**Web Rate Cuts May Cue FCC Move to Split Radio & TV**

**Disk Reps Shy At Music Meet Due to Snafu**

**Bright Prospects**

**Season Looks OK For Auds, Arenas**

**N.B.C.-TV Shows Olympics Film; Finns Yell, Lenser Screams**

**Ginger Again Set for TV**

**Lewis Here As "Aaf" Wows**

**Index**

**Officials Fear Adverse Effect On Pubservce**
Puzzle Business

BY LEE RHOD

HOLLYWOOD, Aug. 2. — It is interesting to note the number of free enterprises that are taking up residence there. A recent study of the situation at the Universal studios revealed that there are now over 2,000 employees working at the studio. Among them are many who have never worked in the film industry before. They are all working to support themselves and their families through the studios.

These free enterprises are new to the film industry and are not entirely sure what their duties are. The management at the studio is trying to give them as much information as possible so that they will be able to perform their duties properly. Many of the employees are learning quickly and are making good progress. They are all grateful for the opportunity to work in the film industry and are determined to do the best job they can.

In addition to these new employees, there are also many returning to the business after a period of absence. Some have been away for a few weeks, while others have been away for several months. They are all eager to get back to work and are determined to make the most of their time here.

The management at the studio is doing its best to make the employees feel welcome and is trying to provide them with all the necessary equipment and facilities. They are also trying to ensure that the employees are treated fairly and that their needs are met.

The future of the film industry is uncertain, but the employees at Universal are determined to do their best and to make the most of the opportunity that they have been given.

(Continued on page 67)
Washington Once-Over

WASHINGTON, Aug. 27—Last year, TV-radio industry sources looked for a sudden spurt in the number of productions being set aside, but last week the joint radio-television industry groups were looking for some hint of life in the form of new programs. It is obvious that the film companies, with the exception of a few blockbusters, are in the process of being sold or leased, and that the film studios are now primarily interested in preparing their programs for the coming season.

A tentative plan has been announced by the Federal Communications Commission for the assignment of frequencies to the various networks, and it is expected that the Commission will make a final decision on the matter in the near future. The tentative plan provides for the assignment of frequencies to the various networks on a basis that will be determined by the amount of programming time available for the various networks.

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Legit Season to Start Slow; Will Pick Up Speed by Nov.

NEW YORK, Aug. 26—Legitimate season's production activity seems likely to continue apace, but it is expected that the season will not get into full swing until the middle of the month. The opening of the season will be marked by a number of important productions, including the opening of the new Lincoln Center for the Performing Arts, which will feature a number of important productions.

Poor Business and Hyped TV Activity Hit Talent Agencies

Morris Overhead Doubles in Year; Agencies Forced to Cut Personnel

NEW YORK, Aug. 2—Legitimate season activity continues to increase, with more and more productions scheduled for the coming year. The Morris Overhead Doubles in Year; Agencies Forced to Cut Personnel.

Coast Huddles

By ASCAP, SPA

HOLLYWOOD, Aug. 2—Both the ASCAP and the SPA held meetings with the producers of the film industry, discussing the situation of the film industry and the possibilities for future production. The meetings were attended by representatives of the ASCAP and the SPA, as well as by members of the film industry. The meetings were held to discuss the current situation of the film industry and the possibilities for future production.
ABC settles time slot for "Ozzi Harriet".

NEW YORK, Aug. 2.—The American Broadcasting Company this week settled the time slot of its opposition programs to those of Ozzi Harriet," filmed TV shows by the Rosebergs. The series is to be shown at 8:30 p.m. EDT on Tuesday nights. The selections will be aired in combination with two other programs on Tuesday nights.

ABC is said to have received letters of support from organizations in several cities. The series will be carried in a large number of cities.

Bristol-Myers leaves Y&R.

NEW YORK, Aug. 2.—For the first time in more than 20 years, Y & R has not gained but lost to itself. Bristol-Myers, the parent company of the agency, has decided to switch its business to another agency.

It is reported that the decision was made because of dissatisfaction with the results of the agency's work on the Bristol-Myers account.

In the past, Y & R has been a major competitor of the agency. However, in recent years, the agency has seen a decline in its business, which has led to a loss of clients.

For the year ending June 30, 1952, Y & R reported a loss of $1 million, compared to a profit of $2 million the previous year.

Web Rate Cuts May Cure FCC to Split AM-AM

Web Radio Downgrading Seen Effecting Programming in Best Public Interest.

NEW YORK, Aug. 2.—Radio's long-term problem of whether to split AM-AM programming has been solved by the Federal Communications Commission (FCC). The FCC has announced that it will allow stations to operate in the AM band and to use Web radio as an additional service.

This decision could have far-reaching implications for the radio industry. The FCC has stated that Web radio will be allowed to operate at a lower power level than AM radio, which will allow for greater flexibility in programming.

The decision was made after a long battle between the Federal Communications Commission and the National Association of Broadcasters (NAB). The NAB had argued that Web radio would be a threat to the AM band, while the FCC had argued that it could be an opportunity for new programming.

Web Radio: A New Option for Radio broadcasters.

NEW YORK, Aug. 2.—Web radio is the latest innovation in the radio industry, and it has the potential to revolutionize the way radio is listened to.

Web radio, which is also known as Internet radio, allows listeners to tune in to a variety of stations from around the world. It is a popular form of entertainment, and it is becoming increasingly popular as a platform for music and news programming.

The FCC's decision to allow Web radio to operate at a lower power level than AM radio is a significant move, and it is expected to open up new possibilities for radio broadcasters.

The FCC has stated that Web radio will be allowed to operate at a power level of 100 watts, compared to the 5,000 watts allowed for AM radio. This lower power level will allow for greater flexibility in programming, and it will also allow for a greater variety of stations to operate.

Web radio is expected to be a major player in the radio industry, and it is expected to attract a large audience. However, it is important to note that Web radio is not a replacement for traditional AM radio, and it will not be able to compete with AM radio in terms of reach.

The FCC's decision to allow Web radio to operate at a lower power level than AM radio is a significant move, and it is expected to open up new possibilities for radio broadcasters. It is a step in the right direction, and it is expected to result in a greater variety of programming for listeners.

27½ Million Cars Have Radios Now.

PROFEA, Aug. 2.—Radio's new season was introduced by the sale of 27½ million cars with radio. The industry estimated that the number of automobiles equipped with radios will reach 28 million by the end of the year. This is an increase of over 1 million from the previous year.

The increase in the number of cars with radio is due to the increasing popularity of the medium. Radio has become a popular source of entertainment, and it is expected to continue to grow in popularity in the future.

N.Y.C. To Hire Assistant for Radio Prom'n.

NEW YORK, Aug. 2.—A new assistant for radio promotion will be hired by the New York City government. The position will be filled by a person with a background in radio and a knowledge of the city's radio market.

The assistant will be responsible for promoting radio in the city, and will work closely with radio stations to encourage them to use the medium to their advantage.

The position will be filled by a person with a background in radio and a knowledge of the city's radio market. The assistant will work closely with radio stations to encourage them to use the medium to their advantage.
CBS Sells Affil Committee On Revamp of Discounts

CHICAGO, Aug. 2.—Albino was something that was said to a completely bashful attitude it was learned that the meeting between the Columbia Broadcasting System and some 80 or more station affiliates lead by George Stover and Victor J. Reiss, latter of the latter, showed that the network's financial director, Mr. Reiss, was at a loss for words when his salesmen found the operating committee insisting upon cuts as deep as 60 to 80 per cent.

WHEN ALBINO first came to life in the world of radio, the network was trying to establish itself with a new kind of programming and was facing severe competition from other networks. The idea of reducing the rate was an attempt to lure more advertisers. However, the network was not prepared to make the cuts as deep as the salesmen demanded. Mr. Reiss tried to explain the situation to the station representatives, but they were not satisfied.

OPEN DOOR

TV Invited To Cover NBC Outing

WASHINGTON, Aug. 2.—The National Broadcasting Company has invited the press to its Summer Outing in the nation's capital this week. The event will be held at the White House and is expected to attract a large number of television receivers.

ABC Signs 7 More Affils

NEW YORK, Aug. 2.—The American Broadcasting Company has signed seven more television stations to its network. The new stations are located in the major metropolitan areas of the United States and are expected to increase the company's coverage.

Survey Shows Radio Outpulps Newspapers by 46-29 Ratio

The survey, conducted by a leading market research firm, indicates that radio has a significant advantage over newspapers in terms of audience reach. The results show that radio reaches 46% of the population, while newspapers reach only 29%. This is likely due to the ability of radio to deliver personalized content and engage with listeners on a more intimate level.

Gruen Buys WWV

For Radio & TV

NEW YORK, Aug. 2.—Gruen Watch Company has acquired the WWV radio station in New York City. The station, which has been a leader in the field of radio programming, will continue to operate under its current management.

CBS Seeking Slot for Sealy

NEW YORK, Aug. 2.—CBS is seeking a slot for Sealy, a mattress company, on its network. The company has been negotiating with the network for several months, and a deal is expected to be finalized soon.

Your Top TV Sales Opportunity

Wilmington, Delaware

In the Market that has highest
income per family in the country

Robert A. M. New York, N.Y.

D46J-X00-6Y42
NEW BOOM IN BIDS FOR AM STATIONS UNDER WAY

Rush Follows FCC’s Speedy TV Grants to Video-Less Cities

WASHINGTON, Aug. 2.—A new boom in bidding for AM stations is quickly developing, it was revealed in current TV news.

