showing both the unit and dollar sales distribution.

ANSWERS:

Speed	Unit Sales	Dollar Sales
	%	%
78 r.p.m.	57.9	48.8
45 r.p.m.	23.1	21.6
33 r.p.m.	19.0	29.6
TOTAL	100.0	100.0

QUESTION 10: Comparatively speaking, which of the three speeds has shown the greatest sales improvement thus far this year?

ANSWERS:

	%
45 r.p.m.	48.6
33 r.p.m.	39.1
78 r.p.m.	5.5
No change	6.8
TOTAL	100.0

Trend to New Speeds Clear Tho 78 RPM Still Sales Leader

THE ANSWERS to the questions about the three record speeds reflect the same picture already seen in the dealer survey. The old 78 speed still leads in unit and dollar sales, but both of the new speeds are driving ahead at a much faster pace than the conventional speed, indicating a two speed market in the foreseeable future.

Altho the trends are the same in both the dealer and distributor answers, some minor variations show up in a comparison of the figures reported on the two surveys. These undoubtedly reflect the weighting of independent distributors who specialize in one or two classifications of disks, such as distributors whose great bulk of business is done in hillbilly and rhythm and blues disks (where 78 is much more dominant than in the pop field) or in indie classical lines which is almost exclusively an LP business.

QUESTION 11: What is the average turnover rate for your record stock per year?

ANSWERS:

Classification	Turnover Rate Annual
Popular	11.2
Country and Western	9.1
Rhythm and Blues	8.0
Latin American	7.1
Children's	6.8
International	6.3
Classical	6.2
Hot Jazz	6.1

Turnover Rate Fastest On Pop Disks; Stocks Turn Once Monthly

THE RATE of stock turnover is always a figure closely watched by alert merchandisers. Too high a turnover can all too frequently mean that stocks are too thin and sales are lost. Too low a turnover can mean that old stocks are piling up and capital for buying new and wanted merchandise is frozen. Somewhere in between is the rate of turnover where stocks remain fluid and in balance and top sales are racked up. Maintaining this proper balance is always the mark of a successful operation.

According to these answers pop record stocks turn fastest for the average distributor. Stock investments in these disks are turned over slightly more than eleven times per year or about once a month. The next fastest-turning category is Country and Western with an average of 9.1 stock turns per year. Rhythm and Blues ranks next at 8 turns a year followed by Latin American at 7.1. The other categories show a turnover rate of between 6.1 and 6.8.

A comparison of these average turnover figures with their own should prove of interest to all distributors.

QUESTION 12: To what extent do you feel that mail-order record stores in other cities are affecting your sales to dealers?

ANSWERS:

	%
Some but not much	51.4
A great deal	23.0
Not at all	17.6
Don't know	8.0
TOTAL	100.0

QUESTION 13: To what extent do you feel that trans-shipping of records by outside distributors is affecting your sales?

ANSWERS:

	%
Not at all	46.7
Some but not much	34.7
A great deal	10.7
Don't know	7.9
TOTAL	100.0

Discount Mail-Order Sales Hurt Distributors More Than Trans-Shipping

THE ANSWERS to questions 12 and 13 show that distributors on the whole believe that mail-order selling into their territories has affected their sales to dealers much more than trans-shipping by outside sources into their areas. Naturally these answers would vary by distributors. In New York for example, where the bulk of discount mail-order selling emanates distributors are not affected by mail-order selling from other areas. On the other hand, tho, they do believe that trans-shipping from outside sources to their dealers has affected their own sales.

The bulk of other distributors, however, believe that mail-order selling into their territories has hurt their sales to some degree. A total of 74.4 per cent reported they feel it either a great deal or to some extent. That this loss is not critical to most is reflected by the fact that slightly more than two out of every three of these distributors said "some but not much" rather than "a great deal."

On the question of trans-shipping nearly half reported no effect, more than the total of the two groups who have noticed a loss in sales.

QUESTION 14: Please number in order of importance three of the following problems which most affect your record business!

ANSWERS:

Problems	%
Too many releases	22.1
Poor selling by dealer	20.6
General lack of business	16.0
Inventory problems from stocking three speeds	12.4
Return privilege too low	10.4
Discount mail order competition	5.9
Poor delivery from manufacturer	2.9
Poor distributor sales help	2.0
Trans-shipping	1.8
Too many different prices	.9
Other problems	5.0
TOTAL	100.0

(Percentages based on weighted scoring: 3 points for first place, two points for second place, 1 point for third place.)

Too Many Releases and Poor Dealer Selling Top Distributor Problem List

DISTRIBUTORS, like dealers, believe that their biggest problem is the over-abundance of new releases. Poor and inadequate selling at the retail level ranks closely behind according to distributors. Lack of business was rated at 16.0 per cent followed by inventory problems that the three speeds have created and the low return privilege available.

Since in many cases the categories are similar to those in the corresponding question asked dealers, some interesting comparisons can be made. The problem of controlling inventories (which combines three of the categories—releases, inventory problems from three speeds and return privilege) totaled 44.9 per cent on the distributor survey. Dealers, possibly because they handle many more lines, consider this an even more pressing problem with a total of 66.2 per cent for the three related categories.

Distributors seem more concerned about the general lack of business than do the dealers. The same, understandably, is true of the attitude toward dealer sales people. Distributors rated poor dealer selling at 20.6 per cent while only 2.0 per cent of the dealers said they consider their sales help as a harness to sales. Other comparable problems received about the same importance at both the dealer and distributor levels.

3 GREAT SONGS!
"TAKE MY HEART"
"STRANGE SENSATION"
"YOU'LL NEVER BE MINE"

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Columbia 39764
TONY BENNETT

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Exhibitors

• Continued from page 33

COMPANY	ROOM OR BOOTH
Leedy & Ludwig Drums, Div. of C. G. Conn, Ltd.	Room 531
Le Mire Products	Booth 15
Lester Piano Mfg. Co., Inc.	Rooms 811, 812, 814
Library of Congress	Room 1029
Lincoln Records, Inc.	Room 1040
Linton Mfg. Co., Inc.	Room 844
Maurice Lipsky Music Co.	Room 601
Lo Duca Bros. Accordion Co.	Room 607
London Gramophone Corporation	Room 943
Maas Organ Co.	Rooms 729, 730
Magnatone Distributors	Room 645
The Magnavox Co.	Section "B", North Ballroom
Magnerecord, Inc.	Rooms 1029, 1030
Majestic Radio & Television Div. of the Wilcox-Gay Corp.	Rooms 725, 728
Major Electronics Co.	Room 1048
Major Music	Room 971
The Manual Arts Furniture Co.	Room 818
E. & O. Marl, Inc.	Room 602
C. F. Martin & Co., Inc.	Room 608
The Martin Band Instrument Co.	Room 642
Masco Electronic Sales Corp.	Booth 16
Mason & Risch, Ltd.	Room 821
McShan Brothers	Room 953
Paul G. Mehlis & Sons	Room 823
C. Meisel Music Co., Inc.	Room 503
Melodiana Accordion Co.	Room 972
Melody Record Supply Co.	Room 1028
Merchandising Displays, Inc.	Booths 13, 14
Mercury Record Corp.	Booth 3
Merson Musical Products Corp.	Rooms 632, 633
A. Messina, Pianos	Room 948
Maxwell Meyers, Inc.	Room 638
MGM Records	Booth 2

COMPANY

ROOM OR BOOTH

Mills Music, Inc.	Booth 20
Minshall-Esley Organ, Inc.	Room 731
Modern Devices, Inc.	Booth 9
MP Engineering Co.	Rooms 960, 961, 962
Music Dealer	Booth 24
Musette	Room 820
Music Educators National Conference	Room 963
Music Journal, Inc.	Room 649
Music Publishers Association of the United States	Booth 18
Music Trade Review	Room 816
Music Trades	Room 838
Musical Merchandise Magazine	Room 539
National Piano Corp.	Room 815
National Sales Co.	Room 631
National Table Co., Inc.	Rooms 954, 955
Newsweek	Booth 1
New York Instrument Co., Inc.	Room 604
Nova Band Instrument Co.	Room 985
Oahu Publishing Co.	Room 347
O. Pagani & Bro., Inc.	Room 636
Pan-American Band Instruments, Div. of C. G. Conn, Ltd.	Rooms 536, 537
Parade Record Co., Inc.	Room 803
Pathe Television Corp.	Rooms 711, 712
Peerless Album Co., Inc.	Room 920
Penzel, Mueller & Co., Inc.	Rooms 527, 528
Peripole Products, Inc.	Room 669
Perno, Incorporated	Booth 8
Philharmonic Radio & Television, Inc.	Rooms 1060, 1061
Piano Trade Magazine	Room 839
Plymouth Record Corp.	Room 924
Pollina Accordion Mfg. Co.	Room 508
The Port-O-Matic Corp.	Room 934
Pratt, Read & Co., Inc.	Rooms 801, 802
G. Pruefer Mfg. Co., Inc.	Room 974
Radio Corp. of America, RCA Victor Division, Home Instrument Department	Section "A", North Ballroom
Radio & Television Equipment Co.	Room 551
Record Corporation of America	Room 904
Record Guild of America, Inc.	Room 917

(Continued on page 48)

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By NEV GEHMAN

That 'Plus' Sale Is Key to Upping the Year's Volume

The key to increasing sales volume in any retail business is upping the average gross sale. This is particularly true of the record business. By selling the average customer \$4 worth of records instead of \$3, sales volume for the year is jumped by a third.

The need for greater sales volume is apparent to all record dealers. Operating expenses over the past few years have risen in all categories without an offsetting increase in prices or marking-up. Thus to end the year in solid black figures requires selling more to each customer than he intended to buy. But despite this, survey results show that the average gross sale has actually dropped in the last few years. A year ago dealers reported that the average customer bought \$2.55 worth of records. The present Billboard retail survey shows that the figure has dropped to \$2.43. Some might contend that this decrease is due to price cutting and mail order discount selling. This is a negative approach. Some of the dealers reported an average gross sale of as high as \$4.12 while others were as low as \$1.22. Multiply these two figures by the number of customers who enter your store each year. The difference in dollar volume is startling.

Selling Vs. Clerking

What accounts for this difference? Why do some dealers write up a sales ticket of \$3.93 per average customer while the average dealer sells only \$2.43. By and large the difference is that alert dealers sell each customer extra record or album or an accessory. They are not satisfied with just selling a customer what he asks for. They want more. They want an additional sale—the "plus" sale. On the other hand, too many dealers and too many sales people are satisfied with merely letting each customer have what he asks for. They make no effort to sell anything in addition. Rather than selling, these disk retailers are simply clerking.

The difference between these two groups of dealers (and their sales people) is basically twofold. Top dealers see to it that they and their sales help know the disk catalogs. They know the top tunes, the hot artists, the new releases in all disk categories. They listen to records. They are familiar with record reviews so they can make sound recommendation when a customer asks for one. Customers frequently look to the disk dealer or his assistants for suggestions and recommendations. Those who are able to guide their customers not only sell more merchandise but build loyal customers who keep returning. Knowing the catalog is simply knowing the tools of your business.

The second difference between the seller and the clerk is enthusiasm. Top dealers and alert sales people are enthusiastic about selling. They like selling records. It's their business. They want to sell more. So they use suggestive selling with every customer who enters their store. Suggestive selling need not be high-pressure selling. Suggestive selling is simply exposing to customers other items they will like and doing it enthusiastically.

A test in a number of shoe stores throughout the country raised the average sale per customer from 1.1 pairs of shoes to 1.6 pairs—an increase of 44 per cent. This was accomplished simply by showing each customer four other pairs of shoes in addition to the pair requested, a very easy and very effective procedure. Alert record dealers follow this technique many days as their shops are open. When, for example, a customer asks for a Beethoven Symphony by Toscanini, a sales person immediately knows three things about the customer. He likes Beetho-

ven, classical symphonies (and probably other types of orchestral music) and Maestro Toscanini. With this information it's easy to bring back to the counter several other disks in some or all of these categories in addition to the requested item. The same is true in the pop and other disk categories. Teen-agers who have a crush on Johnnie Ray, Eddy Arnold fans, and parents who buy a Boze disk can be interested in another disk by their favorite—or the latest album. Yet as obvious as these statements are, too many dealers and their sales people are satisfied with just writing up a sale for what the customer asks and make no effort to suggest and show an additional item.

All dealers will agree to the advantage of having able sales people who know the catalog and are enthusiastic about selling. Many, however, question how best to bring this about. The answer which "live-wire"

dealers will give is careful selection of sales help and an incentive system of pay, either straight percentage or salary plus an over-ride. Thus the more sales people sell, the more they make. By this method good personnel can be trained and, also important, retained.

Manufacturers Give Aids

Many manufacturers do their best to help sales personnel and dealers get that "plus" sale. Columbia, for example, lists on the back of classical LP jackets several related items, either the same type of music or selections featuring the same conductor or orchestra. The same is true of Mercury and others. Victor frequently lists related merchandise on the back of kiddie sets. Alert record sales people use such aids as these with resultant higher sales.

One dealer in Philadelphia has found that he can sell "permanents" needles to nearly half of

(Continued on page 111)

Question: Will Fair Trade Law Stop Price Cuts?

On July 14, a new Fair Trade law was signed by President Truman. This law binds non-signers as well as signers of fair trade agreements to uphold the manufacturers' list prices in the 45 States with fair trade laws. Now the question in the minds of many dealers, distributors, manufacturers, et al., is whether this new act will effectively stop price-cutting on records. This is a vital question to dealers, especially those who do large classical LP business which has been hit hardest by discount selling.

At press time none of the majors have yet price-fixed their disks under the new law, so it will be a while before it can be ascertained how effectively the new law will end price-cutting. The law provides that a manufacturer must announce his intentions to fair trade his items, then have at least one dealer in each State (that has a fair trade law) sign it for the fair-trade to be in effect. This will take a little time, but it is probable that most of the major diskeries, and a number of the small ones, will price fix their lines. Cetra-Soria and Remington Records have already announced that they will fair trade all of their disks.

What is even more important than who or what company intends to fair trade its products, is whether the new law will be an effective one. On this problem legal opinion appears to be split, with some claiming the law to be a strong one, and others that the law will not work as far as records are concerned. Those who claim it is a strong act state that it will prohibit any dealer from selling a fair-traded item at a discount. But other lawyers say that this much is true within a State, a mail order house can ship records from one State to another and sell all those shipped across State lines at a discount.

If the latter is true, then the effectiveness of the new Fair Trade law will be very limited, since most of the record-discount houses have a large mail order business, often equal to or higher than their store trade. Unfortunately, no one can determine who is correct or incorrect concerning the Fair Trade law until it is settled by the courts. The only item that the lawyers seem to agree upon about the bill is that it will go to litigation as soon as a manufacturer tries to enforce it.

Since no major has yet had

time to price-fix its line, and since the smaller diskeries are waiting for the majors to act, it is still too early to know what the policy of record discount houses will be under the act. Insofar as mail order is concerned. Of those checked by The Billboard, "no comment" was the answer to questions about their future policy. Other types of stores, such as clothing shops who have been selling brand merchandise at a discount, have run ads saying that after a certain date they would go back to

25 TOP STANDARD SHEET MUSIC SELLERS

TITLE	PUBLISHER
1. Alexander's Ragtime Band	Berlin
2. Always	Berlin
3. Because	Chappell
4. Begin Me Beguine	Harms, Inc.
5. Bells of St. Mary	Chappell
6. Bless This House	Boosey & Hawkes
7. Blue Skies	Berlin
8. Body and Soul	Harms, Inc.
9. Dark Town Strutters' Ball	Feist
10. Deep Purple	Robbins
11. Desert Song	Harms, Inc.
12. Easter Parade	Berlin
13. Indian Love Call	Harms, Inc.
14. Jealousy	Harms, Inc.
15. Lord's Prayer	G. Schirmer
16. Make Believe	Chappell
17. The Man I Love	Harms, Inc.
18. Missouri Waltz	Forster
19. Night and Day	Harms, Inc.
20. Old Man River	Chappell
21. St. Louis Blues	Handy
22. Smoke Gets in Your Eyes	Chappell
23. Stardust	Mills
24. Tea for Two	Harms, Inc.
25. White Christmas	Berlin

manufacturers' list prices. Because they then will be out of present stocks. There has been some speculation that this might happen with disk price-cutters after manufacturers fair trade their platters.

Some dealers, especially in the New York area, are concerned about going back to list prices after more than six months of selling disks at 25 to 30 per cent off. These dealers believe that they will lose business, since the customer is used to getting LP's at a discount. However, many dealers point out that a store selling records at 30 per cent off, with only a 10 per cent mark-up, can lose a large percentage of its present business and still make out better at list, since the store will have approximately a 40 per cent mark-up.

Some dealers also broach the theory that going back to list will make many customers pay more attention to the less ex-

pensive platters put out by the majors. Capitol, Columbia and Decca all have a lower-priced popular and semi-classical LP series. It is also anticipated that the lower-priced lines, such as Remington, Varsity, et al., will bring in a bigger percentage of business for the dealer, especially among price-conscious customers. It has been understood that many manufacturers have plans for additional lower priced record lines on both LP and 45 r.p.m. disks to be placed on the market this fall.

It is safe to assume that it will take many months, once the manufacturers have fair traded their products, for the determination by lawyers and the courts, as to the effectiveness of the new Fair Trade Act. If some of the provisions in the present law appear to be unsatisfactory or weak, fair trade proponents will probably introduce additional legislation to attempt to plug up the loopholes.

By IS HOROWITZ

Quality of Sound Is Factor In Appeal of LP Classics

Buyers of long-play records, like all disk patrons, are interested primarily in the composition played and the artist interpreting it. But where the confirmed classical collector is concerned, the factor of sound, or the quality of audio reproduction, also becomes a factor determining selection. Alert dealers, who know their clientele, can make use of this factor as a merchandising aid.

More and more, record companies are stressing the audio quality of their product in advertising campaigns. Witness the crop of alphabetical slogans bombarding patrons since London Records showed the way years ago with its "Full Frequency Range Recording (FFRR)". It's the rare LP diskery today which doesn't tout the audio excellence of its merchandise. Capitol has FDS and Remington CA-IR. All the ballhoos, even if it is as restrained as Columbia's "new sound" tag line, is aimed at convincing the patron that this or that record come closest to duplicating the actual sound of the original rendition.

However, dealers, as professionally involved in the record industry, can take these claims with a grain of salt. There is no question that records produced today out-perform by far disks

made years ago. But the advances made by audio engineers are available to all. Any company can turn out a fine product, and all do most of the time. Conversely, from the audio point of view, all diskeries occasionally issue lemons, platters which sound as if they were waxed way back in the dim past. But here, it might be said, the quality of the performance may occasionally be such as to outweigh all technical considerations among collectors.

Most dealers surely know something of the recording advances made in the past decade. They now, for instance, that the practical frequency ceiling of records made 10 years ago was somewhere around 3-6,000 cycles. Today it goes as high as 12-15,000. Too, especially since the introduction of vinyl LP's, surface noise has been greatly reduced. And microphone placement, studio and engineering techniques have been improved to the extent that a carefully produced disk really is able to approximate the essence of a live rendition.

Most dealers also know that playback equipment, while improved greatly, is usually unable to reproduce with faithfulness what is actually etched on the platter. Percentage-wise, the

great bulk of phonographs in use today, whether portable or expensive console, can only reproduce part of what is on the record. Plug player attachment into a television console and you'll probably not be able to pull anything out of the combination higher than 6 or 7,000 cycles.

To round out the picture, it should be emphasized, however, that the high-fidelity player business, still largely a custom undertaking, is experiencing an unprecedented boom. Many more collectors are buying equipment which truly broadens the audio spectrum. In almost any community across the country, there are a growing number of such seekers after perfection. Some carry their enthusiasm so far that they consider only the sound their equipment can produce. Musical content becomes almost incidental. Only a few in an area, if courted by the local dealer, will absorb records far in excess of expectations. A confirmed audio enthusiast would sooner buy a recording of the sounds produced by a glass-shattering on a tiled surface—if the fidelity were high—than a muddily disked of a Beethoven sonata.

Still, while hi-fi bugs are relatively few and far between, the

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78 Speed On Way Out; LP-45 Trend Gaining

Altho the prospects for a one-speed industry are remote in the foreseeable future, there is a definite trend toward a two-speed market, 45 and 33 r.p.m., according to evidence drawn from The Billboard's Fifth Annual Retail Record Store Survey. The survey, which covers the first six months of this year, indicates that coincidental with the trend toward the new speeds there is a continuing decline in 78 r.p.m., even though the conventional speed still has the upper hand in both unit and dollar sales. The foregoing is clearly indicated in Questions 11 and 12, the results of which clearly show that in time, 78 will be superseded by the new speeds.

Already, 78 has been pretty much limited to the single speed market, pop and the allied classifications. Long-play records, and to a smaller degree, 45 disks, have taken over the classical field. In the single record categories, 45 is clearly the coming speed.

Conventional speed records, for the first six months of this year, accounted for slightly more than half of the units sold and just under half the dollar sales. Second place in unit sales is held by 45, with 30.2 as against 18.7 per cent for 33. In dollar sales, 45 r.p.m. shades 33 by a very slim margin, the respective percentages being 28.5 and 20.2.

The figures as given above represent general trends throughout the country. It may be interesting in the reader to note, however, that the factor of city size

has some correlation to the popularity of the different speeds. For instance, 78 r.p.m. accounted for 47.3 per cent of total dollar sales during the first six months of this year. This figure breaks down into 45.7 per cent in towns of over 100,000 and 49.6 per cent in towns under 100,000. The new speeds show much greater sales appeal variation with regard to city size; 45, for instance, accounted for 23.8 per cent of dollar sales in towns of over 100,000, and 27.8 per cent in towns under 100,000. With 33, the picture is reversed; for this speed accounted for 31.5 of dollar sales in big towns, and 23.6 per cent in small towns. This shows the greater importance of classical sales in the larger cities.

The story for the future is indicated in the answers to Question 12. Here, 51.4 per cent of the dealers reported the sales of 45 r.p.m. to have increased at a greater rate than either of the other speeds thus far this year. In the opinion of 24.2 per cent of the dealers, 33's had shown the strongest gain, while only 13.1 per cent said their 78 sales had outpaced the newer speeds.

This trend to a two-speed industry, first noted in last year's Retail Record Store Survey, is unquestionably accelerating according to figures of this year's survey. Factors which are expected to speed the transition to the new speeds are the Record Industry Association of America's fall record promotion and the three-speed player drives being mapped by RCA Victor, Columbia and others.

Strong Merchandising Clue To Added Sales of Kidisks

The children's classification is one of the fastest growing segments of today's disk business. Altho kiddie disks have been available for many years, the big boom has been a postwar account for 10.2 per cent of the total business for the first 6 months of 1952, according to The Billboard Retail Survey. At Christmas time kidisks become an even more important volume source. Other surveys have shown that many dealers consider this classification to be growing at a faster rate than any other type of disks.

Despite these bellweathers, there are many dealers who fail to capitalize on the amount of kiddie business within their reach.

To get the maximum, not only in kiddie sales but in other disk classifications as well takes strong merchandising. This is particularly true of the kiddie field. A number of reasons point this up. Most dealers carry many lines of children's records, adding up to a great many titles. In most cases pop, hillbilly, classical and other types of disks are bought by the users. They know what they want. The same is not true of kidisks. Most of these are purchased by adults, primarily parents. The bulk of these know little or nothing about what is available. Few know what is best for junior or what little Mary will like. For them to make a choice from the myriad albums and singles that the average dealer stocks and

displays can be a harrowing experience. This makes selling difficult and too frequently ends in missed sales.

One of the fundamentals of successful merchandising is to make it easy for customers to buy. The more hurdles of sales resistance that can be eliminated, the quicker and easier the sale can be made. Stocking, displaying, promoting and selling children's records in a hit or miss fashion creates selling hurdles.

Classify Kidisks

Top sellers of kidisks have found that the answer lies in grouping their children's stock type merchandise. They have found that the way to make the buying and selling of children's records easy is to merchandise related thru classifications of related items and putting the full weight of all their promotion, display and selling programs behind these classifications. Classifying kidisks makes displaying easier; classifications make promoting easier; classifications make selling easier.

What the classifications are, is secondary to the important point that such classifications be established and that the classifications chosen be familiar to adult customers as well as identifiable to accompanying youngsters. A careful study of kiddie catalogs shows many natural breaks. Nearly all labels have disks about the circus, cowboys, fairy tales, movie subjects, TV personalities, and music appreciation. Activity records might be another grouping. Whatever the classifications are, they should be simple and familiar.

Having decided on the classifications, the next step is to use these groupings as the foundation for all merchandising. Selling is made easier. The important hurdle of IF a customer wants to buy a kiddie item to WHICH record or album to buy is easily crossed. Instead of wondering in confusion which of the hundred and one disks and albums on display to buy, the choice has been automatically narrowed to about half a dozen categories. When a customer asks, "What's good for a four-year-old?" mentioning a few of classifications such as cowboys or television will immediately start the wheel of a sale rolling. Selling by classification also makes it easier to rack up a "plus" sale.

In-store displays should be built around these classifications. Printed or band-lettered cards at the top of open display racks will help narrow a customer's selection. Window displays should spotlight each classification or a window can be built around a single classification. In other words, all in-store displays should be based on these selected classifications rather than merely displaying a maze of children's records.

All promotional efforts should also be built around these groupings. Inexpensive catalogs can be mimeographed for distribution, listing all the kiddie items available, by classification. These are particularly effective at Christmas and other gift-buying periods of the year.

Month by Month Promotion

Continued customer interest in children's records can be maintained month by month by featuring a different classification each month in store adver-

brush, album and other accessory sales takes on more importance steadily.

But, as has been pointed out time and time again, these extra dollars must be won, they do not just accrue. The use of smart counter displays can help, but the displays alone can not do the job. Sales personnel must be trained to take advantage of the tools so that each customer who walks into his place of business can be sold not just a record, a needle, or a brush, but at least one of each before he departs.

tising and in other promotional drives. Making use of natural tie-ins will always make such promotions more productive. If, for example, the circus comes to town in May, May can be promoted as circus month. Your strongest circus item would be selected as the feature item with other disks about the circus backing it up. The arrival of a Walt Disney movie in town is the opportune time to feature Walt Disney and other movie titles, again selecting a lead item. In this case, the soundtrack album of the movie being shown would be the natural feature item. Another month might be designated as cowboy month, possibly when the rodeo is in town.

Selling is always easier when there is a plan. Classifying kiddie records into related groups is a plan. It is an approach that is readily understood by customers. It is a sound method of merchandising that is intelligent from both the dealer and the customer points of view. It is a method that has already been successfully tested by many dealers. Worked properly, it can be used by all dealers to make sense out of the kiddie business and to build increased volume and profit in this growing market.

Quality of Sound

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trend toward better reproductive quality in players is accelerating, and with it growing public awareness of the difference in sounds.

In the final analysis, Mr. Average Dealer need not delve too deeply into the intricacies of high fidelity. But the more he knows, the keener the competitive edge he will develop.

He should get to know, for instance, the type of players steady customers own. This can give him the importance the patron places on quality reproduction. As disks of better fidelity are released, the alert dealer can promote the records from the audio angle, as well as the musical. If carried out in conscientious manner, the technique could become almost as important as that of a dealer keeping track of a customer's musical preferences to promote that extra sale.

A dealer intent on exploring the potential in "sound" merchandising, might also profitably arrange a comparison test for patrons. Play an old recording and a new one for the shopper to impress upon him the advances made. The contrast could be an eye-opener for the uninitiated. Of course, Mr. Dealer would then probably need better playback equipment in his shop than is normally found in his audition booth.

Once a dealer has been able to build a greater consciousness of fidelity among his clientele, the possibilities for plus sales multiply. Surely, the use of accessories, more frequent needle changes, etc., can be related to higher fidelity. And there's money in accessories (see separate story).

There Are Extra Profits In Phono Accessories

By NORM WEISER

Aggressive merchandising of the "extra" items by dealers has often spelled the difference between profit and loss in periods when sales of regular stock, such as phonograph records and players, have fallen below normal. But in order for the dealer to realize this added revenue, he must devote considerable thought and effort to this phase of his operation.

Sales of accessories actually start with the merchandising of the prime product—the phonograph record. In order to maintain the largest possible sales volume, the dealer must cater to the customer who owns either a standard 78 r.p.m. player, or one of the two newer speeds. And from the record purchased, the dealer is automatically advised of the proper approach in seeking the extra sale, the one which is so profitable.

Too, because the accessory firms today are in a buyer's market, because stockpiles of needles, for example, have grown to considerable proportions, every effort has been made to provide the dealer with sales aids which are so designed as to fit into his store decor without disturbing the basic stock of records and players.

Disk Care

The aggressive dealer who is finding those extra profits in accessories is doing it mainly by selling his customers on the idea of record care. One of the most successful approaches on this score is to point out to the customer the extra life his record will enjoy thru use of good needles, changed with frequency, and to introduce to the customer the new needle brushes which have been introduced in recent months.

Dealers report that this type of conversation, if started im-

mediately after the customer has paid for his records, can be most effective. For record prices are up, and when the regular platter buyer realizes he can protect his investment in a new long play disk, he is usually not only receptive to the suggestion, but will return to the store for his future disk buying.

Another item of extra profit which fits in with the record care sales pitch is the record album, which most collectors already use, but which are in growing demand among those who have only recently added one or both of the new speed players to their home. Here, too, the many advantages of preserving an investment, in many instances amounting to substantial figures, can be stressed in the selling talk.

Sales Aids

Today there are a variety of aids on the market, each requiring special needles to give the best possible reception, and the proper performance to the instrument.

To make the job of supplying the right needle to the customer, the needle firms have prepared elaborate catalogs which they are supplying to all retail outlets. These catalogs are all unique in one respect: they list all makes of phonographs, then the needle for that particular unit. They list not only their own product, which, of course, is given prominence, but where they do not make a needle for a particular unit, or where competing needles are available, they too are listed.

Thus, an intelligent sales person, by studying the catalog so that it can be referred to quickly and accurately, can immediately supply the customer with the pertinent facts relative to the type of needle he or she

requires. This "on the spot" reference can and does often mean the difference between a sale made or lost.

Brushes a Factor

Today some manufacturers, among them Permo, have introduced still another gimmick to increase dealer sales and bring the customer closer to his retail outlet.

This newcomer to the accessory field is the brush. It is normally attached to the front of the tone arm by means of a tape, and gathers the foreign matter from the playing surface of the records—thus not only increasing the life of the record, but the needle as well.

As is the case with needles, the brushes are not "permanent" in the sense of the word. For as the tape wears off, and the brush bristles begin to fall out, replacements are necessary. But the brushes, like the average needle, are built for long wear, and by giving satisfactory service during their lifetime, often result in repeat purchases.

Brushes, now attractively packaged, as are needles, are merchandised thru attractive counter displays, and can be pushed to the customer as either an accessory in the care of records, or as a new development in the industry. In either case, where the dealer has made an effort to merchandise brushes, he has found them to be an excellent leader item.

Extra Dollar

In the face of the many cut price wars in the record retailing field, the falling off of sales in some areas where strikes and other problems have arisen, plus the general sales slacks which arrive with the various seasons, the added income which the dealer can realize from needle,

Sell More Record Players & You'll Sell More Records

There is one thing typical of all record buyers (excluding gift purchasers)—they all own phonographs.

As big as the present record business is (approximately \$200,000,000 at retail), it is still a comparatively small industry. The major reason for this is that phones have never been sold aggressively. At the present time nearly 95 per cent of all families own at least one radio. Television after only six years has already reached a saturation point of more than 35 per cent, and many communities are still out of reception areas. Several areas are well over 70 per cent. On the other hand the record industry in the past 30 years has been able to convince only about 40 per cent of the families to enjoy recorded music of their own choice. For the record business to grow requires the sale of more phonograph equipment.

Every dealer is interested in increasing the size of his business. Yet too many dealers fail to carry phones. By so doing they limit the "potential" growth of their business. Too many other retailers who do stock phones do little to promote them, simply having them available if a customer asks for one. Some large stores (including many department stores) neither sell nor display phones in the record department. For a record dealer not to sell phonographs (and sell them aggressively) makes as little sense as an LP record played at 78 r.p.m.

The best way for a dealer to build additional volume is to concentrate on the sale of phones to new customers. Thru alert merchandising the average gross sale can be increased with present customers (see special article on the "plus" sale). This cannot be over-emphasized, it's the new customers who will account for sizable increases in a dealer's volume. Surveys have shown that a new phone buyer will average \$60 worth of record purchases during the first year. This is all plus business and will work going after.

New customers can be broken into three groups: (1) those who have never owned a phone; (2) those who still use their old 78 player but buy few if any records; and (3) those whose 78 equipment is in disuse. The largest segment of this potential new business is the group without any equipment. The last two groupings, however, may be the

easiest to convert because of the evidence of their past interest in records. At the present time it is estimated that of the 22,000,000 phonographs in the hands of consumers about 12,400,000 are old 78's.

The key to selling new phones is the new speeds available. Many with 78 equipment have hesitated to buy equipment capable of playing new speed records because of the confusion that existed in the past few years. Others with expensive console equipment are loathe to invest again in an expensive player. For this latter group the answer in many cases is a conversion unit so their equipment can be made to play the new speeds, or a new speed attachment. In either event these customers can be converted to be active new speed record buyers at a relatively low cost. For others there is no end of playing equipment available ranging from the inexpensive attachments thru the many low-priced three-speed players up to expensive high fidelity equipment. There is a player for every budget.

The fall selling season is just

ahead. In a few months the Christmas gift-buying period will be here. During the months ahead is the time of the year when phonograph sales traditionally peak. This fall all signs are favorable for a better-than-ever phonograph selling season. The Billboard dealer survey shows conclusively that the industry is headed for a two-speed market. Thus phones can be sold and bought with customers confident that they will be buying equipment that will bring them musical enjoyment for years ahead. With the new speeds, records are better, less expensive and more lasting than ever.

A second factor in favor of top phonograph sales is the coming campaign to sell recorded music on an industry-wide basis that the Record Industry Association of America is preparing for the fall. This should bring many new customers into record stores for the first time to start a record collection and of course to buy a player. Then too all manufacturers will have new models available. RCA Victor is planning a strong campaign behind

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New Pay-Off Trend Is Toward Self-Service

By JOHNNY SIPPEN

Record retailers are taking a page from the grocery men's book in steadily turning their shops more and more to self-service. (See self-service questions in The Billboard's Dealer Survey.) In fact, Clyde Wallichs of Music City, Hollywood's leading traffic-center disk store, admits that his recent transition from the normal clerk-serviced to the self-service store resulted from his friendship for the operator of and interest in the nearby Hollywood Ranch Market, one of the Coast's first self-service supermarkets.

The analogy between the supermarket and the self-service record store holds, Alan LaVinger, manager of the Wallichs store, sets forth that the self-service disk outlet is a composite of a restaurant, bookstore, supermarket, and a library. It holds to the requirements for a cafe by setting its salespeople at stations, as a restaurant does. The cashier is akin to the eatery's hostess as she greets and bids the customers adieu, while the various personnel in the Wallichs shop are stationed in certain areas of the shop where they assist customers in finding disks and also are responsible for the correct filing and stack-

ing of merchandise. The help-yourself was store is like a bookstore, in that customers are urged to browse as long as they wish, realizing that the more they wander, the more they are exposed to enticing albums and music. The new slant in retail record merchandising parallels the supermarket because of the physical set-up of the self-service shop. Full of huge display racks and disk displays of various accessories. The kinship to a library comes from the elaborate filing system, which the Wallichs shop and other such outlets utilize to check inventory. Instead of a library card in each book jacket, the self-service store has a leader sleeve, which, when empty is returned to the cashier's counter so that the item can be re-ordered.

The Wallichs store is the first fully self-service this reporter has seen. The other stores claim that they are fully self-service, they differ from the Wallichs outlet, in that some of their stock is still on shelves behind a counter, where a salesperson gives it out to the customer. In the Music City's 50 by 75 foot display room, Wallichs figures that he has approximately 125,000 disks on display. To qualify this not all these 125,000 are different titles, for in some cases of hit disks as many as 10 or 20 copies of one record are filed in one slot. The Music City physical layout is a compilation of notes, taken by Wallichs during a 24-State junket last year.

Wallichs and other self-service ops have long searched for proper display equipment but have not been able to come up with standardized display racks. The Music City utilizes some standard racks such as those sold for kiddie displays, over 85 per cent of the records are displayed on specially designed racks, which measure eight feet long, four feet wide and five feet high. The base of the display rack is rectangular, with the top portion being graduated, so that all records are visible. Some of the bases are fixed with slant shelves to add additional display and storage space. The rack holds eight shelves, each of which holds an average of 13 seven-inch disks, or a lesser number of the larger sized platters. Wallichs has seen to it that wide aisles are maintained in the store, providing easier traffic flow and also ensuring less crowding as browsers are in full view of employees on a second-story balcony.

In order to facilitate the self-service angle, the rear wall of the store carries a huge red and white classified directory of where various categories of merchandise are to be found, based upon a numbered system of racks similar to the supermarket system. Personnel who work the display floor, replacing disks and filing out-of-order disks, coincidentally are dressed in red jackets with white pants or skirts, thus carrying out the red and white keynote. The store has found that the distinctive dress differentiates between customer and worker, where, previously, when clerks wore street dress, the befuddled customer didn't know whom to ask for information.

The switch from the old to the new system took about 90 days (of which only four days were a total shutdown). Wallichs has found that since the store geared itself to the more streamlined operation, business has doubled within four months. He points out that while many major traffic stores have cut prices to increase volume, he substituted the new merchandising method. At first, Music City execs felt that the switch to self-service would cut the personnel, but, because of the doubled volume, an additional 25 per cent boost has taken place in the help department. The change was a big job, for it required almost total remodeling, as the secret of a true self-service store is a wide, vast area, such as the supermarket, but necessitating

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Trade Agreed on One Thing, Too Many Disk Releases

The record industry, like all industries, is plagued with many problems. Many of these are controversial in nature, often with as many proponents as opponents. On one issue, at least, there is nearly universal agreement. There are too many releases. Few will question this. The evidence in support of the statement is strong.

The Fifth Annual Billboard Dealer Survey shows that dealers consider this the most serious problem the industry faces. The Distributor Survey proclaims the same belief. Both dealers and distributors are in accord that the most important

step that manufacturers can take is to reduce the number of releases in all categories. Pop and classical releases, however, receive the most criticism on this score. Manufacturers, both at the sales and artists and repertoire levels, share the thinking that the record industry releases too many records, and most will admit that even their own companies issue too many disks. As one a.&r. head put it, "It is impossible for the public to absorb the amount of music it is being offered."

A look at the statistics of the problem points up its seriousness. During the first six months of 1952, six companies (Capitol, Columbia, Decca, Mercury, MGM and RCA Victor) have turned out 1,186 records in the pop, country and Western and rhythm and blues fields. These do not even include unpublished or public domain tunes that have been waxed. Nor does it include the output by these companies in the classical, children's, Latin American, international and other fields. Add to these all the records issued by the literally hundreds of other labels, and the total becomes astronomical.

Problem Increases
The problem unfortunately has become more rather than less acute in recent years. Two years ago Capitol, Columbia, Decca and RCA Victor released 530 pop singles during the first six months. From January thru June of this year the same four companies have issued 616 pop records.

This alone could create havoc at the dealer level, but unfortunately he is usually faced with the necessity of buying in two speeds and working in most cases within the 5 per cent return privilege. For the disk jockey, too, it has raised a definite problem. Many radio stations receive anywhere from 50 to 100 new records each week. These come from manufacturers, distributors, dealers, artists, publishers and other sources. By and large there is insufficient programming time for all of these to be spun with the result that many stations are able to play (for one reason or another) only

about 50 to 75 per cent of the new releases, even once.

With so much evidence against the plethora of releases it takes somewhat less than an astute mind to ask several pertinent questions. Why is this so? How much longer will it continue?

Manufacturers' Problem
At this point it is pertinent to turn to the manufacturer to determine why there are so many releases. The purpose of a major recording company, according to one a.&r. chief, is to supply the need and desire for all types of music and recordings that exist. People's tastes vary. In addition to a market for Eddie Fisher, Rosemary Clooney, Horowitz and Hank Thompson there is also a market for bugle calls, bands, disks and how to play golf, foreign languages and even canary singing. Another a.&r. topper advanced the thinking that followers of certain artists want the top tunes recorded by their favorites. Others state that disk companies must constantly develop new talent and at the same time maintain the popularity of their standbys thru regular releases.

Still another reason for the great number of releases as set forth by a record company head is the problem of artist contracts. It was a standard practice several years ago to guarantee an artist a minimum number of releases a year. These clauses were in most cases inserted at the insistence of artists on the basis that the more records, the bigger the royalties. The trend in the industry is away from the perpetuation of this practice. RCA Victor is presently trying to educate its artists to the thinking that a few releases promoted properly will in the long run garner higher sales and bigger royalties than by constantly pumping out record after record.

The history of Eddy Arnold is a case in point. Arnold's Victor contract calls for a minimum rather than a minimum number of releases per year. The hillbilly star, who has only about four single releases, plus an album

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New RIAA Seen Boon To Entire Industry

The Record Industry Association of America was established in August, 1951. Sparked by The Billboard and other interested parties, the association, the first of its kind in the history of the industry, was started to help solve some of the problems facing the modern disk business, on the manufacturer, distributor and dealer levels. In addition, the RIAA was formed to chart paths whereby the record industry could expand and sell more disks per year to a widening market.

The officers of the association are: Milton R. Rackmil (Decca), president; Al Green (National) and Lawrence Green (Vax), vice-presidents; Frank Walker (MGM), treasurer; Paul A. Barkmeier (RCA Victor), James B. Conkling (Columbia), Irving B. Green (Mercury), Rackmil, Dario Soria (Cetra-Soria), John Stevenson (Children's Record Guild) and Glenn E. Wallichs (Capitol) are on the board of directors of the association. Mem-

bers of the RIAA now include more than 40 record manufacturers with practically every large diskery represented. The executive secretary of the RIAA is John W. Griffin, who has had many years experience in the industry. Ernest S. Meyers, of Isekis, Laparte and Meyers, is the legal counsel.

The RIAA swung into action the beginning of this year, when, thru its efforts, an anti-piracy bill was introduced in the New York State Assembly. The bill passed both houses of the Legislature but was surprisingly vetoed by Governor Dewey. However, the organization threw its weight behind the "Fair Trade Law," and has seen its efforts rewarded with the recent signing of that bill by President Truman. At the present time the RIAA is working on an industry-wide promotion and publicity plan set for the fall and sponsored co-operatively by all members of the association. Its

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A SPECIAL SECTION COMMEMORATING

CAPITOL RECORDS' 10th ANNIVERSARY

1942

THE RECORD DECADE

1952

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The Industry's Ten Most Eventful Years

BY JOE CSIDA

The 10 year period from 1942 to 1952 must go down in show business history as the record decade. For in that period the recording art and industry made its most spectacular progress, both technologically, and from the standpoint of the relative importance of records in the overall entertainment industry picture. There can be no doubt that in the past 10 years—or certainly the last five—records have created more show business names than any other single branch of show business, not excluding motion pictures, radio or television. And records have made stars with an overnight speed previously unknown to the amusement world.

Thus a Les Paul and Mary Ford zoomed from relative obscurity to a place as one of the top-earning attractions in show business on the strength of a "How High the Moon," and a strong string of follow-up platters. (A Capitol Records attraction is cited as the single example among many here, for rather obvious reasons, which nevertheless will be pursued further, as we take a broad look at the record decade).

Records, on the vital talent front, created new names which feed and nurture all other phases of show business, from struggling niteries thru performer-hungry television. And technologically the span of the past 10 years, too, saw greater advances in the record industry, than during any period since Berliner and Tom Edison fought the historic battle of the flat versus the cylindrical disk. Two new speeds were introduced—which, regardless of the commercial havoc their introduction created—gave the industry its first great basic improvements in the product since Berliner beat Edison in the aforementioned tussle.

And along with other technological improvements came (in August, 1948), the use of mag-

netic tape in recording. Not by co-incidence is it pointed out here that Capitol Records introduced the use of magnetic tape.

It is, indeed, no coincidence that Capitol Records came on the industry scene, at the beginning of this fateful 10 years. Or to spell it out more clearly, Capitol's birth 10 years ago, its efforts since that time, have had no little to do with the fact that the past decade has been the most eventful in all the history of the record industry.

In the star-making division, as has already been mentioned, Capitol produced more than its full share. Details of the disk ride to fame via Capitol, taken by many a star, are found in the artist biographies which constitute part of this special section. In the technological development of the industry, too, as has been mentioned, Capitol played a prominent part, over and above production of devices as such. But that portion of the story takes us back to Capitol's very beginning, its business philosophy and the atmosphere of the record business of which it became a part.

Industrial history in America is replete with tales of this type and the lessons they teach.

Many an industry reaches the point at which a relative handful of companies achieve an overwhelmingly dominant position and the great multitude of firms in the field struggle among one another at the bottom of the pile, attempting to get their share of the dregs. When this situation evolves and continues for any considerable length of time, the leading companies traditionally become fat and lazy. They fail to supply the vital, vibrant, aggressive and progressive leadership which every industry needs to prosper, if not indeed, to survive.

In the record business that point had been reached in 1934, when a brash newcomer named

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Decca burst onto the scene, shook giants Columbia and RCA Victor out of their lethargy and revitalized the entire industry. By 1942 comparatively young Decca, as well as the older leaders had pretty much settled down into their grooves. True, the industry was healthy, but the need for the stimulus of a strong new competitor was beginning to be felt. Then, on April 9, 1942, Capitol entered the business. Obviously the mere entry of a new firm meant nothing. Nor would it ever mean anything to the industry at large unless its business philosophy was one which transcended the basic purpose of showing a healthy net profit at the end of each quarter. Capitol's philosophy, from virtually the first day of its existence, did transcend the simple, single purpose of making money. Capitol, thru the years, realized that its own progress depended to a substantial degree on the general condition and welfare of the industry of which it was a part. And Capitol conducted itself accordingly.

Its influence on the industry, however, and seemingly paradoxically, could not be felt, unless the company itself became an important factor in the industry on the basis of its own sales and profits. The degree to which this part of its task was achieved is graphically demonstrated by the gross sales figures for the company, year by year, in the accompanying chronological chart. In 1942 Capitol did \$200,000. And in 1951 that figure had mounted to \$13,400,000, off from its 1948 peak of \$18,900,000, but still extremely healthy.

But while building its business at an almost incredible rate, Capitol played a major share in helping strengthen the industry itself, and in making the past 10 years the record decade.

In 1948, for example, when the industry on the manufacturer, distributor, dealer and consumer level was literally torn asunder by the successive introduction of the 33 1/2 r.p.m. disk by Columbia and the 45 r.p.m. record by RCA Victor, it was Capitol who led the way toward healing the breach between the two bitter rivals, both Capitol's competitors.

In April of that year, Capitol went 45, and in September Capitol added 33 1/2 to its line, thus becoming the first company to go all three speeds. There is no telling how long the destructive, costly battle between RCA and Columbia would have continued without let-up if it were not for Capitol's action at the time. Few industries have seen a single company become such a sound stabilizing influence in a completely chaotic situation as Capitol was in the 33 1/2-45 battle.

Capitol and its representatives also became key factors in resolving other critical problems with which the industry was faced. In both the American Federation of Musicians' recording bans, first in August, 1942, just four months after Capitol's

birth, and in January, 1948, Capitol aided in bringing about peace.

Another measure of the value of the contribution an individual company in an industry makes to that industry is the leadership and other executive and creative manpower it develops, which may eventually devote its talents to other firms. In this area, Capitol, in its short 10 years, has developed a number of such talents. Outstanding, of course, is Jim Conkling, who came into the record business with Capitol, moved from the post of director of artists and repertoire with the company to the presidency of Columbia Records. Paul Weston, also presently with Columbia, was another Capitol development.

Capitol also set new patterns for the industry, in creating an inanimate star in the children's field, the first time such a feat had ever been accomplished strictly via records. This, of course, would be "Bozo, the Clown," who grew from a Capitol kiddie album property into a merchandising property of considerable proportions. And while creating and developing "Bozo," Capitol managed to give the entire children's record field an invaluable shot in the arm.

Again, in building its own phenomenally successful niche in the record industry, Capitol set a new pattern which had a profound effect on the industry as a whole in yet another sense. Capitol was the first record company to go on an all-out campaign to win the support of the nation's disk jockeys. While Capitol, fully aware of the key role disk jockeys were destined to play, was concentrating on exploitation via the platter spinners, some other record companies were still attempting to deny to jockeys the right to play their records. There are countless instances, too, of where Capitol set new promotional, selling and merchandising patterns with dealers and juke box operators.

And last year, when the record industry for the first time in its history, managed to organize an association of all manufacturers, Capitol's far-seeing president, Glenn Wallichs, again was one of the leaders in organizing and speeding the formation of the Record Industry Association of America.

Wallichs and his many able lieutenants, present and past, all played their part in building their 10-year-old company into one of the major firms in the record industry. And equally important, into one of the major factors in constantly revitalizing and maintaining a healthy record industry. That the aggressive, progressive philosophy which has been responsible for these achievements will continue is perhaps best exemplified by the company's 10th anniversary slogan: It's not the TEN, it's the POTENTIAL!

Yes, this organization and these people helped make 1942-1952 the record decade. Their full, fascinating story is told in these pages.

The Capitol Story



The late Ruddy DeSylva with Johnny Mercer, who 10 years ago founded Capitol Records with Glenn Wallichs, today its guiding hand and president.



Top names in the entertainment world helped build Capitol thru their talent and showmanship. Here Paul Whiteman, one of the company's first artists, cuts an early hit.



Typical of top-industry manpower developed by Capitol is Jim Conkling, shown here with Sam Donahue at a recording session. Conkling is now president of Columbia Records.



Alan Livingston, present artist and repertoire vice-president, goes over a song with a girl vocalist. Livingston, at 34, is one of the youngest A&R directors. He created "Bozo the Clown," top kid disk character.



- - A Decade of Growth and Success

1942 Releases: 25 Singles • Sales: \$200,000
 April 9 The company incorporated
 June 1 Name changed from Liberty to Capitol
 July 1 First records released: "Cow-Cow Boogie," by Ella Mae Morse; "Strip Tease Polka," by Johnny Mercer
 August 1 American Federation of Musicians starts recording ban
 • Branches were opened this year in Los Angeles, New York and Chicago

1943 Releases: 18 Singles • Sales: \$750,000
 March 20 First issue of "Capitol News"
 October 9 American Federation of Musicians lifts recording ban
 November 12 "G.I. Jive," by Johnny Mercer
 • New branches opened this year in Dallas and Atlanta

1944 Releases: 39 Singles; 6 Albums • Sales: \$2,250,000
 March 30 Seranton production agreement signed
 May First albums released
 December "Accentuate the Positive," by Johnny Mercer
 • New branches opened this year in Cleveland and Washington

1945 Releases: 48 Singles; 14 Albums • Sales: \$5,100,000
 April 18 Recording department established
 May "On the Atchison, Topeka and Santa Fe," by Johnny Mercer
 July "Tampico," by Stan Kenton
 November "Doctor, Lawyer, Indian Chief," by Betty Hutton
 • New branches opened this year in Philadelphia, Boston, Detroit, Kansas City, Memphis, San Francisco, Seattle, Buffalo, St. Louis and five regional credit offices

1946 Releases: 120 Singles; 19 Albums • Sales: \$13,000,000
 January "Personality," by Johnny Mercer
 March 26 Purchase of Seranton plant completed
 April 1 "House of Blue Lights," by Ella Mae Morse
 April 30 First stock issue offered for public sale
 June 24 "My Sugar Is So Refined," by Johnny Mercer
 August Capitol moves into its present Sunset & Vine Street offices
 August Capitol transcription department makes first sale
 September 30 "For Sentimental Reasons," by King Cole Trio
 October 14 "Christmas Song," by Nat (King) Cole
 October 15 "Bozo the Clown" makes his debut
 • New branches opened this year in Cincinnati, Minneapolis, Charlotte, Pittsburgh, Newark, Hartford, Jacksonville, New Orleans

1947 Releases: 230 Singles; 24 Albums • Sales: \$14,500,000
 March Dubbing facilities installed in Vine St. offices
 March International division established
 May 19 "Temptation" (Tim-tay-shun), by Red Ingle with "Cinderella G. Stump" (Jo Stafford)
 June 9 "Smoke! Smoke! Smoke!" by Tex Williams
 August 21 "He's a Real Gone Guy," by Nellie Lutcher
 September 8 Vice-President Glenn Wallichs becomes president following resignation of Johnny Mercer and Buddy DeSylva as president and chairman respectively
 November 3 "Golden Earrings" and "Serenade of the Belle," by Peggy Lee
 • New branches opened this year in Brooklyn, Oklahoma City, Portland, Milwaukee, Seranton

1948 Releases: 400 Singles; 44 Albums • Sales: \$16,900,000
 January 1 American Federation of Musicians invokes recording ban
 January 5 "Manana," by Peggy Lee
 March 29 "Nature Boy," by Nat (King) Cole
 May 17 "My Happiness," by The Pied Pipers
 May 31 "Twelfth Street Rag," by Pee Wee Hunt
 June 21 "Tree in the Meadow," by Margaret Whiting
 August Capitol becomes first record company to use magnetic tape
 October 25 "My Darling, My Darling," by Jo Stafford-Gordon MacRae
 December 14 American Federation of Musicians lifts recording ban
 December 23 Capitol issues first stock dividend—20¢
 • Capitol signs 14 independent distributors to supplement its branches

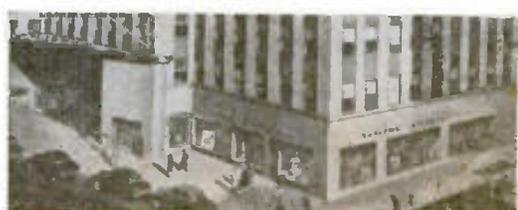
1949 Releases: 420 Singles; 75 Albums • Sales: \$11,500,000
 March Capitol moves into newly equipped recording studios on Melrose
 March Capitol releases its first classical albums
 April 4 First 45 r.p.m. records released
 August 18 "Whispering Hope," by Jo Stafford and Gordon MacRae
 September 5 First LP records released, Capitol thus becoming first to release on all three speeds
 November 21 "I Yust Go Nuts at Christmas," by Yogi Yorgesson
 November 31 "Slipping Around," by Margaret Whiting and Jimmy Wakely

1950 Releases: 630 Singles; 140 Albums • Sales: \$12,300,000
 May 15 "Mona Lisa," by Nat (King) Cole
 July Buddy DeSylva dies
 July 24 "I'll Never Be Free," by Kay Starr and Tennessee Ernie
 November 20 "Tennessee Waltz," by Les Paul and Mary Ford

1951 Releases: 620 Singles; 93 Albums • Sales: \$13,400,000
 January 29 "Mockin' Bird Hill," by Les Paul and Mary Ford
 March 26 "How High the Moon," by Les Paul and Mary Ford; "To Young," by Nat (King) Cole
 August 20 "The World Is Waiting for the Sunrise," by Les Paul and Mary Ford



Capitol's president and vice-presidents hold a 1952 conference in the company's new and spanking New York offices, shown at right. From left to right: Bill Fowler, in charge of sales and the New York operation; Alan Livingston, artist-repertoire; President Wallichs; Daniel Bonbright, firm's secretary and general counsel; and Lloyd Dunn, in charge of sales promotion and advertising.





Looking Backward Means Little; Next Ten Years Offer Challenge

On such an anniversary it is customary to get nostalgic about the early struggles of the company and trace its path to success. It's a temptation, I will admit. There is nothing more pleasing than reminiscing about one's hungry days after a good lunch at the Derby, and with a few hits riding.

But I will resist the temptation. First, because I doubt if anyone would read it. And, more important, I know too well that in our business looking backward has little significance. We are in a business where the pattern for success changes constantly, with the whims and foibles of the public. Record companies, like artists, are only as good as the hits they had—last week.

It all makes the record business seem uncertain, doesn't it? The product, frequently, is as perishable as ripe strawberries. If too many of them get over-ripe, you are in trouble. But people make good money selling ripe strawberries—and records, if it happens to be their business. And contrary to the belief of some folks in the entertainment field, a record company IS a business with responsibilities to employees and stockholders, just like a manufacturer who makes steam turbines or cuts glass ashtrays.

Looking Ahead

So instead of looking backward, I would like to look ahead—to a future that is as intriguing as I believe it will be profitable for all in the record business who have courage, foresight—and a few dozen hits! Capitol used to have a crystal ball, but it was broken over the head of a former executive when he passed up recording "To Each His Own." So I'll have to give you just my own opinion, which, in view of the nature of the business, is "subject to change without notice!"

The Record Buyer

First, let us consider that wonderful creature that every artist and record company woos with continued and violent passion. I refer to the Record Buyer. Will he, or she continue to buy records? That's an easy one. The answer is obviously "Yes—more or less." (The "more or less" depends upon how well we all make records and SELL them.) Record buyers will be with us for a long, long time to come, of that you may be sure. When people tire of selective music, to fit their tastes and moods, record sales will fall off. Frankly, I can't conceive of that situation, come hell or three-dimensional color TV, featuring Lily St. Cyr, as natural.

Speaking of TV, we can state definitely that its advent has considerably helped the record business. Surveys prove this point, and our own sales confirm it. When TV comes into an area, there is a slight recession in record sales for perhaps three to six months, then it comes back stronger than ever. The chief

By **GLENN E. WALLICHS**
President,
Capitol Records, Inc.

reason seems to be that TV causes folks to rediscover "the home," and along with it the joys of good recordings.

Big New Market

There is one simple statistic that indicates healthy sales ahead: there will be more people around. The birth rate is up, the death rate is lower—an increase of 19 million potential record buyers in the past 10 years for this country alone. It is a big new market.

We have got to reach out into that market. The number of homes with record players in this country has been variously quoted from 30 per cent to 50 per cent of the total. This figure

is misleading, I believe, because it undoubtedly includes the millions of homes with old 78 r.p.m. machines, many of which date back to the hand-wound era and haven't been played since "Dardenella" was a smash. Those with modern record players, capable of even fair reproduction of music today must number fewer than 12 to 15 million in a nation that had over 41 million family units and is growing rapidly. We've got to aggressively sell recorded music as a source of entertainment and cultural development. Music speaks a universal language and there is scarcely a person in this country today who will not respond to some kind of recorded entertainment be it classical, popular or hillbilly.

Mechanical Improvement

As to the quality of the pro-



Glenn E. Wallichs, Capitol Records proxy, is snapped with his bosom pal and long-time Capitol booster, the inimitable Bob Hope. The two are friends of many years' standing.

duced, I believe records have improved constantly in the past 10 years, and this progress will continue. Technically, there is no comparison with today's quality as compared to a recording of a decade ago. The development of magnetic tape is probably the greatest single contributing factor, but better mikes and closer quality control at the factory has also made material difference. The high fidelity folks are demanding and getting superlative reproduction, and their ranks are spreading rapidly.

From the "Artists and Repertoire" standpoint, it is hard to make comparisons or projections, because necessarily a record company's definition of a good record is one that sells well! At present, we are in an era where unusual instrumental sounds and super-dramatized vocals seem to be the rage among popular record buyers. As we all know, cycles change and good a.k.a. men try to interpret them or, even better, create them by issuing exciting material that starts a new trend. I am reasonably sure that such a pattern will not change in the immediate future.

Which brings us to merchandising and sales. Here is where I feel the greatest progress can be made in the record business. The trend toward self-service is perhaps the most significant; sales increases when self-service is installed are truly amazing. I can cite many examples, but one with which I am intimately familiar is Music City, Hollywood, the store I started many years ago and is now operated by my brother Clyde. Record sales were good, and about everything possible had been done to make them even better. Then Clyde decided to "roll the dice" and go self-service. He tore out the inside of the record department and fixed it up like a super market; nothing fancy, but practical and inviting. In two short months sales have more than doubled and the trend continues upward as new people discover how much fun it is to "browse" in a music store and leave with more than they planned to buy. Incidentally, such a set-up located in an area where there is considerable traffic, should prove a bonanza. For in the final analysis, records are "impulse" items. If the public sees them, hears them, they'll buy them.

Grateful to Disk Jockeys

And while on this subject of "exposure" I must comment on the job disk jockeys have done. Ten years ago, I tucked a few records under my arm and ventured forth to see the disk jockeys of America and suggest that they play the records of this new and very small company. I was sure the going would be tough and I was ready for a fast "brush." Instead, I encountered courtesy, consideration, and co-operation everywhere. They played our records, helped us grow, and we are grateful.

One last word—a word of appreciation to our many friends in this frantic business we're in, who have helped us build thru the years—music publishers, disk jockeys, operators, dealers, all have been wonderful to us. And, too, our thanks to The Billboard for this splendid tribute. May we all prosper together thru the decade ahead.

Varied Background, Hard Work Help Wallichs Guide Capitol

Glenn E. Wallichs, president and one of the founders of Capitol Records, Inc., drew upon a rich and varied background to guide the growth of his company from its start a mere 10 years ago in three tiny Vine Street offices to a dominant position today among the nation's major record companies. He was born in Nebraska where his grandfather was one of the co-founders of the now thriving community of Grand Island and from whom he undoubtedly inherited his talent for organization. From his father, Oscar Wallichs, a former Union Pacific Railway employee, must stem his deep interest in his railroad hobby and explains why on many of his trans-continental business trips, Glenn can be found in the cab of the Super Chief.

At the age of 13, he was credited with building the smallest workable radio set—a minute crystal set constructed inside a thimble—and his work was shown at a radio exhibition. His flare for showbusiness was evident even in those days when he became his high school's first stage manager. The Wallichs family then moved to California where Glenn completed his studies and took his first step into the business world.

His first venture was operating his own radio show which served as an expression for his interest in electronics and business administration. Soon the shop was stocking records, radios and electrical appliances, and before long, he acquired a chain of five stores in Holly-



wood. Before long the chain's business was flourishing so successfully, he decided to sell the five stores and combine his assets into one large headquarters in the center of Hollywood, calling it Music City. Today, the store is operated by Glenn's brother, Clyde Wallichs, and is one of the largest stores of its kind in the country.

Among frequent visitors to Music City was Singer-Songwriter Johnny Mercer who would be found often chatting with Glenn. In 1942, after study and discussions, the two began developing plans for their own record company. The late Buddy DeSylva, then an executive producer at Paramount Pictures, became interested in the venture and joined Wallichs and Mercer in the formation of what was first to be known as Liberty but changed to Capitol Records a month before the new company's first release.

The company got off to a flying start with its first two releases, Ella Mae Morse's "Cow Cow Boogie" and Mercer's "Strip Polka," both chalking up fantastic sales for an independent company. As a company born during the war, it fought increasing battle for materials, production, distribution and the many other obstacles brought on by war shortages and controls.

But each handicap was overcome thru the seemingly boundless energy and enthusiasm of Wallichs, which to a large part, explains the company's continuing success and phenomenal growth in 10 short years.

Top Quality Customer Service Key to National Distribution

Under the pressure of day-to-day business activities, most dealers and operators are unable to find time to sit down with their record distributors and outline the kind of help they need and feel they should receive. But constructive criticism and suggestions from our customers do come thru to us from time to time and in sufficient quantities to guide our plans and thinking. This is probably an opportune moment to outline what we feel our duties and obligations are to the dealers and operators of America and the steps we are taking to improve our relationship.

The basic objective of Capitol's national distribution system has always been to provide top quality customer services. What these customer services actually consist of has changed from month to month and year to year as dealer and operator needs vary under the rapidly changing conditions of our unique industry.

Customer Services

Today, with some measure of "jillity" again achieved the most important customer services we feel we can render thru our distributing organization include:

1. Strong exploitation and promotion of Capitol products thru radio, TV, artist tours, window displays, point of sale and consumer advertising media.
2. A sufficient number of competently staffed, adequately

By **WILLIAM H. FOWLER**
Vice President

stocked, and conveniently located distribution points to provide prompt service on all merchandise, selling aids, and promotional materials.

3. A large staff of well trained and helpful sales representatives backed up by experienced branch and independent distributor manager and district sales managers who fully understand dealer and operator needs and problems.

All of the major changes made in Capitol's operations during the past year have been directed toward the improvement of one or more of these all-important services.

The shift from Hollywood to New York of the National Sales and Promotion offices of CRDC was the first major step taken. This was quickly followed by the appointment of 10 district sales managers who replaced the former six regional sales representatives.

Have Gimmicks Replaced Music? "Sounds" Made Hits for 25 Years

So this is the gimmick era, they protest: Good musicianship means nothing. The echo chamber is more important than the song, the arranger, the singer, the leader. Before the war they complain, a good song made the Hit Parade. A new band did business on one-nighters. And the people recognized and supported quality instead of freakish sounds.

Actually, "they" are only half right. Many artistically great singers and bands dominated the scene a decade ago. But there were gimmicks and sounds and razzle-dazzle effects that made hit platters then as now. You can go all the way back to the Okeh Laughing Record, more than 25 years ago, for an example of a gimmick that caught on and sold more than a

By **DAVE DEXTER JR.**

million biscuits. Johnnie Ray? Yep, but how about Gene Austin's falsetto on "My Blue Heaven" in '28—it was as extreme, as unorthodox, as Ray's '52 caterwauling and it sold, proportionately, just about as many records.

Multiple vocals? Lawrence Tibbett etched a duet with himself in 1930 on "Cuban Love Song," merely 20 years before Mary Ford and Patii Page dared as a "One Man Band" as far back as '39. Even Louis Armstrong employed non-musical gimmicks frequently, thru the '30's. Spin his "Hobo, You Can't Ride This Train" and "Laughin' Louie" classics for proof. Much of Ray Noble's early appeal on records is credited to the

These changes are providing much wider and more frequent field coverage and dealer-operator contacts in all major markets and in turn provide the Hollywood headquarters of Capitol Records with up-to-the-minute information on public taste the country.

Capitol's recently inaugurated training program for the key personnel of the distribution organization is another important step in insuring that our field representatives will be fully competent.

Some 15 district sales managers and branch managers have been "thru the mill" which includes nearly three weeks of concentrated study. The program embraces seminar-type sessions rather than a series of lectures, and includes a complete manufacturing plants tour, New York sales promotion, International, and branch office operations meetings, and extensive study of Hollywood artists and repertoire, recording,

merchandising, and accounting functions.

From The Ranks

These training sessions are invaluable because of their two-way communication. New York, Hollywood, and plant personnel learn of dealer, operator, and field problems, while the men from the field gain a better understanding of the production and home office headaches.

It is no coincidence that all key personnel in Capitol have come up thru the ranks. It is only by a continuing policy of promotion from within that a strong, well informed sales and administrative group can be developed, and promising new blood drawn into the organization.

Thru the interchange of ideas as well as the actual interchange of personnel between Hollywood, New York, and the field, we feel sure that more and better assistance can be given to our customers.

sound" achieved by Ethel Waters during the years before Noble's orchestra swept into New York to become a topflight American favorite broadcasting from atop the RCA Building in Radio City. It wasn't an echo chamber, but it produced an identical effect. Les Brown and the late Glenn Miller cooked up 1952's "Blacksmith Blues" rhythm gimmick on their 1941 versions of "The Anvil Chorus." And what were smash songs like "The Music Goes 'Round," "Oh, Johnny," "Hut Sut Song," "Knock, Knock, Who's There" but gimmick tunes?

Unorthodox sounds have always been with us on records. Freak songs; eccentric, unconventional singers and orchestras—they've provided hit disks almost since the days of Emil Berliner. We're at the bottom of a gimmick cycle right now, they say, and yet we always have been.

Wouldn't it be nice, someday, to sell straight music?

Fowler Joined Capitol in '44: Is 2nd Only to Glenn Wollichs

William C. Fowler joined Capitol Records in 1944, thus is second only to President Glenn E. Wollichs as the executive who has served the company the longest. Fowler started with the Otto K. Oleson Company in Hollywood in a menial position and rose steadily within the company's ranks to become its treasurer and manager. During the war years, Fowler left his position at the Oleson Company to become production control man on a vital jet project at the California Technological Institute.

Fowler's acquaintance with Wollichs dates back to 1935 when both became charter members of the Hollywood Chamber of Commerce. Eventually, both were appointed to the Chamber's board of directors, with Wollichs becoming its president and Fowler its vice-president. In 1944, Wollichs asked Fowler to join Capitol Records.

At that time, the rapidly expanding record company needed organization from a procedural standpoint, and the task of helping bring order into its development fell to Fowler who immediately started instituting budgets, setting up production and pur-



chasing controls, personnel records and the other vital needs of a fast growing firm. In 1945, he was assigned to the Scranton plant to increase album production which he did by tenfold, thus making possible much of the company's subsequent expansion and its successful invasion into the kidie album field.

Fowler aided Daniel Bonbright, Capitol secretary and general counsel, in the Washington, D.C. negotiations which finally materialized in the company's production-distribution arrangement with Germany's Telefunken. When Capitol decided to shift its sales organization headquarters to New York city, Fowler was placed in charge as administrative head of the New York operations as a vice-president and in charge of the company's sales-distribution.

Capitol's Phenomenal Story Attracted Dan Bonbright



Daniel Bonbright, vice-president, secretary and general counsel of Capitol Records, was first attracted to the company by its phenomenal sales story. Bonbright, a graduate in finance from Ohio State University (1933), became a member of the Michigan Bar and later chief examiner of the Michigan Corporate Exchange and Securities Commission.

During an assignment to Hollywood in 1945 to study insurance and investment matters for a research organization, he was asked by an investment firm to help prepare Capitol's Securities Exchange Commission prospectus prior to the firm's initial stock issue. At that time, Bonbright had had no contact with showbusiness nor had he heard of Capitol. However, he was "intrigued" by the fact that Cap-

itol "had been increasing their sales by 100 per cent each year."

Bonbright's interest in the company was soon reciprocated and he was appointed secretary of the corporation. Shortly thereafter he became a member of the California Bar to concern himself principally with the company's legal matters. He played a vital part in getting government clearance of Capitol's deal with Germany's Telefunken which led to Capitol's full-scale invasion into the classical record field. Bonbright's duties today are split 60-40 between handling Capitol's financial matters and supervising its legal affairs.



Competition for Public's Listening Time Lessens Chance for Hit

Everyone seems so concerned about public tastes in music. People in the industry constantly point to the hit records and say to me with an accusing eye, "What's happened to good music—is this what the public want?" I can best reply by describing a situation within the music industry itself that has done much to create today's record trends.

Ten years ago, Capitol released 30 records per year. Last year, Capitol issued about 800 pop single records. It might follow that the chances of a hit are thus increased by 20 to one, but unfortunately it isn't quite that simple. For every record that Capitol releases, there are at least four from the other major companies, and a great number of small independent labels. This has resulted in a tremendous crowding of one of the most important mediums of exposure—the disc jockey. Any individual record released today receives far less exposure than it would have received 10 years ago, and I feel that this fact is one of the most important influences on the kind of hits to come out of the present market.

A good ballad, slow to catch on at any time, frequently cannot get the kind of hearing it needs to become a hit. An ear-catching novelty, attracting attention and interest in one or two playing, has a greater chance of emerging from the crowd. I don't believe there is any less demand or desire for good music today than there was 10 years past. There is simply a

By ALAN W. LIVINGSTON
Vice President

market condition brought about by a crowding of the public's listening time with too many different recordings so that only the obvious and unusual stand out.

In spite of this, good songs and records still have a chance. In the midst of all the gimmicks, along comes a record like Nat Cole's "Too Young" to bolster a repertoire man's faith in public taste. True, it is so much harder to each people with records of this type that they are generally lost before they ever have a

Record Business Is Penny-Ante, But Woolworth's Business Is Too

By LLOYD DUNN
V. P., Capitol Records, Inc.

A tailor, wrapping a suit, kept telling the customer that he was losing money on the sale. Having heard this story for years, the customer became irritated and inquired how it was possible to lose money consistently and stay in business. The tailor replied, "I make a little on the paper and the string."

We are in a paper and string business. In what other line of activity would you find a situation where the customer walks in the store, asks for half a dozen records, plays them, discusses them and other irrelevant matters for a half hour and then buys one record—maybe? Some people take more time to buy a record than they do a suit of clothes.

Net sales, 89 cents. Net profit to dealer, distributor, manufacturer, point o. o. o. o. o. something—maybe. If said customer had bought two records, the profit picture would be slightly less dark. If he bought all six—oh, fabulous day!

Yes, it's a penny-ante business. But then Woolworth did

all right in that kind of a business because he was geared for it. He knew that profits in mills add up to profits in millions. We, too, in the record business must be "geared for it." The mass production of records, we have well in hand, but we have much to learn about "the mass production of sales."

The Business Is Fun
Possibly the chief difficulty is that the record business is so much fun. It actually is! Most of us in sales and merchandising can discuss wonderful records, performances, artists, etc., till the cows come home—and keep on talking when we should be milking. Then what we need is a milking machine.

"The mass production of sales" is routine procedure in many businesses. But in the record business it's tougher—much tougher. Maybe that is the reason why there has been no sig-

nificant change in record merchandising since "Cohen on the Telephone." Dealers still have charming clerks and casual customers, which is fine if you can afford it. But with labor and other costs rising steeply, these tete-a-tetes are costly.

"Mass merchandising" starts with the manufacturer. Take albums, for instance: to be successful they must have broad national appeal. Yet, someone is always suggesting that we put out an album of, let's say, "Hindu Meditations"—which is a virgin market... if you can find it. When salesmen must start turning over stones looking for Hindus, there just aren't any profits, no matter how many you sell. So the manufacturer tries to put out merchandise with mass appeal. (Sometimes the masses fail to recognize the appeal, but it's an honest try!) Then, attempting to bring the masses to the records has been standard procedure. But times have changed. Today, alert merchandising suggests that we

would be helped even more. There are still advantages in the current conditions. They have fostered a highly competitive atmosphere that serves to bring out a maximum of new ideas and unusual talent. There is a speed of motion within the record business which is a great stimulant to creative ability of all kinds. In spite of the fact that all of us in the industry would welcome a little slower pace, the public, whose tastes everyone is so concerned about, is having a more varied and interesting exposure to music than it has ever had in history. I don't believe that it will hurt them or the cause of music. The end result can only be new ideas, new talent and new people—and, as always, what the public wants to hear.

must bring the records to the masses!

Get People in Stores
How? There is an old story that went around about a well-known lady writer and poet. Seems that she got herself an office with a nice shiny desk wherein to work. Only trouble was it was lonesome. Nobody ever came in. So the young lady scraped her name off the door and replaced it with just one word that increased traffic tremendously. The work was MEN.

The answer isn't necessarily to put up a sign "FREE BEER" on the dealer's door. But it poses the major problem facing the record industry today — getting more people into the store, getting them to buy more than they intended, and handling the sale at minimum cost.

It should not take another decade to solve it. Substantial steps in that direction have already been made in self-service stores, dealer record racks in traffic areas, and other devices that make "impulse" buying possible and pleasurable.

But, it's a big subject, with many answers yet to be found. As a small town church committee said critically to their preacher, "You argue an' you spout, but you don't show wherein." Finding "wherein" will be the record industry's big job in the years just ahead.

Livingston, 34, Heads A. & R. Department of Cap Records

Alan Livingston, at 34, is one of the youngest to helm the artist-repertoire destinies of a major record company. Livingston joined Capitol on January 1, 1946 and was named director of album repertoire and director of children's albums. Creator of Capitol's top-selling "Bozo" albums and many "Spunky" albums and many "The Clown" disk character, Livingston has written and produced all the "Bozo" and others that have reaped substantial sales and is generally credited for Capitol's phenomenal success and dominant position in the disk field today.

Livingston's background is divided between music and advertising. At the University of Pennsylvania he majored in advertising. However, prior to graduating (1940), his own college orchestra, in a competition with other schools, was voted tops in the country. He traveled with his band during school vacations and during a leave of absence took the band on an itinerant that included Ireland,



Norway, Sweden, Holland, Denmark, Estonia, Russia, Finland, Scotland, Belgium, France, Canada, Bermuda, the West Indies, Panama and every South American country. He joined Calvert Distillers Corp. following graduation, eventually becoming its sales promotion manager. He left that post to enlist in the Army, serving in the Signal Corps, anti-aircraft artillery, and later as a lieutenant in the infantry. He came to Capitol following his Army release.

He was named a vice-president while still in charge of album and kidisk repertoire. When James Conkling, vice-president in charge of Capitol's artist-repertoire department, left to become president of Columbia Records, Livingston was placed in charge of Capitol's a.&r. department, position he now holds.

Lloyd W. Dunn, Cap Veepee. Artist, Copywriter, Musician

Altho Lloyd W. Dunn has been with Capitol a mere two years, the vice-president in charge of advertising-sales promotion-merchandising was closely associated with the company for more than six years. Prior to joining Capitol, Dunn served its interests as an executive with the several advertising agencies that handled the Capitol account.

A New Yorker by birth and background, he started his career as a commercial artist. Later, he switched to copywriting and eventually to advertising and sales promotion in all its phases. This career was maintained, however, not without a music obligato. During his schooling, he played with local dance bands around Manhattan and later directed a band aboard a ship that toured the Orient. Looking back, Dunn reflects he "played several instruments—not very well."

He served three years as a scriptwriter for Pathe Serials. With this vintage of movie product currently on the nation's television screens, Dunn awaits with uneasy anticipation the TV appearance of some of his earlier work. His film writing work ended abruptly in the heat of activity, the studio burned down and with it his job.

He returned to advertising,



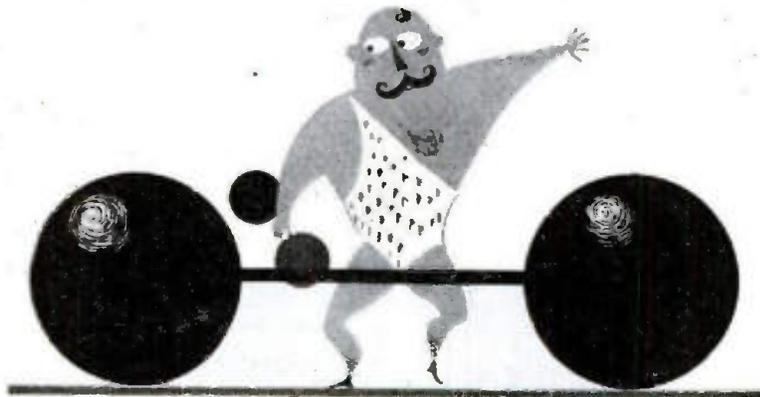
working for Chilton Publishing Company, followed by 10 years with McGraw-Hill, where he was sales promotion manager. He left that position to become vice-president of Riekard & Company, a New York advertising agency.

In 1946, Dunn went to the Coast to organize his own advertising agency, Dunn-Fenwick, and acquired Capitol Records as one of his first accounts. As the agency expanded, Dunn felt it needed national representation, and therefore merged his agency with the nation-wide firm of Abbott-Kimball, with Dunn becoming A-K's Coast top executive. In this position he continued to service the Capitol account, soon going beyond the bounds of the regular account executive by becoming more involved in Capitol's policies in guiding its merchandising and advertising course. Two years ago, Dunn left the agency to become its merchandise manager, soon thereafter to be named to his present executive post.

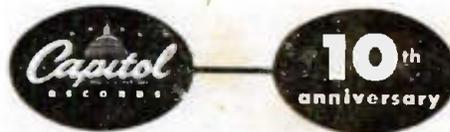
it's not the **ten**

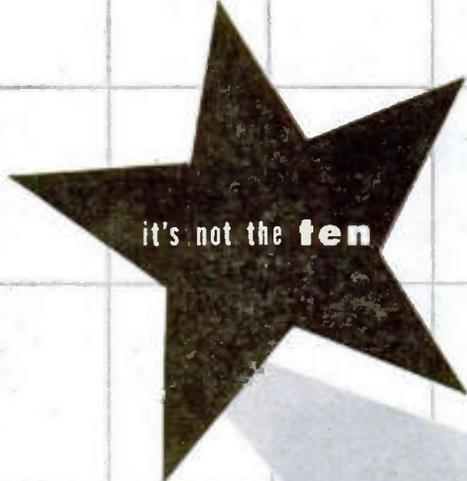


it's the **potential**



It's quite an accomplishment to reach the age of ten, but still, you're too young to look to the past. In celebrating this important milestone in Capitol's history, we feel confident that *—The best is yet to come!* Congratulations and good wishes are in order...not to us, but from us...to the artists, song writers, dealers, disc jockeys, operators and the members of our organization to whose friendly efforts we owe so much of the success we have achieved.





it's not the **ten**

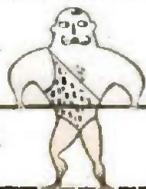


it's the **potential**





through the years
 we grew and grew —
 our stars — we owe
 a lot to you!

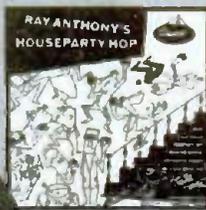
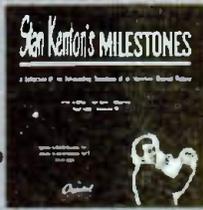


it's not the **ten** ... it's the **potential**

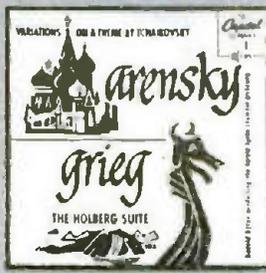


it's not the ten

it's the potential



in classics... show tunes and the 'pops' we'll try to make our albums tops!



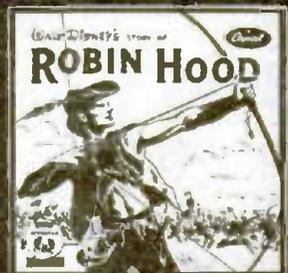
Full Dimensional Sound

Capitol's introduction of Full Dimensional Sound was a notable advance in the recording of classical music. Acclaimed by critics, dealers, and music lovers, the FDS label will continue to symbolize the combination of the finest artists, great performances and the ultimate in musical reproduction.

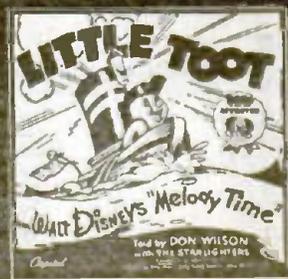




it's not the **ten** : it's the **potential**



it's got the Bozo Seal — it's tops in child appeal



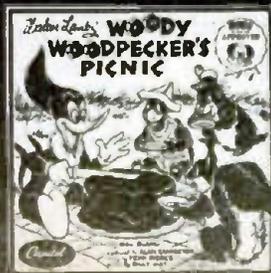
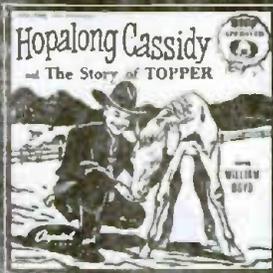
Capital
RECORDS



10th
anniversary

we helped the
children's market grow —
on through the years —
just watch us go!

In the children's record field, Capital created Bozo and the Record-Reader and adapted the stories and personalities of Warner Brothers, Walt Disney, Walter Lantz and others to produce the best-selling, best-loved recordings for the small fry.



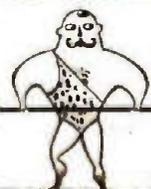


it's not
the **ten**

it's the
potential



we make country music, too—
the best is yet to come to you!



it's not the **ten** ... it's the **potential**



Key to Mass Sales Is Widespread Promotion

By GENE BECKER
Promotion Manager,
Capitol Records, Inc.

It's a tough job to promote popular records. It's tough because you never know just what the public will latch on to next. But, we still try and, by and large are successful.

There are numerous ways to promote a record, but the biggest problem is to choose the methods that are effective and yet don't require a 99-year lease on Fort Knox. Early in the game, we found that radio stations and disk jockeys afforded the most potent way to promote the sale of our product. By a matter of fact, Capitol was the first company to recognize the full importance of disk jockeys as a promotional medium for records.

We then turned to the juke box operators, who represent a means of record exposure second only to radio, and set up a list of key juke box and one-stop operators throughout the country. Periodically, this group receives samples from Capitol. By giving them this preview listen, we have found that we have more than once established a hit

Story of Bozo, 100G Investment In a Clown

The children aren't the only happy ones. The jolly laughter of Bozo the Clown has guffawed his way, too, into the hearts of many a record executive. Almost six years ago, Bozo opened the way to a new and lucrative field in the industry, and today children's record sales total millions annually.

Phenomenal Bozo is still the only children's favorite to have been expressly created for records. His success has been all the more remarkable because it was the work of a Johnny-comelately among record companies.

The lively spirit of the enterprise was personified in the man who headed it — Alan Livingston, now Capitol's a.&r. chief. When he joined Capitol in 1948 to prepare a children's library, he was completely without recording experience, but was backed by the confidence of Glenn Wallach, then executive vice-president of the company.

Livingston wisely preserved the freshness of his approach. He concentrated on the nub of the problem—the sounds that are funny and appealing to kids. He sought a situation in which he could embody those sounds without all the adult restrictions of reasonableness.