Hitherto unrecorded, the new bid for AM stations “gold rush” has been gathering impetus for months, and it appears to have satisfied itself in recent weeks since the Federal Communications Commission began issuing regular bids (see separate story). The new station is a break-even price (see separate story). Its initial appearance explains the unusual phenomenon as well as potential of the new stations. The FCC has already receipted applications for AM stations in 27 states, and 20 stations in California. It is believed that the number of applications will increase as the new stations begin operating.

AM prospects are pictured as an exciting new wave of stations to be erected on the air in the near future. It is expected that the FCC will begin issuing licenses in a few months, and that some stations will begin operation by the end of the year.

DEALING WITH AM CITIES

Gathering momentum in the rush, one AM station is being reported to have been sold in California for an estimated $300,000. This station is located in San Francisco, and is being operated by a group of local businessmen.

AM prospects are expected to be in the area of $500,000 to $1 million for the first few years of operation. This is due to the high cost of erecting and operating an AM station.

Indie Readers Jewish Seg

NEW YORK, Aug. 2.—Local Jewish organizations have been active in the purchase of local newspapers in New York City.

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The Jewish organization has been active in the purchase of local newspapers in New York City.

Gathering statistics for the Jewish segment reveals the Jewish population as comprising approximately 10% of the total population of New York City. This segment is expected to increase in the future due to the influx of Jewish immigrants from Europe.

SWA-TV, Be ABC Affil

NEW YORK, Aug. 2.—During the last two weeks, SWA-TV has been receiving good response from the ABC-owned stations in New York City. The station has been receiving good response from the ABC-owned stations in New York City.

Changes have been noted in the station’s programming, with an increase in the amount of news and information programs.

Jergens Backs "Playhouse"

NEW YORK, Aug. 2.—The Jergens Company has announced its support of the Playhouse production, as part of its new advertising campaign. The company has agreed to sponsor one episode of the Playhouse show, which will air on ABC.

1. The Playhouse production will be produced and directed by Harmony Productions. The show will feature a variety of entertainment, including music, theater, and dance.

2. The Playhouse production will be taped in front of a live audience, providing a unique and interactive experience for viewers.

3. The Playhouse production will be aired on ABC, reaching a wide audience and increasing exposure for Jergens.

WGAR Obtains Richards Stock

WAGHD, Aug. 2.—The sale of 10,000 shares of stock in the WGAR Broadcasting Company, Inc., has been completed. The sale was made to the Richards Company, a broadcasting company based in Detroit.

1. The sale of the shares was made for $100,000. The Richards Company is expected to use the proceeds of the sale to expand its operations.

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Your Lucky Strike Hit Parade

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

Your Lucky 7 tunes that you would have heard last week

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

1. I'M YOURS
2. DELICADO
3. AUF WIEDERSEHEN, SWEETHEART
4. WALKIN' MY BABY BACK HOME
5. Blue Tango
6. Maybe
7. KISS OF FIRE

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

[Ad for Lucky Strike Cigarettes]
See Speed-Up in ABC-UPT Merger in FCC Compromise

WASHINGTON, Aug. 2—Despite the shortsightedness of the American Broadcasting Company (ABC) and Paramount Theatres, Inc., merger proceedings for two television stations in New York City were continued today by a Federal Communications Commission examiner. Despite the examiner’s recommendation last week that the merger be rejected, the commission’s hearing examiner, E. W. Brown, has continued the case.

Brown’s recommendation was based on the contention that the merger would result in a monopoly in the New York television market, which is already heavily concentrated. However, the examiner’s recommendation was made after an extensive investigation of the proposed merger, including a study of the financial and operating data of the two companies involved.

The commission decided to complete the examination of the entire merger process, including the UPT stations, Paramount Pictures Corporation and Columbia Broadcasting System, Inc., in further proceedings. NO confirmation relating to any of the activities or expenditures of the various concerns during the period from June 15, 1949, to the present.

50 New Applicants Bring Total TV Bids Up to 725

WASHINGTON, Aug. 2—Alfred C. Swanson Jr., the commissioner in charge of the Federal Communications Commission, has announced that 50 new applicants have filed for licenses to operate television stations in the United States. The total number of television station applications now stands at 725.

The new applicants include 27 in the New York City area, 10 in the Los Angeles area, and 13 in the Chicago area. The applications cover both UHF and VHF frequencies.

FCC Okays Two Station Sales

WASHINGTON, Aug. 2—Federal Communications Commission examiner E. W. Brown has approved the sale of two radio stations in a series of transactions involving the sale of three radio stations.

The first transaction involved the sale of WCCO, operated by the Western Radio Corporation, to the National Broadcasting Company for $2.7 million. The second transaction involved the sale of WGN, operated by the Great Lakes Broadcasting Company, to the National Broadcasting Company for $2.7 million.

The FCC has also approved the sale of KTLA, operated by the American Broadcasting Company, to the National Broadcasting Company for $2.7 million.

Color Keynotes RTMA Confab

WASHINGTON, Aug. 3—Development in color television will be the keynote of the annual meeting of the Radio Television Manufacturers Association (RTMA), scheduled for October 24-26, at the Hotel Sunbeam, Syracuse, under sponsorship of the Radio Television Manufacturers Association (RTMA), which is an organization of manufacturers of radio and television equipment. The meeting will be held October 24.

The meeting will feature demonstrations of new color television receivers and equipment, as well as discussions of technical developments in color television.

Television Residential Television System (RTV) Conference

WASHINGTON, Aug. 3—The American Research Bureau, a large research bureau, will be conducting its annual television conference on October 24-26, at the Hotel Sunbeam, Syracuse, under sponsorship of the Department of Radio and Television Manufacturers Association (RTMA), which is an organization of manufacturers of radio and television equipment. The conference will be held October 24.

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FCC for Modification of its Commission

WASHINGTON, Aug. 3—The Federal Communications Commission (FCC) has announced that it will hold a hearing on October 24-26, at the Hotel Sunbeam, Syracuse, under sponsorship of the Department of Radio and Television Manufacturers Association (RTMA), which is an organization of manufacturers of radio and television equipment. The hearing will be held October 24.

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• Top 15 TV Shows

NATIONALLY

July 7 thru 13

According to American Research Bureau

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• Vote Chasers' Ratings

July 7 thru 13

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Radio-TV Show Charts

*Top 10 TV Shows Each Day of the Week in LOS ANGELES*

According to Vidaxl Reports

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*Share of Total Audience Radio vs. TV*

According to Pulse Reports

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*Top 5 Radio Shows Each Day of the Week in LOS ANGELES*

According to Pulse Reports

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NEXT WEEK

Videx and Pulse Studies of DETROIT

*Top 10 TV Shows Each Day*

According to Videodex

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FOR FULL INFORMATION

Contact Videx and Pulse for detailed ratings and audience breakdowns for individual programs.

POLITICS

Magnectord Tapes 550 Programs

CHICAGO, Aug 2. - Following the success of the Democratic Convention, Magnectord, Inc. reported that more than 550 programs for 3 to 20 minutes in length, had been recorded by the Chicago-based Corporation. The tapes were used by political groups and candidates for both political events. A total of 18 stations located in 30 states and 10 countries, including representatives of British, Canadian, French, German, Italian, Spanish, and Swedish groups, have used the facilities to record major events and interviews for their broadcasts.

In addition, the firm taped the entire general given by each candidate at both conventions.

Radio ratings are conducted in 14 markets, and results are based on schedules of programming and viewership in each market. The two companies, Videx and Pulse, are major competitors in the radio and television ratings business. The Videx survey is conducted by phone in 14 markets, while the Pulse survey is conducted by mail in 14 markets. Each survey is conducted by a separate company, and the results are not directly comparable. The Videx survey is conducted in 14 markets, while the Pulse survey is conducted in 14 markets. Each survey is conducted by a separate company, and the results are not directly comparable.
**Monogram Pays SAG 8G for Acts in Pix Released to TV**

HOLLYWOOD, Aug. 2—Screen Actors Guild this week concluded its suit in Federal District Court on the action brought by the company against SAG over the use of actors in its television broadcasts.

**Filmcraft Acquires Mark Twain Library**

HOLLYWOOD, Aug. 2—One of the most important literary acquisitions in TV history was concluded this week in a deal closed between Filmcraft Productions and the Mark Twain estate. Under the terms whereby the company has been awarded exclusive radio, stage, motion picture and television rights to the material, the SAG Library, the company, to be known as Mark Twain Library, Material. to be bequeathed to the estate.

**2 Experienced Movie Men Put On By CBS-TV**

NEW YORK, Aug. 2—The Columbia Broadcasting System, world's largest entertainment producer, has created two new executive positions under an agreement with the estate of the late Howard Phillips, the CBS executive, which will make use of his experience and knowledge of the TV industry during his career.

**Consolidated TV Deals in Bankfail**

HOLLYWOOD, Aug. 2—Consolidated Television Sales this week took over active negotiations with the Screen Actors Guild to complete the sale of its television program. The Guild has agreed to purchase the program from Consolidated for $1,500,000.

**Guild Canadian Film Deal Set**

HOLLYWOOD, Aug. 2—Film and television distribution deal was concluded that week between Canadian Broadcasting Corporation, Ltd., and the Screen Actors Guild, Canada's labor organization, for the sale to the Canadian company of the rights to the television series "Death Valley Days." The sale includes the exclusive right to produce the series for television in Canada.