Talking animals, he decided, were the ideal medium. A circus seemed the happiest locale for the creatures, and a clown would be the most likely character to link their voices.

Adds the Book Album

New to the record business, Livingston particularly felt the need of entertainment by sound alone, and here again his unconventional approach paid off. It occurred to him that the records could be supplemented visually, and he hit upon the idea of an illustrated book-album whose pages would be turned by the child in response to a familiar circus whistle, timed to co-ordinate with the disks.

This was the inception of Bozo. It took 10 months and an initial investment of \$100,000 to complete the project. In every respect, it was a conscientious attempt to make the best children's album possible. Pinto Colvig, an ex-clown with a warm, infectious laugh was selected for the title role. Billy May tackled the musical assignment with enthusiasm and imagination. Livingston listened to every radio actor in town be-

(Continued on page 74)

thru the 250,000 juke boxes this group controls.

Another effective promotion is thru the medium of what is known as "point-of-sale" merchandisers. Capitol has pioneered the now-popular "Browser Boxes" which display records and albums on the dealers' counters for the customers to browse thru and buy directly from. We also perfected and marketed, a few years ago, metal album racks that revolved on the dealers' counters and held from 30 to 80 albums.

The Billboard Necessary
The Billboard is very necessary in exposing our records to dealers, disk jockeys, and juke box operators, and we use it extensively. Boiled down, promotion's main purpose is to get exposure — for without exposure, it is impossible to create sales. In addition, there are the

streamers and banners, necessary adjuncts in promoting popular records. These colorful pieces of cardboard or paper are used in record booths, on counters, walls, and windows, and they do a selling job for the dealer by plugging tunes and artists.

Obviously, you can't promote every record — and that is where the trouble begins. Guess correctly and you are riding the crest with a hit. Try to out-guess the public and — well, you may wind up eating them. But, promote them we must, using every means available; TV, radio, trade publications, catalogs, streamers, display units, magazines, juke boxes, postcards, telegrams, phone calls, and personal contacts. It's not a one-man job by any stretch of the imagination. Everyone in the organization has to do his part, whether a record is a hit or not.

And, if it isn't a hit? Well, to tell you the truth, by the time we find out one isn't, we've got several more that are, or could be, and we're too busy promoting those to worry!

Full Dimensional Sound Is New Fidelity Title

By EDWARD H. UECKE
Chief Engineer

In the fascinating discussion of phonograph recording and reproduction quality, any slight degree of superiority has come to be called "High Fidelity." This description is now so widely worked that it no longer has a connotation of excellence, and some unique term is needed to classify a recording having high technical merit. The term "Full Dimensional Sound" (FDS) has been chosen by Capitol to identify such recordings.

In order to define this new term, we must review some of the basic facts about recording and reproduction. Nearly all recordings in which the groove depth remains constant and the intelligence is stored on the record in the form of groove variations at right angle to the direc-

tion of travel of the groove spiral. These excursions to the right and left of the normal groove spiral are engraved by the cutting stylus at a rate and magnitude corresponding to the frequency and loudness of the sound waves received by the microphone. To reproduce the intelligence thus stored, the play-back needle traces these groove variations, and the lateral motion transmitted thru the needle operates the tiny electrical generator of the pickup. This electrical energy is then amplified and made to operate a loudspeaker which in turn translates the electrical energy back into sound waves.

A fact well known to science is that any man-made device is imperfect. To approach the ideal in any complex operation, it is necessary to introduce compen-

(Continued on page 112)



presents

TEN YEARS OF TOP TUNES

by
BMI-Affiliate
Publishers
and Song Writers
as recorded on



Title	Artist	Title	Artist
ADIOS	Gisele MacKenzie	LAUGHING ON THE OUTSIDE	Andy Russell
AMOR	Andy Russell	LET'S GO TO CHURCH NEXT SUNDAY MORNING	Margaret Whiting - Jimmy Wakely
ANYTIME	Foy Willing - Helen O'Connell	LONGING FOR YOU	Les Baxter
AUF WIEDERSEHN, SWEETHEART	Les Baxter	MAGIC IS THE MOONLIGHT	Andy Russell
BABALU	Yma Sumac	MARIA ELENA	Andy Russell
BEAUTIFUL BROWN EYES	Jimmy Wakely	MEXICALI ROSE	Ben Light
BECAUSE OF YOU	Les Baxter	MISIRLOU	Skitch Henderson
BERMUDA	Norman Kaye	M-I-S-S-I-S-I-P-P-I	Kay Starr
BESAME MUCHO	Andy Russell	MY ADOBE HACIENDA	Dinning Sisters
BLACKSMITH BLUES	Ella Mae Morse	MY HEART SINGS	Johnny Johnston
BONAPARTE'S RETREAT	Kay Starr	NEGRA CONSENTIDA	Andy Russell
BOUQUET OF ROSES	Jimmy Wakely	DAKIE BOOGIE	Jack Guthrie - Ella Mae Morse
BRAZIL	Dinning Sisters - Les Paul	OLD SHEP	Wesley Tuttle
CANDY KISSES	Eddie Kirk	OPEN THE DOOR RICHARD	The Pied Pipers
CASTLE ROCK	Dave Barbour	ORIGINAL DIXIELAND ONE-STEP	Paul Weston
CHATTANOOGIE SHOE SHINE BOY	Skitch Henderson	PAPER DOLL	Wingy Manone
COME ON-A MY HOUSE	Kay Starr	PARADE OF THE WOODEN SOLDIERS	Orrin Hostetter
COOL WATER	Tex Ritter - Dinning Sisters	PERFIDIA	Bob Savage
CRY	The Four Knights	PISTOL PACKIN' MAMA	The Pied Pipers
CRY OF THE WILD GOOSE	Tennessee Ernie	PLEASE, MR. SUN	Les Baxter
DADDY	June Christy - Stan Kenton	POINCIANA	Benny Carter
DADDY'S LITTLE BOY	Jan Garber	QUANTO LE GUSTA	Jack Smith - Clark Sisters
DADDY'S LITTLE GIRL	Skitch Henderson	RAG MOP	Roy Hogsden Trio
DETOUR	Wesley Tuttle		The Starlighters - Paul Weston
EASY STREET	Billy May	ROOM FULL OF ROSES	Paul Weston - Starlighters
FDR SENTIMENTAL REASONS	Nat King Cole	SARI WALTZ	Frank DeVol
FROSTY THE SNOWMAN	Nat King Cole	SIMILAU	Peggy Lee
GEORGIA ON MY MIND	Jo Stafford - Paul Weston	SLIPPIN' AROUND	Margaret Whiting - Jimmy Wakely
GLOW WORM	Chuy Reyes	SLOW POKE	Helen O'Connell
GOODNIGHT IRENE	Alvino Rey - Johnny Mercer	SMOKE, SMOKE, SMOKE	Tex Williams
GREEN EYES	Jo Stafford	SO LONG	Les Baxter
HAMBONE	Ben Light - Helen O'Connell	SONG OF THE ISLANDS	Bob Crosby
HAVE I TOLD YOU LATELY THAT I LOVE YOU	Tennessee Ernie	SOUTH	Pete Daily
HEY GOOD LOOKIN'	Tex Ritter	TAKE MY HEART	Al Martino
	Tennessee Ernie - Helen O'Connell	TELL ME WHY	Norman Kaye
HONEYMOON	Kay Starr	TENNESSEE WALTZ	Les Paul - Mary Ford
I DON'T KNOW ENOUGH ABOUT YOU	Peggy Lee - Dave Barbour	THAT'S HOW MUCH I LOVE YOU	Alvino Rey
I DREAM OF YOU	Andy Russell	THE BEST MAN	Nat King Cole
I GET IDEAS	Peggy Lee	THE BREEZE AND I	Frank DeVol
I GUESS I'LL GET THE PAPERS	Hal Derwin - Frank DeVol	THE PEANUT VENDDR	Buddy Cole
I HEAR A RHAPSODY	Ray Anthony	THE ROVING KID	Les Baxter
I SEE A MILLION PEOPLE	Peggy Lee	THE WEDDING SAMBA	Chuy Reyes
I WONDER WHO'S KISSING HER NOW	Dinning Sisters	THERE'LL BE A HOT TIME IN THE OLD TOWN TONIGHT	Nappy LaMarre
I'LL NEVER LOVE AGAIN	Andy Russell	THERE'LL BE SOME CHANGES MADE	Peggy Lee
I'M YOURS	Les Baxter	WAITIN' FOR THE TRAIN TO COME IN	Peggy Lee
IN THE GOOD OLD SUMMERTIME	Les Paul - Mary Ford	WE COULD MAKE SUCH BEAUTIFUL MUSIC	Billy Butterfield
IT'S A BIG WIDE WONDERFUL WORLD	Margaret Whiting - Frank DeVol	WE'LL BE TOGETHER AGAIN	Pied Pipers - Paul Weston
IT IS NO SECRET	Joe Allison	WHAT A DIFFERENCE A DAY MADE	Andy Russell
IT'S NO SIN	The Four Knights	WHILE WE'RE YOUNG	Peggy Lee
JAZZ ME BLUES	Les Paul - Mary Ford	WITHOUT YOU	Andy Russell
JEALOUS HEART	Tex Ritter - Jan Garber	YOU ARE MY SUNSHINE	Dinning Sisters
JUST A LITTLE LOVIN'	Bob Crosby	YOU ARE THE ONE	Margaret Whiting
KENTUCKY WALTZ	Tennessee Ernie	YOU BELONG TO MY HEART	Bob Eberly
KISS OF FIRE	Les Baxter	YOU WERE ONLY FOOLING	Kay Starr
		YOU'RE BREAKING MY HEART	Jan Garber
		YOURS	Andy Russell

BROADCAST MUSIC, INC.

580 Fifth Avenue, New York 36, N.Y.
NEW YORK - CHICAGO - HOLLYWOOD - TORONTO - MONTREAL



Congratulations

to

CAPITOL

on their 10th Anniversary!

Heartiest congratulations to Capitol Records on a decade of achievement and growth. We are proud to be able to help in this march of progress by creating units like the two pictured here.



Happy Birthday
—and
endless
more
to come!

HEROLD RADIO & TELEVISION MFG. CO.
STEELMAN PHONOGRAPH & RADIO CO., INC.
17-30 Anderson Ave., Mt. Vernon, N. Y.

Congratulations and Best Wishes to
CAPITOL RECORDS
on your
10th ANNIVERSARY

MODERN RECORD ALBUMS, INC.
119-01 22nd Avenue
College Point, Long Island, N. Y.

Congratulations and Best Wishes to
CAPITOL RECORDS
on your 10th Anniversary

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SAVE MORE MONEY
MAKE MORE MONEY
Subscribe to *The Billboard* TODAY!
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A. & R. Job Is No Cinch; Coast Rep Reveals Why

By LEE GILLETTE

Somewhere out in "the field," a distributor is needed by a dealer for a number he doesn't have in stock or a branch man hears an opposition disk that's beginning to catch on. The message is flashed to the home office. If another city duplicates the news, eyebrows are raised; if two or three, the action begins. The competition's platter is airmailed to headquarters, artist and repertoire men confer, a recording artist is chosen, date arranged, a side cut, a lull advanced to disk jockeys, and in less than a week, perhaps, the pressings are for sale on the record front.

That's one way we make cover records. It's part of a frantic operation that consumes

about a third, I'd guess, of an a.&r. man's working hours, plus all the spare time he can devote to listening to the radio. In many ways it denies him his proper function, because it's hasty and therefore inefficient, more costly and not so well planned. Naturally, the a.&r. man wonders if the evil is really necessary.

More often than not, it's true, the cover record isn't very profitable; after the first couple of weeks of the opposition's hit, the pressure from the field can suddenly dissolve. But material, publicly tested, still has a better chance of selling than another, an unknown, tune. When the hit has first appeared on an independent label, its style is sometimes imitative of a top

performer. It was quite inevitable that Kay Starr should transform "Wheel of Fortune" from a minor success into a giant one. And when the competitive hit is on a major label with a well-known artist, a switch in treatment and casting can often garner business.

But there still remains a large segment of "covering" activity that isn't necessary. Three years ago it was different; if an artist or band was going on tour, you could record eight or 10 tunes beforehand with the knowledge that they'd keep for a couple of months, at least. Today there is no such assurance because, to be specific, there is little respect now for publishers' release dates.

Unhealthy Situation

It should be clear to all concerned that this is a very unhealthy situation. When someone jumps the gun with an unsuccessful version of a plug tune, it can kill the tune for all. Shapiro, Bernstein's "If" is a good example of the opposite case, increasingly rare, in which the release date was respected by everyone and, because the song was good, there was plenty of business for all to share.

The result is that the a.&r. man must constantly keep his ear tuned to whispers in the wind and his radio tuned for the first news of a competitor's release. He's quite apt to hear a song he intends to record, in accordance with the publisher's date, in five weeks. Now he's got to do it immediately, but he can't because the artist he wanted to use is unavailable. So he makes a lesser version with someone else, or he scraps the whole idea. The publisher, in short, hurts his own tune because he's reluctant to assert his legal right to enforce its release date.

Naturally, record-making thrives on competition. We at Capitol and, I think, anyone else who wants to make good records would like it best if the basis of the competition were simply the musical imagination and professional skill that the a.&r. man likes to think are his stock in trade.

All Classical Albums Fall Into 2 Categories

By ROBERT MYERS

The business of producing and selling classical records is as subject to the glib generalization as any other segment of the entertainment world. At Capitol, where the classical catalog is rapidly expanding, we're doing our best to pin down the generalization with survey and study. To do combat with the giants of the field, we must be armed with solid facts.

A while ago, in order to determine some of the buying habits of Capitol's classical customers, a questionnaire was included with each album sold. One of the most significant facts to be found in the substantial response was this: the largest portion (about 20 per cent) of the customers chose the Capitol recording on the basis of the sales clerk's recommendation. This fact, apart from the obvious conclusion that salespeople's good opinions should be carefully cultivated, seemed to suggest a further line of inquiry: What motivates the clerk's advice?

Part of the answer to that question may, perhaps, be found in the sales charts we constantly scrutinize. They reveal that our big-selling classical albums fall into two distinct categories. One is the so-called "commercial" title that moves steadily and unostentatiously from the dealer's shelves; the other is the "esoteric" title with a very high initial sale that soon drops to something of a trickle.

The logic of the latter is clear: a well-performed work of some rarity will find a highly interested and highly responsive audience. The clerk's enthusiasm, and his customer's, is compounded both of musical sophistication and the almost fashionable excitement of something new. Our releases, for example, of Bartok's "Musie for Percussion, Strings, and Celeste," Villa-Lobos' "Bachianas Brasileiras," and Alban Berg's "Der Wein," were wonderfully received. Such selections provide not only an excellent foundation for the Capitol repertoire, but also the intriguing opportunity of uncovering a new hit in the classical field.

The merchandising, and particularly the album cover, of a work may draw attention from its rivals (our Franck D minor Symphony, Mendelberg conducted, sells nicely in spite of Ormandy and Monteux).

The special concern of sales clerk and customer with fidelity of tone is also recognized by Capitol. Our high, precise standards of recording technique are now etched under our easily recognizable label: FDS—Full Dimensional Sound.

Most recently, in the belief that there is a large potential of enthusiasm among retailers and record-buyers for the great talent of some of our less-publicized American musical organizations, Capitol has signed, for example, the Pittsburgh Symphony Orchestra. Its first re-

leases already promise outstanding success.

Quality of performance and quality of sound are, of course, our paramount considerations, but some works sell regardless of quality. Surveys and studies provide no simple solutions to the classical problems. In the New York Times Record Supplement last March, articles by RCA's George Marek and Columbia's Goddard Lieberson offered, *vis-a-vis*, opposing points of view on the question of whether or not the staples of recordings are being by-passed in favor of the delicacies. Noting how these highly-placed gentlemen fail to agree, we at Capitol would point to our own experience, which indicates that both are right, and that there is room for expansion in both areas of musical taste.

Case History of a Hit Disk; How It Evolved

By VOYLE GILMORE

Here is the case history of a hit record—one we wanted very much. It began a couple of years ago with a tune called, oddly enough, "Happy Payoff Day." It was a novelty with a lyric that joked about picking up a weekly unemployment check. Mickey Katz recorded it for Capitol. Decca came up with a Sonny Burke version, and neither made very much of an impression in the pop field. The most distinguishing feature of Capitol's side was a unison kazoo chorus built on the tune's catchy riff.

Two years later, publisher Del Porter hadn't been able to forget that musical phrase. At Alan Livingston's suggestion, he had a new set of lyrics written, and he came to us with them and a dub of the old kazoo introduction. The new edition was called "Blacksmith Blues." There wasn't anything particularly exciting about the words, but the riff stuck in my mind till it rang a little bell. Next time Ella Mae Morse came in, I played it for her and she loved it, too.

That was the beginning. We decided that this lick could sell a record, so when it came to blocking it out, we got right to the point—four bars of intro, then 16 of Ella Mae humming the infectious phrase in unison with tenor and baritone saxes. Nelson Riddle made a fine arrangement, and we recorded it exactly as planned, except that I was about to cut out an anvil clank because it seemed too obvious—until Lee Gillette reassured me that it would sound great. We did it, finally with a glass ashtray.

I have described all this because it's about as close as you come to designing a hit record. As I have mentioned, we wanted one very much for Ella Mae

Morse, so she could have a solid and well-deserved return to the best-seller lists. All of us in Capitol's a.&r. were sure we had a winning combination when we heard the first cuts, and Ella Mae's fine work. Our salesman's response was immediate, too, and in a few days after release, we knew we had a hit.

Yet, despite the effective planning, it was really from left field, because that's where "Happy Payoff Day" had been lying. A "Because of You" is the very exceptional major plug tune that makes the grade; most others die a sad, and sometimes miserable, death.

To the a.&r. man, this means simply that the record has got to have it, that he cannot count on plugging or promotion to do the real job. It means helping the salesman by having a pretty clear notion of what the point of the record is, and getting to it in eight bars. It means keeping the timing short enough, and the level steady enough, to please the jukebox operator. It means knowing that the combination of artist and tune is attractive enough to keep it from the disk jockey's growing list of unplayed records.

And when all is played and done, the a.&r. man still doesn't know. Chances are he hasn't got a hit. The only insurance he can have, really, is to try to make every side a candidate for the top 10, and to trust the law of averages for his share. Here at Capitol, we have tried to help the law along by sharing each other's a.&r. problems as much as possible. It has worked out fine, or else Lee Gillette would not have put in his 2 cents about the anvil sound. I'm very glad he did.

Stan Kenton

941 NO. LA CIENEGA

O R C H E S T R A
HOLLYWOOD 45, CALIFORNIA

CRESTVIEW 1-3267
BOB ALLISON, MANAGER

July 25, 1952

Mr. Glenn Wallichs
Capitol Records, Inc.
Sunset and Vine
Hollywood 28, California

Dear Glenn:

The orchestra, its management and myself wish to congratulate you and your staff for building in ten short years the most powerful record selling machine in the business. It has been a thrill to see this happen. To look back and remember the firm as it started ten years ago and to know the vast organization it is today seems unbelievable.

I want to express my gratitude for Capitol's concern and constant understanding in the presentation of our music, which at times has been quite a deviation from the commercial standards of the record business. This freedom of expression has been all important in the fulfillment of our musical ideals.

We are proud to have been a part of the growth of Capitol Records since its early years and I'm sure that the past decade is only the cornerstone for the inevitable accomplishments of the future.

In sincere appreciation,

Stan Kenton
STAN KENTON

SK/MB

"INNOVATIONS IN MODERN MUSIC"

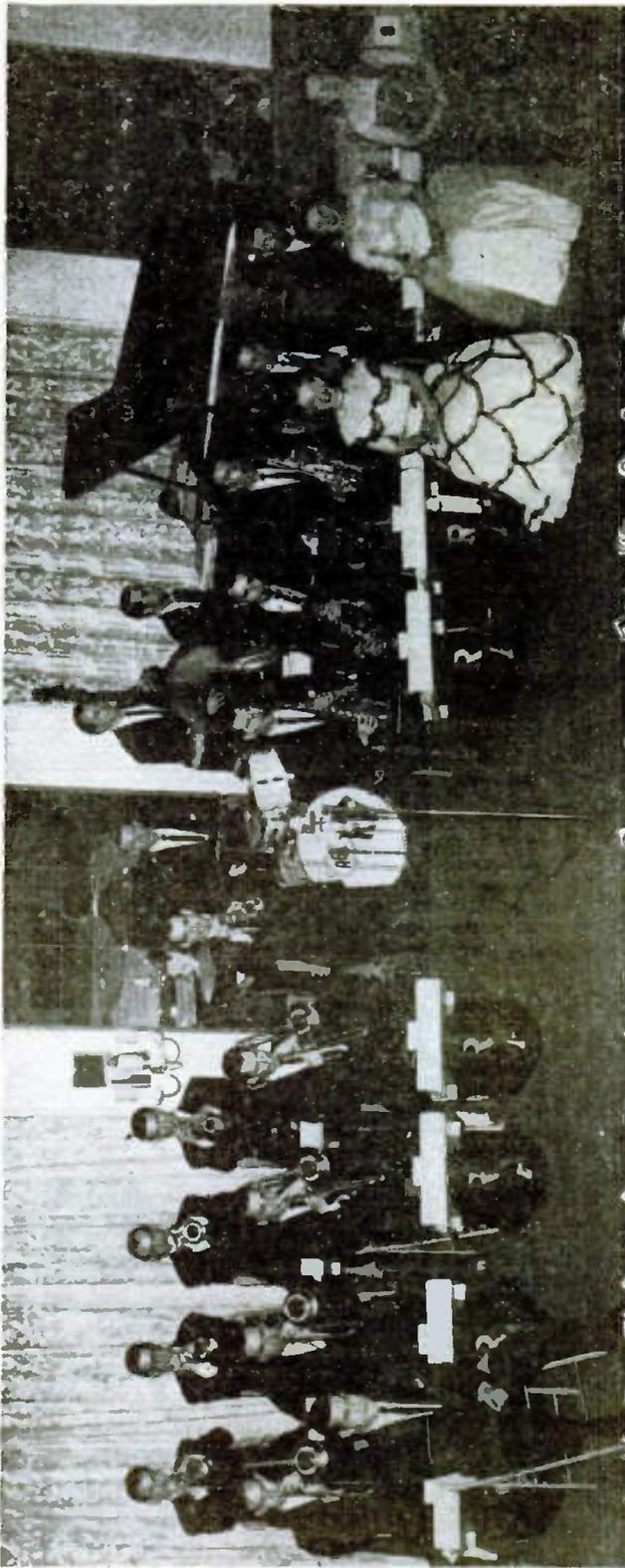


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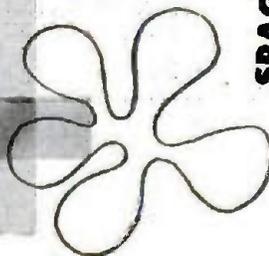


RAY ANTHONY

AMERICA'S #1 BAND

To

Glenn Wallichs and All the Gang at Capitol Records
Our Heartiest Congratulations on Your 10th
Anniversary. All the Wonderful Success We Have
Had These Past 4 Years* You Made Possible.
We Thank You.



MR. ANTHONY'S BLUES

COUNT EVERY STAR

THERE ARE SUCH THINGS

SCATTERBRAIN

YOU'RE DRIVING ME CRAZY

DARKTOWN STRUTTERS BALL

SPAGHETTI RAG

CAN ANYONE EXPLAIN

MR. ANTHONY'S BOOGIE

DREAMERS HOLIDAY

TENDERLY

HOUSE PARTY HOP ALBUM

SLAUGHTER ON 10th AVENUE

NEVERTHELESS

SENTIMENTAL ME

AS TIME GOES BY

AT LAST

HARLEM NOCTURNE

I HEAR A RHAPSODY

HARBOR LIGHTS

COOK'S TOUR

MAN WITH A HORN



The Hits and the Artists Who Made Them

Ray Anthony



Back when Capitol was getting started, Ray Anthony was only 20 years old, but he had already played professionally for three years with three name bands—Al Donahue, Jimmy Dorsey and Glenn Miller. With the latter he had the widest experience—enough so that when he joined the Navy in 1942 he was chosen to form his own aggregation and tour the Pacific with it. The wide success of his service band convinced Anthony that he could make a go of the business as a civilian, too.

In the five years since he started on his own, he's built a solid following with a continuous series of one-nighters, college proms and extended engagements from the New York Paramount to the Hollywood Palladium. Capitol snagged him en route in 1948, and his records since then have been steadily well received, with a few, "Nevertheless," "At Last," "Sentimental Me," "Mr. Anthony's Boogie") rising to hit proportions.

The proof for all to see is in the voting: The Billboard's College Polls of 1949, 1950 and 1951 named Anthony the school favorite, and last year, too, the nation's disk jockeys in The Billboard selected his group the No. 1 band.

Mel Blanc



He is one of the most widely heard comedians in show business. Mel Blanc was a musician first, playing in hotel bands in Oregon and on the staffs of KGW, Portland, Ore., and NBC, San Francisco. At 22 he was the youngest theater orchestra leader in the country. In 1933 he began writing, producing and acting in his own show on a Portland station, filling the seven-day-a-week job for two years. Blanc then sought Hollywood's greener pastures, and after a slow start broke into the big time. By 1943 he was acting on 18 of the biggest network programs every week.

But it was his film characters that brought him public recognition. Blanc's voice is that of almost all the Warner Bros. male cartoon characters. With their transition in 1947 to records, Bugs Bunny, Tweety Pie, Daffy Duck and their colleagues won a fresh and constantly renewing audience of young people. Blanc has built an enviable sales record with 25 Capitol albums and many single disks.

Nat (King) Cole



He played for the opening of the Glenn Wallichs music store at Sunset and Vine in 1937—their friendship goes back that far. After Capitol began, the King Cole Trio's successful local engagements at the Radio Room, and the 331 Club convinced Wallichs of its record potential, even tho they had already made a few unsuccessful disks for other labels. During the 1943 record ban, Capitol bought and issued a couple of the group's unreleased masters, and the moment the

ban ended, Cole was signed. Shortly after, he came thru with a hit—"Straighten Up and Fly Right"—and he's been soaring ever since.

At the start, he was a first-rate jazz pianist with assists from guitar and bass; today he is the record business' leading singer of ballads. His musical taste and versatility made the transition possible, with the result that he has sold more records in the last decade than any other Capitol artist. His first album, one of seven, has been Capitol's all-time best-seller; more recently, he's produced three tremendous singles ("Too Young," "Mona Lisa" and "Nature Boy") and a host of lesser hits.

In between, he's sandwiched other successes: film performances, radio network shows for Kraft and Wildroot, a European tour, and a whole collection of wins in popularity polls by The Billboard, Downbeat, Metronome and Esquire.

Pee Wee Hunt



At the Hollywood Palladium, where his small Dixieland band was the intermission orchestra in 1947, the crowd would give him quite a hand for a loose-limbed arrangement of "Twelfth Street

Rag." Pee Wee decided to record it on one of his Capitol transcription dates. What happened was phenomenal. "Twelfth Street Rag" became the biggest record Capitol has ever had.

Before this fantastic hit, Pee Wee Hunt had been around a long time. He began playing trombone, on Blix Feiderbecke's recommendation, in Jean Goldkette's great band of the middle twenties. In 1928, he joined some other Goldkette men, Glen Gray included, in forming a co-operative orchestra, the memorable Casa Loma aggregation. For 16 years, Hunt was its trombonist, vocalist and vice-president.

During the war, he served in the Merchant Marine.

Tennessee Ernie



Before he made records he played them for a living. As a disk jockey on KXLA in Pasadena he sang with the Western tunes he spun. In 1949 Capitol's Leo Gillette heard him on a car radio, thought Ernie had the makings of a recording artist, and three days later had him signed to an exclusive Capitol contract.

Before this he had been singer and announcer on radio stations

in his native Bristol, Tenn., in Atlanta, Knoxville, and then across the country in San Bernardino, Calif. With Capitol, he quickly proved the showmanship he'd acquired by doing a highly exciting and big selling version of "Mule Train." A few months later he was teamed with Kay Starr, and they turned out the walloping hit, "I'll Never Be Free."

His biggest single record, "Shot Gun Boogie" was a tune he wrote himself. But the most important aspect of his versatility is the appeal he has for pop and folk music fans alike. He showed it conclusively when he played New York's jazzy Copacabana—the only country singer to do so—and wowed the crowd. In TV and personal appearances he's matching his outstanding record success.

Betty Hutton



Her disk history with Capitol was as dynamic as her personality. She made only nine records, and just six of them were commercially noteworthy. But those six (topped by "Doctor, Lawyer, Indian Chief") were more than enough to give her a place on

the company's roster of best-selling artists.

Buddy DeSylva brought her to Capitol, where she justified his faith exactly as she had on the stage and in films. She began her career with the Vincent Lopez orchestra. As the result of a featured spot at Billy Rose's "Casa Manana," she was cast in the revue "Two for the Money." Her first really big splash came in 1940 when DeSylva chose her for his smash Broadway musical "Panama Hattie." Soon after, as production chief of Paramount Pictures, he brought her to Hollywood for her screen debut in "The Fleet's In." It's been a constantly growing success for Betty Hutton since then.

Stan Kenton



"Tampico" was just another rejected tune till Stan Kenton made it a best seller of 1945 and his own biggest record. The unique excitement he brought to it was the talk of the band world; it gave him a remarkable series of hits, a top Capitol album "Artistry in Rhythm," and a very loyal following.

Some of his fans go way back to the summer of 1941, when the Kenton sound first issued from California's Balboa Beach Ballroom. Dave Dexter met Glenn Wallichs there. Next summer, they both heard Kenton at the Meadowbrook, while Wallichs was in New York with the first Capitol releases. A year later, Dexter was with Capitol and, as soon as the record ban ended (October, 1943), so was Kenton.

The new company gave the new band leader the opportunity he sought—to record his progressive music without restriction—and his success was immediate and intense. Kenton's training had been arduous: beginning at 14, he studied piano, sax, trumpet, and every arranging book he could lay his hands on. A long apprenticeship with many West Coast bands followed until 1941, when he stepped out on his own. In a decade, he's proved what he started to: that undiluted "progressive jazz" is here to stay.

Julia Lee



Jazz musicians traveling thru Kansas City always make it a point to catch Julia Lee. Her great blues singing is a Midwestern institution. She played one spot, Milton's Taproom, for 15 years and, except for short and infrequent professional trips, Kansas City is where she stays.

She made her first record there in 1944—two sides for Capitol's "History of Jazz." They were hidden, tho, in the abundance of fine performances in the album, and it wasn't till two years later that she was put under contract. But she made up for lost time then: her first effort, "Gotta Gimme Whatcha Got," was a hit, and she went on to a series of best sellers headed by "King Size Papa," "Snatch and Grab It" and "The Spinach Song." On all, she accompanied herself with sparkling piano work.

She heard the best of the early jazz when she was young. Her brother, George E. Lee, had a band that ranked with McKinney's Cotton Pickers and Benny Moten's. When Julia was 14, she was singing with brother George's group. She kept the job for 17 years.

Capitol's Top 25 Records 1942-1951

1. Twelfth Street Rag... (1948) ... Pee Wee Hunt and Orch.
2. Manana ... (1948) ... Peggy Lee, Dave Barbour Orch.
3. Slipping Around ... (1949) ... Margaret Whiting, Jimmy Wakely
4. How High the Moon. (1951) ... Les Paul, Mary Ford
5. Smoke, Smoke, Cigarette ... (1947) ... Tex Williams
6. Temptation ... (1947) ... Red Ingle
7. Too Young ... (1951) ... Nat (King) Cole, Les Baxter Orch.
8. Mona Lisa ... (1950) ... Nat (King) Cole, Les Baxter Orch.
9. Nature Boy ... (1948) ... Nat (King) Cole, Frank DeVol Orch.
10. Yingle Bells ... (1949) ... Yogi Yorgesson, Johnny Duffy Trio
11. A Tree in the Meadow ... (1948) ... Margaret Whiting
12. Mockin' Bird Hill ... (1951) ... Les Paul, Mary Ford
13. Golden Earrings ... (1947) ... Peggy Lee, Dave Barbour Orch.
14. On the Atchison, Topeka & Santa Fe. (1945) ... Johnny Mercer, Pied Pipers, Paul Weston Orch.
15. The World Is Waiting for the Sunrise ... (1951) ... Les Paul, Mary Ford
16. Cow-Cow Boogie ... (1942) ... Ella Mae Morse, Freddie Slack Orch.
17. Personality ... (1946) ... Johnny Mercer, Pied Pipers, Paul Weston Orch.
18. For Sentimental Reasons ... (1946) ... King Cole Trio
19. Whispering Hope... (1949) ... Jo Stafford, Gordon MacRae, Paul Weston Orch.
20. My Happiness ... (1948) ... Pied Pipers
21. Tampico ... (1945) ... Stan Kenton, June Christy
22. Accentuate the Positive ... (1944) ... Johnny Mercer, Pied Pipers, Paul Weston Orch.
23. Doctor, Lawyer, Indian Chief ... (1945) ... Betty Hutton, Paul Weston Orch.
24. Tennessee Waltz ... (1950) ... Les Paul, Mary Ford
25. My Sugar Is So Refined ... (1946) ... Johnny Mercer, Pied Pipers, Paul Weston Orch.



ALLAH!



*Les Paul
and
Mary Ford*

The
JANE FROMAN
Story
is on
RECORDS TOO



**AMERICA'S
BEST
SELLING
POPULAR
ALBUM...**

**"WITH A SONG
IN MY HEART"**

From 20th Century-Fox current
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Cap (78) DDN-309; (33) L-309; (45) KDF-309

*Plus These Currently Popular
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"I'LL WALK ALONE" CAP-2044

"CLING TO ME"

"CAN'T GET OUT OF THIS MOOD"
CAP-2116

And the Latest Hit Release
"WISH YOU WERE HERE"

"MINE"

CAP-2154





Happy To Be One Of The Family. Tennessee Ernie

TENNESSEE ERNIE RADIO SHOW Daily Coast to Coast AMERICAN BROADCASTING SYSTEM

became 1942's best selling disk, and the second best of Capitol's first five years. It was the classic show-business story—from obscurity to national fame overnight.

Ella Mae learned her music with a small dance band her parents had. At 12, she was singing over Station WVR in her native Dallas, and at 15, she was good enough to be auditioned and hired there by Jimmy Dorsey. But back in New York, Dorsey thought less of her voice, and Ella Mae went home to mother. After that, a succession of small jobs added up to nothing. Freddie Slack heard her in a little San Diego club and signed her for his first Capitol session.

Other hits followed "Cow, Cow Boogie," and in 1946 she hit the jackpot again with "The House of Blue Lights." In recent years, wifely duties (three children and a husband in Boston) have kept Ella Mae from the studios—until last fall, when she resumed her record career with Capitol. Right off the top has come another hit, "Blackamith Blues."



The Pied Pipers with June Hutton

They were seven boys and a girl when they started, in 1937. By the time their big break came, they had simmered down to a quartet—John Huddleston, Chuck Lowry, Jo Stafford and Clark Yokum—and had developed a unique and captivating style. The break was Tommy Dorsey hearing them; in 1938, he brought them east for 10 weeks on his radio show, then hired them for his band. The Pipers were an immediate success, and helped create a sudden, wide demand for vocal groups. By the end of 1942, they were able to step out on their own, and be heard regularly on half a dozen network programs.

One of the shows was Johnny Mercer's "Music Shop." After the 1949 record ban ended, he brought the quartet to Capitol. The Pipers (with Hal Hopper replacing Huddleston) backed Mercer on all the tremendous hits he was making. Later, they recorded with Jo Stafford (who had been replaced in the group by June Hutton). The Pipers worked with Andy Russell and Margaret Whiting. Group built their big sales record, too, with disks on which they vocalized alone: "My Happiness" and "Dream" took places high on Capitol's best seller list.



Tex Ritter

He is one of the few to have recorded for Capitol ever since its inception. Unlike most of the others, tho, Tex Ritter's fame didn't begin then; he had already achieved real stature in his field as one of the first cowboy singers in films, and the first important cowboy on radio.

He had started as a lecturer on the folklore of Western music, drawing on his authentic Texas background for material. In New York, his charm registered immediately, over the air, and then in the Theater Guild play "Green Grow the Lilacs" (later to become "Oklahoma"). He wrote and performed on the first "Lone Ranger" series and other network shows. Inevitably, he came to Hollywood, and has since appeared in over 50 Western pictures.

His first dozen records for Capitol were enough, by themselves, to guarantee him a place on its list of best-selling artists. The several highly successful albums he has made include "Cowboy Favorites," No. 1 in the Western field, and his "Songs for Children," the first collection of its kind. Today, Ritter continues to sell records, and in personal appearances from coast to coast, firmly retains his position as one of the country's most beloved Western stars.



Andy Russell

The rage for Andy Russell was impressive: after a five-year apprenticeship in relative obscurity, he vaulted suddenly into the limelight. From his disk debut in 1944 till mid-1947, he turned out about 16 big records in succession, hits that guaranteed him a secure position on Capitol's list of best selling artists.

Gus Arnheim gave him his start, at 19, by hiring him as drummer and vocalist. The some of the nation's biggest bands then began to offer employment for Andy's drumming talents, he remained with Arnheim and, later, with other West Coast groups (Muzzy Marcellino, Hal Grayson, Kenny Baker) because he wanted most to sing. He finally got his break when Alvin Roy chose him as featured vocalist.

Now more widely heard, ABC's Paul Whiteman gave him a network sustainer of his own, and Capitol signed him to record. The rest soon followed: featured radio spots (with over a year on the Hit Parade), personal appearances (from movie theaters to the swank Versailles), picture roles at Paramount—and record sales in very large quantities.



Freddie Slack

One of the talented young Hollywood musicians Johnny Mercer had in mind for the launching of Capitol, Freddie Slack was responsible for many of the company's early successes. Two of its brightest stars, Ella Mae Morse and Margaret Whiting, were groomed as vocalists with Freddie Slack's band, and his

Large graphic of a notepad with handwritten text: 'Congratulations To all you kids at Capitol! Glad to be one of the family Kay' next to a photo of Kaye Ballard.

own clever work as arranger and pianist appeared on a series of popular records. Two tunes with Ella Mae, "Cow, Cow Boogie" and "House of Blue Lights," a pair of instrumental numbers, "Riffette" and "Cuban Sugar Mill," and a brace of imitable boogie-woogie albums, kept him high in the company's best seller rankings.

He had been playing piano and arranging for 10 years with Lennie Hayton, Ben Pollock, Jimmy Dorsey and Will Bradley before he came to Hollywood in 1941. There he worked for Universal Pictures, and it was in the film studio's cutting room floor that he picked up a tune called "Cow, Cow Boogie." He discovered the girl to sing it, and gave Capitol a smash hit on its first release. Now, 10 years later, after success in a dozen movie performances and many personal appearances across the country, his bright talent is once more back on the label.



Jo Stafford

Beginning with her very first Capitol release at the close of 1943, Jo Stafford delivered an unbroken string of nearly 30 record hits. If she relaxed then momentarily, it was only to come right back, with Gordon MacRae, in a new and successful assault on the heights of Capitol's best-seller list. In the aggregate, this remarkable consistency has made her the company's second biggest artist of the decade. Oddly, her one really tremendous record was a complete switch—the fabulous hillbilly parody of "Temptation."

She was one of the bright group of performers that Capitol signed eagerly when the 1943 record ban ended. She had been featured with the Pled Pipers and was just beginning to make her mark as a soloist. Jo first sang with two sisters in a hillbilly trio over Los Angeles radio stations. In 1937 she joined the Pipers. That was the start. By

the time she'd been recording a year, and Johnny Mercer had featured her on his network "Music Shop" show, the audience polls were naming Jo the nation's most popular girl singer.



Merle Travis

In 1946 Cliffee Stone brought him a timely song title, "No Vacancy." Merle Travis wrote the tune and cut a demonstration record. Cliffee took it to Capitol, Lee Gillette liked it, and Merle Travis was signed as a performer.

"No Vacancy" was an immediate hit. So were the next three tunes he wrote and recorded: "Divorce Me C.O.D.," "So Round, So Firm, So Fully Packed" and "Steel Guitar Rag." Together they put him well on the road to recording stardom.

He had first sung professionally with a quartet on WGBS in Evansville, not far from his native Kentucky folk-song country. In 1937 he went on to Cincinnati's WLW, where he worked for seven years, the last two as a single. He came to California then, did odd jobs, and met Cliffee at KXLA in Pasadena.

He has written over 120 songs, including the redoubtable "Smoke, Smoke, Smoke That Cigarette," his guitar playing is considered by many the best in its field. Altogether, he is an outstanding and versatile talent in country music.



Jack Smith

In 1932, when Jack Smith was only 16, he and two glee-club pals amazed themselves by landing the job of following the

ELLA MAE MORSE

CAPITOL RECORDS, U.S.A.

I was with you at the beginning—remember "COW COW BOOGIE"?

Delighted that I was able to return to the business to help you celebrate your 10th anniversary.

Ella Mae Morse

Management - Counsel
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EVERY RECORD A HIT!

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first

BLACKSMITH BLUES

then

OAKIE BOOGIE

AUGUST 11
NEXT RELEASE

My boy Boyle Gilmore at Capitol thinks we've got another "Winner"

WILL YOU WATCH FOR IT?



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MILLS MUSIC, INC.

AMERICAN ACADEMY OF MUSIC, INC.



Rhythm Boys (with Bing Crosby) into Los Angeles' Coconut Grove. The youthful trio clicked, and thus began a series of hotel engagements that took them from San Francisco to New York, singing with the bands of Gus Arnheim, Anson Weeks, Phil Harris and others.

After that they turned to radio and a succession of increasingly important assignments. The trio appeared regularly on the Kate Smith program, the "California Hour," with Eddie Cantor, and with the "Swing Fourteen" on the Philip Morris show. In all these Jack did some solo work. In 1941 he was signed as featured singer on the "Prudential Family Hour" and, later, on "Glamor Manor" and the Beatrice Kay show. Finally, late in 1945, he began one of radio's most successful runs, his own program for Procter & Gamble.

Capitol signed him then, and in the next few years he produced a considerable number of very popular records, topped by "Civilization," "You Call Everybody Darling" and "Cruising Down the River."

Kay Starr



They said her singing wasn't "commercial," but Dave Dexter liked the sound of it and brought her to Capitol as a "blues shouter." The first two sides she cut—in March, 1945, before she even had a contract—were strictly jazz, with Carter, Hawkins, Cole and Kirby, for the "History of Jazz" album series. The contract came two-and-a-half years later, and since then Kay Starr has made it clear that her unique and lusty style sells with the best of them.

Actually, she had all the conventional vocalist's background. At 19, she was singing over a Dallas radio station and, later, on WREC in Memphis. When she finished high school, the orchestra jobs came: Joe Venuti heard and hired her. Bob Crosby brought her to New York to sing on his Camel Caravan. In 1943 she joined the Charlie Barnet band for two years. She went on as a single with great success playing such clubs as Mocambo, El Rancho Vegas, the College Inn and Cafe Society. Her hits include "I'll Never Be Free" (with Tennessee Ernie), "Bonaparte's Retreat" and now, a "Wheel of Fortune" that pays off quite commercially.

Jimmy Wakely



He came to Hollywood via radio; Gene Autry heard the Jimmy Wakely Trio over WKY in Oklahoma City and gave the group a regular spot on his CBS "Melody Ranch" show. Wakely is a versatile entertainer, and his career moved apace. He did a multitude of film bits, wrote songs, organized a band (which, coincidentally, included future Capitol stars Wesley Tuttle, Merle Travis, Cliffie Stone and Mary Ford). He led another trio in a series of Columbia pictures, and then, in 1944, signed with Monogram, doing 28 films for them in the next five years.

Late in 1946, Lee Gillette signed Wakely to Capitol, and since then the cowboy star has turned out over 50 records and become the company's top purveyor of Western music. He has recorded with simple string bands, with large vocal choruses and, in the biggest coup of all, he set a whole new trend in duets by teaming with Margaret Whiting on "Slipping Around," Capitol's No. 3 all-time best-seller.

Margaret Whiting



She's made records for Capitol since the very beginning: Release No. 7, in January, 1943, included Freddie Slack's "That Old Black Magic," with vocal by Margaret Whiting. She used to sing for Johnny Mercer (who wrote songs with her father, Richard Whiting) before there was a Capitol. He gave Maggie her professional debut, a duet with him on his morning NBC show. They did the Whiting-Mercer tune "Too Marvelous for

Words." Maggie clicked, and was off on a round of radio appearances. Soon she joined the Slack band, in place of Ella Mae Morse, who was retiring.

Her second record, the vocal on Billy Butterfield's "My Ideal," was one of the hits of 1943, and a year later, she and Butterfield made "Moonlight in Vermont," an even more popular side. But her first really big personal success didn't come till 1945, with "It Might as Well Be Spring." Since then, she's turned out enough top sellers to become third of Capitol's ranking artists. Capping her record list are "A Tree in the Meadow" and "Slipping Around"; on the latter, she showed her unerring showmanship by teaming with Jimmy Wakely to inaugurate a nationwide passion for pop-Western pairings.

Paul Weston



He has the distinction of having been on more of Capitol's best selling disks than any other artist. Paul Weston began compiling this impressive record in October, 1943, when the first record ban lifted and Johnny Mercer signed him for Capitol. Before that, he had arranged for the Vallee, Harris, Dorsey, and Crosby orchestras, then graduated into film scoring (Paramount's "Holiday Inn"), recording with Dinah Shore, and radio with Ginny Simms, Fibber Mc-

Ge and Molly, Duffy's Tavern, and Johnny Mercer.

In his seven years as Capitol's musical director, Weston accompanied and gave important support to most of the company's top singers. In addition, he created a whole series of successful orchestral albums, with the best selling "Music for Dreaming" heading the list. All of those efforts bore the quality stamp that did so much to build Capitol in its early years.

Tex Williams



Before "Smoke, Smoke, Smoke That Cigarette" was heard, Tex Williams' Western Caravan was a year-old co-operative orchestra locally successful around Southern California. Within a couple of weeks after the record's release, in the summer of 1947, Tex was suddenly a nationally prominent entertainer, and Capitol was well on its way to its first million-copy disk.

Since his professional debut at 13 over WJBL in Decatur, Ill., he had toured the United States, Canada and Mexico, singing and playing guitar and bass with half a dozen small hillbilly and Western bands. But not till he fronted his own group, and recorded "Smoke, Smoke, Smoke That Cigarette" (which he wrote with Capitol singer Merle Travis), did his pleasant manner and mellow baritone get the really large audience it deserved.

He has gone on to a considerable variety of entertainment successes: more than a score of motion picture featurettes; frequent coast-to-coast theater appearances, including top billing at the Hollywood Bowl's first Western Night; many important radio and TV performances; and more hit tunes and records, including one of Capitol's best selling country music albums "Polka."

Bozo the Clown

Continued from page 63

fore he chose his lions, tigers, hyenas, and hippopotami. The final recording session, an immensely complicated affair that had to proceed without any of the benefits of present-day magnetic tape techniques, took seven and a half hours.

It was an unprecedented effort and it paid off in unprecedented fashion. "Bozo at the Circus" has been followed by seven other Bozo albums, with aggregate sales in the millions. But more than that, it gave the go-ahead cue to Capitol for an extensive program of children's albums. Livingstor went on to write and produce "Rusty in Orchestraville," a fantasy of speaking instruments, and to secure and use the recording rights to an impressive string of film-born children's characters, including "Bugs Bunny," "Woody Woodpecker," "Tweety Pie" and many from Walt Disney. Their public acceptance was so great that, within three years, Capitol albums, all written or produced by Livingstor, constituted 70 per cent of national sales in the children's market.

Merchandise Pays Off

Today, that percentage has fallen off only because the market itself has grown too tremendous for one company to dominate. Capitol has derived new income from the exploitation of the Bozo name on items such as dolls, games, clothing, toys and books, and it has added important new children's stars, such as Hopalong Cassidy, to its artist roster.

Capitol surveys indicate that 80 per cent of children's records are bought for the three-to-seven-year-old. Psychologists explain that it is between these ages that the child's preference is for entertainment that can be repeated. One parent even wrote to say that he'd already bought and worn out 12 "Bozo at the Circus" albums — all for the same child.

Capitol's Best Selling Pop Records 1942-1951

1942	Cow-Cow Boogie	Ella Mae Morse, Freddie Slack Orch.
	Elka's Parade	Bobby Sherwood and Orch.
	Strip Polka	Johnny Mercer
	I Lost My Sugar in Salt Lake City	Johnny Mercer
	Trav'lin' Light	Paul Whiteman, "Lady Day"
1943	G.I. Jive	Johnny Mercer, Paul Weston Orch.
	Shoo-Shoo Buh	Ella Mae Morse, Dick Walters Orch.
	Riffette	Freddie Slack
	All for You	King Cole Trio
	My Ideal	Billy Butterfield, Margaret Whiting
1944	Accentuate the Positive	Johnny Mercer, Pied Pipers, Paul Weston Orch.
	Cuban Sugar Mill	Freddie Slack
	His Roeking Horse Ran Away	Betty Hutton, Paul Weston Orch.
	Her Tears Flowed Like Wine	Stan Kenton, Anita O'Day
	Eager Beaver	Stan Kenton
1945	On the Atchison, Topeka, and Santa Fe	Johnny Mercer, Pied Pipers, Paul Weston Orch.
	Tampico	Stan Kenton, June Christy
	Doctor, Lawyer, Indian Chief	Betty Hutton, Paul Weston Orch.
	Just A-Sittin' and A-Rockin'	Stan Kenton, June Christy, Pied Pipers, Paul Weston Orch.
1946	Personality	Johnny Mercer, Pied Pipers, Paul Weston Orch.
	For Sentimental Reasons	King Cole Trio
	My Sugar Is So Refined	Johnny Mercer, Pied Pipers, Paul Weston Orch.
	The House of Blue Lights	Ella Mae Morse, Freddie Slack
	The Christmas Song	King Cole Trio
1947	Smoke, Smoke, Smoke That Cigarette	Tex Williams
	Temptation	Red Ingle
	Golden Earrings	Peggy Lee, Dave Barbour Orch.
	He's a Real Gone Guy	Nellie Luther
	Serenade of the Bells	Jo Stafford, Paul Weston Orch.
1948	Twelfth Street Rug	Pee Wee Hunt and Orch.
	Manana	Peggy Lee, Dave Barbour Orch.
	Nature Boy	Nat (King) Cole, Frank DeVol Orch.
	A Tree in the Meadow	Margaret Whiting
	My Happiness	Pied Pipers
1949	Slipping Around	Margaret Whiting, Jimmy Wakely
	Yingle Belle	Yogi Yorgesson, Johnny Duffy Trio
	Whispering Hope	Jo Stafford, Gordon MacRae, Paul Weston Orch.
	"A" You're Adorable	Jo Stafford, Gordon MacRae, Paul Weston Orch.
	I'll Never Slip Around Again	Margaret Whiting, Jimmy Wakely
1950	Mona Lisa	Nat (King) Cole, Les Baxter Chorus and Orch.
	Tennessee Waltz	Les Paul, Mary Ford
	I'll Never Be Free	Kay Starr, Tennessee Ernie
	Bonaparte's Retreat	Kay Starr, Lon Busch Orch.
	The Shot Gun Boogie	Tennessee Ernie
1951	How High the Moon	Les Paul, Mary Ford
	Too Young	Nat (King) Cole, Les Baxter Orch.
	Mockin' Bird Hill	Les Paul, Mary Ford
	The World Is Waiting for the Sunrise	Les Paul, Mary Ford
	I Taut I Taw a Puddy Tat	Mel Blanc, Billy May

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"HERE IN MY HEART"

'TAKE MY HEART'
and
'I NEVER CARED'
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'SUGAR BLUES BOOGIE'
'I JUST LOVE AFFECTION'
CAPITOL 1937

'HELL'S BELLS'
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Capitol Rec

• DISTRICT SALES MANAGERS

Floyd Bittaker

District 10, Hollywood

Floyd Bittaker was the first man hired by Glenn Wallichs for Capitol. In April, 1942, they carried a desk into an empty Vine Street store and created the new company's home office. When the initial records were released, they both delivered them personally to disk jockeys in the Los Angeles area; and later when the shellac shortage threatened to cut off production of platters, Bittaker helped Wallichs organize the extensive salvage campaign that retrieved old records for conversion.

Capitol's booming business demanded a big job of sales organization, and Bittaker, as national sales manager, met the need. In a phenomenal long-range effort, he set up the company's rapidly expanding distribution facilities, designating the new offices, negotiating leases, and choosing personnel.

He fulfilled these duties with outstanding success, becoming in 1950 executive vice-president of Capitol Records Distributing Corporation. It is indicative of Bittaker's great energy that he decided to continue with active sales work in the field when the company sales offices were moved to New York in July, 1951. He chose to remain in Los Angeles as CRDC vice-president, managing sales District No. 10, which incorporates the entire West Coast and as far east as Salt Lake City.

Victor Blanchard

District 7, Philadelphia

Victor Blanchard joined Capitol as a salesman for the Atlanta branch on May 27, 1946, and four months later he was promoted to the position of branch manager at Jacksonville, Fla. At the beginning of 1948, he moved back to Atlanta as regional sales manager for an area that stretched from the Gulf coast thru Texas. The next year, this large region was divided with Blanchard remaining in Atlanta in charge of the Southeastern district. On April 16, 1950, he became a vice-president of Capitol Records Distributing Corporation. In May of this year, he was appointed sales manager for District No. 7, with offices in Philadelphia.

Max Callison

District 3, Fort Wayne

Max Callison joined Capitol's Chicago branch as a salesman in June of 1946. After about a year of brisk activity in that capacity, he was assigned the job of managing the Cincinnati office. He held this position for more than two and a half years, in which time the branch's business grew steadily. Then, in 1950, Callison was appointed divisional sales manager of the Central Eastern division, with headquarters in Cleveland, O. He has been in charge of District No. 3 as vice-president since that time, its offices moved now to Ft. Wayne, Ind.

Don Comstock

District 8, Chicago

Don Comstock joined Capitol in January of 1948. Six months after his first sales for the New Orleans branch, he was made its manager. Two months later the branch was turned over to an independent agency, the Delta Record Distributing Company. Comstock went with them as manager. When the Delta operation was transferred to the Mallory Distributing Company early in 1950, he continued again in the same capacity. In December of that year, he returned to Capitol as branch manager at Charlotte, N. C., remaining there until March, 1952, when he became the Atlanta branch's acting manager. On May 1, he was promoted to the position of sales manager for District No. 8.

Hal B. Cook

District 2, New York

Hal B. Cook came to Capitol from an independent record manufacturer in early 1948. After nine months of selling in the Peoria territory, he was moved to a regional promotion job working out of the Chicago office. Two more moves followed at six-month intervals: first, to the St. Louis branch as manager, and then to Hollywood and Capitol's home office as national sales promotion manager. He remained there for more than two years, after which time he moved to New York as vice-president and national promotion chief for Capitol Records Distributing Corporation. With this job, he was also given the responsibility of sales manager for District No. 2.

Lloyd Cook

District 6, Nashville

Lloyd Cook was hired by Capitol in March of 1947 as salesman for the then new Oklahoma City branch. For six months he worked the western half of its territory and then was given the sales responsibility for the entire area. On August 1, 1948, he was appointed branch manager and under three and a half years of his direction, the office maintained excellent growth and competitive position. Cook was made sales manager of District No. 6 in January, 1952. His office has recently been moved from Cincinnati to Nashville so that he can more effectively handle the exploitation and promotion of Capitol's country and hillbilly catalog.

Gordon R. Fraser

District 4, Chicago

Gordon R. Fraser took a salesman's position with Capitol in April 1946. Ten months of covering Minnesota, Iowa, Wisconsin, and the Dakotas, resulted in his promotion to the job of manager of the Milwaukee branch. After a year and a half there, he was moved to the top spot in the Detroit office and remained in that job for more than two years. On August 15, 1952, he was promoted to the position of sales manager for District No. 4.

(Continued on page 81)

Records Distributing Co.

• THE STORY OF THE CAPITOL BRANCHES

Atlanta

THE ATLANTA BRANCH was started in the fall of 1943, with Bob Stabler its first manager. Its territory then was extensive—all the states East of the Mississippi and South of Kentucky. Initially there were about 700 accounts, and by the end of 1945 the number had more than doubled. The area was then split up between several branches, with increased concentration of sales coverage.

Today the Atlanta branch serves 400 accounts in Alabama and Georgia. Its manager now is David Penley, who came to Capitol in 1948 after experience as a record buyer and salesman. He has been in the Atlanta and Charlotte branches since that time, becoming the Atlanta manager in May of this year.

Boston

THE BOSTON BRANCH opened in January, 1945. From the beginning, its success was assured by remarkable dealer interest; many letters from retailers indicated an active desire to stock the line. With this foundation, Capitol built a new approach to the business, highlighted by its disk-jockey promotion.

Due to rapid development, the territory once covered by the Boston office is now serviced by three offices. The present Boston area alone now requires five salesmen for proper coverage. The branch's present manager, Joe Broderick, joined the company in 1948 as a salesman in the Northwestern New England territory and was appointed to his present position in January 1952.

Buffalo

THE BUFFALO BRANCH was opened in December of 1945. Donald Harris, its present manager, joined it early in 1950, having spent three years as salesman for Capitol's Pittsburgh branch.

The Buffalo office still services a sizable number of accounts, although its territory has been considerably reduced since its inception. It has continued to maintain excellent contacts with the dealers and operators of the area. Part of that continuity is evidenced in the work of one employee, LeRoy Jacobs, who has held the position of salesman with the branch since it opened for business.

Charlotte

THE CHARLOTTE BRANCH has been in operation since April, 1946, remaining at the same location, 614 Westmoreland Street, during those six years. Seven employees now handle the servicing of 500 accounts: one of them, secretary Elizabeth P. Burnett, has been with the branch since its beginning, and another, salesman Clark E. Dickerson, joined the office four months later as warehouseman.

Charlotte's present manager, Bill Walton, came to Capitol after extensive selling experience with Westinghouse and with other record companies, and a year of managing a large retail record shop. His original position with Capitol was as a salesman in the Dallas branch.

Chicago

THE CHICAGO BRANCH was a little store on Indiana Avenue in 1942. Lee Palmer was in charge and there were three employees. A year later, the branch had a new manager, Ross Howard, a new office on Michigan Avenue, and four more employees. Capitol was growing rapidly, but there were only 8,000 records a week to spread over Illinois, Indiana, Ohio, Wisconsin, Minnesota, the Dakotas, and Michigan.

Since 1945, when the branch moved to its present Michigan Avenue location, six more managers have added their contribution to the office's growth: Bill Skinner, Bill Hill, Ralph Vance, Charles Petzold, Norman Paisley, and newly-appointed Mike Maitland, who comes to Chicago after a most successful year as Detroit Branch Manager. Now, in an area of one-half of Illinois and one county in Indiana, the branch serves over 500 accounts and some 70 disk jockeys.

Cincinnati

THE CINCINNATI BRANCH was opened in 1946 by Manager Lou Royal. His notable list of successors includes Max Callison (now the District 3 Sales Manager), Mike Maitland (now the Chicago Branch Manager), Pete Goyak (now the Pittsburgh Branch Manager), and the incumbent, Paul Goetz. Goetz joined the company in 1947, after six years in the music department of the Kresge chain. In 1948 he went with Capitol's Indiana distributor until taking his present assignment. On his staff is an employee who has been in the branch since its inception—Shirley Schorr.

Cleveland

THE CLEVELAND BRANCH was opened in July, 1947, at 104 St. Clair Avenue, by Manager Bob Stabler. Before then, Ohio dealers had been sending their orders to Chicago. Today, the vastly increased business of the Cleveland branch is developed from a territory which has been reduced in size to 45 counties in Ohio and two counties in Pennsylvania.

The branch operates with a staff of 10 employees. The present manager, Thorpe Thompson, is the third man in that capacity in the branch's seven years. He was transferred to Cleveland from San Francisco, in September, 1949, after three years as a member of the Capitol sales staff in that area. Joe Okla, Dick Blase and Gene Roche are Cleveland's salesmen.

Dallas

THE DALLAS BRANCH has been in existence since 1943. Since that time expansion of its business has required the establishment of new distribution points in its original territory in order to give better customer service. This growth is due in large measure to concentration on promotional activities and areas. Today, conveniently established in the Trinity Industrial section, the branch boasts quarters that are among the most modern in the company.

The promotional interest is reflected in the background of

the present branch manager, Richard Rising. Trained as an accountant, he became a New Orleans radio announcer in 1947, then manager of a wired music service. He went on to do promotional work and eventually selling, for the Capitol distributor in New Orleans, before taking the Dallas managership in 1952.

Ray Taylor and Paul Igo are the branch's salesmen, and Polly Malone, the branch secretary, has been with the office for the longest period of any of its employees.

Detroit

THE DETROIT BRANCH has operated for eight years, and its present new quarters are the latest evidence of a continued expansion. From 1944 to 1947, it serviced the entire state of Michigan and Toledo, O. At that time there were three salesmen and a small office staff. Today, the office serves one-half of the state plus Toledo, but there are five salesmen and a total staff of 15 during peak seasons.

The present branch manager, George Gerken, recently transferred from Milwaukee, has been with the organization for six years. During that time he has filled sales, promotional, and managerial assignments in the Chicago territory.

The Detroit branch has been a prolific source of managerial talent. Six of its salesmen have become branch managers, and one of its former managers, Bud Fraser, is now a vice-president and district sales manager.

Hartford

THE HARTFORD BRANCH opened for business on October 16, 1946, after extensive planning by its first manager, Al Latuska. His preliminary work paid off handsomely; the branch started well and maintaining excellent relations with dealers, operators, and jockeys, has been able to double the number of accounts it services.

Of the seven original employees of the branch, four are still with Capitol. Latuska is now the territory's District Sales Manager, having been succeeded in the branch managership three years ago by John Warner, one of its first two salesmen, and a former record retailer. Charles Reid, who started as chief shipping clerk, is now a salesman for Hartford, and Helen Doherty, branch billing clerk, has been with the office since its opening day.

Kansas City

THE KANSAS CITY BRANCH began operation on June 1, 1945 at its present location, 1527 McGee. Ray Marchbanks, now vice president and District 9 Sales Manager, was the first Kansas City branch manager. A year later, he was succeeded by Joe Gleason, who has held the position ever since. Gleason had previously worked for over five years with a competitive record company. Branch Chief Clerk Marge Sires has also been a part of the Kansas City Capitol staff since its early days, as has a present part-time employee, Bob Weddle.

At the time of its inception the branch covered all or part of a half dozen Midwestern States. Today, three additional offices, in Des Moines, Denver, and Salt Lake City, are needed to serve that original territory.

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* Alias Margaret Whiting and Lou Busch

Happy days to Capitol
from the Two of us!



on stage

off stage

BOZO
the
CAPITOL CLOWN

PINTO
COLVIG

Los Angeles

THE LOS ANGELES BRANCH was, from the company's beginning in 1942, a vital adjunct to Capitol's home office in Hollywood. Early in 1945, with sales growing spectacularly, Floyd Bittaker set up separate branch quarters in downtown Los Angeles. The tremendous area of eight Western states was served by the branch. The territory was gradually released to new offices until, at present, the Los Angeles jurisdiction covers Southern California, Arizona, and the Southern tip of Nevada. Four managers have handled the branch during its continual growth: Harry van Treese, Lee Palmer, Voyle Gilmore, (now a Capitol a.&r. man) and, currently, Ed Nielsen. Nielsen has been with the company for seven years, in various sales capacities on the West Coast.

It was in Los Angeles that Capitol inaugurated the disk jockey sample service that has since become industry practice, and it has resulted in a particularly high local acceptance of Capitol records. Six salesmen cover the territory today, most of them, in accordance with company policy, having come within the organization, where they started as warehousemen and clerks.

Milwaukee

THE MILWAUKEE BRANCH was planned and located by the then regional chief, Bill Hill, and by the branch's first manager, Randell R. Stover. It began operation on May 1, 1947. Stover remained with the organization for two years, and was succeeded by Lynne Jenks, who for the following two and a half years, carried the expanding operation along.

During the first half of this year, George Gerken was branch manager. On July 1st he was promoted to the same position with the larger Detroit branch; salesman Al Allison, who has been at Milwaukee since the office's inception, was chosen to take his place. Two other salesmen and five office personnel fill out the Milwaukee roster. Salesman Eddie Polaski has also been with the branch since the beginning.

Minneapolis

THE MINNEAPOLIS BRANCH serves a sizable area that includes North and South Dakota, Minnesota, and parts of Western Wisconsin and Northwestern Michigan. Three sales representatives cover the territory, two from Minneapolis and one from Western Minnesota. There are several unusual features to the work of the branch. The dealers' musical demands are particularly varied—everything from polkas to the classics. Due to the important resort areas in the territory, this branch enjoys quite a boost in volume during the usually quiet summer months. In contrast, winter sometimes presents severe problems, with bad weather causing serious shipping difficulties.

Minneapolis' present manager, Lynne Jenks, has been with Capitol since 1946 when he joined the Chicago office. His experience since then has taken him thru all phases of office, warehouse, and sales work, including an extended period of service as Milwaukee branch manager.

Newark

THE NEWARK BRANCH has been operating since September, 1946, and its present manager, Irv Jerome, has been with it since that time. Chris Rengu, chief clerk, has likewise been with the office since its early days. Newark had about 160 accounts when it began and today there are over 300. Capitol's nat-

ural growth has been backed by speedy deliveries and excellent customer relations in this area.

The branch, recently redecorated and remodeled, is considered one of the best looking in the country. Its re-opening party attracted more than 400 dealers and operators with Capitol stars Les Paul and Mary Ford entertaining.

New York

THE NEW YORK BRANCH was Capitol's second. It opened for business nine months after the company started, taking over an independent distribution operation which had been used at first. The branch's present manager, Al Levine, joined the company as its New York representative at the beginning. When the orders for the first Capitol releases began pouring into the little store at 629 Tenth Avenue, Levine's biggest problem, he remembers wistfully, was getting enough records to fill orders.

Since then, the branch has expanded several times. For a while, a separate office was set up to cover the Brooklyn area, but it has since been re-incorporated in the New York branch. For three years, Levine also served as manager of the New Jersey branch, where enough business had developed to warrant a separate organization headquarters.

Oklahoma City

THE OKLAHOMA CITY BRANCH now serves an area that was first handled out of Dallas. In March, 1947, Oklahoma, part of the Western Arkansas, the Texas Panhandle, and most of New Mexico were assigned to this new office, with Manager H. R. Robinson in charge. Subsequently, as the company and the number of accounts grew, New Mexico was taken over by an independent distributor.

Two managers, Lloyd Cook and Marion Ehemann, have succeeded Robinson in contributing to the branch's expansion. Ehemann, who currently holds the position, was an assistant buyer for the Dallas branch's largest account, A. Harris & Company. After three years' experience there, he traveled Northeast Texas as a Capitol salesman for a year before taking over the Oklahoma branch. Two salesmen, Robert A. Parks and William L. Mikels, assist him now.

Philadelphia

THE PHILADELPHIA BRANCH was opened in November, 1943, the eighth Capitol branch to be established. Fifty dealers were served by the office when it began, but the number grew rapidly as the branch developed particularly happy re-

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on RECORDS



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Heard over 100 Stations

JACK HUNT

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"HOW CAN I LIE TO MY HEART" and "(Are Those) TEARS IN YOUR EYES"
Rec. No. 2003
"I LEARNED MY LESSON FROM YOU" and "TRIFLIN' ON ME" Rec. No. 2129

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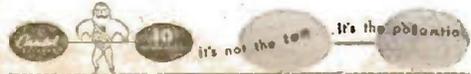


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lations with retailers in the area. For the three years that a dealers' association was operative in Philadelphia, the Capitol branch was officially commended for providing the best service and most efficient co-operation of any distributor in the territory.

George Mansour has recently succeeded Joe Nanni as branch manager. Mansour has had a variety of sales experience for Capitol, first as salesman for West Virginia, then with the Charleston distributor, then as the company man in Akron and Youngstown, and as manager of the successful Pittsburgh branch.

Pittsburgh

THE PITTSBURGH BRANCH was created in the spring of 1946 from territory that had been under Cleveland jurisdiction. Its first manager was Bob Stabier and four have succeeded him: Hal Crowell, John Trifero, George Mansour, and the present manager, Pete Goyak. The continually expanding business has produced a current total of more than 315 accounts, and the branch this year moved into new and larger quarters. Much of its success has depended on its fine association with key disk jockeys in the area.

The Pittsburgh branch is justly proud of the Pittsburgh Symphony Orchestra, under William Steinberg, which it enthusiastically recommended to Capitol executives prior to the orchestra's signing with the company.

St. Louis

THE ST. LOUIS BRANCH began in September, 1945, selling to a scant dozen dealers who had been buying Capitol records in Chicago. Today the branch has three salesmen covering 70 counties in Missouri, 60 counties in Illinois, and 9 counties in Kentucky. Five employees comprise its busy office staff.

Six well-known managers have contributed to the branch's growth: Hal Crowell, Bill Smith, Dick Christy, Hal Cook, (now a Capitol vice president in New York), Pug Pagliara, and currently, Bob Carroll. Carroll has had varied experience in the record field, having been a retailer, an independent distributor representative, producer of some rhythm and blues disks, and a star salesman for Capitol prior to his present appointment.

Seattle

THE SEATTLE BRANCH opened on May 1, 1950. The territory having been previously served by a distributor. Three of the distributor's employees joined Capitol at that time and are still with the branch—Audrey Humason, Evelyn Mitchell and Alex Thompson. Its present manager is Bill Talant, and the staff also includes five other office and warehouse employees and five salesmen. The latter are Don Daoust for Portland, Al Schendel for the balance of Oregon, Ralph Dickinson for Eastern Washington and Northern Idaho, Bob Setzer for Seattle and Tacoma, and Jack Graves

Congratulations

TO



FROM

TEX RITTER

1942
"JINGLE, JANGLE, JINGLE"
1952
"HIGH NOON"
CAPITOL #2120
P. S.—GLENN:
It's been a pleasure,
Tex.

**MUSICAL
Congratulations to**



from



NAT KING COLE

"YOU'LL NEVER GROW OLD"

RECORD NO. 1968



JUNE CHRISTY

"ANOTHER MILE UP THE
HIGHWAY"

RECORD NO. 1207



BILLY MAY

"ALL OF ME"

RECORD NO. 1793



MEL TORME

"THE WORLD IS YOUR BALLOON"

RECORD NO. 1524

GENERAL ARTISTS CORP.
NEW YORK • CHICAGO • DALLAS • CINCINNATI • HOLLYWOOD

PERSONAL MANAGEMENT OF
CARLOS GASTEL



... Consistent
As a Brook ...

JAN GARBER

and His Orchestra

featuring vocals by
ROY CORDELL
THELMA GRACEN

"SOME DAY"
"SO MADLY IN LOVE"

Roy Cordell
vocals

CAPITOL #2150

Management

General Artists Corp.



for the rest of Western Washington. Alaska dealers are also served by the Seattle branch.

Tallant has been with Capitol since 1945, when he started as a shipping clerk, and his experience has included office sales, and managerial work in the Los Angeles branch.

San Francisco

THE SAN FRANCISCO BRANCH opened for business April 16, 1945, under the direction of Paul Featherstone, now vice president and Syndicate Store Sales Manager of C.R.D.C. in New York. The office's first three salesmen all became branch managers. Voyle Gilmore at San Francisco and Los Angeles, Ed Nielsen at Portland, San Francisco, and Los Angeles, and Bob Martin at Seattle. The present manager, Bob Camp, is also a product of the branch's sales staff, serving on it for four and a half years before assuming his present position in March 1951.

Today the branch handles twice as many accounts as originally, and its staff has been doubled. Of the employees, chief shipping clerk Van Graves, has been with the office since its beginning; salesmen John Behrens and Bob McClehenan and warehouseman Mial Utter are five-year Capitol men.

Scranton

THE SCRANTON BRANCH opened on May 7, 1947, under the management of William O'Boyle. Today, all five of the branch's first employees are still with Capitol. Eugene Weiss, a shipping clerk then, is present manager. He became, in 1950, the youngest man in the company to hold that position. Edgar Neville, Kathryn Kane, and Lawrence Sariti have also risen in the organization since it began. Mary Baxter, the first secretary, is now with Capitol's New York credit office.

The five years have been ones of constant growth for the branch, which started as one of the company's smallest. It has always put a special emphasis on promotional activities, and was one of the first to hold dealer meetings previewing new merchandise. The necessity for larger quarters resulted in a move, in 1950, from the branch's first site at 411 Mulberry to its present location, 500 Wyoming Avenue.



Congratulations

to Glenn Wallichs

and all the gang!

Thanks for allowing me
to be one of Capitol's
recording artists.

Mel Blanc

Congratulations, Capitol

BEN LIGHT

and His Lightning Fingers

Best Selling Album—
"JUKE BOX FAVORITES"

Best Selling Record—
"PERFIDIA" and "MISTAKES"

New Capitol Album Released Soon

Direction:

MUSIC CORPORATION OF AMERICA

put 'er here,
partner!



500,000 Mail boxes in the United States are your partners in the fight against cancer. A contribution addressed to "Cancer" in care of your local post office will help guard your family, yourself and your community.

Next time you see a mail box, "put 'er there, partner!" ... as generously as you can.

AMERICAN CANCER SOCIETY

Here is my contribution of \$ _____ in support of the Cancer Crusade.

Name _____

Address _____

City _____ State _____

My best wishes
to all the gang at



on your

10th
ANNIVERSARY

BOB EBERLY



Personal Direction and Publicity:

JOHNNY and GEORGE BROWN



A Salute to  from



The Grand Ole Opry's
Newest Star ...

FARON YOUNG

"FOOLISH PRIDE"

"I KNEW YOU WHEN" Capitol #2133

and
"TATTLE TALE TEARS"
"HAVE I WAITED TOO LONG?"

CAPITOL #2039

DIRECTION: JAMES DENNY, WSM, NASHVILLE, TENN.

"I'm Yust Nuts about Capitol Records!"

YOGI YORGESSON

YOGI YORGESSON'S
FAMILY
ALBUM

M 336 (33 1/2 rpm)
CCN 336 (78 rpm)
CCF 336 (45 rpm)



DISTRICT SALES MANAGERS

Continued from page 76

1950, Fraser was made divisional manager of the Midwest-ern division, and seven months later was appointed vice-president of Capitol Records Distributing Corporation, in addition to his duties as sales manager of District No. 4 in Chicago.

in the Midwest. Shortly thereafter he opened the Kansas City branch, remaining as its manager for more than a year. He was then put in charge of the newly established Southern region which extended from

North Carolina to Texas. Early in 1948 he was transferred to Chicago to be Midwest regional manager. While in that position he set up many of the area's first private distributorships. In October, 1950, Capitol created a new division in the Southwest with Marchbanks in charge. He is a present vice-president and sales manager of District No. 9 headquartered in Dallas.

Albert V. Latauska

District 1, Boston

Albert V. Latauska became a salesman for Capitol's Boston branch on September 10, 1945. In that job, he sold records throughout all of New England. Then the demands of an expanding business required the establishment of a branch in the Connecticut area. Latauska was made manager of the new Hartford office. Beginning in October, 1948, he operated it successfully for three years, and was then transferred, as manager, back to Boston. That branch grew considerably during his tenure there, and on January 1, 1952, he was appointed sales manager for all of District No. 1.

Max Luthey

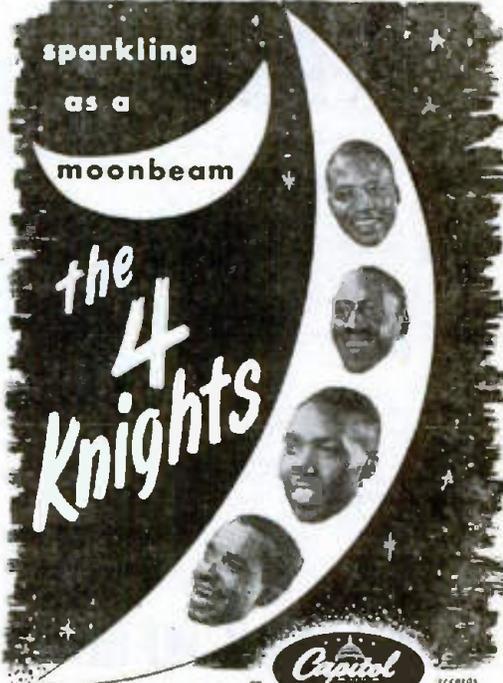
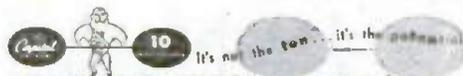
District 5, Kansas City

Max Luthey started with Capitol in February, 1948, as a salesman out of the Oklahoma City branch, covering Eastern Oklahoma and Western Arkansas. He held this position for nearly two years, and then was advanced to the position of branch manager in Atlanta, Ga. Here he remained for more than a year. He was called to the Hollywood office for a two-month course in company operations and temporary assignment to the national sales staff. After six months of special field work on the East Coast, he was appointed sales manager for District No. 5 with headquarters in Kansas City.

Ray Marchbanks

District 9, Dallas

Ray Marchbanks came to Capitol in March, 1945, with extensive retail music experience



sparkling
as a
moonbeam

the
4
Knights



Current Releases:

'WIN OR LOSE'
'DOO WACKA DOO'
Capitol 2127

Watch For:

'SAY NO MORE'
'THAT'S THE WAY IT'S GONNA BE'

Bookings
GENERAL ARTISTS CORP. 6087 Sunset Blvd. Hollywood, Calif.
Management
HERB MONTEI

Use "TODAY'S TOP TUNES"

for New HIGHS
in RECORD SALES!

Here's The Billboard's weekly "Honor Roll of Hits" carried out to 30 places. Includes labels, record numbers and artists, according to popularity—complete on an attractive, easy-reading 8 1/2 x 11 sheet printed both sides.

With top-selling folk records, 45 and 33 RPM albums, plus The Billboard's picks for record corners — there's nothing like TTT to spur your business — to use as a customer prospect promotion piece — to keep them coming back to your store time after time!



Order Sample shipment Today... 50 copies of this week's TTT costs you only \$1

Fill in and mail the coupon TODAY!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.
 Here's my dollar. Please RUSH sample 50-copy shipment of this week's TODAY'S TOP TUNES at once. 50¢
 Name _____ (please print)
 Address _____
 City _____ State _____
 Store Name _____

Congratulations...



THE LANCERS

sing-sational quartet

exclusively on Capitol

"I May Hate Myself in the Morning"
Capitol 2070

"Shenandoah Shuffle"
Capitol 2092

with RAY STARR:
"I Wanna Love Ya"
Capitol 1964

"I Walked a Little Too Long"
Capitol 2062

"Ray's Lament"
"Fool, Fool, Fool"
Capitol 2151

TV... COLGATE COMEDY HOUR
ALL STAR REVUE
Radio... HALLS OF IVY

business management: RAY COOPER Agency, Beverly Hills





THE NEW YORK TIMES

Mr. Rome's long score includes some good romantic music, like "Wish You Were Here," "Certain Individuals," and "Where Did the Night Go," and some amusing songs like "Social Director" and "Don Jose."

By **BROOKS ATKINSON**

Walter Winchell

Free Ice Cold Lemonade: Anybody thrashing "Wish You Were Here" from the new show by that name . . .

DAILY NEWS

Cool Songs That Bounce

The songs, by Harold Rome, are excellent, be they love ballads or satirical numbers like the funny opening song, "Camp Karefree," a man who can turn a phrase both lyrically and musically. One of his second-act numbers, "Relax," is an ingenious exercise in counterpoint, and many others have high humor. All of the score has bounce, thanks to Don Walker's orchestrations and Jay Blackton's orchestra.

By **JOHN CHAPMAN**

VARIETY

Rome's songs have more dimension and vitality than any show score he has done, even topping "Call Me Mister" in this regard. Among the impressive lineup, the standard pops are likely to be "Goodbye Love," "Shopping Around," "Could Be," "Where Did the Night Go?," "They Won't Know Me," "Summer Afternoon," "Don Jose" (from Far Rockaway) and the title tune, and they are apt show numbers in "Camp Karefree," "Social Director," "Mix and Mingle," "Certain Individuals," "Relax" and "Flattery."

BROOKLYN EAGLE

Harold Rome, working at the top of his form as both tune-master and lyricist, has written a superior score in various moods.

By **LOUIS SHEAFFER**

WISH YOU WERE HERE

EDDIE FISHER
RCA Victor (20-4830)

GUY LOMBARDO
Decca (28-308)

FRAN WARREN
MGM (11270-B)

JANE FROMAN
Capitol (2154)

WHERE DID THE NIGHT GO

TONI and JAN ARDEN
Columbia (39-766)

TONY MARTIN
RCA Victor (20-4758)

WISH YOU WERE HERE (Album)

featuring the
ORIGINAL CAST
RCA Victor

CHAPPELL & Co., Inc.

RKO Building, Rockefeller Center, New York 20, New York

THE BILLBOARD Music Popularity Charts

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

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received July 23, 24, 25.

Last Week This Week

1. 1. Auf Wiederseh'n Sweetheart

By Parsons & Stern—Published by Hill & Range (BMI)

RECORDS AVAILABLE: Amos Brothers, Coral 62773; Chamo Butler-P. Faith, Cal 39776; Ken Griffin, Cal; E. Howard, Mercury 5891; G. Lombardo, Dec 28271; V. Lynn, London 1227; B. Sheppard-M. Winterhalter, V 20-4777.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; George Siano, Associated

2. 2. Here in My Heart

By Crane Levison Barriell—Published by Mello (BMI)

RECORDS AVAILABLE: E. Bennett, Cal 39743; A. Dale, Coral 62746; V. Danne, Mercury 5858; V. Dillard, Savoy 8511; B. Hayes-Andrew Sisters, Dec 23211; W. Jackson, Atlantic 647; A. Martino, BBS 101; N. Peacock, King 4543.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Ryan, Thebanus; Julian Gould, Long-Worth; Earl Shelton, Associated.

3. 3. Kiss of Fire

By Lester Allan and Robert Hill—Published by Duckess (BMI)

RECORDS AVAILABLE: T. Arden, Cal 39737; L. Armstrong, Dec 28177; L. Baxter, Cap 2108; L. Brown, Coral 62745; J. Crawford, Dec 28234; J. D'Arango, V 423-0036; B. Eckstein, MGM 31225; R. Flanagan, V 20-4705; L. Fuhr, V 20-5114; G. Gibbs, Mercury 5873; G. Lombardo, Dec 28179; T. Martin, V 20-4631; W. Quarter, Savoy 8511; A. Sheppard, London 1210; W. Ventura, Standard T-267.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Long-Worth; Dolly Dan, Thebanus; Leo Reisman Ors, Standard Radio.

4. 4. Walkin' My Baby Back Home

By Ray Turk & Fred Albert—Published by De Sykes, Brown & Henderson (ASCAP)

RECORDS AVAILABLE: Nat (King) Cole & B. May, Cal 2130; G. Lombardo, Dec 28272; F. Norman, DeL: Top-Ten 78-135; A. Ray, Cal 39750; C. Spivey, London 1091; A. Stafford, Cap P-989.

ELECTRICAL TRANSCRIPTION LIBRARIES: Jan Arnold Ors, Standard Radio; Henry Susan, Long-Worth; Earl Shelton, Associated.

7. 5. Half as Much

By C. Williams—Published by Acar-Rose (BMI)

RECORDS AVAILABLE: R. Clooney, Cal 39710; G. Lombardo, Dec 28271; R. Martin, Mercury 6248; C. Williams, Cal 20518; W. Williams, MGM 31202.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; Leo Payne, Long-Worth; Earl Shelton, Associated.

5. 6. I'm Yours

By Robert Motley—Published by Algemain (BMI)

RECORDS AVAILABLE: I. Arden, Cal 39737; L. Baxter, Cal 2108; D. Cornell, Coral 40690; V. Dillard, Savoy 8511; E. Fisher-M. Winterhalter Ors, V 20-4680; F. Flanagan, V 20-4705; Four Aces, Dec 28162; B. Holiday, Cal 37518-R; M. Martin, 5852.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Bassman, Associated; Norman Cloutier, Thebanus; Henry Jerome, Long-Worth.

6. 7. Delicado

By Waldyr Agreco and Jack Lawrence—Published by Revlon (ASCAP)

RECORDS AVAILABLE: L. Almeida, Coral 60724; J. August, Mercury 5857; J. Arvedo Ors, Dec 28044; R. Castillo, 22-5684; P. Faith-S. Freeman, Cal 39708; R. Flanagan, V 20-4705; C. Williams, Cal 20518; G. Lombardo, Dec 28179; L. Fuhr, MGM 31225; F. Mitchell, Mercury P. Harris Ors, Top Ten 78-135; Graustein de la Algeria, Parmp 11019; E. Rex, London 1191; G. Rose, Citadel D. Shonk, V 20-4715; E. Smith, Dec 28162; B. Sheppard, V 20-4677.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thebanus; Billy Mills Ors, Standard Radio; Earl Shelton, Associated.