**Ambassadors To Be Filmed By de Roch'mt**

NEW YORK, Aug. 2—Richard de Roch'mt, former independent producer, has concluded with the American Film Institute a contract for the production of a new film, "The Ambassadors," to be released by the In-Text, Ltd., and distributed by United Artists.

**Dunhill Eyes Cummings Show**

NEW YORK, Aug. 2—Dunhill is prepared to produce a new film, "The Ambassadors," for the American Film Institute, which is scheduled for release in January. The film will be released by the In-Text, Ltd., and distributed by United Artists.

**Autry Set on 1st 4 Films**


**SAG Denied Authority On Kine-Film Question**

NEW YORK, Aug. 2—The Screen Actors Guild this week concluded its suit in Federal Court on the action brought by the company against SAG over the use of actors in its television broadcasts.

**NBC Is Set on Exec Staff of Film Division**

NEW YORK, Aug. 2—The National Broadcasting Company has announced the appointment of a new executive staff to the division of the newly created film division, NBC. The new staff, to be headed by John W. Cron, will be responsible for the production and distribution of motion pictures and television programs.

**WJZ-TV Gets NY Exclusive On MOT Films**

NEW YORK, Aug. 2—The local affiliate of the United States' major TV network, NBC, has been granted an exclusive right to broadcast MOT films. The network's agreement with MOT will allow NBC to broadcast MOT films on a nationwide basis.

**NBC TV Time For Reynolds**

CHICAGO, Aug. 2—The Chicago edition of NBC's "Today's Show" has been chosen by the American Film Institute for the presentation of "The Autry Show" on NBC. The show will be broadcast on NBC on October 5th, the first time that "The Autry Show" has been presented on network television.

**Monogram Pays SAG 8G for Acts in Pix Released to TV**

**Filmcraft Acquires Mark Twain Library**

**2 Experienced Movie Men Put On By CBS-TV**

**Consolidated TV Deals in Bankfail**

**Guild Canadian Film Deal Set**

**Ambassadors To Be Filmed By de Roch'mt**

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THEATRICAL ON TV

WDTV’s “Swing Shift”

Keep Strikers Awake

NEW YORK, Aug. 2. The all-male cast of WDTV, Pittsburgh, which uses features, shorts, and newsreels in its half-hour daily show, has a fresh shot in the old west, according to station general manager Harold C. Alexander, who announced an eight-week contest offering prizes.

TV FILM PURCHASES

Reynolds Metals Company bought the full network on the National Broadcasting Company network on Sundays, 7:30 p.m., for $2.5 million.

“THE BILLBOARD”

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**Next Week**

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

- **News**
- **Comedy**
- **Children's**

**Intrigue** Ups Listenership During June

NEW YORK, Aug 2—“Foreign Intrigue” was increasing its audience in those markets in which it competed with June’s “Dangerous Assignment” and “The Unexpected” continued to be strongest. In the “adventure” category, this was a situation that to a great extent may be attributed to the exposure of the show. But in many instances these shows hit by a tougher competitive situation in the beginning of June, they were no longer in the games fight.

Hit by Fight

The network’s championship fight took a good part of the audience away from June’s “Dangerous Assignment” and “Foreign Intrigue” in New York and Washington.

The “Unexpected” ran up an audience in “Blind Boud” in New York in June, but the audience dropped to about one third by the end of the month. Ratings were given for “The Unexpected” in Philadelphia, St. Louis and St. Louis for the first time. In Philadelphia this situation was the result of late rating, considering which it pulled quite well.

As a result of the generally depressed audience pattern, “The Unexpected” lost its audience in Cleveland as compared to the previous month and in the other markets where it was shown. “The Unexpected” dropped quite one point in New York, where the numbers were down to 15 percent of the sets in use while it was on greater than in May.

In Philadelphia both “Assignment” and “Intrigue” showed a drop in June, and the audience for both was down. “Assignment” also lost its audience in Philadelphia and St. Louis for the first time. “Intrigue” pulled its audience in New York, and Los Angeles. “The Unexpected” also lost its audience in New York.

Lost in Philly

In Philadelphia both “Assignment” and “Intrigue” showed a drop in June, and the audience for both was down. “Assignment” also lost its audience in Philadelphia and St. Louis for the first time. “Intrigue” pulled its audience in New York, and Los Angeles. “The Unexpected” also lost its audience in New York.

**The Unpredictable**

**Next Week**

**THEATRICAL CONCERTS**

**Do Not Televisit**

**AUGUST 19, 1952**

**TV Film Directory**

**TV Station Film Buyers Pick**

Outstanding films not produced specifically for TV shows weekly list of films currently shown on television stations.

**THEATRICAL CONCERTS**

**Do Not Televisual**

**AUGUST 19, 1952**

**TV Film Directory**

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**Do Not Televisual**

**AUGUST 19, 1952**

**TV Film Directory**

**TV Station Film Buyers Pick**

Outstanding films not produced specifically for TV shows weekly list of films currently shown on television stations.
Quick Takes

Producers-director Fred Rickie of the Mill of Broadcast Television at Associated Producers, has returned from the West Coast this week... Will Sattler.

Videodex Ratings

Sports on Parade 15...104...10

Sportsman's Club 15...52

Sportsman's Club 15...52

Sportsman's Club 15...52

Sports Scholar 15...52

This Week in Sports 15...10 Weekly

Wrestling From Hollywood 50...Weekly

Williams WLW Mdse. Chief

CINCINNATI, Aug 2—Robert K. Tillery, vice president of the City of Cincinnati, was named director of the Division of Public Broadcasting. Dick Wilson, assistant director of the City of Cincinnati, will serve as acting director while Mr. Tillery takes over the station created by the recent decision of the Board of Education. He will report to the division head, John A. Gilliland, who will serve as acting director.

The Board is sponsored by the Cincinnati Chamber of Commerce, which has been instrumental in developing and financing the WLW radio station. The Board is headed by Henry H. Smith, president of the Board of Education, and includes representatives from various community organizations.

ALL AMERICA IS VOTING-FOR ZIV'S NEW RADIO SHOW..."..."

Starring Arline Hammer

America's Favorite

Featuring Edwin C. Kilmister

Home of the Way and HOW of Government

Williams WLW Mdse. Chief

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FOREIGN PIX BOOM

Italian Film Business Hits New High in 1951

WASHINGTON, Aug. 2—Italy's motion picture industry soared to new heights in 1951, with indications that 1952 would bring even greater development. The Commerce Department said this week, German films also began to pick up, with 12 completed during the first quarter of 1952. Italian film production reached all-time high, while exports of Italian pictures increased from 619 contracts in 1951, compared with only 12 per cent in 1949. Italian feature films produced in 1951 totaled 1,105, short subjects 550 and novellas and technical films 1,200, per cent of the gross box receipts came from United States films.
TV "Venice" Test Ready for Movies

NEW YORK, Aug. 2.—Leading motion picture producers are scheduled to hold Thursday (1) a view of the screen test for the picture "Venice," to see how the film will look in re-creation. The last of the series of "Venice" features, the picture will be from the 1930's of M. C. 

KTLA Expands; Selects New Studio Site

HOLLYWOOD, Aug. 3.—One of the leading radio and television stations in the city has picked its site for a new studio, KTLA. The station's management has been negotiating with the City of Los Angeles for the past few years, and the city has been agreed to by the station for the purchase of the property. The new studio will be located on Sunset Boulevard, and will be used for the production of television shows.

Tempo Obtains Navy - Contract

HOLLYWOOD, Aug. 2.—First Navy contract awarded to Tempo Pictures, the new film production company, was signed today. The contract is for the production of two films, one of which will be a musical and the other a comedy.

Advertisers Turning To TV Despite Costs

WASHINGTON, Aug. 3.—Advertisers are turning to television in a big way, despite the high costs. Chairman of the Federal Communications Commission, Chairman Moloney, said today that the "economical medium" when they figure the cost per sale.

Play Nixed for Video; Wor-TV Shifts, Sues

NEW YORK, Aug. 2.—Playwright Lilian Hellman's lawyers have brought about a last-minute change in plans for the "Broadway TV Theater," with Wor-TV here being sued by the playwright for breach of contract. Hellman's lawyers have filed suit in the United States District Court here, stating that the network has breached its contract with the playwright, who is currently in the midst of a Broadway tour.
Saturday, hook.

The new notion of casting characters' roles comes like a shot of talent spot and spotting a pair of his size and dimensions, but not quite good one. As soon as word of the opportunity gets around, the fact of talented newcomers will come forth and bring plenty to pick from. The unique view for viewer interest as the inclusion of "a glamorous panel" made up of selected guests, usually means a weekly price question. The lucky viewer gets a 66 pocket set of Sotheby's
type or stamps, and an intimate
touch is still maintained for longer interviews with theatr
ting personality. All formal approach all around, cuts down some of the social
tions of socialites who in the past have called. Everyone usually said that

And now for the small beefs. How Bob Hope keeps the show marv
edly as a genial entrepre
er of his period, one can say that he has had an interviewer. He men
tioned the name of his guest at the outset and at that moment the
the audience knew it. Repeating the name several times during the inter
terview would make his TV audience more interested in his show than his
a better one. In Saturday's quizzing of "Watchers' favorite
t the star was refreshing her
career 100 percent on her service plate, a procedure which she has used industriously.

In addition, if Helen Gallagher,
really great comedienne, is to
be believed, Mrs. Hope has
ten her contribution better could have been on the way in "Pa Doy" then be placed into the studio.

And it is certainly not good on the concert is a one of three mis
called on a couple of cafe society type nonsense. Helen Gallagher,
together and paying strict no more in the presence of the
as mentioned, the audience will feel better. The initial pair,
ience showed up as well. Helen Hope
beauty moderately good, but had another and

In turn, the new "Stork Club
format is in detail on the right
look. The voice and the comedy.
established and entertainment slant are ex
ction. The entertainment is here to feature imagination over

COMEDY MATERIAL

For All Branches of Theaters!

HOLT GILSON'S FUN MASTER

A Hit in New York! It's a Hit in Chicago! It's a Hit Everywhere!

HOLT GILSON, 205 W. 51ST ST., N. Y., N. Y., DEP. 88. CHICAGO 17, 7100.

KEEP YOUR EAR TO THE GROUND

Get all the vital news of RADIO and TV every Monday.

Price: 25¢ Postage: 5¢

Save $2.00 on newsworthy material.

Write this coupon to me:

Name:

Occupation:

The Billboard, 1400 Patterson St., Cincinnati 13, Ohio.

Please send me The Billboard for one year at $10.00. Also send 12 all, $1.50. Foreign rates upon request.

557

Your Lawn

TELEVISION—Reviewed

Saturday, 7:30 p.m. EDT.

Sustaining via WBNC (local), Excellent
producer, director, Bill Williams.

Mayo of Hollywood.

TELEVISION—Reviewed

Saturday, 7:30 p.m. EDT.

Sustaining via WBNC (local), Excellent
producer, director, Bill Williams.

Afternoon of a Composer (Ra
dio).—Reviewed Saturday, 1:30-3:00 p.m. EDT.

Afternoon of a Composer is a half-hour show written for "A Pulitzer Pr
disking under the wing of emi
the young composer's work. The show
the listener to the composer's world.

(See full review in this issue.

Robert Reuben, Radiocord, Sat
urday, 10:30-11:00 p.m. EDT.

The Stark Club, CBS, SATURDAY, 9:00-10:00 p.m. EDT.

A new half-hour sustaining
program given to introduce
to viewers the new and
outrageous opinions of the

In future stanzas O'Keefe ap
to the music of such famous artists as
to music is in various places in Hollywood
and other parts of the world. Here are the

Horatio Hornblower, CBS, SUNDAY, 7:30-8:30 p.m. EDT.

This show is distinguished by fine
those exciting and orga
helps refresh the mind and keeps the audience
in that the whole show is
System. The second half of the show is a
produced by the writer

Ralph Balaban, CBS, SATURDAY, 8:30-9:00 p.m. EDT.

The show is received with favor and the
rave. The second part of the show is
to another height. The second part

Horatio Hornblower is the story of a

Radio Announcer

TICKETS ($2.50) To Hollywood Bowl CONCERT

Radio Announcer

The Hollywood Bowl, located at Hollywood, Calif., is the largest open-air show
in the West. The Bowl is situated in a natural amphitheater of great beauty. The
magnificent acoustics and the grandeur of the setting are unequalled.

Hollywood Bowl CONCERT (Radio).—Reviewed Sunday, 7:30-8:00 p.m. EDT.

The Bowl of easy-to-take classics marked the opening of the new season at the Bowl.

Radio Announcer

(See full review in this issue.)

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Radio Announcer

(See full review in this issue.)
Night Club Vaude Reviews

Clover Club, Miami
(Thursday, July 23)
Capacity, 450. Two shows. 0.90 & 1.90 to $3.50 minimum. Owners: F. C. & C. K. Liiy. Show played by Tony Martin. Estimated budget this show, $5,000.

Cleaver Club’s vaude was a rousing success. The show was well-balanced with acts ranging from the comic to the musical. Mr. Martin, a young and promising vaudeville comedian, did a fine job in introducing the acts. The Vaudeville co-ordinator, Glick, deserves credit for the excellent show.

Empire Room, Palmer House, Chicago
(Thursday, July 31)

The Empire Room’s vaude was a success. The show was well-balanced with acts ranging from the comic to the musical. Mr. Martin, a young and promising vaudeville comedian, did a fine job in introducing the acts. The Vaudeville co-ordinator, Glick, deserves credit for the excellent show.

Radio City Music Hall, New York
(Thursday, July 31)

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NIGHT CLUBS-VAUDE

AUGUST 9, 1952

COMMUNICATIONS TO 1364 BEADLEY, NEW YORK, N. Y.

THE BILLBOARD

SHO Won, BUT-

Miss Phila. Sues to Get 10G in Prizes

O KAY HIGHER NITRILE TABS DURING CELEBS

OPS Approves Hike In Prices Equal
To 1951 Period

NEW TEAM OF MARTIN-LEWIS!

AGENTS BEATING AVGA DEADLINE

OKAY HIGHER NITRILE TABS DURING CELEBS

NEW TEAM OF MARTIN-LEWIS!

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NEW TEAM OF MARTIN-LEWIS!
Orders Surpass Expectations

Phono Firms Have

Hefty Biz at Confab

NAMM Show Activity Brisk;

Confab is Held in Hear Yarns, But Disturbies Feel Shoulder
Sam Goody Tests
Fair Trade Laws
Files Federal Suit Against Cetra-Soria,
Claims Ceiling Prices Are Paramount

IT IS BOROWITZ

NEW YORK, Aug. 2.—The effec-
tiveness of the new Fair Trade
Law appears to have been...
Music Publishers' Record Scoreboard

**Sides in Current Release**
Week Ending August 2

**NO BOUQUET**

**Total Sides for Week Released by Each Label**

**Total Number of Sides Released by Each Label**

**REPORT FROM REDD EVANS**

**British Music Business Is Like It Was Here in 1932**

**Fair Trade Act Is Big Puzzler**

**Quality Expands Operation; Will Handle Mars in Canada**

**Tunesmithing Is Tough, Sez Mitch Miller**

**LA Statler Is Booked to Feb.**

**Music Publishers' Record Scoreboard**

**MUSIC**

**THE BILLBOARD**

**AUGUST 9, 1952**

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**THE BILLBOARD**

**AUGUST 9, 1952**
**FORECAST**

**WALKIN' TO MISSOURI** and **ABSENCE MAKES THE HEART GROW FONDER**

Published in the Interests of Decca Dealers and Music Operators

**NEW RELEASES**

**SINGLES AND ALBUMS**

**TOP SELLERS**

...based on this week's actual sales

**BEST BETS**

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

**TOP SELLERS**

...based on this week's actual sales

**RHYTHM AND BLUES**

**JUST FOR YOU**

Selections from the Paramount Picture

Music by Harry Warren...Lyrics by Leo Robin

**ERNEST TUBB**

**FORTUNES IN MEMORIES**

and SO MANY TIMES
A COLUMBIA 1151!

4 SIDES — 4 HITS — Something 4 Everyone

HOLD ME IN YOUR HEART

torrid tango

SOMEONE ELSE'S ARMS

tender ballad

Both Vocals by Peter Hanley
78 rpm 39820  *  45 rpm 4-39820

An exciting NEW pianist, master of every style, with an exciting new band!
MOST PIANIST

ART LOWRY
and his great New ORCHESTRA

happy swing
DOWN by the O-HI-O
(O-My-O)
Vocal by the Toe Tappers

rousing ragtime
WHAT DO YOU MEAN BY LOVING SOMEBODY ELSE

78 rpm 39821 * 45 rpm 4-39821

P.S.—GREAT FOR OPS!

COLUMBIA RECORDS

MATERIA PERTA DA COPYRIGHT
**Country Music's Top Comedy Team**

**LONZO**

with

**OSCAR**

and

**Cousin Jody & Tommy Warren**

Recording Exclusively for

DECCA RECORDS

NEW RELEASE

"HONKY TONK SWEETHEART"

and

"Goodbye Little Darlin No. 2, I Just Met No. 3"

DECCA RECORDS

Dec 28363

Under the Personal Management of

EARL D. SCHOONOVER

WSM

NASHVILLE, TENN.

---

**Country Music Popularity Charts**

For review and re-use of Radio and TV Charts, please contact The Billboard.

**Honor Roll of Hits**

The Nation's Top Tunes

1. *LONZO & TOMMY WARREN*

   - Song: "HONKY TONK SWEETHEART"
   - wk 1: #1, wk 2: #1

2. *OSCAR, T.J., & CUSCOIN*:

   - Song: "DEE DAA"
   - wk 1: #2, wk 2: #3

3. *MADDY GRASSOR & THE GRASSER*:

   - Song: "DEE DAA"
   - wk 1: #3, wk 2: #2

4. *STANLEY*:

   - Song: "DEE DAA"
   - wk 1: #5, wk 2: #4

5. *BARBIE RYAN*:

   - Song: "DEE DAA"
   - wk 1: #6, wk 2: #6

6. *DAVEY JONES*:

   - Song: "DEE DAA"
   - wk 1: #7, wk 2: #7

7. *DEAN MARTIN*:

   - Song: "DEE DAA"
   - wk 1: #8, wk 2: #8

8. *NORMAN WARD*:

   - Song: "DEE DAA"
   - wk 1: #9, wk 2: #9

9. *TOMMY ROBINS*:

   - Song: "DEE DAA"
   - wk 1: #10, wk 2: #10

---

**Personal Appearance**

- *KATE SMITH SHOW*
- *ED SULLIVAN'S Toast of the Town*
- *WSM TV*
- *GRAND OLE OPRY*

---

**WARNING:** The use of "HONKY TONK SWEETHEART" as a record's title or as the title of a Millionaires country, and the use of the 1000 has been copyrighted by the Billboard. The use of this material, unless specifically authorized by the Billboard, is a violation of copyright law. The Billboard's content is protected by U.S. Copyright laws, and permission for use is required. The use of this material without permission is a violation of copyright law.
Les Paul

and

Mary Ford

give you the year’s
most unusual song!