9. 8. Botch-A-Me

By Eddie T. Stanley, R. Morebell, L. Astaire—Published by Mello (BMI)

RECORDS AVAILABLE: R. Clooney, Cal 37767.

8. 9. Blue Tango

By Leroy Anderson—Published by Mello Music (ASCAP)

RECORDS AVAILABLE: L. Anderson, Dec 27825; L. Baxter, Cap 1946; P. Cole, V 20-4541; C. Cavallaro, Dec 28055; R. Cornell, Mercury 5812; B. Hayman, Mercury 5706; G. Lombardo, Dec 28032; J. Thomas, Mercury 5248; N. Winterhalter, V 20-4518.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; Fredy Martin, Thebanus; Leo Reisman Ors, Billy Mills Ors, Standard Radio; Dave Terry, Associated.

(10) 10. Maybe

By Allen Flynn and Frank Madden—Published by Robbins (ASCAP)

RECORDS AVAILABLE: P. Cole, V 20-4541; E. Fisher, V 20-4744; Jim Spivey, Dec 28034.

ELECTRICAL TRANSCRIPTION LIBRARIES: Ralph Norman, Vic Danone, Associated.

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FORECAST
BLUE AND SENTIMENTAL
 and (Why Have A Falling Out)
JUST WHEN WE'RE
FALLING IN LOVE
 by Mills Brothers with Sy Oliver
 28309*

DECCA DATA

YOUR WEEKLY GUIDE
 TO
AMERICA'S FASTEST SELLING RECORDS



FLASH!
CLIMBING FAST!
PRETTY GIRL
 by Don Cherry
 28292*

TO BUILD SALES

Vol II

Published in the Interests of Decca Dealers and Music Operators

No 31

TO BUILD PROFITS

NEW RELEASES - SINGLES AND ALBUMS

Wish You Were Here From Musical Production "Wish You Were Here" Hanky Tonky Sweetheart	Guy Lombardo 28308*
Two-Faced Ock Jambalaya (On The Bayou)	Rex Allen 28341*
Fortunes In Memories So Many Times	Ernest Tubbs 28310*

Blue And Sentimental (Why Have A Falling Out) Just When We're Falling In Love	Mills Brothers with Sy Oliver 28309*
Spellbound Midnight Sun	Coleman Hawkins 28313*
One Dollar—Police The Merry-Go-Round Polka	George's Tavern Band 28312*

Themes and Songs from
"THE QUIET MAN"
 A Republic Picture
VICTOR YOUNG and His Orchestra
 and
BING CROSBY
 9-342-53.75 • PL 5411-53.00

AS TIME GOES BY
 Pipe Organ Solos
 Played by **ROBINSON CLEAVER**
 9-796-53.75 • PL 5368-53.00

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

TOP SELLERS

...based on this week's actual sales

WEEKS ON LIST	COUNTRY	ARTIST	RECORD NO.
4	IT WASN'T GOD WHO MADE MONEY TONK ANGELS	Elmy Walls	28232*
12	SO USED TO LOVING YOU THAT HEART BELONGS TO ME	Webb Pierce	28091*
24	WILD SIDE OF LIFE IT'S SO LONG AND GOOD-BYE TO YOU	Burl Ives and Grady Martin	28055*
35	WONDERING	New Silver Ball	44364*
38	PEACE IN THE VALLEY Where Could I Go But To The Lord	Red Foley	14579*
4	(The Angels Are Lighting) GOD'S LITTLE CANDLES SOMEBODY BIGGER THAN YOU AND I	Red Foley with The Anita Kerr Singers	28252*
1	"FIND 'EM, FOOL 'EM AND LEAVE 'EM ALONE THESE TRIFLIN' WOMEN	Charlie Monroe	29281*
2	I HEARD YOU TALKING IN YOUR SLEEP LIKE THE WAVES UPON THE RIVER	Jimmy Davis	28259*
12	BACK UP THE BALLS BOYS TILL THE WELL GOES DRY	Rex Allen	28144*
8	ALMOST	Li's Take A Trip To The Moon	28121*

RHYTHM AND BLUES

1	"BABY, YOU'RE ALWAYS ON MY MIND SHUFFLIN' AND BOLLIN'	Buddy Johnson	28293*
7	JORDAN FOR PRESIDENT OIL WELL, TEXAS	Louis Jordan	28225*
2	IF YOU EVER LEARN TO LOVE ME JELLY ROLL	Lionel Hampton	28230*
1	"(I'M A) SENTIMENTAL FOOL SCHOOL OF LOVE	Arthur Prysock	28270*
1	"THE LASY MILE OF THE WAY IN THE GARDEN	Sister Rosalith Thayer with The Anita Kerr Singers	28282*

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

BEST BETS

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

POSITION THIS WEEK	RECORD	ARTIST	RECORD NO.
1.	SHOULD I THREE'S ONLY TONIGHT	Four Aces	28323*
2.	DING-DONG BOOGIE PREVIEW	Elle Fitzgerald with Sy Oliver	28321*
3.	JUST ONE OF THOSE THINGS I'M GLAD THERE IS YOU (In This World Of Ordinary People)	Peggy Lee and Gordon Jenkins	28313*
4.	WAITING IN THE LOBBY OF YOUR HEART TOO OLD TO CUT THE MUSTARD	Dick Todd and Grady Martin	28314*
5.	WHO DO YOU LOVE JUST SMILE AS YOU GO BY	Aurly Immen	28290*
6.	A TRUMPETER'S LULLABY FIDDLE-FADDLE	Leroy Anderson	28300*
7.	DO YOU CARE? DEEP IN THE HEART OF TEXAS	Bing Crosby	28319*
8.	SORRY YOU SAID GOODBYE A BUNDLE FROM HEAVEN	Bill Keany of The Ink Spots	28289*
9.	TRYING SWEET JENNIE LEE	Grady Martin	28322*
10.	STOMPION POINCIANA (Song Of The Tree)	Bing Crosby	28303*
11.	DELICADO POINCIANA (Song Of The Tree)	Ethel Smith	28304*
12.	I'LL 'SI-SI TA IN BANIA THE LIVE OAK TREE	Bing Crosby and Andrews Sisters	28256*
13.	PRETTY GIRL MY NAME IS MORGAN BUT IT AIN'T J.P.	Don Cherry	28292*
14.	ONE FOR THE WONDER IDLE CHATTER	Andrews Sisters	28276*
15.	IT'S SHADOW TIME VELVET MOON	Liberace	28279*

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

JUST RELEASED!

3 New Walt Disney Children's Sets Featuring Sterling Holloway



LAMBERT THE SHEEPISH LION
 From Walt Disney's "Lambert, the Sheepish Lion"
 Story with Vocal Trio, Sound Effects and Orchestra
 Directed by Jimmy Carroll
 Told by **STERLING HOLLOWAY**
 K-63 - \$1.00 • 1-189 - 954



SUSIE, THE LITTLE BLUE COUPE
 From Walt Disney's "Susie, the Little Blue Coupe"
 Narration with Songs, Sound Effects and Orchestra
 Directed by Jimmy Carroll
 Told by **STERLING HOLLOWAY**
 K-64 - \$1.00 • 1-189 - 951



THE LITTLE HOUSE
 From Walt Disney's "The Little House"
 Narration with Songs, Sound Effects and Orchestra
 Directed by Jimmy Carroll
 Told by **STERLING HOLLOWAY**
 K-65 - \$1.00 • 1-189 - 951

"A GREAT NEW POP RECORD BY REX ALLEN"

REX ALLEN

with THE NASHVILLE DIXIELANDERS

TWO-FACED CLOCK

and

JAMBALAYA

(On The Bayou)



Decca 28341 (78 RPM) and 9-28341 (45 RPM)

thanks a million!

and...

HAVE A
GOOD
TIME...



... NAMM Members—at your convention
in New York

Tony Bennett
Currently
Roxy Theatre

* LATEST TONY BENNETT SMASH RECORD (Columbia #39764)

THE BILLBOARD Music Popularity Charts

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

Records Most Played by Disk Jockeys

Based on reports received July 23, 24 and 25

Records listed here in numerical order are played over the greatest number of records shown. List is based on figures from weekly survey among disk jockeys throughout the country. Weeks shown in this chart; other available records or tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last	This	to date	Weeks	Weeks	Record	Label
7	1	1	AUF WIEDERSEH'N, SWEETHEART	V. Lynn	London 7201227; (45)45-1227—BM		
11	2	2	HERE IN MY HEART	A. Martino	BBS 781101; (45)45-101—BM		
13	3	3	HALF AS MUCH	R. Clooney	Cap 78139730; (45)44-39730—BM		
15	4	4	KISS OF FIRE	G. Gibbs	Mercury 7815823; (45)5823K45—BM		
6	12	5	AUF WIEDERSEH'N, SWEETHEART	E. Howard	Mercury 7815873; (45)5873K45—BM		
9	5	6	LOVER	P. Lee-G. Jenkins	Dec 78128215; (45)19-28215—ASCAP		
7	8	7	BOTCH A ME	R. Clooney	Cap 78139767; (45)44-39767—BM		
14	6	8	DELICADO	P. Faith	Cap 78139708; (45)44-39708—ASCAP		
11	7	9	WALKIN' MY BABY BACK HOME	J. Ray	Cap 78110135; (45)1-10135—ASCAP		
14	15	10	I'M YOURS	D. Carnell	Cap 78160690; (45)19-60690—BM		
2	18	10	WISH YOU WERE HERE	E. Fisher-H. Winterhalter	V 78120-4830; (45)47-4830—ASCAP		
8	10	12	MAYBE	P. Como-E. Fisher	V 78120-4744; (45)47-4744—ASCAP		
5	14	13	WALKIN' MY BABY BACK HOME	Not (King) Cole	Cap 7812130; (45)F-2130—ASCAP		
7	9	14	VANESSA	H. Winterhalter	V 78120-4691; (45)47-4691—BM		
13	10	15	I'M YOURS	E. Fisher-H. Winterhalter	V 78120-4680; (45)47-4680—BM		
8	16	16	HERE IN MY HEART	V. Damone	Mercury 7815858; (45)5858K45—BM		
9	13	17	SOMEWHERE ALONG THE WAY	Not (King) Cole	Cap 7812069; (45)F-2069—ASCAP		
2	22	18	KAY'S LAMENT	K. Starr	Cap 7812151; (45)F-2151		
2	30	18	ONCE IN A WHILE	P. Page	Mercury 7815807; (45)58-7845—ASCAP		
2	-	20	SUGARBUSH	Doris Day-F. Laine	Cap 78139693; (45)44-39693—ASCAP		
3	-	21	POINCIANA	S. Lawrence	King 78113185; (45)45-13185—BM		
6	17	22	IN THE GOOD OLD SUMMER TIME	L. Paul-M. Ford	Cap 7812123; (45)F-2123—BM		
5	-	23	SMOKE RINGS	L. Paul-M. Ford	Cap 7812123; (45)F-2123		
2	27	24	SO MADLY IN LOVE	G. Gibbs	Mercury 7815874; (45)5874K45—ASCAP		
1	-	24	WALKIN' TO MISSOURI	S. Koye	Cap 78139769; (45)44-39769—ASCAP		
3	-	26	LONELY WINE	L. Baxter	Cap 7812106; (45)F-2106—ASCAP		
2	-	27	THIS IS THE BEGINNING OF THE END	D. Carnell	Cap 78160748; (45)19-60748—ASCAP		
1	-	28	JUST ONE OF THOSE THINGS	P. Lee-G. Jenkins	Dec 78128313; (45)19-28313—ASCAP		
2	23	29	AUF WIEDERSEH'N, SWEETHEART	L. Baxter	Cap 7812143; (45)F-2143—BM		
13	-	29	KISS OF FIRE	T. Martin	V 78120-4671; (45)47-4671—BM		

First Release on Mars Records!



Woody Herman

The New Third Herd

STOMPIN' AT THE SAVOY

featuring Chubby Jackson on bass

JUMP IN THE LINE

vocal by Woody Herman

MARS Record #200

WOW!

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AUGUST 15

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THE BILLBOARD Music Popularity Charts

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

DEALER DOINGS

By IS HOROWITZ

Optional Centers

While most writers to this column have registered complaints about the usefulness of optional centers on 45 r.p.m. disks, and late they would like to see them abandoned, we are in receipt this week of a note from one who thinks the device has served a good purpose. Mrs. L. Wine, of The Record Shop, Richmond, Ind., says, "As long as we have to have 45's, the optional center helps the customer with a 3-speed player of whom there will be more and more. Our Capitol distributor has given us a small 'center puncher outer' which makes the job easy. But it should not be used until the record is actually sold. The next customer might want it in." However, beefs about the OC are still coming in. Al Meyer, of Town and Country Music, Westwood, N. J., for instance, asserts, "I agree that 45's r.p.m. OC is useless. No more than one in 25 (customers) wants it left on. We have found that the average owner of a 3-speed player is just as likely to buy singles on 78 as on 45." Even more emphatic is J. G. Bradburn, of Houston, "You can add us to the list of dealers objecting to OC's," the outlet declares. "When introduced by Capitol, we thought it had possibilities, but when no other companies joined in it became a nuisance, which is now doubly so with Columbia. Less than 1 per cent of our customers want them, and we have worn out two punches and contracted blisters pushing them out. Even so, hang up on 45 spindles. We believe in playing 45's the 45 way. Otherwise, let the customer buy metal inserts that won't slip on the turntable." Bradburn also had something to say about the number of releases put out by the diskeries. "If we bought like the manufacturers released we would go broke."

News and Views

Aaron Wall, owner of the Radio City Music Center, N. Y., and four other Gotham outlets, is out to build a chain of disk concessions. Two will shortly be set in local A. L. Lamson Variety stores. . . . Adrain's, of Hutchinson, Kan., is "waiting to see what fall merchandising plans the various companies will have to offer. We'd be more than happy if all would follow last year's RCA Victor plan. It was the best yet." . . . Aronds TV Center reports "Summer sales are holding up fairly well here." . . . Megert Music Store, of Borger, Tex., finds that "by the power of suggestion you can see plenty of records that aren't among the most popular." . . . Banner's Record & Camera Shop, of Trenton, N. J., would like "radio and TV personalities not to announce their new recordings until after distribution has been made. In many cases, the first rush is the greatest, and the dealer too often hasn't yet seen the record." . . . Delong Home Appliance Store, of Bellefontaine, O., has used a "bonus card" gimmick successfully as a sales stimulator. It works this way, Delong explains: "The customer signs his name, address and type (speed) of player on a specially-made card. Every time he buys a record we punch a number on the bottom of his card. After No. 10 is punched he gets a free record. People buy more disks just to get that free one." . . . The poser puzzling many in the industry is put squarely by Ferguson's Record Shop, of Memphis. "Now, since the new Fair Trade Act is law, the big question is, what effect does this have on cut-rate dealers?" Stories exploring this question have and will continue to appear in the news columns of The Billboard until the issue is decided.

VOX JOX

By JOE MARTIN

Chatter

Among the guests during the first week of the Leonard Feather all-night jazz show on WJZ, New York, were Duke Ellington, Woody Herman, George Shearing, Chubb Jackson, Jimmy and Marion McPartland, Arnel Cobb and John Hammond. Feather features two hours of foreign jazz disks and two hours of American platters. . . . Roger Wolfe has left WDSU and WDSU-TV, New Orleans, for WDTV, Pittsburgh. . . . Larry Higgins, former free-lancer in the Miami area, is now with WHHM, Memphis. . . . Mel Berman, program director, WSKB, Mercomb, Miss., considers MGM Records as one of the most co-operative diskeries. . . . Tom Edwards, WERB, Cleveland, has started a "Dimple Club" and is running a contest among his listeners who have dimples. Five winners of "cutest dimples" judging will get record album prizes and top two get free dinner on Edwards. . . . Mary Mayor recently guested with Robb Thomas, WEMP, Milwaukee. . . . Guesting with Merle Edwards, WMIN, St. Paul, Minn., were George Auld and George Shearing. . . . Phil Brooks, KRKD, Los Angeles, appreciates after-midnight visits from such stars as Wilder Brothers, Drew Miller and Giselle MacKenzie. . . . Al Mortimer, WRAC, Williamsport, Pa., claims that the original German version of "Auf Wiederseh'n" is far superior to any of the pop platters. Mortimer got the disk from a G. I.

back from Europe. . . . Stew McDonnell, WIMS, Michigan City, Ind., is now wearing second lieutenant's bars at Camp McCoy, Wis. . . . After his first week as emcee of the midnight show of WJLB, Detroit, Ed Sawtell sent thanks to Don Cornell, Bob Eberle and Ray Anthony, who guested via tape, and to diskery sales and promotion execs Charley Gray of Coral and George Dirksen and Jimmy Petersen of Capitol. . . . Lee and Lorraine Ellis have given up their show on WSPR, Springfield, Mass., for a cross-country vacation tour. . . . Jack Rye left KUTA, Salt Lake City, for KTSM, El Paso. . . . Dan Buchanan joined KALL, Salt Lake City. . . . Gerry Ackerman is the new librarian at KCLX, Colfax, Wash., and also handled her own disk show. . . . other new librarians are Olive Davis at KFBB, Great Falls, Mont., and Charlotte Mansur at KDLM, Detroit Lakes, Minn. . . . Dan Willis is back with KFOD, Denver, after a hitch in the Army. . . . Frank White, KMYR, Denver, has added another hour to his show. . . . Art Westergard is back with WFBC, Cheyenne, Wyo. . . . Dick Daillet, formerly with KFBC, Cheyenne, has moved to KPQ, Wenatchee, Wash. . . . New librarian at KYOU, Greeley, Colo., is Jane Revely. . . . Bob Taylor joined KTRC, Sante Fe, New Mex. . . . Bill Burton is with KWTV, Barstow, Calif. . . . Changes in librarian show Patricia Henry with KVOR, Colorado (Continued on page 148)

that winterhalter magic with a NEW touch

"HESITATION"

"TIC-TAC-TOE"

HUGO WINTERHALTER

RCA 20-4851
47-4851

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

Release 52-31

Ships Coast to Coast Aug. 3

POPULAR

- HUGO WINTERHALTER AND HIS ORCHESTRA**
Brazilian Tic-Tac-Toe 20-4851—(47-4851)*
- BUDDY MORROW AND HIS ORCHESTRA**
Got You On My Mind One Mint Julep 20-4852—(47-4852)*
- TONY BAVAAR WITH ORCHESTRA**
Blue Tango Fessas Me 20-4873—(47-4873)*
- THE ROCKETS AND HUGO WINTERHALTER AND HIS ORCHESTRA**
The Girls Are Marching (Dedicated to the Women of the Armed Forces) The All-Army Team 20-4875—(47-4875)*
- JOHNNY YADNAL AND HIS ORCHESTRA**
Premier Polka Swiss Maiden Watts 20-4888—(47-4888)*

SACRED

- GEORGE BEVERLY SHEA**
Got the Whole Wife World in His Hands If I Could Pray Like a Child Again 20-4884—(47-4884)*

COUNTRY — WESTERN

- HANK PENNY**
PLAIN O' COUNTRY BOY
Badassie Hoogie If I Can't Wear the Pants 20-4845—(47-4845)*
- JIMMY SMITH**
Angel From East Tennessee First Choice 20-4853—(47-4853)*

RHYTHM-BLUES

- DOSSIE TERRY**
Bad, Bad Affair Cool My Head 20-4874—(47-4874)*
- JOE COSTA**
All the Things You Are The World is a Woman 20-4863—(47-4863)*

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Going Strong...

indicates records, which according to actual sales are recommended hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "hold out" stage.

- 1 **Wish You Were Here/The Hand of Fate**
Eddie Fisher 20-4830—(47-4830)*
- 2 **Someday/Luna Rossa**
Tony Martin 20-4836—(47-4836)*
- 3 **I'm Yours/Just a Little Lovin'**
Eddie Fisher 20-4680—(47-4680)*
- 4 **A Full Time Job/Shepherd of My Heart**
Eddy Arnold 20-4787—(47-4787)*
- 5 **I Laughed at Love/Father Time**
Sunny Gale 20-4789—(47-4789)*
- 6 **Vanessa/Somewhere Along the Way**
Hugo Winterhalter 20-4691—(47-4691)*
- 7 **Maybe/Watermelon Weather**
Perry Como and Eddie Fisher 20-4744—(47-4744)*
- 8 **Forgive Me/That's the Chance You Take**
Eddie Fisher 20-4574—(47-4574)*
- 9 **Blue Tango**
Hugo Winterhalter 20-4518—(47-4518)*
- 10 **Li'l Ole Kiss of Fire/I'm Yorn**
Homer & Jethro 20-4770—(47-4770)*
- 11 **Anytime**
Eddie Fisher 20-4359—(47-4359)*
- 12 **It Wasn't God Who Made Honky Tonk Angels/It'd Surprise You**
Bessie Allen 20-4853—(47-4853)*
- 13 **Slow Poison/Heart Trouble**
Johnny & Jack 20-4765—(47-4765)*
- 14 **Kiss of Fire**
Tony Martin 20-4671—(47-4671)*
- 15 **Lady's Man/Married by the Bible, Divorced by the Law**
Hank Snow 20-4733—(47-4733)*

Coming Up...

indicates records that have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the "selling hit" category. The trade is advised to watch these records carefully in order to maintain "best-seller" status.

- ★ **STRANGE SENSATION**
June Valli 20-4758—(47-4758)*
The Retailers Pick, Billboard, July 28th
- ★ **THE HAND OF FATE**
Eddie Fisher-Hugo Winterhalter Orchestra
The Operators Pick, Billboard, July 28th

TIPS

HESITATION/TIC-TAC-TOE
Hugo Winterhalter and His Orchestra 20-4851—(47-4851)*

THIS WEEK'S MAILBAG

Let's turn the RCA Victor spotlight on Buddy "Night Train" Morrow. Buddy's RCA Victor recording of NIGHT TRAIN has made him a name to reckon with on records. He seems due to repeat with his great new RCA Victor dishing of GOT YOU ON MY MIND and ONE MINT JULEP.

Buddy was born with a trombone in his mouth, and at the age of seventeen won a scholarship to the famed Juillard School of Music. He sid'd the silphorn under the batons of such big names as Tommy Dorsey, Eddy Duchin, Paul Whiteman, and Bunny Berigan.

Buddy's outstanding work on recording dates around town made it almost inevitable that someone would decide that he should have a band of his own. Someone did, and now Buddy is guardian not only of his shining trombone, but a loyal group of union men who have been eating well as a result of their fine work on NIGHT TRAIN. We expect to keep the boys in steaks for quite a while when the profits from their recording of GOT YOU ON MY MIND and ONE MINT JULEP begin to roll in.

We expect Buddy Morrow to add his RCA Victor recording of GOT YOU ON MY MIND and ONE MINT JULEP to his collection of prized possessions. These possessions now include: the letter notifying him he had won a scholarship to the Juillard School of Music; money; his RCA Victor recording of NIGHT TRAIN; money; and a fan letter from an unknown admirer addressed to "Buddy Moron." For the benefit of that unknown admirer, permit us to state that the name is Morrow—and the recording hat is making the name famous is RCA Victor's GOT YOU ON MY MIND and ONE MINT JULEP.

The stars who make the hits
are on

RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

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RECORD
PROBLEMS
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when you team up with

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★ **RECORDING**

your material and production ideas . . . in the nation's best equipped studios

★ **PROCESSING**

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your records are precision-pressed . . . carefully inspected to insure uniform high quality

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AT COMPETITIVE
PRICES FOR ALL INDE-
PENDENT LABELS**

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Every type and speed record including:

- ★ 6 1/2" and 7" children's records
- ★ A variety of special records to meet your individual requirements.

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A-30
440 N. Lake Street
Bristol
WH 9-2118

HOLLYWOOD
A-30
1974 N. Normandie
Ave.
HI 9-2171



RCA VICTOR...A SOLID NAME BEHIND YOUR LABEL

**THE BILLBOARD Music
Popularity Charts**

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

• **Best Selling Sheet Music**

Based on reports received July 23, 24 and 25

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music peddlers. Songs are listed according to greatest number of sales: (F) indicates tune is a film; (M) indicates tune is a legit musical; (R) indicates tune is available on records.

POSITION	Weeks Last This to date/Week/Week	Title	Artist
5	1	1. AUF WIEDERSEHN, SWEETHEART (R)	Hill & Range
6	4	2. WALKIN' MY BABY BACK HOME (R)	DeSylva, Brown & Henderson
20	3	3. BLUE TANGO (R)	Mills
12	6	4. I'M YOURS (R)	Algonquin
14	1	5. KISS OF FIRE (R)	Duchess
7	7	6. HALF AS MUCH (R)	Acuff-Rose
10	5	7. HERE IN MY HEART (R)	Mellin
2	12	8. BOTCH-A-ME (R)	Hollis
15	8	9. I'LL WALK ALONE (R) (F)	Mayfair
9	9	10. DELICADO (R)	Remick
4	10	11. SOMEWHERE ALONG THE WAY (R)	United
2	13	12. MAYBE (R)	Robbins
1	-	13. WISH YOU WERE HERE (R) (F)	Chappell
18	-	14. GUY IS A GUY	Ludlow
6	15	15. WITH A SONG IN MY HEART (R) (F)	Horns

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

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John C. Pezzarini's Audience Coverage Index. The index is projected upon radio sets made available to Pezzarini's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. This music checked is predominantly under 50 per cent) arias.

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

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1.	A Girl, a Felix, a Beach Umbrella (R)	Valando—ASCAP
2.	Auf Wiederseh'n Sweetheart (R)	Hill & Range—BMI
3.	Be Anything (But Be Mine) (R)	Shapiro Bernstein—ASCAP
4.	Blue Tango (R)	Mills—ASCAP
5.	Delicado (R)	Remick—ASCAP
6.	Easy Street (R)	Johnston—BMI
7.	For the Very First Time (R)	Bevila—ASCAP
8.	Forever (R)	Advanced—ASCAP
9.	Half as Much (R)	Acuff-Rose—BMI
10.	Hand of Fate (R)	General—ASCAP
11.	Here Comes That Mood (R)	Lite—BMI
12.	Here in My Heart (R)	Mellin—ASCAP
13.	How Cuddly (R)	Lite—BMI
14.	I'll Walk Alone (R)	E. H. Morris—ASCAP
15.	I'm Yours (R)	Algonquin—BMI
16.	In the Good Old Summer Time (R)	E. B. Marks—BMI
17.	Just a Little Lovin' (R)	Hill & Range—BMI
18.	Just for You (R)	Burton—ASCAP
19.	Kiss of Fire (R)	Duchess—BMI
20.	Love Rains (R)	Bryman, Vecco & Dema—ASCAP
21.	Man (R)	Robbins—ASCAP
22.	Remember (R)	A. B. C.—ASCAP
23.	Singing in the Rain (R)	Robbins—ASCAP
24.	So Madly in Love (R)	Shapiro Bernstein—ASCAP
25.	Somewhere Along the Way (R)	United—ASCAP
26.	Sweetest Words I Know (R)	Lite—BMI
27.	Vanessa (R)	E. H. Morris—ASCAP
28.	Walkin' My Baby Back Home (R)	De Sylva, Brown & Henderson—ASCAP
29.	Wish You Were Here (R)	Chappell—ASCAP
30.	Zip a Little Zang (R)	Burton—ASCAP

Top Ten in Television

1.	Am I in Love (R)	Famous—ASCAP
2.	Auf Wiederseh'n, Sweetheart (R)	Hill & Range—BMI
3.	Forgive Me (R)	Advanced—ASCAP
4.	Here in My Heart (R)	Mellin—ASCAP
5.	I Love Girls (R)	Arden—ASCAP
6.	Maybe (R)	Robbins—ASCAP
7.	Remember (R)	A. B. C.—ASCAP
8.	So Madly in Love (R)	Shapiro Bernstein—ASCAP
9.	Sugarbush (R)	S. Scheraga—ASCAP
10.	What Came to a Cat (R)	Narry Warner—ASCAP

• **England's Top Twenty**

POSITION	Weeks Last This to date/Week/Week	Title	English	American
9	1	1. AUF WIEDERSEHN SWEETHEART	Morris	Hill & Range
6	4	2. BLUE TANGO	Mills	Mills
14	3	3. NEVER	Francis Day & Hunter Ltd.	Robbins
6	2	4. KISS OF FIRE	Duchess	Duchess
10	5	5. BLACKSHIRT BLUES	Chappell	Hill & Range
4	6	6. HOWING WALTZ	Reino	Mills
12	7	7. PITTSBURGH, PENNSYLVANIA	Compton	Oxford
8	10	8. BE ANYTHING (BUT BE MINE)	Crombach	Shapiro-Bernstein
16	9	9. TELL ME WHY	E. H. Morris	Sigart
5	12	10. I'M YOURS	Mellin	Algonquin
19	11	11. WE WON'T LIVE IN A CASTLE	Compton-Capency	Oxford
9	14	12. FROM THE TIME YOU SAY GOODBYE (The Parting Song)	Pickwick	Pickwick
16	8	13. AROUND THE CORNER	Dash	Frank
13	15	14. WHEEL OF FORTUNE	Valando	Lawe
2	16	15. HIGH NOON	Robbins	Felix
10	17	16. GANDY BARBERS	Disney	Disney
20	15	17. GUY	Francis Day	Hill-Howe
16	20	18. AT LAST	Pickwick	Duchess
1	-	19. TRUST IN ME	Barbara Wright	Advanced
22	20	20. UNFORGETTABLE	Sourne	Sourne



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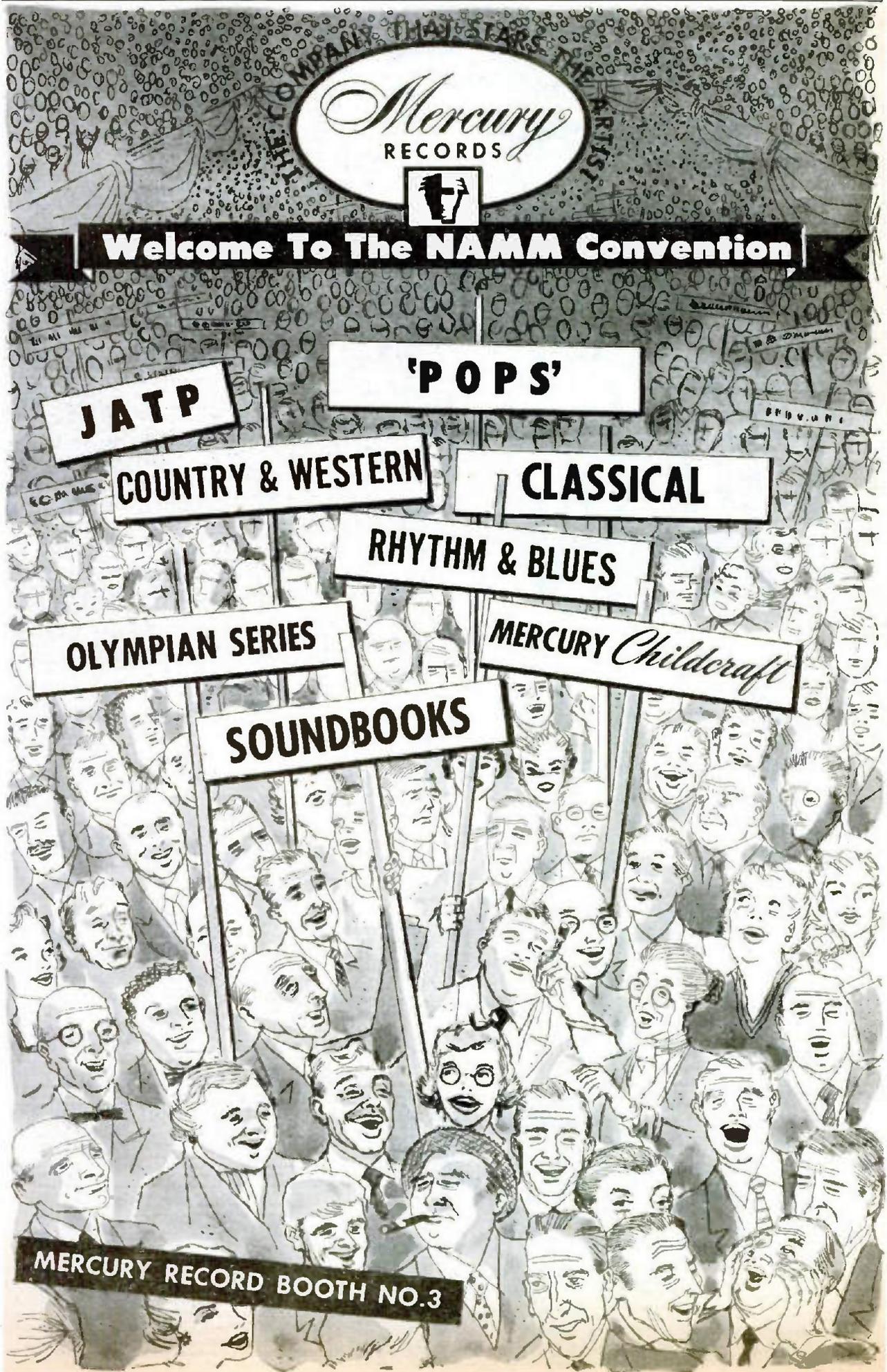
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"LITTLE" JIMMY DICKENS

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TODAY'S HOTTEST SHOWMAN
BREAKING RECORDS IN PARKS, THEATERS AND AUDITORIUMS EVERYWHERE

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A terrific new release

"WAITRESS, WAITRESS"

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"THEY DON'T KNOW NOTHIN' AT ALL"

COLUMBIA 20976

Currently riding high...

"LOLA LEE" AND "HOT DIGGITY DOG"

COLUMBIA 20930

• Best Selling Pop Singles

... based on reports received July 22, 24 and 25

Records listed are those selling best in the nation's 100 largest retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

POSITION	Weeks	Last	Title	Artist	Label
1	2	3	4	5	6
7	1	1	1. AUF WIEDERSEHN, SWEETHEART	V. Lynn	London (78)1227; (45)45-1227-BMI
			From the Time We Say Goodbye		
6	5	2	2. BOTCH A ME	R. Clooney	Capitol (78)39767; (45)14-39767-BMI
			On the First Warm Day		
11	4	3	3. HALF AS MUCH	R. Clooney	Capitol (78)39710; (45)14-39710-BMI
			Poor Whip-Poor-Will		
16	2	4	4. DELICADO	P. Faith-S. Freeman	Capitol (78)39708; (45)14-39708-ASCAP
			Festival		
12	3	5	5. HERE IN MY HEART	A. Martino	Capitol (78)1101; (45)145-101-BMI
			I Cried Myself to Sleep		
10	7	6	6. WALKIN' MY BABY BACK HOME	J. Ray	Capitol (78)39750; (45)14-39750-ASCAP
			Give Me Time		
30	8	7	7. BLUE TANGO	L. Anderson	Decca (78)27875; (45)19-27875-ASCAP
			Off to the Ball		
15	6	8	8. KISS OF FIRE	G. Gibbs	Mercury (78)5823; (45)1523X45
			Lasting Thing		
8	10	9	9. MAYBE	P. Como-E. Fisher	Vocalion (78)20-474; (45)14-474-ASCAP
			Watermelon Warbler		
14	9	10	10. I'M YOURS	E. Fisher-H. Winterhalter	Vocalion (78)20-4680; (45)14-4680-BMI
			Just a Little Lovin'		
3	13	11	11. WISH YOU WERE HERE	E. Fisher-H. Winterhalter	Vocalion (78)20-4830; (45)14-4830-ASCAP
			Home of Fate		
4	15	12	12. WALKIN' MY BABY BACK HOME	Nat (King) Cole	Capitol (78)2130; (45)1F-2130-ASCAP
			Funny		
8	11	13	13. SOMEWHERE ALONG THE WAY	Nat (King) Cole	Capitol (78)2069; (45)1F-2069-ASCAP
			What Does It Take		
5	17	14	14. SUGAR BUSH	Doris Day-F. Laine	Capitol (78)39693; (45)14-39693-ASCAP
			How Lovely Cooks the Meat		
4	18	15	15. VANESSA	H. Winterhalter	Vocalion (78)20-4691; (45)14-4691-BMI
			Somewhere Along the Way		
9	12	16	16. LOVER	P. Lee-G. Jenkins	Decca (78)22821; (45)19-22821-ASCAP
			You Go to My Head		
14	14	17	17. KISS OF FIRE	T. Martin	Vocalion (78)20-4671; (45)14-4671-BMI
			For the Very First Time		
4	20	18	18. HIGH NOON	F. Laine	Capitol (78)39710; (45)14-39710-ASCAP
			Rock of Gibraltar		
2	26	19	19. INDIAN LOVE CALL	S. Whiman	Imperial 8156-ASCAP
			Cherry Bell		
4	18	20	20. AUF WIEDERSEHN, SWEETHEART	E. Howard	Mercury (78)39671; (45)15271X45-ASCAP
			To Take a Chance		
15	16	21	21. I'M YOURS	D. Cornell	Capitol (78)60690; (45)19-60690-BMI
			My Mother's Prayer		
5	25	22	22. SMOKE RINGS	L. Paul & M. Ford	Capitol (78)2123; (45)1F-2123
			Let the Good Old Summer Time		
2	-	22	22. ROCK OF GIBRALTAR	F. Laine	Capitol (78)39710; (45)14-39710-BMI
			High Noon		
6	21	24	24. TAKE MY HEART	A. Martino	Capitol (78)2122; (45)1F-2122-ASCAP
			I Never Cared		
8	21	25	25. I'LL WALK ALONE	J. Froman	Capitol (78)2044; (45)1F-2044-ASCAP
			With a Song in My Heart		
1	-	25	25. KAY'S LAMENT	K. Starr	Capitol (78)2151; (45)1F-2151
			Full Fast Fool		
2	26	27	27. ALL OF ME	J. Ray	Capitol (78)10135; (45)14-10135-ASCAP
			Walkin' My Baby Back Home		
4	-	27	27. ONCE IN A WHILE	P. Page	Mercury (78)5867; (45)15267X45
			I'm Glad You're Home With Someone Else		
10	21	29	29. HERE IN MY HEART	T. Bennett	Capitol (78)39745; (45)14-39745-BMI
			I'm Lost Again		
19	-	30	30. I'LL WALK ALONE	D. Cornell	Capitol (78)6069; (45)19-6069-ASCAP
			That's the Chance You Take		

• Best Selling Classical Albums

Last	This	Best Selling 33 1/3 R.P.M.	
Weeks	Week	Title	Label
3	1	1. Puccini: Tosca (Complete Opera); B. Aronson, M. Castiglione, G. Gatti, E. D'Amico, B. Gagli, A. Marcantoni, N. Mazzanti, G. Tamari; Royal Opera House, G. S. De Feltrini, conductor	V (33) LCT-6004
1	2	2. Puccini: La Boheme; L. Albanese, J. Ferras, A. Toscanini, conductor	V (33) LM-6006
2	3	3. Verdi: La Traviata (Complete Opera); L. Albanese, G. Ebrahimi, P. Dennis, J. Garris, R. Merrill, J. Moreland, J. Ferras, M. Siffman, NBC Symphony, Dir. & Chorus, A. Toscanini, conductor	V (33) LM-6003
5	4	4. Beethoven: Concerto No. 4; W. Cieslik, piano, Philharmonic Ork., V. Karajan, conductor	Capitol (33) ML-4535
4	5	5. Mendelssohn: Pictures at an Exhibition; Chicago Symphony Ork., R. Kozell, conductor	Mercury (33) MG-50000
Best Selling 45 R.P.M.			
1	1	1. Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Ork., V. Gelschman, conductor	V (45) WDM-1020
2	2	2. Ravel: Bolero; Boston Symphony Ork., Kuznetsov, conductor	V (45) WDM-1220
3	3	3. Tchaikovsky: Nutcracker Suite; E. Brannan, conductor Philadelphia Ork., V (45) WDM-1020	
4	4	4. Strauss: Waltzes; Boston Pops Ork., A. Fielder, conductor	V (45) WDM-445
5	5	5. Schubert: William Tell Overture; NBC Symphony Ork., A. Toscanini, conductor	V (45) WDM-405
6	6	6. Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork., P. Monteux, conductor	V (45) WDM-920

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VOLUMES I AND II
M-G-M Album 158 (78 RPM)
M-G-M Album R158 (45 RPM)
M-G-M Long-Playing Record E158 (33 1/3 RPM)

VOLUME I

Wild Root
Four Men on a Horse
Your Father's Mustache

VOLUME II

M-G-M Album 159 (78 RPM)
M-G-M Album R159 (45 RPM)
M-G-M Long-Playing Record E159 (33 1/3 RPM)

The Good Earth
Mean to Me
The Man I Love

Ponape
Blowin' Up a Storm

Tommy Edwards
**THE GREATEST SINNER
OF THEM ALL**
and
EASY TO SAY
MCM 11266 78 rpm • K11266 45 rpm

Billy Eckstine
STRANGE SENSATION
and
HAVE A GOOD TIME
MCM 11291 78 rpm • K11291 45 rpm

Billy Eckstine
KISS OF FIRE
and
NEVER LIKE THIS
MCM 11225 78 rpm • K11225 45 rpm

Billy Eckstine
Hotter than the weather
and still going strong
HOLD ME CLOSE TO YOU
and
IF THEY ASK ME
MCM 11217 78 rpm • K11217 45 rpm

Bill Hayes
HIGH NOON
and
PADAM-PADAM
MCM 11266 78 rpm • K11266 45 rpm

Barbara Ruick
SERENADE TO A LEMONADE
and
DELISHIOUS
MCM 11279 78 rpm • K11279 45 rpm



Acquaviva
and His Orchestra
A New Thrill in Music
BEYOND THE NEXT HILL,
and
TILLIE'S TANGO
MCM 30614 78 rpm • K30614 45 rpm

Fran Warren
**WHAT IS THIS THING
CALLED LOVE?**
and
WISH YOU WERE HERE
MCM 11270 78 rpm • K11270 45 rpm

Bill Krenz
**OH, WILLIE, PLAY THAT
THING**
and
COAXING THE PIANO
MCM 11264 78 rpm

Philip Green
& His Orchestra
CUBAN NIGHTINGALE
and
PLINK, PLANK, PLUNK
MCM 30619 78 rpm • K30619 45 rpm

Hank Williams
JAMBALAYA
and
WINDOW SHOPPING
MCM 11288 78 rpm • K11288 45 rpm

Alan Dean
LUNA ROSSA
and
I'LL FORGET YOU
MCM 11269 78 rpm • K11269 45 rpm

George Shearing
FIVE O'CLOCK WHISTLE
and
SIMPLICITY?
MCM 11282 78 rpm • K11282 45 rpm

The De Marco Sisters
**AUF WIEDERSEH'N
SWEETHEART**
and
WATERMELON WEATHER
MCM 11278 78 rpm • K11278 45 rpm

David Rose
& His Orchestra
VANESSA
and
ALL THE THINGS YOU ARE
MCM 30619 78 rpm • K30619 45 rpm

Arthur "Guitar Boogie" Smith
**SOMEBODY LEFT ANOTHER
YOUNG'UN AT OUR HOUSE**
and
RIVER RAG
MCM 11262 78 rpm • K11262 45 rpm

Robert Q. Lewis
ON A SUNDAY BY THE SEA
and
ZING A LITTLE ZONG
MCM 11280 78 rpm • K11280 45 rpm

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THE BILLBOARD Music Popularity Charts

• Best Selling Children's Records

... Based on reports received July 23, 24 and 25

Records listed are those records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION	Weeks Last This	to date/Week	Record	Label
46	1	1	SNOW WHITE AND THE SEVEN DWARFS (Two Records) Deana Day.....	V781Y-33; (45)WY-83
129	2	2	CINDERELLA (Two Records) L. Woods & Others.....	V1781Y-399; (45)WY-399
62	3	2	LOVE RANGER VOL. I (He Becomes the Love Ranger) (One Record) G. Trenble.....	Dec781K-29; (45)1-152
94	5	4	TWEETY PIE (One Record) M. Blanc-B. May.....	Cap781CAS-3074; (45)1CAS-3074
80	4	5	BOZO ON THE FARM (Two Records) P. Cahig-B. May.....	Cap781DBX-3076; (45)1CB1F-3076
64	7	5	LITTLE ENGINE THAT COULD (Two Records) P. Wim.....	V1721Y-364; (45)WY-304
61	10	7	PETER AND THE WOLF (Two Records) Sterling Holman.....	V1781Y-306; (45)WY-306
9	—	8	HOWDY DOODY'S DO'S AND DON'TS (One Record) Howdy Doody & B. Smith.....	V1781Y-445; (45)WY-445
182	6	9	LITTLE TOOT (One Record) Don Withers The Starlighters.....	Cap781DAS-90; (45)1CAS-3001; (33)MGM-3065
40	11	10	LOVE RANGER VOL. II (He Finds Silver) (One Record) G. Trenble.....	Dec781K-30; (45)1-153
53	13	10	ALICE IN WONDERLAND (One Record) K. Beaumont-E. Wynn.....	V1781Y-437; (45)WY-437; (33)Y-1
19	—	12	IT'S HOWDY DOODY TIME (One Record) Howdy Doody & B. Smith.....	V1781Y-446; (45)WY-446
41	8	13	HENRY HAWK (One Record) M. Blanc.....	Cap781CAS-3098; (45)1CAS-3098
17	8	13	TEDDY BEAR'S PICNIC (One Record) F. DeVal.....	Cap781CAS-3083; (45)1CAS-3083
3	—	13	HOPPY'S HAPPY BIRTHDAY (One Record) B. Boyd.....	Cap781CAS-3114; (45)1CAS-3114
7	—	13	WINNIE THE POOH & THE HEEFALUMP WINNIE THE POOH & THE TIGGER J. Stewart.....	V1781Y-436; (45)WY-436

• Best Selling Pop Albums

... Based on reports received July 23, 24 and 25

Because all labels are not issued on all records it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaire, so a comparison may be drawn between their 33 pop album sales and their 45 pop album sales. Therefore, The Billboard is no longer attempting to show comparable sales volume between 45 and 33 pop albums.

Label	This Week	Best Selling 33 1/3 R.P.M.
1	1	WITH A SONG IN MY HEART J. Freeman.....
3	2	LOVELY TO LOOK AT Original Cast.....
2	3	SINGIN' IN THE RAIN Original Cast.....
4	4	BIG BAND BASH B. May.....
7	5	EDDIE FISHER SINGS E. Fisher.....
5	6	JOHNNIE RAY J. Ray-Four Lads-B. Cole Quintet.....
11	7	AN AMERICAN IN PARIS G. Kelly-G. Gentry-J. Green.....
—	8	TOP POPS F. Carle.....
6	9	DANCE TO THE TOP POPS R. Flanagan.....
9	9	SOUTH PACIFIC Mary Martin-Eric Plaza.....

Label	This Week	Best Selling 45 R.P.M.
1	1	WITH A SONG IN MY HEART (Four Records) J. Freeman.....
4	2	LOVELY TO LOOK AT (Four Records) Original Cast.....
2	3	SINGIN' IN THE RAIN (Four Records) Original Cast.....
6	4	JOHNNIE RAY (Four Records) J. Ray-Four Lads-B. Cole Quintet.....
5	5	BIG BAND BASH (Three Records) B. May.....
3	6	EDDIE FISHER SINGS (Four Records) E. Fisher.....
7	7	DANCE TO THE TOP POPS (Four Records) R. Flanagan.....
8	8	SHOW BOAT (Four Records) Original Cast-M. Grayson-A. Gardner-H. Keel.....
9	9	AN AMERICAN IN PARIS (Four Records) G. Kelly-G. Gentry-J. Green.....
10	10	TV FAVORITES (Four Records) P. Combs.....
—	10	TOP POPS (Four Records) F. Carle.....

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Motion Picture

THE BILLBOARD Music Popularity Charts

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

Best Selling Pops by Territories

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

Each week, The Billboard in co-operation with Western Union, secures list minute sales reports from top dealers in the nation's largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

- ### NEW YORK
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 2. BOTCH-A-ME—R. Clooney—Columbia
 3. HERE IN MY HEART—A. Martino—BBS
 4. DELICADO—P. Faith—Columbia
 5. BLUE TANGO—L. Anderson—Decca
 6. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
 7. KISS OF FIRE—G. Gibbs—Mercury
 8. HALF AS MUCH—R. Clooney—Columbia
 9. I'M YOURS—E. Fisher—H. Winterhalter—Victor
 10. VANESSA—H. Winterhalter—Victor

- ### SEATTLE
1. HALF AS MUCH—R. Clooney—Columbia
 2. DELICADO—P. Faith—Columbia
 3. VANESSA—H. Winterhalter—Victor
 4. BOTCH-A-ME—R. Clooney—Columbia
 5. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 6. HERE IN MY HEART—A. Martino—BBS
 7. SUGARBUSH—Doris Day—E. Laine—Columbia
 8. JAMAICAN RHUMBA—P. Faith—Columbia

- ### DENVER
1. HALF AS MUCH—R. Clooney—Columbia
 2. KISS OF FIRE—G. Gibbs—Mercury
 3. I'M YOURS—E. Fisher—H. Winterhalter—Victor
 4. HERE IN MY HEART—A. Martino—BBS
 5. DELICADO—P. Faith—Columbia
 6. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 7. BLUE TANGO—L. Anderson—Decca

- ### CHICAGO
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 2. BOTCH-A-ME—R. Clooney—Columbia
 3. HALF AS MUCH—R. Clooney—Columbia
 4. HERE IN MY HEART—A. Martino—BBS
 5. KISS OF FIRE—G. Gibbs—Mercury
 6. SUGARBUSH—Doris Day—E. Laine—Columbia
 7. DELICADO—P. Faith—Columbia
 8. HIGH NOON—F. Laine—Columbia
 9. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
 10. WALKIN' MY BABY BACK HOME—J. Ray—Columbia

- ### CINCINNATI
1. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
 2. MAYBE—E. Fisher—P. Come—Victor
 3. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 4. HERE IN MY HEART—A. Martino—BBS
 5. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 6. I'M YOURS—E. Fisher—H. Winterhalter—Victor
 7. DELICADO—P. Faith—Columbia
 8. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
 9. BOTCH-A-ME—R. Clooney—Columbia
 10. ORCE IN AWHILE—P. Page—Mercury

- ### LOS ANGELES
1. HERE IN MY HEART—A. Martino—BBS
 2. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 3. KISS OF FIRE—G. Gibbs—Mercury
 4. BOTCH-A-ME—R. Clooney—Columbia
 5. DELICADO—P. Faith—Columbia
 6. KISS OF FIRE—G. Gibbs—Mercury
 7. BLUE TANGO—L. Anderson—Decca
 8. HALF AS MUCH—R. Clooney—Columbia
 9. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
 10. I'M YOURS—E. Fisher—H. Winterhalter—Victor

- ### PITTSBURGH
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 2. BOTCH-A-ME—R. Clooney—Columbia
 3. WISHING STAR—Four Aces—Decca
 4. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
 5. BLUE TANGO—L. Anderson—Decca
 6. MAYBE—E. Fisher—P. Come—Victor
 7. KISS OF FIRE—T. Martin—Victor
 8. SOME DAY—T. Martin—Victor
 9. SHOULD I—Four Aces—Decca

- ### ATLANTA
1. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
 2. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
 3. HERE IN MY HEART—A. Martino—BBS
 4. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 5. WALKIN' TO THE MISSOURI—S. Kaye—Columbia
 6. FROM THE TIME WE SAID GOODBYE (Part 2)—V. Lynn—London
 7. DELICADO—P. Faith—Columbia

- ### DALLAS-FORT WORTH
1. DELICADO—P. Faith—Columbia
 2. WALKIN' MY BABY BACK HOME—Nat (King) Cole—Capitol
 3. HERE IN MY HEART—A. Martino—BBS
 4. HALF AS MUCH—R. Clooney—Columbia
 5. KISS OF FIRE—T. Martin—Victor
 6. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
 7. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor

- ### DETROIT
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 2. BOTCH-A-ME—R. Clooney—Columbia
 3. VANESSA—H. Winterhalter—Victor
 4. IT'S A BLUE WORLD—Four Freshmen—Capitol
 5. HERE IN MY HEART—A. Martino—BBS
 6. HALF AS MUCH—R. Clooney—Columbia
 7. WALKIN' MY BABY BACK HOME—Nat (King) Cole—Capitol
 8. KISS OF FIRE—G. Gibbs—Mercury
 9. SHOULD I—Four Aces—Decca
 10. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol

- ### BOSTON
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 2. INDIAN LOVE CALL—S. Whitman—Imperial
 3. BLUE TANGO—L. Anderson—Decca
 4. DELICADO—P. Faith—Columbia
 5. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
 6. VANESSA—H. Winterhalter—Victor
 7. YOU BELONG TO ME—J. Stafford—Columbia
 8. I'M YOURS—E. Fisher—H. Winterhalter—Victor
 9. HALF AS MUCH—R. Clooney—Columbia
 10. ALL OF ME—J. Ray—Columbia

- ### PHILADELPHIA
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 2. BOTCH-A-ME—R. Clooney—Columbia
 3. MAYBE—E. Fisher & P. Come—Victor
 4. BLUE TANGO—L. Anderson—Decca
 5. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
 6. DELICADO—P. Faith—Columbia
 7. KISS OF FIRE—G. Gibbs—Mercury
 8. HALF AS MUCH—R. Clooney—Columbia
 9. I'M YOURS—D. Cornell—Coral
 10. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol

- ### ST. LOUIS
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 2. BOTCH-A-ME—R. Clooney—Columbia
 3. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
 4. MAYBE—E. Fisher—P. Come—Victor
 5. DELICADO—P. Faith—Columbia
 6. BLUE TANGO—L. Anderson—Decca
 7. DAUGHTER ON TENTH AVENUE—R. Anderson—Capitol
 8. HIGH NOON—F. Laine—Mercury
 9. SMOKE RINGS—L. Paul—M. Ford—Capitol
 10. SOMEDAY—T. Martin—Victor

- ### WASHINGTON, D. C.
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 2. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
 3. DELICADO—P. Faith—Columbia
 4. WALKIN' MY BABY BACK HOME—Nat (King) Cole—Capitol
 5. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
 6. KISS OF FIRE—G. Gibbs—Mercury
 7. HERE IN MY HEART—A. Martino—BBS
 8. HALF AS MUCH—R. Clooney—Columbia
 9. BOTCH-A-ME—R. Clooney—Columbia

- ### NEW ORLEANS
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 2. DELICADO—P. Faith—Columbia
 3. BOTCH-A-ME—R. Clooney—Columbia
 4. HERE IN MY HEART—A. Martino—BBS
 5. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
 6. I'M YOURS—E. Fisher—Victor
 7. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
 8. SMOKE RINGS—L. Paul—M. Ford—Capitol

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- 1005 "Crazy Bone Rag"
"St. Louis Tickle"
- 1012 "Mule Blues"
"I Got the Blues When It Rains"
- 1023 "Memphis Blues"
"Alabama Jubilee"
- 1057 "Sweet Georgia Brown"
"Dill Pickles"
- 15001 "San Antonio Rose"
"Bully of the Town"
- 15004 "Under the Double Eagle"
"My Mary"
- 15006 "Star Dust"
"Plano Polka"
- 15008 "Johnny Maddox Boogie"
"Near You"
- 15014 "Why Worry"
"Friday Night Stomp"
- 15015 "Listen to the Mocking Bird"
"Molly Darling"

JANE GRANT

- 15009 "Goody Goody"
"Just Believe in Me"
- 15016 "Doodle Dee De"
"I'll Sail My Ship Alone"

WES BRITT

at the Organ with the Rhythmasters

- 1038 "Easy Melody"
"Red Sails in the Sunset"

BEASLEY SMITH

and His Band
Vocal by DON EYLES

- 15002 "My Wife and I"
"I'm Gonna Live and Die in Texas"
- 15005 "Lucky Lou"
"Darling Nellie Gray"

BOB LAMM

- with John Maddox and the Rhythmasters
- 15007 "Waiting for the Robert E. Lee"
"That's My Weakness Now"

THE HILLTOPPERS

- 15018 "Trying"
"You Made Up My Mind"

HILLBILLY

BIG JEFF

and the Radio Playboys

- 1004 "Juke Box Boogie"
"You Talk in Your Sleep"
- 1058 "Step It Up and Go"
"After We Are Through"

JAM-UP AND HONEY

- 1089 "Wild Honey Rag"
"Stew Foot Mama"
- 1114 "Holding the Sack"
"Twelfth Street Rag"

ANDY WILSON

- 1102 "Great Speckle Bird"
"Step By Step"

MAC WISEMAN

- 1062 "Tis Sweet To Be Remembered"
"Are You Coming Back to Me?"

- 1075 "Little White Church"
"I'm a Stranger"
- 1091 "I Still Write Your Name in the Sand"
"Four Walls Around Me"
- 1092 "Georgia Waltz"
"Dreaming of a Little Cabin"
- 1115 "You're the Girl of My Dreams"
"I Wonder How the Old Folks Are at Home"

TENNESSEE DRIFTERS

- 1098 "Mean Ole Boogie"
"Boogie Beat Rag"

TOMMY JACKSON

New Release

- 1119 "Put Your Little Foot Right Out"
"Texas Schottische"

GABE TUCKER

- 201 "It'd Surprise You"
"Cracker Barrel Farmas"
- 1097 "Streamline Country Girl"
"Jive Around Old Joe Clark"

RHYTHM AND BLUES

MARGIE DAY

with Griffin Brothers Orchestra

- 1010 "Street Walkin' Daddy"
"Riffin With Griffin"
- 1019 "Little Red Rooster"
"Blues All Alone"

- 1024 "Bonaparte's Retreat"
"Hot Pepper"

- 1041 "Saddie Green"
"One Steady Baby"

- 1042 "If You Want Some Lovin'"
"Your Best Friend"

- 1070 "Stubborn as a Mule"
"Pretty Baby"

- 1094 "It'd Surprise You"
"I'll Get a Deal"

- 1104 "I'm Gonna Jump in the River"
"Stormy Night"

GRIFFIN BROTHERS ORCHESTRA

- 1108 "Ace in the Hole"
"The Clock Song"
(Let your pendulum swing)

- 1020 "Blues With a Beat"
"Griff's Boogie"

- 1095 "The Teaser"
"I've Got a New Love"

- 1105 "Comin' Home"
"Stray Away From the Horses"

GRIFFIN BROTHERS ORCHESTRA

featuring TOMMY BROWN

- 1060 "Tra La La"
"Hoppin'"

- 1071 "Weeping and Crying"
"Shuffle Bug"

CECIL GANT

NEW RELEASE

- 1121 "Train Time Blues"
"Sleepy Joe's"

- 1016 "Crying to Myself"
"Nobody Loves Me"

- 1030 "Waiting for My Train"
"Cindy Lou"

- 1053 "Alma"
"I'm Still in Love With You"

- 1069 "Raining Blues"
"Goodbye Baby"

- 1112 "All My Myself"
"It Hurts Me Too"

JOE LIGGINS

- 1031 "The Honeydripper" — Part 1 (the original)
"The Honeydripper" — Part 2 (the original)

- 1032 "I've Got a Right to Cry" (the original)
"Last Night Blues" (the original)

- 1033 "Tanya" (the original)
"Down Home Blues" (the original)

IVORY JOE HUNTER

- 1036 "Blues at Sunrise" (the original)
"You Taught Me to Love" (the original)

WALLY MERCER

New Release

- 1120 "Looped"
"Yellow Hornet"

- 1099 "Rock Around the Clock"
"Don't Wait Till Tomorrow"

L. C. GREEN

- 1103 "When the Sun is Shining"
"Hold Me in Your Arms"

KING PERRY

- 15010 "Coquette"
"Sunny Side of the Street"

New Artist—New Release

BIG THREE TRIO

- 1124 "You Sure Look Good to Me"
"Signifying Monkey"

SPIRITUALS

THE FAIRFIELD FOUR

NEW RELEASES

- 1122 "Where Shall I Go"
"Don't You Want to Join That Number"

- 1123 "Standing in the Safety Zone"
"Don't Let Nobody Turn You 'Round"

- 1125 "When I Get Up in Heaven"
"Amazing Grace"

- 1003 "Tree of Life"
"Jesus Met the Woman at the Well"

- 1006 "Savior, Don't Pass Me By"
"Dear Lord, Look Down Upon Me"

- 1011 "In the Wilderness"
"Let Me Tell You About Jesus"

- 1015 "I'll Tell the World"
"In the Upper Room"

- 1022 "I Don't Know Why I Have to Cry"
"When I Move in the Room"
- 1040 "Don't Drive Your Children Away"
"Does Jesus Care?"
- 1045 "Nobody to Depend On"
"Old Time Religion"
- 1046 "No Room at the End"
"Talking About Jesus"
- 1047 "I Love the Name of Jesus"
"Leave Them There"
- 1048 "Love Like a River"
"On My Journey Now"
- 1073 "Poor Pilgrim of Sorrow"
"Don't Drive Her Away"
- 1080 "Packing Every Burden"
"Don't Leave Me"
- 1081 "My Prayer"
"Come On to This Altar"
- 1082 "Waiting for Me"
"Angels Are Watching"
- 1083 "I'm in Your Care"
"I Can Tell You the Time"
- 1109 "When We Bow"
"Let's Go"
- 1110 "Hope to Shout to Glory"
"All the Way"
- 1111 "I'll Be Satisfied"
"I've Got Good Religion"

THE DIXIE-AIRES

- 1034 "My Trouble is Hard"
"Elijah"

ROSA SHAW

New Release

- 1116 "Stop Playing the Numbers"
"House of the Lord"

- 1100 "My Mother" (Part 1)
"My Mother" (Part 2)

SAM McCRARY

- 1101 "May Be It's You, May Be It's Me"
"If Jesus Had to Pray"

ALBUMS

TOMMY JACKSON

- DF-101 "Square Dance Without Calls"

- 1085 "Arkansas Traveler"
"Soldiers Joy"

- 1086 "Mississippi Sawyer"
"Boil Them Cabbage Down"

Imperial Presents
**AMERICA'S MOST PROMISING
 FOLK SINGER**



SLIM WHITMAN

Singing Star of the Louisiana Hayride

'Indian Love Call'
 'China Doll'

#8165 45-8165

A Hit . . .
 From Coast to Coast

'CHINA DOLL'
 Published by TOON TOWN TUNES
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 Hollywood 28, Calif.

IMPERIAL RECORD CO., INC.

6425 Hollywood Blvd.

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**THE BILLBOARD Music
 Popularity Charts**

• **Most Played Juke Box Folk
 (Country & Western) Records**

Based on reports received July 23, 24 and 25

Records listed are Country and Western records most played in juke boxes according to the Billboard's special weekly survey among a select group of juke box operators whose locations require Country and Western records.

POSITION	Weeks Last This to date/Week/Week	Title	Artist	Label
16	1	1. WILD SIDE OF LIFE	Honk Thompson	Capitol 7811942 (45)F-3942-BM1
11	2	2. ARE YOU TEASING ME?	Carl Smith	Capitol 78120922 (45)M-20922-BM1
9	3	3. ALMOST	G. Morgan	Capitol 78120906 (45)M-20906-BM1
11	7	4. HALF AS MUCH	Hank Williams	MGM 78111202 (45)M-11202-BM1
27	5	5. WONDERING	W. Pierce	Decca 78146364 (45)F-46364-BM1
17	4	6. GOLD RUSH IS OVER	Hank Snow	Vocalion 78120452 (45)F-4522-BM1
2	10	7. LADY'S MAN	Hank Snow	Vocalion 781204733 (45)F-4733-BM1
3	8	8. BUSYBODY	Pee Wee King	Vocalion 781204655 (45)F-4655-BM1
1	-	9. FULL TIME JOB	E. Arnold	Vocalion 781204787 (45)F-4787-BM1
2	6	10. WILD SIDE OF LIFE	B. Ives	Decca 78120455 (45)F-20055-BM1
3	-	10. WAITING IN THE LOBBY OF YOUR HEART	Honk Thompson	Capitol 7812063 (45)F-2063-BM1

• **Country & Western Records
 Most Played by Folk Disk Jockeys**

Based on reports received July 23, 24 and 25

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 900 disk jockeys specializing in Country and Western tunes.

POSITION	Weeks Last This to date/Week/Week	Title	Artist	Label
21	3	1. WILD SIDE OF LIFE	H. Thompson	Capitol 7811942 (45)F-1942-BM1
9	2	2. ARE YOU TEASING ME?	Carl Smith	Capitol 78120922 (45)M-20922-BM1
9	1	3. THAT HEART BELONGS TO ME	W. Pierce	Decca 78120094 (45)F-20091-BM1
3	7	4. FULL TIME JOB	E. Arnold	Vocalion 781204787 (45)F-4787-BM1
3	5	5. IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Decca 78128232 (45)F-28232
16	4	6. ALMOST	G. Morgan	Capitol 78120906 (45)M-20906-BM1
7	9	7. LADY'S MAN	Hank Snow	Vocalion 781204733 (45)F-4733-BM1
10	-	8. HALF AS MUCH	Hank Williams	MGM 78111202 (45)M-11202-BM1
9	-	9. IT'S A LOVELY, LOVELY WORLD	Carl Smith	Capitol 78120922 (45)M-20922-BM1
4	8	10. WAITING IN THE LOBBY OF YOUR HEART	Honk Thompson	Capitol 7812063 (45)F-2063-BM1

JUST RELEASED AND HEADED FOR THE TOP OF THE CHARTS

"WHAT'S HE GOT THAT I AIN'T GOT"
 b/w
"ME AND MY BUSTED HEART"
 BY
**THE MERCER BROS.
 WALLACE AND CHARLIE**
 COLUMBIA ♪
 20975, 4-20975

Thanks Retailers From



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WSM-TV

HANK WILLIAMS

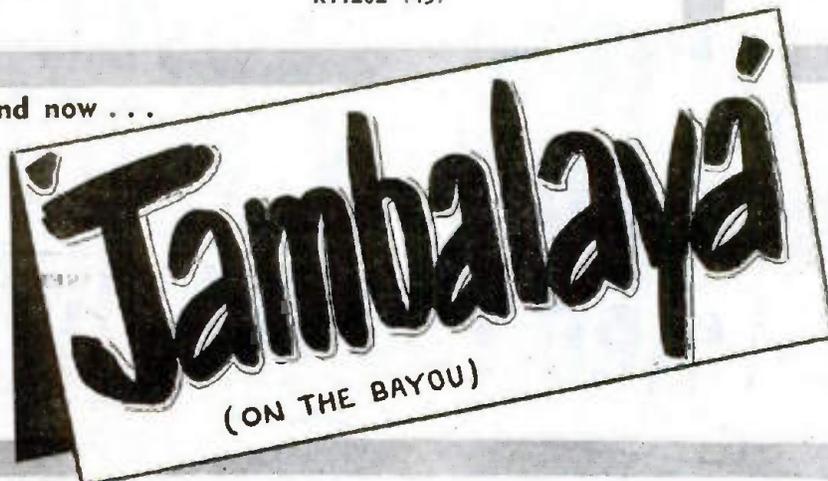
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CURRENTLY RIDING HIGH

"HALF as MUCH"

MGM 11202 (78)
K11202 (45)

and now . . .



backed with

WINDOW SHOPPING

DIRECTION

MGM 11283 (78) K11283 (45)

JAMES DENNY — WSM ARTISTS SERVICE BUREAU, Nashville, Tenn.

BRINGING YOU HIS BEST...

THANKS, RETAILERS,
FOR YOUR
SWELL HELP
IN 1952* ON

CARL SMITH



EXCLUSIVE ON
COLUMBIA
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WSM-TV

* "DON'T JUST
STAND THERE"

Currently RIDING THE POP CHARTS with ...

"IT'S A LOVELY LOVELY WORLD"

and

'ARE YOU TEASING ME'

COLUMBIA #20922

WATCH FOR—

Carl Smith with the Carter Sisters and Mother Maybelle

"SOFTLY AND TENDERLY" and "AMAZING GRACE"

(One of Columbia's new Sacred Series)

For Personal Appearances that PAY OFF—CONTACT

JAMES DENNY— WSM ARTISTS SERVICE BUREAU, Nashville, Tenn.

sitting on Top

TANK



Featured
STAR
WSM GRAND
OLE OPRY &
WSM-TV

SNOW



The singing Ranger and
his RAINBOW RANCH BOYS

Thanks to Music Merchants for a great year with...

- "THE GOLD RUSH IS OVER"
- "MUSIC MAKIN' MAMA FROM MEMPHIS"
- "I JUST TELEPHONE UPSTAIRS" and
- "MY MOTHER"



And Now!

'LADY'S MAN'

b/w "MARRIED by the BIBLE, DIVORCED by the LAW"

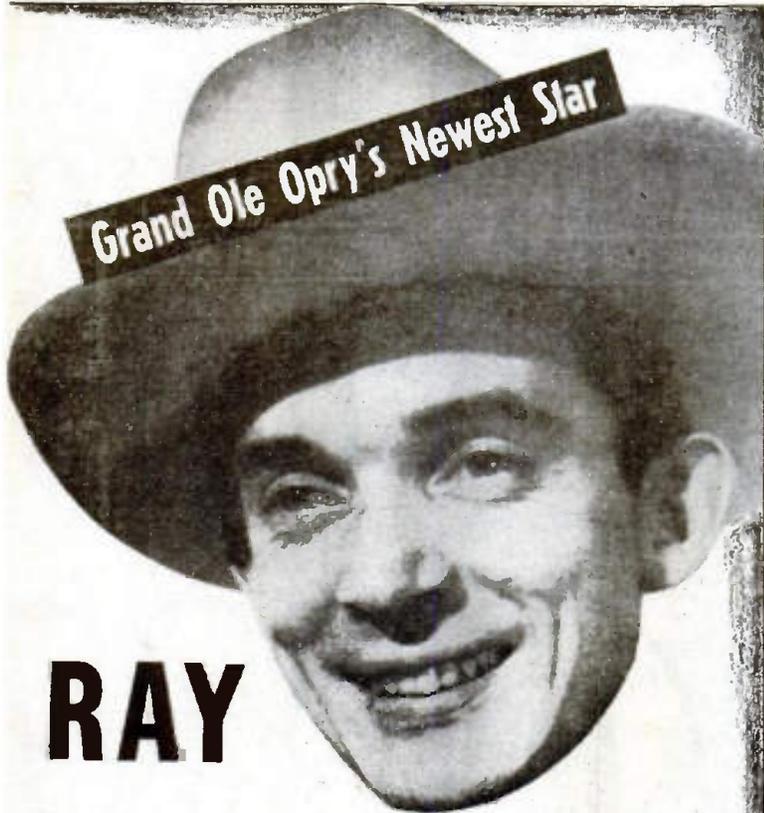
RCA 20-4733 (78 rpm)
47-4733 (45 rpm)

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Currently Riding High

"TALK TO YOUR HEART" AND NOW...

COLUMBIA #20913

"ROAD OF NO RETURN"

b/w

"I KNOW I'LL NEVER WIN YOUR LOVE AGAIN"

COLUMBIA #20963

Direction:

JAMES DENNY

WSM ARTISTS SERVICE BUREAU NASHVILLE, TENN.

Featured Star
WSM GRAND OLE OPRY & WSM TV

THE BILLBOARD Music Popularity Charts

• Best Selling Retail Folk (Country & Western) Records

Based on reports received July 23, 24 and 25

Records listed in Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION
Weeks Last | This
to date | Week | Week

17	1	1. WILD SIDE OF LIFE..... Hank Thompson... Cryin' in the Deep Blue Sea... Cap 7811942; (45)F-1942—BMI
14	3	2. ALMOST..... G. Morgan... You're a Little Doll... Cal 78120906; (45)M-20906—BMI
2	5	3. IT WASN'T GOD WHO MADE HONKY TONK ANGELS..... K. Wells... I Don't Want Your Money... DK 78128232; (45)F-28232
11	2	4. ARE YOU TEASING ME?... Carl Smith... It's a Lonely, Lonely World... Cal 78120922; (45)M-20922—BMI
4	8	5. THAT HEARTS BELONGS TO ME..... W. Pierce... So Used to Loving You... Dec 78128091; (45)F-28091—BMI
5	4	6. LADY'S MAN..... Hank Snow... Married by the Bible, Divorced by the Law... V 78120-4733; (45)M-4733—BMI
2	9	7. FULL TIME JOB..... E. Arnold... Shepherd of My Heart... V 78120-4787; (45)M-4787—BMI
6	6	8. WAITING IN THE LOBBY OF YOUR HEART..... Hank Thompson... Don't Make Me Cry Again... Cap 7812063; (45)F-2063—BMI
14	7	9. HALF AS MUCH..... Hank Williams... Let's Turn Back the Years... MGM 78113102; (45)M-113102—BMI
1	-	10. INDIAN LOVE CALL..... S. Whitman... Dina Doll... Imperial 8111—ASCAP

FOLK TALENT AND TUNES

Communications to save The Billboard, 6000 Sunset Blvd., Hollywood 38
By JOHNNY NIPPEL

Disk Jockey Doings

Chesler Smith, who has been at KTRB, Modesto, Calif., for seven years, has formed his own o.r.k. made up of Clude Myles, piano; Norm Jones, electric guitar; Earl Colwell, drums, and Earl Jennings, fiddle, with Smith's rhythmic guitar. He is working at John McDonald's Riverbank Clubhouse Saturday nights and booking out the remainder of the week.
Ann Jones, who has been working the South, has inked with KVAN, Vancouver, Wash., where she started a 15-minute afternoon show recently and is adding time weekly. The King recording artist is working the Rogue Valley Ballroom, Medford, Ore. for Buck and Sunny Smith. The Smiths are also inking a management deal with T. Tex Tyler.
Art Barrett, WSAP Portsmouth, Va., has extended his morning show to two hours and is also doing a follow-up 30-minute daily

according to Hillbilly Mack, KTYL, Mesa, Ariz. . . . E. E. Siman Jr., KWTO, Springfield, Mo., reports that Steve Sholes, of Victor, just inked Porter Waggoner of that station. Siman set the deal as Waggoner's personal manager.
Cousin Eric Dehling is the rustic spinner at WGIV, Charlotte, N. C. . . . Denver Bill Clark, WFMI, Youngstown, O., has inked with Dome Records. . . . Cliff Rogers, WHKK, Akron; Eddy Wayne, the Buckeye Pals and the Melody Makers; Ray Price, Willie Hall and Rusty Gabeard, headlined at the G. Bar U Ranch, Columbus, O., June 29. . . . Shel Horton, WVAM, Saxton, Pa., is juggling between WVAM and WHUN, Huntington, Pa. He does shows remote from his office in Saxton. . . . Sleepy Jeffers, WTIP, Charleston, W. Va., and Honey and Sonny of that station are now featured at the WVVA, Wheeling, Jamboree. . . . Dude Martin is now doing a daily d.j. show over KBIG, Hollywood, for Sears, Roebuck.

C&W Records to Watch

As the column in the Billboard's music staff the following records have the best sales and performance potential among the rhythm and blues records received in 1952:
TWO-FACED CLOCK WALTZ
Pop Wee Wee Wee, RCA Victor 20-4883
JAMBALAYA
A MIGHTY PRETTY WALTZ
Music Mellican, King 1106
JAMBALAYA
Rep. Allie, Decca 28341

Artists' Activities

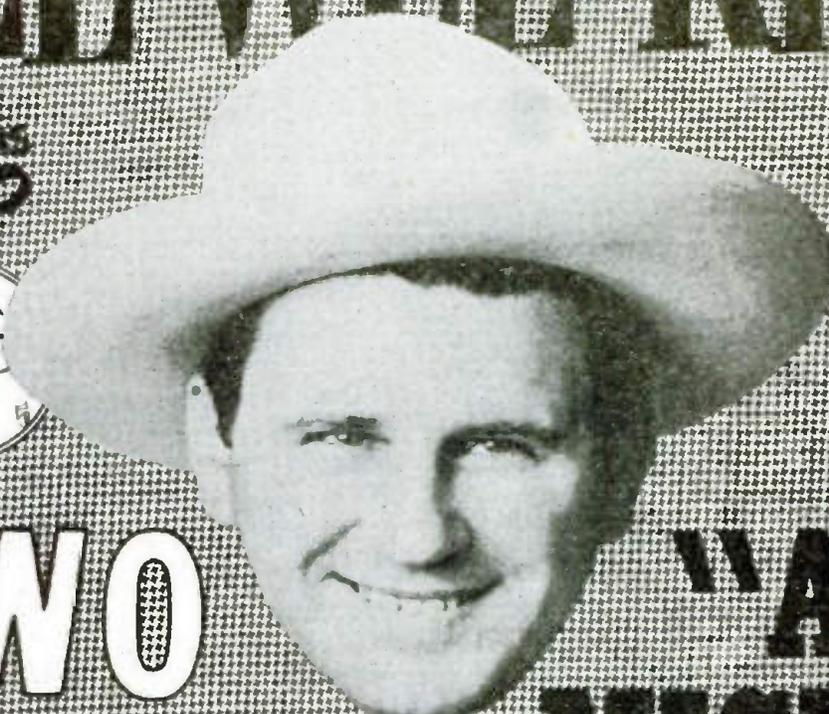
Oscar Davis, erstwhile promoter, visited the Coast recently, telling friends that he was promoting dates to Canada and investigating the possibilities of Coast tours. Jack Pettor has settled for the summer. WROW Albany, N. Y., doing a daily 15-minute show with Adruhs, the Indian Maiden. . . . Ted Brooks, Birmingham writer, has formed an ASCAP and a BMI affiliate. His band now includes Henry Kimball, piano; Doug Stevens, drums; Dick Main, bass and fiddle; Billy C. mo, rhythm guitar; John Baker, trumpet, and the leader's guitar. . . . Aaron Young has his own show, weekdays on WSM at 5:15 a.m. . . . Bea Terry is no longer promoting Hank Snow. She is now handling Duke Martin's chores, including his entire TV troupe. Martin is booking thru MCA. Miss Terry just ended a tour of the South and has returned to Hollywood. . . . Ben Shaikha, Jr., the writer, broke his leg and is confined to Sacred Heart Hospital, Allentown, Pa. Gwennie Winters, former d.j. in the Pennsylvania area, is now working for Honey Cooper and Wilma Lee from her home at Beaver, Pa. Cooper reports that Hawkeshaw Hawkins has definitely inked WVVA, Wheeling. Shorty Fincher is operating Valley View Park near Wheeling and had a record crowd July 6 with Ernest Tubbs and Wanda and Stoney. Blaine Stewart, WMMN, Fairmont, W. Va., who works with

(Continued on page 118)

the Master Touch of ...

PEE WEE KING

and his
BAND



'TWO FACED CLOCK'

and

'A MIGHTY PRETTY WALTZ'

RCA 20-4883
47-4883

and a brand new ...
COUNTRY CLASSICS ALBUM
With these Great Standards
SLOW POKE
TENNESSEE WALTZ
and four other great tunes ...
BONAPARTE'S RETREAT
SILVER AND GOLD

P 3028 (78 rpm)
VP 3028 (45 rpm)



RCA VICTOR RECORDS



THE BILLBOARD Music Popularity Charts

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

Country & Western (Folk) Record Reviews

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

FOLK Record Reviews

CARL BUTLER
I NEED YOU 50.....77-79-75-78
CAPITOL 2359—Butler has a pretty ballad here and he reads it with warmth and charm. A good side by the chance.

STEPPING ON MY HEART.....79-80-78-79
Ditty is attractive, with a pleasant melody and a gentle bounce. The chance projects it with tenderness.

ERNEST TUBB
FORTUNES IN MEMORIES.....82-83-82-81
DECCA 28310—This could be another in the long list of Tubb winners. The material is very strong, and Tubb reads it in his usual warm style. Billy Boyd adds a fine guitar accompaniment between the singer's efforts. Judging should go for it and the Tubb fans will want it.

SO MANY TIMES
79-80-78-79
Tubb is strong on this side. There is quite a reminiscent of one of Tubb's best hits of several years ago. It's a real weeper and Tubb gives it a powerful performance.

FOLK Record Reviews

ELTON BRITT-REVER VALLEY SWEETHEARTS
THE BOVY' GAMBLER.....76-76-75-77
V 20-4833—Heavy folk tune is recorded masterfully by Britt with fine harmonium support from the Rever Valley Sweethearts. Band sets a heavy beat. Should go in the boxes.

ONE FOR THE WONDER.....75-76-75-74
Tune has a number of good settings. This is the first in the country field. Britt and the Rever Valley Sweethearts combine very pleasantly on the vocal. Sets and interest in the band.

ROSALIE ALLEN
I'D SURPRISE YOU.....72-73-72-71
V 20-4853—Miss Allen puts a lot of vim and vitality into her brilliant reading of bouncy ditty. Band pounds it out nicely. Band includes some brasses.

IT WASN'T GOD WHO MADE MONKEY TONK ANGELS.....70-71-70-69
Miss Allen covers Kitty Wells' curve clip in heartiest manner. Might catch some foot, this late.

FOLK Record Reviews

CARSON ROBINSON
WILL SOMEONE PLEASE TELL ME WHO TO VOTE FOR.....74-76-73-74
MGM 33293—Typical novelty about a guy whom the politicians have befuddled should pull many a smile from listeners. Until November, anyway, since voters due for some downy action.

I'M NO COMMUNIST.....77-77-76-77
Chatter gives a forceful jab on how things have recorded several times before by country artists. One could get some.

OKLAHOMA WRANGLERS
HILLBILLY RHYTHM.....74-75-74-74
V 20-6848—Tune is off-splendid. Vocal by Guy Willis. Tune introduces the various string instruments. Some fine individual instrumentation results.

IF YOU WANT THE BAINBOW.....72-72-72-72
Sleeper with some vim and with the help of the Trio. Group heads out some down to earth logic while the Wranglers steam away in the background.

SPEEDY WEST-JIMMY BRYANT
MIDNIGHT RAMBLE.....77-78-78-79
CAPITOL 3350—The boys take the air and their guitars as they go to town on the bright rib item that brings all the way. Could garner love.

GEORGIA STEEL GUITAR.....75-75-74-76
An attractive new item gets a solid performance from West and Bryant on guitar, and good backing from the rhythm combo. A good instrumental effort.

FOLK Record Reviews

BOB WILLIAMS
WE'RE STEPPIN' OUT
TONTITE.....76-76-75-77
TENNESSEE 838—Williams takes into a reading tune with lots of gusto. Material is clever, and the playing band is first-rate. Could catch some coin.

BE MINE.....72-73-72-71
Singer gives a slow nature a heartiest interpretation. Spring band adds a quiet and delicate backing.

JOHNNY ROWLAND
SIGN ON THE DOTTED LINE.....68-68-68-68
REPUBLIC 7001—Downy ditty is given a winning reading by the country singer. Band adds a spirited backing which features some mighty nice piano and steel work.

DON'T BREAK THE LAWS OF MAN.....72-73-71-72
Rowland spins a rollicking tale of his downward which ended in the penitentiary. The singer joins in on the choruses. Slow fade-out at the end adds interest.

BOB WILLS-CAROLINA COTTON
I'M ALL ALONE.....75-75-74-76
MGM 33288—An excellent vocal by the group on this new weeper, and Bob Wills helping out with a vocal and chatter, plus a nice job by the arr.

THREE MILES SOUTH OF CASH IN ARKANSAS.....77-77-75-79
Carolina Cotton and Wills have a ball on this infectious novelty with cute lyrics, as they band it a fine weeper. Could catch coin sure Wills.

FOLK Record Reviews

HARRY HOUSTON
BUTTERFLY KISSES.....67-67-67-67
V 20-4847—Houston debuts on the label with this ditty. Material is rather thin and Houston carries it without too much spirit.

IF YOU GOT SOMEPLACE TO GO.....70-71-70-69
Ditty has three lyrics and is set to a jumpy beat. Houston carries it in a dead-on way.

JOHNNY HORTON
FIRST TRAIN HEADIN' SOUTH.....80-81-78-81
MERCURY 6112—The fine country artist has come up with an interesting effort for his first try on the label. Fast-tempo ditty has a fresh sound in this rhythmic setting.

THE DEVIL SENT ME YOU.....75-76-73-76
Slow ballad about a gal who doesn't quite come up to expectations is read easily by Horton.

WAYNE RANEY
BEATIN' ROUND THE BUSH.....77-78-75-78
KING 1057—Raney does a strong job on this fast tempo weeper, giving it an happy reading.

I'M REALLY NEEDIN' YOU.....75-76-76-75
The warbler tells how much he needs his girl on his new weeper, giving it a warm performance in his own specialized style.

SONNY SIMS
TATTLE-TALE EYES.....70-71-68-71
REPUBLIC 7002 — Romantic ditty has a pleasant touch and Sims reads it with simple and effortless appeal.