"Meet Mr. Callaghan"

(INSTRUMENTAL)

coupled with
an all-around favorite

"Take Me in Your Arms
(And Hold Me)"

(VOCAL BY MARY FORD)

Record No. 2193
HANK THOMPSON
TENNESSEE ERNIE
FARON YOUNG
JIMMY WAKELY
ROD MORRIS
IT'S BETTER TO HAVE LOVED A LITTLE AND HOW COLD HEARTED CAN YOU GET

RECORD No. 2169

BLACKBERRY BOOGIE AND TENNESSEE LOCAL

RECORD No. 2170

SAVING MY TEARS (FOR TOMORROW) AND WHAT CAN I DO WITH MY SORROW

RECORD No. 2171

WHEN I SAY GOODNIGHT AND THERE'S THAT SAME OLD LOVE LIGHT (IN YOUR EYES)

RECORD No. 2172

COLD, COLD CORNBREAD AND DON'T PUT OFF TILL TOMORROW

RECORD No. 2173
### VOX JOX

**Chatter**

John Strodd has joined WAYS, Rockingham, N.C. It’s his first job after working many years coasting for WCIA, Chicago. He has also been a disc jockey for the past five years, working for WNEC, Boston, and WOR, New York.

**Announcer**

Jim Williams, formerly with WINS, New York, has joined WGGG, Concord, N.C., for a weekly radio show and a full-time gig as a disc jockey. He will also be working part-time at WNCN, Raleigh, N.C.

**Best Selling Sheet Music**

- **6**
  - 1. **AUF WIEDERSEHNF** (Sweetheart) - Hill & Ronque
  - 2. **WALKING MY BABY HOME** - DeSilvio, Brown & Harrison
  - 3. **BLUE TANGO** - Mills
  - 4. **HALF AS MUCH** - Acuff-Rose
  - 5. **HERE IN MY HEART** - Al Morgan & Company
  - 6. **I'M YOURS** - Al Morgan & Company

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

- **6**
  - 1. **AUF WIEDERSEHNF** (Sweetheart) - Hill & Ronque
  - 2. **WALKING MY BABY HOME** - DeSilvio, Brown & Harrison
  - 3. **BLUE TANGO** - Mills
  - 4. **HALF AS MUCH** - Acuff-Rose
  - 5. **HERE IN MY HEART** - Al Morgan & Company
  - 6. **I'M YOURS** - Al Morgan & Company

**England's Top Twenty**

- **20**
  - 1. **AUF WIEDERSEHNF** (Sweetheart) - Hill & Ronque
  - 2. **BLUE TANGO** - Mills
  - 3. **HALF AS MUCH** - Acuff-Rose
  - 4. **HERE IN MY HEART** - Al Morgan & Company
  - 5. **I'M YOURS** - Al Morgan & Company

**MUSIC Popularity Charts**

- **Records Most Played by Disk Jockeys**
- **Best Selling Sheet Music**
- **Songs With Greatest Radio Audiences (ACI)**
this week on COLUMBIA

DORIS DAY
with PERCY FAITH and his Orchestra

"MY LOVE and DEVOTION"
"MAKE IT SOON"

CARNIVAL RHYTHMS
- Jungle Fantasy
- Safari
- Caribbean Night
- Co-Com-Be
- Wurl Wurl Wurl
- The Minute Lumba
- Dye Negro
- Hawaiian Thrums

PERCY FAITH and his Orchestra

ECSTASY
- Ecstasy
- Let's Go "Supreme"
- Autumn Song
- Yester-Thinkings

OTTO CESANA and his Orchestra

BILLY WALKER
- If I Should Love That Long
- One Heart's Beating
- One Heart's Crying
- 20994

CURLY GAUTIER
- Please Leave Me Alone
- A Little at a Time
- 20995

THE MASTERS FAMILY
- This Old World Is Rocking in Sin
- Stop Breaking God's Children
- AROUND
- 20996

CARL SMITH
- Meet the Sisters
- Mother Muskrat
- Softly and Tenderly
- Amazing Grace
- 20997

"LITTLE" JIMMY DICKENS
- Take Up Thy Cross
- Just a Closer Walk with Thee
- 20998

STEWART RAILDEN
- God Gold Million Years
- Lord, I Pray
- 20999

DAVE JOHNSON
- My Father Watches Over Me
- In the Garden
- 20999

JOHNNY HICKS
- Take My Hand
- Bring Me Down to the River
- 20999

THE JOHNSON FAMILY SINGERS
- Where No Labors Fall
- Room for My Savior Today
- 20999

LARRY DARNELL
- Better Be On My Way
- That's On Your Mind
- 20999

DOLORES HAMMERS
- and the Four Lads
- Each Time
- Risin' Sun
- 20999

ROSEMARY CLOONEY
- Hall As Much
- Poor Whip-Poor-Will
- 20999

DORIS DAY and FRANKIE LAINE
- Sugarbush
- How Lovely Cooks the Meal
- 20999

PERCY FAITH
- Delicado Festival
- 20999

FRANKIE LAINE
- High Noon
- Rock of Gibraltar
- 20999

JOHNNIE RAY
- Walkin' My Baby Home
- Back Home
- Give Me Time
- 20999

JOHNNIE RAY
- All of Me
- A Sinner Am I
- 20999

JO STAFFORD
- You Belong To Me
- Pretty Boy
- 20999

SAMMY KAYE
- Walkin' to Missouri
- One for the Wonder
- 20999

PERCY FAITH
- Jamaican Rhumba
- Da-Du
- 20999

ARTHUR GODFREY
- I Love Girls
- Honey
- 20999

TONY BENNETT
- Have a Good Time
- Please, My Love
- 20999

CARL SMITH
- Are You Teasing Me?
- It's a Lovely, Lovely World
- 20999

COLUMBIA 20 RECORDS
for music that sends them...to you!

### Best Selling Pop Singles

<table>
<thead>
<tr>
<th>Week Ending</th>
<th>Artist</th>
<th>Song</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/30/52</td>
<td>A. Lew Wiederseyn</td>
<td>Sweetheart</td>
<td>1</td>
</tr>
<tr>
<td>8/6/52</td>
<td>Bobbi Mah</td>
<td>Love Me</td>
<td>2</td>
</tr>
<tr>
<td>8/13/52</td>
<td>Ray Connolly</td>
<td>Half As Much</td>
<td>3</td>
</tr>
<tr>
<td>8/20/52</td>
<td>Ray Connolly</td>
<td>Here In My Heart</td>
<td>4</td>
</tr>
<tr>
<td>8/27/52</td>
<td>DeLusco</td>
<td>Walkin’ My Baby Back Home</td>
<td>5</td>
</tr>
<tr>
<td>9/3/52</td>
<td>Mayre</td>
<td>Maybe</td>
<td>6</td>
</tr>
<tr>
<td>9/10/52</td>
<td>Somewhere Along The Way</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>9/17/52</td>
<td>Fisher</td>
<td>Kiss Of Fire</td>
<td>8</td>
</tr>
<tr>
<td>10/1/52</td>
<td>Fisher</td>
<td>High Noon</td>
<td>9</td>
</tr>
<tr>
<td>10/5/52</td>
<td>Fisher</td>
<td>Walkin’ My Baby Back Home</td>
<td>10</td>
</tr>
<tr>
<td>10/15/52</td>
<td>Fisher</td>
<td>Sweetheart</td>
<td>11</td>
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<tr>
<td>10/22/52</td>
<td>Fisher</td>
<td>Indian Love Call</td>
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<tr>
<td>10/29/52</td>
<td>Rock Of Gibraltar</td>
<td>13</td>
<td></td>
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<tr>
<td>11/5/52</td>
<td>Rock Of Gibraltar</td>
<td>14</td>
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<td>11/12/52</td>
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<td>11/19/52</td>
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<td>11/26/52</td>
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<tr>
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<td>Rock Of Gibraltar</td>
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<tr>
<td>12/10/52</td>
<td>Rock Of Gibraltar</td>
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</tr>
<tr>
<td>12/17/52</td>
<td>Rock Of Gibraltar</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>12/24/52</td>
<td>Rock Of Gibraltar</td>
<td>21</td>
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</table>

### Best Selling Children’s Records

<table>
<thead>
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<th>Record</th>
<th>Chart Position</th>
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</thead>
<tbody>
<tr>
<td>7/30/52</td>
<td>Zellman</td>
<td>Magic Of Missy</td>
<td>1</td>
</tr>
<tr>
<td>8/6/52</td>
<td>Zellman</td>
<td>Magic Of Missy</td>
<td>2</td>
</tr>
<tr>
<td>8/13/52</td>
<td>Zellman</td>
<td>Magic Of Missy</td>
<td>3</td>
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<td>8/20/52</td>
<td>Zellman</td>
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<td>4</td>
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<td>9/3/52</td>
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<tr>
<td>9/10/52</td>
<td>Zellman</td>
<td>Magic Of Missy</td>
<td>7</td>
</tr>
<tr>
<td>9/17/52</td>
<td>Zellman</td>
<td>Magic Of Missy</td>
<td>8</td>
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<tr>
<td>9/24/52</td>
<td>Zellman</td>
<td>Magic Of Missy</td>
<td>9</td>
</tr>
<tr>
<td>10/1/52</td>
<td>Zellman</td>
<td>Magic Of Missy</td>
<td>10</td>
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</table>

### Best Selling Pop Albums

<table>
<thead>
<tr>
<th>Week Ending</th>
<th>Record</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/30/52</td>
<td>Music Man</td>
<td>1</td>
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<tr>
<td>8/6/52</td>
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<td>8/20/52</td>
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<td>8/27/52</td>
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</tr>
<tr>
<td>9/10/52</td>
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<tr>
<td>9/17/52</td>
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</tr>
<tr>
<td>9/24/52</td>
<td>Music Man</td>
<td>9</td>
</tr>
<tr>
<td>10/1/52</td>
<td>Music Man</td>
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### Classical Reviews

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<th>Album</th>
<th>Reviewer</th>
<th>Rating</th>
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<tbody>
<tr>
<td>Classic Review</td>
<td>John</td>
<td>Poor</td>
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<tr>
<td>Classic Review</td>
<td>John</td>
<td>Poor</td>
</tr>
<tr>
<td>Classic Review</td>
<td>John</td>
<td>Poor</td>
</tr>
<tr>
<td>Classic Review</td>
<td>John</td>
<td>Poor</td>
</tr>
</tbody>
</table>

### Notes
- The Billboard Music Popularity Charts are published weekly to provide a snapshot of the music industry's most popular records. The charts are based on sales, airplay, and streaming data, and are a valuable resource for understanding the industry's trends and patterns.
- The charts are divided into multiple categories, including Best Selling Pop Singles, Best Selling Children’s Records, and Best Selling Pop Albums.
- The charts are updated weekly, with new editions released every Thursday. The data is compiled from reports submitted by music stores, radio stations, and online music services.
- The charts are widely used by the music industry as a benchmark for success, and are a popular topic of discussion among artists, producers, and music enthusiasts.

---

*Disclaimer: This information is for educational purposes only and should not be considered as a reliable source for current music industry trends.*

---
and his orchestra introduces...

A NEW TREND
IN AMERICAN MUSIC
with his first MGM Release

BEYOND THE NEXT HILL
and
TILLIE'S TANGO

MGM 30614 (78 rpm)
k-30614 (45 rpm)
A Q Y Music Publishing Co.

WATCH FOR HIS FIRST ALBUM...

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
201 SEVENTH AVE., NEW YORK 19, N.Y.
**Most Played Juke Box Records**

Based on reports received July 30, 31 and August 1:

<table>
<thead>
<tr>
<th>No</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>2 1.</td>
<td>ALF WIDERSEHN, SWEETHEART</td>
</tr>
<tr>
<td>41</td>
<td>1 2.</td>
<td>HALF AS MUCH</td>
</tr>
<tr>
<td>9</td>
<td>5 3.</td>
<td>MAYBE</td>
</tr>
<tr>
<td>5</td>
<td>5 5.</td>
<td>BOTTCH-A-ME</td>
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<tr>
<td>12</td>
<td>5 5.</td>
<td>HERE IN MY HEART</td>
</tr>
<tr>
<td>11</td>
<td>4 6.</td>
<td>WALKIN' MY BABY BACK HOME</td>
</tr>
<tr>
<td>16</td>
<td>7 7.</td>
<td>KISS OF FIRE</td>
</tr>
<tr>
<td>14</td>
<td>8 8.</td>
<td>I'M YOURS</td>
</tr>
<tr>
<td>13</td>
<td>9 9.</td>
<td>DELICADO</td>
</tr>
<tr>
<td>5</td>
<td>10 10.</td>
<td>WINTER BIRD</td>
</tr>
<tr>
<td>4</td>
<td>11 11.</td>
<td>WALKIN' MY BABY BACK HOME</td>
</tr>
<tr>
<td>2</td>
<td>12 12.</td>
<td>SOMEWHERE ALONG THE WAY</td>
</tr>
<tr>
<td>7</td>
<td>22 13.</td>
<td>ONCE IN A WHILE</td>
</tr>
<tr>
<td>1</td>
<td>14 14.</td>
<td>WISH YOU WERE HERE</td>
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<tr>
<td>12</td>
<td>15 15.</td>
<td>BLUE TANGO</td>
</tr>
<tr>
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<td>22 16.</td>
<td>ALF WIDERSEHN, SWEETHEART</td>
</tr>
<tr>
<td>4</td>
<td>17 17.</td>
<td>TAKE MY HEART</td>
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<tr>
<td>2</td>
<td>18 18.</td>
<td>ALL OF ME</td>
</tr>
<tr>
<td>1</td>
<td>19 19.</td>
<td>SHOULD IT</td>
</tr>
<tr>
<td>2</td>
<td>21 20.</td>
<td>TILL THE END OF THE WORLD</td>
</tr>
<tr>
<td>1</td>
<td>20 20.</td>
<td>KAY'S LAMENT</td>
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<tr>
<td>6</td>
<td>22 22.</td>
<td>SUGARBUZZ</td>
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<tr>
<td>6</td>
<td>23 23.</td>
<td>HERE IN MY HEART</td>
</tr>
<tr>
<td>2</td>
<td>24 24.</td>
<td>WHEN I FALL IN LOVE</td>
</tr>
<tr>
<td>1</td>
<td>24 24.</td>
<td>SINNER AM I</td>
</tr>
<tr>
<td>13</td>
<td>26 26.</td>
<td>I'M YOURS</td>
</tr>
<tr>
<td>20</td>
<td>26 26.</td>
<td>WHEEL OF FORTUNE</td>
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<tr>
<td>12</td>
<td>26 26.</td>
<td>KISS OF FIRE</td>
</tr>
<tr>
<td>3</td>
<td>28 28.</td>
<td>I'LL WALK ALONE</td>
</tr>
<tr>
<td>21</td>
<td>30 30.</td>
<td>PITTSBURGH, PENNSYLVANIA</td>
</tr>
</tbody>
</table>

**Record Reviews**

**POPULAR Record Reviews**
Hugo Winterhalter
and his Orchestra

'HEsITAT10N'

and

'T1C TAC TOE'

RCA Victor 20-4851 * 47-4851
**ORDER BLANK**

**SAVES TIME! FASTER DELIVERY! FILL OUT AND MAIL AT ONCE TO YOUR MERCURY DISTRIBUTOR**

**POPULAR**

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>78s</th>
<th>45s</th>
<th>QUANTITY</th>
<th>78s</th>
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<tr>
<td>&quot;OMARA&quot;</td>
<td>&quot;IF I'M LONELY TONIGHT&quot;</td>
<td>&quot;TRIUMPHANT&quot;</td>
<td>&quot;ONCE I'M A MAN&quot;</td>
<td>&quot;DREAMING OF YESTERDAY&quot;</td>
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</table>
| "I'M A ROVING TUNA" | "IF YOU DON'T MIND"
| "I'M A ROVING TUNA" | "IF YOU DON'T MIND" |

**NEW RELEASES**

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<td>&quot;THE RED ROSE WATER&quot;</td>
<td>&quot;FIRE CALL&quot;</td>
<td>&quot;THE RED ROSE WATER&quot;</td>
<td>&quot;FIRE CALL&quot;</td>
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<tr>
<td>&quot;THE RED ROSE WATER&quot;</td>
<td>&quot;FIRE CALL&quot;</td>
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**COUNTRY and WESTERN**

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<th>45s</th>
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<tr>
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<td>&quot;YOU BELONG TO ME&quot;</td>
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**RHYTHM and BLUES**

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<td>&quot;ahrungen&quot;</td>
<td>&quot;BETTER LUCK NEXT TIME&quot;</td>
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<td>&quot;ahrungen&quot;</td>
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</tbody>
</table>

**MOVING UP FAST!**

**GLORIA HART**

WITH ART KASSEL ACCOMPANIMENT

"I'd Rather Look At You"

COUPLED WITH

"Nickels, Dimes & Quarters"

**COMING NEXT WEEK!**

**A BIG Smash Hit By**

**PATTI PAGE**

**THE GREAT ARTURO**

Sing for

"JENNY DARLING"

The Greatest Of All Love Songs

GET IT! PLAY IT! SELL IT!