Folk Record Releases

- Butterfly Kisses (And Fly By Night Love)—Harry Houston (If You Got Someplace to Go) V 20-4847
- Carolina Cotton—Bob Wills (I'm All Alone) Mercury 6809
- Control Over My Heart—Hal Andrews (If You Think You're Smart) Rich-R-Tone 1045
- Don't Break the Laws of Man—Johnny Rowland (Sign on the Dotted Line) Republic 7001
- Fortunes in Memories—Ernest Tubb (So Many Times) Decca 28310
- God Had a Son in Service—Carl Story (God Saved My Soul) Mercury 6404
- God Saved My Soul—Cats Story (God Has a Son in Service) Mercury 6404
- Hamburger Map—Emerson Leigh (Mistaken Love) Rich-R-Tone 619
- I'll Lead You Through the Pilgrim Land—Payne Family Quartet (I'm Just a Stranger Here) Rich-R-Tone 1035
- Hillbilly Rhythm—Oklahoma Wranglers (If You Want the Rain) V 20-4848
- I'd Like to Be a Single Man—Larry Dean (My Rib Head) Rich-R-Tone 1043
- I'd Love a Home—Dude Martin (Low Ticket) Mercury 6408
- If You Got Someplace to Go—Harry Houston (Butterfly Kisses) V 20-4847
- If You Think You're Smart—Hal Andrews (Control Over My Heart) Rich-R-Tone 1045
- If You Want the Rain—Oklahoma Wranglers (Hillbilly Rhythm) V 20-4848
- I'm Just a Stranger Here—Payne Family Quartet (I'll Lead You Through the Pilgrim Land) Rich-R-Tone 1035
- I'm Sorry Now—The Southern Ramblers (Little Cabin Door) Rich-R-Tone 1059
- It Wasn't God Who Made Monkey Tunk Angels—Rosalie Allen (I'd Surprise You) V 20-4853
- I'd Surprise You—Rosalie Allen (It Wasn't God Who Made Monkey Tunk Angels) V 20-4853
- Knock Out the Lights and Call the Law—Red Kirt (Careless Mind) Mercury 6409
- Little Cabin Door—The Southern Ramblers (I'm Sorry Now) Rich-R-Tone 1044
- Low Ticket—Dude Martin (I'd Love a Home) Mercury 6408
- Mistaken Love—Emerson Leigh (Hamburger Map) Rich-R-Tone 619
- My Old Man—Larry Dean (I'd Like to Be a Single Man) Rich-R-Tone 1043
- One for the Wonder—Elton Britt (Bovy's Gambler, The) V 20-4833
- Rover's Gambler, The—Elton Britt (One for the Wonder) V 20-4833
- Sign on the Dotted Line—Johnny Rowland (Don't Break the Laws of Man) Republic 7001
- So Many Times—Ernest Tubb (Fortunes in Memories) Decca 28310
- We're Steppin' Out Tonight—Bob Williams (The Tennessee 838)
- Be Mine—Bob Williams (We're Steppin' Out Tonight) Tennessee 834

Greetings NAMMers

SPADE COOLEY

the KING

of WESTERN SWING

on DECCA Records

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- "CARMEN BOOGIE"
- "ONE SWEET LETTER"

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8746 Sunset Blvd. Hollywood 46, Calif.

THE BILLBOARD Music Popularity Charts

Best Selling Retail Rhythm & Blues Records

Based on reports received July 23, 24 and 25

Records listed are rhythm and blues records that sold best in stores according to the Billboard's special weekly survey among a selected group of retail stores; the majority of whose customers purchase rhythm and blues records.

POSITION	Weeks (Last) This to Same Week (Week)	Record	Artist	Label
11	1	1. HAVE MERCY, BABY	Dominoes	Federal (78)12068; (45)45-12068
10	2	1. LAWDY, MISS CLAWDEY	L. Price	Specialty 426-BM1
13	3	3. GOIN' HOME	Fats Domino	Imperial (78)5180; (45)45-5180
3	4	4. MARY JO	Four Blazers	United 114
2	5	5. TING A LING	Clovers	Atlantic 963-BM1
2	8	6. CALL OPERATOR 210	F. Dixon	Aladdin 3135
20	-	7. NIGHT TRAIN	J. Forest	United (78)120; (45)45-110-BM1
10	9	8. MOODY MOOD FOR LOVE	King Pleasure	Preempt (78)924; (45)45-924
3	10	9. MY HEART'S DESIRE	Jimmie Lee	Motora 870
16	7	10. ONE MINT JULEP	Clovers	Atlantic 963-BM1
1	-	10. BESIDE YOU	Swallows	King (78)4525; (45)45-4525

Most Played Juke Box Rhythm & Blues Records

Based on reports received July 23, 24 and 25

Records listed are rhythm and blues records most played in juke boxes according to the Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

POSITION	Weeks (Last) This to Same Week (Week)	Record	Artist	Label
10	1	1. HAVE MERCY, BABY	Dominoes	Federal (78)12068; (45)45-12068
12	2	2. LAWDY, MISS CLAWDEY	L. Price	Specialty 426
14	3	3. GOIN' HOME	Fats Domino	Imperial (78)5180; (45)45-5180
11	4	4. MOODY MOOD FOR LOVE	King Pleasure	Preempt (78)924; (45)45-924
21	8	5. GOT YOU ON MY MIND	J. Greer	VE (78)20-4348; (45)47-4348
1	-	6. I'LL DROWN IN MY TEARS	Sonny Thompson	King (78)4527; (45)45-4527-BM1
15	6	7. ONE MINT JULEP	Clovers	Atlantic 963-BM1
3	-	7. MARY JO	Four Blazers	United 114
2	10	9. TING A LING	Clovers	Atlantic 963-BM1
1	-	9. DONT YOU CRY	J. Turner	Atlantic 970-BM1

RHYTHM & BLUES NOTES

By ROB ROLONTZ

Eddie Wilcox off to California next week for some movie work. The ork leader, who records for Derby Records, is now doing all the arranging for the diskery. Hattie Green is at the Bridge Club in Jersey City. Jimmy (Chicken) Horne is back at the Apollo Bar, New York. Both singers wax for the Atlas label. Atlantic Records will introduce a new entry into the Southern blues field with the issuance of a 10" r next week by Soldier Boy Houston, from Texas. Singer will be featured on some down-home

records are on a theater tour. They start at the Apollo, New York, August 22. Roy - own, off on a southern one-nighter, tour.

Universal Attractions will send out a giant r 2b, package next month, which will play six to seven weeks of one-nighter, thru the East and South. Unit consists of Wini B. own, Todd Rhodes, ork, The Swallows, Miss Sharecropper, and H-Bomb Ferguson. ... 7 - sit Cobb now in the East. Ruth Brown and Willis Jackson on a one-nighter trip to the West Coast. Tiny Bradshaw and his ork are on location in the Midwest until Septem. r 19.

Little Esther and Johnny Otis now on the West Coast, playing one-nighters in California. They will leave the Coast September 1 and do a string of one-night stands thru Texas and the Eastern States. ... Tab Smith and his combo on a Southern tour thru Ralph Wienberg territory.

Rita Grenoe, former canary with Roy Eldridge, is singing solo at the New Town Tavern, Delair, N. J. The Three Poppers are back in Philadelphia after a long spell for a stay at the Glenn Hotel's Carver Bar. ... The Do-Re-Mi Trio, led by Al Russell, bring major r&b units for the first time to Philadelphia's Cabana Club. Armet Cobb makes way for Gene Ammons at Philadelphia's Showboat. ... The Top Notes, holding forth at the Castle Inn, Jenkintown, Pa., cut "For Love of All," by the writers of "Sin," and "My Old Time Sweetheart," for the Jubilee label.

R&B Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the rhythm and blues records received this week:

DADDY, DADDY	Ruth Brown	Atlantic 973
HAVE A GOOD TIME	THE RIVERS	Little Caesar
RECORDED IN HOLLYWOOD 234	HAIR HEAD WOMAN	Joe Morris Disk
Atlantic 974		

blues. The diskery will also release new wax by Ruth Brown, Joe Morris and the Cardinals. ... Louis Jordan and his Tympany Five start a one-nighter tour September 20 that will keep them on the road until November 7. The group will play towns in North and South Carolina, Georgia, D. C. Virginia and West Virginia.

Earl Bostic, on the West Coast, doing well on one-nighters with his ork. ... Eddie Vincent at the Celebrity Club, Providence. ... Dinah Washington and the Ra-

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United Address

FOUR seasons and seven days ago United Record Company brought forth on this continent a new label conceived in rhythm and dedicated to the proposition that all records are not created equal.

Now we are engaged in a great sales war, testing whether this company, or any company so conceived, can long endure.

We are not here on a great musical battlefield of that war. We have come to dedicate a portion of that field as a final resting place for those manufacturers who here lost their pants, shirts, dignity and honor that rhythm and blues might live. It is altogether fitting and proper that we should do this. But in a larger sense we cannot dedicate, we cannot imitate but we can hope to surpass. The brave men, successful and otherwise, who struggled here, have imitated far above our power or intention to do so.

The industry will little note nor long remember what we say here, but it will not forget the contribution of superior music that United has so proudly given. It is for us, the staff at United, to boast not of "Windy City Boogie"; "Because of You"; "Hands Across the Table"; "Sin"; "Night Train"; "Mary Jo"; nor the string of hits that have electrified the industry during the year preceding. It is rather for us to be dedicated to the great task remaining before us to produce more and bigger hits—that from these honored past achievements we take increased devotion to that cause for which our competitors have long striven—that we resolve that these noble contemporaries shall not have recorded in vain—and that music of the people, by the people, and for the people shall not perish from the earth.



THE BILLBOARD

Music Popularity Charts

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

• Rhythm & Blues Record Releases

• Rhythm & Blues Record Reviews

RHYTHM & BLUES

Record Reviews

Tommy Dean
COOL ONE—GROOVE TWO 69-70-67-70
 STATES 1204—Blues with a slow-swinging beat is taken for an easy ride by the instr. mental combo.
LOVE'N MONDAY 79-76-72-78
 A persuasive warble effort by Jewel Hule at the moody item to appreciate backing by the trio. Good for the low-light spots.
Moose Jackson
BEARCAT BLUES 73-74-73-72
 KING 4033—A slow, after-hours blues re-creates a good performance from the set on this instrumental setting, with some good piano showing thru.
THERE IS NO GREATER LOVE 75-76-76-75
 Moose Jackson sells this fine ode with a lot of feeling as he gives it a persuasive warble. Arrangement is pretty.
Wynonie Harris
BLUES TRAIN 82-83-80-82
 KING 4553—Turn has been a hit as an instrumental. Harris wailing in the first with a vocal. His performance copied with that of the band create the life of the tune.
DO IT AGAIN, PLEASE 75-76-75-74
 An unimpaired effort is rendered provocatively by Harris with the one backing him in a busy performance.

RHYTHM & BLUES

Record Reviews

CHRISTINE KITRELL
I AIN'T NOTHING BUT A POOL 68-69-66-69
 TENNESSEE 128—To a backbone backing, the gal turns in a routine reading on this one.
SITTIN' HERE DRINKING 74-75-73-74
 Miss Kitrell has penned a waddy ode here. It's a forty blues which she delivers with good effect. Fine after-hours war.
Ford Nelson Quintet
STILL LOOKIN' FOR A CHANGE 67-68-66-67
 V 20-428—A slow blues is sung with warmth by Frank Brown, in mood backing by the combo.
ORIAN CRIBBER'S SWING 70-70-68-72
 The combo hands the rhythmic spot in instrumental reading featuring a solid beat. Should do okay on the sale.
Peppermint Harris
THERE'S A DEAD CAT ON THE LINE 79-80-78-79
ALADDIN 3141 — Don't believe anything your old pal tells you, is the musical message on this starter. Harris sells it strongly.
I CRY FOR MY BABY 78-79-78-77
 Here the combo has a strong story blues, which she performs with unusual effect. His warm interpretation makes the slow a strong contender.
Johnny Moore's Three Blazers
MEAN PAPA BLUES 74-75-73-74
ALADDIN 3138—Appalling slow blues item receives an effective vocal from Earl Jones, with nice rhythm support from Johnny Moore's group.
HOW COULD YOU BE SO MEAN 75-75-74-76
 The singer sings how any man could be so mean, as he raps the tune a bright warble. An okay starter.
RECORD REVIEWS — R&B — R&B
CHARLES BROWN
WITHOUT YOUR LOVE 70-72-69-69
ALADDIN 3138—The singer gets the advice that it is nice to hold on to the woman you love, for without her life is misery. His vocal is okay, and also may get spins.
GEE 60-60-60-60
 This is a very unimpressive disc. Brown sings it adequately, and the combo plays it quietly.

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 b/w
"I Only Have Eyes for You"
 JUBILEE #5090

GETTING STRONGER
EDNA McGRIFF's
"HEAVENLY FATHER"
 b/w
 JUBILEE #5073

THE ORIOLES
"GETTIN' TIRED, TIRED, TIRED"
 b/w
"Bar Fly"
 JUBILEE #5084

Terrific 1st Release
FRANK (Fat Man) HUMPHRIES
"LULU BELLE BLUES"
 b/w
"I Can't Get Started With You"
 JUBILEE #5085

EDNA McGRIFF
"IT'S RAINING"
 b/w
"Not Now"
 JUBILEE #5087

He's New—He's Hot!
BILLY PAUL Singing
"THE STARS ARE MINE"
 b/w
"You Didn't Know"
 JUBILEE #5086

THE MARYLANDERS
"I'M A SENTIMENTAL FOOL"
 JUBILEE #5079

SONNY TIL
"PROUD OF YOU"
 JUBILEE #5076

BUDDY LUCAS
 and His Band of Tomorrow
"I'LL NEVER SMILE AGAIN"
 b/w
"Hustlin' Family Blues"
 JUBILEE #5083

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Ball Head Woman—Joe Morris' Blues Cavalcade
 (Great Train) Atlantic 974
Better Be On My Way—Joan Shaw (Troubad)
 Coral 65095
Bl of Blues, A—Tab Smith (Sunside of the Street) United 111
Blue Tango—Maxwell Davis (Clary of Love, The)
 Aladdin 3142
Bump, Tap—The Cardinals (She Racer) Atlantic 972
Cart Hold On Much Longer—Little Walter (Jubel)
 Checker 758
Daddy Daddy—Ruth Brown (Have a Good Time)
 Atlantic 973
Day Day—Bill Falls Thomas (Baby Please No No)
 Checker 758
Get—Charles Brown (Without Your Love) Aladdin 3139
Ghost Train—Joe Morris' Blues Cavalcade (Bird Head Woman) Atlantic 974
Glory of Love, The—Maxwell Davis (Blue Singa)
 Aladdin 3142
Gypsy in My Soul—Marion McPartland (It Might as Well Be Spring) Savoy 856
Have a Good Time—Ruth Brown (Daddy Daddy)
 Atlantic 973
How Could You Be So Mean—Johnny Moore's Three Blazers (Mean Papa Blues) Aladdin 3139
My Me Baby—Seldner Day Houston (Western Rider Blues) Atlantic 972
I Ain't Nothing But a Fool—Christine Kittrell (Sittin' Here Drinking) Tennessee 128
I Cry for My Baby—Peppermint Harris (There's a Dead Cat on the Line) Aladdin 3141
I Want to Your Wedding—Savo Gibson-Original (Red Caps (Walk)) V 20-4835
It Might as Well Be Spring—Marion McPartland (Gypsy in My Soul, The) Savoy 856
It's O.K. With Me—The Heartbreakers (There's a Tale) V 20-4849
Just—Little Walter (Can't Hold On Much Longer)
 Checker 758
Lowly to Love—Herb Smith-The Cardinals (Puttin' On the Dog) Vee-Vee 424
Mean Papa Blues—Johnny Moore's Three Blazers (How Could You Be So Mean) Aladdin 3139
Midnight, Sun — Coleman Hawkins (Self-titled)
 Decca 28311
Right Train—Four Blues (Bug Outta) United 1122

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FLOYD DIXON
 'OPERATOR 210'
 'WINE, WINE, WINE'
 AL 3135
 'THE RIVER'
 AL 3144

CHARLES BROWN
 'WITHOUT YOUR LOVE'
 'GEE'
 AL 3138

"Peppermint" HARRIS
 'I CRY FOR MY BABY'
 AL 3141

MAXWELL DAVIS
 'BLUE TANGO'
 AL 3142



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BLUES AND RHYTHMS

JIMMY McCRACKLIN

"She's Gone"
"My Days Are Limited"

NEW RELEASE
Peacock #1605



JOE "PAPOOSE" FRITZ

"Make Her See Things My Way"

"I'm Not Suspicious But"

Peacock #1581

LLOYD "FATMAN" SMITH

"Giddy-Up, Giddy-Up"
"Why Oh Why"

Peacock #1593



WILLIE MAE THORNTON

"Everytime I Think of You"

"Mischievous Boogie"

New Release—Peacock #1603

SONNY PARKER

"Worried Life Blues"

"Money Ain't Everything"

Peacock #1595



These Artists, along with PEACOCK RECORDS, INC., want to thank the Operators, Distributors, Disc Jockeys and Trade for the wonderful cooperation in making possible the biggest year in Peacock's history.

THANKS AGAIN!

MEMPHIS SLIM

"Sittin' and Thinkin'"
"Living Like a King"

NEW RELEASE
Peacock #1602



"BABY TAKE IT EASY"
79-80-78-79
Peacock #1600—Living like a King is gone good when in the band, with some wild instrumentation packed here and there. Brown adds a spirited old-timey street vocal.

"JUST GOT LUCKY"
78-78-77-79
Another blues, but much sweeter. Brown's vocal performance is good. The band lays back, opening with just the piano, Brown's guitar and bass. Gradually the rest of the art works in. Side has a powerful feel.

CLARENCE "GATEMOUTH" BROWN

MARIE ADAMS

"Alone"
"He's My Man"

Peacock #1604—New Release



SPIRITUALS



SISTER JESSIE MAE RENFRO

"He's So Wonderful"

"In That Home Bye and Bye"

Peacock #1585—Latest Release



THE CHRISTLAND SINGERS

"A Few More Days"

"Peace in the Land"

Peacock #1599—New Release



THE BELLS OF JOY

"Let's Talk About Jesus"
"Greatest Selling Spiritual of the Day"

Peacock #1584

(New Release)

"Stop Right Now, It's Praying Time"

"He's My Friend"

Peacock #1700

DIXIE HUMMING BIRDS

"Wading Through Blood and Water"

"What Are They Doing in Heaven Today!"

Peacock #1594—Latest Release



GOLDEN HARP SINGERS

"Will There Be Any Stars in My Crown"

(Parts #1 and #2)

Peacock #1591—Latest Release



STARS OF HOPE

"I Want to Be More and More Like Jesus"

"I Just Can't Keep From Crying"

NEW RELEASE
Peacock #1703

SENSATIONAL NIGHTINGALES

Sings
"Will He Welcome Me There?"
"A Soldier Not in Uniform"

Peacock #1704—New Release



THE GOSPEL TONES

"Speak To Me, Jesus"

"Rest for My Labor"

Peacock #1596—New Release



ORIGINAL FIVE BLIND BOYS

"PRECIOUS MEMORIES"
80-81-80-79

Peacock #1701—The Five Blind Boys take this gospel effort in slow-tempo and give it a slick, smooth performance with lead singer Archie Brownie opening the group.

"GOD LEADS LITTLE CHILDREN"
84-84-84-84

Archie Brownie leads the boys with an outstanding vocal rendition of a simple jubilee dirge with the group supplying choral backing and a rhythmic beat. A mighty five etc.



SOUTHERN WONDERS

"COME ON OVER HERE"
83-84-83-82

Peacock #1702—Lead singer, R. L. Love lays out the perfect work to come as he sings this slow-tempo spiritual reverently and expressively, with careful backing by the boys. This is an outstanding work.

"WHO IS THAT KNOCKING"
80-81-79-80

The Wonders sing this gospel effort in light fashion, with the rhythmic gospel tone with sincerity. Group has a fine blend.

PEACOCK RECORDS, Inc.

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THE BILLBOARD Music Popularity Charts

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

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
50-59 POOR

How Ratings Are Determined

Records are rated four ways: (1) overall; (2) as to their value for disk jockey; (3) for retailers; and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song lyrics, 25; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record ads)—promotion firm, agent and other "plug" aids, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

POPULAR

Record Reviews

JOHNNY MADDOX ORK
LITTLE GRASS SHACK.....75-76-71-78
DOT 15620—This one has "Sun" written all over it. Honky, tom piano, wailing flybait, solid beat, etc. Good man.

COCONUT GROVE.....70-71-66-73
A nostalgic mood is evoked by this bouncy, old-style reading of the ditty. Another good rate instrumental.

DICK JURGENS ORK
IT'S A HUNDRED TO ONE.....75-76-73-78
MERCURY 5875—The fast-tempo, strictly novelty, gets a firm reading from singer Galtens and the chorus and solid support from the orchestra. A good disk that should catch some air.

YAK TIDDA BINGO.....73-75-72-74
Al Galtens does an effective job on this peppy novelty, with a racy lyric, while the chorus and one level close support.

BILLY WILLIAMS QUARTET
WHO KNOWS.....77-78-75-77
MERCURY 5888—The Billy Williams Quartet, singing with an "Acas" styled shuffle beat behind them, do a solid job with this new tune, setting it with a lot of drive. A good disk for the group.

IT'S BEST WE SAY
GOODBYE.....74-75-73-74
Billy Williams takes the lead on this side, and hands the ballad a persuasive word while the group furnishes strong support.

JIMMY PALMER ORK
WAIT 'TIL THE SUN SHINES.....78-79-76-80
MERCURY 5878—The Palmer ork does a bright, spirited job with the oldie, with a sharp, precise vocal by the ensemble. This one could grab air.

WHY.....76-77-75-76
The ork gives this one a treatment similar to the old Tommy Dorsey ork arrangement, with singer Gene Long singing the oldie over a gang vocal. Ork and singers do it well. A good display item.

ERROLL GARNER
PENTHOUSE SERENADE.....73-75-74-70
DIXIE 4870—The well-known pianist uses a light and fluid touch on this most fashionable drinking of the standard. John Simmons and Shadow Wilson help out on the bass and drums, respectively.

LAURA.....74-75-73-71
Garner's finger work on this stylized interpretation of the oldie. The pianist's many fans will want to add this disk to their collections.

POPULAR

Record Reviews

TINY HILL ORK
AFTER I SAY I'M SORRY.....71-72-70-71
MERCURY 5876—Hill does his best on this one, coming over in fairly style as the ork turns in a corny arrangement of the oldie. The Midwest may like it.

OMAMA.....70-71-70-69
There is pleasant and mild vocal in this one. The orkman sings out between the leader's words.

MARION MORGAN
NEVER AGAIN.....70-71-70-70
Big 12202—Dolful Tim has the flavor of an English folk song. Thrash warbles it nicely, sometimes accompanying herself. Letty Holmes orb fills in vocally.

I GOTTA RIGHT TO SING
THE BLUES.....75-76-74-75
Old torchy favorite is given a good what by Miss Morgan. First-class ork arrangement by Lloyd Holmes adds flourish. The gal does a fine job with this item.

TAD BRUCE
LOVE LETTERS IN THE SAND.....68-69-67-68
PAB 900—Chatter is pleasing in this oldie rendition of the romantic ballad.

WHEN YOU KNOW YOU'RE NOT FORGOTTEN.....72-73-71-72
Languorous waltz-ditty shape as a listenable item in this easy interpretation by chatter, chorus and ork.

FRAN WARREN, WOODY HERMAN
ONE FOR THE WONDER.....73-74-72-73
GEM 11287—Fran Warren and Woody Herman combine in cute, talk-sing rendition of the lighthearted novelty. Jacks should welcome.

FORNIE MEMBERS OF THE
LEAD DIVISION.....75-77-73-75
Rapid pace of the rhythmic team should start listeners' feet tapping. Another side that may come in for deary attention.

SAMMY KAYE ORK
THE ANGELS ARE LIGHTING.....80-81-82-78
COLUMBIA 39016—Semi-religious tune is given a beautiful performance by the Kaye ork, with Tony Russo and the Gene Clark singing a moving vocal. A fine disk that should get air.

I DON'T KNOW ANY BETTER.....77-78-76-77
Another lovely tune is sung with feeling by Russo with the Kaye ork adding vocal backing. Ork sets a melodious pattern for the vocal efforts.



best sellers DE LUXE

Federal RECORDS

- POPULAR**
- ★ STEVE LAWRENCE
POINCIANA
NEVER LEAVE ME
15185 and 45-15185
 - MINE AND MINE ALONE
ALL MY LOVE BELONGS TO YOU
15190 and 45-15190
 - ★ BILLY KEITH
HIGH NOON
THE FOUNTAIN OF YOUTH
15194 and 45-15194
 - ★ LIZA MORGAN
I AIN'T GOT NOBODY
FOOLISH PRIDE
15191 and 45-15191

FOLK-WESTERN

- ★ DELMORE BROS.
MUDDY WATER
COT NO WAY OF KNOWING
1054 and 45-1084
- ★ HAWKSHAW HAWKINS
I LOVE THE WAY YOU SAY GOODNIGHT
LOADED WITH LOVE
1081 and 45-1081
- ★ COWBOY COPAS
GOLDEN MOON
I CAN'T REMEMBER TO FORGET
1080 and 45-1080
- ★ CHUCK WELLS
CRYING TEARS
UNDECIDED GALS
1083 and 45-1083

SEPIA-BLUES

- ★ THE SWALLOWS
BESIDE YOU
YOU LET ME
4525 and 45-452
- ★ SONNY THOMPSON
I'LL DROWN IN MY TEARS
CLANG-CLANG-CLANG
4527 and 45-452
- LET'S CALL IT A DAY
BLUES MAMBO
4541 and 45-4541
- ★ WYNONE HARRIS
NIGHT TRAIN
DO IT AGAIN, PLEASE
4555 and 45-4555
- ★ TODD RHODES
ROCKET 60
POSSESSED
4528 and 45-4528

Federal

- ★ THE DOMINOES
HAVE MERCY, BABY
DEEP SEA BLUES
12068 and 45-12068
- ★ THE FOUR JACKS
THE LAST OF THE GOOD ROCKING MEN
I'LL BE HOME AGAIN
12087 and 45-12087
- ★ JIMMY WITHERSPOON
FOOLISH PRAYER
TWO LITTLE GIRLS
12095 and 45-12095



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THE BILLBOARD Music Popularity Charts

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

Record Reviews

80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
50-59 POOR

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

POPULAR Record Reviews	POPULAR Record Reviews
<p>BILLY MAY ORK LOVE IS JUST AROUND THE CORNER 80-82-77-81 CAPITOL 2127—Familiar standard is given a typically fine May arrangement. Vocal by Willie Smith and the Trio is sung in unison. This one should get a lot of spins, and will please the way fans.</p> <p>CIN AND TONIC 79-81-76-90 Tune originally penned by Oscar Nelson has been adapted to his ork neatly by May. Arrangement is as tasteful as the beverage the tune was named for. Fade-out at end shifts to a few final bars of fine swing. A good disk.</p> <p>DANNY DAVIS FORCEY 74-75-72-75 MGM 2125—The big-sounding ballad is given a resonant swirl by Davis to full ork backing.</p> <p>LOVE CAME OUT OF THE NIGHT 75-76-73-76 In addition to neat churning of the romantic ballad, Davis contributes a sweet solo effort on the trumpet in this etching.</p> <p>LIONEL HAMPTON ORK OH, LADY BE GOOD 75-76-73-76 MGM 2126—The Hampton combo takes the Gershwin classic for a breath-taking ride. Brass with abound in this energetic wailing that will keep spinners jumping.</p> <p>CRYIN' 74-73-71-73 Somme Parlor is effective in projecting the lyrics of this blues weeper. Ork provides a ready backing that blends neatly with the chorus.</p> <p>CAMARATA ORK WHO KNOWS 77-78-78-75 DECCA 28312—The pretty ballad is performed sweetly by the ork with a mixed chorus reading the lyrics in stylish fashion.</p> <p>MANDOLINO MANDOLINO 75-76-78-73 Romantic ditty in the Italian manner shapes as a pleasant musical effort in this listenable reading by the ork and chorus.</p>	<p>JOSEF MARIAS MIRANDA SONG OF THE POTATO 75-76-76-73 DECCA 28334—The simple ditty with a strong folk flavor would go well as a broode platter in this fine reading by the duo. Older folks should also like it. Makes for a good switch side for dancers.</p> <p>HENRIETTA'S WEDDING 68-69-69-66 Cute novelty is read simply by the artist. Platter is a re-issue from an album by the artist.</p> <p>SYD OLIVER ORK SLICK CHICK 76-77-73-78 DECCA 28320—Oliver turns in a bright reading of the novelty rhythm opus. Beat is rapid and hand claps help things along. Could catch some spins.</p> <p>THE GIRLS ARE MARCHING 68-69-67-68 This is the ditty that the Armed Forces hope will lead the girls to enlist. It's a brisk and tuneful march and the Ork and chorus are in fine form.</p> <p>SANDY SOLO I'M THROUGH WITH LOVE 74-77-74-70 ARBEY 15073—Solo dreamily warbles the evergreen in a very warm way. Herbie Landes' ork lingers considerably with a quiet but very rich backing.</p> <p>LA ROSITA 76-76-75-75 Lovely old tune is sung beautifully by Solo. Recording is tops all the way with the Landes' band providing a very tuneful, albeit quiet, backing with an interesting Little Havana. Give a break, this could move.</p> <p>DICK BALDWIN JUST A SENTIMENTAL FOOL 66-67-65-66 SEVILARE 515—Baldwin leads the way and also handles three other vocal parts in a nicely blended 'double' disk.</p> <p>DID I SAY I LOVE YOU 62-62-62-62 Baldwin does this as a solo without any help from himself. Organ and rhythm section back up his sentimental effort.</p>

BING CROSBY-ANDREWS SISTERS
I'LL BE IN BANIA 72-74-70-72
DECCA 28336—To a mambo tempo the Andrews Sisters and the Gramer tell about Bania. Tune is from the flick "Just for You" and the singers give it a good whirl. The ork backing is top flight.

THE LIVE OAK TREE 70-71-69-70
Another item from "Just for You" receives an adequate vocal from Mr. C. and the girls. Novelty tune is pleasing.

SNOOKY LAMSON
A FOOL IN LOVE 71-72-71-71
REPUBLIC 7000—Lamson draws his way pleasantly into a slow paced love. Dreamy background is set by the ork and a mixed chorus.

ROLL ON MISSISSIPPI 73-74-73-72
ROLL ON 73-74-73-72
Ork has about the South is given a Dixieland flavor by the band. Lamson turns in a fine vocal again with choral assistance.

SAVANNAH CHURCHILL
WAITING FOR A GUY NAMED JOE 67-69-68-69
V 75-4273—The through tune is an okay performance, but the material is routine. DON'T WORRY 'BOUT ME 74-73-73-74
The singer gives this lovely title an appealing reading, full of warmth and feeling. A vocal group supports her and the arrangement is smooth. A good disk.
(Continued on page 109)



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On DECCA Records

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Album 164

On RHYTHM Records

"WHISTLER'S FATHER"
No. RH 1002-Z

"SITTIN' NEATH THE WILLOW TREE"
No. RH 1002-Y

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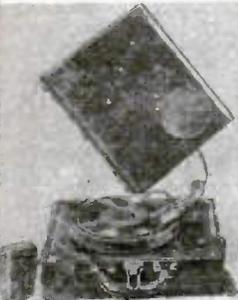
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"SAGEBRUSH AND SAND" #105-445-105

"I SHOULD HAVE KNOWN" by Don Paul and the Canyon Caravan

"OLD DAN" #102

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Exhibitors

Table with columns: COMPANY, ROOM OR BOOTH. Lists exhibitors like Recoton Corp., Regal Electronics Corp., etc.

Columbia Kicks Off

When the dealer returns these certificates to the distributor, he will get credit for the disk given away... For the second part of the plan, which allows the customer to receive a free disk for each three LP's bought...

Video Remotes

As a sustainer, Lejarc attempted himself to pay all members of traveling bands who will participate in the series an additional \$41.19 plus 15 per cent tax... First four programs, which will be aired at 9-9:30 p.m. CDT, will feature Jimmy Palmer and his band...

Marks Suit

is a dramatic one and is not within the orbit of BMI. Careless Usage. It is known that many musical comedy writers today are upset over the careless usage to which their scores are being put...

This is true even the ASCAP. In itself, ASCAP has no control over such rights. ASCAP, however, in its blanket license to locaters had to carefully define the limitations of "small rights" in order to protect the grand rights of its members in their scores.

Promotion Can Aid

One personal manager told me he would rather take a band out with two musicians less than do without a good advance man.

The good promotion man is one who exploits every angle. He tackles a date by contacting record distributors, deejays, juke operators, disk dealers... "The whole industry should adopt a slogan like 'Going Dancin' Tonight' and use it in every possible way..."

AFM Should Help. The American Federation of Musicians should also get into the fight, since its members will benefit if the band business bounces back...

BMI Canada. of the oil boom in Alberta, but while this is a twist for show to be produced in the maritimes about the prairies, the book and music were written by a Professor of English, Chet Lamberton...

BMI Canada has also purchased rights to three songs which have been written for the Canadian National Exhibition grandstand show by Jack Arthur, producer, and John Adaskin, musical director...

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THE BILLBOARD Music Popularity Charts

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

Advance Record Releases

POPULAR

Abner Makes the Heart Grow Fonder—Arms Brothers (Singing Along) Coral 60804
 Aere-Tu—Sauter-Finegan Ork (Doo-doo-doo-doo) V 20-4866
 Blue and Sentimental—Mills Brothers (Just When We're Falling in Love) Decca 28309
 Don't Worry 'Bout Me—Savannah Churchill (Waiting for a Guy Named Sam) V 20-4733
 Doo-doo-doo-doo—Sauter-Finegan Ork (Azzura-Tu) V 20-4866
 Downtown Strutters' Ball, The — Mickey Katz (Schmo is a Schmo) Capitol 28359
 Feet in Line—Saucy Lannon (Roll On Mississippi) Real Gone Republic 7800
 Fopi That I Was—Buddy Costa (To You, With Love) Pyramid 902
 Girls Are Marching, The — Sy Oliver Ork (Slick Chick) Decca 28323
 Green Eyes—Red Light (I Want My Mama) Capitol 2146
 Heavens! Heavens!—Jesse Marshall-Miranda (Song of the Potato) Decca 28354
 How You Swooned—Guy Lombardo Ork (With You Were Here) Decca 28366
 Just a Sentimental Fool—Dixie Beal (Did I Say I Love You) Sanyal 549
 (Why) Have a Falling Out? Just When We're Falling in Love—Mills Brothers (Blue and Sentimental) Decca 28309
 I Want My Mama—Ben Eby (Green Eyes) Capitol 2146
 I'll Si Si Ya in Bahia—Bing Crosby-Andrew Sisters (The Day You, That Decca 28256
 I'm Meaner On—Jeanne Gayle (Mr. Flip-By-Night) Capitol 2144
 I'm Through With Love—Sandy Solo-Berrie London Ork (La Revilla) Abbey 15073
 It's a Star World—The Four Freshmen (Tusado Junction) Capitol 2152
 It's No Fun Without You—Lyn Ballard (Your Voice to Me is Music) Grenobel 801
 La Revilla—Sandy Solo-Berrie London Ork (I'm Through With Love) Abbey 15073
 Live Oak Tree, The—Bing Crosby-Andrew Sisters (I'll Si Si Ya in Bahia) Decca 28356
 Love, Love, Love—The Carletons (Woman Driver) Mercury 6403
 Maudslawi-Maudslawi—Music by Camarata (Who Knows) Decca 28352
 Mr. Flip-By-Night—Jeanne Gayle (I'm Meaner On) Capitol 2144
 Newer, Better, Never—Rosalind Paige (Weatherman) Decca 1005
 OOI OOI Prekaboal—Rob Cole Ork (The Lovelorn) Vernon 177
 Our Love—Bob Cole Ork (OOI OOI Prekaboal) Vernon 177
 Padam Padam—Lawrence Welk (Your Eyes Are So Lovely) Coral 60806
 Rain—Sauter-Finegan Ork (Stupid Sit Down) Real Gone Republic 7800
 Roll On Mississippi, Roll On—Saucy Lannon (Feet in Line) Republic 7800
 Schmo is a Schmo, A—Mickey Katz (Downtown Strutters' Ball, The) Capitol 2159
 September Roses—Lyn Ballard (Through the Lonely Part of Town) Grenobel 802
 Show I—Four Aces-Al Alberts (There's Only Tonight) Decca 28323
 Slick Chick—Sy Oliver Ork (Girls Are Marching) Decca 28320
 Song of the Potato — Jesse Marshall-Miranda (Heaven's Wedding) Decca 28354
 Stoop Sit Down! Real Gone Republic 7800
 (Rain) V 20-4867
 Sunny Along—Arms Brothers (Abner Makes the Heart Grow Fonder) Coral 60804
 There's Only Tonight — Four Aces-Al Alberts (Should I) Decca 28323
 Through the Lonely Part of Town—Lyn Ballard (September Roses) Grenobel 802
 To You, With Love—Buddy Costa (Fopi That I Was) Pyramid 902
 Tusado Junction—The Four Freshmen (It's a Star World) Capitol 2152
 Waiting for a Guy Named Sam — Savannah Churchill (Don't Worry 'Bout Me) V 20-4733
 Weatherman — Rosalind Paige (Newer, Better, Never) Decca 1005

With You Were Here—Guy Lombardo Ork (How You Swooned) Decca 28366
 Who Knows—Music by Camarata (Maudslawi-Maudslawi) Decca 28352
 Woman Driver—The Carletons (Love, Love, Love) Mercury 6403
 Your Eyes Are So Lovely — Lawrence Welk (Padam, Padam) Coral 60806
 Your Voice to Me is Music—Lyn Ballard (It's No Fun Without You) Grenobel 801

SACRED

Bound for the Kingdom—The Everlasting Trio (We'll Make a Way) Hiselone 5020
 Dear Lord, Remember Me—J. T. Adams (Soloist) (My God is Real) Republic 7005
 He'll Make a Way—The Everlasting Trio (Bound for the Kingdom) Hiselone 5020
 Lord of Eternal Peace—Rebe and Rebe (Mother, Sweet Mother) Everest 856
 Mother, Sweet Mother—Rebe and Rebe (Land of Eternal Peace) Everest 856
 My God is Real—J. T. Adams (Soloist) (Dear Lord, Remember Me) Republic 7005

CHILDREN

Walt Disney: Robin Hood (Album 12 10") Capitol (2) DDM 3138

LATIN AMERICAN

Mambo at the Waldorf Astor (12 10") Kater Cugat Ork—Columbia (D3) CL 6232; Mambo at the Waldorf; Cugat; Yo Quiero Un Mambo; Peanut Vendor; Mambo Ork; Mendocino; Mambo Gallego; Janyo.

Record Releases

Continued from page 107

POPULAR

Record Reviews

CAP STUBBY ORK
 YEARNING (Just for You) ... 62-62-62-62
 60200 300—Cap sets new sound pattern for a genuine vocal by the successful trio. IF YOU WOULD ONLY BE MINE ... 65-65-65-65
 Country hit of several seasons ago is read with feeling by the Buckeyes with the orb adding the appropriate slowish setting.

JOE TILMANS TRIO
 THE JAZZ ME BLUES ... 75-76-74-74
 60200 300—Cap sets new sound pattern for a genuine performance. Organ and banjo help to make this a fine side. Debut should spin.

SMOKE RINGS ... 73-74-72-72
 Country disc featuring Tilmans' fluting technique and fine work on the harmonica. Side is rounded out with a guitar and organ.

FOUR ACES
 SHOULD I ... 80-80-80-80
 DECCA 28323—The oldie, revised in the pop, "Single in the Rain," is taken for a re-bounding ride by the quartet. Backing has a powerful beat and the side builds effectively. Al Alberts and the boys give it a solid performance. This one should be a big winner.

THERE'S ONLY TONIGHT ... 82-83-80-83
 Late-styled ball with the flavor of their hit single "Paradise," now prove masterful technique for the combo. Al Alberts does his usual fine job in the solo spot, a waxing with plenty of sentiment.

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HORIZON



MARY SMALL
 Everything You Said Came True
 and Immediately
 15789



DICK BROWN
 Boomerang
 A Letter From a Lady
 15188



STEVE LAWRENCE
 Mine and Mine Alone and
 All My Love Belongs to You 15100
 Still Going Strong
 Poinciana



ROYE GOODRICH
 The Big Sky b/w
 The Show Is Over 15106
 Jungle Drums
 b/w
 To You



LIZA MORROW
 I Ain't Got Nobody
 and Foolish Pride
 15101



TEDDY PHILLIPS
 I'm Not Gonna Let'cha In
 and Today, Tomorrow and Always
 15183

DEWEY BERGMAN
 artists & repertoire



BILLY KEITH
 High Noon
 (Do Not Forsake Me)
 and Fountain of Youth
 15704



1540 BREWSTER AVE.

THE BILLBOARD Music Popularity Charts

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

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by early test sellings, most played or most heard features on the charts.

TOO OLD TO CUT THE MUSTARD . . . Marlene Dietrich-Rosemary Clooney . . . Columbia 39812

Marlene Dietrich and Rosemary Clooney team up for a rollicking, rambunctious performance of the hit folk ditty that ought to create lots of laughs and lots of action. Film, "Good for Nothing," also shows off the girls in a cute novelty.

YOU BELONG TO ME . . . Jo Stafford-Paul Weston Ork . . . Columbia 39822

A beautiful new ballad is sung in lovely fashion by the discolorized Ork, while the Weston one ends with leading in this fine duet.

FEET UP . . . Guy Mitchell-Mitch Miller Ork . . . Columbia 39822

The singer hands this lively, exuberant new novelty, in the style of other Guy Mitchell wags, an enthusiastic reading that should please all his fans. The one lends drive to the disc.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. I LOVE GIRLS . . . Arthur Godfrey . . . Columbia 39792
2. JAMAICAN RHUMBA . . . Percy Faith Ork . . . Columbia 39790
3. SHOULD I . . . Four Aces . . . Decca 28323
4. ZING A LITTLE ZONG . . . Bing Crosby-Jane Bryan . . . Decca 28255
5. PRETTY BOY . . . Jo Stafford . . . Columbia 39811

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. SHOULD I . . . Four Aces . . . Decca 28323
2. JAMAICAN RHUMBA . . . Percy Faith Ork . . . Columbia 39790
3. SOME BODY . . . Tony Martin . . . RCA Victor 20-4836
4. JUST ONE OF THOSE THINGS . . . Percy Lee-Gordon Jenkins . . . Decca 28313
5. STRANGE SENSATION . . . Jane Walil . . . RCA Victor 20-4759

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. FOOL, FOOL, FOOL . . . Kay Starr . . . Capitol
2. JUST ONE OF THOSE THINGS . . . Percy Lee-Gordon Jenkins . . . Decca 28313
3. SO MADLY IN LOVE . . . Georgia Gibbs . . . Mercury 5874
4. KAY'S LAMENT . . . Kay Starr . . . Capitol 2351
5. HIGH NOON . . . Frankie Laine . . . Columbia 39778

• The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. JAMBALAYA . . . Hank Williams . . . MGM 11285
2. ROAD OF NO RETURN . . . Ray Price . . . Columbia 20963
3. YOU BELONG TO ME . . . Sam Thompson . . . Mercury 6437
4. INDIAN LOVE CALL . . . Slim Whitman . . . Imperial 8156
5. WOMAN DRIVER . . . The Carllets . . . Mercury 5403

Your ticket to
SALES RESULTS—
 the advertising columns of
THE BILLBOARD!

Trend Is Toward Self-Service

Continued from page 48

the removal of all partitions and corners. One corner was kept and this secluded nook is now the haven of the longhair buyers, who seem to maintain a certain psychological superiority, which requires that their disks be kept in a separate area.

The self-service switch surprised Wallichs by bocking various classifications of music immediately. Western and h. b. wax has moved up considerably, because, as LaVinger points out, it was difficult to find clerks who knew the music was field, while the same holds true for Latin American and jazz and pop. Volume generally is up because there is no longer any stagnant inventory in the store, such as the normal backroom replacements found in other disk stores. All merchandise in Music City is on the display racks. When converting to self-service, the employer placed old disks, some dating back to 1942 when the store was opened, on the open racks. These old collectors' items, which previously were forgotten, now are being placed right near current top tunes by the artist and offer additional sales. LaVinger and Wallichs estimate that the hit sale was an increase of two disks per customer under the old system, while customers are now buying at least one additional disk.

Wallichs warned retailers contemplating the switch to convert slowly to self-service, pointing out that he subtly started the move four years ago. Breakage has increased under the new system, but only to the extent that sales have increased. Theft has increased to a greater degree, and Wallichs is having signs made to discourage the practice. Retailers, too, must keep the general classification as small as possible, for a store owner attempts to break down his directory too much, the filing and cataloging system becomes for involved. The Music City regular shows a weekly sale to find 33, 78 and 45 r.p.m. disks of each variety, however, Wallichs and LaVinger have found

that the average patron is now buying a wider range of music than before.

In the transition from the counter to self-service sales, all his accessories such as players, changers and carrying cases were transferred to the front of the store, where TV and radios were sold before. Excess have found that the store is now selling many more big accessories, because the regular set salesmen are better at selling this type of merchandise.

Another outstanding self-service store is the Silver Record Store, South Bend, Ind. Sol and Frances Silver use a color-coded leader marker, because they break down their classifications far more than the Music City set-up. South Bend has a polyglot population which requires an extensive international catalog and also a heavy r.&b. inventory. The Silver store, too, has unique three-sided listening booths, each holding one listener. They are arranged in a row along a back wall. The three sided booth has no door, with noise from nearby booths being eliminated by a high ceiling along which sound travels into a baffle chamber. The small, economical booths discourage gathering around a player, which tends to slow down sales.

Both Wallichs and Silver are proponents of selling disks with the aid of deejay promotion. Silver long did his own deejay show over a local station, while Music City now bankrolls a midnight to six a.m. deejay stint by Alex Cooper, direct from the shop, aired over K.L.A.C. Hollywood. Since the store added the deejay show, Wallichs has kept the cash registers ticking until 2 a.m., where previously they closed at 11 p.m. Customers, who show after 11 a.m. are not neurotic stay-out-laters, but generally are matured buyers. He noted the parallel between the average Saturday business and the late hour business, with both starting slowly but rapidly gaining momentum.

New RIAA Seen as Boon

Continued from page 48

purpose is to help make the public more record-conscious and to boost record sales.

The progress of the RIAA from an idea to an active organization in a year's time is of meaning to its members. The forthcoming Record Industry promotion and publicity plan of the RIAA is one of the most important ever undertaken by the industry, and it marks the first time the major companies have worked together on this type of campaign. All members of the association are making voluntary contributions toward this drive, and the RIAA has set a goal of \$100,000 for the first six months of the plan. The campaign will stress recorded music of all types, popular, classical, c.&w., r.&b., etc., with the basic idea being to sell more records of all labels.

At the present time the RIAA has not worked out all of the details of this major campaign, but it is expected that the association will run an institutional type drive covering regional areas of the United States. Much will be done via radio and TV deejays, and via planned merchandising programs. This co-operative effort, if successful, can provide a sizable sales stimulant for dealers.

This is, however, only the first step on the part of the RIAA. There are many plans in the offing, all of which will be aimed at creating a stronger, constantly growing disk business. The RIAA has three functions to perform: one on the manufacturer level, as exemplified by the fine co-operation shown by the diskeries with the industry-wide promotion plan; one on the distributor and dealer level, to help them to sell more records via intelligent merchandising campaigns, better store procedures, and intensive research programs; and one on the consumer level, to make the consumer more record-conscious.

The RIAA is a manufacturers' trade association, in that, at this time, only record manufacturers can join. However, the RIAA is

interested in suggestions from both distributors and dealers, concerning ways of expanding the record business and building a healthier industry. Representatives of the RIAA will be present at the National Association of Music Merchants convention, and they will be interested in meeting all dealers and distributors present. The fine work initiated by the RIAA can do much to reach many new and old record customers, if all segments of the business offer their full co-operation.

That "Plus" Sale

Continued from page 46

his customers (all "plus" sales) by asking them, as he wraps their purchases, if they have replaced their needles lately, correctly pointing out that a "permanent" needle lasts only 25 to 75 hours. Another dealer, this one in New York, keeps a record of the types of music preferred by each regular customer and about once a month sends a list of new releases, marking all those he believes will be of interest. Another way of getting a "plus" sale is to special order disks which a customer wants but are not in stock.

The word SELL is the cornerstone, selling rather than clerking. It is on this basis that a disk retailer builds his business. There are many facets to successful retailing. Adequate and proper promotion, an attractive store, effective displays and customer service and courtesies are all essential. But without suggestive selling that produces the "plus" sale, selling that comes from a knowledge of the catalog and enthusiasm on the part of the seller, other merchandising efforts must fail to be fully productive. By going after the "plus" sale with every customer, sales volume will be increased and your business will rightfully prosper.

Sell More Players

Continued from page 46

Its new line of three-speed players, Columbia also will promote its three-speed attachment aggressively. Other leading manufacturers such as Webster-Chicago, V-M, Hudson Electronic, Steelman, Herold, Dean and others are set to aid dealers sell phonos with effective promotion drives.

The stage is set for an outstanding phonograph selling season. Alert dealers interested in building their volume and profit to new heights will go after this huge market. These dealers will promote players aggressively. They know they won't sell as many as they want to just by having them in stock. They'll put them in the window, display them inside the store. They will talk phonos to their customers. If they sell TV sets, they'll make sure that they sell an attachment with every table model or TV-only console they sell. They will interest their sales people in pushing players. Top dealers will go after this phonograph market, confident that the sale of every phonograph means a new active record customer, a customer who will average \$60 in record purchases the first year.

Trade Agreed

Continued from page 44

bum issued each year is one of the disk industry's all-time great sellers. Probably every disk of his has topped the 300,000 mark during the last 10 years, certainly fodder for the school of a minimum number of releases.

There are other signs of hope in the air. Many record companies are concerned about the great number of releases. The weekly summary maintained by The Billboard of the number of releases has served as a constant reminder of the over-abundance of new records. Some companies have taken steps to control their output.

The trend may be in the direction of fewer releases. It is doubtful that this will make for a noticeable difference in near future. What can a dealer do in the face of this situation? Certainly it behooves a dealer to buy with considerable caution. It requires a greater knowledge by the dealer about his customers—their preferences, needs and tastes. Most dealers are not in a position to stock all new tunes nor can he carry every version of a hit tune. Through its weekly reviews of disks in all categories, The Billboard attempts to provide dealers with impartial and advance information about the new records available, including their commercial prospects. By careful adherence to the above guidelines the bulk of dealers can go far in minimizing the problem of too many releases.

Full Dimensional

Continued from page 63

sation to correct inherent small variations and losses. As competition itself is in turn subject to limitations, the final product is always a compromise whose degree of perfection depends on the technical skill used in applying existing knowledge of the art. In this sense, the product of every company is unique.

Therefore, with the symbol for "Full Dimensional Sound," Capitol is identifying a collaboration of producer, artist and engineer which has resulted in what we believe is the truest balance of sound and the maximum frequency and dynamic range which the state of the art permits.

Magnetic Tape

It is interesting to note how greatly the introduction of microgroove recording has extended all previous conceptions of lateral recording limitations. With the fidelity now obtained on magnetic tape, it has further stimulated the design of improved microphones, speakers, pickups and other equipment to realize the full advantage of the new recording system.

The advanced design of recording facilities, and the engineering techniques employed by Capitol, give the producer and artist nearly unlimited latitude in interpreting a composer's work for FDS records.

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Record labels our specialty: LP covers printed fast service. Progressive Label Co., 137 Manhattan Ave., Brooklyn 6, N. Y. Stagg 2-4799.

Record Pressings—Shellac, Vinylite, Plex 78 r.p.m., 45, 33 1/3 LP's rigid injection; run orders. Silver Record Pressing Corp., 469 W. Broadway, New York City, Oregon 3-7330.

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The Record Exchange

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Spanish Records, \$18 per 100. Jefferson Music, 230 East 14th St., New York City, GR 5-3616.

The year's round line, Folkways Records. For complete catalogue of folk, jazz, primitive music, children's records, write Folkways Records, 117 W. 46th St., New York City.

Will Buy Phonograph Records—Collections or dealer's stock; any amount, made before 1940, have thousands for sale; send wants. Jacob S. Schneider, 125 W. 66, New York.

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Equipment Arrives— "Vanities" Dates Intact

BREMERHAVEN, Germany, July 26.—The controversial equipment belonging to Harold Steinman's "Skating Vanities" roller show, recently released by Red police, were loaded aboard the S.S. America Saturday (19) at this port. The ship is scheduled to arrive in New York Monday (28).

Along with his stage manager, carpenter and electrician, Steinman helped supervise the loading. He reported that the equipment, including the "improperly declared" items which caused the police seizure, was packed in complete confusion.

The producer, who flew back to New York (22), said that the show's trunks had been broken into prior to arrival at the dock and their contents thoroughly jumbled. He also said that several items, among them tools, were missing, but that a complete

check could not be made until "we get home."

The civil suit pending in Frankfurt between the "Vanities" and the Schenker trucking firm will be fought by Steinman's lawyers there. Red police slapped a \$25,000 fine on the trucker for not declaring souvenirs and other goods purchased by the roller troupe. The trucker, in turn, demands that the troupe pay it.

Steinman had to put up the money in the form of a bond because the Schenker outfit secreted the equipment after the East Berlin cops had released it, and would have held it long enough to prevent the show from meeting dates in the U. S.

Meanwhile the cast has begun "walk-thru" rehearsals in Astbury Park, N. J., pending arrival of their paraphernalia. The show opens in that city August 1. Olsen and Johnson join during the second week in August and will open with the "Vanities" at the Coliseum, Quebec, August 29.

AOW Expands In N. Y. State To Peekskill

ELIZABETH, N. J., July 26.—America on Wheels announced this week the latest addition to its chain of roller rinks, an installation at Peekskill, N. Y. The new rink, No. 11 adds a second New York State rink to the chain and extends AOW influence 30 miles north of its other Empire State spot at Mount Vernon, said William Schmitz, general manager. All other AOW rinks are south of Mount Vernon.

In addition to its regular population, Peekskill has the additional advantage of being situated in the heart of a large and popular summer resort and camp area, which increases Peekskill's population and the number of potential rink patrons during the summer months.

Plans and preparation have already been completed for making the Peekskill Arena elaborate and attractive as other links in the AOW chain. The skating surface will measure 90 by 180 feet. Spectators will be able to watch the skaters from a balcony overlooking the skating floor.

Opening date of the spot has not been announced, but it is expected to be no later than mid-September.

Moyle in Philly Zoning Hassle

PHILADELPHIA, July 26.—A Frankford Avenue skating rink was described by neighbors at a hearing Tuesday (22) as "a noisy joint" which runs seven days a week, and has a "bad influence" on teenage patrons.

More than 200 residents in the rink's vicinity appeared in City Hall at a hearing held by the Zoning Board of Adjustment to protest a petition entered by Thomas Moyle, operator of the rink, for a permit to run an open-air dance hall there.

Edward J. Petner, a Frankford Avenue undertaker who acted as spokesman for opponents of the petition, denounced the place as a bad influence. Petner also told the board that Moyle used sharp practice originally in getting the area around his establishment changed from a D residential zone to an A commercial, by failing to post notices of the proposed change so that his neighbors could see them.

Moyle contended that under the present zoning of the neighborhood, he was legally entitled to install a dance floor. John E. Powers Jr., chairman of the board, said members would inspect the place before making a decision.

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NEWS NUGGETS

Fort Wayne Starts Over On Contract

FORT WAYNE, July 26.—Board of Coliseum Trustees here voted to reconsider action taken in connection with concession rights at the Allen County Memorial Coliseum. They also rejected all proposals received so far for the concessions. Following this action, the Indiana Caterers, Inc. suit against the board was dismissed.

FIRST DENVER FOOD FAIR IN NOVEMBER

DENVER—First annual Denver Food Fair, a full-scale trade show for the food and allied industries, will be held November 7-9 in Denver Coliseum, the local Food Fair Company has announced. Every branch of the food industry, including growing, processing, packaging, refrigeration and freezing, distribution and sales will be represented in exhibits. An entertainment program offering radio and TV personalities will be offered in connection with the event. Admission proceeds will go to the American Cancer Society.

O. HIGH SCHOOL COURT TOURNEY TO CINCY

CINCINNATI—Cincinnati Garden Saturday (19) was selected as site for the 1953 State high school basketball tournament, March 20 and 21. The decision was made by the Ohio High School Athletic Association's Board of Control, meeting at Cedar Rapids, O. The board agreed on the change because of what it termed "unsatisfactory conditions at Columbus," customary site of the tourney. Members of the board cited last year's tourney at the Fairgrounds Coliseum, in which water leaked thru the roof onto the playing floor. Proceeds will go to W. Enswiler said the tourney would remain away from Columbus "until a suitable site is available." This would probably be the field house which Ohio State University plans to build.

TORONTO SCHEDULES HOBBY EXPOSITION

TORONTO, July 26.—First annual Canadian International Hobby Show has been scheduled for next February at the Coliseum at the Canadian National Exhibition here. A minimum of 50,000 square feet of exhibit space is expected to be used.

VETERANS ART CIRCLE TO PRODUCE SHOWS

HACKENSACK, N. J.—Disabled Veterans Art Circle will expand its activities to include presentation of legit and variety shows and comedies. Charles Cook, press chief, said this week. Events will be promoted in Bergen County, N. J., he said.

Hartford Cooling Off

HARTFORD, Conn., July 26.—Irving Richland, of the Hartford Skating Palace, has announced installation of a new air cooling system. The rink is open from 7:30 to 11 p.m., Tuesday thru Sunday.

Dramatic & Musical Routes

Bellef Route: (Cuban) San Francisco, Belle, Book and Candle; (Harris) Chicago, Call Me Madam; (War Memorial Auditorium) San Francisco.
Four Posters: (Hilmore) Los Angeles, Good Night Ladies; (National) Washington, Moon is Blue; (United Nations) San Francisco.
Pony and Brads: (Ninigi) Pittsburgh, Sons of Norway; (Maxfield) Portland, Ore., 24-26; (Metropolitan) Seattle, 10-Aug-52.
South Pacific: (Philharmonic Auditorium) Los Angeles.
Singles 17: (Henry) San Francisco.

Auditorium Managers:

Help us build a file of promoters who are capable of properly promoting and underwriting attractions in your building. The increased availability of large attractions and packages shows direct upon the number and quality of local promoters. That is why it will be to your advantage to aid in the compilation of a complete list of local promoters in your area. Send the names of the promoters in your territory to: Write, Arena Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

AMA Program Set For A. C. Confab

NEW YORK, July 26.—Routes of all of the principal attractions slated for appearances in buildings owned or operated by members of the Arena Managers' Association will be finalized by the group's annual session in Atlantic City August 4-6.

On the first two days sessions will be given over to the routing and staging of the AMA-owned "Ice Capades" and "Ice Cycles." John H. Harris will preside.

Arena execs playing the leers will be given a preview of all equipment (including costumes) that will be carried by the units. Programs of both shows will be outlined in full and all technical requirements will be given.

Last year's dates will be discussed at length and successful promotional endeavors will be outlined for all to follow. On Tuesday night (5) the icers will

host the arena execs at a dinner.

Business sessions are scheduled thruout Wednesday (6). Routes will be settled finally and promotion activities will be outlined.

Walter Brown, president of AMA and Boston Garden, will preside. Election of officers also will take place Wednesday.

Many AMA members will attend the meeting of the American Hockey League in New York Thursday (7).

PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past; specify whether or not you were financially responsible or secured responsible underwriting. Write Arena Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

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Hocus-Pocus

By BILL SACHS

GEORGE SCHINDLER, magician, emcee and material writer, who hails from where the tree grew, typewrites that while showbiz activity is in a lull around New York, magicians are finding work quite plentiful in the area. Writing under date of July 19, Schindler says: "The Catskills took Frank Garcia into their arms, along with a host of other local tricksters. Roy Benson presented an usually great turn at the Palace recently. Gall-Gali is night-clubbing at the Copa, while Dominique plays the old Diamond Horseshoe, renamed the French Casino. I've been spending my time at my old haunts on Long Island, mainly the Beach-Comber in Lindenhurst. Carl Balentine has been the talk of magicians hereabouts since he took over the NBC-TV Saturday night 'Show of Shows.' Carl does excellent comedy and emcee work. Dick Piser, the man behind the scenes at Lou Tannen's, is preparing an act at long last. It's strictly a club-date act, with

years truly writing the patter. Stopped off recently at Scarnie's Magic Club in Little Ferry, N. J. Scarnie wasn't in, but saw a good production-type floorshow. It was the first time in months a magician wasn't on the bill. Haven't heard from Doc Weiss, so I presume he, too, has joined the pill-some to the Borah Belt. That's one chore it's tough to escape from." Charles A. RossKam, of Warwick, R. L. who covered the recent International Brotherhood of Magicians convention for The Billboard, writes in to correct an error of omission made in his report of the conclave. "In some way or other, writes RossKam, 'the name of Neil Foster was omitted as one of the performers on the July 3 IBM show program. In writing the article, I used the printed program to be sure of correct spelling of names. Instead of relying upon my penciled notes, Foster's name didn't appear in the program, he being an added starter. His act was a super climax with his beautiful manipulative work and his original handling of the Zombie floating-ball illusion. Bob Lewis, emcee, in introducing Foster, spoke of him as a sure bet to be a headliner of tomorrow. I can only concur in this."

R. L. STEPHEY, president of Ring No. 88, International Brotherhood of Magicians, Kenton, O., reports that the Sixth Annual Back-to-Kenton Party, to be held there August 1-3, is expected to attract some 300 reservations. A \$5 fee will cover all activity for the three-day session. Stephy says, "The Friday night show, open to the public, will feature such magical satellites as Sir Felix Korim, Bill Talent, Lu Brent, Stuart Cramer, Robert Wedertz, Senator Crandall, Raymond Lowe and Romm. The Saturday close-up sessions will be headed up by Sir Felix Korim, LuBrent, Clair Cummings, John Cummings, John Braun and others. The Saturday night magicians only show will highlight Harry E. Cecil, emcee; the Dodsons, Maxine (Wedertz), the Harrisons, Charles Smith and Sattan. The affair will kick off with a night-before party Thursday (31). Hall and Edwards, veteran horoscope and mental workers, who for many years have worked the county and State fairs, are at their home in Tampa mapping plans for an Australian tour. Mysterious Howard, who quit the road 14 years ago to open a magic show on Travis Street in Houston, has just moved into a larger, air-conditioned location at 812 McKinley Avenue, that city. Howard keeps his hand in by working an occasional date in the Houston area. Elmer W. Morris, formerly known in magic circles as Mysterious Morris, is now staff announcer and disk jockey at KPFA, Fort Smith, Ark. Robert Lund, magician and prolific writer on the subject, who earns the bulk of his income as bureau chief for The New York Journal of Commerce in Detroit, paid tribute to Harry Opel, Toledo trickster, and his unusual magical magan-

Paramount, N. Y.

Continued from page 14

with "St Louis Blues." The Decca canary did okay, but that was about all. She needs a better choice of songs, plus an improved sense of pacing to improve her selling.

Mickey Deems, a gentle kind of comic, easily held the number three spot. Working with assurance, Deems went into his act describing the trials of a married man's Sunday at home. The fact that the material received almost immediate audience identification was that much to the good. Deems is a smart comic with mastery that is usually at its best before an adult audience. He's flexible enough, however, to play down to the kind of audiences the Paramount draws.

Don Cornell came on in a whirlwind of mits and squeals. He got right into it with his smasheroo Coral recording, "Walk Alone," followed by a couple of novelties and winding up with "This is the Beginning of the End" and "I'm Y. Y." In between numbers, Cornell did comedy chatter that actually drew yocks. In fact the audience was with him to such an extent the guy couldn't do anything that didn't immediate enthusiastic responses. Cornell, apparently perfectly at ease, toyed with the audience in casual fashion, working like an old hand at the game. Judging from the gleeful shrieks and car-splitting fern chorus that greeted each number, Cornell could have done another 30 minutes. When he finally begged off there was no doubt that he was a smash hit. Bill Smith.

Roxy, N. Y.

Continued from page 14

next, a ballad, "Since My Love Has Gone," was also just adequate. Actually it wasn't until "Cause of Your" that the audience caught fire, indicating that Bennett's routine needs an overhauling.

Foster Strong

Phil Foster, who worked ahead of Bennett, may have taken some of the edge off; he was that stronger. Following out his comedy chatter, that "Old Gang" Foster pulled yocks from all over the huge house. His new "Dog Buying" routine was another belly-quaker. The chunky comic has acquired considerable stature in the past few months and worked as if he knew it. He was at ease, assured and completely authoritative.

The stage show began on a lively note with the Roxyettes, including the choral group doing a "Carmen" number. The use of fringed hoops seemed symbolic of the Olympic games, tho their use was probably co-incidental. The stage production segued into the ice show framed around "Blue Tango" with Arnold Shoda, Manuel Del Toro, Ann Niehols and Gerry Mahoney, doing superb skating jobs. Bill Smith.

Palace, N. Y.

Continued from page 14

gall offer really top-flight head-shoulder-and-hip-stands stunts—an excellently projected act interluded. And also returned is Yvonne Moray, the pint sized red-hot mama, with a voice like Sophie Tucker. If the mighty atom didn't use a mike, again this pew-sitter could think that an authentic bit of old vaude had come back. For the rest, Chester Dolphin's juggling is as excellent as usual, one of the top if its kind, but his patter is strictly golden bantam and could stand a thro hypo.

Norman Brooks scores pleasantly with a variety of French and English vocal, and Larry and Trudy Leung are very moderately successful with a comedy song-and-dance duo. The lad is a fine eccentric stepper, but a very heavy-handed comic. The wind-up seg featuring a quartet of fem tumbles, the Honey Girls, is brash and fast, but is galled for yawns.

The pic is "The Brigand," Bob Francis.

SCENERY

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Burlesque Bits

By UNO

Bobby (Boots) LaMarr, formerly of the New Orleans Wonder Club and Miami's Jewel Box, is currently playing valeties in Paris and Rome and stopping at the St. Roch Hotel, Roch, Paris. On his return this winter, LaMarr contemplates forming the Galette Parisienne Revue. Al Anger, Harry Conley, Al Baker, Barbara Curtis, Marcella, Phil Crawford and Gloria Marlow, feature, comprise the current cast at the Globe, Atlantic City. Charles Robinson, Susan Day, Nickie Beba and Paul Rich came in July 27, with Bonnie Moore and Georgia Solteras following August 3, Vickie Walls, August 10, and Ann Arbor, August 17. Nat Burgess, vocalist, is recovering from an infection at his home, 1225 Euclid Ave., N. E., Atlanta, Ga., where he would like to hear from friends. Jack Hayes, comic and Jayde, stripper, with four supporting acts along with two flickers make up the show now at the State, Vancouver, B. C. Stephen Mulroy, former roller skater with Jean Bedini's shows, was a New York visitor last week with the Cincinnati Elks delegation. Jackie Richards celebrated his 34th birthday at the New Follies, Chicago, where he is in his second year as dance director and producer. Current cast includes Harry Levine and Freddie Framp, comies; Wall Collins, straight; Jeannette Laffler, feature; Lita Elliott, Joan Vargas, Julia Champagne, The Jal Carroll and Vivian Keenan, strips; Carol Luckey, dancer and Mary Hayes, vocalist. Babe Fenton and Peggy Corner, show girls head a line of eight dancers. Ork is led by Chuck Galloway.

Mary Mack is back home in Louisville, Ky., after two weeks at the Casino, Boston, and one at the Palace, Buffalo. Jack Fauer has Sandy Wayne and Billie Dale at the Del Rio, New York; Joe Gangler and his circus at the Meadows State Park, Jones Beach, L. I.; Meza and Enquera, held over at the Park Inn, Valley Stream, L. I., and Bonny Blue, who closed five weeks at the Cavalcade of Variety show, Coney Island, N. Y., at the Circle Bar, Pottsville, Pa. Rodger, Alex, Baron has signed as director and stage manager for summer stock

at the Pine Bush Playhouse, Pine Bush, N. Y. His next week's show will be "Burlesque" with Red Garderia in the lead. Jessica Rogers who is completing a run of four weeks at the Club Samna, New York, is skedded for a part in the road edition of "Pal Joey." Harry Seymour remained two weeks with "Peep Show" at the Holiday, New York, and opened August 1, at the Gayety, Norfolk, Thence to the First Circuit, Thence to the Savoy, Asbury Park, N. J., for week of August 3, thru Dave Cohn's booking, include Lynn O'Neill, feature; Manny King, Imogene Lee, Al Anger, Barbara Curtis, Marion Wakefield and Mill Hamilton. Feature for August 10 will be Ann Arbor, Other Cohn placements starting July 28 are Peaches, B. & B. Club, Johnston, R. I.; Carmen Hope, Show Boat, New Lebanon, N. Y.; Jeanne Adair, Bell's Club, Springfield, Mass.; Virginia Kinn, Wayne Room, Washington, D. C.; Joe Rio, Jansen and Divena, Chanticleer Club, Baltimore; Trudy Wayne, F. E. I. Club, Valley Forge, R. I.; Mickey Jones, Oriental Club, Washington, D. C.; and Carmen Del Carmen, Three Rivers Club, Phoenix, N. Y.

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Roadshow Rep

HERBERT (Rusty) Lee, who died at his home in St. Hydes, Va., recently, was an old-time black face and lobby comedian, who spent 43 years in the rep and tent show field. He left the road about 10 years ago. . . "I was pleased to note items from this region in the column," letters T. E. (Tad) Hollins from Winifred, Mont. "I'd like to mention Harvey Rice, who in the old days, went up and down Bear Head River in his Stark and was in Virginia City in the days of the real pay dust. Harvey still moves along in the summer but stays pretty close to Butte, Mont., in the winter. Rice likes to talk of the days when he was a child and Lotie Crabtree, Eddie For and Duke Herdy played the boom towns. He also remembers when Jack Haverly, old-time minstrel, king lost a fortune in mining in Idaho. He also recalls the Kickapoo shows that moved thru the Far West, especially Doc Everson's."

DON AND JEAN HARVEY, veteran rep and tent show troupers, have been in Hollywood doing pictures for the past eight years. Among the orgs they

toured with in the Midwest were the Zarinlong Players, Rosalie Nash, Players and Ed Ward's Princess Stock Company. They also did plenty of circle stock in Kansas and were with Harry Clarke's Model Players among others. They spent a season with Choate's Comedians in Illinois and several years in the Dakotas and Minnesota with the Big Ole Shows and the Happy Bill Gang. Jean has appeared in a number of films, while Don says he has had feature roles in nearly 50 pictures, most of them Westerns. Both were featured recently on the Gene Autry video series and the Roy Rogers TV segs. Don, currently news editor of Station KOOL, Phoenix, Ariz., does a daily and Sunday show called "The Harvey House." Mrs. Billy Terrall, wife of Billy Terrall, former rep and tent show operator, has returned to their home in Roseland, La., from McCleary's Clinic, Excelsior Springs, Mo., where she under went two major operations. She was in the hospital for eight weeks. She will return to her post as general manager and cashier of the Bonnie Theater, Amite City, La., which was named in her honor.

Drivin' 'Round the Drive-Ins

MERVYN (RED) DUTTON, president of Western Drive-In Theaters, Ltd., Calgary, Alta., has announced that his company plans to build a \$175,000 outdoor theater in Calgary and two new ones in Edmonton, Alta. The company already owns and operates four drive-ins in Calgary, Edmonton and Lethbridge. The Calgary theater, to accommodate 1,000 cars, will be the largest in Canada. Work is to start soon and it is expected to be open early in the 1953 season. Dutton said the company's decision to expand at this time was due to the increasing acceptance of drive-in theaters by the public. The company built the Chinook Drive-in at Calgary,

the first to be constructed in Alberta. F. H. Kershaw is general manager. . . First drive-in in the Windsornew, Alta., district is now in operation at Radium Hot Springs to cater to the tourist trade. . . Carl H. Moseley and J. M. Poindexter have announced plans for construction of a \$100,000 drive-in theater at the intersection of Dale Mabry and Columbus Drive. Work on the project, occupying a 25-acre tract, is expected to get under way in about two weeks. According to Moseley, the theater will accommodate 600 cars plus separate indoor seating for 300 persons in an air-conditioned portion of the two-story projection building. Other improvements will include a concession stand, children's playground and an artificial lake and tropical garden.

THE A-K Theater Company opened the new Tawas Drive-In at East Tawas, Mich., with William L. Kitchen as manager. He is a brother of Joe D. Kitchen, who has been assigned the management of Crest Drive-In, East Lansing, and Hugh and Hubert Kitchen, who are manager and operator, respectively, at the Bay Drive-In, East Ase. The four are partners with the Ashmun brothers, R. D. and R. J., Caro, in the company running the shows. . . North Little Rock Drive-In Theater has announced the opening of a new "help yourself" laundry to be operated in connection with the theater, said to be the first of its kind in Arkansas. Patrons may bring their clothing, deposit it as they enter the theater, and pick it up during intermission or after the show. An attendant will be on hand to put clothing in automatic washers.

PAUL W. AMADEO, general manager of Pike Drive-In, Newington, Conn., has a new policy of opening spots playground at 2 p.m., each Sunday. The theater, however, opens at dusk. . . A new drive-in theater opens the middle of August on Route 20 near Schenectady, N. Y., according to John Gardner, who also is the proprietor of the Colony Theater, Schenectady. To be called the Turnpike Drive-In Theater, it will include one of the largest screen towers in the area, a refreshment building with large windows and a sound system so that movies shown may be heard and seen in the building and a television room.

Owing to unavoidable circumstances, news coverage of the RSROA convention and contests in Denver, July 7-14, will be complete in this issue. Further details are scheduled to appear in succeeding issues.

Exhibitor Enthusiasm High at RSROA Meet

DENVER July 26.—The attitude of most of the manufacturers and distributors showing their wares here during the RSROA's convention and national skating meet was enthusiastic. While attendance was slightly under that of 1950 Denver record, exhibitors were highly pleased and pointed out that the week-long event followed a three-day holiday and was complimentary with the Republican National Convention for public interest. Eisenhower's headquarters having been in Denver added to the local interest in the political meet.

Even so, Oscar Seltzer, of Roller Derby Skate Company, said he was "amazed" at the attendance. He pointed out that sporting events and other recreations all over the country were hard hit by the Chicago convention. In Denver the radio was stiff competition. Skaters' interests lay in the new products shown, with a great deal of discussion centering around the new plastic wheels. To the spectators, the equipment displayed in the flashy booths was visible proof that roller skating has come of age.

Industry men and women at the meet included: Robert Ware and Joe Shevelson, Chicago Skate Company, with their full line of skates, and Jack Adams, New York.

Sam Asad, Bob Phillips, R. R. Clark and Stuart Lee, Cleveland Skate Company. Their report was "highly pleased." Joe Blavatt, of Detroit Skate Supply, was on hand with an exhibit. Robert Ripp, Charles Snyder, Ted Mattox and V. L. Heady were attending as representatives for Douglass-Snyder Company, R. A. Hirschmugl and E. T. Muecke, E-Z Roll Wheel, were showing their new plastic wheels. Eli Faekler was demonstrating his toe stops to operators and skaters.

Fo-Mac Enterprises were represented by Vernon H. Giesse, Cecil Davis and Phillip Bullen, who were kept busy showing the Tulsa company's new plastic wheels. The latest in skate cases and luggage were shown by Sol Hipsch, C. H. Spitzer, Mr. and Mrs. S. Borodkin and Mr. and Mrs. J. Dubinsky. Their firm is Gateway Luggage. Gil-Ash Shoe Company, Fitchburg, Mass., was represented by I. Bevel and J. W. Norecross with a showing of the company's line of colored skate shoes. Skate boots of Hyde Athletic Shoe Company, Cambridge, Mass., were shown by Max Hyde and Max Lupin. Skates and accessories of Johnny Jones Jr., Pittsburgh, were shown by Harry Puttgarh, Ira Hirsch and M. and P. Amstrong. Demonstrating the new Raybestos plastic wheels were Harry Baine, Jerry Nista and J. Brush.

According to Paul Riedell, and Mr. and Mrs. R. T. Murray, of the

Riedell Shoe Company, Red Wing, Minn., their company will have to increase production in order to meet demands for their skating footwear. Representing Rinx Skating Records were Mrs. Fred Bergin, Mr. and Mrs. Joe Nazario and Mr. and Mrs. William McMillan. Roller Derby Skate Company wares were represented by Oscar Seltzer, Mr. and Mrs. V. Swanson and Mr. and Mrs. George Stoniger. The Roller Skating Almanac was represented by I. Sherwin and G. Sherwin. Skating novelties of Sanders Studios, New Haven, Conn., were shown by Margaret Sanders. At the Sure-Grip Skate Company booth were H. C. Ball and J. L. Wintz. Skating records and complete programs played by Russell Bice and Bill Holleman were demonstrated at the True Recorder booth by George True. Of interest to rink operators was the Wilshire Power Sweeper demonstrated by Sherwood Case.

Denver Meet Draws Heavy Op Turnout

DENVER, July 26.—Among operator-members attending the RSROA convention and championships here July 7-14 were the following:

- Kess Hudgens, College View Roller Palace, Marysville, Calif.; Carl C. Johnson, Skateland, Denver; Jack H. and W. Regina Wheeler, Skateland, Oakland, Calif.; Edward W. Stolley, Rolladium, San Mateo, Calif.; C. V. Carver, Skateland, Jacksonville, Fla.; Lester O. Hedge, Playhouse, Gainesville, Fla.; Ernest O. Ellis, Marysville (Me.) Rollerdom; Wayne Fuller, Foot Express, St. Joseph, Mo.; Gerald and Frank Negri, Millside Rollerrome, Richmond Hill, N. Y.; Carl Carlson, Bay Ridge, Brooklyn; Ralph H. Fox, Cresttown, Omaha; L. E. Stalcup, Odessa (Tex.) Rink; J. D. LaTula and H. E. Chagnon, Castile; Salt Lake City; J. W. Norecross, Warnock, Greeley, Colo.; John Flower Jr., Shamrock, San Gabriel, Calif.; Al Rupp, Pearson Park Rink, Toledo; D. K. Bromley, Bippodrome, Long Beach, Calif.; W. F. Myzaki, Non-A-Way, Tonka, Kan.; James V. Gunder, Rainbow Gardens, Sacramento; Phil Hays, Palladium, Milwaukee; Don and Clarence Thompson, Robert Dore, Coffeyville, Kan.; Fred Bergin, Denver; Oscar and Myra Jilias, Fernwood, Portland, Ariz.; Earl Lake City; Francis Kallity, Douglas Rollerrome, Seattle; Betty and Henny Hand, Star Roll Arena, Springfield, Mo.; Charles E. Tredder, Madison Rollerdom, San Antonio; H. Leontal, Skateland, Concord, Calif.; Benjamin and Florence Morry, El Skating Club, New Haven, Conn.; M. M. Shattuck, Skateland at the Beach, San Francisco; Gordon R. Wootley, Salt Lake City; Francis Kallity, Rollerade, Youngstown, O.; William O. Casselman, Senator Rollerrome, Sacramento; Ted and Lillian Brunsan, Paradise (Wash.) Roller Arena, Veneta, Douglas, California; San Leandro, Calif.; Clarence Davidson, Rollerrome, Orange Park, Ore.; Robert Bollinger, Oaks, Portland, Ore.; William and Ethel, Eddie, Roller Rink, Burlington, Wash.; Arthur Little, (Continued on page 118)

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BROTHER and UNCLE

PHILIPP KREIS



Who left us
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GROTEFENT FAMILY

Dear Philipp, You Are Sadly
Missed.

IN REMEMBRANCE

PHILIPP KREIS

WHO PASSED AWAY
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JACK A. LEONTINI

In Loving Memory
of My Father

EARL TAYLOR

July 29, 1944

FRANK TAYLOR

In Loving Memory
of

BERT WELCHMAN

WHO PASSED AWAY
AUGUST 4, 1949

MABEL AND GRANDCHILDREN

In Memory of
Our Friend and Pal

BERT G. WELCHMAN

Who passed away
August 4, 1949

MARGARET PUGH

and

JOE and SALLY MURPHY

In Loving Memory
Of Our Husband and Father

HARRY CRAIG

Died July 24, 1951.

"We miss you so much."

BEATRICE and BUCKY CRAIG

IN MEMORIAM
Marietta "Honey"
Vaughn

"Mother of Our Club"
Died July 23, 1950

MISSOURI SHOW WOMEN'S CLUB

The Final Curtain

BEANAGAN—Walter L., 65, 25-year veteran of the theatrical and vaudeville world, July 18 in Pasadena, R. I., after a brief illness. He was on the road for many years. First as a dancer and later as a writer. The crafts associated with the dramatic arts. Falling ailing forced his retirement seven years ago. He had been connected with the production of some early motion pictures and the training of dancers for such personages as Phony Ward and Billie Burke. He was born in Riverside, R. I. Survived by two sons, Richard L. Pawculet, and Eric Russell J. with the 4th Division in Germany; two daughters, Mrs. John Kelly, of California, and Mrs. Frederick Morrow, Pawculet, a brother, George W. Attleboro, Mass., and a sister, Mrs. Emma Rimmom. East Providence. Requiem mass in St. Leo's Church, Pawculet, July 17, and burial in Mount Calvary Cemetery, Cumberland, R. I.

BARRETT—James, 61, former baseball, basketball and football player, July 9 in a Tucson, Ariz. hospital after a long illness. During World War II his military service was honored by the Army recreational activity division. Survived by his widow, Nancy; two sons, William and James, and a daughter, Nancy Lee.

CHIVERS—Miss Mason, 48, of the class of George and Billy Chavers of the L. J. Beth Show, July 13 of a stroke in Owensboro, Ky. Services July 19 and burial in Owensboro Cemetery.

CHRIST—Edward H., 75, former musician, July 21 at his home in Philadelphia. He was a violinist for the Philadelphia Symphony Orchestra for 38 years ago. Survived by his widow and three brothers. Services in Philadelphia July 29 and burial in Washington Cemetery there.

COOPER—D. E. L., 50, Wichita physician, Tuesday (22) at Kingsley, Minn., while with the Kelly-Miller Circus. Dr. Cooper formerly owned a Liberty horse act, had other show business and frequently vacationed with circuses. Survived by his widow, a daughter, Sharon, a son, Donald, and three sisters. (Details in Circus Section.)

FELTON—Jack, 35, 14-year-old boy, in El Paso, Tex., July 18. He was 8 feet 8 inches tall. During his lifetime he traveled with many circuses, including Ringling Brothers and Barnum & Bailey, and A. O. Hornum.

FLANIGAN—Mrs. Bill I., 61, member of Mrs. Bert Capman, of Miller & Capman, July 14 at her home in Rock Island, Ill.

GAMBLE—J. Louis, 61, former comptroller and assistant treasurer of the Birminghams-Carlson Company, Tuesday (22), while on a Lake Ontario fishing trip.

HELY—Mabel F., 72, former barbeque tender and tumbler with the Buffalo Bill Wild West Show and screen actress, July 18 in Santa Monica, Calif. She was a wife of the late P. Palmer. Services at that city Tuesday (22).

GEORGEAN—Ann V. B., 32, daughter of Anthony V. B. Georgian, widow of Young & Rutman, July 22 in Manhattan, N. Y. Services July 26. Survived by her parents and a brother.

GILSON—James Y., 51, former singer, July 19 at his home in Cranford, N. J. He sang in high opera in Philadelphia and was first tenor for more than 35 years with the Apollo Male Quartet. Two daughters survive.

HAYDON—George M. (Doc), 74, well known to outdoor show folks thru his association with the Tamiami Bar, Punta Gorda, Fla. July 4 in the city. A native of Nova Scotia, he spent the past 18 years in Punta Gorda. In the line of almost 100 he traveled about the country during the showing of "The Birth of a Nation" as sound effects man and also worked with several musical comedies of those years. He was one of the first moving picture machine operators. Survived by his widow.

Births

SPORTING— A son, July 21 to Mr. and Mrs. Joe Seckelmao at Minot, N. D. Parents are Orlin Show operators with the 10th Century Shows.

BYMAN— A daughter adopted by Mr. and Mrs. Edward Byman. The month-old girl will be named Rita Louise Byman. Her program director for WQAI-TV, San Antonio.

LAUTNER— A daughter, Andie Victoria, June 29 in West Lauderdale, Fla., to Mr. and Mrs. Carl J. Lautner Jr. Father is the son of Carl J. Lautner, well-known blue show operator now with Gooding Greater Shows.

GOODMAN— A son, John Curtis, June 25 in the Lowry Air Force Base Hospital, Denver, to Mr. and Mrs. John Goodman. Father, a serviceman, is the son of the late Johnny Goodman, former manager and actor-comedian in burlesque.

JENKINS— A son to Mr. and Mrs. Marie Jenkins, July 23 in University Hospital, Philadelphia. Father is owner of the Bisset Club, city in that city.

KELLY— A son to Mr. and Mrs. Gene Kelly, July 22 in Jefferson Hospital, Philadelphia. Father is radio and TV personality and manager of the Philadelphia Baseball Club.

Many thanks to our host of friends for their kind expressions of sympathy on the death of our beloved Mother.

THE COOK FAMILY
Phil Cook

Evlyn, a daughter, Mrs. Ruth Dutton, Chicago; two sons, James E. Mount and Michael, and a daughter, Mrs. M. E. Moulton, Portland, Me., and two stepsons, Roy K. Butlerland, Punta Gorda, and Edouard, U. S. Navy Services July 9 at the Punta Gorda Catholic Church and burial in Charlotte Harbor Cemetery, Punta Gorda.

HAYDON—Mrs. Irving S., in Bridgeport, Conn., July 18. She was the mother of Hugh Fox, Long Hill, Conn., who does theatrical billing in Southern Connecticut. Survived by her husband, three sons, two daughters and a brother. Burial in St. Michael's Cemetery, Stratford, Conn., July 21.

HAYWARD—Beatrice Hayward, 72, mother of actor, July 18 at her summer home in Sagaponet Point, R. I. She began her career by performing with her son, and it survived soon became a vaudeville and stage headliner there under her maiden name of Beatrice Hayward. In the '40s she played vaudeville in America. A resident of Weyland, Mass. She built a miniature theater that became the talk of the entertainment world, seating only 150. It accommodated many theatrical comedies, Mrs. Hayward's husband had attended performances of the Yoke Players, an amateur group. Among the comedians in the troupe were: Edna Kuhl, Baltimore; Ellen Terry, Maude Adams, Katharine Cornell, Lotis Crabtree and George Arliss. She was the author as well as interpreter of her vaudeville material. Among her Broadway successes were "The Sign of the Cross" and "The Sign of the Cross" and "The Sign of the Cross" and "The Sign of the Cross".

HEWITT—Betty, 62, mother of Mrs. C. C. (Betty) Greenwood, wife of the owner of Blue Grass Shows July 4 in Lovington, Ill. Burial in Hewitt Cemetery, Lovington.

MULLEN—Whitson A., 71, circus figure, July 20 in Portland, Ore. He appeared in the New York City parks, where often supplied shows with regional licensing problems. He was a member of the Pacific Coast Showmen's Association, Los Angeles. Survived by his widow. Burial in Portland.

ROBERTS—Mrs. Mary, of the Carl Roberts Trio, singers and dancers, July 19 in New York. She had appeared on vaudeville stages throughout the country and with tent shows. Her sister, Mabel Blaine, formerly appeared with Showmen's as singer and dancer. Services July 23 at Cook's Funeral Home, New York.

ROSE—Vally, 62, formerly in her home in New York, Sunday (20). A widely known recording director, he was vice-president of the Frank L. Capone Company, until the time of his death. His widow, Annette Hannah Rose, former radio and recording artist, survives.

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WARBURTON—Charles, 64, veteran Shakespearean actor, stage director and actor of radio and opera dramas since 1927, July 18 in Plushing, N. Y. He was director of the American Broadcasting Company's "My True Story" week-day dramatic program, having produced more than 700 such programs since he joined the ABC staff in 1944. He was also former leading man of the Old Vic Company in London. In 1927 he was hired by the National Broadway Company as an actor-director, where he remained until 1944 when he joined ABC. Before his widow he leaves two married daughters and a son.

WHEELER—Mrs. Katherine, 72, mother of Ken Wheeler, former auditor of the Cole Rogers Circus, business manager of "Brook" Circus and secretary of the Pan American Shows, recently at her home in Oswego, N. Y. In addition to her son, she is survived by a sister, Mrs. Rena Jeanne, Services July 21 and burial in Rural Cemetery, Oswego.

WRIGHT—John E., 64, former actor and for many years a professional entertainer, July 4 in a Phoenix, Ariz. hospital following a brief illness at Grant County, Wisconsin in 1948 and was admitted to the bar in 1913. Survived by a son, Charles; a daughter, Mrs. Edna; and living in Nebraska, and a sister, Mrs. W. D. Gibson of Oregon. Services July 21 and burial in Rural Cemetery, Tempe, Ariz.

Rome Round-Up

Continued from page 3

nobility for some scenes of "Roman Holiday" and donat... the money? charity is getting an awful rapping from the local press which says a lot of unemployed extras could have used the work.

Gregory Peck, incidentally, is boiling at the picture weekly "Tempo," which published a photograph of his kids after giving promises that the Peck children would not be given any publicity whatever. Peck granted the mag line an interview on that basis and discovered later that the Tempo photo had sneaked a shot of the kids while playing in back of the house.

Orson Welles has just finished the screen play of "Julius Caesar" in modern dress. Welles is being linked by local gossip with a siren siren Cosetta Greco. Vittorio De Sica will probably direct Anna Magnani's next film, which will be a comedy. The rumor that Magnani is added to appear in Tennessee Williams' "The Rose Tattoo" on Broadway has crumpled up again.

ITALY MOURNS DEATH OF SIMON
Italian drama suffered a tremendous loss in the sudden death on July 5th of playwright, critic and director Renato Simon, who was to be honored at the Venice water festival next September. Simon, incidentally, left a library of books on the theater containing some 45,000 volumes.

Christoph Fry's one-act drama, "Thor and the Angels," was presented recently by Enrico D'Alcandro's troupe at the Ambrosianur in Milan and was received with raves by public and critics alike.

Helsinki Offers
Continued from page 2
Scampos, clowns; Maximilian's sea-ions, and Poly Orea's dogs. Linnanmaki, Helsinki's only permanent amusement park, is owned and operated by a child-welfare organization called the Children's Day Park. Park has the highest roller coaster in Scandinavia and several other major rides, such as a Swing-o-Plane, Merry-Go-Round. Uses large number of free acts on big open-air stage.

Hocus-Pocus
Continued from page 114
zine, Voice From the Attic, and Monk Watson, emcee-magician and a prime favorite in the Detroit sector, in contribution to George W. Stark's "Town Talk" column in The Detroit News recently. Prince Julian, who recently took unto himself a bride, has closed with the Ringling circus, and he's back at Hubert's Museum on New York's 42d street for an indefinite engagement.

Paris Peek

Continued from page 2

really seemed to know where they were going on. All this points to a sore point in public relations, of which France has not been a master. Anyway, Cannes has still got, staying at the Carlton, the Duke and Duchess of Windsor.

COMEDIE MOVES TO SUBURBS...

In Paris, even the classic theater of the Comedie Francaise has moved out to the suburbs of the Porte St. Martin where Jean Herve presents a weekly repertory. The Comedie has announced along with its next season's program, an adaptation of the Elizabethan playwrights Fletcher and Massinger's "Priest of Sain" by Roger Ferdinand, to be directed by Jean Meyer.

The Theophilus, who presented medieval plays at the Sorbonne University, go to Brazil for a two-month tour, to show how the acting of the Middle Ages was performed.

When they return they will do a series of films for French and export purposes. Raymond Rouleau signed to play the title role in a revival of Jean Giraudoux's "Cigriat" at the Comedie des Champs Elysees this winter.

Michel Saint-Denis, who was the director of the "Vic" theater school in London, returned to Paris to take over the direction of the state theater in the entire Eastern section of France.

AMERICAN FILM QUOTA DOWN

American films suffered a heavy defeat when the Byrnes-Edwards agreement came up for ratification again. The quota of films which we are allowed to import has been reduced from 186 annually to 138. New York-Hollywood actress Rita Gam is in Paris with her television director husband Sidney Lumet. George Viennet opens at Carol's on her return from Canada. Al (Pat's) Edwards sings at the Boule Blanche. Since the Lyric Company of the Babylon Theater has gone on tour, a new U. S. company, the "Baylor Theater of Texas, U. S. A." moved onto the stage with Lynn Rigg's "Green Grow the Lilacs" for a limited engagement.

London Dispatch

Continued from page 2

cules, the Dam Brothers and Roboto.

Sir William Haley, the retiring director general of the British Broadcasting Corporation is turning the regional BBC headquarters saying goodbye to his team. He goes on leave from August 1, leaves the corporation officially in September. Taking over is 59-year-old Basil E. Nicholls, director of sound broadcasting.

He will become acting director general for one year before he is compulsorily retired at the age of 60. Nicholls was appointed by the BBC governors as a stop-gap. New governors are coming in soon, they will have to cure headache of where to find another man to run the BBC's complex organization.

CAST TO WORK FOR NOTHING

This week the cast of "Murder in Motley" at the Fortune will work for nothing. Members agreed to take a complete salary cut after the management had threatened to take the piece off. They think it is worth nursing the piece. But British Actors' Equity does not like the move. A few years ago it established a precedent that no actor serving under \$30 a week should ever be made to take a cut. They are trying to get the cast to change their minds.

Yorkton, Sask., Turnouts Cut By Weather

YORKTON, Sask., July 26.—Showers and threatening weather on the last two days of Yorkton's 67th annual exhibition, a three-day show which closed Wednesday (16) cut into attendance figures slightly but officials regarded the event as one of the best ever. The decline was 801 from last year.

Main gate attendance was 23,773, compared with 24,674 in 1951, with the breakdown as follows (1951 in brackets): Monday, 4,727 (4,889); Tuesday, 11,128 (12,764); Wednesday, 7,918 (7,321).

Grandstand, Monday, 3,221 (2,507); Tuesday, 7,763 (9,171); Wednesday, 5,011 (4,953), for a total of 16,685 as against 18,631 last year.

Opener Sets Record

Attendance Monday, 1,0th at the gate and on the grandstand, was believed to be the highest on record for an opener. A hunt thru exhibition tickets for 11 years back failed to reveal anything to top the figures.

Belief of President W. H. Wilkinson was that with better weather the three days would

(Continued on page 134)

Hershey Slates Pa. Dutch Days

HERSHEY, Pa., July 26.—Pennsylvania Dutch Days, depicting the contributions the Pennsylvania Dutch have made to American life—culturally, spiritually and artistically—are expected to draw 125,000 people to Hershey Park, August 21-23.

The Hershey Sports Arena will house exhibits of Dutch folklore and culture. There will also be demonstrations of quilting, apple butter making and schnitzel bunk (work bench). Daily Dutch vaudeville shows are slated for the park bandshell. A square dance, with Ed Durlacher, noted New York caller, in charge, has also been scheduled. A new feature will be the crowning of an apple butter queen. All events, said George W. Bartels, park manager, will be free.

Kiddies' Day, featuring the 16th annual Hershey Park baby parade, will be held Saturday (30). Children under 12 will be given free rides, and there will be two performances by Kanzer Joe. TV personality, and his company.

San Antonio Home Show at New Peak

SAN ANTONIO, July 26.—A satisfactory profit from the recent San Antonio Home Show, directed by National Home Shows, Inc., for the fourth year, was reported recently by Haby Seay, president of the sponsoring San Antonio Home Builders' Association.

Each year the local show has shown progressive growth in size and profits, Seay reported. The latest show, under the direction of Carl Olson, exceeded all past shows from the standpoint of profit, floor space sold, and number, variety and excellence of exhibits. Grover A. Godfrey is president of National Home Shows, Inc.

Pennsy Soup Event Sets Pioneer Org

McCLURE, Pa., July 26.—Mickey Percell's Pioneer Shows have been signed to play the 61st annual Bean Soup Celebration here, September 10-13. The event will again have a free gate, officials report.

Officials said that the name of the principal guest speaker will be announced soon. In the past the event has hosted such men as Senators Wiley Ferguson, Martin and Duff, as well as Theodore Roosevelt Jr., Harold Stassen and Pennsylvania's Governor Fine. Last year more than 2,500 gallons of soup were served.

Still Dates Pan Out Okay For Winkley

MINNEAPOLIS, July 26.—Frank Winkley's Auto Racing, Inc., wound up its still date season recently after staging some 24 speed events that were run before an estimated 85,000 fans, according to General Manager Winkley.

In direct contrast to the organization's '51 still date season, only one program, the May 18 date at Shreveport, La., was lost to rain. Precipitation also hurt attendance at three other events.

Of the 24 races, 15 were late model stock car events with the remaining 9 of the big car variety. Operations were carried on in seven States, including Louisiana, Oklahoma, Kansas, Iowa, Minnesota, Montana and South Dakota.

Mick Nachies, New York, and Harold Krefl, Springfield, Mo., are handling publicity for the Winkley organization.

Spokane Rodeo Pulls 22,000

SPOKANE, July 26.—Spokane's third annual rodeo closed its three-day run Sunday (20) after playing to an estimated 22,000 fans, an increase of almost 50 per cent over last year's attendance. A lusty thunderstorm opening night Friday (18) cut into the turnout for that one performance.

Event was bolstered by a big advance sale, which saw \$2.50 duets moving at half price. The rodeo again was sponsored by the Sadir Khan Grotto for the benefit of spastic children, and for the first time operated under both RCA and IRA approval.

This year was the first time the rodeo was held in the new Memorial Stadium, which was designed primarily for football. Wood shavings, scattered over the field to protect the turf, were found to be impractical especially after rain. At the last minute the shavings were removed and sand was substituted.

A. H. Bowles was chairman of the rodeo board; Joe Kelsey, arena director, and Kelsey and Orval Rubert furnished the stock.

Westchester Launches 10G Ad Campaign As Exhibitors Sign

PEEKSKILL, N. Y., July 26.—The sale this week of exhibit space to many important area enterprises by the new Westchester County Fair, which will be held 28-September 6, indicated that the total anticipated participation by commercial enterprises would be exceeded. President E. D. Kelman announced.

Consolidated Edison Company, the New York Telephone Company, the Readers Digest, Philco, Lincoln-Mercury, and Hoover Electrical Products will all participate on the county level.

Additional Sales Impetus was forecast thru the sanctioning of the event by the Westchester County Association to which virtually all of the areas big businesses belong.

10G Ad Budget

Advertising-promotional endeavors have been stepped-up. A budgeted \$10,000, many may even have exceeded, has already been divided among all promotional media. County-wide ads seen in a three-fold purpose have been running for the past several weeks. Besides publicizing the fair dates, the ads will be geared specifically to build attendance until about two weeks before the playing of the event.

More than 8,700 church, fraternal, veteran and civic groups have

Harvey Stone Pacted for CNE Grandstand Bill

TORONTO, July 26.—The last signature was put on paper for the Canadian National Exhibition Grandstand Show by Jack Arthur, producer, with the pacting of Harvey Stone for the top newly staged show has been highly successful in his appearances at the London Palladium, and it is expected that following his appearances here in the "big show" he will go on to the States.

Only two weeks ago, Arthur pacted the "guest name" for the show when Tony Martin was released from the California State Fair. In the interim, since Betty Hutton was released from her contract with Paramount, she was again offered to Arthur but he wasn't interested.

This is the second time La Hutton has given Arthur a headache, the last time during the preparation of a special Variety Club show at which Miss Hutton appeared as headliner. Arthur had lined up a lot of local talent for a big production number, and on the arrival of the blond bombshell, he whole had to be discarded on instructions from Cecil B. DeMille because of the premiere of "The Greatest Show on Earth" which was shown the same evening.

EARNINGS EVAPORATE

Sizzling Weather Melts Outdoor Biz

NEW YORK, July 26.—The oppressive heat of the past two weeks, which replaced the almost constant rains that fell earlier in the season in the consensus of operators everywhere, had a like effect on business, all bad. With thermometers registering high in the '90's almost daily and the accompanying high humidity trying to choke the life out of man and beast, fun endeavors mostly enjoyed only a fraction of the good

business that might normally be expected under the prevailing clear skies.

Even the shore resorts moaned. While the weather was perfect to lure folks to fresh and salt water beaches and pools, it also served to send patrons scurrying away from the neighboring rides and games.

Beaches Do Okay

While beaches from Maine to Florida were jammed with literally millions of people, the operators of boardwalk and side street groups of rides and concessions were treated only to fleeting glimpses of the masses who obviously thought it much too hot to concentrate on playing concessions, or to risk searing their flesh in the sizzling rides.

Carnivals, circuses and early fairs also baked and only a few hardy souls ventured on the dusty midways before nightfall blacked out the glare of the sun. It was apparent, too, that many would-be patrons skipped outdoor shows altogether rather than struggle into sweaty clothes.

Even up in Maine, where thousands of vacationists went in search of the usually easy-to-find cooling breezes, there was no respite. The temperatures were 97 and higher and operators reported that it was just too darn hot for them and their business.

No less than 14 U. S. Weather Bureau stations scattered throughout the country reported temperatures in excess of 100 on Wednesday (23). Only a few less topped the awesome mark on Thursday (24). A mass of cool air brought relief to much of the East Thursday night and continued thru Friday. But the weatherman said the respite would be short with the elements heating up to the atmosphere again today and a little bit more tomorrow.

Peace River, Alta. Event

PEACE RIVER, Alta., July 26.—Second day of the two-day, sixth annual Peace River stampede and exhibition was cancelled because of rain. Weather was bad on the opening day, too. A parade was held and track & rodeo events went on as scheduled.

NSA Considers Purchase of 245G Broadway Home

Hamid Sparks Move to Buy 'Ideal' Former NVA Quarters on 46th St.

NEW YORK, July 26.—A possible decisive step in the planned acquisition of its own building by the National Showmen's Association was indicated here this week as President Bernard (Bucky) Aley prepared to summon the trustees and the board of directors to special meetings on Tuesday and Wednesday, August 5 and 6.

Association execs will be asked to vote on the purchase of the Sharon Hotel, located on 46th Street between Broadway and Eight Avenue. Reportedly held at \$300,000, the asking price is said to have been reduced to \$245,000. Excess fees on this price can also be shaved if and when they are authorized to talk serious business.

The current move, the culmination of many months of investigation and inspection of properties in the Times Square area, is being sparked by George A. Hamid, president emeritus, who has personally inspected the property and had analyzed the economics involved.

'Ideal' Structure

According to Hamid the purchase of the structure, which was built in 1916 by the White Hall Actors' Union of America and later

occupied by the National Variety Artists before becoming a hotel, would give the NSA an ideal home. No other showman's organization owns anything comparable, Hamid said, and the prestige acquired with the purchase of the mid-town edifice would be of inestimable value.

The structure contains a 104-room hotel, an air-conditioned theater seating more than 300, spacious lodge rooms, an attractive lobby and a dining room and extensive kitchen facilities.

(Continued on page 134)

Sam J. Levy Announces SLA Banquet Aids

CHICAGO, July 26.—Sam J. Levy, chairman of the Showmen's League of America 1952 Banquet and Ball Committee, this week announced personnel of the various subcommittees for the event, scheduled for December 3. R. L. (Bob) Lohmar and Leo Overland will be in charge of tickets and reservations.

Frank P. Duffield is chairman of the entertainment committee, which includes George B. Flint, Ernest (Rube) Liebman, Arthur F. Briese, Dave Malcolm, Maurice Ohren, David P. O'Malley, T. Dwight Pepple, Jimmy Stanton, Toby Wells, Ernie A. Young, Sam Roberts, Sidney J. Page, Phil J. Tyrrell, Al Dvorin, Ben E. Young, Patrick J. McLaren and Charles Zemater Sr.

Reception committee is headed by William Carsky and includes Max B. Brantam, John M. Duffield, George W. Johnson, Bernice Mendelson, Albert J. Sweeney, J. C. (Tony) Thomas, Ned E. Torti, Sam L. Ward and Robert K. Parker.

John W. Wilson and James E. Strates are co-chairman of the Eastern committee whose personnel includes Oscar C. Buek, Frank Bergen and C. J. Sedlmayr.

Program committee is headed by Jack Kaplan along with Gerald Snellens, Louis J. Berger, John Lempari, Pat Purcell, Chick Schloss and Emmet W. Sims.

Herb Dotten is chairman of the press committee. Members include Nat S. Green, Robert E. Hickey, Andre E. Dumont, Frank B. Joerling, Johnny J. Kline, Roger S. Littleford Jr., Herbert N. Pickard, Sam R. Stratton, Albert J. Sweeney and Gaylord White.

McConkey Inks Calif. Fair, Tex. Oil Cele

HOLLYWOOD, July 26.—Contracts have been signed by McConkey Artists' Center here to supply talent for shows at the California State Fair, Sacramento, and the Permain Basin Oil Festival, Odessa, Tex.

Contracts with the California State Fair calls for the community to stage free shows. According to Clyde Baldehahn, McConkey vice-president, the event includes Ernie Smith and his dogs; Wimpy, English clown; Reggie Rymal, paddle ball act; the Bruces, unicyclists, and Manny Rhythma-ker, tap dancer. Fred Hildfield represented the State Fair. Budget is about \$100 for the 11-day run. In the Texas city, McConkey will offer for the four-day event starting October 16, the Arthur Lake Show, Preston Foster, Sheila D'Arcy, of Will Asborne and Leo Pepper orks, and five supporting acts.

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- ROCKET RIDE
- ELEPHANT RIDE
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BUGGY, BOAT and JEEP RIDES, ALSO
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LOOK! PARKER DOES IT AGAIN

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MINIATURE TRAIN CO., RENSSELAER, INDIANA

Talent Topics

By CHARLIE BYRNES and JIM McTUGH

Les and Bev Farris, the Vagabounders, trampoline duo, were in Spain recently as half-time attractions with the Harlem Globetrotters basketball team, after playing several spots in Switzerland. Other acts, also touring with the globe-jumping basketball aggregation, include Ray Wilber, hoops; Jack Cordon, unicycle-juggling, and Tony LaSalle, former All-American cager, who also plays the accordion. The Farris duo report they'll be back in the U. S. in October after hitting every continent with the exception of Australia.

Cilly Feindt, equestrienne and her Lippian, Pasha, are a feature of the five-night horse show and rodeo at the Sonoma County Fair, which opened Friday (25) in Santa Rosa, Calif. . . Sky Prince, sway pole, is set for the Gallatin, Tenn., fair August 11-16 and will follow at the Clarksburg, W. Va., fair August 18-23 and Greenville, Tenn., the following week.

Ezeranado II musical horse act, is set for the Sunday (3) edition of

ABC's "Super Circus" television show by Vic Brown, Chicago booker. Also set for that stanza are Les Hilliards, aerial-cyclists; Nissens, trampoline, and Will Wright, comedy-juggling. Lilly the Globetrotting Dog, will be the animal act the following Sunday. Also booked are the Valors, hand balancing; Linda and Constant, perch, and Jack Mayano and Jannette, unicycle-jugglers.

LaPearl's Dogs and Vernon Colbert, magical...emsee, have been booked for a series of Ohio fairs in August and September by Wilson Storey of the Pan-American Theatrical Agency. . . Talent booked for the Peotone, Ill., fair, August 22-24, includes Chas and Farris, trampoline; Correll, high wire and slide-for-life; Bernell and Dottie, hand balancing; Cowans, comedy acro and ladders; Echo Valley Boys; Pee Wee the Clown; Marilyn Wallace Dancers (6); Bud Carrell and Rose, whips; Jerry Ashton and Margot, hand balancing and teeter board; Armstrongs, comedy knobknout; Consuelo, trapeze and Kayletts, sway pole.

Harry Froebess, sway pole, recently laid off for a couple of weeks to pursue one of his many hobbies. Following his engagement at Fairyland Park, Kansas City, Mo., the veteran aerialist, trekked to Lake Louise in Canada and then to Lake Okoboji, Ia., where, along with Lake Geneva, Switzerland, are classed as the three bluest lakes in the world. While at both spots he took considerable footage of colored film to go along with his motion pictures of the Swiss lake. Froebess will open his fair tour in August for DeWaldo with dates sets in Minnesota, Iowa and Nebraska.

Aerial Christensen, trapeze and cradle, and their Lew Christy comedy bike act, recently played the Cayuga, Ind., fair, Taylorville, Ill., annual, and then jumped to Rockport, Ind., for a three-day stint. Following an Angola, Ind., date, July 27, they will head for the Cambridge, Ill., fair. Law and Elsie report they're booked solid thru September 6.

The Flying Otis, for several years featured with Ringling-Barnum, began a limited engagement Monday (28) at Palisades (N. J.) Park. Troupe consists of three brothers and their sister. They'll appear at the park twice daily.

Joe Lemke, whose College of Chimps are now with the Polack Western unit, recently made four television appearances in California. Two were in Hollywood and two in Los Angeles. Lemke info that Billy Bailey, Chicago TV and rodeo attraction, is skedded for the Skokie, Ill., rodeo August 2 and 3.

Kourmpates Brothers, professionally known as the Barretts, aerial thrill act, recently played Campbellton, N. B. They have four more weeks in New Brunswick, including one at Prince Edward Isle. Act winds up its tour with six weeks in Nova Scotia.

Malikova, high wire act, opened a two-week engagement July 27 at Pontchartrain Beach, New Orleans. . . Wally Overman was held over at the York Hotel, Montreal, until July 28. Recent guests in Detroit of Mo-Lo, retired sword swallower, who for years

Out in the Open

John F. White, president of the South Dakota State Fair, Huron, is confined to a Sioux Falls hospital following surgery last week. His condition was reported as good and is expected to be released soon.

John Guthrie, former rodeo producer of Oklahoma; Mrs. Charles Green, wife of the former manager of the Missouri State Fair, Sedalia, and Eddie Vaughan, Texas showman, were active participants in the National Democratic Convention at Chicago. Guthrie and Mrs. Green were delegates and the 76-year-old Vaughan was on the staff of the sergeant at arms. Guthrie upon his arrival in Chicago hopped on the telephone and renewed acquaintances and friendships he has among show people in the Chicago area. Mrs. Green was accompanied to the convention by her husband, who continues active in the fair field, a judge at horse shows.

A. Joseph Geist, Rockaway's Playland proxy, was a delegate at large representing New York at the Democratic National Convention in Chicago.

Charles Kyle, of Kyle Productions, recently planeed in from California to his home in New Haven, Conn. While in Hollywood, he sold two scripts to movie producers.

Fred C. Murray reports that he is back at the Bridgewater, Mass., plant of Interstate Fireworks Manufacturing & Display Company, after one of the busiest Fourth of July schedules in his career. Fred says that he and Joe Godin, Interstate president, hop-scotched thru half the country firing pyro displays on the Friday thru Sunday period.

Ron Ryder edited a nifty eight-page special supplement of The Boonville (N. Y.) Herald in July, the Boonville Fair. Romyen Vaughn, general manager, and other fair execs, anticipate a big year. . . Lee Barton Evans again is ready to pilot the major George A. Hamid revue, Grandstand Follies, beginning with the Clearfield (Pa.) Fair. Evans embarked on a highly successful concert tour at the close of the fair season last year.

Activity was heavy among bookers and showmen in Copenhagen this month. Biggest event was the departure of a group of 35 administrative employees and

played with leading circuses, were the Bennett Sisters, Kenneth Waits and Cycling Wilsons.

Margaret Stommer, who was seriously injured in the crash of the Four De Riaz aerial act at Circus Schumann, Copenhagen, last summer, has been told that it will be three years before she will be able to dispense with special spinal supports.

A hefty line-up of attractions is slated for Greater Lyon County Fair, Rock Rapids, Ia., August 13-17, according to Manager Bob Sutherland. Wednesday (13) the fair will feature Capt. Eddie Allen's afternoon balloon ascension and Joe Chilwood's Auto Daredevil at night, climaxed by fireworks; 100-mile stock car race Thursday afternoon and Jan Garber's ork at night; Friday afternoon harness racing and Ted Mack's "Amateurs on Four" that night; the White Horse Troupe, emceed by Sunny Bernet, Saturday afternoon and night; and Sunday afternoon harness races followed by Aud Swenson's Thrillcade in the evening.

cessionaires of Tivoll, Tuesday (22), for a visit to Liseberg Park in Gothenburg, Sweden. On Wednesday (23) Ernst Sahkstrom, booker of the outdoor shows in Tivoll and of the National-Scala cabaret, also headed for Liseberg to look over acts appearing there.

A threat on the lives of George A. Hamid Sr. and Jr., sent thru the mails last week, turned out to be a hoax. The threat consisted of a newspaper headline on the announced filming of Hamid's life story, which read, "Life of Hamid to Be Shot." The headline was altered to read "Hamid to Be Shot," with a warning—"a word to the wise"—typed below it. An acquaintance of Hamid's was said to have sent it as a joke.

Buddy Williams' ork took over the bandstand at the Casino, Palisades Amusement Park, Palisade, N. J., July 26, replacing the Roy Stevens band. Buddy Williams and his ork continue as alternate crew. Irab and Buddy Watkins and their educated chips closed at the park July 27. Du Mont's TV show from the park, a skill-quiz game, emceed by Don Russell, is getting 5,000 phone calls weekly from viewers.

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Grandstand Program Set For Gastonia

GASTONIA, N. C., July 26.—Gaston County will lay its own lighted quarter-mile track, it was announced this week by William Howard Robbins, general manager of the new Spindle-Center Agricultural Fair here.

Steel for the 2,100-seat grandstand has already been erected and contractors are working a six-day week to insure completion of the structure in time for this year's fair, September 25-27. The grandstand will be supplemented by 2,000 bleacher seats and about 600 box seats for a total capacity of 4,700.

The first edition of this annual will offer more than \$3,400 in premiums. Johnny Denton's Gold Medal Shows has the midway contract. Other features contracted or tentatively set are harness and motorcycle races nightly, nightly fireworks, a thrill show, and novelty, circus and hillbilly acts. There will be three school matinees and a concert each night by a different band. The fair is sponsored by the county farm bureau.

Minnedosa, Man., Plays to 5,000

MINNEBOSA, Man., July 26.—Close to 5,000 persons attended the 67th annual one-day exhibition sponsored by the Minnedosa Agricultural Society. Event was regarded as the most successful in the society's history.

A new grandstand seating 1,500 was used, replacing one destroyed by fire two years ago. Prize money totaled \$2,200, of which \$1,000 went for harness and running races.

Show had no livestock this year but heavy horse competitions were held, as well as poultry, dairy, home cooking and other contests. Baseball tournaments were featured and nearly \$1 million worth of machinery, trucks and cars were displayed. Arthur McNabb is president of the event and John Fleming is secretary.

Aberdeen Off for H-W

ABERDEEN, Md., July 26.—A light matinee and a half house at night was the score for Hagen-Wallace Circus here Friday (18). Weather was hot. Moose Lodge was the auspices.

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Mills Opera Scores Hefty N. Y. Houses

ROCHESTER, N. Y., July 26.—Mills Bros' Circus played to a full house for the matinee and a near-capacity night house here Monday, Gowanda, N. Y. (17) was another powerhouse, with a matinee nearly full and a night house at the 100 per cent mark.

Albion, N. Y., however, came up with only a 35 per cent matinee and half house at night. Light showers may not have hurt attendance, it was believed, particularly since farmers had needed the rain. Elephants righted a seat truck which overturned en route to Albion. Mills was first to play the town in several years.

Struthers, O., Gives Rogers 2 Strong Ones

MEADVILLE, Pa., July 26.—Continued spotty business for Rogers Bros' Circus was seasoned last week with two near-capacity houses at Struthers, O., the Saturday (19) stand.

At Meadville Monday (21) the show had a strong night turnout but a weak matinee. Two half houses comprised the tally at Alliance, O. (18) where rain and a local ticket sale for Ringling's Canton date were seen as factors in holding down the business.

Ravenna, O. (17), put only about 40 persons in the top for the matinee but the performance was given enthusiastically and the concert went on for a half dozen paid admissions. The night show at Ravenna drew a good crowd.

Advance sale was weak and weather was especially hot at Ravenna. Local polo scare also affected business. It was reported.

Portage la Prairie Pulls Strong Crowds At Gate, Stand

PORTAGE LA PRAIRIE, Man., July 26.—With perfect weather, attendance held up well at the 80th annual exhibition of the Portage la Prairie Industrial Exhibition Association, a three-day event.

Fair's organizer topped that of last year by a healthy margin and was regarded by Keith Stewart, secretary-manager, as one of the best in years. Turnout included 2,420 adults, many guests and hundreds of children, under 14, who were admitted free at the gate, grandstand and other special attractions.

A parade of light and heavy horses was one of the fair's big attractions, taking the place of the customary livestock parade. Livestock was not shown because of hoof and mouth disease danger. It was the first time in the show's 80 years that cattle was not paraded.

President Mac Brownridge and Manager Stewart termed the grandstand show, Irving Grossman's "Round the World Revue," and the midway, Jimmy Sullivan's Wallace Bros. Shows, the best entertainment ever brought to Portage.

The midway was forced to open ahead of schedule on the first day because of the huge turnout, including a record number of kids.

Fair features included demonstrations and contests of 4-H clubs, two acres of farm machinery displays, a baseball tournament and an Army motorcycle display. The light and heavy horse entries set records and industrial space had been sold out since March. Harness races were held.

Fair was opened by W. G. Welt, member of parliament from Portage-Neepawa.

Coney Island, N. Y.

Weather conditions continued perfect over the July 19-20 weekend. Ops and concessionaires are still raving over the phenomenal sell during Independence Day via the record attendance of over a million and a half. Excursionists came from as far as Virginia.

The Cyclone ride, Surf and West 10th, operated by the Sea Coast Holders Corporation, of which Chris Feucht is proxy and George Kiester, secretary, is in its 16th season and has for its personnel Everett Feucht, ride checker; Henry Golluch, head mechanic; Charles Del Conte, head maintenance man; John Sazio, maintenance and platform man; Albert Beifort and Tony Picaroni, ticket sellers; William Davis, brakeman; Sigurd Janssen, ticket taker; Martin T. Oliver and David J. Hamilton, watchmen; Lawrence G. Kennedy, Eugene Schaefer, Albert J. Dwyer and Hyman Nemrod, platform men, and Edward Stoller and Robert J. Hoy, extras. Concessions on the premises are five kiddie rides by John Ferrato and frozen custard by Morris Davis.

Nat Faber's Fascination game, Surf and Kensington Walk, is equipped this season with a new Travelite gadget consisting of a red light that hops from one gambling table to another and provides prizes to the player lucky to be seated at the last stop or completion of the circuit. It is the invention of John Gibbs, former partner of Sidney Kahn, who, in turn, was a former business associate of Faber. New manager of

Fascination is Harry Jacobs, whose wife, Ann is in charge of Faber's Fortune game next door and which, next season, will be re-titled Faber's Sportland and tenanted by Skeeball and Shuffle Alleys besides Pokerinos. Continuing at Fascination is Arthur Pilatky, known as the top mike man on Coney. Nat Faber is making his headquarters at another Fascination at Rockaway's Playland.

Joseph Spinelli is celebrating his ninth season as manufacturer and dispenser of home made Sicilian pizzas and ices on Stillwell near the BMT Terminal. Assistants are Grace Terra, Caroline Antico and Philip Orlando. . . . Raven, featured bubble bath dancer at Cavalcade of Varieties, has added a Salome routine especially to her "Unpredictable" act. Tony and Tessie Saviano are caterers to the bathers via Italian eatery concessions near the pool at Ravenhall's where the Dworman family preside. . . . Eva Long, wife of John Long, souvenir concessionaire on Jones Walk near Surf, is out of the hospital recovering from a liver ailment. Gebet Twins, Larry and Eddie, with dad Jack and ma Anna, are new concessionaires at Nelson's Corner, with a guess-your-age game. Assistant is George Cooper, a brother-in-law. Patricia French, Steeplechase Park's publicity chief, is Coney born and educated. Mother is Margaret French, nee Hahn, and dad is the late Harry J. French. Parents are owners and operators of Hahn's Bathing Pavilion, Surf and 31st, now supervised by an uncle, Martin J. Hahn. At the end of the season Patricia returns

(Continued on page 121)

Humboldt, Sask., Revenue Tops '51 Despite Gate Dip

HUMBOLDT, Sask., July 26.—A drop in attendance at the seventh annual fair of the Humboldt Agricultural Society was registered but Secretary Carl Sehenn expressed the belief that revenue from other sources would be up to give the org a good balance.

Gate receipts for the two-day run totaled \$4,165. A total of 4,919 adults and 1,380 children attended. Children under 12 were admitted free.

Grandstand attendance was reported the best on record and, although there was no breakdown as to adults and children, receipts were \$1,605 for the opener and \$2,115 on the second day.

The grandstand show, "Cavalcade of Stars," was a Bob Di Paolo production handled thru KBD Enterprises, Calgary. With the show proving one of the fair's most popular attractions, officials are giving thought to improving the facilities both for spectators and performers.

Features included a baseball tournament with \$500 in prizes, a harness race program with \$1,000 in purses, an opening parade, nightly fireworks, farm boys' and girls' camps with an entry of nearly 200, and Gayland Shows. There were no displays of livestock. Humboldt Travelers Club handled the parade and Humboldt Lions Club conducted a car giveaway.

Fair was opened by S. N. MacEachern, secretary-manager of the Saskatoon Exhibition.

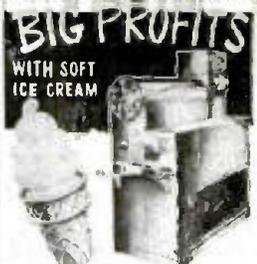
Grandstand program was presented twice nightly. It was Di Paolo's third appearance here. Line-up included Ray Vaughn, emcee; Hal Henry and his dogs; Capt. Richard and his baby elephant; the Less Sisters, trampoline and trapeze; The Elstons, slack wire; The Howells, dance team; Ray Vaughn and Reba Wright, musical novelty.

Dade City, Fla., Renames Officials

DADE CITY, Fla., July 26.—James F. Higgins has been re-elected manager of the Pasco County Fair Association, which will hold its '53 fair here January 22-24.

Other officials renamed include D. A. Cannon, assistant manager; H. A. Greutzmacher, secretary; Mrs. Ethelyn Oden, assistant secretary, and D. E. Cannon, chairman of the board.

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Beck's Lee (Spring Grove & Colerain) Cincinnati, O., West Carrollton 4-8
Beck's Old Reheiser (Fair) Columbus, Ky. (Fair) Beasly Springs 4-8
Belle City (Fair) Milwaukee, Wis., 10-Aug. 1 (Fair) Butler 5-18
Bernard & Barry: Toronto, Ont., Can. B. & H.: Turberville, S. C.; Hemingway 4-8
Big Four Amuse: (Chicago) Melrose Park, Ill., Midford 5-8
The State: Leavenworth, Kan., 24-30
Black Hawk: North Henderson, Ill., 24-30
LeClair, Ia., 31-Aug. 1
Blue Grass: (Fair) Charleston, Ill. (Fair) Brownstown, Ind., 4-8
Blue Ribbon: (Fair) Portage, Wis., 31-Aug. 1 (Fair) Painesville 7-18
Boyle, S. C. (Fair) California, Mo. (Fair) Mansfield 4-18
Booze Valley: (Fair) Ia., 31-Aug. 1 Red field 4-8; Jefferson 5-8
Brown & Walker: Hopkewick, Ky.
Buck, C. C. Matwona, N. Y.
Burdick's: (Fair) Junction, Tex.
Burrer, Harry: Kaver, La.
Burbank: Birmingham, Ill.
Capital City: Albany, Ky.
Carol Shows of Canada: (Jackson Park) Windsor, Ont., Ca., 28-29
Carolina: Amusia, O.
Carver's Bros.: Bloomville, O.; Liberty Center 4-8
Cary, B. J.: Roblin, Man. Can.; Bowmansville, O. The Fair 6-7; Flc Pils 8-12
Cavalier of Amuse: (Fair) Muncie, Ind. Cavalcade of the West: Sunny Side, Wash., 10-12
Central American: Ogdon, Kan.
Central States: Shelton, Neb., 28-30; Trenton 21-Aug. 1
Chas. W. Wilson: (Fair) Ia., 28-Aug. 1
Colin & Wilson: Danville, Ill., 28-Aug. 1 (Fair) Iowa, Mich., 4-8

Strong in Detroit

DETROIT, July 26.—The outdoor concert business is going strong here as Leonard Smith's Belle Island Concert Band enters its fifth week at the ultra-modern Jerome Remick Memorial Shell at nearby Belle Isle and with the Detroit Symphony Orchestra playing to large crowds at Jefferson Beach in St. Clair Shores.

The band concerts opened June 22 and run thru August 15. They are sponsored by the Detroit Department of Parks and Recreation.

The symphony concerts have been instrumental in drawing crowds averaging 30,000 a week-end to Jefferson Beach, and rides and concessions, with an assist from the weatherman, have been going strong.

German Ice Show Performs in Tent

BERLIN, July 26.—A new ice ballet show "Olympian Journey," is scheduled to open under canvas here this month. Stage will be Max and Ernst Baier, German champs. Canadian ace Frank Sawyers, and a ballet corps of 50. The tent will seat about 3,500 people.

Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Barney Bros. (Fair) Belleville Ill., 30-31; (Fair) Mt. Sterling, Aug. 1 (Fair) Beaver Dam, Wis., 28-29
Bayer, Ind. 4-8; (Fair) Goshen 6-7; (Fair) Alparaiso 8
Beatty: (Fair) Trail, B. C., 30; Nelson 31; Cranbrook, Aug. 1; Ferale 2
Benz-Berens: Bar Harbor, Me., 30
Burling: (Fair) Topeka, Ia., 30; Macumac 31; Pleasantwood, Aug. 1
Cappell Bros.: Peabody, Kan., 30
Cole & Walters: (Fair) Lebo, Idaho, 29; Rockford, Wash., 30; Plummer, Idaho, 31; Palouse, Aug. 1
Doud, Jay: Williamsburg, Ia., 30; Chicago (California & Archer) Aug. 1-3; Sidiell, 12; Norfolk, Mo., 12-14
Hagan-Wallace: Williamson, N. C., 30; Charleston, S. C.; Morshad, Ky., Aug. 1; 12; Norfolk, Mo., 12-14
Hannah, Oa., 8-9
Hunt Bros.: Ketchikan, N. Y., 31
Kally-Miller: Monticello, Minn., 31
King Bros.-Christian: Bradford, Pa., 30
Conderson: 21; Albany, Aug. 1; Monticello 2; Stroudsburg, Pa., 30
N. J.: Long Branch & Asbury Park 2; Millville 3; Monticello, Pa., 11
Clyde: 21; Norwalk, Aug. 1; Hamilton 2; Fall 4; Rome 1; Utica 6
Heckler: 7; Johnstown & Fort 10
Packs, Tom: Whiting, W. Va., 30; Pittsburg, Aug. 1; Johnstown 2; Newark, La., 10-12; Williamsport 7; Newark, N. J., 8-9; Boston 12-16
Packer Bros.: (Stadium) Bloomington, Ill., 16; (Stadium) Peoria, Aug. 1-4; (Stadium) Duquoin, Ia., 7-9; (Stadium) Iowa City 11-12; (Ball Park) Quincy, Ill., 14-18
Polek Bros.: Westlet. (Auditorium) San Jose, Cal., 28-30; (Stadium) Salinas, Aug. 1-8; (Stadium) Reno, Nev., 6-8; (Ice Arena) Seattle 13-17
Rindler Bros.: (Fair) Bismarck & Bailey, Mar. 10, 30; Springfield 31; Dayton Aug. 1; Columbus 2 and (intermittent) 3; 12; 13; Louisville 3; Terre Haute, Ind. 6; Vincennes 7; Terre Haute 8; Indianapolis 9-10
Rosen Bros.: Butler, Pa., 31
Wallace & Clark: St. Croix Falls, Wis., 31; Keny 1; Cumberland, Aug. 2
Wallace Bros.: (Fair) 30; Monticello, Idaho, 31; Coeur d'Alene, Aug. 1; Wallace 2; Superior, Mont., 3

On Hamid Film

ATLANTIC CITY, July 26.—American Pictures Corporation, headed by Albert Zugsmith, former local newspaper publisher, will begin shooting background scenes on Steel Pier August 13 for the forthcoming motion picture based on the life of George A. Hamid Sr. The picture, to be entitled, "Mr. Acrobat," is based on the book, "Circus," written by George A. Hamid Jr., Steel Pier manager. The screenplay, like the book, relives the story of Hamid Sr. Zugsmith, who is the producer of the film, said that Van Hefflin is being sought to play the lead role.

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Spokane Spot's Rides Up 30%, Thanks to Zoo

SPOKANE, July 26.—Rides and concessions at Natatorium Park are drawing 30 per cent better than average, according to Manager Lloyd Vogel. He credited installation of a zoo this season for most of the increase.

On the other hand, he said, the dance pavilion was at a low ebb. An outstanding exception there was the recent appearance of Harry James, who drew 3,586, the largest crowd at the spot since Phil Harris' appearance in 1947.

Vogel said the zoo was "the biggest thing we ever hit on." It draws more young fry and parents and pays for itself altho no admission to the park or zoo is charged.

The zoo's features are four seals, rented from Homer Snow of Oxnard, Calif. Chopped smelt in paper cups is sold to the public for feeding to the seals. On July 4 smelt sales totaled \$85, Vogel said.

Zoo sightseers pass rides and concessions and consequently business in those departments is up, Vogel added.

Sunday Rain Mars Rock's Week-End Play

NEW YORK, July 26.—Prospects of a big week-end for Rockaways' Playland were washed out Sunday (26) when a heavy rain drove the exiting beach crowds—among the largest of the season— from the fun zone.

Friday and Saturday (18-19) were good as the continuing heat wave made the beach a mecca for thousands. The loss of the anticipated heavy Sunday evening play was hard to take, however, especially since it was the ninth Sunday affected by rain.

Business on weekdays continues good with special parties booked in daily.

SEES GAINS

Geist Asks NAAPPB \$\$ For Ike

NEW YORK, July 26.—Richard L. Geist, vice-president, Rockaways' Playland this week proposed that the National Association of Amusement Parks, Pools and Beaches back General Eisenhower, the Republican presidential nominee. Asserting that the Republicans would win the election, Geist said it would be to the advantage of the association and its members to contribute campaign funds.

Geist wrote and asked the endorsement of members of the NAAPPB finance committee. They are Edward L. Scholtz, Coney Island, Cincinnati; Henry G. Bowen, Whalom Park, Fitchburg, Mass.; Arnold B. Gurtler, Elitch Gardens, Denver, and A. B. McSwigan, Kennywood Park, Pittsburgh.

According to Geist, the NAAPPB has between \$50,000 and \$90,000 in its treasury. Some of these funds should be used to support political endeavors in an effort to secure future legislation beneficial to park operators, he said.

Geist said that association president, Edward Carroll, Riverside Park, Agawam, Mass.; George A. Hamid, operator of the Atlantic City Steel Pier and White City Park, Worcester, Mass.; and Irving Rosenthal, Palisades (N. J.) Park, favored the use of group funds for political purposes.

Olympic Plans Baby Parade

IRVINGTON, N. J., July 26.—Olympic Park here will hold its annual baby parade August 23. Prizes will be given for the prettiest blondes, brunettes and redheads, the best floats and the best decorated carriages.

Due Monday (28) is a new show which will be presented thruout the week at 4 p.m. and 9:30 p.m. The acts are the Hollywood Sky Rockets, Kirk's Doggie Revue, the Bunfisks, jugglers, and the Dubalns, acrobats.

The park has asked the New Jersey courts to rule on the legality of new concession devices. A temporary injunction granted by Superior Court Judge Alfred A. Stabile in Irvington, police from instituting action under the theory that players obtain prizes only by chance. The devices, flashing lights operated by the players, are skill games, the park maintains.

TV Cameras Turn On Philly Pools

PHILADELPHIA, July 28. In step with the radio stations, which have turned their microphonic attention to parks and resorts to hype interest in summer listening, television cameras will now be trained for the first time here on the outdoor scene. In the nature of a program experiment, WPTZ, Philco station here, will focus its cameras at the Boulevard pools Friday (1) from 2 to 3 p.m.

With Cal Jones in charge of production, Dennis Kane directing and Gene Klavan serving as emcee, WPTZ will place its cameras at the pool, talk to bathers, run audience participation stunts in the water, and have kids running races in the play area.

Hotel Remodeling; Meet Unaffected

CHICAGO, July 26.—Remodeling of the lobby and exhibition hall at the Sherman Hotel here will have no effect this year on the trade show of the National Association of Amusement Parks, Pools and Beaches, Secretary Paul Huedepohl said this week.

The hotel has begun the project of lowering the main lobby ceiling in order to increase the exhibit space. Both the lobby and exhibit area will be air-conditioned.

Huedepohl said that in 1953 the NAAPPB will benefit from the remodeling. Where there now are 134 booths, there will be at least 160 under the new plan. He said sales of 1952 booths were going well.

Steel Pier Off 8% But Gains Are Forecast

ATLANTIC CITY, July 26.—Altho business at Steel Pier seemed sluggish the early season, President George A. Hamid said that top names slated to appear would very likely make up the estimated 8 per cent dip in grosses registered to date.

Vocalists Tony Martin and Johannie Ray, both set for appearances, are expected to jam the funspot.

Hamid said that business to date hasn't followed any set pattern. If grosses dropped one day the chances are that they went ahead on the next day. In any event, the changes, when matched alongside of last year's takes, never went outside the 10 per cent range, he said.

Bad weather hurt the opening sessions.

Biz Holds Own At Wonderland

DETROIT, July 26.—Altho the steel strike has affected business to a degree, Wonderland Park, Detroit's newest funspot, continues to do good business, drawing most of its trade from heavy highway traffic, reports E. Howard, publicist-director. A new long-range gallery was recently completed and opened to good business. Saturday matinee bicycle giveaways continue to draw despite the intense heat.

The park now operates 10 rides and 12 concessions and plans to operate other facilities next spring. These plans call for an 18-hole golf course, tables and benches, new buildings to house the Dodgem, pagodas, additional landscaping, another ride and several more concessions.

Manager John Quinn also has plans for booking fall picnics, as the grounds are suitable for the handling of large crowds. He expects to keep the park open until late fall unless the weather gets too cold for operation. Quinn plans to remain here until early November, but Mrs. Quinn will leave in mid-October to look after their Florida interests.

Coney Island, N. Y.

Continued from page 119

to college to take up advertising and publicity. . . . Gale Walker Heckbert, new ticket seller at Tirza's, is a former ballet dancer.

. . . Morris Jaffe, candy and popcorn maker and seller at Feltman's has invented and patented a three-minute corn popper, easy to manipulate and convenient in size for home use. . . . Abe Wine, who was concession assistant in Luna Park when Bill Miller was manager and later married Miller's sister, Mollie, has been promoted to steward-manager of his brother-in-law's Riviera, Fort Lee, N. J. . . . Joe Boston is back talking into former Frank Gertzo's grille show after a season employed by Jack Norman and Rayne's attractions with the Cetlin & Wilson Shows.

McCullough brothers, George, Leonard, Theodore and James, have installed new elephant and fire engine rides at West 8th and Surf, which is one of two juvenile amusement spots they control, the other located at West 15th and Surf. All told they now cater to teen-agers with 17 rides. Wine, Paddy Shea, Coney's oldest resident, is a daily visitor at Coney Hospital anxiously awaiting the recovery of his wife, Malinda, 83, being treated for a broken hip as the result of a trip on a rug in their suite at the Surf Hotel.

PROMOTERS
—Get on our mailing list.
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for amusement parks and resorts. We can refer to inquiries from your listing to you, should you desire to make an attempt at it, and you get which you have promoted in the past. If you are interested, please send your name and address to the undersigned. Write: Arno and Fernur Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Attendance to Top Goal for NAAPPB'S Denver Gathering

Huedepohl Predicts More Than 100 Will Be At Summer Session in West

CHICAGO, July 26.—Reservations for the National Association of Amusement Parks, Pools and Beaches summer session at Denver, August 5-7, indicate attendance will exceed the goal of 100, Secretary Paul Huedepohl said here this week.

Arnold B. Gurtler of Elitch Gardens and Ben Krasner of Lakeside Park, both of Denver, will be hosts to the junketing park men.

The program will start Tuesday (5) with a night tour of Lakeside. The Wednesday (6) schedule points up the Western motif for the meeting. It starts with "branding" of the guests at Elitch Gardens and a noon chow at Lakeside. The group will motor up Lariat Trail to the grave of Buffalo Bill, Bear Creek Canyon and Park of the Red Rocks.

Back at Elitch Gardens, they will stop off at the "water hole" and then move on to a chuck wagon dinner and Western entertainment. Wednesday evening will include a tour of Elitch Gardens. For those who stay over for Thursday, there will be a trip to Estes National Park.

Groups Meet at Chi
Huedepohl said that members from the East and other sections will travel to Denver in groups, several of them joining in Chicago for the train or plane journey westward.

In Denver, headquarters of NAAPPB will be at the Albany Hotel and guests will be registered at the Albany, Brown Palace, Cosmopolitan and Shirley Savoy hotels. Reservations are being made thru the NAAPPB Chicago office.

The governor of Colorado and mayor of Denver are among the dignitaries scheduled to attend the Wednesday dinner at Denver.

Huedepohl said that an unofficial meeting of NAAPPB directors attending the Denver meeting will discuss plans with him for creating new awards to be presented at the NAAPPB national convention in November.

One set of awards would be for honorable mentions for meritorious exhibits at the November trade show. Another would be for individuals who have performed outstanding service to the association. Both were recommended at last November's convention.

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Ringling Plunges Into Strike Area, Finds Takes Spotty

Apparent Walk-Out Settlement Brightens Business Prospects

CANTON, O., July 26.—Ringling Bros. and Barnum & Bailey Circus this week rattled thru strike-hampered industrial centers of Pennsylvania and Ohio to poor, passable and sometimes good business. Immediately ahead was another week in Ohio industrial cities, but apparently the steel strike was being settled and show executives hoped for clear sailing.

Warren, Pa., was the high spot. Jaycee auspices there ran up a \$28,000 advance sale before the show took over the advance office for the Friday (18) stand. Final count showed that 14,161 of the 17,264 seats were sold, giving

the show two near-capacity houses for a gross of \$32,000.

In other cities the show ranged from one-quarter to full houses. Erie, Pa., Saturday (19) had two half houses. Industrial lay-offs and Mills Bros. stand five days earlier were factors. Ashtabula, O., Sunday (20) brought out a hefty matinee and half night house. There the show was on a lot three miles from town, some factories were closed down and local sources believed a run of "The Greatest Show on Earth" movie (10-16) at 80 cents had trummed the sale of Ringling tickets.

Youngstown's gross was \$16,732, with a one-quarter matinee and three-quarter night Monday (21). The steel strike was a direct cause. The American Legion auspices was covered on its \$309 expenses. Warren, O., Tuesday (22), was played without auspices. Matinee was half filled and the night performance drew only slightly better, with the strike again being blamed.

In Canton Wednesday (23), the circus fared better. Matinee was a three-quarter house and the evening crowd filled the big top. The strike, a lay-off, some rain and hot weather were overcome in Canton.

Evening Shows Pull Business For Hunt Bros.

FALMOUTH, Mass., July 26.—Near-capacity night houses have been the general rule for Hunt Bros. Circus on its tour of this area. Matinees have averaged half houses. Weather was hot.

At Falmouth on Saturday (19) the show played to twin three-quarter houses, but the top was smaller than usual. One middle piece was omitted because of the small lot. The reduction forced elimination of Luella Gillette's aerial leap.

Hyannis, Orleans and Harwich (15-18) gave half houses in the afternoons and strong night crowds. Hunt reported that Massachusetts now has a law barring circus trucks from the highways after 8 a. m.

A water shortage in the vicinity brought difficulties and confusion in several towns regarding the show's permit to use city water, but in each case the matter was ironed out in favor of the show.

FERNANDEZ ENDING LONG MANILA RUN

MANILA, P. I., July 26.—F. K. Fernandez Circus was expected to close its Philippine run last week and head for the States again. The show came here for a one-week run and that was extended to more than five weeks.

Business has been powerful, with crowds packing the Grand Opera House regularly, it was reported. The show used the stage of the opera house, a theater rebuilt after being damaged by bombs during the war.

Two Indiana Stands Score; More Big Crowds for Packs

BUFFALO, July 26.—Tom Packs' Circus played to big business at Indianapolis and Terre Haute, Ind., to continue its "Best-ever" pace. The show's opening in Buffalo Civic Stadium also drew top business and the outlook was for hefty takes thru the Buffalo stand, according to Jack Leontini of the Pack staff.

At Indianapolis (19-20), the circus showed a slight increase over last year's business there. This was accomplished in two days and last year's run was three. Indianapolis night business was strong but heat-bolled matinee business down to the light level. Ringling-Barnum opposition

was faced at Terre Haute, but Leontini said he believed that it sided the Packs show. This was Packs' first time in Terre Haute, and the Shrine-sponsored date drew 4,000 for the matinee and 8,000 at night on Tuesday (22).

Ringling newspaper ads stated that "contrary to rumors" that show would play the town on August 8.

Packs made a 550-mile jump on Wednesday (23) and opened Thursday in Buffalo. Leontini said 19,000 caught the opening and that favorable press reviews and advance sale were expected to result in brisk business thru Saturday (26).

BEATTY AUDITOR SEES 35% DIP

VANCOUVER, B. C., July 26.—Clyde Beatty Circus will be 35 per cent under last year's gross figures when the final 1952 count is made, Show Auditor Bill Petty predicted here. He said the show grossed \$750,000 last year and that the take this time was expected to be about \$448,000. Petty said operating costs for the show have been upped 33 per cent since last season.

Wallace Cancels In Wind Storm; Business Fair

TWIN FALLS, Idaho, July 26.—The Wallace Bros. Circus played to a near-capacity matinee and three-quarter night house here Monday (21) under Jaycee auspices. Polack Bros. Eastern unit had played the spot under Shrine auspices three weeks earlier.

At American Falls on Friday (19), the Wallace show lost its night performance when a wind storm forced its cancellation. The matinee drew a handful house. The top was about half filled at night, but the storm came up before the performance was to start and the tent was cleared. Slight damage was caused to the top by the wind.

VANCOUVER TAKES GOOD FOR BEATTY

Loggers' Strike Trims Business At Some British Columbia Stands

PORT ALBERNI, B. C., July 26.—A four-week strike of 30,000 loggers in British Columbia, which also has closed down sawmills and building industry, reduced the takes for Clyde Beatty Circus. Some British Columbia stands came thru with good crowds.

New Westminster, the show's first Canadian stand this year, gave a three-quarters matinee and full night house Wednesday (18). Three days at Vancouver followed, and the show was on the First Street lot, unused since Dailey Bros. played it five years ago.

Vancouver opened Thursday (17) with a half house for the matinee and a three-quarter score at night. Friday's business was

up a notch, three-quarters for the matinee and full at night. The Saturday (19) wind up repeated with a three-quarter afternoon crowd and a full one at night.

Monday (21) in Port Alberni brought a one-quarter matinee and a half house for the evening effort. Business for Red White's Side Show was fair thruout.

Vancouver press coverage was good and included a page 1 story and picture of a fire which destroyed the trailer of Billy and Rene Pape. Raymond Davis of the elephant department spotted the blaze and rescued the Pape dogs. The show moved by boat and barge to Vancouver Island for a five-day series.

Mountain Town Brings Peak \$\$ To Cole-Walters

KALISPELL, Mont., July 26.—Cole & Walters' Circus crossed the Continental Divide last week and at the same time stepped into some better business than it has been outling.

Columbia Falls on Saturday (19) was the first stop west of the divide and the mountainous jump caused an hour's delay for the matinee. However, a 60 per cent house was on hand. The Saturday night crowd packed the big top.

Matinee at Kalispell on Monday (21) attracted three-quarters of capacity and again the night performance drew a capacity crowd. Local sources reasoned that the populace was eager for variety from a steady movie diet for entertainment.

At Columbia Falls, Pat Brogan, now a resident of the State Soldiers' Home, visited with Manager Herb Walters. They started show business together in 1910.

KING-CRISTIANI SLOWED IN ROME

New York Spot Gives Fair Business After Wreck, Delays on Torrid Day

ROME, N. Y., July 26.—King Bros. & Cristiani Circus here Wednesday (23) bucked 100-degree temperatures, a thunderstorm at 7 p.m., wreck of the canvas truck and an hour's delay with the parade.

Matinee drew a half house and the night performance had a three-quarter house. Advance sale by the Acme Club was reportedly weak. Mills Bros. plays eight miles away August 8.

Overturning of the canvas truck caused no injuries but the resulting delay postponed the parade an hour and doors to the top were opened 30 minutes late.

King-Cristiani had a three-quarter matinee and near-capacity night house at Massena, N. Y., Friday (18), with Shrine Club auspices. A large proportion of the crowds was made up of Canadians. In Watertown, Monday (21) came up with two capacity crowds under Shrine auspices. Circus personnel assisted in extinguishing a major fire in a horse barn at the fairgrounds, where the show was

located. Wind was blowing away from the circus and the blaze caused no damage to it.

Ogdensburg, Saturday (19), brought out a near-capacity matinee and an 80 per cent night house.

Sunburst wheels on the show's bandwagon have been replaced with rubber-tired wheels.

Hagan-Wallace Readies Early Southern Trek

WESTMINSTER, Md., July 26.—Business continues strong for Hagan-Wallace Circus with recent New Jersey stands among the best, according to Charlie Campbell, office manager. He said matinees were light during a heat wave but that night business ranged from two-thirds to full houses.

Show now is en route to the South and expects to be first in many towns on the route. Advance sales in most spots have been heavy and banners have been numerous.

A Porter, business manager, is in New York City on business. Several new animals are being added to the menagerie. Pit show, added stock at Crofton, Pa. Trucks now are being overhauled and painted for the Southern tour.

At Trainer, Pa., a last-minute switch to a small lot forced the show to use only one ring, the first time this show had been so limited.

Sid Lovett has come back from the No. 2 bill car to resume his former post of 24-hour man and work the tax and pass box.

Reds Snatch Berlin Circus, 'For the People'

BERLIN, July 26.—Reports from the Soviet Zone indicate that the Jacob Busch Circus has been "expropriated" and declared "the property of the people" because the late owner and his administrator, von der Heyden, "had not paid the income and amusement taxes for an entire season."

The circus still plays Berlin, but left the city June 22 to continue its summer tour in West Germany. The first stop was to be Braunschweig.

Since its Berlin opening, May 13, the show has played to more than 225,000 admissions.

Dr. E. L. Cooper Dies in Minn.; Visiting K-M

WICHITA, Kan., July 26.—Dr. E. L. Cooper, 50, prominent physician here and a circus fan died Tuesday (22) at Hastings, Minn., while on the Kelly-Miller Circus.

He was on one of his frequent and extended visits with circuses. Several times he trouped with Kelly-Miller and last season he was accompanied by his daughter, Sharon, who rode her own horse in performances. Dr. Cooper also was closely associated with the Hamid-Morton Circus, and formerly owned a Liberty horse act which appeared with Hamid-Morton.

Survivors in addition to Sharon: a son, Donald, and his widow, Della, who frequently appeared with the family's show horses at circuses and horse shows, include three sisters. Mrs. Cooper recently returned from a week's tour with Kelly-Miller. Dr. Cooper joined the show in mid-June.

1 Strong, 1 Fair For Kelly-Miller

NESLIVILLE, Wis., July 26.—At G. Kelly & Miller Bros. Circus played here Thursday (17) to a half house in the afternoon and a three-quarters turnout at night. Weather was hot and humid. Wallace & Clark had played the spot three weeks earlier.

At Arradia, the Wednesday (16) stand, Kelly-Miller scored two capacity houses.

6 More Outdoor Dates Coming For Polack's Western Unit

SAN JOSE, Calif., July 26.—San Jose's Civic Auditorium is giving Polack Bros. Circus (Western) a week's respite from its long string of outdoor dates. Ten open-air stands have been played so far this season and half a dozen more remain.

While other parts of the nation have been suffering, the weather has been abnormally cool in most California spots. At Santa Barbara, Eureka, Watsonville and Santa Cruz, customers wore topcoats and brought blankets to the night shows. But such was not the case in Chico. After temperatures at Eureka (11-13) that did not rise above the 50's, the show ran into heat at Chico (16-17) that topped the 100 mark. Business was excellent in both towns, where natives were accustomed to the extremes in weather.

A change in location paid off at Watsonville (18-19). Show was at the close-in high school athletic field instead of the county fairgrounds three miles out. As a result, attendance increased to such an extent that the Shrine Club's net was up 90 per cent over last year.

Santa Cruz Ligher A shift in site did not prove so advantageous at Santa Cruz. Attendance in two days at the open-air Harvey West Stadium did not come up to that registered in three days last year at the Civic Auditorium. Move from Watsonville to Santa Cruz was 18 miles, one of the shortest of the season, and distance from Santa Cruz to San Jose was only 33 miles.

(Continued on page 123)

Mills Bros.

The entire show was grieved by the news of Rev. Doc Waddell's death. We all enjoyed the show's first visit to New York since 1949, beginning at Dunkirk, where Fans Jack Harris and Fred Albrecht welcomed us. Harry Mills' daughter, Janice, celebrated her 13th birthday at Erie, where Rusty Rusterholtz, Ray Young and Eddie Woelke, former band leader, visited. Phyllis Goering took over the downtown ticket sale.

Mayne Ward has completed stunning new menage wardrobe. Bill Lee's front-door staff is sporting snappy new summer uniforms. We all became tourists at Niagara Falls, but photographers missed the boat when they failed to snap Fred Brazon and George Strongman in those bulky rubber suits on the trip to the base of the falls.

It has been ruled unanimously in the dressing room that Whinny Walker henceforth must go to the graveyard for his saxophone practicing. Billy Hammond's shooting act and Jackie Crell's standing riding are hits of the concert, which has been pulling heavy crowds. Eddie Carlton, English clown, celebrated a birthday. (Continued on page 140)

Polock Western

After the cool weather at Eureka, the heat at Chico really baked us. Ross Paul and Harold Wurd caught many salmon that were enjoyed by the chefs in the trailer colony. Harold Gaultier and Alma Michaels have new aluminum cages for their poughs. The playground at the Chico fairgrounds was a popular spot with junior members of the troupe.

Chester Sherman has joined Dennis Stevens in the club juggling sessions. Bee Carsey, with Wally Newbury and Rex Rostrom, has produced some surprise musical numbers for the clown walkarounds. Joe Sherman's car is a boon to the clowns. The huge high school (Continued on page 140)

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Dressing Room Gossip

King Bros.-Cristiani

Terrell Jacobs paid us a flying visit when we played within 60 miles of the Strates Shows, and we pulled into Watertown just as the carnival was pulling out. Jack Mailing, Brantford, Ont., fan, was on for a couple of days and brought us all a useful gift in the form of national highway maps.

Phil Eros has joined Red Dinger's bar act, a fast opener which draws applause. Young Sampson has replaced Sheri Lawrence in the wrestling division of the after-show. Corky Cristiani is now top-mountain in the Canestrell ladder act. Mrs. Pete Sadowski and daughter, Mrs. Mugadore Cristiani, are visiting on the show for a week.

Congratulations to the Parley Bars on the arrival of their baby daughter, Dutch Orion writes that the Ortons are getting a warm reception in Sweden. Vicki and Antoinette Criswell on for the summer holidays, are working an elephant display. One of the highlights of our spec is little Dino, dressed like Sabu, riding the head of a baby elephant. The kiddies on this show are all working and going over well.

Butch Frank is now doing the Texas Skip the full length of the hippodrome. Jerry Presley is back in the show after recovering from injuries received when her wire broke a couple of weeks ago. -COL. HARRY THOMAS.

Clyde Beatty

Harold and Ellen Voise and Dick Anderson have returned to the show after completing the MGM film, "Three Love Stories." Jimmy Olson, catcher, has returned to Bloomington, Ill. We all enjoyed Vancouver, B. C., and the scenic steamer trip to Nanaimo, Vancouver Island. Cameras were much in evidence on the ship. The train came over on barges. Fishing enthusiasts had a field day upon arrival on the island. Most trailers left their perambulating homes in Vancouver and moved temporarily into this dressing room.

Johnny Irving joined the Eriksons in Vancouver. Bonnie Bryson joined Barbette's aerial ballet there. Billy and Rene Pape suffered a \$2,000 trailer fire in Vancouver. Much of their wardrobe and personal effects were lost. Insurance covered the loss. Clown Rube Simonds disclaims all animal training ability after attempting to feed sugar to a baby elephant. "Pee-Wee" butted him head-over-heels halfway across the menagerie. Vic Robbins, bandmaster and agent for mail and The Billboard, continues (Continued on page 140)

6 More Dates

Show opened in San Jose Thursday (2) with indications promising a week of solid business. Performances are on a straight two-day basis for seven days.

Two days in Salina, (August 1-2), following San Jose, will bring a close to Polack's 1952 tour of California. Show has been in the State since the third week in April. Dates in California will total 18, including one performance sold as a package to the Pasadena Fire Department for its July 4 celebration in the Rose Bowl, which drew a crowd of 55,000. All other stands in the State, were for Shrine organization, except Fresno and Santa Barbara, which were for the Selots.

After four days in Reno August (6-9), show will spend the rest of August and most of September in the Pacific Northwest, starting with Seattle (13-17). Show again will be in Vancouver, B. C., for the entire duration of the Pacific National Exhibition. Three new dates will be played in Oregon.

Advance promotion for all dates since Los Angeles, except Eureka, was handled by Jimmy Rogers' organization, with Art Hansen and Dixie Hebert sharing directional duties with Rison. Mickey Blue went from Eureka to Vancouver. George W. Westerman is in Reno and Joe O'Donnell in Seattle.

Ringling-Barnum

Our New York and Pennsylvania tour has come to an end. We are now in the Buckeye State and the summer heat is upon us. Our Sunday spot in Ashtabula was a busy spot for Mike, courtesy of the local Elks' Club. The entire show personnel was invited to enjoy their beach club on Lake Erie, which was only a short distance from the lot. Show buses transported the folks to the club.

During our Erie stand Ray Young, circus fan, arranged for a TV show and rated good publicity. Albert White was the featured act on the program. Youngst-Petrello with many friends and relatives visiting. A number of circus fans visited this week, traveling up to 1,200 miles to see the show. Jack Mailing visited us from Canada. Dr. H. H. Conley visited for a day while on his way to a medical meeting.

W. E. Lawson celebrated his birthday with a big watermelon party in the back yard. Paul Wenzel and his new Formula X has clown alley in an uproar. Formula X is his new secret process for removing clown make-up without soap or oil. Paul plans to put his formula on the market. Why is Freddie Freeman mad at the pinocchio players lately? Prince Paul has an extra spring to his step since taking his new vitamins.

Mike Doyle, Side Show callopie player, is still the walkingest man on the show. Among his great feats was his cross-country walk from Los Angeles to Lynn, Mass., in 77 days. Despite the heat we still have sunbathers out. (Continued on page 140)

Hagen Bros.

Raymond Duke is our new 24-hour man, and is doing a fine job. Jumps have been rough and lately recently. The jump to Indiana, Pa., was a bad one over steep mountain highways, and Paul Pyle and his crew had things ready on time for the mainline.

Bill Ward has had Stuart Kyle of Chambersburg, Pa., as a guest for several days. Harry Allen has joined the brigade of camera addicts. Claire Kndley is an expectant father. Fancher Pierce has had trouble with a phenomenal number of blow-outs and flat tires on his trailer. Carl Conley celebrated his sixth birthday at Hagerstown, Md., with a party attended by many of the performers.

A large number of fans visited at Hagerstown and were guests in the cookhouse. Included were Ralph Spidell, who stayed on for several days; Carroll Baechtel and Carroll Baechtel Jr.; Richard Baechtel, Jim Harshman, Dick Hemphill, Bill Moomaw, Lance McCordell and Arthur Harbaugh. Ernest Thompson visited Conleys. Mr. and Mrs. Ray Brisson, and Sam Dock visited Dan and Bobbie Stewart. -JOHN TOY.

Under the Marquee

Johnny Fulghum of Richmond, Va., is working on Ted Edlin's promotion crew there for Rogers Bros.' Circus. He expects to catch Rogers, King and Hagen-Wallace soon. Ben Thomas joined Rogers Bros. recently. Paul M. Lewis and John Dusch visited the Rogers show. Earl Chapin May, circus writer, caught Mills Bros. as did Clint Finney, former general agent; Edna Curran, indoor circus producer; Slayman All, booking agent, and Mr. and Mrs. Slatz Beeson. Jack Lorenzo has closed as assistant director on Rogers Bros. The Hagen-Wallet family caught Hagen Bros. and the Henry Vonderheide of Burling Fair Park in Milwaukee recently. Jake (Clown Cop Corrigan) Dick expects to clown for more theaters playing "The Greatest Show on Earth" soon.

Beto Lamont opens at Chattanooga, Tenn., August 1 for Frank Hildebrand's show. After that, Lamont will make New Orleans, Springfield, Mo., and Warren, Ill. dates. Murzay Powers, Akron, newspaper man and circus fan, came up with twin yarns in The

Tom Pocks

At Springfield, Ill., Fans Herbina Georg and Dr. Paul Mahaffy were on hand. En route to Indianapolis, many of the performers stopped at the Tuscola, Ill., fair to visit performers there. At Indianapolis, the Pocks show used the Indians' baseball park, moving in after a scheduled game between two local teams. Performers, riggers and electricians had a field day, burlesquing a ball game, complete with home runs, as they erected the show.

After the night show, 35 performers gathered for a party at which a dancing contest was conducted. Victoria and Rene took first place and Olivia Peters and Manual Navarro were second. In clown alley we miss Jackie LeClair, who left to play fairs. Bill Bushbaum and his Liberty act joined at Indianapolis. Budy has received two new Rhesus monkeys for his act. Mrs. Reita O'Day handles the mail and Grover O'Day is The Billboard agent. Tommy Hannford's recording machine is a hit, with everyone getting into the records. Visitors have included Edna Curtis, Capt. Roy Simms, Kirk and Hilda Oranto, Manuel Navarro, Earl Shipley, Carl Hausmann, Mrs. Gladys McAllister, Mr. and Mrs. Ed Taylor and Police Chief Kaiser of Peru, Ind. - JOJO LEWIS.

Kelly Morris

Mrs. William Morris has been ill with a strep throat, but has returned to work. Suffering with the same illness were Mrs. Ayres Davies and Billy Morris. Squaw Willie came on the show in Girard, Pa., as boss elephant man. We have been enjoying pleasant, grassy lots and short hops. Eddie Frisco has had his first experience acting as ice man. The pony ride, managed by Johnnie Yates and Ricky Comstock, is doing good business.

Joe Bernie Morris, Marilyn Comstock enjoyed a swim in Barberston, O. Paul Zallee, clown, has been called home by the serious illness of his mother. Kay Davies is the high-pressure operator of the pie car and does a rushing business. Miss Angie continues to pack and unpack her suitcase. Recent visitors: Bill Burlingame, former owner of Burling Bros.; Bill Meyers, former owner of Barr Bros.; Frank L. Meyers Jr., Raymond Duke, Frank Blank, Mr. and Mrs. Suez and Mr. and Mrs. Don Morris. -ELIZABETH BENNETT

Polock Eastern

After a hectic trip to Rapid City, S.D., we found hotels filled, and we were lucky to get rooms of any sort. Weather was great until then for our first night show. Then the rains came. The show managed to go on but it's a puzzle how the patrons could see thru the downpour to see the acts.

It rained for each and every performance. We stayed over for (Continued on page 140)

Beers-Barnes Scores in Maine

DOVER-FOXCROFT, Me., July 28.—Beers-Barnes Circus, playing Maine, won strong houses at Livermore Falls, Wilton and Farmington for the best three-day period (16-18) of the season. At Madison on Saturday (19) the show had a full matinee and half house at night.

General Agent Gene Christian has the show routed to the "most coveted" showgrounds in the United States at Lubec, Me., on Monday (22). Bar Harbor, Me. Wednesday (30) stand, mark the show's turn-around for the trek back to the South. Beers-Barnes will be first into Lubec in 12 years and first in Bar Harbor for four years.

Officials of the show said business in general has been very satisfactory and encouraging.

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FAIRS-EXPOSITIONS

SMOOTHS OUT PROGRAM

Dallas Fortifies Its Weak Spots To Better Balance Drawing Power

DALLAS, July 26.—State Fair of Texas for its 67th annual exhibition October 4-19, will unveil a powerful framework of attractions—usually heavily weighted on the entertainment side, both free and paid, and with an extremely potent exhibit structure from the crowd-pulling angle.

James H. Stewart, executive vice-president and general manager, believes the 16 days of the fair are better balanced for drawing power this year from every angle. Last year's attendance at the nation's largest annual totaled 2,320,128 with only five days falling below 100,000. Daily attendances ranged from 47,791 to 276,585. This year, the final week-end has been strengthened and new events have been added

to help mid-week days. Air-conditioned State Fair Auditorium, seating 4,301, will furnish 24 performances of a 2½-hour revue starring Dean Martin and Jerry Lewis, in for \$100,000 guarantee against a percentage. Supporting acts have not yet been booked. Ticket prices range from \$4.80 down to \$1.20. Musical shows and revues in and during six years since the fair resumed operations after the war have grossed a total of \$1,444,000 with last year's "Guys and Dolls" pulling in 62,813 patrons for \$321,346.

Good Cut Looms
Altho revues traditionally have not had the drawing power of Broadway musicals such as "Annie Get Your Gun," "South Pacific" and "Dolls," the Martin-Lewis show is in on a better financial arrangement than musicals generally have been, hence fair's cut may be as good or better. Show will play nightly, with matinees Saturdays, Sundays and Thursdays.

"Ice Cycles of 1953" will play 23 performances in the Ice Arena, leased to Clarence Lutz. Shows are scheduled nightly with matinees Saturdays, Sundays and Dallas Day (October 8). Ticket prices range from \$3.30 to \$1.50. Arena seats 5,560. Show had 15 sellouts last year, with total attendance of 106,655.

Aul Swenson's Thrillcade will play an unprecedented series of 24 performances in front of the grandstand, with 14 night shows and 10 matinees, including two matinees on opening day, Rural Youth Day. Grandstand seats about 5,000 and tickets are \$1.50 for adults, \$2 for box seats and 50 cents for kids. Attendance for 16 performances last year totaled 28,673. Henry Watson is the promoter.

Lists Shows
Other entertainment events, with location, number of performances and prices, include:

St. John Terrell's Music Circus, presenting hour-long version of "Show Boat" in a tent with a capacity of about 1,400, just outside the main midway entrance on Cotton Bowl plaza. 59 performances ranging from three to five a day, \$1 and 50 cents for children.

Bill Gray three-ring circus, booked at the Variety Club International Circus, sponsored by the Variety Club of Dallas which is handling advance ticket sale, proceeds to go to Variety Club Boys' Ranch; in Gainesville Community Circus Tent, seating about 2,500, off main Midway, 50 performances, \$1 and 50 cents.

Stan Kramer's Puppets, in Theater '52 building, sponsored

by Dr. Pepper Company, free with bottle-top gimmick, 80 performances.

Free acts, Benny and Betty Fox and the Johnny Gibson Sky Ballet, Magnolia stage at beginning of midway, twice daily, total of 32 performances.

Burns Performing Birds, in Women's Building, free, three times a day for a total of 48 performances.

General Electric House of Magic, in auditorium of new Electric Building (transformed from old Ponds Building), free, 80 performances.

Fireworks have been booked for the Cotton Bowl on five nights of fair; on some nights as part of special shows. Skedded for free in stadium will be East Texas Day show, to feature star as yet unbooked, but of the comparable caliber of Frank Sinatra and Eddie Arnold who played the last two years and the Music Festival, with 4,000 high school bandmen and choristers.

Jayco's Sell Keys

Dallas Junior Chamber of Commerce members again will sell State Fair keys made of plastic, giving purchasers admission to the grounds at will on Dallas Day, reduced prices to various attractions and participation in the

(Continued on page 125)

Asheboro, N. C., Pushes Work On New Plant

ASHEBORO, N. C., July 26.—Center of North Carolina Fair is pushing work on the final phases of its new 16-acre fairgrounds so that all will be in readiness for the event's September 1 opening day. The new location, which is 4½ miles north of town on Highway 250, replaces the old fairgrounds in the northwestern part of the city.

A 50 by 100-foot exhibit hall is being constructed along with a building to house the fair's administrative offices. The main entrance to the grounds will be thru the exhibit hall, in which farm, home and other organizations will display their products. A farm machinery display will be set up just behind the main hall.

The midway, where Ross Manning Shows will hold forth during the fair, is just west of the exhibit building and a grandstand is being erected at the back of the grounds where free acts will work. Jack J. Perry, fair manager, will supervise the fun zone. In addition to the acts and midway, fireworks will also be a feature.

Paving area is being set aside to accommodate about 2,500 to 2,800 cars, according to W. C. York, fair secretary, who is also vice-president of the North Carolina Fairs Association.

Prep Program At Farmington

FARMINGTON, Minn., July 26.—A diversified program of entertainment has been lined up for Dakota County Free Fair here, August 7-10, reports Secretary W. E. (Gene) Moher. Thursday (7) is entry day, and judging in all departments will be held Friday morning.

Scheduled for the remainder of the fair are a talent show staged by 4-H Club members; 4-H tractor operation contest, livestock parade, 4-H auction, concert by the Farmington High School Band and Hal Garven's variety show in the evening. The Garven show will include the Cases, acrobats; Thompson Brothers, tumbling and diving; Malmborg musical trio; Gordon Smith's dogs and ponies and the Quigley Family.

Sunday's program will offer a Western horse show, featuring a weaving pole, diaper races, trick riding and quarter and half-mile races. The Vavro School of Music will be featured in a night performance.

Virden, Man., Scores

VIRDEN, Man., July 26.—Annual exhibition here was regarded as a complete success. One of the largest horse entries in years was one of the features. Barn accommodation was at a premium.

Syracuse Again Slates Press 'Bake'

SYRACUSE, July 26.—Having proved highly successful in recent years, New York State Fair will again hold a press preview clam-bake at the fairgrounds August 8. Its purpose is to acquaint press representatives with plans for the event.

The fair itself, 108th for the Empire State, will be held August 30-September 6, eight days and nights.

A clever promotional stunt, the fourth annual bake will be "deliciously informal," says Harold L. Creal, fair director.

Mineola to Stage Patriotic Event

MINEOLA, L. I., N. Y., July 26.—Arrangements have been completed with the United Veterans' Organizations of Nassau County for the free grandstand at Mineola Fair during the 110th annual exhibition September 12.

The events will be preceded by a parade to be participated in by units of every branch of the armed forces.

Saskatoon Matches Canadian "A" Pace As Records Tumble

Edmonton Pulls 316,890 Patrons; Mutual Handle Tops '51 by 331G

SASKATOON, Sask., July 26.—For the fourth successive week old records went by the board on Canada's Class "A" fair circuit. Starting with Brandon and followed by the Calgary Stampede and the Edmonton and Saskatoon exhibitions, not one single Western Canadian show has failed to more than measure up to previous years. And all of the increases have been substantial.

Here at Saskatoon the paid admission figures at the end of the third day, Wednesday (23), showed that 21,163 persons passed thru the turnstiles, compared with 18,107 for the first three days of the previous year. The number of cars parked in the same period totaled 7,538, compared with 2,188; grandstand admissions totaled 14,437, compared with 12,557; and the pari-mutuel returns were \$110,669 against the previous high of \$95,188 set the previous year. On the midway, Royal American Shows are beating old records daily.

Upswing
Even the most optimistic members of the Saskatoon event's board of directors hardly predicted such an upswing. The quarantine on the southern half of the province because of the hoof and mouth disease epidemic forced cancellation of all exhibits of cloven-hooved animals. Light and heavy horse entries are the only ones allowed. Furthermore, heavy rains during the past month have softened rural roads to the point that many farmers have to drag the family car to the nearest highway by tractor before they can proceed to town. But nothing seems to daunt Northern Saskatchewan residents and increases in all departments were recorded at the end of the third day.

Some of the most dramatic increases of this year's "A" circuit were recorded last week at Edmonton. Attendance at that six-day show totaled 316,890, compared with 299,075 last year. Pari-mutuel total was \$1,056,479 against \$724,776 in '51.

74-Yr. Record Broken
Seventy-four years of attendance figures went by the board at the Edmonton event on Friday (18) when a record-shattering crowd of 84,779 poured thru the gates to pack the races, the night grandstand show, the exhibit halls and the midway. It was the biggest day in Edmonton Exhibition history, passing the last all-time record established a year to the day previous, by more than 7,000.

In the opinion of James Paul, Edmonton's managing director, more than 110,000 persons were on the grounds during the day. The 84,779 represents paid admissions. But more than 15,000 children were admitted free for the special Friday Children's day program.

Shreveport, La., Paves Fun Zone

SHREVEPORT, La., July 26.—Louisiana State Fair has lengthened its midway 80 feet and given the surface a new asphalt topping in preparation for this year's October 18-25 fair. The fun zone base, laid last year, has been smoothed out and loose gravel eliminated.

Other improvements include rebuilding and air conditioning of the manager's office. A new director's room is being built under the grandstand and in the future the board will meet in this new office instead of at a downtown location.

Additional swine and sheep pens are being added to the livestock barns and new tie racks for cattle are being erected.

Altho exact figures were not available at press time there were more grandstand tickets sold last week in Edmonton than at any former exhibition. Officials were more than satisfied with Ernie Young's "Varieties of '52," and the Edmonton Journal, in a review of the complete grandstand show, admitted that this year's production was the best ever.