**MERCURY 5893 • 5893X45**

**MUSIC**

**THE BILLBOARD**

**AUGUST 9, 1952**

**MERCURY RECORDS**

**DISTRIBUTOR**

MAIL TO YOUR NEAREST MERCURY DISTRIBUTOR

**NAME**

**ADDRESS**

**CITY**

**ZONE**

**STATE**

**DATE**
• Most Played Juke Box Folk
   (Country & Western) Records

   [Chart based on reports received July 30 & August 1]

   Record Title          Artist          Label          Date
   ---                   ---            ---           ---
   11  1. WILD SIDE OF LIFE ......... Honk Thompson...... King 1284
   10  2. ALMOST ......... G. Morgan ......... Columbia 35690
   9   3. FULL TIME JOB .............. E. Arnold......... Victor 39731
   8   4. WAITING IN THE LOBBY
       OF YOUR HEART ............ Honk Thompson...... King 1284
   7   5. ARE YOU TEASING ME ......... Carl Smith...... C. P. C. 1016
   6   6. HALF AS MUCH ......... Honk Williams..... Columbia 35698
   5   7. LADY'S MAN .............. Honk, Junior....... Victor 21921
   4   8. THAT HEART BELONGS
       TO ME ...................... W. Pierce........... Decca 1347
   3  9. GOLD RUSH IS OVER ......... H. Sedery........ Columbia 34893
   2 10. I'M LOVIN' IT ......... J. Alton.......... Columbia 35882
   1 11. THAT HEART BELONGS TO
       ME (INSTRUMENTAL) .......... W. Pierce........... Decca 1347

   Folk Record Releases

   R. Capone, boxing manager of the
city's most successful players, has
announced his forthcoming release of
"The Story of the U.S. Olympic
Boxing Team". The record tells the
story of the team's progress in the
Olympic trials and the victory in the
team trials which qualified them for
the Olympic games.

   C&W Records to Watch

   "The Cowboy War" by Bob Wills
   and his Texas Playboys. This record
   features new material and is
   expected to be a big seller.

   **Terrific!**
   "Mammy's Warning" and
   "They Don't Know What I Am"
   by Andy Devine. These records
   feature the popular cowboy star
   and should be big sellers.

   Tamam Music, Inc.
   146 W. 47th St., New York, N. Y.

   *The Billboard* Music Popularity Charts

   FOLK TALENT

   AND TUNES

   "JOHNNY HEPPEL"

   **RHYTHM & BLUES**

   Most Played by Folk Jockeys

   [Chart based on reports received July 30 & August 1]

   Record Title          Artist          Label          Date
   ---                   ---            ---           ---
   11  1. THAT HEART BELONGS TO
       ME (INSTRUMENTAL) .......... W. Pierce........... Decca 1347
   10  2. IT WASN'T GOD WHO
       MADE HONKY TONE ANGELS .... K. Wells....... Columbia 35882
   9   3. FULL TIME JOB .............. E. Arnold......... Victor 39731
   8   4. ARE YOU TEASING ME ......... Carl Smith...... C. P. C. 1016
   7   5. LADY'S MAN .............. Honk Williams..... Columbia 35698
   6   6. HALF AS MUCH ......... Honk Williams..... Columbia 35698
   5   7. THAT HEART BELONGS
       TO ME ...................... W. Pierce........... Decca 1347
   4  8. GOLD RUSH IS OVER ......... H. Sedery........ Columbia 34893
   3  9. I'M LOVIN' IT ......... J. Alton.......... Columbia 35882
   2 10. I'M LOVIN' IT ......... J. Alton.......... Columbia 35882

   **Best Selling Retail Folk
   (Country & Western) Records

   [Chart based on reports received July 30 & August 1]

   Record Title          Artist          Label          Date
   ---                   ---            ---           ---
   11  1. WILD SIDE OF LIFE ......... Honk Thompson...... King 1284
   10  2. IT WASN'T GOD WHO
       MADE HONKY TONE ANGELS .... K. Wells....... Columbia 35882
   9   3. FULL TIME JOB .............. E. Arnold......... Victor 39731
   8   4. ARE YOU TEASING ME ......... Carl Smith...... C. P. C. 1016
   7   5. LADY'S MAN .............. Honk Williams..... Columbia 35698
   6   6. HALF AS MUCH ......... Honk Williams..... Columbia 35698
   5   7. THAT HEART BELONGS
       TO ME ...................... W. Pierce........... Decca 1347
   4  8. GOLD RUSH IS OVER ......... H. Sedery........ Columbia 34893
   3  9. I'M LOVIN' IT ......... J. Alton.......... Columbia 35882

   **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.
THE BILLBOARD Music Popularity Charts

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

**Best Selling Retail Rhythm & Blues Records**

- Based on reports received July 30, 31 and August 1

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<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Price</th>
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<tbody>
<tr>
<td>1</td>
<td>LOVE YOU NOT</td>
<td>MINNIE TEEN</td>
<td>Drink</td>
<td>25c</td>
</tr>
<tr>
<td>2</td>
<td>COME IN MY HOUSE</td>
<td>DANNY LEAGUE</td>
<td>Chal</td>
<td>25c</td>
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<td>3</td>
<td>COME ON IN MY HOUSE</td>
<td>DANNY LEAGUE</td>
<td>Chal</td>
<td>25c</td>
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<tr>
<td>4</td>
<td>COME ON IN MY HOUSE</td>
<td>DANNY LEAGUE</td>
<td>Chal</td>
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<td>5</td>
<td>COME ON IN MY HOUSE</td>
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<td>COME ON IN MY HOUSE</td>
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<td>10</td>
<td>COME ON IN MY HOUSE</td>
<td>DANNY LEAGUE</td>
<td>Chal</td>
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**Most Played Juke Box Rhythm & Blues Records**

- Based on reports received July 30, 31 and August 1

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<th>Price</th>
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<tr>
<td>1</td>
<td>HAVE MERCY, BABY</td>
<td>DANNY LEAGUE</td>
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<tr>
<td>2</td>
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<td>Chal</td>
<td>25c</td>
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<td>3</td>
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<td>DANNY LEAGUE</td>
<td>Chal</td>
<td>25c</td>
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<tr>
<td>4</td>
<td>HAVE MERCY, BABY</td>
<td>DANNY LEAGUE</td>
<td>Chal</td>
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<td>Chal</td>
<td>25c</td>
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**Rhythm & Blues Record Releases**

- New on Okeh: LARRY DARNELL - Better Be On My Way

**Rhythm & Blues Notes**

- Bob Roberts: Fats Domino, whose writing of 'Goin' Home' on Imperial has been a big seller for the past two months, was parted by Shaw Artists for club dates and one-nighters, starting October 15. Charles Brown, Atlantic Record artist, has a big single mapped out for them for the same month. He will play a one-nighter in Philadelphia on August 16, then go into Texas, New Mexico and Arizona for one-nighters. He will be in California for one-nighters starting August 29 in San Diego. After the West Coast stretch, he will do a string of 22 one-nighters in Texas thru October 25, and on October 26 will start a Southern tour with Mr. Sadbeed and James Brown.

**Sensational Two/Show Stoppers**

- The "I'm Gonna Sing The Hokey Tanks" Gal

**Johnny Ace**

- "My Song"

**Marie Adams**

- "He's My Man"

**The Billboard**

- "The Music Record Business"

- "Bread and Butter"

- "The Billboard - A Month in the Music Business"
**Bishop Sues Will for 20G**

Hollywood, Aug. 2—Bishop Gregory of Pottsgrove, Pa., filed a $20,000 damage suit against 10 members of the local chapter of the American Legion, saying they seriously and permanently damaged his reputation.

**Balihe Debuts Promotion Dick**

Hollywood, Aug. 7—Balihe, of Columbia, has joined the show business scene with a new promotion drive. The firm has set up a new office in the Hotel Roosevelt, Chicago, and has established a new branch in the Hotel Trianon, Hollywood. The new office is being managed by Mr. and Mrs. James C. Smith, who have been with the company for several years.

**SIDMEN REAL UP BIG HARVEST**

Chicago, Aug. 3—The 10,000 admission charge for the Republican convention was a complete success, according to the convention officials. The proceeds of the admission charge will be used to cover the cost of the convention and to purchase additional equipment for the city's public programs.

**Remington Ups LP Prices and Discount Rate**

New York, Aug. 2—Remington, the leading manufacturer of pianos, has increased the price of its pianos by five dollars. The increase will be effective immediately. The new price list will be sent out to dealers immediately.

**Like Else Could Sing**

Back of the Yards—(The New American) August 18, 1906

In my gray mare

Joe Pica

With the Spank Singers on

**Joe Pica**

With the Spank Singers


drummers resound

Joe Pica

With the Spank Singers

2—Four leaf clovers that the experts overlooked

**Jerry Cooper**

With the Dark Sisters

**ANCHOR RECORD CO.**

268 15th Ave.
Newark, N. J.

**Music as Written**

CETRA-SORIA PREPS FULL "LA FORZA"

CETRA, Inc., announcing a new, complete edition of Verdi's "La Forza," have announced that the opera will be issued in full length on 33⅓ discs. The set will be released on Friday, August 9.

**STADIUM SYMPHONY VS. CUTE DAD JOE**

Stadium Records' new first national radio show, "Symphony vs. Cute Joe," has set a new record for the company's first national radio show. The show, which features a new symphony each week, has been heard by millions of listeners across the country.

**WHIM DIREK JOKES**

Eminie Anderson, a soprano with the Budapest State Opera, recently returned to the United States after a successful tour in Europe. She is scheduled to appear in a new symphony this week, which will be conducted by the famous conductor, Alexander Smallman.

**JOHNNY GREEN LEADS BOWLE**

Johnny Green, musical director for CETRA, has been chosen to conduct the symphony orchestra for the annual summer concert at the Hollywood Bowl. The concert, which will be held on Friday, August 9, will feature a program of classical and contemporary music.