N. C. Fairs Set For Big Year —Chambliss

NEW YORK, July 26.—Operators of fairs in North Carolina are looking forward to a possible record-breaking season, according to Norman V. Chambliss.

Chambliss, operator of annuals at Rocky Mount, Greenville and Elizabeth City, said the outlook was dim a month or so ago when a severe drought threatened all major crops. Since then, however, sufficient rain has fallen to indicate bumper tobacco harvests. Prices will at least par last year's record highs, he said.

Chambliss was here as a delegate to the Elks national convention. En route to his Rocky Mount home, Chambliss stopped off at Atlantic City where he was the guest of George A. Hamid, owner-operator of Steel Pier.

Napoleon, O., Sets Program

NAPOLEON, O., July 26.—Henry County Fair, here August 15, has announced opening day attractions to include horse and tractor pulling contests and the Jole Chitwood auto thrill show in a night performance.

Gooding Amusement Company will supply the midway attractions with Henry H. Lucders' United Booking Association, Detroit, booking the night grandstand show for three evenings. Harness racing will be a daily feature supplemented by variety acts. Bert Thomas will provide the sound system.

Acts scheduled for the night show include Ashton and Ashton; Lewis ponies and dogs; Higgins; Hays, cyclists; C. Swan Family; Al Belmont, juggling; Newt Loken, trampolines; Gregory and Cherie, novelty musical; Spinning Wheels, skating, and the Lindermans.

Barrington's Annual Set

GREAT BARRINGTON, Mass., July 26.—The 111th Barrington Fair opens September 7, and continues for seven days and nights. The headquarters office at the fairgrounds was opened last week by Alfred W. Lombard, superintendent of the agricultural and livestock divisions.

Edward J. Carroll, air association president, is conferring with bookers and exhibitors on special program attractions. He reports that no major changes are anticipated in the plant's physical structure and layout.

Sked Horse Act For Troy Hills
TROY HILLS, N. J., July 26.—Morris County Fair officials here announced that the Western attraction, Dorenda von Schmitt and her educated horse, Tony, will appear as part of the grandstand performance August 19-23.

Dallas Smooths Out Program

Continued from page 124

Cotton Bowl show at night. Debut of bigtime professional football in Dallas will give the fair the strongest gridiron program in history. The new National League Dallas Texans will play two games in the stadium during the fair. A total of 11 prep, college and pro games are skedded on eight days, with the biggest games to be Southern Methodist-Georgia Tech, Saturday, October 4; Texas-San Francisco 49ers, Sunday, October 5; Austin College-National University of Mexico, Monday, October 6; Texas-Oklahoma, Saturday, October 11; Wylie College-Prairie View A&M (Negro), Monday, October 13, and Texas-Green Bay Packers, Saturday, October 18.

The midway will be flashed up considerably. Food stands and games along the street leading to the main midway will be decorated with fancy fronts, colorfully lighted and flag-bedecked; food handlers will wear uniform attire.

Sky Wheel Back
The Velare Bros' Sky Wheel will return for the third straight year, occupying the same spot, just inside the main midway sign. Double wheel carried about 100,000 for gross receipts of \$21,922 last year. Ride supplements 20 major and a dozen

kiddie rides on the permanent fun zone.

Ray Marsh Brydon again will furnish most of the shows on the midway, including a Side Show and a couple of girl shows. Fair and Brydon are working on getting good names to headline at least one revue-type show in fun zone.

Big special events will include: Rural Youth Day, October 4, with 100,000 Four-H Club members, Future Farmers and Homemakers expected to attend. Expo will again serve a giant picnic at noon.

Dallas Day, October 8; East Texas Day, October 14, and Music Festival Day, October 15, all featuring shows in Cotton Bowl.

Garden Club Day, October 15, with free lecture in the auditorium by nationally known horticulturist Dr. Donald Wyman, of Harvard University's Arnold Arboretum; outstanding garden fair women will be honored by fair during program.

Negro Day

Negro Achievement Day, October 13, featuring two football games, contests, awards, etc.

Religious Festival, October 19, final Sunday night of the fair, will have Dr. Daniel Poling, Protestant clergyman of New York, lead an inspirational service in the Cotton Bowl. Fair will have a free gate beginning a couple of hours before the program starts at 8 p.m.

About 200 special days for cities and groups are expected to be set. Women's Department will include chili-making, frozen frods, speed crochet, trim-a-hat, candy, cake and pie-making, tie-tying and gift-wrapping contests. Dahlia show is skedded for Saturday and Sunday, October 11-12.

Auto Show

Fair's automobile building, biggest exhibit structure on the grounds, will be filled completely with new cars and trucks for the first time since it was built in 1948. General Motors Truck Division has reserved 14,000 square feet in the building. The popular exhibit of antique autos will be moved to a tent adjacent to the building.

Electric Show, moved from General Exhibits to the new 44,000-square-foot building formerly used for foods exhibits, will occupy about twice the space as before. Commercial as well as household equipment will be shown for the first time. Dallas Flower and Light Company co-ordinates the show put on by a number of distributors and manufacturers.

Science-Engineering Show, inaugurated last year in the Science Building, again will have participation by leading industrial firms and Texas universities and colleges. Westinghouse atomic science exhibit will be typical of the displays.

Southern Bell Telephone Company will have an exhibit in the General Exhibits Building that will include such gadgets as an electronic "brain" guaranteed to beat any human opponent at the game of "tic-tac-toe" and a mechanical "mouse in the maze" with an electronic memory that enables the rodent to find its way about. Other gimmicks include hear-your-voice and test-your-hearing devices. Operator toll dialing with free long-dial and live network TV programs on miniature microwave radio relay system also will be featured.

Lone Star Gas Company again will occupy its own building on the fairgrounds, featuring complete kitchens reproduced from plans in national magazines.

Machinery Big
Farm implement exhibits will cover more space than ever before—100,000 square feet of outdoor space, with 14 manufacturers and distributors participating.

A 32-foot "tall Texan" figure will be spotted at a prominent place on the grounds and will be garbed in keeping with the figure that appears in the fair's advertising by H. D. Lee Company.

Museum of Fine Arts is working up a fair exhibit illustrating 50 years of changing tastes in architecture, clothing, transportation, etc., along with other special displays. Other museums on the grounds—Museum of Natural History, Aquarium, Hall of State and Health Museums—also have plans cooking for special exhibits. Livestock program will feature the Pan-American Holstein Show, along with shows for 26 other

Oak Lake, Man., Chalks Okay Run

OAK LAKE, Man., July 26.—One-day fair here, the first annual of the Oak Lake Agricultural Society, was regarded as the best ever despite rain in the afternoon. An increase in horse entries overshadowed the cancellation of cattle, sheep and swine classes because of the hoof and mouth disease. A poultry competition was held after a two-year absence. Features included a midway, a doll parade, softball and baseball tournaments and a machinery display.

breeds of beef and dairy cattle, horses, sheep, swine and goats. The show program is considered the best in years, with events on each week-end of the fair. Show will include Shetland ponies for first time in many years and a popular cutting-horse contest, begun last year, will again be a feature. The famous King Ranch will show a herd of unique Santa Gertrudis cattle, along with a string of quarter horses, a strain from which King Ranch's Kentucky Derby winners Assault and Middleground were bred.

Ag Looms Big

"Story Book of Texas Agriculture" will be presented in the agricultural building, with huge, dramatically lit central display and exhibits representing the State's 12 agricultural extension districts extending 350 feet down one side of the building. Theme proved so popular when first presented last year that it's being repeated this year, but with all exhibits redesigned.

Bandshell on fairgrounds, built during the Texas Centennial and dark during the fair for several years, will be brought to life with at least two free special events. Koshare Indian dancers of a La Junta, Colo., Boy Scout troop will put on three performances in the shell, and a State back-twirling contest—first held in Texas—will be presented on two days.

Admission to fairgrounds will remain at 60 cents for adults and 30 cents for kids under 12. The fair has spent approximately \$50,000 on plant face-lifting improvements this summer, including re-surfacing of the Cotton Bowl facade and repainting of major exhibit buildings to tie in with the over-all color scheme worked out by the Lambert Landscape Company.

Set Ad Themes

Fair's advertising theme this year will be worked around slogan "She's a Lulu in '52," following up "It's a Son-of-a-Gun in '51" slogan last year. Braggin character that tied ads together last year has been slugged down—also still pretty chesty—and paired with a pert gal in cowgirl costume to fit the slogan. Fair began advertising its livestock shows in June and will start with an ad schedule in practically all Texas dailies and weeklies in mid-September. Radio in all Texas radio stations, with heaviest concentration in 100-mile radius of Dallas, will begin about the same time. Paper will go up about September 19.

Fair staff includes Stewart, as general manager; S. B. Cox, secretary; Arthur Hale, assistant secretary and stadium manager; Ray W. Wilson, livestock and agriculture manager; Charles R. Meeker Jr., auditorium managing director; David A. McMinn, sales and promotion manager; Fred Tennant Jr., midway and concessions manager; Max Leah Jarrett, women's department manager; Joe Rucker Jr., special events manager, and Thad Rieks, publicity director.

R. I. Canceled After Nix of Pari-Mutuels

KINGSTON, R. I., July 26.—Rhode Island State Fair, scheduled to have been held here August 8-16, was called off Monday by James C. Muldowney, president of the State fair association, with failure to get permission to conduct harness racing with pari-mutuel betting given as the reason for cancellation. "A request for racing dates with pari-mutuels during the annual fair was presented last February," a statement by Muldowney said. "A final, negative ruling on a split vote was rendered by the State Racing Board only a few days ago, leaving insufficient time for the Fair Association to reformulate plans. We have learned it is impossible to conduct a complete agricultural fair without some attraction that will bring in adequate revenue to help defray costs. Inasmuch as racing is legal in Rhode Island, and harness racing has been held at Kingston Fairgrounds for nearly three-quarters of a century, the Fair Association felt it had every right to expect the license would be granted. We now find ourselves without the sufficient attraction, so necessary for entertainment of patrons and success of the fair. We are now looking forward to the 1953 State fair."

Guilford, Conn., Sets 2-Day Program

GUILFORD, Conn., July 26.—Guilford Fair has set aside the first day of its two-day run here, September 18-20, as Agricultural Day. Horse and oxen drawing contests will be a feature following a morning parade.

Second day's program will honor the town's volunteer fire department and a parade is skedded to include firemen from three neighboring counties. John Hubbard is in charge of concessions.

CARBERRY, Man., July 26.—Weather was perfect for the two-day Carberry Fair. Cattle, sheep and swine were not shown because of the hoof and mouth disease threat but horse classes were featured. Program included harness racing and a baseball tournament. Attendance held up well.

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RAS Races Ahead At Blistering Pace; Saskatoon Looms Big

Edmonton Records Shattered As Grosses Soar 27 Per Cent

SASKATOON, Sask., July 28.—Carl J. Sedlmayr's Royal American Shows are setting new Canadian records. Week after week, the Sedlmayr organization has been exceeding the figures of previous years by 20 to 30 percentage increases. In Edmonton last week at the end of the fourth engagement in Canada, Sedlmayr told The Billboard that with another week of high returns the record book would be rewritten.

"When we came to Canada," Sedlmayr said, "we anticipated some difficulty in meeting the figures of previous years. Between the hoof and mouth epidemic in Southern Saskatchewan, which forced cattle, sheep and swine breed clubs to recommend cancellation of all livestock shows

anywhere near the infected area, and the fact that we are carrying the largest show we've ever had on the road, we weren't too optimistic.

"The result of sharp promotion on the part of these exhibitions which canceled their livestock shows, to encourage farm patronage, has more than paid off. Take Saskatoon, just for instance. Horses are the only livestock being shown here and yet to date, at the end of the fourth day of the six-day show, attendance for each day is ahead of previous daily highs."

Arrives Late

Royal American was late in getting to this Northern Saskatchewan center. The train got away from Edmonton in good time on Sunday morning but a derailment outside of Wetaskiwin held the show up for several hours. First section arrived in Saskatoon at midnight on Sunday, followed by the second at 2 a. m. and the third at 3 a. m. Personnel got right to work, however, and all was ready for the opening Monday at noon.

The Monday performance, Children's Day, started out what looked like another record-breaker as the grosses shot up 24 per cent over the same day last year. The pace was maintained with a 28 per cent increase on Tuesday (22) and 31 per cent on Wednesday. On Tuesday a near disaster occurred when a violent rain and wind storm struck just a few miles outside Saskatoon. Just on the fringe of the storm, RAS had to shutter for over an hour as the storm passed thru the district. By 7 p. m., however, the storm had subsided and sunlight brought out good crowds. At the end of the fourth day, grosses were 31 per cent ahead of the first four days of '51.

Edmonton Surprises

The final three days at Edmonton were full of box office surprises. Thursday saw grosses well up and "Moulin Rouge" and "Harlem in Havana" worked almost continually. Both beat previous highs. Friday was a big one. A combination of perfect weather and Children's Day brought RAS the biggest single-day gross ever achieved by a carnival in Western Canada.

Just a year previous, on Children's Day of 1951, RAS set a single-day gross record which Sedlmayr never believed would be surpassed. This year it was beaten by a thumping 16 per cent. With a paid admittance of 84,779, and an estimated 15,000 children thru the gates free of charge, the lot was alive with customers from 10 a. m. Friday until nearly 1 a. m. Saturday.

On Saturday (10) play was almost as heavy and Sedlmayr reported that the day's gross was 18 per cent ahead of the last day a year ago and only a little behind the previous day's returns.

On the Edmonton week, RAS was up 27 per cent. Big money makers on the back end were "Moulin Rouge," "Harlem in Havana" and the Lorow Side Show in that order.

Moncton, N. B. Gives Elliott Fair Earnings

MONCTON, N. B., July 28.—Located on a school grounds in the residential district and showing under sponsorship of the Kinmen, the Frank Elliott Shows concluded a fair week of business here Saturday (19).

The unit carries a Ferris Wheel, Whip and Chairplane, plus a string of concessions.

Dates played so far include Florence, Sydney, New Waterford and North Sydney in Nova Scotia; Prince Edward Island.

The unit is owned and managed by Ron Elliott, son of the late Frank Elliott.

ACA FEMS ORGANIZE NEW CLUB

SHEBOYGAN, Wis., July 26.—Women members of Amusement Company of America Shows have organized a new club to be known as The Ladies of ACA. Group's first major project will be to finish the fund drive started by the late Viola Farley for the erection of a monument in the Hot Springs Showmen's Association burial plot.

Weekly canasta games have been started as one of the methods of raising money and the ladies this week scheduled a benefit show to be held in the Minutist Show tent here. Dues from the weekly card games are being turned over to the monument fund.

Those attending this week's card party here included Esther Kunz, June Travis, Elaine Scott, Jerry Sizemore, Rose Goodblood, Esther Young, Grace Goss, Virginia Gamble, Irene Larue, Betty O'Day, Michelle Haynes, Mattie Bybee, Elsie Powell, Thelma Smith, Colleen Yeager, Edith Kelly, Blanche Lemesh, Mom Reynolds, Elaine Dentiro, Louise Meadows, Molly Strauss, Thelma Frenzel, Marlan Ahuford, Bonnie Morgan, Margie Schultz and Diane Kunz.

Model of Can. Bags Slim Biz At Moncton

MONCTON, N. B., July 26.—Model Shows of Canada concluded a quiet week in the country here last Saturday (19). Their date at Dieppe, a suburb, just didn't register with Moncton patrons.

Line-up included a Wild West Revue, managed by Frank A. Robbins II; Paris After Midnight, and a Fat Girl Show. Rides are the Rocket, Tilt-a-Whirl, Merry-Go-Round, plus several kiddie units. A Caterpillar was not unloading for this date.

The unit moves from here to New Glasgow, N. S. and then to Northern Quebec to begin fairs at Rouyn, Joe C. Harris, general manager, said.

EASTERN PICTURE

Anxious Operators Look to Annuals

NEW YORK, July 26.—Eastern showmen this week were looking to fairs with more anxiety than many of them had displayed at any time during the past few years.

With many of it not a matter of antipating potential profits so much as it is trying to figure out how they'll get off the nut for the season.

It's been pretty much that kind of a year so far. The early dates were so wet that they gagged about putting their enterprises on floats. But after only a couple of weeks of moisture and dwindling bankrolls, that joke became distasteful.

Crowds Are Slim

When the rains finally let up business wasn't too good, anyhow. The hope for earnings didn't materialize because the crowds didn't show up to do the spending.

In some sectors the crowds didn't show up because of strikes that left them either broke or afraid to spend. In other areas it appeared as tho the money just wasn't around, and pick your own reason for the scarcity of the all-important mazzam.

For at least a couple of weeks the national political conventions in Chicago were partly to blame, some operators said. The televising of the proceedings virtually on an around-the-clock basis was deadly. Especially the Republican shindig which even had born

STILLS RUN OVER, WOMEN EYES FAIRS

Bergen Tags Early Season "Fair," Says Annuals Should Pay Off Big

BATH, Me., July 26.—Frank Bergen, general manager of World of Mirth Shows, turned to political phrasing to characterize his still date season which concludes here tonight.

Collectively, the spring and summer dates were neither "good" nor "bad." "Sort of middle of the road," Bergen said. He added that he was pleased that the shows were in excellent shape, financial and otherwise, as his unit headed for fairs that will extend as far south as Georgia and last thru the middle of November.

A solid wind-up of its still-date season was in prospect here. This booming ship building center has contributed sizable crowds and brisk spending beginning with the opening night session Monday (21). Yesterday, pay day locally, sparked additional action and the outlook for today is excellent.

Lewiston Good

Last week at Lewiston, Me., the shows also scored heavily, despite excessive heat. Publicity stunts attracted wide attention, and helped to overcome the heat in part.

Tracing the season, Bergen recalled that virtually all of the spring dates were affected by rain. Normally good spots failed to pay off as expected, but nearly always because of the weather, Bergen said. When the weather was good crowds and spending were at least fair, he added.

Shows were lucky in that they were not routed thru any area strangled by strikes. While the effects of the nationwide steel strike are felt almost everywhere, most of the basic industries in the towns played have not been hurt by the metal shortage.

Foolproof Set-Up

Actually, it would take an unusual spell of bad luck for World of Mirth to be hurt badly. The earnings of all units are funneled into the office and it is rare indeed to have all of the units miss.

Bergen said the outlook for fairs was good. The upcoming annuals at Presque Isle and Bangor will be at least as good as last year and probably better, he said. Both are located in the Maine potato country and seldom has the lowly spud been held in such high favor

by the nation's produce merchants, Bergen said.

Two weeks of Canadian fairs follow, at Valleyfield and Ottawa. Interest in the nomination of the presidential candidates will have subsided to a less feverish concern with their election by the time the shows return to the United States. Meanwhile it is hoped that the usually good Canadian stands will be even better this year because of the increased value of the Dominion's dollar.

Virtually all arrangements for the crossing into Canada have been completed. Bernard (Bucky) Allen, concession manager, and L. Harvey (Doc) Carr, general agent, spent several days in Canada ironing out details.

Buck Bucks Competition In New York

PLATTSBURG, N. Y., July 26.—O. C. Buck Shows moved here this week, a week later than originally scheduled to circumvent day and dating the King-Cristiani Circus and Continental Shows.

Buck org trucked here from St. Albans, Vt., which also was predated by the two competing organizations. The yield there was fair. A cloud burst Saturday (19) turned the lot into a quagmire and it was necessary to use tractors to haul the gear off the location. Org moved here in Plattsburg, to a big Monday night (21) turnout.

Walter Joyce, 29, helper on the Motordrome, died of a heart ailment during the tear-down in St. Albans. Mrs. Lucky Jonas is in Physicians' Hospital here after becoming suddenly ill on Monday. Larry Newman is in a New York City hospital.

James L. Quinn, general agent, is sporting a new Cadillac purchased in St. Albans. George Stalley joined the big minstrel unit William Bellock recently took delivery on a new top and ball drop for his live pony ride and also has added three new animals. Mr. and Mrs. Harry Swartz joined from Carolina Beach for the fair season.

Opening fair on the show's route will be at Gouverneur, N. Y., followed by Elmira, Sandusky, Creek, Rhinebeck and Bath, all in New York, Great Barrington, Mass., Bridgeton, N. J., and Danbury, Conn.

St. John OK as Lynch Eludes Rain at Last

ST. JOHN, N. B., July 26.—The Bill Lynch Shows garnered fair business at a two-week stand here ending Saturday (19), after a number of earlier dates had been plagued by rain.

Showing the Common at Halifax, N. S., the shows lost 10 out of the scheduled 14 days to rain. At New Glasgow four out of six also dogged the show in Sydney.

Units presented here included a Motordrome, Peep Show, Animal Show, Monkey Circus, Esquire Girls and Australian Kangaroo Show. Rides included Merry-Go-Round, Twin Ferris Wheels, Tilt-a-Whirl, Octopus, Skooter, Roll-plane and several Kiddie Rides.

Lynch, one of the major owners of riding devices in Canada, says he will bring plenty more iron out of the barn in Halifax when he begins his fair dates in August.

Rain, Muddy Lots Cut Into ACA's Wisconsin Takes

SHEBOYGAN, Wis., July 26.—Night rain in the early days of the Amusement Company of America's stand here this week muddied up the show lot and caused a slight drop in business. Grosses, however, were reported on the winning side.

Milwaukee, the previous stand, caught some rain and business suffered somewhat. Show execs reported that the total take for the full run, while down from last year, nevertheless was over break-even size.

Shows go into its first fair next week, the Northern Wisconsin District Fair at Chippewa Falls, Wis., and personnel was busy this week making ready for that day, applying finishing touches to show fronts and rides.

J. C. McCaffery, co-owner and general agent, announced this week from his Chicago office that the shows closed with Jack Montgomery to produce the gal revue which will join at Illinois State Fair, Springfield. Sets and scenery for the unit will be built by Dietrich & Teichner, McCaffery said.

20th Century Back-End Up At N. D. Fairs

THIEF RIVER FALLS, Minn., July 26.—20th Century Shows was here this week at the Pennington County Fair, after a run of three North Dakota fairs that ended up okay, according to Al Martin, who with E. D. McCrary, is co-owner of the org.

The first fair, at Jamestown, was a winner for the back-end despite bad wheat crop prospects in the area, and grosses for the shows were well above those of a year ago. The front end, however, was below expectations, Martin said.

Org split the week of July 14 between the Langdon and Hamilton, N. D., fairs. Show tore down in Langdon after playing Wednesday night, trucked to Hamilton and was ready to go by 5 p. m. on Thursday.

Mr. and Mrs. Ed Siverts joined with their daily Jeep ride. The Art Noble midget show is in full swing and getting business.

Visitors at Jamestown included Gaylord Conrad, of the Conrad Publishing Company, Bismarck, S. D., and Ellery Reynolds, former staffer with the show.

SHAN BROS SHOWS

WORLD'S CLEANEST MIDWAY

WISE COUNTY FAIR, WISE, VA., WEEK OF AUG. 4

WANT FOR MINSTREL SHOW—Cornet for band, Comedian and Dancing Team. Horatia Ballard, answer. Salary paid from office. **WANT** organized Girl Revue—All new outfits with elaborate wagon fronts. Need capable Manager for Monkey Speedway. **WANT** Boy and Girl Riders for Drome. **WANT** Legitimate Concessions of all kinds. No exclusive at fairs.

Long season consecutive Southern fairs.

LAUREL COUNTY FAIR, LONDON, KY., THIS WEEK; WISE, VA., NEXT WEEK

CONTINENTAL SHOWS

Want for early Fair Dates—Plattsburg, N. Y., Fair, Aug. 11 to 17; Lyndonville, Vt., Fair, Aug. 20 to 23; Chatham, N. Y., Fair, Aug. 29 to Labor Day. Deerfield, N. H., Fair.

Legitimate Concessions of all kinds. Want Long and Short Range Galleries, Cookhouses for Lyndonville, or what have you? Open midway, Ed Bear, get in touch about Brockton, July 28 to Aug. 2.

ROLAND E. CHAMPAGNE
Hotel Alpine, Saratoga Lake, N. Y.

GRAND AMERICAN SHOWS

WANT FOR THE FOLLOWING FAIRS:

BUTLER CO. FAIR, Allison, Iowa, July 30-Aug. 3
JACKSON CO. FAIR, Maquoketa, Iowa, Aug. 6-10
WINNEBESK CO. FAIR, Decorah, Iowa, Aug. 13-17
FILLMORE CO. FAIR, Preston, Minn., Aug. 20-24
HOWARD CO. FAIR, Cresco, Iowa, Aug. 28 Sept. 1

Leslie Scott Cotton Club Revue, want Performers and Musicians. WANT—Grand Shows with own equipment. WANT CONCESSIONS—Photo, Novelties, Grab, Hinky Panks that work for stock, shell games only. WANT RIDES—Will place No. 5 Mini Wheel, one Major Ride that does not conflict. Also one or two Kiddie Rides—no live ponies. WANT RIDE HELP—Foreman and second help who drive semi. FOR SALE—1951 1/2 complete Cookhouse, 16x15 ft. hair felt Athletic Mat, Cover and Tarpaulin.

L. O. WEAVER, Owner-Manager

BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

CONCESSIONS—Can place legitimate Stock Concessions for good tours of fairs and celebrations.

POPCORN, FLOSS AND SNO CONE ALL OPEN.

RIDE HELP—Need first class, sober Men on all rides. Wire or come on. Must drive and have license.

SHOWS—Can place clean Shows of any kind with own outfit.

All replies to:

ERNE ALLEN, BAKER UNITED SHOWS, CLINTON, IND., THIS WEEK; DELPHI, IND., NEXT WEEK.

DUMONT SHOWS

BRISTOL, PA., JULY 28-AUG. 2; LEMPERVILLE, PA., AUG. 4-9

WANT GIRL SHOW WITH OR WITHOUT OWN EQUIPMENT. WANT HANKY PANK CONCESSIONS OF ALL KINDS. WANT FOREMAN FOR ROCKET RIDE. ALSO SECOND MAN FOR SAME. (Must drive Semi.)

All address: LOU RILEY, Mgr., per above route

BARGAIN? NO, A STEAL—

"BOOMERANG" RIDE—\$1,750.00.
"CATERPILLAR" RIDE—\$1,250.00.

Can be seen erected on Shreveport, La. Fairgrounds. Also brand-new 12-Car May-Day Top or Canopy. Brand-new 12-Car May-Day Cable. Guillotine—for Illusion Show—cost \$750.00. Will take \$100.00 cash. Contact

JOE S. SCHOLIO
SHREVEPORT FAIRGROUNDS OR P. O. BOX 1434, SHREVEPORT, LA.

BUSINESS MAN AT LIBERTY AFTER AUGUST 2

Prefer large show. With or without six (6) beautiful concessions.

All replies to:

JIMMY SAKOBIE SR.
c/o Gold Medal Shows, Salem, Ill., this week; then as per route.

Gayland Amusement Co.

WANT FOR FAIR AND CELEBRATIONS, CONCESSIONS OF ALL KINDS; NO RACKET

Want Mechanical or Side Show of merit. Can use Major and Kiddie Rides for balance of season. Ride Help—Want experienced Wheel Foreman; Second Man on Octopus, Jenny and Kid Rides. No drinks or chasers. Pay top salary.

GEORGE BEARDSLEY, Caldwell Hotel, Morganton, N. C., Street Fair, July 29-August 2; Centreville, Ind., Wayne County 4-N Fair, August 6-9.

PAGE BROS.' SHOWS

Have 10 Fair starting middle of August.

Want Cook House or Sit-Down Grab, Popcorn, Custard, Lead Galleries, Photo, jewelry, Hinky Panks of all kinds. Want Operator for Girl Show—Side Show. We have all equipment. Ride Help on all rides. Top salary.

ERWIN, TENN., THIS WEEK

Warner Robins Gives Scott A Good Week

WARNER ROBINS, Ga., July 26.—Homer Scott's Georgia Amusements celebrated their fifth anniversary at this Big Air Force base last week, bringing in the biggest week's gross in the org's history, Owner Scott reported.

A concession operator on various shows, Scott bought a Chairplane and started into business on his own account in 1947 at Commerce, Ga. Playing Georgia exclusively, the org now has 5 rides, 3 shows and 28 concessions.

The anniversary was marked by a party given by Owner Scott in honor of his wife, Betty. As a surprise he presented her with a new, 26-foot, three-room Overland house trailer bought in Macon. Guests besides show personnel included Mayor Giles, John L. Hook, president of Tobacco Shriners club, sponsor of the date, and other local notables including Bill and Peggy Franks, former show owners now operating a drive-in restaurant here.

Paul M. Conway, Macon attorney for Scott, who with Walter Smith, attorney, negotiated contract for the date, returned from a vacation trip to New England and Canada to join in the celebration.

Warner Robins is a town born during World War II years and the Robins Air Base is one of the largest repair depots in the nation. City fathers relax a ban on carnivals to grant one permit each year and this year the contract went to Scott.

Big Relief

The big week was a welcome relief after several weak spots and a bank played the preceding week at Gainesville, Tex., Scott said. Delays caused by traffic mishap kept the show from opening Monday but Tuesday night there were lines in front of all the rides. Biz continued to gain thru the week and a hold-over week was arranged. Rain blanketed Monday night of the second week but Tuesday and Wednesday proved big.

After closing here tonight, Scott's org. moves to its first tobacco spot at Vidalia, Ga.

Several concession ops joined here. Red Powers booked his hoop-la. His wife, Peggy, is in charge of the cookhouse, owned by Bob Gregory. Hank Stulken joined with two concessions: Bob Gregory, 3; Ike Maxwell, 2; Horace Williams, 2; Jack Collins, 2; Sherman, 2.

Tex Barie, joined here as foreman of the Ferris Wheel. George Walker is foreman of the Chairplane. Rodney Brusco, foreman of the Merry-Go-Round, and LeRoy Barnes, foreman of the two kid rides.

It was the 14th week of the present season. Scott tried a paid gate for the first time, with Mrs. Scott in the ticket box in the marquee. He was so pleased with results he may continue the gate this season. They have a home, farm, and permanent winter quarters in Toccoa, Ga.

Assisting Hook in handling the Shrine date here are A. M. Howell and Sam Vizzini, committeemen.

Babcock Rides To Operate At Pomona Fair

POMONA, Calif., July 28.—Rides of Frank W. Babcock's United Shows will be added to those of Harry A. Illions' Los Angeles County World's Fair Midway at the fair here during the 17-day run starting September 12. The fair is establishing a permanent midway with the zone to cater to industrial and civic picnics when the annual is not running.

Babcock's organization, managed by Larry Ferris, will supply 22 major rides and 2 complete Kiddielands. These rides will augment those of the Carousel, Bozo, Rapids, Magic Carpet and other Illions-owned equipment which are permanent fixtures here.

Babcock Shows have been signed to supply midways at the Navy Relief Carnival, San Diego; Orange County Fair, Santa Ana; Antelope Valley Fair, Lancaster; and Riverside County Farmers' Fair and Festival, Hemet.

Calif. Okay For Superior

SANTA MARIA, Calif., July 28.—Superior Shows, Inc. here this week in its eleven week of celebrations and fairs, has no complaints, according to Wyatt Shepherd, general manager. Business thus far this year has been satisfactory for rides, shows and concessions.

The Velare Skywheel, which has been touring with the org this season, will leave following the Santa Maria stand to head for the Midwest fair season.

Staff, in addition to Shepherd, includes Mrs. Wyatt Shepherd, secretary-treasurer; Charles F. Albright, owner-concessions; Mrs. C. F. Albright, concessions office manager; Larry Nathan, special agent, and Tommy Johns, electrical superintendent.

Other personnel include:

Ride Help

Emery Kirkland, Joe Frankel, William Kendall, Bezie Stephenson, John C. Jackson, Edward Neigh, Robert K. Horn, L. E. Larson, Henry L. Borrero, Jr., LeRoy Holder, Ernest Campbell, Willie Barry Junior, Ernest and Benjamin Parnace, Mr. and Mrs. Fred Adams, have live ponies. Cashiers include Marie Baker, Jane Jackson, Viola McFarish, Lois Johns, Peggy Covan and Dora Stanley.

Concessions

Mr. and Mrs. James McCaffery, glass chide; Jerry Cirincione, candy wheel; Clyde McCullen, rideaux; John Austin, roll-over; Bob Kett, rackets; John Collins, string game; John Finley, break-even; David McCarron, long range roller; Mr. and Mrs. Clay Collins, birds; William Stoop, buckley buck; Mr. and Mrs. James Eckman, fish bowls; Mr. and Mrs. The Bille duck store.

PEGGY Richardson, candy Doss; Neil Hanzack, candy Doss; Carl Richardson, cash; Ed Hanson, hostess; J. M. McFarish, house; Eddie Bonoi, arcade; Clarence Buckley, arcade; Dean Eckman, arcade; Ray Emerson, stockman; Mr. and Mrs. Robert Monro, balloons; Ray Monro, ball games; Charles Davis, cash; Mrs. Harry Beaser, title string gallery; Mr. and Mrs. Harry Dilbeck, stretch-till-you-win; Mr. and Mrs. Andre Baker, photos; Mr. and Mrs. Eddie Ritee, novelties; Tom Riley, novelties; and Elie M. Shepher, jewelry engraving.

WANT WANT WANT

For our string of Fairs and Celebrations now, starting Atlanta, Tex., Watermelon Festival this week, followed by the Big Nations Reunion, then as per route. Want Foreman for Ferris Wheel. Will book Shows and Rides not conflicting. Concessions of all kinds, come on No exclusive. Grab, Glass Pitch, Ball Games, Cash Galleries, Short Range, Hoop-La, Photo, Floss, Cake Bidders, Jewelry or Shm Spinelle, Balloon Darts or what have you? Phone or Wire.

ALL FAIRS SHOW
ATLANTA, TEX.

Capable Agents Wanted

Ball Games, Cokk Bottles, Watch-La Pitch, and so forth. Also in joint and Cigarette Joint Agents. All good Picnics and Fairs into November.

GEORGE BEARDSLEY, Caldwell Hotel, Morganton, N. C., Drexel, N. C., next week.

ANNUAL FALL FESTIVAL

Canal Winchester, Ohio
September 17-18-19-20

Concessions, please contact
PAUL C. MILLER JR., Commander
Leach Building, Box 2224
Canal Winchester, Ohio

OZARK EMPIRE SHOWS

Want legitimate Concessions of all kinds. Can place on Octopus and Cookhouse, Snoger and Floss. Also can place Fish Pond, Balloon Darts, Scaze and Age. Will book any Shows with own equipment. Cheap percentage. Wire place Kiddie Auto Ride. Red McKenney, contact. Can place Foreman on Wheel and Merry-Go-Round. We hold contracts for Boone-lick County Fair, Booneville, Mo.; Carroll County Fair, Berryville, Ark.; Boone County Fair, Harrison, Ark. and also have the cream of the cotton country in Missouri and Arkansas. Contact

Manager OZARK EMPIRE SHOWS
Lans' Club, Bents and Homecoming
Hamburg, Mo.

STATE FAIRS SHOWS OPENING AUG. 4

Want Carnival People in all departments. Ride on Octopus and Cookhouse. Merry-Go-Round, Kid Ride, other Major Rides. Want Managers for Girl Show and Side Show. Top salary. Full-time position furnished. All Concessions open, including Photo, Photo Booth, Photo, etc. Can give you choice locations at Appalachian Indian Reservation, Aug. 18 to 23. Wire, call or write

C. A. COREE
Able, Texas (Phone 42)
P. S. Will book Octopus and Show or Concession regardless of kind.

FOR SALE

PORTABLE PRETEL OR DARK RIDE

With 6 cam good top. Also new Anchor made Top, never been up. RCA Sound Equipment, two Speakers, two Mikes, plenty of Tricks, 110 Volt Electric Motor. This Ride is in first-class shape, as it only had one year on the road, 2 years in storage. Leads on 1948 Gram 38 ft. Trailer with full-size premium belly. This Trailer like new, only used one season. 1948 KIBBY International Tractor, good rubber, new paint, good battery, middle tanks. All ready for the Fairs. This outfit cost over \$14,000.00 cash price. \$2500.00. Possession.

HARRY BEACH
Mertle Beach, South Carolina

CONCESSIONS WANTED

For string of fairs and celebrations. Octopus, Chase Co. Fair, novelties, Scaze, Roman Targets, Fish Pond, String, Basket and Ball Game, Runner, Pick-Out, Clothing Pin Pitch, Add-On Balls, Ice Cream SHOWS—Can place and small Grand Shows for the following Fairs: Okawatomie, Aug. 11 to 16; Okawatomie, 18 to 23; Burlington, 24 to 26; Pittsburg, for Labor Day. All Kansas spots, then list.

Contact **J. W. MAHAFFEY**
CHEROKEE AMUSEMENT CO.
Lebanon, Kan.

WANT

To join on wife. Manager for Girl Show, complete, with or more. Also want Octopus Foreman. All replies to

Roland Page, Mgr.
PAGE AMUSEMENT CO.
Chate City, Va., this week.

WOLF GREATER SHOWS WANT

Want to operate Wheel. Also Italian-Flange. Can place Hinky Panks of all kinds. Scaze, Scaze and Age, Pitch-It, Milk Bottle, Glass Pitch, Watch-La, Balloon Darts, Buehler, Six Gate. Also want Mechanical Show. (Harvey Williams, answers) and address

STANLEY WARWICK
Haward Lake, Minn. (Fair), July 21-Aug. 3; Springfield, Minn., Celebration, Aug. 6-9; Bayon, Minn., (Fair), Aug. 7-9.

WANTED

Truck Mechanic, must be sober, have tools and able to drive. Top salary for capable man.

F. C. Bogie Shows, Inc.
California, Mo.

ST. LOUIS FAIR SETS Independent Zone

ST. LOUIS, July 26.—The new St. Louis Country Fair, which opens here September 13 for a nine day run at the Arena and adjacent grounds, will have an independent midway, Ira W. Curry, manager, announced.

Other professional attractions, which will supplement agricultural and industrial exhibits and a program of special events, have not yet been contracted, he said. According to Curry, 1,000,000 square feet of exhibit space is available for exhibit purposes.

FOR ANNUAL HOMECOMING

AUGUST 29-30
Waffle Cook House
Write or Phone
J. W. McCONE, Pres.
Homecoming Association, Peoria City, Ill.

FOR SALE

14-70 Ft. All Steel Flat Cars

Wood decking and A-B Brakes. 1 Private Railroad Car with living room, dining room, 3 bedrooms and kitchen. All cars in first class condition. Will pass interchange. Inspection can be made at our Chicago Yard.

Erman-Howell Division
LURIA STEEL AND TRADING CORP.
332 So. Michigan Ave. Chicago 4, Illinois
Phone Wabash 2-0250

ALBRIGHT CONCESSIONS

Warrenton, Missouri

WANTED

Good, clean Carriage or independent

FOR ANNUAL HOMECOMING
AUGUST 29-30
Waffle Cook House
Write or Phone
J. W. McCONE, Pres.
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To join on wife. Manager for Girl Show, complete, with or more. Also want Octopus Foreman. All replies to

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Wood decking and A-B Brakes. 1 Private Railroad Car with living room, dining room, 3 bedrooms and kitchen. All cars in first class condition. Will pass interchange. Inspection can be made at our Chicago Yard.

Erman-Howell Division
LURIA STEEL AND TRADING CORP.
332 So. Michigan Ave. Chicago 4, Illinois
Phone Wabash 2-0250

Now Booking for ...
The Best in the West
CALIFORNIA STATE FAIR
 SACRAMENTO Aug. 28-SEPT. 7, INC.
FRESNO DISTRICT FAIR
 FRESNO, CALIF. OCT. 3-12
ARIZONA STATE FAIR
 PHOENIX NOV. 6-16

Contact: **CRAFTS 20 BIG SHOWS**
 7283 BELLAIRE, NORTH HOLLYWOOD, CALIF. Telephone: SUwood 2-3131

LAWRENCE Greater Shows
 AMERICA'S MOST PROGRESSIVE CARNIVAL

WANT For HAZARETH FAIR (Eastern) PA. Week Aug. 4; Carlisle to follow
CONCESSIONS—Everything open on our midway. Custard, Derby Racer, Ball Games, Age and Scales, 6 Cals, Swinger, Buckets, Hanky Panks and legitimate Concessions of any kind.
SHOWS—Grind Shows with own equipment.
RIDES—Live Pony, Little Dipper.

WANT CATERPILLAR DIESEL ELECTRICIAN. WANT LOT MAN.
WANT Caterpillar and Whip Foremen. Slim Blankenship, get in touch.
WANT Second Men on Ferris Wheel and on all rides.
 All address: LAWRENCE GREATER SHOWS, Hatfield, Pa., this week

Percell's PIONEER SHOWS
 high class midway attractions

FREE GATE **FREE GATE** **FREE GATE**
 Deposit, N. Y. Fair, August 3 to 9. First show in 12 years. In heart of town, mountain resort. Meet many people. Six Pennsylvania Fairs follow then Southern Fair Fall November.

WANT Concessions—Custard Ice Cream, Photos, Novelties, Jewelry, High Striker, Short Range, Hanky Pank, Buckets, Swinger. What have you? Shows as merit, be what book here. Bingo Clerks, Relief Callers, Second Men all Rides. General Concession Help, Operator for Posing and Scandals Show.
 All crates! This week, Kirwood, N. Y.
HICKEY PERCELL, Gen. Mgr.

JIMMIE CHANOS SHOWS

WANT for Coshen, Ind., Fair, Shows with own outfit—Tennis-One, Monkey Show, Snake Show, Fun House, Motordrome, Animal Show. All Shows for Coshen, Ind. free privilege. Contact **BOY AMOS**, Sec., at Coshen, Ind., week Aug. 4 to 10; Kendallville, Ind., and Carrollton, Ky., to follow. Want Bingo for Carrollton, Ky., and Concessions of all kinds. Ride Help who drive semi; we have ten Rides. Want Merry-Go-Round, Ferris Wheel, Octopus, Rolloplane, Caterpillar, Roller Coaster, Flying Scooters, Kiddie Auto Swings, Boat Ride. Want Foreman for Rolloplane and Second Man on Wheel. All replies to:

JIMMIE CHANOS, FAIRGROUNDS, BUCYRUS, OHIO

EASTERN AMUSEMENT CO.
 PLAYING MAINE EXCLUSIVELY

WANT "Bigger Than Ever" Union Fair, Aug. 18-23rd and Blue Hill Fair, Labor Day week, followed by Fairs until middle of October.

SHOWS—Mechanical, What is It?, Animal, High Bell, Motordrome and Fun House (food proposition). **WILL BOOK**—One Flat Ride (low percentage). **CONCESSIONS**—That don't conflict, food selling now have preference at Fairs. Need at once: Big 1 Ferris Wheel Man who can drive semi; top salary. J. A. Peterson wants Girls for Girl Show.

Contact **M. S. EARL**
 Bethland, Me., July 27 to Aug. 3; Lisbon Falls, Me., Aug. 3 to 9; Yarmouth, Me., Aug. 11 to 14; then Union and Blue Hill at 25 per route.

GEORGE CLYDE SMITH SHOWS

WANT Ball Games, Fish Pond, Duck Pond, Pitch Till You Win, Age and Scales, Short Range Gallery, Photos, Candy Floss, Hoop-La, Balloon Darts, High Striker, B. Yancy wants Count Store Agents. Johnnie B. and Gerie Williams want Colored Girls for Girl Show, long season, salary sure, good falls; wire now. Want Monkey Show, Snake Show, Side Show, Motordrome and money-getting Shows not conflicting; Ferris Wheel Foreman and General Ride Help. Agents for Hanky Panks, Truck and Tractor Drivers. All reply to:

GEORGE CLYDE SMITH SHOWS
 CUMBERLAND, MARYLAND, THIS WEEK

V. C. JOHNS STANDARD SHOWS

WANT—Ride Help, top wages. Six Cat and Count Store Agents. Girl Show Operator. Can use few more Concessions. No Mitt Camps.
BONNERS FERRY, IDA., WEEK JULY 28

ELGIN TRADES COUNCIL LABOR DAY CELEBRATION
 August 30, 31 and September 1

WANT SHOWS: Fun House, Glass House, Midget, Mechanical, Snake, Monkey, Illusion, Minimal size Snow, Low privilege.

RAYMOND C. DIXIE ENTERPRISES
 704 145th St. Phone 4721 E. Chicago, Ind.

NC FLATS **GEORGIA AMUSEMENT COMPANY** **NO FLATS**

Will book Hanky Pank of all kinds. I am now in the heart of the tobacco belt and prices are high, so get with a winner. Will sell exclusive on Mitt Camp (Fete Miller, etc.). Apples and Corn and Bingo are open. Want Second Men on Jersey Wheel and Chairperson. I have 2000 mts. 6 per day 25¢ and 2000 10¢. C. W. Boby Gregory has Mitt Camps for sale or will give to reliable people on 50-50 basis. Also needs other Concessions Help. Horace Williams wants Man to operate Floss and Snow.

H. H. SCOTT
 VIDALIA, GA.

IONIA FREE FAIR
 AUGUST 4 TO 9 INCLUSIVE
 IONIA, MICH.

MISSOURI STATE FAIR
 AUGUST 14 TO 24 INCLUSIVE
 SEDALIA, MO.

WANT Cashier for Custard; neat and sober.
CAN PLACE: Hanky Panks that work strictly for merchandise. Also all Eating and Drinking Stands.
Earl Chambers wants man who can handle monkeys. Ticket Seller.
LASH LARUE want Talker for his show.
CAN PLACE: Experienced Workmen in all departments.
WANT: Train Hands, Chauffers, Polers, etc., for Train. Address Johnny Brooks, Trainmaster.

All address
CETLIN & WILSON SHOWS
 DANVILLE, ILL., FAIR

VIVONA BROS. Combined SHOWS

WANT for the following fairs, starting at Eastern Shore Fair, Cambridge, Md., Aug. 4-9; Clinton County Fair, Lockhaven, Pa., Aug. 11-16; Gratz Fair, Gratz, Pa., Aug. 18-23; Carbon County Fair, Lehigh, Pa., Sept. 1-6; Montgomery County Fair, Christiansburg, Va., Sept. 8-13; Tri-City Fair, Leaksville, N. C., Sept. 15-20; Madison Agricultural Fair, Madison, N. C., Sept. 22-27; Newberry County Fair, Newberry, S. C., Sept. 29-Oct. 4; Union County Fair, Union, S. C., Oct. 6-11; Kershaw County Fair, Camden, S. C., Oct. 13-18; Robeson County Fair, Lumberton, N. C., Oct. 20-25; Lee County Fair, Bishopville, S. C., Oct. 27-Nov. 1; American Legion Fair, Georgetown, S. C., Nov. 3-8.

CONCESSIONS—All kinds of legitimate Concessions. Will sell ex on Long and Short Range Galleries, Novelties and Photos. Good openings for Ball Games, High Striker. Hanky Pank of all descriptions. Eating and Drinking Stands.
SHOWS—Wild Life, Motordrome, Ubersn, Glass House, Midget, Fat or any worthwhile grind show. Want Man for office Monkey Show.
RIDES—Can place now and for balance of season. Little Dipper, Comet, Flyplane, Tilt or any rides not conflicting with what we have.
HELP—Chairplane Foreman, also Second Men. Semi drivers preferred.
 This week, Morrisville, Pa.

ROCKWELL SHOWS
 Mike Rockwell Owner-Manager

WANT FOR SIDNEY, IOWA, RODEO AND BALANCE OF SEASON

RIDES Will book one or two good Aerial Rides and any Flat Ride or Kid Ride not conflicting.

SHOWS Can book for Sidney, Iowa, GOOD Girl Revue, Athletic Show, Glass House, Fun House or any GOOD Show Attraction. (Mr. Spencer, have Good Proposition on Drome for you.)

CONCESSIONS Can use a few more Hanky Pank Concessions not conflicting. Want Agents for ready framed Hanky Panks, Buckets, Six Cals, Pan Game. Also Bingo Countermeas.

WRITE OR WIRE AS PER ROUTE OR BOX 485, KINSLEY, KANSAS

NEW WORLD OF PLEASURE SHOWS
 MICHIGAN'S FINEST AND LARGEST MIDWAY!

WANT **WANT** **WANT**
FOR BRYAN, OHIO, ON THE STREETS, WEEK OF AUGUST 5; FOLLOWED BY BAY CITY FREE FAIR AND YOUTH EXPOSITION, BAY CITY, MICHIGAN.

WANT—Concessions of all kinds that work for stock. Special openings for Photos, Frozen Custard, Root Beer and Ice Cream.
WANT—Shows of all kinds, Motordrome, Glass House and Grind Shows. Must be neat.
FOWLERVILLE, MICH., this week; then BRYAN, O.; followed by BAY CITY, MICH.

BINGO HELP WANTED

16 WEEKS OF FAIRS
 starting at
MIDDLETOWN, N.Y.
AUGUST 10

Preference given those previously employed by me, but inquiries are invited from all. All replies to:

BEN WEISS
 418 Market Street
 Philadelphia
 Phone: LOMBARD 3-4255

ROSS MANNING SHOWS

RICHMOND, VA., JULY 28-AUG. 2

Aug. 4, Summerville, W. Va., Fair; Aug. 11, Marlinton, W. Va., fair; followed by Woodstock, Va.; Martinsville, Va.; Asheville, N. C.; High Point, N. C.; Statesville, N. C.; Lexington, N. C.; Lenoirburg, N. C.; Hamlet, N. C.; Lancaster, S. C.

CONCESSIONS—Grab, Pop-Corn, Candy Apples, Snow Cones, Ball Games, Balloon Darts, Novelties, Colorful Soups, Peppy Pinch (P.C. with Honky Tonks), Pitch Tilt You Win, Cat Race, SHOWS—Minstrel Show (has complete set up), Wildfire, Funhouse, Snake Show, Life Show, Glass House, RIDES—Pony, Kid Rides (Skyhigh), Josp. TBL. Rides or Rolltopians.

Minky Bernstein wants Roll Down, Rostle and Slum Skillo, Bowling Alley, P.C. Agents, Wire Raleigh Hotel.

WRITE OR WIRE

ROSS MANNING, Jefferson Hotel, Richmond, Va.

STRATES SHOWS

AMERICA'S BEST MIDWAY

New enlarging for Fairs. Want organized Hawaiian Show (entire) with band, Hullybilly Show, Midget Show, Monkey Circus. Have outfits and wagons for all. Will book Tilt-a-Whirl or any new Ride. Have wagons. Foreman for Hi-Ball, Talkers, experienced Ride-men and Canvasman. Tractor and Truck Drivers. Freshies for Side Show. Can place Honky Tonks and Slum Stores and Ice Cream.

JAMES E. STRATES,

Clearfield (Pa.) Fair, this week.

JAMES E. STRATES SHOWS

Cortland (N. Y.) Fair, next week.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

Want exclusive on Novelties. Photo Gallery, Froggy Custard, Hi-Striker, Jewelry Worker. All Handy Parks open. Want P. C. Dealers.

Want at once Girl Show Manager with two or more Girls. Want Funhouse or Glasshouse, Penny Arcade, Snake Show, Pony Ride, Unborn Show.

Want to book a No. 5 Ferris Wheel for 10 weeks of Fairs, also Chairplane and Comet.

Salisbury, Maryland, this week; Snow Hill, Maryland, Aug. 4th-9th.

All Mail and Wires to

WM. C. (BILL) MURRAY

THOMAS AMUSEMENT CO.

Want Rides, shows and Concessions for Greene County Fair, Aug. 5-9, Worthington, Ind. Hancock County Fair, Aug. 11-16, Greensfield, Ind. 4th Annual Fish Fry and Carnival, Aug. 11-12, Ford Road and Booth #20, Indianapolis, Ind. Morris & Perry, Aug. 25-30, Indianapolis, Ind. Goldsmith Old Settlers in follow. Booked to October. Ride Rides Wanted—First and Second Men on all Rides, come on in; top salaries and sure.

THOMAS AMUSEMENTS

1262 WEST 33RD ST., INDIANAPOLIS 32, IND. Phone—Day: ML 1942, Night: ML 1523 P.S.: No drinks.

WANTED

For the

ANNUAL KIWANIS MERCHANTS' EXPOSITION

August 19-24,

Cadger Salesmen, Demonstrators, Novelties, Jewelry Concessions, anything but Games. Reply to

FRED E. BISHOP, Box 553—Phone 7523—Roxboro, N. C.

P.S.: Would like to hear from Sage Acts in this territory.

LAST CALL FAIRS CUMBERLAND VALLEY SHOWS

Want the best string of bona fide County Fairs in Tennessee and Georgia starting the first week in August, Alexandria, Tenn., and ending in October at Summerville, Georgia. No more still date.

Will book a few legitimate Concessions. Good opening for Custard, Any capable Show except Animal Show. Need A-1 Roll-a-Plane, Merry-Go-Round and Ferris Wheel Foreman. All interested in Fairs ONLY get in touch with me.

Address all mail and wires to

ELLIS WINTON, Murfreesboro, Tenn., this week; then Alexandria, Tenn.

WANTED FOR LARGE ILLUSION SHOW

Ticket Seller, also Stage Assistant. Must be able to drive. Two Girls to work in Illusion; no experience necessary. Top salaries every week. Good transportation. Long season. No drinking tolerated.

A. W. McCASKILL

Care Sheppard Shows, Butte, Montana, this week; Great Falls, next week; Moon Springs.

I. K. WALLACE SHOWS

Pleasanton, California, Barton, Maryland, Week of July 26th.

Want Wheel Fortune and Second Man on Chairplane (Curtis, contact: 150-00 and 110-00) Booths: Grand Shows, low percentage. Concessions—Pileh Tilt Win, Card Gallery, Photos, Hoop-La, Duck Pond Darts, Big Cats, Swinger, Virginia Game. Now booking Concessions for Grand Horse Show and Fair, also Lebanon Horse Show and Fair. (Palmer) Frank Johnson, writes.

Write or wire I. K. WALLACE, Barton, Md., This Week

E & B AMUSEMENTS

Want Foreman for Caterpillar, Roll-a-Plane and Ferris Wheel, No Second Men. Also want General Motor Mechanic and General Ride Foreman. (Will book Novelty Hat and Cox (Man with Sewing Machine) Concession.

Address JOHN A. BASS

245-04 UNION TUNAPKE BELLEROSSE, LONG ISLAND, N. Y. (Phone: Fieldstone 7-0457 Between 8 and 9 A.M. or Between 12 and 1 P.M.)

STOCK TICKETS	We Manufacture	SPECIAL PRINTED
One Roll 1.50	TICKETS of every description THE TOLEDO TICKET CO. 3945 Columbia St. Toledo 12, Ohio	Cash With Order, Price
Five Rolls 7.50		2,000 5.00
Ten Rolls 14.00		5,000 12.00
Fifty Rolls 72.00		10,000 22.00
100 Rolls 140.00		25,000 55.00
ROLLS 1,000 EACH		50,000 110.00
Double Coupon		100,000 220.00
Double Coupon		250,000 550.00
No C.O.D. Orders		500,000 1,100.00
Show Single Tkt., Etc.		1,000,000 2,200.00

Club Activities

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, July 26. — Club-rooms are quiet but the mail daily is bringing in results on the ways and means committee fund drive as well as dues payments for 1953.

Membership applications of Jack Welch and Sam Snare were received from Oxy Breger.

Sick list includes Lou Leonard, who is in Fox River Sanitarium, Batavia, Ill.; Frank Daniels, Municipal Tuberculosis Sanitarium, Chicago; and Oliver Barnes and Henry F. Thode, both of whom are in Alexian Brothers Hospital, Chicago.

Frankie Shafer, West Coast concessionaire, stopped off at the rooms en route to play Western fairs. Other callers included President S. T. Jessop, Jack Krutt, James Campbell, Max Brantman, Andre Dumont, Henry Polk, Hy Neitlich, Jack Keane, Jimmy Stanton and Nieman Eisman.

Ladior Auxiliary Margie Preis is confined to her home with an illness. Ma Smith is recuperating from two recent major operations at her Chicago home.

Frances and Lou Keller visited America's Company of America Shows at Milwaukee, Wisconsin, and Streibich is at their summer home in Delavan, Wis. Ida Chase is visiting Myrtle Hutt in Los Angeles.

Lillian and Ralph Glick are operating their concession at River-view Park here along with Alice Hill and her concession. Marie Brown and Louise Rolle are working Spaceman's and Arlington Park racetracks here.

Mrs. Ann Beiden, chairman of the fall bazaar, has requested that donations be sent her direct at 6136 Knox Avenue, Chicago. Carmelita Horan, chairman of the award books on the Cancer Fund drive reports good results. Returns should be sent to her at 1825 West Ohio Street, Chicago.

Members with birthdays this month include Evelyn Hook, Lola Hunter, Billie Lou Bunyard, Ival Sullo, Mrs. J. C. Wrigley, Mrs. Earl Bunting, Susie Waldron, Clara Etta Barker, Lottie Mayer, Warfield, Alice Hennies, Rose H. Page, Mrs. Louis Henry, Vera Barlow, Marie Obluck and Hattie Longchart.

Louise Warning is with the "Call Me Madam" road company. Louise Donahue reports she will head for Northern Wisconsin soon. Viola Parker Moore is a daily golfer these days.

Secretary Elsie Miller has requested that all mail be forwarded to be at 3852 West Irving Park Road, Chicago 18.

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, July 26.—Regular Monday (21) meeting was called to order by First Vice-President Charlotte Porter. President Doris Monette was away vacationing in the Northwest.

Plans were announced for a full program of social events this fall including the ladies' bazaar in November.

Steve (Clancy) Murphy is reported to still be in the Veterans' Hospital at Yountville, Calif.

Vice-President P. C. T. E. announced that she will receive dues at 116 Turk Street here while the clubrooms are closed during the day.

Meeting closed with a snack served by the ladies. Next scheduled meeting is for Monday, August 4.

National Showmen's Association

1564 Broadway, New York

NEW YORK, July 26. — The club extends its sympathy to Harry Kreisner, whose wife, an auxiliary member, died Thursday (24). Funeral services were conducted at the Midwood Memorial Chapel, Brooklyn.

Joseph (Yush) Agule collapsed in the clubrooms during the recent heat wave and was taken to a hospital. He recovered after a rest and went home that same afternoon. Frank Capell was laid up for a week at home but said nothing until he'd been back at work. George Davis Henaley advises that he's feeling better but still in the Pilgrim Hospital, Brentwood, L. I.

Norman Y. Chambliss, a staunch booster, working hard to set bonds for the new clubhouse, was a recent visitor. He outlined his summer bond-selling plans.

Letters received from S. Tommy Carson, Jacob F. Fickes, Tony Lewis, George W. Traver, Harry Kaye, John J. Glynn, Elsie Gursky, Eddie Davis, Harry Joffe, Frank Jones, Lee I. Good, Frank R. Conklin, Bligh A. Dodds, Samuel Kessler, Robert K. Guggenheim, Dr. Mor. Lewinski, James M. Cole, Floyd E. Gooding, John Christopher, Nathan Newman and George H. Harms. Sam Cohen made a special visit to pay his dues and those of other members new with Prell's Broadway Shows.

Others visiting recently were Mr. and Mrs. William Bloch, of Dania, Fla. (his first time here in six years); Sidney Herbert, Louis Nuskind, Casmer Kosciely, Sidney Roemer, Willard Stanbury, William Schwartz, Sol Wahnsnis, Arthur E. Campfield, Charles (Doc) Morris, Edward Dubin, Louis Elias and Jack McCormick.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI July 26. — Members were shocked by the death of Nathan Ray (Doc) Speers. The well-known showman had been connected with the Rubin & Cherry Shows Ziedman & Pollic Shows, with Max Kimerer at the Chicago and New York World Fairs, Frank Miller on the Ringling circuit, and with Jack Green-spoon at Seaside Park, Va. Doc died at his home here July 22, after being released from a veterans' hospital. Funeral took place July 24. He was buried in Wood-lawn Cemetery.

Newly proposed members are Bill Silber (by Epp Glosser); Frank Harrison Jr. (by William E. Duncan); and Henry A. Birsz (by Sol (Dukie) Geffen).

Mail has been received from Bob Lohmar, S. Tommy Carson, Doc Ross Dyer, Epp Glosser, Lester O. Tate, William Cowan, Louis (Dada) King, William R. Duncan and Dukie Geffen. William Taylor and William Lilliston have left to make fairs in the North. The secretary would like all members giving the Billboard as their mailing address, to please write the magazine. The mail is piling up.

United Exposition Shows

WANT

Frozen Custard. Will place Handy Parks of all kinds, come on. Want Agents for Glass Shows, Cards, Pins and Nails. Want Girls for Girl Show. Now placing departments, late from, Waukegan, Ill., followed by Fair, Rockford, Ill., Aug. 3-6; Belleville, Ill., Aug. 7-8; N. D. Then Street, Celebration, Chicago, including Streator, Ill., for Labor Day.

Write or Come 201 Milwaukee, Ill.

FOR SALE

RIDE-O—Can be seen in operation now.

GOOD MONEY MAKER.

Ride perfect all the way around.

Also TWO-0-BREAST PARKER MERRY-GO-ROUND, runs perfect.

Matures Amusement

1601 W. 17th St., Chicago, Ill.

CHanel 8-3266

Thank You PETE & HEN THOMPSON

former outdoor show folks, now successful night club stars. Your new truck purchase is appreciated.

JOHNNY CANOLE

Monroeville, Pa. Phone 522 Altoona, Pa. Phone 392

WANTED

ALL CONCESSIONS OPEN EXCEPTING LUNCH STAND FOR

ROCK COUNTY 4-TH FAIR

Janesville, Wis., AUGUST 6-10.

Contact RALPH MITRE

Supl. of Concessions, Janesville, Wisconsin.

\$200.00 REWARD

For information on Truck and Trailer lost or stolen Sunday, July 21, moving from Clarksville, Tenn., to Evansville, Ill. Description: Carrier Semi Trailer, silver color, with Girl show front, set and equipment. License number: Alabama 25-T-5115, 1950 Chevrolet, cab-over-engine, red color, with large "NO. 100" on each side of door, also name "GOLD MEDAL SHOWS" on side. Also License number: Alabama 87-1-2-1007.

All Wires to JOHN E. DEWITT c/o GOLD MEDAL SHOWS Salem, Ill., this week.

E. LUTHER WANTS

A-1 FRONT TALKER

For stone Side Show, salary or P.C. Must join immediately.

c/o CENTRAL STATES SHOWS

Shelton, Nebraska, July 25 to 30; Tecumseh, Nebraska, July 31 to Aug. 3.

CARNIVAL WANTED

With good Rides for 25TH ANNUAL HOMEcoming

On Main St., August 16-27-28-29-30

KNIGHTS OF THOMAS L. DOUGLAS, M. PATTON

Lexington, Illinois

NUMBER 5 ELLI WHEEL

For Sale after Labor Day, \$3,000.00 cash, including Trailer.

SUNSET AMUSEMENT CO.

Rochester, Minn., this week.

"SWEAT AND TOIL"

Wanted: Men to Want Ride Foreman and Second Men on Chairplane, Tilt, Ell. Canvas Man for 40x60, 30x40, 20x40, 15x40, 10x40, 5x40, 25x40, 30x40, 35x40, 40x40, 45x40, 50x40, 55x40, 60x40, 65x40, 70x40, 75x40, 80x40, 85x40, 90x40, 95x40, 100x40, 105x40, 110x40, 115x40, 120x40, 125x40, 130x40, 135x40, 140x40, 145x40, 150x40, 155x40, 160x40, 165x40, 170x40, 175x40, 180x40, 185x40, 190x40, 195x40, 200x40, 205x40, 210x40, 215x40, 220x40, 225x40, 230x40, 235x40, 240x40, 245x40, 250x40, 255x40, 260x40, 265x40, 270x40, 275x40, 280x40, 285x40, 290x40, 295x40, 300x40, 305x40, 310x40, 315x40, 320x40, 325x40, 330x40, 335x40, 340x40, 345x40, 350x40, 355x40, 360x40, 365x40, 370x40, 375x40, 380x40, 385x40, 390x40, 395x40, 400x40, 405x40, 410x40, 415x40, 420x40, 425x40, 430x40, 435x40, 440x40, 445x40, 450x40, 455x40, 460x40, 465x40, 470x40, 475x40, 480x40, 485x40, 490x40, 495x40, 500x40, 505x40, 510x40, 515x40, 520x40, 525x40, 530x40, 535x40, 540x40, 545x40, 550x40, 555x40, 560x40, 565x40, 570x40, 575x40, 580x40, 585x40, 590x40, 595x40, 600x40, 605x40, 610x40, 615x40, 620x40, 625x40, 630x40, 635x40, 640x40, 645x40, 650x40, 655x40, 660x40, 665x40, 670x40, 675x40, 680x40, 685x40, 690x40, 695x40, 700x40, 705x40, 710x40, 715x40, 720x40, 725x40, 730x40, 735x40, 740x40, 745x40, 750x40, 755x40, 760x40, 765x40, 770x40, 775x40, 780x40, 785x40, 790x40, 795x40, 800x40, 805x40, 810x40, 815x40, 820x40, 825x40, 830x40, 835x40, 840x40, 845x40, 850x40, 855x40, 860x40, 865x40, 870x40, 875x40, 880x40, 885x40, 890x40, 895x40, 900x40, 905x40, 910x40, 915x40, 920x40, 925x40, 930x40, 935x40, 940x40, 945x40, 950x40, 955x40, 960x40, 965x40, 970x40, 975x40, 980x40, 985x40, 990x40, 995x40, 1000x40, 1005x40, 1010x40, 1015x40, 1020x40, 1025x40, 1030x40, 1035x40, 1040x40, 1045x40, 1050x40, 1055x40, 1060x40, 1065x40, 1070x40, 1075x40, 1080x40, 1085x40, 1090x40, 1095x40, 1100x40, 1105x40, 1110x40, 1115x40, 1120x40, 1125x40, 1130x40, 1135x40, 1140x40, 1145x40, 1150x40, 1155x40, 1160x40, 1165x40, 1170x40, 1175x40, 1180x40, 1185x40, 1190x40, 1195x40, 1200x40, 1205x40, 1210x40, 1215x40, 1220x40, 1225x40, 1230x40, 1235x40, 1240x40, 1245x40, 1250x40, 1255x40, 1260x40, 1265x40, 1270x40, 1275x40, 1280x40, 1285x40, 1290x40, 1295x40, 1300x40, 1305x40, 1310x40, 1315x40, 1320x40, 1325x40, 1330x40, 1335x40, 1340x40, 1345x40, 1350x40, 1355x40, 1360x40, 1365x40, 1370x40, 1375x40, 1380x40, 1385x40, 1390x40, 1395x40, 1400x40, 1405x40, 1410x40, 1415x40, 1420x40, 1425x40, 1430x40, 1435x40, 1440x40, 1445x40, 1450x40, 1455x40, 1460x40, 1465x40, 1470x40, 1475x40, 1480x40, 1485x40, 1490x40, 1495x40, 1500x40, 1505x40, 1510x40, 1515x40, 1520x40, 1525x40, 1530x40, 1535x40, 1540x40, 1545x40, 1550x40, 1555x40, 1560x40, 1565x40, 1570x40, 1575x40, 1580x40, 1585x40, 1590x40, 1595x40, 1600x40, 1605x40, 1610x40, 1615x40, 1620x40, 1625x40, 1630x40, 1635x40, 1640x40, 1645x40, 1650x40, 1655x40, 1660x40, 1665x40, 1670x40, 1675x40, 1680x40, 1685x40, 1690x40, 1695x40, 1700x40, 1705x40, 1710x40, 1715x40, 1720x40, 1725x40, 1730x40, 1735x40, 1740x40, 1745x40, 1750x40, 1755x40, 1760x40, 1765x40, 1770x40, 1775x40, 1780x40, 1785x40, 1790x40, 1795x40, 1800x40, 1805x40, 1810x40, 1815x40, 1820x40, 1825x40, 1830x40, 1835x40, 1840x40, 1845x40, 1850x40, 1855x40, 1860x40, 1865x40, 1870x40, 1875x40, 1880x40, 1885x40, 1890x40, 1895x40, 1900x40, 1905x40, 1910x40, 1915x40, 1920x40, 1925x40, 1930x40, 1935x40, 1940x40, 1945x40, 1950x40, 1955x40, 1960x40, 1965x40, 1970x40, 1975x40, 1980x40, 1985x40, 1990x40, 1995x40, 2000x40, 2005x40, 2010x40, 2015x40, 2020x40, 2025x40, 2030x40, 2035x40, 2040x40, 2045x40, 2050x40, 2055x40, 2060x40, 2065x40, 2070x40, 2075x40, 2080x40, 2085x40, 2090x40, 2095x40, 2100x40, 2105x40, 2110x40, 2115x40, 2120x40, 2125x40, 2130x40, 2135x40, 2140x40, 2145x40, 2150x40, 2155x40, 2160x40, 2165x40, 2170x40, 2175x40, 2180x40, 2185x40, 2190x40, 2195x40, 2200x40, 2205x40, 2210x40, 2215x40, 2220x40, 2225x40, 2230x40, 2235x40, 2240x40, 2245x40, 2250x40, 2255x40, 2260x40, 2265x40, 2270x40, 2275x40, 2280x40, 2285x40, 2290x40, 2295x40, 2300x40, 2305x40, 2310x40, 2315x40, 2320x40, 2325x40, 2330x40, 2335x40, 2340x40, 2345x40, 2350x40, 2355x40, 2360x40, 2365x40, 2370x40, 2375x40, 2380x40, 2385x40, 2390x40, 2395x40, 2400x40, 2405x40, 2410x40, 2415x40, 2420x40, 2425x40, 2430x40, 2435x40, 2440x40, 2445x40, 2450x40, 2455x40, 2460x40, 2465x40, 2470x40, 2475x40, 2480x40, 2485x40, 2490x40, 2495x40, 2500x40, 2505x40, 2510x40, 2515x40, 2520x40, 2525x40, 2530x40, 2535x40, 2540x40, 2545x40, 2550x40, 2555x40, 2560x40, 2565x40, 2570x40, 2575x40, 2580x40, 2585x40, 2590x40, 2595x40, 2600x40, 2605x40, 2610x40, 2615x40, 2620x40, 2625x40, 2630x40, 2635x40, 2640x40, 2645x40, 2650x40, 2655x40, 2660x40, 2665x40, 2670x40

C. C. (SPECKS) GROSURTH presents

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT
WANT WANT

JACKSON COUNTY FREE FAIR, BROWNSTOWN, INDIANA, WEEK AUGUST 4; FOLLOWED BY THE GIBSON COUNTY FAIR AT PRINCETON, INDIANA, AND A CONTINUOUS ROUTE OF BONA FIDE FAIRS, SUCH AS THE BIG SOUTHERN ILLINOIS STATE FAIR AT DU QUOIN, THE OUTSTANDING MID-SOUTH FAIR AT MEMPHIS, TENNESSEE, AND CARUTHERSVILLE, MISSOURI.

CONCESSIONS

Legitimate Concessions of all kinds—Age and Scales, Fishbowl, Derby Racer (L. Morris, get in touch), Glass Pitches (J. Cassidy, please note). Have opening for Foot Long, Jewelry Spindle, Ball Games and Hanky Panks.

MR. R. DEIBERT, WHO HAS MONKEY SHOW AND GLASS PITCH, CAN PLACE YOU NOW.

FLOYD WOOLSEY WANTS WORKING ACTS OF ALL KINDS. SADIE AND LEOPOLD WILLIAMS, HAVE GOOD PROPOSITION FOR YOU.

- SHOWS**
- RIDES**
- HELP**

Can place Monkey, Snake, Wild Life, or any Grind or Bally Show with own equipment and transportation.
Can place one or two major Rides for the balance of the season.
Can always place good Ride Help who drive semis. Good salaries and bonus.

ADDRESS C. C. GROSURTH, Mgr., Charleston, Ill., This Week

EDDIE'S EXPOSITION SHOWS

Marshall Co. Fair, August 11-16, Moundsville, W. Va.; Washington, Pa., Free Fair, Aug. 18-23; Stoneboro, Pa., Fair Always on Labor Day, New Grandstand.

WANT

Cookhouses, Grab, Grind Concession, American Palmistry, No racket.

SHOWS

All kinds of Shows except Monkey. Manager for Girl Show, Can use Girl Show for Stoneboro Fair with own front. Dennis Duff, answer.

Cameron, W. Va., this week; Powhatan Point, Ohio, Aug. 4-8.

EDDIE DIETZ

P.S.: For Soils—High Striker.

WANT WANT ELECTRICIAN

Capable of handling Railroad Show and General Motors Diesels. Top salary—must be sober. Can also place Assistant and Tower Men. All answer.

DAVID B. ENDY, MGR.
ODEL SHOWS, INC.

Charleston, Pa., this week

RECALLED TO DUTY

Must sacrifice my 810-Motordrome. Can be seen up and in operation at Rocky Point Park, Warwick Neck, N. J. Trailmobile stock truck semi, 27 ft. long, with good 10,000 lbs tires for bally platform and transportation. Air brakes. Diesel has 22 panels, 12 ft. high walls, 24 ft. inside diameter, 8 sets stairs, front, 12 ft. side door, not a rip or catch on it. Bally rollers, balanced bearings. V-8 drive, engine displaced for \$100.00. Top seat and rollers worth more than I'm asking for complete show, \$200.00 cash. Also would sell 4 of the best Scout Drome Cycles ever seen on any drive. Drop center rims, ready to go at \$90.00 each.

LUCKY THIBEAULT

Tel: Bayview-14335

BIG STATES SHOWS

Want for play day, Lawton, Okla., four days starting July 25th, also Lindsay, Okla. to follow. Want Hanky Panks of all kinds, \$15.00 per week still dates, no X. Also Cook House, Pop Corn, Candy Floss, Snow Cones, Bingo, Six Car, Swinger, Nail Game, Pan Games, Rat Game, Beer, Pin Store, Bowling Alley, Blower, Count Store. What have you? Also one Major and two Kiddle Rides. Have 30x60 top and front, what have you to put in Ralph Wagner no longer connected with Show. All wires and letters to:

B. M. "BROWNIE" BISHOP

SAMUEL L. LOVERS WANTS NAIL AGENTS

Must be sober. Has two logs open Free transportation. Fairs until November. Address:

c/o AMUSEMENT CO. OF AMERICA
Chippewa Falls, Wis.

WANTED

Carnival or Independent Rides and Concessions for National Seabeen Festival, September 8-13, Portageville, Missouri.

CONTACT: JOE DE LISLE
Junior Chamber of Commerce
Portageville, Mo.

PETE ROSS WHITEY PAYNE

Contact by wire
BOB WOODARD
c/o COLEMAN BROS.' SHOWS
Boonville, Mo. Y. this week, w/ per route.

WANT BINGO COUNTERMEN

300.00 minimum with bonus. Also Bingo Callers, good proposition to start with. Mike Hitection, can use you Fair season starts next week. All answer to:

HAPPY HAWKINS
Care Wivena Bros., Shows
Merrillville, Pa.

RIDES FOR LEASE

Have Ferris Wheel and other Rides that can be leased for balance of season or longer. Good condition, attractive terms.
BOX D-229, Care The Billboard
Cincinnati 22, Ohio

EVANS' Streamlined Thunderbolt Bump Racer



Supplants the ordinary rattle wheels. Can be run where wheels are not acceptable. Precision built, brightly nickel plated ball-bearing wheels. No overhead wires. Weight 18 lbs. Complete with bumper posts.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

H. C. EVANS & CO., 1556 W. CARROLL AVE., CHICAGO 7, ILL.

SCHAFER'S JUST FOR FUN SHOWS

WANT FOR THE BEST CELEBRATION IN EAST TEXAS THE FIRST WEEK IN AUGUST

CONCESSIONS: Hanky Panks of all kinds. W. M. (Bill) Bonfante wants Count and Peek Store Agents (Cecil Allen, Slim Lorenz and Averill, contact). Will book Derby, American Mitt Camp, Diggers, String Game and Custard.

SHOW PEOPLE: Talker for Snake Show, Girls for Girl Show (salary out of office), Also Freaks of all kinds for Side Show. Have opening for Drome Riders with Motors. We have a First Class Drome with transportation.

RIDES: Will book any Ride that does not conflict.

ATTENTION SHOWMEN!! We have 12 bona fide Fairs in Missouri, Arkansas, Oklahoma, Louisiana and Texas, starting the first week in August. For a profitable season, contact:

W. A. SCHAFER JR., By Wire or Phone
Iola, Kansas, this week; then per route.

SUNSET AMUSEMENT CO.

CAN PLACE Long Range, Scales and Age, Custard, Duck Pitch, Ball Games and Hanky Panks.

Want Arcade, Fun House, Lung, Mechanical, Wild Life and Monkey Shows.

CAN USE Ride Men who drive. Exclusive Pan Game and Rat Game open.

Rochester, Minn. (Fair), this week; Alta, Iowa (Fair), next.

RUMBLE GREATER

WANTS FOR JASPER COUNTY FAIR, Kesselsaer, Indiana, August 12-16

Want for this Fair, Bingo, Cookhouse, Concessions, Shows of all kinds, including a first-class Girl Show and Motordrome.

D. RUMBLE

Farmersburg, Indiana, this week; Terre Haute, Indiana, next week.
P.S.: Louis Cutler can place Six-Cal and Hanky Pank Agents at once.

WANT—G & B RIDES & SHOWS—WANT

For Fairs and bona fide Labor Day Celebration.

Close Rottie, Scales, Glass Pitch, Ball Games, Corn Callers, Jewelry, Bumper, Slum Spindle, Davis or any Concession working for make. Will book any Show except Girl Show. Working Men wanted in all departments; must be sober and reliable. No drunks. Answer as per route:

Elizabeth, W. Va., Fair, this week; Monongah, W. Va., next; then Pub Paw Pair, Riverside, W. Va. GEORGE BROADS.

DRAGO AMUSEMENTS

Want for Fulton County Fair and five more Big Fairs to follow. Can use few more Concessions and Hanky Panks, working for stock only. Will book Derby for rest of season for small percentage. Will book any Show except Girl, for commutative money for Fulton Co. Fair.

PAUL DRAGO
FLORA, ILL., THIS WEEK.

J. A. GENTSCH SHOWS

Want for Mississippi's best Fairs and Celebrations starting August 11 and running thru November 8.

Due to disappointment, Bingo and Novelties are open. No ex on Hanky Panks. Have openings for what you have. Want to book Spiffing, Dark Rides, Pretzel and Calamillar. Good proposition for Shows with own outfit: Monkey Show, Motor Drome, Illusion, Mechanical City or any Grind Show, not conflicting. Want capable Couple to manage Cook House; 100% co-operation from office and personnel. Mrs. Gentsch wants to lease five good Kiddle Rides, no jump, for Kiddle Park in industrial city of 30,000, mild climate. Can work year round, opening Sept. 1st. Direct all answers to:

J. A. GENTSCH SHOWS
HOLLY SPRINGS, MISS. WEEK JULY 29TH.

BUFF HOTTLE SHOWS

WANT FOR LINCOLN, ILL., FAIR, OPENING SUNDAY, AUG. 3, AND FOR BALANCE OF SEASON WITH SPLENDID ROUTE OF FAIRS.

GRIND SHOWS OF ALL KINDS WITH OWN EQUIPMENT. Especially want Side Show, Snake Show and Monkey Show. CAN PLACE CONCESSIONS OF ALL KINDS THAT WORK FOR STOCK.

Address: BUFF HOTTLE, Mgr.
Farmer City, Ill., this week.

LONE STAR SHOWS

Playing Big Show Gas, Va. July 18 to Aug. 2 then per route.
WANT RIDE HELP: Wheel Foreman for Kill 25, top salary. Tilt Foreman, Second Men on all Rides, come on. Will book shows with own outfit for commutative money. Want Hanky Panks of all kinds, preferably \$10.00 come on. We have a long string of Fairs, five in West Virginia, including Glenville, Sutton, Webster Springs and two to follow, four Fairs in North Carolina, three in South Carolina, three in Georgia, then into Florida. Out all winter, come on. We carry 10 Rides. We have our own light plant but will furnish a hot line for all trailers. Glenville Fair, first fair, starting Aug. 15-18. Address all mail and wires to:

J. R. McSPADEN
BIG STONE GAP, VIRGINIA, JULY 28 TO AUG. 2.

P.S.: All who played these West Virginia Fairs before and want Concession work, contact me at once.

EVANS UNITED SHOWS

Booking Concessions for 10 GOOD FAIRS. Need Concessions not conflicting as we book one of a kind. Use scales, Add-'em-Up Darts, String, Basket Ball, Glass Pitch, Cork Shooting, Post Office, Hoop-La, anything legitimate. Shows—Anything with own transportation. No racket, no Concessions.

Blue Roads, Kansas, July 30 to Aug. 2; Clyde, Kansas, Aug. 6 to 9; Bellef, Kansas, Aug. 12 to 15.

Contact Manager—EVANS UNITED SHOWS

MERRIAM'S MIDWAY SHOWS

Want Shows, Motordrome, Mechanical Show and Hanky Panks for the following route: Ogden, Iowa (Four Days), Aug. 1-2; Indiana, Iowa (Fair), Aug. 4-6; Grandy Center, Iowa (Fair), Aug. 7-9; Thonka, Iowa (Indian Days), Aug. 11-12; Algona, Iowa (Fair), Aug. 13-16; See, City, Iowa (Fair), Aug. 18-20; Madison, Neb. (Fair), Aug. 22-24; Columbus, Neb. (Fair), Aug. 26-29; Schuyler, Neb. (Fair), Aug. 30-Sept. 1; Guthrie Center, Iowa (Fair), Sept. 2-5; Stanton, Neb. (Fair), Sept. 7-9; Albion, Neb. (Fair), Sept. 10-13; Cotard, Neb. (Mar Days), Sept. 15-18; Coaling, Neb. (Fair), Sept. 19-21; Gottenburg, Neb. (Fair), Sept. 23-25.

WANTED

Stopping at Cuba, Mo., Fair, this week; Merick, Mo., Fair, next week, and 8 other Fairs to follow.
Concessions: Novelties, Cook House, Ball Games, Dart Games and all other Hanky Panks. RIDE MEN: Tilt Wheel Foreman, Ferris Wheel Foreman and other sober wise Men.
MOUND CITY SHOWS #1
CUBA, MO., THIS WEEK

JOHNNY'S UNITED SHOWS
 "HONESTY IS OUR POLICY"

Last Call for KOSCIUSKO COUNTY FAIR, Warsaw, Ind.; YIGO COUNTY FAIR, Terre Haute, Ind. Now playing DANVILLE, IND., STREET FAIR, opening Wednesday. PUTMAN COUNTY FAIR, Greencastle, follows.

Can place high-class Aerial Acts. WANT Cookhouse, Grab, Foot-Long Hot Dogs, Popcorn (Stone contact), Ice Cream Sandwiches, Snow Cone, Floss, Novelties, Jewelry, Scale and Age, African Dip, Custard, Lemonade Shake, Pronto Pups, Hanky Panks of all kinds.

SHOWS—Especially want Motordrome (Cotton contact, proposition still holds), Monkey, Wild Life, Funhouse, Glass House and Girl Show. Side Show Help Wanted. Half and Half Annex (Sharon Caswell, contact). Usual Ride Help contact. Tilt Foreman, Wheel Second Man and Octopus Foreman. Must drive. No drunks or chasers. All replies to JOHN PORTEMONT, Danville, Ind.

GOLD MEDAL SHOWS

ON ACCOUNT OF LOSING GIRL SHOW EQUIPMENT, WANT TO BOOK HIGH-CLASS GIRL SHOW OR REVIEW, WITH OWN EQUIPMENT.

WILL BOOK TWO MORE MAJOR RIDES—Prefer Roll-O-Plane, Pretzel, Rock-O-Plane, Silver Streak or Fly-O-Plane. CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS.

All Address:
JOHN J. DENTON, Mgr.
 Salem, Ill., this week.

CARL D. FERRIS SHOWS

ERLAND, PA., JULY 28 TO AUG. 2; BATAVIA, N. Y., GENESSEE CO., AUG. 3-9.

WANT RIDES, SHOWS AND CONCESSIONS FOR ROCHESTER, ITHACA, LITTLE VALLEY AND WATERTOWN, N. Y. FAIRS.

WANT Rides, Shows and Concessions for No. 2 unit opening in North Carolina for long season of celebrations and fairs. Fair secretaries from North Carolina, South Carolina, Georgia and Florida, contact us, we have a few open dates. Thompson Bros., contact us.

Can place for Genesee Co. Fair, Fair at Batavia, N. Y., Jewelry, Novelties, Hanky Panks and Eating Concessions. Can place Fun House, Glass House, Wild Life, 10-In-1 or any Grid Show. Can place any Rides with own transportation. Ride Men who drive semis and looking for a long season, contact us.

All answers to:
CARL D. FERRIS

ROCKY MOUNTAIN EMPIRE SHOWS

Want for Colby, Kansas, Fair, Aug. 12-15; Goodland, Aug. 19-22; St. Francis, Aug. 26-29, and Deuser's Own State Fair at Littleton, Aug. 28 to Sept. 3; also Burlington, Loveland, Longmont and Arvada.

RIDES—Wheel, Roll-O-Plane, Octopus, Tilt, Fly-O-Plane, Coaster.

SHOWS—Grand Shows of all kinds for committive money. Motor Drums also.

Clean Concessions—No cypreses or flats.

Contact—Write or Wire
FRANK O. SWARTZ
 3519 Newton St. Denver 11, Colorado

Mighty Midwest Shows

MICHIGAN'S NEWEST, FASTEST GROWING SHOW

PLAYING CELEBRATIONS AND FAIRS UNTIL LATE FALL

All concessions open except Pop Corn, Bingo, Photos, Floss, Cookhouse sold. Book any Show with own equipment, lights and committive money only. Book any Ride not conflicting with 7 office rides. Can use reliable Ride Help at once on all rides. Good treatment, salary, bonus. All replies!

MANAGER MIGHTY MIDWEST SHOWS
 708 Academy St., Kalamazoo, Michigan. Phone 54924.

CONCESSIONS WANTED

For West Corporation, Ohio, Aug. 5 to 9, on the street.

We have Fish Pond, Glass Pitch, Cook, Battering, Pitch Tilt You Win, Fish Race already booked; all other legitimate Stock Concessions open. Only one of a kind, privilege \$37.50.

LEE BECHT AMUSEMENTS
 SPRING GROVE & COLERAIN, CINCINNATI, OHIO, THIS WEEK.
 Phone: KIRBY 9127.
 P.S. James Debafter, art in touch at once.

Marvel Shows Want

Stock Concessions—Mug DUTCH, Seesaw, Campari and Popcorn. AMERICAN Show or what have you, L. H. HOPKINS, that fair and Horse Show, July 26-31 & Aug. 1-12; Elizabeth Fair, Aug. 6-7-8; Amherst, Aug. 14-15-16.

Low Recs. Owner & Mgr.

V. F. W. POST #2670 20TH ANNIVERSARY

Geneva, New York
 September 13 to 21, inclusive.

WANTED
 Rides and Concessions.
 (No Girls—No Pops)

FOR SALE

Seven Car Tilt-A-Whirl, good condition, \$5,000.00.

VIRGINIA LAUGHLIN
 3014 Bellair Blvd. Houston, Texas
 Phone: MOhadeh 3835

THOMAS G. PATTY

Please contact
E. HAY MYERS
 Trailer Village
 Tampa, Fla.

From the Lots

Alamo Expo

ANTHONY, Kan., July 26.—Show opened its fair season here Monday (28) and was greeted by a visitor that night which left in its wake a demolished Chuck Train top and several shows. Show came here from Liberal, Kan., and everything was on the lot Sunday night. Much credit is due ride foreman Jack Oliver, Bill Carr and Jimmie Doyle for their efficient work in getting everything up in time.

Bill Williams's Monkey Show continues to top the shows. Concessionaires Bill French, Whitey Fowler, Eddie Clark, George Lane, Les Scholten, Danny Nemler, Joe Palooka and Topsy Brumlow report excellent grosses.

Owner Jack Ruback recently underwent a physical check-up and was pronounced okay. During his absence Sammy Blake acted as general manager. Jimmy Lukins, electrician, has been busy showing members of the armed forces the operation of the armed light plants. Joe Murphy now has three shows, including his girl unit. Buddy Spain continues to please the folks in his cookhouse. —PAUL WYATT.

Virginia Greater

DOVER, Del., July 26.—Received great co-operation from the sponsoring Junior Chamber of Commerce, Emil Kueck, chairman, who helped us break in a new lot at the end of the main business street.

Business Monday and Tuesday (21-22) was satisfactory, but a rainstorm Wednesday caused loss of the night. This is the second successive year show has played this spot. At the Thursday matinee (24) Manager Rocco and the sponsor hosted 200 underprivileged kids. All rides, ice cream and drinks were free. Saturday kiddie matinee was okay, as was the rest of the week.

Newcomers here include Kirk Adams, pony ride; Billy Taylor's girl revue, and J. Bailey with Snake Show. Visitors included Shirley Lawrence, Peggy Hoffman, and others from the Lawrence Greater Shows. Manager Rocco, Gus Morgan and Ted Miner spent an afternoon at Harrington (Del.) State Fairgrounds, while Mr. and Mrs. Calvin Nelson and daughter visited friends in York, Pa. —H. W. (HAP) ARNOLD.

Penn Premier

RED LION, Pa., July 26.—The previous stand at Altoona, Pa., was poor due to railway lay-offs and at least 15,000 idle steel workers.

The local stand started out slow but picked up Tuesday night. The Wednesday matinee promised to be one of the best of the season, with the little people as thick as flies and holding spending money. However, showers diluted earnings and by 5 p.m. most of the kiddies had started for home. Intermittent showers throughout the evening dampened business generally.

General Manager Lloyd D. Serfass said that a report on the org's earnings to date would necessarily be below par since rain watered down grosses at nearly all the spots played so far this year. However, show folks are looking forward to better weather and good dates that lie ahead. The show is now in established territory, and a break in weather, profitable operations seem assured. Only one more still date remains before the show begins its fair route, kicking off at Selinsgrove, Pa. —BILL KEEFE.

Maine Tour Yields \$\$ For Eastern

ROCKPORT, Me., July 26.—Eastern Amusement Company racked up its third straight week of good business here after playing to good crowds and takes at Houlton and Ellsworth, Me. Eob Ross and M. S. Earl, co-owners, report that '52 has been their best season yet in spite of a rainy spring.

The Houlton stand, under Elks' auspices, was marked by big turnouts and good spending all week. Don Edwards, celebration chairman, called it the best in years. Equipment sparkled at the latter spot due to a recent repainting.

Org is carrying eight rides, including a Rollerwhirl, which is new to the patrons in this part of the country. Ferris Wheel, however, has been topping all the rides. Co-owner Ross supervises the rides.

Show moves from here to Rockland, Me., for the Lobster Festival where it will provide the midway for the third straight year. First fair of the season will be at Union, Me., where five days of part-mutual meing is expected to draw big crowds.

Crafts Expo Racks Up Good Week-End Biz

TRACY, Calif., Jul. 8.—Crafts Exposition Shows moved here this week after a successful six-day stand at Mountainview under VFW auspices. While the week started out slow at the latter town, big crowds came out over the week-end and all departments shared in a good gross.

Tommy Blecknell and Dale Thompson sold on the Skooter here and Wally Wengen joined as a ticket seller. A bank night, staged by Vincent Kuropatwa for the Regular Associated Troupers, netted the organization \$27.25 which was turned over to Peggy Butler. Al Cecchelli took first prize. Roger Warren won a bowling ball at the show's weekly card party.

Kuropatwa and George Kotarakos celebrated birthdays recently and received many cards and presents. Gerry and Harold Harvey of Crafts Fiesta Shows were recent visitors.

Westchester Signs Concessions Ops

PERKSKILL, N. Y., July 26.—E. D. Keilmas, president of the new Westchester County Fair, which will be held at Indian Point Park August 29 thru September 6, this week announced that the following concessionaires has been signed:

Sid Daniels, frozen custard, age, weight and hats, for a total of seven stands; E. Papparakas, two foods stands; Chester Mathis, novel-

WHEELS DOUBLE WHEELS SKILL WHEELS

More Wheels
 Paddle Wheels
 Big Size
 Horse Wheels
 Baseball and
 Cigarette
 Wheels
 Laydown and
 Pony Pinks

CARDINAL MFG. CORP.
 638 N. 10th Street, Brookline, N. Y.
 NY 10078-7027

CONCESSIONS WANTED

NEW MARTINSVILLE REGATTA

Sanctioned by American Power Boat Association.

All inboard racing boats from Gold Cup down. Nationally known drivers in attendance. 10,000 visitors annually. Last Sunday in September.

Magnolia Yacht Club
 502 Main St., New Martinsville, W. Va.

INDEPENDENT RIDES WANTED FOR TIPPAH COUNTY FAIR

RIPLEY, MISSISSIPPI, SEPT. 6-14

Especially Want Merry-Go-Round, Ferris Wheel, Kiddie Rides etc.

FREE CATE—6 DAYS & 2 NIGHTS Expected Attendance—10,000 White or wire.

MRS. TOMMY RAGAN
 Sec., Ripley Club
 Ripley, Mississippi

FEMALE MIDGET

The dwarfed Young, attractive, for 10 weeks sales demonstrations, 5 day 30 hour week, N.Y.C. area.

Apply LINES OF THE DEER
 1st Walton Ave. New York 51
 (40th Street Subway)

WANT AGENTS

Call Back Jewelry, Ice Pool, Slim Set, Short Range, Best Celebrations in Kansas until October, then Louisiana, Ill. Kansas, Wash. Parade Shows, Chattanooga, Kansas, this week; then per route.

FORREST C. SWISHER

FOR SALE

Frozen Custard Electric Floss mounted on 1947 D.M.C. factory built trailer—stainless steel interior, fluorescent light, hot steam cleaner. All equipment in top shape. Can be seen in operation at Rocky Point, Ill. M. C. July 28th to August 5, case of Carnival.

MICKEY WIDA

WANTED

For annual Hatfield Fair, all kinds of legitimate ten cent Concessions, Popcorn, Floss and Candy Apples. Could use good Slang for Ten-in-One Show.

RAINES AMUSEMENT
 Dr. J. Raines, Ark. Phone Monks 271.
 not collect.

SIDE SHOW WANTED

Animals, Pops or Motordrome for our 1st Fair, Rocky Point, Saturday, Aug. 16th. Can work Friday, Saturday, and Sunday. Per route.

SUBURBAN PARK
 Reg. W. Seiser, mgr.
 Martins, N. Y. Phone 7-4811

WANT

Concessions—Ice Cream, Baited Ball, 100 Bigger, Glass Pitch, Call Back that was for stock, Air and Sealer, Hoop La, Novelties Will book one more Major Ride. Satisfactory. Tilt Wire

STIPE'S SHOWS
 At per route

WANTED

Experienced Man for Monkey, Motor, Crane, Long season. Good pay for right man. Work for cash for late model Orleans with or without transportation.

LEO LANE SHOWS
 Seaboard Beach, Ga., until Labor Day; then per route.

FOREMAN for SCOOTER RIDE

Want Nighttime Foreman for Scooter Ride. This is a Railroad Show. Salary \$100 per week plus \$13 weekly bonus.

Address Box 212
 c/o The Billboard
 104 Arceus Bldg., St. Louis 1, Mo.

AGENTS WANTED

Buckets, Swinger and Add'Em Drifts

All reply: PAT FARRELL
 c/o Blue Grass Shows, Charleston, Ill.
 Has week, then per route.
 P.S. Cill & Ted (Ibama) Lewis, contact.

WHEELS DOUBLE WHEELS SKILL WHEELS

More Wheels
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 c/o Blue Grass Shows, Charleston, Ill.
 Has week, then per route.
 P.S. Cill & Ted (Ibama) Lewis, contact.

JAMES H. DREW SHOWS

PORTER COUNTY FREE FAIR, VALPARAISO, IND., AUG. 4 TO 9 INC.
MIAMI COUNTY FREE FAIR, CONVERSE, IND., AUG. 11 TO 16 INC.

ALL BONA FIDE FAIRS UNTIL THE MIDDLE OF NOVEMBER

Can place Legitimate Merchandise Concessions that work for stock, Custard, Hats (name sewed on), Ice Cream, E.T.C. Good opening for Arcade, Drome or any Attraction not conflicting. Note, Fred, I phoned you Bristol, Answer. Address all this week c/o Western Union.

JAMES H. DREW SHOWS
NAPPANEE, IND., FAIR

SHOWS WANTED

FOR MASON CITY, IOWA, FAIR, AUGUST 11-16

Special deal on 10-in-1, Revue, Snake, Mechanical, Wild Life, Athletic, Posing, Fun House or any Show that is well framed. Over 200,000 paid admissions last year.

RIDES—Tilt, Rockplane, Little Dipper, Looper.

CONCESSIONS—Any that work for Stock.

Knoxville, Iowa, this week; Webster City, next.

JOHN ROBINSON MODEL SHOWS

WANTED CONCESSIONS WANTED

LEGITIMATE CONCESSIONS OF ALL KINDS EXCEPT EATING, DRINKING AND NOVELTIES; NO EXCLUSIVE. FOR FORT LEONARD WOOD, MO. AUGUST 4-8. ESTIMATED ATTENDANCE 100,000 DAILY. PRIVILEGE \$35.00 AND UP. SEND \$20.00 DEPOSIT TO

CAPT. SCULLY

POST SPECIAL OFFICE, BUILDING 204, FT. LEONARD WOOD, MO.

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

Alexandria, La., July 26th-August 2d; Lake Charles, La., August 4th-9th.

WANT Hunky Panks, Legitimate Concessions of all kinds. Want Bingo Calico. Ride Help on all rides; Foreman for Chairplane. Will place Shows with own equipment. All replies: ED GROVES, as per route.

WANT WANT WANT COLORED MUSICIANS AND CHORUS GIRLS

For Office Paid Jig Show, Long Season South. Good treatment, good pay.
WIRE OR PHONE
JACK HARDY
Care of 20th Century Shows,
MINDY, N. D.

COLUMBIA SHOWS

Want for balance of season and best fair route in Maine—6 Fairs.

Orland Fair, Aug. 21-23; Springville Fair, Aug. 26-31; Litcher Day, Sept. 1; Pembroke Fair, Sept. 6-9; Machin Fair, Sept. 14-16; 4 cars and nights; Cherryfield Fair, Sept. 16-17; Bowdoin Fair, Sept. 24.
Can place Shows and Concessions. Have one Old Show, will book one more. Those joining now will have preference at 50c. Cannot use Rides as we have 8.
JULY 30-AUG. 2, GREENVILLE, MAINE.
TOMMY KEEFE

WANT WANT WILBER'S WOLVERINE SHOWS

Book Concessions of all kinds for Paw Paw, Mich., Aug. 1 and 2; Athens, Aug. 7, 8 and 9; Cadillac, Aug. 12, 14, 15 and 16.
Fred Sawyer, what happened? Sorry, no Hats or 23rides. Will book Major Rides not conflicting with Merry-go-Round, Big Wheel or Chairplane. Want Ride Help who can stand properly and drive smart.
HENRY J. WILBER, 1216 Craft, Kalamazoo, Mich. Phone 3-9886.

WANT SECRETARY WANT

Capable Secretary; must know how to handle show office and all forms of taxes. To join at once. Ben. of salary and treatment.
Address **DOLLIE YOUNG**, Mgr., Royal Crown Shows, Belleville Fairgrounds or c/o Belleville Hotel, Belleville, Ill., this week.

WANTED WANTED

Hunky Panks for Millard County Fair, Milford, Ill., Aug. 5-9, and Monmouth Gladiolus Festival, Monmouth, Ill., Aug. 11-14.
ALSO WANTED—Will book Cookhouse, Mechanical show or Funhouse. Want Ride Help on all Rides, must drive smart. Contact
BIG FOUR AMUSEMENTS
CHICAGO, ILL. 126 91ST AVE. MELROSE PARK, ILL.

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co.

SHAMOKIN, PA.
DEPT. B

100,000
\$29.50

10,000 ... \$ 9.50

20,000 ... 12.00

50,000 ... 18.50

Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

W.G. WADE SHOWS

LA GRANGE COUNTY CORN SCHOOL

Up and Down the Main Streets, La Grange, Indiana, August 4 to 9.

Which is one of the largest old-fashioned Street Celebrations in the country!!!!

CAN PLACE Concessions of all kinds, including all Hunky Panks, Eats, Drinks, Novelties, Pitches, Popcorn, Sales, etc.

NOTICE Have location for Screwball, Fly-O-Plane or Sea Cruise Ride at

MICHIGAN STATE FAIR, Detroit, Aug. 29 to Sept. 7

Also have space for 2 more outstanding Shows, 1 Grand and 1 Bally.

W. G. WADE SHOWS

Hastings, Mich., Fair all this week. P.S.: Ingham Co. Fair, Mason, Mich., follows La Grange.

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

FAIRS CELEBRATIONS FAIRS

Want for the following route

Hunky Panks, stock only; Eating Stands, Novelties, Shows. Want Long Range Lead Gallery. What have you? Great Knox County Fair, Aug. 4-9, Bicknell; Owen County Fair, Aug. 11-16, Spencer; Bremen Manufacturers and Merchants' Free Fair, Aug. 18-23, Bremen; Denver Free Fair and Fall Festival, Aug. 25-30, Denver; Gas City Glass Festival, Sept. 1-6, Main Street, Gas City; Ohio County Fair, Sept. 8-13, Blaine; Sun, Franklin, 125 Years Celebration and Pioneer Days, around Court House Square, Sept. 15-20; Franklin; Versailles Pumpkin Show, Court House Square, Sept. 24-27, Versailles; Aurora Farmers' Fair, Oct. 1-4, Aurora; Columbus Days, main street, Oct. 7-11, Columbus; Rushville State National Mechanical Corn Pickers' Contest, Court House Square, Oct. 12-18, Rushville; SEASON ENDS, ALL INDIANA. If you are a showman or concessionaire and make this route, you can go south the right way to rest, for you will have a bank roll to go on.
All replies: **W. R. GEREN, This Week, Brazil, Indiana**

Morris Hannum Shows

One of the Great Eastern Shows

LAPORTE, PA., AUG. 4-9, CENTENNIAL HOMECOMING. Bands, Parades, Beauty Contest, Terrific Saturday Annual Homecoming

RIDES—Want Rocket, Camel, Ridee-O and Caterpillar.

SHOWS—Want Side Show, Girl Show, Mechanical, Illusion, Monkey, Penny Arcade, any Show with own equipment. Dallastown and Kutztown fairs to follow.

CONCESSIONS—Want Stock Concessions of all kinds. No exclusive. Eats and Drinks, Hats, Photos and Jewelry. Wonderful opportunity Cookhouse, Grab, French Fries and Novelties.

HELP—First-Class Tilt, Wheel and Chairplane Men who drive. Top wages, long season.

All replies by wire to **MORRIS HANNUM**

Towanda, Pa. Fairgrounds, now; Laporte, Pa., next week, August 4-9.

INTERSTATE Shows

WANT FOR ALLEN COUNTY FREE FAIR, SCOTTSVILLE, KY., AUG. 11-16; FOLLOWED BY 13 CONSECUTIVE WEEKS OF BONA FIDE FAIRS.

SHOWS: Will book Monkey Show, Wild Life, Unborn, Fat Show or any worth-while Grand Shows. Will give good preparation to Motordrome and Penny Arcade. Ten Dollars want Tattler Artist and Gaily Girls for Side Show.

RIDES: Will book Caterpillar, Spiriting, Octopus or any non-conflicting Flat Ride at liberal percentage.

RIDE HELP: Want Foremen for Twin Ferris Wheel, Roll-a-Plane, Tilt-a-Whirl; also Foreman for 5 Kiddie Rides. Second Men on all Rides. Must be licensed drivers. Top salaries paid. Pay day every Wednesday.

CONCESSIONS: All Eating and Drinking Stands open. All legitimate Concessions open. No exclusive. OPEN MIDWAY.

HELP: Want Billposter with truck who knows how and will make paper, Carpenter and Painter to join on wire. Want Sound Truck (prefer one having Concessions). Want Manager who knows how to operate large 10-in-1-side Rides with crew to join immediately. (Will give good proposition if you can produce.) Want Man and Wife to take complete charge of Cook House who knows how and will cater to show people. Want Agents for Paw Paw, West the Dealer, Paw Paw Parker wavy Drummer, Comedian and Clerk to strengthen large illustrated show for our route of fairs. (Salaries guaranteed out of office.) Want Old Man who is capable of taking care of 12-Ride Show. (Must be able to put show on and take show off the lot.)
All reply to **H. B. ROSEN, Mgr., Jackson, Ky., this week**

\$40.00 New Perez Turbine with Brake for Panks, Novelties and Food Markets. Have quantity created. \$5.00 Government Dead Weight Machine. \$1.75 Streamers. 12 by 18 inches, and hanger. Concession Top. 2 by 4 feet, with frame. Dealer's Helmet and Pump, cheap. \$25.00 Military Coat in Jar.
WEIL'S CURIOSITY SHOP
30 South 2nd St., Philadelphia 6, Pa.

POPCORN TRAILER FOR SALE
15 ft. overall length, equipped for Popcorn, Apples, Hot Dogs, Flava Candy, Hot electric refrigerator, drink dispenser, neon signs, beautiful fish, PRICE \$1,500.00. Also several 5x5 Center Units, equipped for Flava, Ice Cream, Snow Balls, Food Lovers. PRICED TO SELL. No job. Contact
DICK TAYLOR, Motor's Modern Show Place, Ill.

SOL KANE WANTS
Agents for Scales and Age for best route of Falls.
This week, Donville, Ill.; then Leola, Mich.

SPORTSMEN'S HARVEST EXPOSITION
PARADES—FREE ACTS—FIREWORKS—
T. V. STARS
AUGUST 4-9 **ETTRICK, VA.**

Will book Hunky Panks and Shows for this big event. Promotion for this celebration has been under way since January, and will be one of the biggest events in Virginia. Write or wire:
BEAM'S ATTRACTIONS
FREDERICKSBURG, VA., this week for space.

BOONE VALLEY SHOWS
WANT CONCESSIONS—Fish Pond, Pitch Tilt You Win, Heart Pitch, Glass Pitch, or any not conflicting. SHOWS—Girl Show, Fun House, Mechanical or 10-in-1, Athletic Show, Jackie Miller wants Talent. Experienced Ride Help wanted. Playing Adult, Iowa, July 21-Aug. 1; Redfield, Iowa, Aug. 4-5; Jefferson, Iowa, Aug. 6-9.

Rodeo Dates

(Sanctioned by the Rodeo Cowboys' Association)

August

Chicago, Colo.—Spanish Trade Fiesta, Aug. 1-3 events, \$500 each, total \$1,500; 3 per cent. Sponsored by Max Jimm Basin Rodeo Association, Inc.

Evergreen, Colo.—Evergreen Rodeo, Aug. 2-3 events, \$200 each, total \$1,000; 5 per cent. Frank J. Ostler, town; George Chick, Wash.—Pecos County Rodeo, Aug. 2-3 events, \$500 each; wild horse race \$100; total, \$1,600; 3 per cent. Ray Jauper, pres.

Bertrand, Neb.—Bertrand Rodeo, Aug. 4-5 events, \$150 each, total \$750; 2 per cent. Paul Long, stock contractor.

Centerville, Ia.—Centerville Rodeo, Aug. 5-7 events, \$300 each, total \$1,500; 5 per cent. James L. Mervil, secy.; George Stuchlik, Ch., Berens, Neb., contractor.

Caldwell, Idaho—Caldwell Rodeo, Aug. 5-8 events, \$1,000 each, total \$4,000; 5 per cent. Bulldogging behind barrier. Idaho Falls, Idaho—War Bonnet Rodeo, Aug. 5-8 events, \$500 each, total \$2,000; 4 per cent. Elliott and Steiner, stock contractors.

Big Spring, Tex.—Big Spring Rodeo, Aug. 6-8 events, \$500 each, total \$1,500; 5 per cent. Bulldogging behind barrier. \$2,000; 4 per cent. Charlie Christian, secy.; Beuter Bros., stock contractors.

Haskell, Tex.—Haskell Rodeo, Aug. 7-8 events, \$225 each, total \$1,125; 3 per cent. Ralph Johnston, secy.; Bob Estes, stock contractor.

Blenden, Neb.—Blenden Rodeo, Aug. 7-8 events, \$241.50 each, total \$1,377.50; 5 per cent. Paul Long, stock contractor.

Reading, Calif.—Shasta County Sheriff's posse rodeo, Aug. 7-10, saddle bronc riding, \$700; barrel racing, calf roping, steer wrestling, bull riding and team roping, \$400 each, total \$2,700; 3 per cent. Lee Timmon, pres.; Mack Harbour, stock contractor.

Prineville, Ore.—Columbia River Round-Up, Aug. 8-10 events, \$500 each; steer roping, \$550; total \$3,100; 3 per cent. A. Cain, arena mgr.

Badon Park, Colo.—Evans Park Rodeo, Aug. 8-10 events, \$250 each, total \$1,250; 3 per cent. Ward Rogers, secy.

Billings, Mont.—Midland County Fair and Billings Rodeo, Aug. 12-16 events, \$1,000 each.

total \$5,000; 5 per cent. E. L. Pitton, secy.-mgr.

Ada, Okla.—Ada Elks Rodeo, Aug. 17-17 saddle bronc, barrel racing, steer wrestling and bull riding, \$1,000 each; steer roping, \$1,100; total \$2,100; 5 per cent. George Parrish, secy.

Oeder, Idaho—All Iowa Fair and Rodeo, Aug. 18-20 events, \$1,500 each, total \$2,500; 4 per cent. Andy Hanson, mgr.; George Stuchlik Co., Seneca, Neb., contractor.

Chapparral, Wyo.—Central Wyoming Fair and Rodeo, Aug. 13-16 events, \$1,000 each, total \$3,000; 4 per cent. B. S. Latta, mgr.

Burned Hole, Nebraska—Big Rodeo, Aug. 13-16, saddle bronc riding, \$1,550; barrel racing, calf roping, steer wrestling and bull riding, \$1,500 each; all-around, \$200; total \$7,800; 4 per cent. Paul Banks, secy.; Ken Roberts, stock contractor.

Bulldogging will be behind barrier. Idaho Falls, Idaho—War Bonnet Rodeo, Aug. 13-16 events, \$800 each, total \$4,000; 4 per cent.

Gooding, Idaho—Gooding County Fair and Rodeo, Aug. 14-16 events, \$450 each, total \$1,350; 3 per cent.

Rapid City, S. D.—Black Hills Rodeo, Fair and Horse Show, Aug. 14-17, saddle bronc riding, \$1,000; barrel racing, calf roping, steer wrestling and bull riding, \$600 each, total \$3,600; 3 per cent. Fred E. Woodger, secy.

Hinton, Okla.—Hinton Rodeo, Aug. 16-22 events, \$300 each, total \$1,500; 3 per cent. Oscar Luden, pres.; Beuter Bros., stock contractor.

Albany, Wis.—Central Ennaco Free Fair Rodeo, Aug. 18-21 events, \$500 each, total \$2,500; 4 per cent. O. Beck, secy.; George Stuchlik Co., Seneca, Neb., contractor.

Stafford, Kan.—Stafford Rodeo, Aug. 18-20 events, \$165 each, total \$495; 3 per cent. Paul Long, stock contractor.

Sidney, Ia.—Iowa's Championship Rodeo, Aug. 18-23 events, \$200 each, total \$1,000; 10 per cent. C. J. Taylor, secy.

Graham, Tex.—Pecos Roundup, Aug. 18-23 events, \$500 each, total \$2,500; 4 per cent. Charles Epp, mgr.; Elliott and Steiner, contractors.

Elk City, Okla.—Ankley Park Rodeo, Aug. 21-23 events, \$500 each, total \$2,000; 3 per cent. George Peeler, secy.

Burley, Idaho—Cassia County Fair and Rodeo, Aug. 21-23 events, \$400 each, total \$1,200; 3 per cent.

Spokane, Wash.—Spokane Rodeo, Aug. 21-24 events, \$800 each, total \$3,200; 4 per cent. O. E. Dury, 1813 N. Manora.

Redmond, Ore.—Deschutes County Fair and Rodeo, Aug. 22-24 events, \$600 each, total \$1,800; 3 per cent. Darrell Smith, secy.

Dublin, Tex.—Dublin Rodeo, Aug. 27-30 events, \$800 each, total \$4,000; 4 per cent. Everett Colburn, contractor.

Walla, Ore.—Will Rogers Memorial Rodeo, Aug. 27-31 events, \$1,000 each; steer roping, \$1,000; total \$4,000; 5 per cent. Dale Pease, Post No. 45, Glen Murrat, secretary.

Montpelier, Idaho—Bear Lake County Fair and Rodeo, Aug. 28-30 events, \$1,000 each; \$1,000 each, total \$3,000; 3 per cent.

Woodward, Okla.—Elks Club Rodeo, Aug. 28-31 events, \$650 each, steer roping \$800; total \$4,850; 3 per cent. George Keller, secy.; Beuter Bros., stock contractors.

Mayor Night Scores Big For Model Org

EAST LIVERPOOL, O., July 26—Model Shows, Inc., scored big takes here Monday night (21) with a special Mayor Arnold Devoon night which included free cut-rate tickets at the city hall.

Turnouts were big, and Dave Endy, manager of the new rail org., said it was the biggest single night the shows have had thus far this season.

The gimmick, staged by Joe Rowan, special agent and publicity man, got big space breaks in the local press as well as radio mention several times.

The same set-up is planned for next week in Charleroi, Pa., where the shows will be sponsored by the city firemen. Several front-page publicity breaks were scored in Charleroi newspapers this week.

The cut-rates bear 18 stubs, each worth a dime toward the admission to 18 attractions.

Yorkton Weather

Continued from page 117

have broken records. Monday's strong takeoff was offset Tuesday when the weather curtailed attendance.

For the first time in the history of the annual, the grandstand show, Irving Grossmann's "Round the World Revue," had to put on two evening performances on two nights—Tuesday and Wednesday. The night shows, with the matinee, made eight performances for the three days.

Biz Brisk
Biz during the stand was brisk for Jimmy Sullivan's Wallace Bros.' Shows.

Autos admitted to the grounds totaled 11,128 against 12,746 last year.

Like other fairs in Saskatchewan, the Yorkton show operated without cattle, sheep or swine exhibits because of the danger of hoof and mouth disease. Light and heavy horse show competitions were successful and exhibit space was filled to capacity.

The light horse show was a new venture introduced because of the lack of livestock classes, and because of its popularity it will likely be continued next year, according to President Wilkinson.

Parade news

Tied in with the fair was the fifth annual Travelers' Day parade, which attracted thousands to the downtown area.

Yorkton Enterprise went all-out, as usual, for the fair. A highly special edition was turned out in advance of the show and every phase of the exhibition was covered in minute detail later by the weekly. Paper had particular praise for the grandstand show.

A two-day harness race meet drew a record number of entries.

Farm boys' camp attracted 106 lads and the farm girls' camp had an attendance of 79.

An estimated \$33,000 worth of equipment was displayed in the farm machinery exhibit.

NSA Eyes Broadway Home

Continued from page 117

Hamid said the problem of raising the money for a down payment could be easily overcome if all pledges to the home fund made in the past two years were redeemed. Business ventures now located in the building assure an income that would exceed the amortization and interest, Hamid said. In any event the annual cost would not exceed the rent paid for quarters in the Palace Theater Building, Hamid said.

Cost Over Million
The building, assessed at \$350,000, reportedly cost \$1,150,000 to build, Hamid was scheduled to meet with the present owners yesterday in Ocean City, Md.

Several other suitable buildings in the Times Square area have been lost thru inaction, Hamid said. The properties considered were all desirable and buildings in the Times Square area are not likely to remain on the open market for long, he said. Accordingly, Hamid said he hoped that the responsible officials would act without delay, no matter what their final decision will be.

Come fall the NSA will need either its own building or new headquarters since it last week relinquished its main meeting room, which is now being refurbished to provide larger quarters for the New York offices of The Billboard. The club is saving considerable rent money by giving up its assembly room which always remained shuttered through the summer months. The trustees found the move advisable in view of the fact that tentative negotiations for the purchase of its own building were already inaugurated.

Furniture Stored
The office of Ethel Weinberg, executive secretary, together with the card room, lobby and quarters of the Ladies' Auxiliary have been retained for the present. These will be relinquished when the club acquires its new home or new quarters. The assembly room furniture has been placed in storage.

While it is realized that the press

of business on the road might prohibit the attendance of some club officials at the planned meetings here, Hamid said that he felt that all would make every possible effort to attend in view of the importance of the decision to be made. A quorum of both bodies is needed.

The structure, under consideration is located less than a block from the present headquarters and is in the heart of the theatrical and hotel district. It is readily accessible to all transportation and generally can be considered ideal in every respect, Hamid said.



First Lieutenant Henry A. Commiskey, USMC Medal of Honor

ONE SEPTEMBER DAY, near Yongdungpo, Korea, Lieutenant Commiskey's platoon was assaulting a vital position called Hill 85. Suddenly it hit a field of fire from a Red machine gun. The important attack stopped cold. Alone, and armed with only a .45 calibre pistol, Lieutenant Commiskey jumped to his feet, rushed the gun. He dispatched his five-man crew, then reloaded, and cleaned out another foe's hole. Inspired by his daring, his platoon cleared and captured the hill. Lieutenant Commiskey says:

"After all, only a limited number of Americans need serve in uniform. But thank God there are millions more who are proving their devotion in another vital important way. People like you, whose successful 50 billion dollar investment in U.S. Defense Bonds helps make America so strong no Communist can crack us from within! That counts plenty!

"Our bullets ain't can't keep you and your family peacefully secure. But our bullets—and your Bonds—do!"

Now E Bonds earn more! All Series E Bonds bought after May 1, 1952 average 3% interest, compounded semiannually! Interest now starts after 6 months and is higher in the early years. 2) All maturing E Bonds automatically go on earning after maturity—and at the new higher interest! Today, start investing in better-paying Series E Bonds through the Payroll Savings Plan where you work!

Peace is for the strong! For peace and prosperity abroad with U.S. Defense Bonds!

The U.S. Government does not pay for this advertisement. It is donated by a publication in cooperation with the Advertising Council and the War Relocation Authority.

LAST CALL V.F.W. FESTIVAL

In center of Norwalk, Conn. First organized show in 15 years, Aug 3 thru 10th Shows—All worthwhile show. All concessions—All Hairy Funks Open. People contracted, acknowledge this ad. Tabbutt, Thompson, let's hear from you. Help—Second Man on Ferris Wheel. All Contact

V.F.M. FESTIVAL

48 High St. Phone: 8-6893

WANTED

Rides Shows Concessions at Fall Carnival FOR RANDSBURG ANNUAL OLD TIME MINING CELEBRATION Aug. 10-11-12-13-14 This is a big one, sponsored by American Legion, Eagles and Lions' Club Contact R. E. RALSTON Box 103 Johnsbury, Vt. Phone: Randolphs 3556 or 3141

BARKER-PITCHMAN

Impressive dept. 10 weeks sales demonstrations, 2 day 30 hour week N.Y.C. area. Must have chauffeur's license. Salary Apply LINDS OF THE WEEK (at Watson Ave. N. Y. 51 (14th St. Subway)

WANTED

Ride Men passing through Chicago Stop and make a tear-down and set-up Also permanent jobs available.

JOHNNIE DOOLAN

3559 S. Halsted Chicago, Ill.

Every conceivable kind of EQUIPMENT SUPPLIES AND SERVICES has been sold in The Billboard

PENN PREMIER SHOWS

CONCESSIONS SHOWS RIDES HELP
Can place all legitimate Concessions, Mats, Novelties, Derby Racer, Fish Pond, Cigarette Gallery and Glass Pitch. Can place Six Cars and Bunkers if you have either Concessions Can place Wild Life, Pickled Pork, Snaps, Arcade or any Grand Show. Earl Myers can place Five Sides, Sward Swallower, Pin Cushion or any Working Act. Can also place Ticket Seller and Taker for Side Show.
Can place for route of 15 Pains Little Dipper, Spit Fire, Bioplane or Caterpillar.
Can place Second Man for Wheels, Kiddie Ride, Tilt and other Rides. Want Foreman for Chairplane, prefer one who drives.
Long season, all fairs until Armistice Day.

CAN PLACE IMMEDIATELY—ELECTRICIAN WHO CAN HANDLE LARGE SHOW. MUST KNOW TRANSFORMERS AND BE SOBER AND RELIABLE. WIRE AT ONCE. PREFER SEMI DRIVER, High Salary (Harry Rose, contact Mr. Westbrook).

Address all mail and wires to Lloyd D. Serfass, Gen. Mgr. Harry (Buster) Westbrook, Bus. Mgr., Packer House Apartments, Harrisburg, Pa.

PENN PREMIER SHOWS

Lemoyne, Pa., this week; Hughesville, Pa., Fair, next week, followed by Meyersdale, Pa. Fair.

PROMOTERS

Get on our Making List. Each week The Billboard receives inquiries asking for names of individuals who might be underwritten and promote attractions. We can make inquiries from your territory to you. Please state the date and type of event at least one month before you are to be in the field. Specify whether or not you are financially responsible or secured responsible underwriters. Write Arno Vogelstein, The Billboard, 184 W. Randolph St., Chicago 1, Ill.

TERRIFIC SALES AND PROFITS WITH THE SENSATIONAL NEW

Stylex FOLDING CAMERA 14-PIECE PHOTOGRAPHIC KIT

WHOLESALE PRICE \$8.85 per kit

Fed. Excise Tax Included (Sample Postpaid \$10.00) CONVINCING OTHERS!!! Compare With Other Kits Selling At \$29.95

KIT INCLUDES

- 1 Stylex Folding Camera
1 Flash Attachment
1 Safety Reflector Guards—blue for color pictures—flash for black and white
4 35mm. Film Bulbs
1 Battery—1 Roll 1410 Ansco Film
1 Covered Carrying Bag with extra pouch
1 Photography Book
1 Handy Gift Box

CHECK THESE CAMERA FEATURES

- A full 2 1/2" picture (no hole or miniature pictures)
A full wide unobscuring lens with picture coverage comparable with \$25.00 or better cameras
Actual zoom and polished viewfinder lenses—not usually found in cameras under \$20.00
Complete with tripod socket—never usually found in cameras in the lower price field
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Many other exciting features
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Instruction book included

YOU BE THE JUDGE: Order a sample KIT or CAMERA or, better still, place your stock order now. If on receipt of merchandise you do not agree that STYLEX is America's Top Camera value, return for refund... but you won't believe us. You'll order and reorder. We KNOW! We've tested it. Dynamic Appeal. It's NEW! Be first with these terrific camera... check. TERMS to well-known firms. F.O.B. Chicago. Unrated firms. 25% deposit. bal. C.O.D.

ALLIED SALES, 311 N. Dearborn St., Dept. B1, Chicago 6, Ill.



STYLEX FOLDING CAMERA with Flash Attachment \$8.85 per kit. Fed. Tax incl. (Sample \$10.00 Postpaid) Beautifully Gift Boxed

ANIMALS, BIRDS, PETS

Continued from page 105
CALIFORNIA SEALS, SEA LIONS—WILD or trained. We are main suppliers coast and overseas throughout world.
COBRAS—ON HAND—GOOD SHAPE. Python, Russell Viper, Boa Constrictor, Callor, etc.
HEALTHY SNAKES, ALLIGATORS, HORNETS, TOADS, BATS, WILD CATS, DEODORIZED MINKS, BADGERS, PRAIRIE DOGS, SKUNKS, BEAVERS, RABBITS, PETS, HORNS, DEER, COWS, SQUIRRELS, RABBITS, GUINEA PIGS, BATS, etc.
HIPPOPOTAMUS—YOUNG MALE. Arriving end of August. \$4000. F.O.B. New York.
MEXICAN YOUNG GENTLE BUREOS (Thanksgiving special for children to ride on. \$25 each. Antonio Cavazos, Box 1132, Laredo, Tex.
PARAKEETS, CANARIES, PUPPIES, PIGS, etc.
PARROTS—DOUBLE YELLOW HEADS. \$50.
SOUTH AMERICAN STOCK—AT LOWEST prices ever.
WANTED—SEVERAL REASONABLY young Tricolor Dogs also High Biting Dogs.
MAGICAL APPARATUS

BUSINESS OPPORTUNITIES

BUY NYLONS DIRECT FROM MILL—Write for jobber's prices.
GET INTO FAST-GROWING SILK SCREEN Printing, complete course.
PORTABLE BOLLIE RINK—60X90, NEW, complete.
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PRINTER—HERE IS YOUR CHANCE. Complete Offset Print Shop.
ROADHOUSE WITH BEER AND DANCING.
SELL SNOWBALLS—BIBO BUYS ICF.
START A VENTIANI BLIND LAUNDRY.
UNUSUAL OPPORTUNITY! A Unique Courtship.
WHERE TO BUY WHOLESALE ELECTRICAL Appliances, Novelties, Costume Jewelry, Caskets, etc.

COSTUMES, UNIFORMS, WARDROBES

VELVET CURTAINS (GREEN-RED), TEN (12) 12' x 12' 1/2'.
FOR SALE SECONDHAND GOODS

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPCORN MACHINES available from \$25.
POPCORN POPPERS, PEANUT REFRIGERATORS, Candy Corn Kettles, etc.
SPECIAL WINE THIS WINE LASTS—All rubber and resilient portable Cable.
PHOTO BOOTH OUTFITS CHEAP—All sizes, drop in and use them later.
THE EASTMAN IMPROVED TYPE DIRECT PRINTING SERVICE.
PRINTING

FOR SALE—SECONDHAND SHOW PROPERTY

ALL 16MM SOUND—800 REELS! Features, 85 reels; some 85 used Projectors, 2100 projection lamps.
CALIFORNIA—53 'WIBBLE' HARRINGTON.
FOR SALE—USED MERRY-GO-ROUND.
FOR SALE—LIVE WINE AUTO KIDDIE.
FORTY BY NINETY SQUARE END TENT.
C.M.C. TRUCK, LARGE VAN, BODY, GOOD motor.
SALESMEN WANTED

SALESMEN WANTED

ANYONE CAN SELL SHOOFER DUPONT Nylon Sulfone for beauty shop, well known, 1,000 lbs. stocked.
200 LETTERHEADS AND ENVELOPES.
SALESMEN WANTED

KING PONY CART RIDE—GOOD CONDITION.
MERRY-GO-ROUND PARKER 30' FULLY equipped.
CHANGES APPROX—TWO OR Three nocks.
NEW! ON TRADE FOR FUNGUSHOP—COM-plete Wild Life Show.
SPECIAL PURCHASE 1200 FT TELEVISION Sports Film.
TRAFFIC BUILT.
GOOD CANDY FLOSS MACHINES.
ONE Snow Rail Machine.
1948 SUPER BULL-O-PLANE AND TRANS-formation in very good condition.
ARE YOU GETTING YOUR SHARE?
MAGICAL APPARATUS
A BRAND NEW '32 CATALOG BIND reading.
GOOD CANDY FLOSS MACHINES.
ILLUSIONS—3 LEVITATIONS, 100 GHOST Apparatus.
LATEST MAGIC TRICKS SUPPLIES.
SUB MINIATURE RADIOPHONE FOR miniature, weigh less than pound.
MISCELLANEOUS
FRUIT TAGS—STARR BROS' BENEFICIAL new "Dearth".
MEN AND WOMEN PAID FORTY—YOU can look younger, live longer, smile the four wonder foods recommended by leading nutritionists.
FIRST CARDS PRINTED FROM YOUR photos.
PERSONALS
ANYONE KNOWING THE WHEREABOUTS of Kermat Frase or Bill Phillips notify Wanda Chapman.
EDWARD STUBBS INTERESTING—URGENT need you.
PHOTO SUPPLIES
DIRECT POSITIVE PHOTOGRAPHERS.
DIRECT POSITIVE OPERATORS—ALL supplies needed.
LOW COST PHOTOMOUNTS—DIRECT from manufacturer.
PHOTO BOOTH OUTFITS CHEAP—All sizes, drop in and use them later.
THE EASTMAN IMPROVED TYPE DIRECT PRINTING SERVICE.
PRINTING
BUSINESS CARDS-APPOINTMENT CARDS.
PAINT SERVICE, LOWER PRICES.
FINE PRINTING AT THIRTY PERCENT.
WINDOW CARDS—14X2 and 14X1 1/2.
48 HOUR SERVICE—QUALITY PRINTING.
200 LETTERHEADS AND ENVELOPES.

NOVELTY SCARFS



MOST ATTRACTIVE! MOST SALABLE! MOST PROFITABLE! STATE AND REGIONAL SOUVENIR GIFT SCARFS Western—Eastern—Merchandise. See Your Jobber or Write Dept. B1. Rivoli SCARF & NOVELTY CO. 18 W. 37th St., N.Y.C. LO 4-5470

PITCHMEN!!!



NOW! A NEW MORE FLEXIBLE COMB DESIGNED ESPECIALLY FOR PITCHMEN. QUALITY & VALUE GREATER THAN EVER! Amber colored comb beautifully designed for demonstrating purposes.
TAMOR PLASTICS CORP. Leominster, Massachusetts

ENGRAVERS

with it since 1907 ENGRAVERS NEW PRICES EFFECTIVE JULY 1, 1952. 100 items at All-Aluminum \$13.00. All Aluminum Engraving \$13.00. No. 14 All Aluminum \$7.50. Send for New 1952 Catalog—Just get the PRESS WE'VE POSTAGE ON ALL REPT ORDERS. Miller Creations, Chicago

'LITTLE ATOM'



WORLD'S SMALLEST PISTOL. Shoots Black Cartridges—Turkish Bagel. Dagners Pistol.
G&S Mfg. Co. Nashville 3, Tenn.

Sister Sue

SHE ACTS JUST LIKE HER BROTHER—WEE WEE WILLIE! Comes in 4 assorted dress colors, 12 to a carton! Dealers cost \$2 doz. Jobbers-Distributors write, wire or phone 4-3395 for quantity prices. G&S Mfg. Co. Dept. B NASHVILLE, TENN.

Famous Make Watches. Brand-new 1952 model cases can't be told from new at this amazingly low price complete with strap... \$8.75. NATIONAL DISTRIBUTING CO. 222 Coconut Building Miami Florida

Merchandise You Have Been Looking for. Catalog Now Ready—Write for Copy Today. ALMC PREMIUM SUPPLY CORP. 1711 South 12th St. St. Louis 4, Mo.

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ELGIN - BENRUS - GRUEN
BUJOVA - WALTHAM Watches

for Men and Women
\$9.95

New made watches in case and dial. Re-conditioned and guaranteed like new. Complete with leather straps.

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Forms Close Thursday for the Following Week's Issue

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COMMUSICANS—TENDR, TRUMPET Piano Drum, prefer doubles, state previous bands, envelope photo location work. Leader, 2218 N. Ninth St., Milwaukee 18, Wis.

COMMERCIAL PIANO FOR HOTEL BAND—Cut shows, location, state experience, salary. Write or call Orchestra Leader, Alamo Plaza Restaurant, Gulfport, Miss.

LEAD ALTO—TWO BEAT COMMERCIAL—Conception, Southern location and one salary. Write or call Orchestra Leader, 218 Caldwell Blvd., Bristol, Tenn.

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AVAILABLE—MINIATURE DOG ACT AND Trick Roping really funny, very attractive act. Submit all printout material. Base Washington, 3003 West St., Sarasota, Fla.

MAN—44, EDUCATED, PREVIOUSLY HAD own girl show, connections on road, good everything done to and brains. Will be anything legitimate. Also anxious to meet women in large man show partnership. Michael Weislauf, care Billboard, 1584 Broadway, New York, N.Y.

WHO WANTED—COMEDIAN, NOT A RE- sinner, singer, dancer, singer, burlesque, dancer, comedienne. Show self, have transportation. Box 40-107, s/o The Billboard, Cincinnati 22, O.

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WHO WANTED—COMEDIAN, NOT A RE- sinner, singer, dancer, singer, burlesque, dancer, comedienne. Show self, have transportation. Box 40-107, s/o The Billboard, Cincinnati 22, O.

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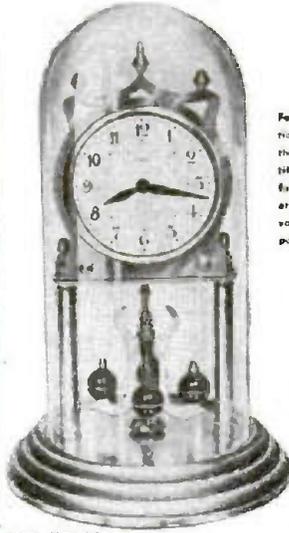
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For the first time this international favorite can be yours in the low-price field. It is a beautiful replica of a well-known firm's antique. You will be attracted by its sparkle and revolving action. The four-corned pendulum revolves constantly.

Beautifully designed, all gold plated base and case. Mounted under crystal-clear UNBREAKABLE Styrene dome. UNBELIEVABLE ACCURACY. Powered by dependable and famous United self-starting movement. Satisfaction guaranteed.

975 13" High

\$9.95 Ea. in Doz. Lots

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No. 52 for Engravers, Demonstrators, Jew. Workers. Also No. 76 for Jewelry and Ring Demonstrators.

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ONLY \$675

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Order Shipped 3-4 Day Delivery, Over 5000 Items

516 Paragon, 10 in. Occ. \$ 3.45
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Personal Items 1.00-1.50
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25% Deposit With Order, Bal. C.O.D.
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Embracelet Watch

White or Yellow Gold
\$59.50

17 Jewels
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Famous "Lucerne" Swiss
in plush box

Men's 7 jewel watch, fine gold plated case, water & shock resistant, anti-magnetic, 30,000 beats, radium dial, price, \$49.95. Your satisfaction guaranteed. Samples \$1 additional. 25% deposit req. on C.O.D.'s. Free catalog.

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HERE YE—HEAR YE, JOBBERS AND WAGON MEN

Manufacturer has a large accumulation of ladies' all-styles full-fashioned silver quality jewelry. Close-out of the mill. This lot will be closed out at \$2.75 per dozen. This merchandise has been put up in beautiful fancy packaging and comes three 25 pairs to the box.

FRANETTE HOSBIE MILLS
Chattanooga, Tennessee

Pipes for Pitchmen

By BILL BAKER

GRADY B. LYNN (Pat Lynn) scribbles from Tifton, Ga., under date of July 12: "Am trying to scuffle a living until the tobacco markets open July 21. If any of the boys and girls are interested, I will be glad to pass on valuable information in regard to the bright leaf tobacco belt of South Georgia. I would like to read a line on Joe Hall, of glass-cutter fame, and those two real trouperers, Mary and Madeline Ragan, as well as any of the old-timers. I started in 1914 with Col. Jim Roby. Suffered a severe hip injury two years ago and have spent most of the time since in hospitals. Am working jewelry coupon sales in Walgreen stores. Here's a tip to any pitchmen or demonstrators who plan working the tobacco markets of South Georgia. The folding money will not be in circulation until the tobacco markets open July 21. Hotels and rooming houses are charging boom-town and tourist prices, and you can get a cup of coffee and hamburger for a buck. I cut up some jackpots recently with Joe Hall, Pat Dana and Jewell at St. Petersburg, Fla. Pitchmen coming thru Tifton, look me up at the Myron Hotel."

TERESA SIDENBERG widow of Sid Sidenberg, one of the most widely known pitchmen in the nation, worked the Home Show in St. Louis to good returns. She reports that the July 4th Celebration in Jonesburg, Mo., was very good. She also worked with Jay Gould's Circus in Afton, Mont., and noted four other pitchfolk traveling with the org and who were doing okay. Mrs. Sidenberg adds that her daughter, Arlene, also well known among pitch and outdoor showfolk, is in Los Angeles. She'd like to read pipes here from Myr and Madaline Ragan.

"I'M GETTING along splendidly with my writing," cards Henry H. Varner from Akron. "I'd like to read more articles here on covering the country by the long route. I've seen the rallying cry for the traveling man. This is good, but what of us who always stay close to our own locations and who stick and stay?"

JAKE SIDENBERG, brother of the late Sid Sidenberg, is in Jewish Hospital, St. Louis, with a broken back sustained in a recent auto accident. He'd like to read letters from his pitch friends.

SID BERNSTEIN is reported to be working gadgets on the Boardwalk, Atlantic City, to above-average returns.

ED BRENNAN continues to click with a combination of old and new gadgets at Eastern locations.

AL ADAMS is reported to be working the new Nat K. Morris plastic juicers in the Kress store, San Francisco, to big business.

PHIL GREEN is purveying juicer and gadget items around Los Angeles to reported good gaudus counts.

JOHNNY McCANNON advises that he saw a number of the pitch lads working the new Nat K. Morris parchment towels in Atlantic City to lucrative results. Item is called the Swans Back Parchment Towel.

ARCHIE MORRIS who has been working Atlantic City locations with his glass demonstration, has switched to the new Nat K. Morris plastic knife. He reports that pass outs have been big.

Under the Marquee

Continued from page 123

him from taking his usual summer tour with a circus.

Grady Blackwell, former boss canvasser with Sparks, Downie and other shows, is now a police officer at Robins Air Force Base near Macon, Ga.

City officials of Macon, Ga., have received word from Floyd King that the King-Cristiani show will require more space at the Central City Park winter quarters this winter. Plans to provide the space are being made.

Frank Myers, who restored the old parade equipment owned by Peoria, Ill., stores, is with the Hoosier State Shows. Don Smith, Detroit fan, and his wife caught Ringling at Erie, Pa., and Rogers at Conneaut, O. Both shows had billing in the same windows in that area. Lead elephant in the King-Cristiani

herd carried a portrait of Dwight D. Eisenhower during the show's parade at Wheeling, W. Va., and photos of it were used in publicity for subsequent stands. Fans F. L. McClintock, Glen Bush, Ralph Stevenson, O. C. Wallace, Dick Soulbay and Norm and Bob Senhauser, caught Roger Brus. at Alliance, O. Si Pickels (Prof. Planek) recalls that the late Doc Waddell induced him to enter church work. Pickels, formerly a one-man band, now is in Philadelphia.

Diamond Ted Lewis, rifle and pistol shot and trick roper who retired in 1942, is the subject of a feature article in the Bridgeport (Conn.) Post of July 20. Lewis once traveled with many shows including the old 101 Ranch show. He is now employed as a guard with the Bridgeport Thermostat Company.

Harry J. Rogers, of Capell Bros. Circus, is in Brown County Hospital, Hiawatha, Kan., and would like to receive mail from friends.

Harry Service, veteran billposter, formerly with the Ringling, John Robinson, Sells-Floto and other major circuses, is now living in retirement at 801 S. W. Seventh Avenue, Fort Lauderdale, Fla. He reports that his general health is good, altho a leg ailment is slowing his activity somewhat.

Circus fan James McKenna, Patchuck, R. I., looked in the Big Show when it played his town recently and visited with Nina Thomas, William Webster and the clowns. Albert White was a guest at his home during the stand. McKenna reports that his miniature circus is on display in the window of the Charlestown Savings Bank, Boston.

DIRECT FROM MANUFACTURER

Beautiful 24K gold plated bracelets. Many assorted styles on Link and Chain Bands. Each bracelet made with a variety of genuine minerals and colored stones. Gemstone SPECIAL INTRODUCTORY OFFER \$4.00 PER DOZEN

OTHER SENSATIONAL ITEMS

Other Sensational Sets, \$1.50 per doz. and Settings Sets, \$4.50 per doz. Expansion Watch Bands, \$3.50 per doz. (chrome and gold plated) Gold plated, Necklaces and Settings Sets, \$1.50 per doz. Men's Identification with expansion watch band, \$4.99 (irresistible), \$6.99 (1942 style) \$15.95. 60% off per doz. additional.

Beautifully engraved Heart Lockets, \$1.50 per doz. Necklaces, Bracelet, Settings sets, \$2.50 and \$1.99 each. Single Strand Simulated Pearl Necklaces (irresistible), \$1.50 per doz. Triple Strand, \$4.25 per doz. 6-8-10 Pearl Sets in link, \$2.50, \$1.50 and \$1.75 each. 2 and 1/2 piece All Rhine each. Jewelry Sets (in jewel box) \$2.25. Ring, 1/2 size and plain. Watches, 1/2 size and 1/4 size. Cuckoo on chain, Scatter Pin Sets, \$1.50 per doz. Adjustable Ladies' Wristwatches, \$1.50 per doz. SEND FOR NEW CATALOG 1952-53 C.A.T. CO. 11

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OAK-HYTEX PATRIOTIC BALLOONS

Hit the Holidays with these Flashy, Fast Sellers Money Getters at any Spot... Any Time

No. 9 STARS and STRIPES \$9.00 Gro. Plus Shipping Charges

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Oak Balloons

For immediate shipment Write for FREE Catalog.

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818 W. St. Clair Cleveland 13, Ohio

FREE

Buy 10 gross of one or assorted items listed below and get 1 gross European Import stone set rings FREE.

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Liquor Bell, Gro.75
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WRITE FOR "EARLY BIRD" CATALOG—JUST OFF PRESS

Recent service charge on orders for less than \$2.00. 25% deposit req. required on C.O.D. orders. All above plus postage.

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Established 1886
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FREE CATALOG

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David Feldman, Inc.
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Now say good-bye to...
Flycatchers, Bees, Robbers, Ants, and other flying and crawling insects. The most effective and economical "FLY-EYE" Electric Insect Killer. Beautifully attractive portable wall fixture. Operates on ordinary 110V. h.c. ... requires no special non-toxic chemicals. Needs no installation. Operates with roof and plug. (Hundreds of testimonials letters prove this method positively solves the pest problem.)

Each unit costs \$1.00. Operates on 110V. h.c. 60 cycle A.C. power. Complete instructions included. Send for your free copy. (Samples \$1.00. \$2.00 per doz.)

GENERAL MFG. & DISTR. CO.

I check off money order enclosed (postpaid)
 Send C.O.D. I will pay cash plus postage.

NAME _____
STREET _____
CITY _____ STATE _____

Calendar for Coinmen

August 4—Illinois Amusement Machine Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
 August 4—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell Ballou Restaurant, Baltimore.
 August 14—Music Operators of Northern Illinois, monthly meeting. Site to be announced.

Guardian Electric Founder Rowell Dies

CHICAGO, July 26.—Frank F. Rowell Sr., founder and president of Guardian Electric Manufacturing Company, died Sunday (20) at the age of 73.

Rowell was born in Owosso, Mich., August 17, 1877. Before organizing the electric company with his son Frank Jr. in 1931, he was for many years executive of the Yaxley Company. The latter was absorbed by another company in 1931 and the Rowells purchased the electric alarm division and named it the Guardian Electric.

The firm started out on a mod-

est scale but over the past two decades gradually expanded to become one of the largest suppliers of electrical controls for military as well as civilian use. Many of the controls in games, music and vending machines originated as Guardian units. The firm now has factories in Chicago and Woodstock, Ill., and a subsidiary in Newmarket, England.



FRANK F. ROWELL SR.

The elder Rowell held many patents in the electrical control field. In addition he was active in civic and social affairs. He was a member of the Sunset Yacht Country Club and first or second of the Pelican Yacht Club, Fort Pierce, Fla.

Funeral services were held here Tuesday. Interment was in Owosso. Rowell is survived by his widow Lottie; six sons, Frank Jr., John, Mason, Charles, William and George, all residents of the Chicago area, and 17 grandchildren.

Hoydon Exec Changes

TORRINGTON, Conn., July 26.—Haydon Manufacturing Company appointed Carl H. Cummings general manager. Cummings, formerly sales manager, succeeds Arnold Wilson Jr. who resigned. E. B. Hamlin, former sales supervisor, was named sales manager.

Haydon Manufacturing produces synchronous motors and timing devices.

COIN EXPORTS STAY HIGH

April Figures, \$583,384, Put '52 Over \$2 Mil Mark

WASHINGTON, July 26.—April coin machine export, 6,435 new and used units bearing a total price tag of \$583,384, boomed the trade a big step toward first \$6 million year. According to figures just released by the U. S. Department of Commerce, thru the first four months of 1952, a total of 15,871 games, venders and jukes were sold to foreign operators for \$2,155,077. Last year, when the all-time export records were broken, 12,270 machines, with an aggregate sales price of \$1,929,484, were exported in the January-April period.

A total of 29 countries accounted for April exports. Only seven—Canada, Venezuela, Cuba, Belgium, Switzerland, Mexico and The Netherlands Antilles—purchased all three types of coin machines. A further breakdown showed 23 countries bought music boxes, 16 purchased games and 12 imported venders.

Music Down
 The downward trend in music

sales which began in March was again evident in April but game and vender export sales continued to climb. In March, juke sales returned \$334,517 while in April this figure dipped to \$294,625. Meanwhile the April game dollar total was \$205,827, compared with March's \$152,796. The vender export comparison was as follows: March—\$50,783; April—\$87,832.

Canada, the perennial leading export buyer until Venezuela succeeded the neighboring country four years ago, once again became the largest market in April. Operators there spent \$56,783 for jukes, \$43,392 for venders and \$92,675 for games. This added up to \$192,850. Venezuela, the far behind Canada, paid \$91,201 for U. S.-built coin products in April. This broke down as follows: music boxes—\$17,627; venders—\$18,130, and games—\$14,444. Other major markets in April were Colombia (\$44,934), Japan (\$37,363), Cuba (\$33,813), France (\$26,

928), Mexico (\$23,046) and Switzerland (21,948).

One of the encouraging points of the April summary was the appearance of several countries which had not been on the coin

(Continued on page 148)

Midget Movies Tee Off Fast In Kan.-Mo.

NEW YORK, July 26.—Sam Goldsmith, sales manager of the Capitol Projector Corporation here, returned Friday (25) from Kansas City, Mo., where he established a new division for his company—Missouri Midget Movies, Inc.

The latest M-M operation, which will have distribution thruout Missouri and Kansas, is headed by Irvin W. Weiler. Other executives are Carl Hociel and J. R. Pieters, the latter president of Michigan Midget Movies.

(Continued on page 148)

DISTRIB SHOWS SET

Exhibit Rotation Promotion Clicking

CHICAGO, July 26.—Comprehensive promotion of the Super Twin Rotation game launched by Exhibit Supply Company (The Billboard July 26) resulted in encouraging response from operators, this week, the company's 22 distributors reported. Meanwhile, the factory continued to make deliveries of distributor samples and Frank Menciuri, sales manager, stated all representatives would have them in their showrooms by the end of next week.

Now in high gear, the promotion was launched with several novel mailings of printed information and memento, calling attention to the Super Twin Rotation. It got under way with the mailing of a giant firecracker which had printed material in its powder area pointing out that the "game was no dud." It added the "lid was off for heavy firing on the sales front."

Other objects consisted of a bug in a simulated ice cube pointing out that the last bug was out of the working mechanism.

One of the features this week was the sending of double bill clips to distributors and their sales staffs. A simulated dollar bill carried a legend "Super

Twin Rotation—is the mystery game of the year—but there is no mystery about the money you will make selling it. As a matter of fact we had to send you a twin billfold so you would have enough room to carry your Super Twin Rotation profits. The single wallet just won't be big enough."

A similar bill on the other side of the clip read: "This side for Big Bills Only. Put the peanut money on the other side. This side reserved for the important money you will get by selling Exhibit's Super Twin Rotation."

Bally Reps Tour Texas

HOUSTON, July 26.—Jack Nelson and Phil Weinberg, factory general sales manager and district sales manager respectively, of the Bally Manufacturing Company, spent last week in Houston and the South Texas trade area.

They made Crin Machine Sales Company, local Bally distributor, their headquarters while covering the territory. Other key trade cities in Texas visited by the Bally representatives included Dallas, Corpus Christi and San Antonio.

Happy Days New Gottlieb Game Ready for Ops

CHICAGO, July 26.—Distributors of D. Gottlieb & Company this week started operator showings of the Happy Days game, featuring the X and O play principle of tic-tac-toe.

Key to Happy Days is a series of nine holes in boxes three by three square. These are on the playfield and are hooked up with an electrical arrangement of squares on the backglass. Balls dropping in the holes on the playfield illuminate the squares on the backglass with the letter X or O and players making either

(Continued on page 148)

Partnership For Dave Lowy

NEW YORK, July 26.—Dave Lowy & Company, game distributors, announced Friday (25) that a new partnership was formed, effective as of last April 1. The announcement was withheld until this week.

Lowy's new partners are Bob Jacobs and Ben (Whitley) Druckman, the latter becoming sales manager of the company's recently opened branch at 1125 Broad Street, Newark, N. J.

It was emphasized that the same services offered New York customers would be duplicated in the Jersey shop. Both Jacobs and Druckman have been associated with the company for the past several years.

FIRST DOUBLES UP ON MAILING

CHICAGO, July 26.—First Distributors, appointed by Exhibit Supply Company in parts of four States last week (The Billboard July 26), launched its Super Twin Rotation promotion campaign in a novel way this week.

It all began with the sending of postcards to its old customers on successive days. Before the operator could make out the card's purpose he had to save one card and place it together with the other.

The message read: "Are you satisfied with half as much?" The second card asked, "Wouldn't you rather have twice as much?" Finally the punch line of the combined cards read "To double Your Collections Get Exhibit's Super Twin Rotation."

Coin Machine Exports

April, 1952

Country	Phonographs		Venders		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	172	\$ 56,783	3,551	\$43,392	685	\$92,675	4,409	\$192,850
Venezuela	112	71,627	302	18,130	4	1,444	418	91,201
Colombia	54	42,525	8	2,409	62	44,934
Japan	8	5,217	128	31,848	136	37,365
Cuba	91	24,268	6	10,201	6	630	103	35,119
Belgium	22	9,556	200	2,300	269	22,057	491	33,813
France	21	7,243	761	10,687	282	25,228
Mexico	83	16,556	...	955	5	5,437	97	3,046
Switzerland	5	2,845	12	7,468	72	11,635	89	21,948
Uruguay	46	12,190	46	12,190
Salvador	18	12,069	18	12,069
Chile	19	7,169	19	7,169
Netherlands	1	143	84	6,408	85	6,551
Nicaragua	10	6,093	10	6,093
Brazil	2	4,700	...	4,700
Netherlands Antilles	...	1,307	1	385	6	2,953	9	4,652
Panama	7	4,219	4	432	11	4,651
Dominican Rep.	13	4,340	13	4,340
Guatemala	7	4,315	7	4,315
Bermuda	4	2,000	13	2,000	17	4,000
Philippine Rep.	5	1,838	6	516	...	2,354
Ireland	7	2,363	7	2,363
Canal Zone	8	2,030	2,030
Belgian Congo	1	755	1	755
Italy	1	722	29	725	2	725
West Germany	16	688	16	688
Israel-Palestine	2	250	4	381	6	631
Bahamas	204
Peru	1	204	204
TOTALS	706	\$294,625	4,103	\$87,832	1,628	\$205,827	6,435	\$583,384

Philly Coin Tax \$ Gain

PHILADELPHIA, July 26.—\$11 decreases were noted in the collection of city taxes on coin machines in the first six months of 1952, according to George S. Forde, revenue commissioner.

Forde said that the drop in receipts was due to the enforcement efforts resulting from activity of the city controller's office resulted in collection in December, 1951, of money which otherwise would not have been collected until the first quarter of 1952, thus reducing collections in this category for early 1952. Collectors at the end of this year should compensate," he added.

SEEK TORONTO SHUFFLE OKAY

TORONTO, July 26.—Hope still exists the local Police commission will approve the operation of shuffle games in the city. Pinballs are prohibited.

Sol Mintz, operator, submitted a sample of the game for approval by the commission, but it was rejected. On his second attempt he pointed out that he stood to lose \$8,000 if approval was rejected. He also cited Ottawa had approved the use of the games. Mintz offered the commission the opportunity to try a machine which it accepted. The group then announced it would give its decision at a later date.

Exhibitor Contracts Rolling In for MOA's Annual Meet

Four Local Associations Reserve Space; Major Record Firms Sign

OAKLAND, Calif., July 26.—Exhibitor contracts for the annual Music Operators of America convention and exhibit are hurrying into MOA headquarters

here in increasing numbers, according to George A. Miller, president of the operators' group.

A first-time exhibitor at the MOA show this year will be National Rejectors, Inc., St. Louis, manufacturers of coin mechanism, slug ejectors, change-makers and other parts and assemblies.

This year's MOA convention will be held September 11-13 at the Congress Hotel, Chicago. At least four local associations have indicated they will take space at this year's sessions, Miller said. New York, California, Chicago and Wisconsin associations plan to have exhibit rooms

on the mezzanine floor. These also will serve as headquarters for the delegates from the area involved.

H. C. Evans, Chicago, will display its juke box line as it has at every previous MOA gathering. Most of the major record companies also have signed up for space, Miller said.

(Editor's note: Altho Miller declined comment, there were rumors in Chicago this week that the four other major phonograph manufacturers—AMI, Rockola, Seeburg and Wurlitzer—would make some evidence of their support of MOA without actually exhibiting their lines.)

Court Rules In Akron Cafe Picketing Case

AKRON, July 26.—The 9th District Court of Appeals here ruled that a restaurant owner, who sold his location, could not ask a court order banning picketing of the establishment by members of a juke box union.

The court's decision was handed down in a case involving the New Crystal restaurant, which formerly was owned by Harry Nicholson, and followed on the heels of a grand jury investigation.

The issue started last spring when the Vending Machine Service Employees, an American Federation of Labor union, threw a picket line around the restaurant, then owned by Nicholson. The union contended the juke boxes in Nicholson's restaurant were not serviced by its members.

Nicholson took the matter to court on the basis that the picket line was a secondary boycott. He said the union's dispute was with Nick Haradakis, owner of the juke boxes.

Charges Monopoly Haradakis, in turn, said he had refused to sign up with an employers' association formed by the union, contending that he had no employees and did his own service work. He alleged that the organization of owners was a monopoly.

(Continued on page 146)

Wurlitzer Co. AMI Close Sat. For Vacations

CHICAGO, July 26.—The Rudolph Wurlitzer Company and AMI, Inc., closed Saturday (26) to enable their employees to take simultaneous vacations. However, executive offices will remain open and skeleton crews will be on hand for emergency shipments.

When the firms resume production August 11, it will mark the end of vacation periods among the major juke box manufacturers. The J. P. Seeburg Corporation, which is offering employee vacations, was the only firm not closing for group vacations.

NOTE TREND OF JUKES IN POLITICAL RACES

CHICAGO, July 26.—The juke box apparently is the coming thing in politics. So it would seem from developments during the Republican and Democratic National Conventions.

A new 104-selection Wurlitzer, donated by the Coven Distributing Company here, was displayed with appropriate songs in the Conrad Hilton Hotel headquarters of W. Averell Harriman.

Next a new 100-selection M-100C Seeburg, appeared in the Hilton headquarters of Sen. Robert Kerr.

Meanwhile the juke again cropped up in Arkansas. A candidate for Democratic National Committee, Noble Gill of Blytheville, made and distributed more than 1,000 45 r.p.m. campaign records.

NLRB Clears Union In L. A. Cafe Case

LOS ANGELES, July 26.—The National Labor Relations Board Tuesday (22) dismissed charges filed here against Local 1052 of the International Brotherhood of Electrical Workers and its business agent, Hal Sherry.

Norman Greer, NLRB field examiner, said the charges were dismissed on the grounds that the scope of business operations involved were not sufficiently broad to justify application of the Labor Act.

The local and Sherry had been charged with employee coercion, secondary boycott, featherbedding and using a picket line in an extortion attempt in a suit filed under the Taft-Hartley Act by Mrs. Artie Bray, a cafe manager.

Mrs. Bray's attorney, William R. Walsh, said an appeal would be

taken. The appeal must be made within 10 days to the NLRB general counsel in Washington.

Mrs. Bray based her charges on an incident she alleged occurred June 10, four days after she assumed management of the cafe. She said she was told by operator Larry Collins, a former IBEW member, that he could install a 100-selection juke box on a profit sharing basis.

Sherry then appeared, Mrs. Bray charged, and demanded she pay an \$18-a-week guarantee for a music machine reputedly owned by Pete Pellegrino. She said she was threatened with picketing unless the offer was accepted.

Charges Denied Mrs. Bray further charged that Sherry also asked her to join the union and to pay a \$100 initiation fee and \$7.50 weekly "whether or not any service on the machine was needed."

Sherry denied the charges and said he had offered Mrs. Bray a list of approximately 400 music machine operators from which to make a choice for her cafe.

The NLRB decision dismissing the charges also stated the businesses involved were not considered interstate in nature and hence were not under NLRB jurisdiction.

2 Houston Ops Initiate New Route Venture

HOUSTON, July 26.—Plans for the development of a new juke box operating venture have been completed here by two old line operators, Wayne Switzer and Jack Armstrong.

Both own their own operating firms but jointly have purchased 25 machines as a nucleus for the new route. They will continue to operate their own firms and meanwhile will plow back all profits realized by the new route.

A new and permanent location for the new route have not been decided yet. All of the initial machines bought by the men were new model Seeburgs.

Many of the records were used by juke box operators through the State. Mason Day Jr., of the Day Amusement Company, Blytheville, said some 100 of the records were placed on juke boxes in the firm's top locations.

A local newspaper featured a picture of Gill placing a record on a juke box under the guidance of Tex Dickens of the Magnolia, president of the Music Operators of Arkansas Association. The Associated Press gave the story a place.

The recording featured a chorus of Little Rock High School students, plus a song sung by Gill himself. All were take-offs on oldtime and popular favorites urging the election of Gill July 29.

FUN & FESTIVITY

Chi Ops' Field Day Draws 600 Guests

CHICAGO, July 26.—The Recorded Music Service Association, Chicago juke box operators trade organization, held its third annual Field Day Wednesday (23) at the Bunker Hill Country Club.

Perfect weather and a fun and festivity-packed program combined to swell attendance over the 600 mark and make the summer outing a memorable event.

All segments of the industry—manufacturers, distributors and record firms—co-operated with the association in staging the affair. More than 60 prizes, ranging from electric trains to a 17-inch TV set and valued in excess of \$1,500, were given away before the fête closed early Thursday morning.

Golf Tourney

The program started with golf throughout the morning and afternoon and included a shot-making demonstration by Steve Blatnik, Bunker Hill golf pro. Music during the afternoon was provided by Mary Kaye, who performed as a strolling singer.

Then came the banquet, dancing and entertainment which included appearances by Tom Arden, Erroll Garner, Disk Jock-

ey Jim Lounsbury, of Radio Station WIND and songs by Bobby Wayne and Johnny Holiday. A highlight of the entertainment was the performance of Comic Billy Grant. Music during the evening was provided by the Cloud Griswold orchestra.

First prize in the golf tournament was won by Bill Campbell, of South Central Music, with a 79. First prize among the guests was won by Steve Heggdus, of Capitol Records, with a 78. Bill Hamilton, of Paschke Photograph, won the

(Continued on page 146)

Canadian Ops Asked to Fight CAPA Disk Tax

TORONTO, July 26.—The Canadian Music Operators Association, composed of the heads of the various coin machine distributors in Canada, has asked the support of juke box operators to defeat a tax proposed by the Composers, Authors and Publishers Association of Canada, Ltd.

The CAPA has proposed that Canadian juke box operators be assessed \$25 per machine for the use of songs composed by the organization's members. The operators association asked all music men to contribute \$1 per machine to fight the assessment.

Those leading the fight on behalf of the association include George Chow, Albert Clavir, Reg Gilchrist and Al Siegel, all of Toronto, and Bill Fielding of Windsor and Romeo Lanier of Montreal.

10-Cent Play Back in Court

LOS ANGELES, July 26.—Los Angeles juke operators return to Federal Court here Monday (28) to continue their fight with the Office of Price Stabilization over dime play Harris, W. Call, attorney for the California Music Guild, presents the operators altho the Guild is not a party to the action.

In Oakland meanwhile, Guild President George A. Miller said his group would again ask OPS to "unfreeze" juke box play prices, thus allowing music operators to go to a dime if they wish.

Summer Lull Hits S. C. Juke Distribs, Ops

COLUMBIA, S. C., July 26.—The normal summer lull has affected music machine distributors in this area and also operators in Central South Carolina.

However, the lull is not without its brighter side. Operators with routes through resort areas, particularly Myrtle Beach and other coastal tourist towns, report excellent collections.

Fortunately for operators in the State's highly industrial Piedmont section, there were virtually no strikes or other types of labor disturbances during the past fiscal year. According to Labor Department reports, most textile workers remained employed, altho in some cases on a limited basis, and this kept spending money flowing even tho in possibly smaller quantities than in recent years.

In Columbia, dealers said the summer drop had cut their business "as expected" and that a decline in trade occurs about this time every year.

23 COUNTRIES IMPORT JUKES DURING APRIL

CHICAGO, July 26.—The continued expansion of foreign markets was highlighted this week by Department of Commerce export figures showing that 23 countries imported juke boxes during the month of April.

Besides the customary strong markets of Canada and Central and South America, shipments went to Japan, the Philippine Republic and to France, Switzerland, Italy and Ireland. Exporters regard the European market as one of considerable potential should its economy stabilize.

A total of 706 machines, valued at \$294,625, were exported in April. (See April export chart elsewhere this issue.)

FOLLOW JUKE GIFT

Mich. Ops to Present 1,000 Disks to Hospital

DETROIT, July 26.—A collection of some 1,000 records will be given to the Percy Jones Veterans Hospital at Battle Creek, Mich., by the Michigan Automatic Phonograph Owners Association.

A special committee, including association president Morris Goldman, Jack Baynes, Edward Grodzicki and Irving Ackerman, will participate in a formal presentation of the gift.

The association gave the hospital eight juke boxes a year ago and the gift of records is in keeping with the group's policy of continuing to service the machines. It was the feeling of the

association's members that the juke box gift would be purposeless unless a definite follow-up policy was established.

The association also plans to inaugurate a system whereby used records may be regularly donated to worthy institutions. Ackerman, the association's attorney, said the system would hinge on finding some method for pooling the records at a single location to simplify distribution.

The members feel that such a program would not only aid worthy causes but also would stimulate interest in popular music among persons who might not otherwise be juke box patrons.

Lighthill Joins Southern Firm

FORT WAYNE, Ind., July 26.—Jim Lighthill has joined the sales staff of the branch office here of the Southern Automatic Music Company, AMI distributor in Kentucky, Ohio and Indiana. It was announced this week.

Samuel S. Dieter, manager of the Fort Wayne branch, said Lighthill's territory would include Northern Indiana and Northwestern Ohio. Lighthill has had past experience in the coin machine field and is known by many in the music machine industry.

AMI Distribs Get Ad Novelty

GRAND RAPIDS, Mich., July 26.—Miniature cardboard cut outs of the AMI, Inc., model D juke box were mailed this week to the firm's distributors as a late summer promotion piece.

When assembled, the models can be used as a coin bank and carry thru the slogan "You Can Bank on the Model D."

A general sales bulletin suggests the models be used by the distributors in mailings to prospective customers and by operators in selling locations.

a Word to the Wives



Dear Mrs. Operator:

Making a happy home for a man whose work keeps him busy at all hours of the day and night is no easy task.

Many an evening that you've planned and worked on to celebrate a birthday, an anniversary or some other special occasion is spoiled at the last minute by a hurry-up call to fix a piece of equipment.

It isn't easy on Mr. Operator either. You may be sure that your husband dislikes such calls as much as you do. You can't blame him—at least not entirely. Perhaps he's been too busy to notice how much more leisure time the operator and his family down the street enjoy.

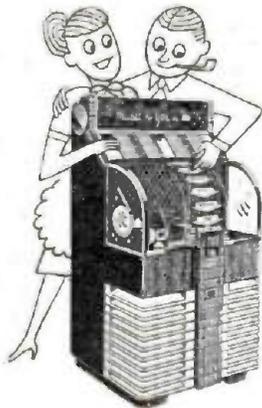
Chances are when you tell him (and please do it gently) that the man down the street is operating and servicing AMI

juke boxes, he'll get the point in a hurry.

He'll have more time, too, when he has

AMI Model "D"'s on his route and, while

we wouldn't want you to say we told you, more money as well.



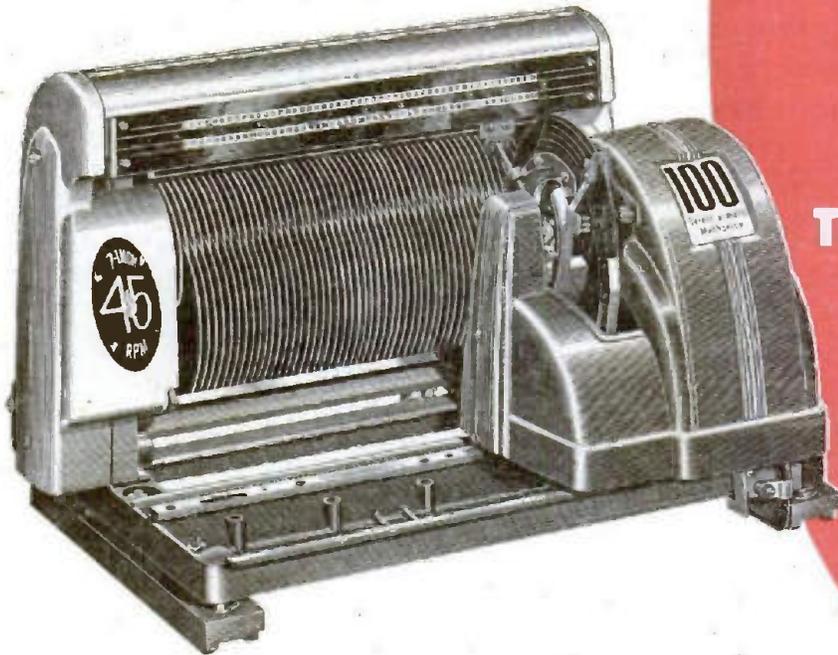
The "D" is available in 80 and 40 selection models, blond or mahogany cabinets.



AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

**THE WORLD'S FIRST
COMMERCIAL
MUSIC SYSTEM DESIGNED
EXCLUSIVELY FOR THE
PLAYING OF
45 RPM RECORDS**



**THE ONLY MUSIC
SYSTEM THAT
PLAYS RECORDS IN
THE VERTICAL POSITION**

- Never Drops a Record
- Never Turns a Record Over



50th ANNIVERSARY
Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago, Ill.

Select-o-matic
MUSIC SYSTEMS



**THE MUSIC
SYSTEM THAT'S
COMPLETELY
EQUIPPED FOR:**

- Remote Control
- Scientific Sound Distribution
- Automatic Volume Compensation

Nothing to Convert
Nothing to Adapt!



**THE MUSIC SYSTEM BY WHICH ALL
OTHER MULTIPLE-SELECTION SYSTEMS WILL BE JUDGED!**

It's the music system that's "years ahead in design." The only music system that has the Seeburg Select-O-Matic "100" mechanism. The music system that introduced the business-building possibilities of Proper Programming to progressive music men. The music system with "music for everyone"... tots, teen-agers, old timers. The music system that is setting new standards of performance in tens of thousands of locations.

100 selections at the phonograph
100 selections anywhere in the location

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the Music and other departments up front in this issue of The Billboard are:

MELLIN HAS TOP HIT PARADE DUE "I'm Yours" and "Here in My Heart" are the two leading tunes on the Hit Parade.

COLUMBIA TO TAKE WRAPS OFF "SECRET PROJECT" NEXT WEEK. The diskery will introduce the first house-built ork in recent history.

OPEN HOUSE TO MARK CAPITOL ANNIVERSARY. Top execs will be present during National Association of Music Merchants' trade show.

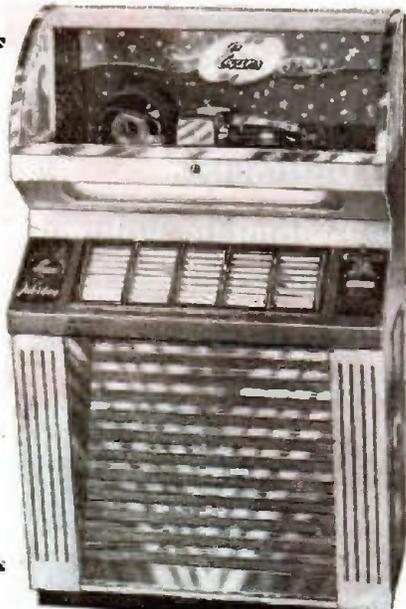
PEACOCK ADDS DUKE TO FOLD. Peacock Records have taken over the Memphis-based r.&b. diskery.

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Captive Audience? No Such Thing!

You can't make people listen to or pay for unpleasant phonograph music. If they don't like it, they leave or just don't put their money into the machine! On the other hand, Evans Jubilee Phonographs provide Tone Reproduction so richly entertaining that location audiences are delighted or willing to listen—eager to pay! If there are some sour notes in your operating set-up, jump to Jubilee! Once an audience hears the difference, you'll see the difference in better collections and increased profits!

**Unwilling listeners, by force or circumstance.*



EVANS' JUBILEE 40/45
20 Records—40 Selections
45 RPM

EVANS' JUBILEE 40/78
20 Records—40 Selections
78 RPM

Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more coinsets, more profitable operating!

WATCH FOR IT!

EVANS' CENTURY 100/45
50 RECORDS—100 SELECTIONS—45 RPM

H. C. EVANS & CO.
1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

GRAND OLD MAN

B. C. Waters, Pioneer In Juke Field, Dies

CHICAGO, July 26.—Byron C. Waters, one of the grand old men of the music machine industry and self-styled father of the juke box, died here last week at the age of 77.

Waters was widely known thruout all segments of the industry, from the manufacturing to the operating levels, and during his long career was associated with J. P. Seeburg and others who rose to top places in the industry. He was principally noted for his character, courage and forthright manner.

Waters was born in New Brunswick and later moved with his family to the Upper Peninsula of Michigan when that region was still a wilderness. There he worked at numerous occupations, including mining and lumbering, and was in the mercantile business prior to his departure for Chicago.

He was married in Crystal Falls, Mich., and his two daughters, Mildred Waters and Mrs. J. S. Smith, both of Chicago, were born there.

Founded Piano Co.

Waters came to Chicago in 1905 and founded the Marquette Piano Company, an early venture in coin-operated musical equipment and one in which J. P. Seeburg was first employed.

Marquette in its second year built the Cremona, a machine Waters is credited as the first coin-operated re wind piano. This musical device was regarded by Waters as the first direct ancestor of the juke box. The machine featured 10 rolls, all of which were automatically re-wound, and it had the first magazine register or switch, making it possible to insert a number of coins at one time for a corresponding number of plays.

Waters also was credited with establishing the first system of location routes using the automatic pianos. He often spoke of the difficulties arising when operators failed to properly service and tune the players.

He sold his interest in the Marquette firm in 1915 and went to Cincinnati where he purchased

the Knabe Piano Company with his brother-in-law, Finley A. Morrison of Iron River, Mich.

This venture, during the World War I years, soon ran into trouble and Waters sold out and returned to Chicago where he participated in the formation of the Western Electric Piano Company.

It was this firm, according to Waters, that in 1926 produced the first amplified selective phonograph, an eight-record machine called the Electraphone. Prohibition had sounded the death knell for coin-operated pianos and the selective phonograph put on the finishing touches, Waters said.

Seeburg Subsidiary

Western Electric became a subsidiary of the Seeburg firm but was disbanded in the early depressive years. Waters then operated juke boxes in Chicago for a period before selling his route to Tom Dickinson, who operated thruout the Whiting-Hammond, Ind., area.

During this time, Waters participated in the organization of the Standard Phonograph Company and later joined the Illinois Simplex Company, a Wurlitzer distributing firm. This firm became the Chicago Simplex Company which suspended business in 1949.

In the Wurlitzer Company, Waters was associated with Homer E. Capehart, now a senator from Indiana. He was reported to have served in an advisory capacity on the construction of new models and was feted at the North Tonawanda plant one year ago. During this period a friend described Waters as a master salesman, one who on a normal day could sell more machines than any other man on an exceptionally good day.

Waters was in charge of the Simplex parts department at the time the company closed but refused to consider retirement. He kept his hand in the field by running a small juke box parts supply company from an office in the Southtown Phonograph Company, an operating firm owned by Leonard Miska.

Waters was buried Friday (18) at Good Hope Cemetery following services at the Skecie's Colonial Chapel. He is survived by his two daughters.

Chi Field Day

• Continued from page 142

driving contest with a shot of 270 yards.

The top door prize, a TV set, was won by the Superior Music Company.

The committee for the Field Day consisted of Joe Filitti, of Blackstone Music, treasurer of the association; Moses Profit, of South Central Novelty, and Paul Golden, of La-Ru Novelty.

Also participating in the planning were Ray Cunliffe, of Automatic Amusement, association president; Phil Levin, of Caryl Music, association secretary; distributor representatives Mike Spagnola, of Automatic Phonograph Distributing and Nate Feinstein, of Atlas Music, and record representatives of RCA, Columbia, Decca and Coral.

Prizes were donated by AMI, Inc.; RCA, Decca, Coral, Empire Coin Machine, Atlas Music, Coven Distributors, First Distributors, World Wide Distributors and H. C. Evans besides those given by the association.

Coinmen You Know

Washington

Sid Lotenberg, head man at Westway Vending, reports business good and ice cream routes expanding. Lotenberg also has several new locations pending. His company is experimenting with a new type coffee machine because of demand for this type of machine.

Meyer Gelfand, G. B. Macke Corp., states that his company has expanded milk operations in the Norfolk area. Gelfand recently returned from his honeymoon, and was pleased to find business good.

A nearby Virginia operator **Jack Spitzer**, reports steady business. **James Kaplan**, owner of the city's two largest Arcades, re-

Cancel Miller, Adams Meeting Indefinitely

LOS ANGELES, July 26.—A meeting between George A. Miller, president of the California Music Guild, and Ray Adams, executive secretary of the California Tavern Association, to discuss extension of the CMG into Los Angeles County, has been indefinitely postponed.

Both said the pressure of business made a meeting impossible. Several previous conferences were postponed because of Miller's absence on business trips or on vacation.

The plans tentatively call for the California Guild to enter Los Angeles County with Adams in a supervisory capacity. Guild jurisdiction now extends south from Oakland to the northern boundary of Los Angeles County. It also has jurisdiction in Orange and San Diego counties, south of Los Angeles County.

Wis. Ops Set Election Date

MILWAUKEE, July 26.—The annual election of the Wisconsin Phonograph Operators Association, which was postponed last month, will be held August 11 at the Brodhead (Wis.) Country Club.

C. S. Pierce of Brodhead, association president, said the agenda for the meeting includes a discussion of recent developments on the Bryson Bill which would raise statutory royalties on records.

As a further service to its members, the association also has set plans for the distribution of a weekly news letter. The present officers, beside Pierce, are Roy Stone of Rice Lake, vice-president, and Douglas Opitz of Milwaukee, secretary-treasurer.

Okla. Juke Tax Totals \$6,195 for Fiscal Year

OKLAHOMA CITY, Okla., July 26.—The Oklahoma Tax Commission reported that juke box tax collections for the fiscal year ended June 30 total \$6,195, a rise of \$205 over the \$5,990 collected the previous fiscal year.

Court Rules

• Continued from page 142

effort to control and monopolize the business for big operators.

The court, at that time, refused to ban the picketing but limited it. A grand jury investigation then was started and during this inquiry the picketing was stopped and was not resumed.

Nicholson appealed the court's decision limiting picketing. The Appeals Court, in its decision, took cognizance of the fact that Nicholson had sold his restaurant and was no longer connected with it in any form. Thereupon the court refused to intervene.

The grand jury investigation concluded with the report that there was no basis for criminal action. It asked that future grand juries keep a watchful eye on the situation.

ports business a little slow but not really bad. Kaplan claims the slump is due to the hot weather.

Vicor Ruben, of the Allied Beverage finds receipts up. **Michael Bushdid**, owner of Michael Coin Devices, is taking over a department store location shortly.

James Bowen, Kwik Kafe of Washington, Inc., finds business is holding up well despite the hot weather. Bowen is busy making plans for winter locations, and he, too, reports a great demand for a smaller coffee machine.

Jim Bohanna, of Southern Wholesalers, local Victor records distributor, reports business slow. **Jim Schwartz**, of Schwartz Bros., local Mercury distributor finds that juke box operators are going for Gloria Hart's recording of "I Would Rather Look at You."

(Continued on page 152)

ROCK-OLA

Rocket

OPERATORS with their feet on the ground choose the one phonograph that's out of this world for performance! ROCK-OLA SUPER ROCKET

ROCK-OLA MFG. CORPORATION
800 North Kedzie Avenue
Chicago 51, Ill.

Give

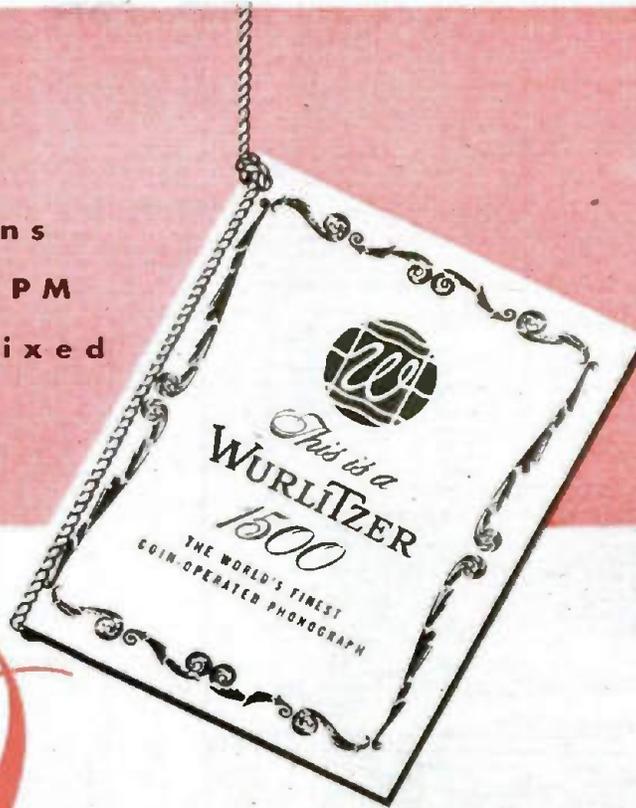
TO CONQUER

Cancer

AMERICAN CANCER SOCIETY

Maignole protetto da copyright

Playing
 104 Selections
 from 45 and 78 RPM
 Records Intermixed



mark of a

*D*istinguished

money-maker



Suspended from the grille of every Wurlitzer Fifteen Hundred is a little gold corded booklet that contains a message which includes this statement—

“We confidentially predict that it will make more money for you than any phonograph you ever operated.”

All over the country that prediction is coming true. We knew it would. It is only natural for the world's finest coin-operated phonograph to prove the top money-maker of them all.

SEE YOUR WURLITZER DISTRIBUTOR

WHAT A WALL BOX!

Shows 104 Tune Titles
 on Rotating Pages with
 Single Button Selection



The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

VOX JOX

Continued from page 86

Springs, Colo., Helen Gudworth with KFTM, Fort Morgan, Colo., Hilda Clark at KTUC, Tucson, and Norma Hauser at KCMJ, Palm Springs, Calif.... Ted Kirby, WZOB, Fort Payne, Ala., has started a remote show "Hill-billy Jamboree" from a local disk shop and is looking for guest artists. . . . Bob King, WMBD, Peoria, Ill., has added a two-hour Saturday afternoon show to his across-the-board nightly schedule. . . . Allen James, WFRD, Worthington, O., says he'd like to get more Ted Heath releases. . . . Lucky Len Rosa, KRUX, Phoenix, writes, "Why in high heaven are all vocalists yelling so much? I'm a nervous guy, so please lets try to change the trend." . . . According to Roger Nash, WJMR, New Orleans, Steve Lawrence and Al Martino are currently battling it out for the affections of the local bobby sisters. . . . As part of a blood donor campaign, Helen Farmer and Bill Mitchell, WRBL, Columbus, Ga., ran a filling station so that the owner could get away to the "bloodmobile." . . . At the same station, George Davis, Jim Stewart and Harry Newman put on a special public service show when the Christian Fellowship Association opened its new recreation hall and swimming pool.

FOLK TALENT AND TUNES

Continued from page 100

Hank the Cowhand, is father of a son, William Lee, born July 4. The Bailey Brothers and the Happy Valley Boys, formerly out of Roanoke, have moved to WWVA. . . . Chuck Johnson, formerly with Lester Flatt and Earl Scruggs, is now a d.j. at WKVA, Crewe, Va. Don Kilde II has returned to work at WWVA after touring for a year in Korea and the Far East. Stony and Wilma report that Bill Monroe, the Decca Liggie, is operating the old country music park at Bean Blossom, Ind., which was operated only on a small scale until it was taken over by Monroe this year. They played the park last week. . . . Nava Starnes, wife of Jack Starnes, who is currently in a legal hassle with Lefty Frizzell, reports that her group, the Western Cherokees, are set for another Coast tour for Steve Stebbins. Group has added an Indian vocalist, Betty Lou Spears. The Starnes' oldest daughter was married recently. . . . Rocky Rauch, last in the Deaver territory, has moved to KCBT, Trinidad, Colo., where he is doing live shows with his band, in addition to d.j. segs. . . . Jim Stanton, proxy of Rich-Tone, the Johnson City label, has merged his firm with Acme of Campbellsville, Ky., with new headquarters at the Kentucky plant. The new firm has its own pressing plant. Stanton married his secretary, Mary Powell, recently. Newest artists are Frank Hunter, Sarasota, Fla., and Hal Andrews, DeFur, Fla.

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Model	Issue of July 26	Issue of July 19	Issue of July 12	Issue of July 5
AMI Model A	\$269.00	350.00	\$269.00	325.00
Model B	450.00	395.00	450.00	450.00
Model C	475.00	475.00	444.50	475.00
Midway, 1950—				
400 selections		350.00	269.50	395.00
PACKARD Manhattan 76	89.00(2)	89.00(2)	89.00(2)	89.00(2)
ROCK-OLA				
Commander	39.00	39.00	39.00	29.50
49				295.00
49 & 50	295.00	295.00	295.00	295.00
1422	99.00(2)	99.50	89.50	99.00(2)
1426	129.00(2)	150.00	119.50	123.00
1426	135.00	175.00	129.00(2)	150.00
1478 Blonde			139.00	175.00
1432			295.00	300.00
SEEBURG				
Classic	49.00	49.00	49.00	49.00
Evoy	59.00	59.00	59.00	59.00
H-146 M Midway	119.50	139.00	119.00	139.00
H-147 M Midway			149.00	169.00
H-148 M Midway			229.00	219.00
H-246 M Midway			139.00	159.00
High Tone			59.00	55.00
Hi Tone C. C.				74.50
Letene				55.00
Letene R. C. C.				624.98
M-100-A 78 RPM	599.50	725.00	599.50	725.00
Major	49.00	49.00	49.00	49.00
Major	49.00	49.00	49.00	49.00
46	99.50	99.50	120.00	99.50
47	139.50	139.50	139.50	139.50
48 M			290.00	290.00
100 M-78			545.00	545.00
140 M	129.00	129.00	129.00	129.00
146 S			129.00	129.00
147 M			149.00	149.00
148 Blonde	260.00	275.00	275.00	260.00
148-BL			275.00	290.00
148 S			249.00	249.00
148-ML Blond			275.00	275.00
1981 RC Special			99.00	99.00
1946 Midway			99.50	99.50
1947			149.50	149.50
WILLIAMS				
Music With		99.50	99.50	99.50
WURLITZER				
500	45.00	49.00	49.00	49.00
500 Victory			49.00	49.00
616A	49.00	49.00	49.00	49.00
750	65.00	69.00	69.00	79.00
790			69.00	79.00
800	65.00	69.00	69.00	69.00
850	59.00	59.00	59.00	59.00
950	59.00	59.00	59.00	59.00
1085	139.00	149.50	139.00	149.50
	165.00	169.00	169.00	169.00
	175.00	175.00	175.00(2)	175.00
1017 Midway			139.00	139.00
1080		159.00	150.00	159.00
1100	289.50	305.00	325.00	359.00
	325.00	359.00		350.00(2)
				360.00
				375.00
1217 Midway	249.50	395.00		
1250	425.00	429.00	395.00	425.00

Set Conat Jet World Preem For Aug. 6-7

NEW YORK, July 26.—The Atomic Jet, coin-operated airplane ride manufactured exclusively for Conat Sales Company, of this city, will have a simultaneous world premiere August 6-7, says Nat Cohn, president of Conat. Distributors here and abroad have been appointed, the locations of the former not as yet announced. All will be supplied in time for the showings, however, Cohn declared.

Demonstrator models will be flown via Sabena Airlines to the Belgian distributor, Belgio-Americain, 112 Herestraat, Brussels. The Hawaiian distributor, Service Games, 210 Mokuuea Street, Honolulu, will receive its shipment via Hawaiian Airlines.

The Cohn-designed ride, made by the Nasco Manufacturing Company, Philadelphia, has many realistic features including a "blast-off" starting button and "flashing atomic rays" which release air blasts.

Also, it has a radar screen instrument panel and a plastic upholstered cockpit with a foam rubber seat. Equipped with a National Sign Rejector, the coin mechanism accepts two nickels or a dime.

Cohn says that the machine's price is lower than those of any similar one now being marketed, and that immediately deliveries were assured.

Electric Scoring Unit Hits Market

NEW YORK, July 26.—Bob Jacobs, new partner in the firm of Dave Lawry & Company, game distributors, has devised and is manufacturing an electric scoring unit which is said to fit on top of any shuffle-alley game.

Called the "Match-Me" unit, it can be installed on a game in 10 minutes at the location. No mechanical skill is required to operate it, Jacobs points out.

In addition to a series of numbers which the player must match, the unit provides spaces for writing the top and low scores, and the names of the score-makers. China marking pencils, for this purpose, are supplied with each unit, which is priced at \$49.50.

Gallopin' Beauty Sales Up—Simon

NEW YORK, July 26.—Currently distributing Chicago Coin's Gallopin' Beauty mechanical horse, Albert Simon, Inc., here, reports that it is approaching the best-seller class.

The horse's speed of motion can be regulated by a pull on the reins, Simon says, and it has no exposed parts.

Other features claimed for it include an authentic leather saddle and a weight of 375 pounds for proper balance. Full pony size, it has a base 48 inches long by 24 inches wide. Height from top of mane to the floor is 56 inches.

**Post War
MUSIC EQUIPMENT
Bargains**

Write, wire, phone. 1/3 deposit, balance C.O.D.

SEEBURG

1485L	\$249.00
147M	149.00
146M or S	129.00

Wall Boxes

3W7-L56	\$44.50
3W2-L56	17.50
(5x 3 wires)	
W1-L56	5.00
(5x wireless)	

AMI Model A.....\$269 PACKARD Manhattan.....\$89

WURLITZER 1015.....\$139

Expert Inquiries Invited—30 cycle motors available

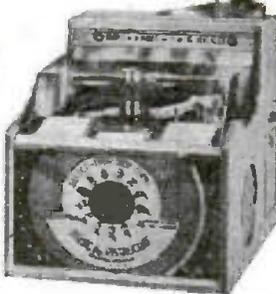
MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD LANSING, MICH.—1224 TURNER
CLEVELAND, OHIO—2600 EUCLID TOLEDO, OHIO—1302 JACKSON

**The Music Box That Makes Small Spots
PAY OFF!**

**RISTAUCRAT
S-45**

● PROVEN in the toughest locations! Low cost, low upkeep machine turns in big, steady profits for you.



RISTAUCRAT, INC. 1216 E. Wisconsin Ave., Appleton, Wis.

67,000 ACTIVE BUYERS read
The Billboard Classified columns each week

Gottlieb Game

Continued from page 141

three X's or three O's in a row horizontally, vertically or diagonally are entitled to a replay. In all there are 18 possible replay combinations.

Replay Scoring
Other ways of setting up replays include making a 1-8 bumper sequences which light up two side roll-overs. Balls passing thru the roll-overs, score replays.

Whether the ball in a hole lights up an X or an O on the backglass is determined by the point at which the red X or white O markers on the playfield is lit. Actually it alternates from X to O as different bumpers on the playfield are hit.

One of the novel features of Happy Days is the fact there is no outthru. A game is completed when all the five balls have dropped in five of the nine holes. Each time a ball drops in this hole area it remains there and registers 500,000 points toward super high score.

Opitz-Jost

Continued from page 141

Arnold's Coin Machine Company, Arcade business, Opitz stated, has held up well this summer despite unusually hot, humid weather. One of the real problems has been the rumor that local law enforcement agencies might prohibit coin-agers from patronizing Arcades. It all started when some of the younger set were found in local Arcades while skipping school.

Midget Movies

Continued from page 141

A spot survey made by Goldsmith and Pieters leads them to believe that over 600 of the coin-operated movie units will be placed. The Katz Drug chain, with 30 outlets in Kansas City, has contracted for a number of the machines, as have the Milgram Food Stores, Macy's, Kansas City, also will feature them.

First of the series of installations in these stores will be completed within the next three weeks, according to Goldsmith.

Coin Exports

Continued from page 141

list in several months. These included Ireland, Brazil, Chile, Belgium, Congo, Peru, the Bahamas and an initial appearance of West Germany. These listing export experts claim, show the increasing solidarity of the market.

**GIVE
TO CONQUER
CANCER**

AMERICAN CANCER SOCIETY

NEW BLUE-SKY WRINKLE

Offer Rental Units, Product Tie-In Deal

ST. LOUIS, July 26.—In spite of increased reference checks on classified advertising by vending machine promoters, such copy continues to make its appearance in local dailies and weekly newspapers. One of the latest "wrinkles" used by a Missouri firm is the renting of bulk venders.

The deal works in this manner: the customer receives the use of nickel "chlorophyll pellet machines" for a \$2 deposit on each.

350 MILLION

Estimate 1952 Coffee Volume By Mills Eqpt.

LOMBARD, Ill., July 26.—The Bert Mills Corporation announced this week that, based on average sales of 1,000 cups per week thru its coffee equipment, Mills machines would vend approximately 350,000,000 cups of coffee during 1952.

Herbert Chadwick, vice-president, stated the total annual figure was arrived at after consistent weekly averages of 1,000 sales in Coffee Bar units in industrial plant locations over the country during the past two years.

Currently, Chadwick said there were close to 7,000 Mills Coffee Bar venders on location. Production is continuing at a steady level on a 9½-hour day, six-day week basis, he stated.

STORES VEND CIGS—NO DELAY

NEW YORK, July 26.—According to the National Association of Tobacco Distributors, Inc. here, a large Midwestern food chain is experimenting with cigarette venders to soothe the nerves of impatient smokers and harassed check-out clerks. The stores have placed machines off to the side of the check-out lines so that patrons who want cigarettes "only" don't have to wait their turn behind the lady with the week's food order. Smokes are vended for 18 cents per pack, the same price as at the counters. Machines charge 20 cents, but return 2 cents in each pack.

Newsweek Carries Full Page Cole Ad

CHICAGO, July 26.—Cole Products Corporation, continuing its national advertising program, is running a full page ad in the current issue of Newsweek. Previously, Cole had used up to one-third page size ads in the weekly. The advertisement themes profit potentials with Cole-Spa cup drink equipment. It states in part: "A reasonably small investment can return up to \$15,000 income the first year."

ST. LOUIS TRUCK STRIKE HITS VENDER DELIVERIES

ST. LOUIS, July 26.—A month old city-wide strike of truck drivers virtually ground to a halt all vending machine production at National Vendors and Atlas Tool & Manufacturing Company here last week. National Rejectors, as a leading supplier of coin mechanisms to the industry, also saw curtailed activity as outgoing truck shipments continued to be banned.

The outlook for settlement of the AFL teamsters' strike over the week-end, however, was seen as good. National Vendors, which was forced to discontinue production when its suppliers could not get shipments of parts to the main plant for final assembly, reported it would resume output immediately should a settlement be reached. Tom Hungerford, merchandising director, said deliveries would be delayed from two to four weeks due to the truck strike if settlements were effected this week-end. National's finished inventory and other available space is now "completely filled with cigarette venders," Hungerford stated, as production continued until parts on hand ran out.

He is required to purchase, however, five pounds of chlorophyll pellets at \$6.60 per pound for each machine, which vends "six or seven" pellets for 5 cents. As the vender has a five pound capacity, supply cost, plus the deposit per vender comes to \$35 (in line with the usual price bracket on promotional bulk equipment sales).

With a 40 machine route, this particular firm promises each pellet machine will empty out within one year, thus making an annual profit of over \$8,000 for the operator. When one intended victim remarked the per pound cost was expensive, the representative declared: "They are trying to get the price lowered now."

The same company also offers a ball gum vender for outright sale at \$31.50 per machine.

Orange-Crush Premium Offer On Vender Cups

CHICAGO, July 26.—Orange-Crush Company is using vending machine cups in a new merchandising idea. A premium offer is imprinted on the cups, and also used in fountain sales. It informs the patron that two cup is (with the Orange-Crush imprint) plus 15-cents will bring the sender a choice of several items depicted on different cups.

Special display cards, being distributed nationally for placement on cup venders and fountains, give premium details, where-to-mail information.

Teamsters Organize Chicago's Operators

CHICAGO, July 26.—An aggressive campaign to organize employees of vending machine operators is under way in Chicago. Five of the city's largest operating companies have signed contracts with AFL Local 761, of the Teamsters' Union.

Daniel Colueto, secretary-treasurer of the local, said these operators signed within the past several weeks: Automatic Merchandising Corporation, Kandy Kit, Kandy Korner, Vernon Fox and Mechanical Merchants.

Actually, the teamsters' local began organizing Chicago operators a year ago this month. Approximately 70% of the city's operating companies signed contracts at that time. The teamsters then relaxed their efforts in vending to organize the salesmen and drivers of jobbing companies, handling every product from cigarettes, cigars and candy to beverage sirups.

Withdraw Pickets
Pickets paced before the headquarters of Mechanical Merchants the early part of this week, but were removed Wednesday eve-

Ice Cream Vender Production Holds Steady at Four Firms

60-Day Delivery Rules; Manufacturers Increase Product Supply Op Aid

CHICAGO, July 26.—Four manufacturers are currently producing six ice cream vender models, ranging in price from \$394.50 to \$875, with a fifth firm readying a new type machine for September delivery, a check by The Billboard revealed this week. Deliveries, while still predominantly in the "two months and over" category, are being maintained in spite of the steel situation, individual company spokesmen declared. Production at all four firms is reported to be steady, with no shut-downs contemplated due to an early run-out of plant steel supplies.

Tie-in merchandising programs, between the vender manufacturer, operator and ice cream supplier, gained strength during the past year. All active vender producers are employing some form of product supply and sales aid.

For the first time since Revo-

Inc. left the ice cream machine field several years ago, venders are increasing the use of other than bar forms of the product. Instead of the ice cream cup vended by Reven, however, the non-bar novelties now being offered, and to be offered this fall, include sandwiches, cartooned chocolate coated pieces and ice cream rolls.

Arctic Vender Sales Company, Merasha, Wis., is producing both a bar and a Bon Bon individual chocolate coated ice cream pieces in a single carton model. Latter is essentially the same as the bar unit, with the exception of special columns adapted to the new carton. Model 151 (designating bar capacity) sells for \$695, including changemaker. It has a new delivery chute with plastic cup and air-seal door. Ice cream sandwich also may be vended with proper column adjustments.

Belvend Manufacturing Company, Chicago, has two models; its July Boy unit for promotion sales, and a second model, trade named Belvend, for sale to established operators. Latter lists for \$750.

Both machines are basically Arctic machines; Belvend earlier this year acquired a 10-year license to produce the Arctic unit on a royalty basis. Both models are contract-produced for Belvend by Acorn Sheet Metal Corporation, Chicago.

A third Belvend ice cream vender is scheduled for production later this year or early in 1953. It is the redesigned 100 bar model of Dresko Machine Corporation which will be marketed under a new name. Belvend is now concluding arrangements in the purchase of the Dresko firm. Merchandising aids offered by Belvend, according to president Bel E. Hall, are close co-operation with dairies which wish to finance equipment for independent operators, assistance in securing suppliers for operators, and lower cost bar cartons purchased in volume from the Marathon Corporation, Menasha, Wis.

60-Day Delivery
Fred Habel Corporation, Chicago, reports 60 day delivery on its FHC five selection bar vender. Priced at \$850 in the standard
(Continued on page 150)

Kiley Buys 2 Coffee Routes

CHICAGO, July 26.—Airport Vending Service, headed by Bernard J. Kiley Jr., expanded its coffee operation this week with the purchase of two local routes. Move marks the third such purchase this year.

New additions to the firm's coffee installations are the Lunor Coffee Service of Norbert Lucas, and Kent Coffee Service, Aurora, Ill., headed by Edward Kent.

Kiley stated the latter operation now a straight nickel route, will be converted to 7-cent cups. The Lunor route, already on the 7-cent price, conforms to the odd cent price program of Airport Vending.

Hosp. Recants On 'Exclusive'

NEW ORLEANS, July 26.—Automatic Dispensing Company here was refused exclusive soft drink vender installation rights by the Charity Hospital this week. Earlier, the firm had signed a four-year contract with the institution on a 15 per cent commission basis. The original contract was invalidated by the company when it was agreed to increase the percentage to 20 per cent.

Prior to signing the new agreement, however, hospital officials recommended the contract be cut to one year. While other board members stated that all local vender firms be called in before a final selection was made.

LETTER TO THE EDITOR

Promoters Far Worse Off Than "Suckers?"

TO THE VENDING EDITOR:
As a person associated with the vending machine business for about 30 years, please permit me to say something pro and con with reference to your article headed "Blue Sky Promoters Under Business Bureau, Ad Fire" of July 19. I did not see the previous articles which I would greatly appreciate your sending to the above address.

In Sam Abbott's article under a Los Angeles dateline, he mentions a woman from Texas only netted \$40 per month from her \$550 investment, where the promoter promised she would make \$100 to \$150 per month. Personally I think this is a mighty fine return for about two or three hours work a week in servicing only five machines.

If Sam Abbott or some of the promoters were smart, they would use this article in the financial columns and be able perhaps to sell thousands of machines in hundred lots.

Why Prices Vary
Understand, I hold no brief for the "sharks" that are in this business. Every legitimate business has their share. Machine prices may appear over-priced, but the fact remains is that oftentimes the price of an article depends on where and under what (expense) conditions they are offered; i.e., a bottle of Coca-Cola may cost a nickel or dime in any cheap place, but in a night club or swanky restaurant may cost up to \$1.25.

A promoter takes a long shot gamble on heavy expenses, advertising, one to three rooms in finest hotel, meals, and living accordingly high including long trips, heavy telephone bills, etc. (including expensive location finding, sometimes installing).

It stands to reason he (the purchaser) would buy his machines cheaper if he got them from a local jobber who will not get him locations, so a promoter actually sets a fellow up in business and gives him a good start. He will always find some very good places on his route, some good and some poor and some bad. But if he will only devote a little time to getting good locations for his poor stops with a little intelligent effort, he really could build up his income.

But these small potatoes want
(Continued on page 152)

Bottlers Raise Price in Texas

ABILENE, Tex., July 26.—All soft drink bottlers here, with the exception of one, have increased the wholesale case cost to 98 cents. Initial increases were instituted by the Texas Coca-Cola, Dr. Pepper, Royal Crown, Pepsi-Cola and Sun Spot bottling companies. Hold-out is the local Seven-Up bottler.

Latter, however, expects to follow suit but could not determine, definitely when it would do so.

Both Coke and Dr. Pepper bottlers are already converting their bottle venders to 6-cent operation.

CUP DRINK VENDERS KEY USED EQUIPMENT MARKET

CHICAGO, July 26.—Cup soft drink venders continue to keynote activity on the used machine market, current Market Place advertising in both The Billboard and its sister publication, Vend, indicates.

Most offered in the "for sale" columns, cup beverage machines also occupies second place as the most-in-demand type of vending equipment in the "wanted" columns.

Coffee venders, in fourth position on the "used-for sale" market, come up as top demand units in the "wanted to buy" department. Candy machines hold to second place as most-offered used units; tied by canned juice and milk venders which tie for third most-offered spot.

Cigarette equipment, as third most-wanted on the used market, takes fourth position on the "for sale" column. Ball gum units also come up fourth in the latter category.

Ice cream and cookie machines tie for fifth position as the most-offered automatic merchandisers on the used machine market.

The Right Combination
for
More Profits—Steadier Income

VICTOR

BABY GRAND CHICLE TREETS CHLORO TREETS



Sold Exclusively by Authorized Victor Distributors. Contact Your Nearest Distributor or write today to

VICTOR VENDING CORPORATION

3701-13 W. Grand Avenue
Chicago 39, Illinois

Mfrs. of the famous line of TOPPER Venders

Ice Cream Vender

Continued from page 149

single coin (dime) model, the two-coin model (dime or two nickels) costs \$25 more. Bar capacity remains at 175.

While final assembly is made at Hebel's own plant (formerly Grotchen Tool & Manufacturing Company), two contract suppliers continue to provide separate parts from Franklin Park, Ill. (Era Tool & Engineering Company) and Fond du Lac, Wis. (Sanitary Refrigeration Co.)

Hebel continues to slant advertising at dairy-promoted placement of ice cream machines. Theme: increased installation of such equipment provides dairies with expanded markets for ice cream novelties, with the independent operator as a new volume customer.

The Vendo Company, Kansas City, Mo., is quoting immediate delivery on its \$384.50 Dairy-Vend bar model. Capacity remains 59 bars, with 140 in storage. Recent design and construction changes include adoption of a dual coin mechanism and improved top seal. Increased insulation and addition of frost shields improve cold retention.

Field Aid

A special sales-service field organization is available to customers (independent operators and dairies) operating Vendo ice cream equipment for maintenance and service aids.

J. L. Burlington, sales manager of the dairy division, stated that Vendo does not use franchise or exclusive agreements and "does not have with the product supplier any written or firm agreements as to price or product."

Smithco, Inc., Peoria, Ill., a newly organized company, has produced pilot models of an ice cream roll or tube type machine, featuring 300 tube capacity and a list price of \$395 (The Billboard, May 24).

With initial production-line output set to start shortly at the contract firm, Ice Cooling Appliance Corporation, Morrison, Ill., volume deliveries are said to be inaugurated this September.

The special ice cream tubes vended are produced and wrapped by a patented mechanism to be leased to dairy suppliers by Smithco. The ice cream tubes will be available to operators from individual dairies at 60 to 95 cents per dozen, it was stated.

A sixth firm, Atlas Tool & Manufacturing Company, St. Louis, also has introduced an ice cream vender. As it did not respond to survey questions, current production, delivery, price information is not available.

(Next week: Report on cup soft drink vender production, price and delivery will be presented.)

INSTALL FIRST OUTDOOR MILK VENDER IN ILL.

OAK PARK, Ill., July 26.—Learn Dairy Company last week installed the first outdoor type, 24-hour a day milk vending service, in Illinois adjacent to its retail milk outlet store here, 1047 Garfield Avenue.

Both half-gallons of Grade A and pints of half-and-half are vended thru the 6-foot tall, 4-foot square machine. Local board of health authorities gave full clearance for operation of the vender in the outdoor location. Learn Dairy officials pointed out.

The vender was introduced last September by its co-developers, Land O'Lakes Creameries, Inc., and Refrigeration Engineering Corporation, Minneapolis (The Billboard, September 8, 1951).

NEWER CHARMS

from the World's LARGEST MANUFACTURER OF CHARMS

Playing Cards
Photo
Buttons
Tissue
Liquors
Toys
Photo
Toys
Photo
Toys

One of the finest and most complete lines in the country. Immediate delivery. Send 25¢ for complete samples for low low low prices.

PENNY KING CO.

2538 Mission Street
Pittsburgh 3, Penna.

Cigromat Adds Producto, Palina

PHILADELPHIA, July 26.—El Producto and La Palina cigars have been added to the line of nationally advertised cigars carried by the Cigromat Corporation of America. It was announced this week by Martin Berger, Cigromat president.

He added that these cigars are now being packed in special vending machine cartons.

Pulver NCWA Member

ROCHESTER, N. Y., July 26.—Pulver Company has joined the National Candy Wholesalers Association as a manufacturer member.

The gum producer recently announced renewed concentration on its vending machine sales and operation. It is currently manufacturing two models of penny gum units.

BABY GRAND

CHICLE MACHINE
CAME
OF
FOUR
\$52.00

NEW
CHLOROPHYL
CHICLE CHEWS—VEND 3 FOR 1c
23 LB. CANS. 50¢—52¢ LB.

272 Dept. Bldg. C. O. D.
CLEVELAND COW MACHINE
EXCHANGE, INC.
2012055 Prospect Ave
Cleveland 15, Ohio
AN Phones: TOver 1-8711

Beech-Nut Appointment

CANAJOHARIE, N. Y., July 26.—Beech-Nut Packing Company elected Carl Rudy director and vice-president. Rudy, a sales manager with the firm, joined the company in 1921.

Net income for the six months ended June 30 was \$1,418,275, compared with \$3,520,323 for the same 1951 period.

Bey Tax Receipts Off

CHARLESTON, W. Va., July 26.—State Revenue Office here reported that the State soft drink crown tax had failed to bring in estimated returns after 11 months of operation. Receipts of \$3,049,395 were over a million dollars short of expected revenue.

VICTOR'S BABY GRAND

\$13.00 ea.
100 or more
\$12.00 ea.
Packed 4 per case

Vends the following material:
CHICLE TREETS—200 counts
2 for 1c
CHLORO TREETS—200 counts
3 for 1c
LEAF CHLORO CHEWS—200 counts
1 for 1c

Beautifully done free with a Baby Grand ordered. Put this on your territory with this new fast-moving merchandise. Large Prices on Gum and Chicle. WE ALSO HAVE JUMBO 100. Don't delay—Write today.

H. B. HUTCHINSON JR.
666 North Ave. N. E., Atlanta 6, Ga.
Tel.: Simpson 4320

There's a **SMALL FORTUNE** in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



★ 2 Machines in 1... Fortune and Weight
★ Fully Automatic & Patented
★ No Knobs, No Handles, No Trouble

Yours for Only **\$25** DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$3.

AMERICAN SCALE MFG. CO.
3204 Grace St., N. W., Washington 7, D. C.

Check one of the following:
 Attached find check for \$25 payment on one model 403 scale. Ship at once.
 Please send further details immediately.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

WE HAVE VICTOR'S

New BABY GRAND CHICLE TREETS VENDER

- also NEW VICTOR'S JUMBO 100
- SAMPLE \$13.45

4 or more, \$13.00 each. Less in larger lots. Write BIRMINGHAM VENDING CO. 548 1st Ave. N.E., Birmingham 4, Ala.

IN STOCK VICTOR'S

New BABY GRAND CHICLE TREETS VENDER

also JUMBO 100

ORDER TODAY

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-3448

Hasenberg in New Post

NEW YORK, July 26.—Drake American Corporation, importer and distributor of Rowntree candies, has named Alvin Hasenberg as assistant sales manager of the candy department.

SUNBRAND Pistachio Nuts

DISTRIBUTORS WANTED

Best Quality—all sizes. Suitable all makes vending machines. Write for our low prices. Importers & Dealers for a Quarter Century.

AMERICAN PISTACHIO CORP.
111 1/2 Ave. B, New York 13, N. Y.

HERE ARE THE MOST SENSATIONAL BUYS OF FACTORY OVERHAULED AND REBUILT CIGARETTE MACHINES EVER OFFERED!

SPECIAL!
ROWY TAB GUM. 5 Cans. 1c, 400 Cans. \$17.50
Cigarette Bracket. \$7.50 Extra

Our Paints Are VERNERIZED Prevents Peeling, Flaking & Rusting

SUMMER SPECIALS ON CANDY MACHINES Counted as well stocked—no orders. D.V.C. Conductor, 75 Cans. \$87.50 Revs. Candy, 120 Bar. Exp. 75.00

All equipment Unconditionally Guaranteed Trade Prices 1/3 Dep. Bal. C.O.D.

UNEDA VENDING SERVICE, INC.
"The Nation's Leading Distributors of Vending Machines"
NEW... RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N. Y. • Evergreen 7-4568

GIVE TO DAMON RUNYON CANCER FUND

when answering ads...
SAY YOU SAW IT IN THE BILLBOARD!

the new photo studio...



AUTO-PHOTO

Complete in 1 unit! Coin operated!
Portable for easy location!

700% gross profit with the photo machine that offers 4 poses for 25¢ and last three 3¢ cost per strip! Completely automatic—commercial type developing in just 2 minutes! Easy for the customer! Easy for the operator! Operate a Photo Studio on a major Profit Producing Plan. Write today for your brochure—
"Picture Yourself in the Money".

Contact Auto Photo Co. for distributor nearest you
Dept. 104-1444 So. San Pedro St.
Los Angeles 13, California

Auto Photo Company

Continued from page 149

huge income with no effort, just as if they invested in blue chip stocks (with low returns).

Income Inflated

I will also admit that income is most of the time exaggerated, but can you mention many businesses or salesmen that don't exaggerate in selling?

The purchaser should always discount considerably what a salesman says, and if he spoke the absolute truth, which he really can't because he takes for granted that a man who is going to invest his money is going to back it up and invest his time to keep his route at the greatest earning capacity. If he takes for granted that the man would normally protect his investment, the income would not be much exaggerated.

Letter to the Editor

super salesmen to sell (promote) the sale of vending machines with the exception of the 1000 per cent legitimate deal.

Strange as it may seem, I do not mean the above to protect the purchaser, but to protect the potential promoter.

Nineteen out of 20 promoters wind up broke, quickly. The actual promoters who promote the machines for at least double what it cost them, and then the jerk promoters are sold to go for advertising, hotel, telephone, railroad or car expense plus location money.

Right here in New York City, within about three or four months, a new promoter made over \$20,000 in selling commissions. At the end of the time the finance company took his car away for failure to pay the \$600 final payment. This man is a clean-living family man, don't drink, don't gamble or throw his money away carelessly.

Investors with really important money are talked over many hundred times more daily in legitimate purchase of stores and businesses than are sold machines for petty sums. What do the local Better Business Bureaus do about that, including newspapers keeping out Business Opportunities?

I have never been in the machine promotion business. So I have no bone to pick with anybody and can write as I feel.

Play The Promoter

My suggestion would be that the Better Business Bureaus work on the newspapers throught the country to bar advertising for

Who Makes It

In closing permit me to say that the only ones who make the big money are the outfits that promote the supposed-to-be Wise guy promoters, who sooner or later, mostly sooner, wind up with holes in their pockets and stories to tell how they made \$1,000 or \$2,000 a day while trying to make a touch for a fin.

A vending machine promoter is a sucker for his promoter.

William Brown.

Editor's note: The writer of the above letter, a resident of Brooklyn, requested The Billboard not use his real name.

On one fact the reader is in error. Abbott's story did not say the Texas woman netted \$40 a month; it said she grossed \$40. Out of this, of course, had to come the cost of merchandise, service, taxes, depreciation and all the many other costs of doing business.

SCALES



"PRICES REDUCED \$125.00 CUT TO \$89.95"

Price \$89.95. Down Payment \$14.95. Balance \$50.00 per month for 17 months. Or if you prefer to send cash with your order, you may deduct \$6 or \$4.50 from the list price, making the cash price only \$83.45. Or sales in Georgia or South Carolina. It is necessary to add Sales Tax to scale prices.

All prices are f.o.b. Spartan and we will ship to you by express or freight.

A Scale created weighs 100 pounds.

Get in touch with us for a Scale Deal.

MANUFACTURED BY
SPARKS
SPECIALTY COMPANY
PHONE 33 SPARTAN, GEORGIA



BEST MONEY MAKERS... ANY LOCATION

VICTOR'S NEW BABY GRAND CHICLE and CHLORO TREATS VENDOR

Vends 2 for 1c or 2 for 5c. Advice model desired when ordering.

4 or more, \$13.00 each
100 or more, \$12.00 each

Chicle Treat Gum—\$6 per pound
Chloro Treat Gum—\$5c per pound for 1c model
Chloro Treat Gum—75c per pound for 5c model

Features: sensational new Chloro-Treat, 25¢ per unit. Returns of \$6.75 per pound.

ORDER NOW

Parkway Machine Corp.
715 East St. Baltimore 2, Md.

Wrigley, Lorillard, Life Savers Income

CHICAGO, July 28.—William Wrigley Jr. Company earned a net income of \$2,424,333 during the second quarter ended June 30, compared with \$2,528,331 for the like 1951 quarter.

Lorillard Company net income for the second quarter this year was \$1,321,529; net was \$1,275,013 for the comparable 1951 period.

Life Savers Corporation net earnings for the six months ended June 30 was \$990,499 compared with \$938,809 for the first half of 1951.

BABY GRAND & 2 FOR 5¢ CHLORO TREATS

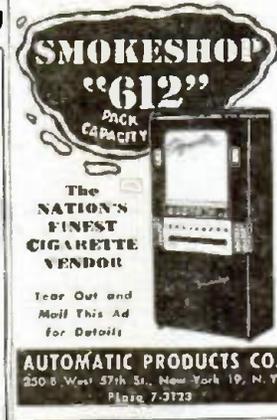
BABY GRANDS \$13.00 Per Unit
\$12.00 Hundred Lots
Packed four to the carton. F.O.B. Dallas.

2 FOR 5¢ CHLORO TREATS 70c Per Lb. (250 count)
Holds 5½ Lbs. OPERATOR'S GROSS APPROX. \$6.25 Per Lb.

Also, 1c BABY GRANDS FOR: 336 count Chloro Treats or 300 count Chicle Treats.

ALL MACHINES AND MERCHANDISE IN STOCK FOR IMMEDIATE DELIVERY. WRITE TO

GRAFF VENDING SUPPLY CO.
3841 W. DAVIS STREET DALLAS, TEXAS



SMOKESHOP "612"
PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Tear Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO.
2508 West 57th St., New York 19, N.Y.
Phone 7-3173

VENDING MACHINES COUNTER GAMES SALESBOARDS SUPPLIES and ACCESSORIES

FOR THE MOST COMPLETE LINE

Send for Your **FREE** Copy of **RAKE'S NEW 1952 CATALOG TODAY!**

RAKE'S AUTOMATIC MERCHANT

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

Rake COIN MACHINE REPAIRMAN
609 4 SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676
Distributors of Coin-Operated Machines and Supplies

BROTHER- THIS IS BASIC

560 Assorted BASIC FILL CHARMS \$1.50 PER BAG

f.o.b. Jamaica, N. Y. (minimum order \$10.00 and up)

PUT IN THE WHOLE BAG FULL—every single one of ALL the 560 assorted Charms into each FILL.

It's a Rich and Powerful assortment, consisting of over a hundred different Charms and Rings, in a Plastic, Copper-Plated and Silver-Plated Mixture.

IMAGINE — 560 assorted BASIC CHARMS for ONLY \$1.50 for your basic fill!

Now you can afford a vast quantity of basic fill Charms AS WELL AS many Eppy gimmicks to make your machines a Treasure-House Inducement to Customers.

Samuel Eppy & Co., Inc.
91-15 164th Place Jamaica 2, N. Y.

DON'T DELAY... ORDER NOW!

From LITTLE ACORNS mighty INCOMES grow!



ACORN
The only completely die cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends all ball, nut, gum balls, candy, slugs
- Polished, easy-to-clean merchandise here
- Temperproof Metal by top lock and body clamp order
- Overworked mechanically—weights less than 7 lbs.

See A. M. J. ABELSON
Candy Sales Mgr.
2877 Fifth Ave.
Brooklyn 18, N.Y.
Phone: 478-4478
Distributors:
INGRAHAM VENDOR SUPPLY CO.
1013 S Grand Ave.
Los Angeles

RAK manufacturing co., inc.
4188 Kingtonbridge Ave., Culver City, Calif.

READY FOR DELIVERY NOW!

1c or 5c **ACORN**
ALL PURPOSE BULK MERCHANDISER
Featuring the new **WHITE FLASH** BUSH HOUSING

Multiple COIN MACHINE EXCHANGE
1012 Milwaukee Ave. Chicago 22, Ill.

PRICE REDUCES PRICES!

CHARMS

Dired From Manufacturer
Sensational New Easy-Spin

BASEBALL TOP, silver-plated, \$6 per M
Plastic \$3.25 per M

STRENS, beight red plastic with metal insert \$4.50 Gr.
WHISTLES, 2 tone, colored plastic, inch length \$1.00 per M

All prices F.O.B. N. Y. C.

PAUL A. PRICE CO.
220 Broadway, New York 34, N. Y.

Rake COIN MACHINE REPAIRMAN
609 4 SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676
Distributors of Coin-Operated Machines and Supplies

We are restors and sellers of Nut Meals

- Spanish Peanuts
- Java Peanuts
- Chico Peanuts
- Mixed Nuts
- Pistachio Nuts
- Wrinkley's Gum
- Seaweed Snacks
- Red Raisins
- Almonds
- Walnuts
- Adami Gum
- Soft Candy
- Pop Candies
- Beans
- Crackers
- Scotch
- Cherries
- Globet
- Party

Northwestern "Pop"
1-24 \$17.50 ea.
3-24 \$17.15 ea.
180 or more: 16.50 ea.

NORTHWESTERN SALES & SERVICE
114 WESMONT ST., BOSTON, MASS.

Every Conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL?

Write The Billboard
2160 Patterson Street
Cincinnati 22, Ohio

MAKE MORE MONEY IN VENDING!
Read The Billboard Every Week

"For the biggest vending opportunities—the latest prices on the most used vending equipment—for every bit of significant news in your industry—"

Enter a Money-Saving Subscription Now!
Fill out this coupon and mail today.
Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.
Yes! Please send me The Billboard for one year at \$10.
Check here for total subscription of 12 weeks at \$7.
Foreign rates upon request.

Name 581
Address
City Zone State
Occupation

Milwaukee

Current heat spell in the Milwaukee area, according to the consensus of coin operators, has not hurt receipts. The televising of the Democratic National Convention apparently did not keep many tavern customers glued to their private sets as the GOP convention. As a result taverns experienced favorable attendance during evening hours.

Red Jacomet, Red's Novelty, affirms that business is holding up. Recent additions to the Red's Novelty inventory were several new Seeburgs. Jacomet plans taking off a few weeks for a vacation at Little St. Germain lake.

Windy Gale, who master-

Olshen Keeps Five Day Plan

ALBANY, N. Y., July 26.—Julius Olshen, head of Olshen Distributing Company, announced this week that the firm will continue its five day week policy thru August. Beginning with September 8 the Olshen firm will return to its additional half day on Saturdays.

mind the music and games routes for Matt Schaefer for more than three years, recently resigned. Taking his place on the routes and maintenance work is Donald Hagen. Metro Amusement has acquired another warehouse on Third Street. Mele Curro reports cigarette vending promising.

Alling Mike Rischmann, head man at the Wisconsin Novelty Company, has improved sufficiently to enable him to get to the office. July saw two of the Wisconsin Novelty roulemen, Stanley Johnson and Glenn Grubb, hying themselves up north for several weeks of fishing. Mrs. Clyde Nelson, who formerly did bookkeeping for General Novelty, has returned to her old job.

A goodly number of candy vending machine people are expected to attend the Badger Candy Club Candy Carnival, August 1-2 at the Ambassador Hotel. Saturday night closing activities will include a cocktail party and dance.

Bob Thompson, new branch

manager here for Capitol Records, states that operators are stocking up on Kay Starr's "Fool, Fool, Fool" and Jerry Shand's "Cuckoo Waltz." Shand's waxing, he believes, should get added to play here when the rising Capitol artist makes his personal appearance at the local Towne Room the last two weeks of August. Mrs. Beverly Black is spending several weeks at her old job at Major Distributors before rejoining her husband, who is on duty with the Navy.

Bob Markwardt is back on the job about 15 pounds lighter after a two-week siege of illness. Big Mercury hits, according to Markwardt, are: Gloria Hart's "I Would Rather Look At You" and Tiny Hill's version of "After I Say I'm Sorry."

Recent visitors at the Mercury stronghold for their weekly supply of wax hits, were: Herb Wagner, G. & W. Novelty; Erv Beck, Mitchell Novelty; Vince Waters and Lou Albafonso, of Kenosha. Ari Cohen, of Badger Tobacco Company, planned to New York this week on business.

Chicago

While Len Micon, World Wide Distributors, was on vacation this week Al Stern doubled his executive duties. Len planned to sharpen up his golf clubs while away. Meanwhile, the two new papas, Monty West and Fred Skog, announced that their baby boys were making remarkable progress. The excitement attendant upon the arrival of the junior coinmen has made Monty and Fred bear down even harder.

United Manufacturing staffers went to the Red Sox—White Sox ball game at Comiskey Park in chartered busses Tuesday (22) night. Tho the game itself was a sizzler feature of the night, according to Billy DeSelm and Johnny Canada, an unscheduled bout in the stands between a husky teen-ager and several policemen attracted much interest. The youngster bounced the boys in blue with great abandon and then left the field under his own power. Mel Binks is busy till the wee hours these days.

Over at Chicago Coin Machine Company there was plenty of

sales action in favor of Big Hit baseball and Owners Sam Wolberg and Sam Gensburg were pleased. Meanwhile sales executives Ed Levin and Sam Lewis were seeking to expedite shipments on orders which had piled up. Firm also is getting activity on its Match Bowler and 6-Player Deluxe Bowling Alley.

Among the Chicago game distributors taking in the big operators' golf party at Bunker Hill Country Club, Niles, Ill., were Joe Kline, Wally and Mal Finks, and Ben Michaels. All First Distributors; and Herb Perkins, Purveyor Shuffleboard. Paul Huebsch, sales manager at Keehey, took time out from his vacation to attend the event. Mrs. Huebsch is recovering from a hospital stay.

The "Recorded Music Service Association staged a third annual Field Day here Wednesday at the Bunker Hill Country Club and scored what proved to be a memorable success. More than 500 operators, their wives, and spouses and guests from all segments of the music machine industry attended.

There was, however, what appeared to be one disconcerting note—the golf scores. Judging by the reticence of the linksmen regarding their battle with par, (Continued on page 153)

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

Agents—Distributors

Distributors and Salesmen—Experienced in selling coin-operated machines from business opportunity advertising, we have several brand-new products, Vending and Amusement Machines, that have genuine appeal to your prospects; commissions are excellent. If you record is good and you sell clean, write Shipman Mfg. Co., Los Angeles 23, Calif.

Parts, Supplies & Services

Attention, Bulk Vender Operators. Now you can prevent spoilage from dampness; our new patented aluminum dehumidifier for "Victrol" and "Acoustic" bulk vendors keeps merchandise fresh in the dampest weather; guaranteed to keep salted nuts crisp; fits under machine's cover; no installation required; out of sight; harmless to merchandise; keeps machine interior free of rust; will last for years; when indicator shows unit needs recharging simply place in kitchen oven for 30 minutes; change your damp weather headaches into an easy, profitable operation; unit complete, \$1 each postpaid. Franklin Products, P. O. Box 2850-B, Washington 13, D. C.

Shuffle Alley Pucks for manufacturers and distributors; we have the finest two-sided puck in the market for use on all Shuffle Alleys; it's rightly polished and slatted; guaranteed the finest in the world, and we offer it at the lowest price in the field. Write, we'll show you an easy, profitable operation; sample, Gooddry Products Corp., 410 N. Broad St., Elizabeth 3, N. J.; Elizabeth 3, 0089.

For Sale—10,000 used Phonograph Records; make offer; sell any amount. A. G. M. Amusement Co., Hannibal, Mo.

Health Drip Chute and Switch, 5c, 10c, or 25c play; Health-leather-touch push-pull type 1c, 2c, 5c, 10c or 15c play; immediate delivery from stock. Health Distributing Co., 234 Third St., Macon, Ga.

USED 1c-5c CANDY, NUT, BALL GUM VENDERS BOUGHT, SOLD, EXCHANGED. All Parts, Coin Wipers, Coin Counters, Tea Cams, Panned Candies, Cast Iron Stands, Top Plates for 2 Cenders, Top Plates for 3 Venders, Ball Gum 210, 170, 140, 7c per lb. in case lots 125 lbs., Jumbo Size Ball Gum, 25c per lb. in case lots 125 lbs., Chlorophyll Ball Gum, 210, 170, 140, 49c per lb. in case lots 125 lbs., Chiclet Treats, 300 count, 45c per lb. in case lots 125 lbs., All prices f.o.b. factory. KING & CO., Distributors of Northwestern Model 49 and Tab Gum Venders, Chicago 12, Illinois, 2700 W. Lake St.

Seasonal Citi Arr Model Markes for your Panarams; all new titles; sample 100-10; retail \$4.25. Etna Publications, Box 566, San Diego 12, Calif.

STOP!

Don't throw out that old equipment

It's worth more than you think! A low-cost MARKET PLACE can help you sell this equipment, parts or supplies that you have laying around

For rates see the Handy Order Blank on this page

DO IT ... TODAY!

Stamp Folders, direct from manufacturer; immediate delivery; write for prices! Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1445.

Routes for Sale

Booming 24-hr. Las Vegas! Juke Boxes, Slots, net \$1,000 plus per month; plenty room for expansion; \$25,000; 1/2 down. Box 542, c/o Billboard, Chicago 1, Ill.

Coin Music Route, Peppet Solid area; annual gross to owner, \$18,000; equipment latest design 45 RPM 100 selection; excellent expansion potential, 3 hours per day to service. Shop, 3-bedroom residence available to buyer; \$15,000 cash for 50% or \$26,000 for entire business. LM Co., 901 Calloway, Brentwood, Wash.

Western Michigan established 22 years; approx. 400 pines, 22 years. Records; takes \$30,000 down or may split into routes; satisfactory income; owner wishes to retire. Box 545, The Billboard, Chicago 1, Ill.

40 Music Machines, almost all late model machines; 50 Amusement Machines, Shuffle Boards and Gums; air base under contract for past five years; gross between \$30,000 and \$40,000 per year; located in one of the fastest growing towns in New Mexico; all machines in radius of twenty miles. Box M-14, Billboard, Cincinnati 22, O.

Used Coin-Operated Equipment

A-1 Bargain: Cigarette and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postal, 2922 Milwaukee Ave., Chicago 11.

For Sale—Bally Coney Island, Bright Spot, Sox 87c, 940c each; A-1, used four weeks Atlantic City, used three weeks, \$450 each. Kolar Dist. Co., 1606 Elwood Ave., South Bend 28, Ind.

OPERATORS

DON'T MISS THIS SALE!

50 Master and Northwestern 1c Nut and Ball Gum Vending Machines; guaranteed as new; 100 units; monthly; while they last; only \$7.95 full cash with order; order from this ad; first come, first served; orders shipped same day received.

Olav Will, Treat you Right

DIXIE VENDING COMPANY P O Box 1370 Lakeland, Fla.

- Rock-Ola 1428, Blonco, Very Clean \$300.00
A.M.I. Model C, Good Stand, 450.00
Chicago Hit Parade Stand, 175.00
Like New Embroid. Shoot-a-Line, Like New 300.00
Sambor Six Shooter, Good as New 200.00
Edco Star Bowlers Wood Balls, \$225.00; 3 for 500.00
Curtis Ball, Like New, \$70.00
Chicago Derby 400.00
Seehang Bear Gun 275.00
Wilson Gay Records Stand, 275.00
Approx. 300 Records 150.00
United 5-Player Bowlers, For-mid 265.00
United De Luxe 6-Player Bowlers 375.00
South Pacific 139.50
Sambor Square Stand 139.50
Canasta 99.50
El Paso 54.50
Camel Caravan 73.50
Thing 73.50
All Pin Tables, Very Clean—Have Had Little Use.
Bally Special Entries \$40.00
Champion 75.00
Chicago Bowling Classic 75.00
WOLF DISTRIBUTING CO. 5600 W. Colfax Denver, Colorado Phone: Belmont 3-4074

For Sale—Mills, Jennings, Pace, Wadding Both Double Unit Super Bonus Single-Twines; beautifully reconditioned; Evans Races, \$100; new Bally Clover Bell, General Coin Machine Co., 225 N. 9th St., Philadelphia 7, Pa. WAlnutt 2-4378.

For Sale—Perfect condition, like new; Coney Island, latest model with improved 5 contacts, \$400; Leaders, \$375; Hot Rock, \$60; Turf King, \$175; Citiana, \$35; various late flipper pins write, Va. dep. bet. c.o.d., W. E. Keeney Mfg. Co., 5229 So. Kedzie Ave., Chicago 11; Phone: HEmlock 4-3844.

For Sale—17 4-Column Cigar Machines, 10c operation, A-1 condition, \$30 each, or will trade for Cigarette Machines. Sam Rockman, 1101 S. Grandview, Los Angeles 6, Calif.

Peanut Machines, Challenge, Basket Balls, Holly Cops, American Machine Co., 505 E. Jefferson, Effingham, Ill.

Sacrifice—2 Aristocrat Paperm Vending Machines, \$60 each; 2 Krups Popcorn Warmers, \$60 each. Call or write Rusco Trading Co., 1138 Manhattan Ave., Brooklyn, N. Y. Ev 3-4510.

Will buy consoles or slots for export or sell same in Kentucky or Nevada or export Eugene Porter, 2600 South Belmont, Ashland, Ky.

Will trade Turf Kings, like new, for music, cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

2 Williams Music Miles, practically new; reasonable offer will be accepted. Box M-15, Billboard, Cincinnati 22, O.

4 Mills Leboy Scales, \$35 each; 2 Wurlitzer Scepters, \$10 each; George Lind, 959 So. 55 St., Omaha 6, Neb.

12 5-Column Penny Candy Machines, cost \$1500, now your price. Roy Durham, Welch, Okla.

17 Drop Picture Stereogram Peep Shows; cheap to anyone hauling them away. George Erdmann, 2304 Winona Ave., St. Louis 8, Mo.

19 Five Balls; 4 Phonographs; \$600. Hill, 121 Dutch Rd., Charleston 2, W. Va.

Wanted to Buy

Stamp Machines—Shipment Triples and 25c units, new or used; state price and condition. Ken Stamp Service, 3250 Devonshire Ave., St. Louis 9, Mo.

Wanted—Late model Selenox master entertainers and selective boxes, Rock-Ola 1422 phonographs, combination free play and payout consoles; give serial numbers of master entertainers. Box 540 The Billboard Chicago 1, Ill.

Want to buy Route in L.A., either Games, Music or Vending, or will trade for business in Chicago. Box 543, The Billboard, Chicago 1, Ill.

Admen of every kind Endorse The Billboard as a TOP SELLING FORCE

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

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

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:
[] Display Classified
[] Regular Classified

2: Now check off the classification you want your advertisement to appear under:
[] Agents and Distributors Wanted
[] Help Wanted
[] Parts, Supplies and Services
[] Positions Wanted
[] Routes for Sale
[] Used Coin-Operated Equipment
[] Want to Buy
4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:
Gentlemen Run this in your "Market Place" as indicated below:
[] Next 6 issues [] Next 4 issues [] Next 3 issues [] Next issue only
\$ Payment enclosed [] Bill me
Name _____
Address _____
City _____ Zone _____ State _____

ADVERTISING RATES
REGULAR CLASSIFIED
Usual wanted style, one paragraph, no display. First time set in 6 of head, balance set in 10.
Per word .03
3 or more CONSECUTIVE or 14 insertions, per word .02
52 CONSECUTIVE insertions, per word .01 minimum \$2.
DISPLAY CLASSIFIED
Any advertisement using display make-up or white space. Figure space between 10 and 12 lines. Minimum 10 lines.
Per space line .01
3 or more CONSECUTIVE or 14 insertions, per space line .005
12 CONSECUTIVE insertions, per space line .002
1 inch equals 14 space lines.
All orders and inquiries to COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 7, ILL.
Please include an additional 25c for each issue for the use of a box number to cover the cost of handling and forwarding of your mail.

	Issue of July 26	Issue of July 19	Issue of July 12	Issue of July 5
Books (Williams)	535.50	79.50	395.00	99.50
South Pacific (Genco)	95.00	99.50	104.50	99.00
Spark Plug (Williams)	250.00(2)	250.00	250.00	250.00
Special Entry (Bally)	219.50	215.00	215.00	215.00
Spindrift (Chicago Coin)	15.00	49.50	49.50	49.50
Spurman	135.00	135.00	135.00	135.00
Spot Bowler (Gottlieb)	128.00	129.00	149.50	99.00
Spot-Lite (Bally)	375.00	400.00	425.00	440.00
Springtime (Genco)	149.50	185.00	185.00	185.00
Stage Door Cantata (Gottlieb)	37.50	39.00	44.50	49.50
Stradivari (United)	250.00	295.00	300.00	295.00
Strepia Chase (United)	99.00	109.50	110.00	115.00
Stomp and Go (Genco)	27.50	29.50	29.50	29.50
Star (Williams)	39.50	49.50	49.50	49.50
Summer Time (Gottlieb)	54.50	69.50	69.50	69.50
Super Hockey (Chicago Coin)	119.50	275.00	275.00	275.00
Super World Series (Williams)	54.50	59.50	59.50	59.50
Swanee (Eaton)	94.50	124.50	124.50	124.50
Sweetheart (Williams)	67.50	99.50	99.50	99.50
Target Ball (A.B.T.)	69.00	69.00	64.50	64.50
Tarpe (United)	46.50	50.00	49.50	49.50
Tetrad (Gottlieb)	48.50	79.50	79.50	79.50
Tempest (Chicago Coin)	40.00	49.50	49.50	49.50
Terminator (Williams)	49.50	79.00	79.00	79.00
Texas League (Kenny)	63.00	69.50	69.50	69.50
Three Frathers (Genco)	249.50	250.00	225.00	265.00
Three Frathers (Genco)	27.50	35.00	77.50	35.00
Three Frathers (Genco)	54.50	54.50	54.50	54.50
Three Frathers (Genco)	39.50(2)	35.00	39.50	45.00
Three Frathers (Genco)	245.00	205.00	245.00	325.00
Trade Wind (Genco)	39.50	49.50	39.50	49.50
Trayor	135.00	170.00	135.00	135.00
Triad (Chicago Coin)	19.50	24.50	29.50	24.50
Triple Action (Genco)	125.00	125.00	125.00	125.00
Triple Action (Genco)	94.50	109.50	94.50	109.50
Turbo (Williams)	37.50	69.50	69.50	69.50
Turbo (Williams)	88.00	94.50	85.00	94.50
Turf King (Bally)	119.50	130.00	125.00(2)	130.00
Turf King (Bally)	150.00	154.50	139.50	150.00(2)
Turf King (Bally)	159.50	165.00	150.00(2)	154.50
Turf King (Bally)	192.00	275.00	154.50	159.50
Utah (United)	49.50	64.50	49.50	64.50
Victory Special (Bally)	19.50	29.50	29.50	29.50
Virginia (Williams)	180.00	115.00	135.00	165.00
Wack Me King (Gottlieb)	165.00	175.00	175.00	175.00
Wild West (Williams)	69.50	89.50	39.50	60.00
Wild West (Williams)	90.00	95.00	79.50	95.00
Wild West (Williams)	100.00	195.00	100.00	150.00
Wild West (Williams)	135.00	135.00	135.00	135.00
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Wild West (Williams)	100.00	195.00	1	



FIRST With the LATEST!

EXHIBIT'S PHENOMENAL SUPER TWIN ROTATION New accepting orders for N. Illinois, Eastern Iowa and Northwestern Indiana.

Table listing various coin machines and their prices, including Gottlieb, Chicago Coin, and Bally models.

Table listing arcade and shuffle games, including C.C. Player, Kicker & Catcher, and various shuffleboard games.

Advertisement for 'FIRST DISTRIBUTORS' featuring a 'WHOLESALE GIFT CATALOG' and contact information for Chicago, Illinois.

Advertisement for 'PURVEYOR Shuffleboard Co.' with the slogan 'OLD OPERATORS NEVER DIE... THEY JUST TRADE AWAY...' and a list of shuffleboard supplies.

Advertisement for 'PURVEYOR Shuffleboard Co.' with address and phone number: 4322 24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

Advertisement for 'METAL TYPER MACHINES' with the slogan 'DON'T BUY SUBSTITUTE ALUMINUM DISCS ORDER DIRECT FROM MANUFACTURER' and contact information.

Advertisement for 'BOTTOM PRICES' featuring 'THOROUGHLY CONDITIONED EQUIPMENT' and 'COVEN distributing company' as exclusive distributors of Wurlitzer Phonographs.

Coinmen You Know

Continued from page 155. road calls... Herbert Rosenthal, Banner Specialty, is doing steady business on six-player shuffle alleys...

Mount Lebanon Township, where Harry P. Paulus of Victory Vending is the acting secretary, has indicated it would not pay to support off-street parking...

Sidney Weinstein, Sidmor Vending, reports quite a number of operators were interested in the active working of an association here the last time one was attempted...

George Tezla's Victory Vending Company ice cream machine seems to be doing a reliable job of vending ice cream bars during the hot weather at the East Liberty Y...

Indianapolis. The Calderon Distributing Company reported business over the State with Rock-Ola juke boxes good this week...

Clarence (Dutch) Hohmann, James Music Shop, is busy replenishing his stock of records. The demand for them is good...

The H. D. Owyer Company, Anderson, Ind., automatic merchandiser, has added a line of juke boxes to its stock...

Hartford, Conn. Business features in Connecticut were 52.5 per cent greater than the first five months of this year in the initial months of 1951...

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Index as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses...

Large table listing various arcade equipment and their prices, including models like 'Ace Bonbon', 'All Star', 'Bally', and 'Gottlieb'.

Schutter Starts Self-Operation

CHICAGO, July 26.—Schutter Candy Company began operating as a new corporation this month. Formerly a division of Universal Match Corporation, and still a wholly owned Universal business, the candy firm now will have its own management and be entirely controlled from within its own local plant.

Universal president Aaron Fischer stated the change is part of a program to develop Schutter Candy. Carrying out the policy, former treasurer and general manager William Fette (from 1944 to 1948) returned to the firm recently. He is now director of marketing and sales.

Elephant Syphons 150,000 Pepsis

CHICAGO, July 26.—Over 150,000 bottles of Pepsi-Cola were given away to the delegates and crowds during Republican Convention here.

The drinks were dispensed from 125 coolers located at hotel headquarters. Democrats were expected to consume as many free "Pepsis" during their convention.

Marathon Names Dairy Packaging Sales Head

MENASHA, Wis., July 26.—Marathon Corporation appointed Walter Dixon sales manager for its dairy packaging division. Dixon joined the firm in 1942 as a salesman.

The firm produces special packaging for ice cream novelties, also a sleeve loading device for ice cream bar venders.

Stone Joins Chase

ST. LOUIS, July 26.—William P. Stone has joined the sales staff of Chase Candy Company, according to W. A. Yantis, director of sales. Formerly with the Bowman Dairy Company, Stone has been assigned to the Chicago area. He is a native of Denver, educated at the University of Illinois.

67,000 ACTIVE BUYERS read The Billboard classified columns each week.

Queen Anne Candy Names O'Rourke

HAMMOND, Ind., July 26.—Tom F. O'Rourke has been named sales manager of the Queen Anne Candy Company of this city, effective immediately.

A 20-year-old man in the confectionery industry, O'Rourke had formerly been associated with the Beech-Nut Packing Company, Gaylord Products, and Ponds Extract Company. Prior to this new post, he was vice-president and sales director for the Shotwell Manufacturing Company.

The company also announces that it has reappointed Fred and Rex Chalk, manufacturers' representatives, to handle the New York metropolitan area. The Queen Anne line includes 5 and 10-cent vending bars.

Pepsi Expands Sugar Purchase Department

NEW YORK, July 26.—Pepsi-Cola Company has appointed Charles Azarov assistant in charge of the sugar department.

Azarov will assist in all sugar purchases, also in the expansion of the firm's liquid sugar sales to industrial users. He was in the sugar sales division of B. W. Dyer & Company since 1937.

Pepsi Net Income Up

NEW YORK, July 26.—The Pepsi-Cola Company and its subsidiaries had a consolidated net income after taxes of \$1,725,000 in the first six months of this year, equal to 30 cents a share, according to the report issued this week by Alfred N. Steele, president.

In the corresponding half of last year, the net income was \$1,150,000, or 20 cents a share, Steele pointed out.

Okla. Tax Receipts

OKLAHOMA CITY, Okla., July 26.—The Oklahoma Tax Commission reported that for the fiscal year ended June 30, the cigarette tax returned \$9,320,943; tobacco licenses, \$755; tobacco tax, \$1,177,770, and beverage levy, \$5,932,295.

Dallas Nestle Offices

NEW YORK, July 26.—The Nestle Company has established West Central Regional headquarters at 318 Cadiz Street in Dallas, Houston, St. Louis and Denver divisions.

BETTER BUY FROM BANNER

BETTER BUY from BANNER

NEW UNITED STARS

The Smartest Bingo Type Game Ever Made
IMMEDIATE DELIVERY
WRITE—WIRE—PHONE

USED

Five Star 15 Card Bingo Type \$205.00
3-4-5 (Bingo Type) 265.00

ARCADE EQUIPMENT

NEW

Spot Pool (Coin Operated Pool Table) \$125.00
United Team Hockey 99.50
Cubist BIG BRONCO Write

USED

Dot-A-Store \$225.00
Bowling Machine 375.00
Coke Meter Plus 245.00
Panoram Soap-Vue 245.00
Pitch 'Em & Bat 'Em 145.00
Pony Express 375.00
Outsider 75.00
Spot Pool 75.00
Total Ball 45.00
United Team Hockey 75.00
Wilcox Gay Records 125.00
William Star Series 115.00

ARCADIE EQUIPMENT

NEW

Star Series 115.00
Stogie Champ 75.00
Star Plus 75.00
Star & Co 101.50
Sweetheart 94.50
Tampico 99.50
Tehri 94.50
Ting Electric 99.50
Tri Score 94.50
Wisconsin 34.50

NEW

Gottlieb Happy Days Write.

Immediate Delivery All Items This Ad. Prices F.O.B. Philadelphia.

1/3 Certified Deposit. Balance C.O.D. or 5/D. Full Payment Saves C.O.D. Charges.

BANNER SPECIALTY COMPANY

199 W. Girard Ave. Philadelphia 23, Pa. GARfield 3-2700
Branch: 1508 Fifth Avenue Pittsburgh 19, Pa. GRant 1-1373

Endorsing only the very best since 1917

WANTED ARCADE EQUIPMENT

WRITE—WIRE—PHONE

PHOTOMATICS—DRINK VENDORS—PIN GAMES—AMI MODEL A—AUTO. PHOTO STUDIOS—COIN COUNTERS—COIN CHANGERS. Quote lowest prices.

FOR SALE or will trade for Arcade Equipment

25—1015 Style Wurlitzer Phonographs with KEYBOARD MECHANISMS

10—Pokerinos
15—Roll Downs
5—1100 Wurlitzer
5—46 Seeburg
10—Deluxe Aircons

750-850-950 Wurlitzers
25—219 Wurl. Steppers
25—Wurl. Boxes
Wurl. Midgets
Seeburg Lo-Tones

DETROIT AMUSEMENT CO.

16526 Woodward Ave. Phone: Townsend 8-5907 Detroit 3, Michigan

FIGURES DON'T LIE!



DON'T PASS UP THOSE EXTRA DOLLARS!

Convert Your Old Shuffle Games Into Sensational Money Makers

with **"MATCH-ME"** CONVERSION KIT

Fits Any Model—Any Make Shuffle Game
Add the spirit of competition to your present Allway—and watch the take zoom way up!

HOW "MATCH-ME" HYPOS YOUR PRESENT EQUIPMENT

- When coin is deposited a light flashes around the board and stops at one of the 27 listed numbers in no particular sequence. Player must now match this score.
- "Match-Me" features the highest score matched with space for inserting name of player.
- "Match-Me" features the greatest number of times the highest score was matched with space for inserting name of player.
- "Match-Me" features the highest score bowled in general with space for inserting name of player.

CLUB 48 (Long Island)
"Match-Me" was like giving Shuffle Alley the boost. We're taking in more than we can handle."

DICK'S BAR (Times Square, N.Y.)
"Before we had a \$27.00 a week average. With "Match-Me" last week we had a new \$69.00. A great gimmick!"

DAVE LOWY & CO.

580 10th Avenue • New York 36, N.Y.
CHickering 4-5100

Match-Me Conversion Kit complete \$50.00
Many new games, 100+ minutes of play, rules and manuals. Full instruction enclosed. When ordering please advise you wish to convert. Terms 1/3 Dep. Bot. C.O.D. F.O.B. N.Y. If your dealer can't supply, order direct.

BINGOS

5 BRIGHT SPOTS \$325.00
5 COMEY ISLANDS 375.00
5 SPOTLITES 400.00
2 ATLANTIC CITIES WRITE

These gams are off our route and have been cleaned and checked and are in perfect condition, ready for location.

1/3 deposit, please

KAW SPECIALTY CO.
1137 Osage Ave., Kansas City, Mo.

OUT THEY GO

10 BALLY SPOTLITE, Ea. \$390.00
5 USED ATLANTIC CITY, Ea. 425.00
3 BRIGHT SPOT, Ea. 375.00

Write for Price on New Games
SEND 1/3 DEPOSIT WITH ORDER

FRANK SWARTZ SALES CO.
515-A FOURTH AVE., SOUTH NASHVILLE 10, TENN.

Look at These Prices!

Cross Ready \$259.50
Stogie Champ 295.00
Coney Island 348.00

Youth \$245.00
Glow Plug 158.00
Mayburne 204.00
Jockey 345.00

WRITE FOR LOW PRICES ON PIN, BINGO & ARCADE GAMES

Lehigh Specialty Co.
116 N. Broad St., Philadelphia 26, Pa.

CIGARETTE VENDORS:

100 Quarter Squeezed \$150.00
Nazi 120, 7 Col. 150.00
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Reconditioned as New

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2 SIZES: 9 1/2 FT. LONG 3 FT. WIDE OR 8 FT. LONG 2 FT. WIDE

KEENEY LITE-UP PINS

- * HIGH SCORE FOR WEEK FROM 160 TO 279!
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- * Picks up any combination of pins, including 6-10 and 4-7 split!
- * Plastic EVER-SLICK Silent Playfield.
- * KEENEY'S JUMBO FLY-AWAY PINS.
- * 20-30 AUTOMATIC SCORING.
- * UP TO 4 PLAYERS EACH GAME!

Remember! HIGH SCORE MATCH AND MYSTERY SCORE TAKE IN MORE!

PLASTIC EVER-SLICK SILENT PLAYFIELDS

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12 Great Features in 1 Great Game

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"SPOT" UP TO 5 NUMBERS BY SKILL

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3, 4, 5-IN-LINE ON MASTER-CARD
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4 • CORNERS SCORE 400
ON SUPER-CARD WHEN LIT
MASTER-CARD CORNERS SCORE 200

5 • MYSTERY "SPOTTEN" FEATURE
IN ADDITION TO STAR "SPOTTING"

6 • EXTRA BALLS FEATURE
ATTRACTS EXTRA COINS EVERY GAME

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GREATEST SCORING APPEAL
IN PINGAME HISTORY

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INSURES BIG EXTRA-COIN PROFITS

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IN BACKGLASS, CABINET
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**11 • ILLUMINATED
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**12 • TROUBLE-FREE
MECHANISM**
NATIONAL REJECTOR

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THE
CHAMPION
COIN-OPERATED HORSE
SEE PAGE 164

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6 POINT GUARANTEE

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HIDEAWAYS**

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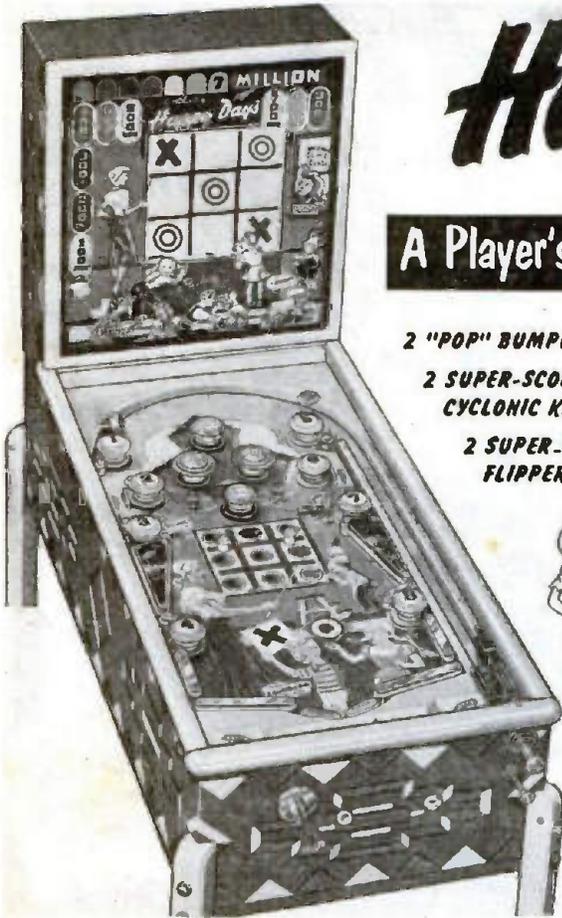
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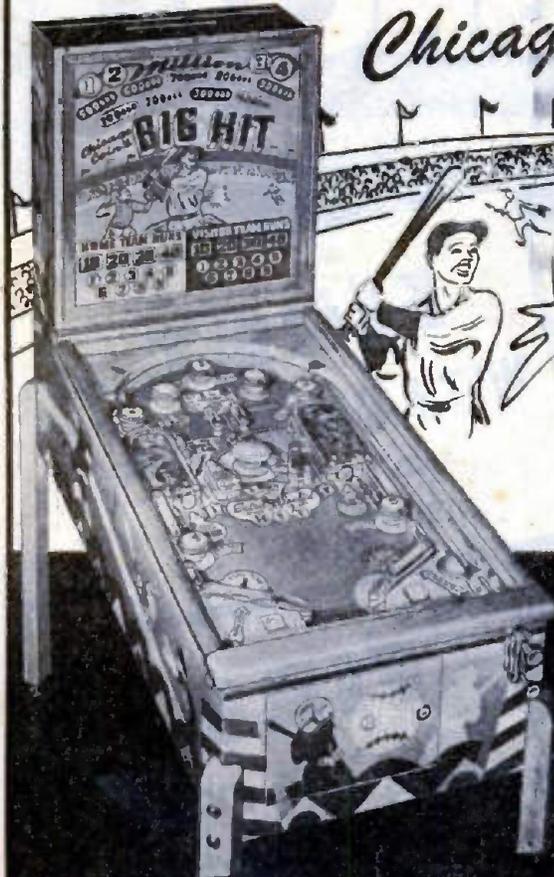
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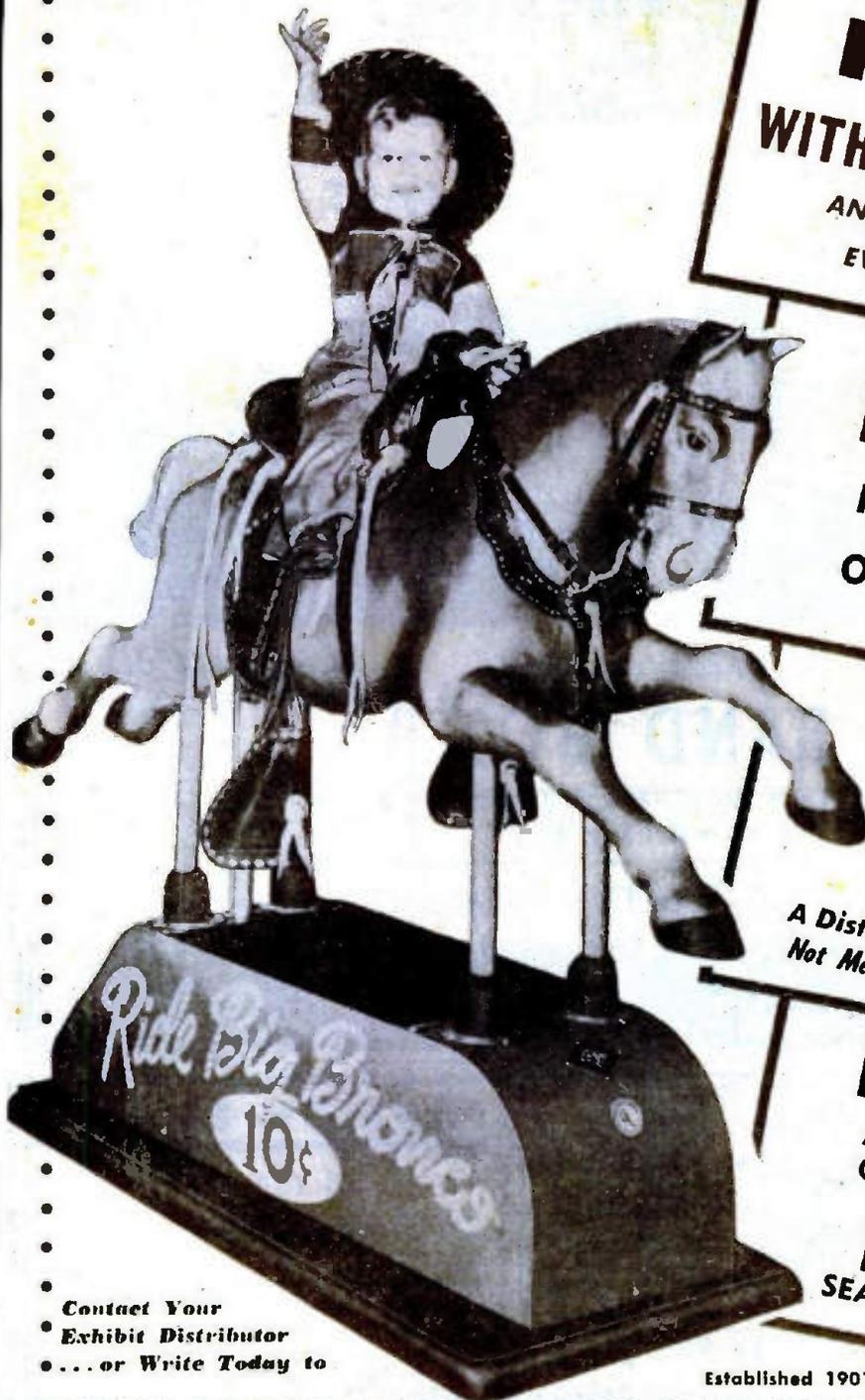
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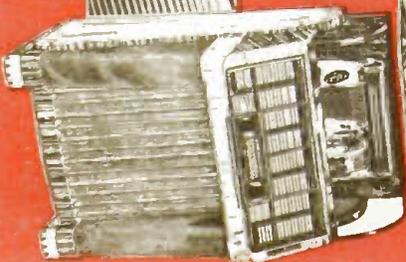
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