**DIEP PROMOTION**

CETRA's new promotion for the symphony orchestra includes a full-page advertisement in the Los Angeles Times and a special concert at the Hollywood Bowl. The concert, which will be held on Saturday, August 10, will feature a program of classical and contemporary music.

**FIGURES SHOWN**

The figures for the new symphony orchestra are: Budget—$25,000; Personnel—300; Production—$50,000; and Advertisement—$10,000. The orchestra will be conducted by the famous conductor, Alexander Smallman.

**ANCOR RECORD CO.**

268 15th Ave.
Newark, N. J.

**THE BILLBOARD**

Music

**Joe Pica**

With the Spank Singers

**Like Else Could Sing**

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2—Four leaf clovers that the experts overlooked

**Jerry Cooper**

With the Dark Sisters

**ANCHOR RECORD CO.**

268 15th Ave.
Newark, N. J.
MR. DEALER:

You're right on the button if you stock these Hits

I LIKE ECK STINE

“STRANGE SENSATION”

and

“I’LL FORGET YOU”

MGM 11291 78rpm—K11291 45rpm

ALAN DEAN
LUNA ROSSA
and
II’LL FORGET YOU

MGM 11269 78rpm
K11269 45rpm

BARBARA RUICK
SERENADE TO A LEMONADE
and
DELIUSHEW
MGM 11279 78rpm
K11279 45rpm

ROBERT Q. LEWIS
ON A SUNDAY BY THE SEA
and
ZING A LITTLE ZONG

MGM 11280 78rpm
K11280 45rpm

HANK WILLIAMS
JAMBALAYA
and
WINDOW SHOPPING

MGM 11283 78rpm
K11283 45rpm

M-G-M RECORDS

THE BILLBOARD
AUGUST 9, 1952

Music

Popularity Charts

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

The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve lasting popularity as determined by new and old sales, most charts or most sound features of the chart.

TAKE ME IN YOUR ARMS AND
HOLD ME

MEET MR. CALLAGHAN

Los Paul—Mary Ford

(Capitol 2179)

Los Paul and Mary Ford have teamed up and given the public a recording, with the bonus handling the better “Take Me in Your Arms,” a mellow and soulful song that will find favor among the fans. The “Callaghan” title comes from the starting instrumental sounds of the title song.

HESITATION

Hugo Winterhalter Orch.

(RCA Victor 78-1100)

A hit song now, written by the popular singer, brought by Hugo, under arrangement from the choir and Winterhalter orch.

DOWN BY THE O-H-L-O

Art Lawrey Orch.

(Continental 5022)

Continental now have a hit to add to their fine slate of Jukebox and selection records, bringing in a strong man by the chorus and some extended piano from Larry.

When Swallows Say Goodbye

Vera Lynn

(Decca 20-4061)

The English songbird has a strong follow-up to her hit “When Swallows Leave,” with the same breadth, not to mention the long chances and all.

The Disk Jockeys Pick

PEGS that have appeared over the last few months or in those times within a thousand miles or on the weekly charts and are expected to be popular within the next week or two. Recorded, arranged and selected by The Billboard staff.

1. SHELLO I

Paul Anka

(Decca 20220)

2. ELITEELETH PHEELS

Senior Players

(RCA Victor 12-4056)

3. TEXAS HOMESTYLE

Frank DeSoto

(Columbia 71260)

4. SALSA

Carlos Salazar

(Western Star 25-4801)

5. I LAUGHTER AT LOVE

Junior Kimbrough

(Victor 12-4239)

The Retailers Pick

PEGS that have appeared for three consecutive weeks or for those times within a thousand miles or on the weekly charts and are expected to be popular for weeks. Recorded, arranged and selected by The Billboard staff.

1. JAMAICAN "CANCE"

Jerry Park Orch.

(Columbia 71260)

2. ONE HINT JULIET

Reddy-Morrie Orch.

(Victor 12-4058)

3. WHEN I FALL IN LOVE

Don Ray

(Continental 5020)

4. JUST ONE OF THESE THINGS

Tommy Dorsey

(Jamaica 3113)

5. I LAUGHTER AT LOVE

Junior Kimbrough

(Victor 12-4239)

The Operators Pick

PEGS that have appeared for three consecutive weeks or in those times within a thousand miles and are expected to be popular for weeks. Recorded, arranged and selected by The Billboard staff.

1. TILL THE END OF THE WORLD

King Delta-Red Orchestra

(Department 20)

2. ANYTHING TO MISS THE Guiseppe Ran
e Orch.

(Columbia 71260)

3. SOMEDAY

Tom Milan

(Victor 12-4058)

4. HANG OF FAITH

Alva Feler Orch.

(Victor 12-4058)

5. TAKE ME ON YOUR ARMS

Don Ray

(Columbia 71260)

The Country and Western

Disk Jockeys Pick

PEGS that have appeared for three consecutive weeks or in those times within a thousand miles and are expected to be popular for weeks. Recorded, arranged and selected by The Billboard staff.

1. YOU TOLD ME

Johnnie Wright

(Memorial 42570)

2. KISSES ON PAPER

Ben Paris

(Decca 20200)

3. FORTUNES IN MEMORIES

Frank Travis

(Victor 12-4058)

4. SUGAR LADDIES

Don Ready

(Continental 5020)

5. WAGON SHOPPING

Love Wagon

(MGM 11283)
Together for the 1st time...

MARLENE DIETRICH and ROSEMARY CLOONEY

with the novelty smash of '52

TOO OLD TO CUT THE MUSTARD

Columbia 39812

"TERRIFIC" "WOW"

"GREAT" "SWELL"

"EXCITING" "WONDERFUL"

"IT"

"SOLID"

The Billboard Picks

TOO OLD TO CUT THE MUSTARD ... Marlene Dietrich-Rosemary Clooney

Columbia 39812

"Terrific" "Wow" "Great" "Swell" "Exciting" "Wonderful" "It" "Solid"

"The Billboard Picks"
Dealers Talk Sheet Sales

* Continued from page 23 *

merchandise on cut-out charging that he had documentary evidence in his possession. That challenge was not taken up by the defense, but the defendant's attorney did make a motion for a new trial, but he was not granted.

Under the Counter

The document reveals that many consumers are unaware of the practices used by some dealers. This is because the dealers often do not provide clear and accurate information about the terms of their sales. This lack of transparency can lead to consumers feeling taken advantage of and frustrated.

The document also highlights the importance of consumers being aware of their rights and being able to question the practices used by dealers. This is especially important in cases where the terms of sale may be complex or confusing.

Dealers are encouraged to be transparent and provide clear information about the terms of sale to ensure that consumers are fully informed and can make informed decisions.

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**Fuji.**

---

**Gentle.**

---

**Green**

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**Kaye.**

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**Phono Firms**

* Continued from page 26 *

Prices ranged from as low as 8.55 and 10.55 for smaller sets to 50.00 and 50.50 for larger sets. A number of dealers displayed three or four of the sets and were shown at one point or another in the growing importance of 45 rpm.
Hocus-Pocus

By BILL SACKS.

Close-up session will be Eddie Lombardo's feature at the last night of his current engagement at the Mighty Mimo in New York. While it's not the first time that Lombardo has taken to the stage in New York, it's been a while since his last visit. The Mighty Mimo is known for its talented performers, and Lombardo is definitely one of them. His close-up act is sure to leave the audience amazed with his skill and precision.

Burlesque Bits

By UNO.

Flash O'Farrell, following his recent engagement at Mr. Ed's, will next be seen at the Jockey Club, 1935, and will appear as the latest addition to the vaudeville circuit. O'Farrell is known for his comic talents and is sure to entertain the audience with his trademark humor.

The latest craze in burlesque is the appearance of Rosemary, a new act that has quickly become a favorite among the audience. Rosemary's unique style and charm make her a standout in the burlesque world.
EL PASO Aud., Arena Signed For Big Year

EL PASO, Tex., Aug. 2.—Judging from early contracts, the season promises to be the biggest in many years for the El Paso County Coliseum and the 2,000-seat Coliseum Theatre.

Colonel already has booked a kids' show, Shorty MacDuff and Bob, and a livestock show and rodeo, Flower Mound Bucking Horse Festival, college basketball, Sun Carnival, and the Harlem Globetrotters.

(Continued on page 67)

M'wke Tab's 185 Gprofit on Twin Buildings

MILWAUKEE, Aug. 2.—A slight decline in profits was shown by the Auditorium Arena in the fiscal year ending April 30, according to this year's report, filed by the city comptroller.

Earnings in the Arena in the fiscal year ended June 30, 1953, were $17,456, while the Auditorium showed a profit of $15,140 for the fiscal year ended June 30, 1952. The profit was made on the sale of the old Arena building.

The largest single share of the building profits came from the contract with the Milwaukee Athletic Club, which pays the city $25,000 plus 10 per cent of the gross. William M. Bass is building manager.

Booking Now "Concerts and Productions of '53' and other Units

Fayetteville Sets Trotters, Icer

FAYETTEVILLE, W. Va., Aug. 2.—Fayette County's tobacco growers and others have signed contracts with the Muletown Trotting Association for a series of races in the new Muletown Trotting Association.

The races will be held in the new Muletown Trotting Association

National Inks Roanoke Home Show Contract

ROANOKE, Va., Aug. 2.—National Home Shows, Inc., Dallas, Texas, and Roanoke's shows manager, has contracted to stage the first Roanoke Home Show, September 23-26, under the National Home Show and Roanoke Home Show, Inc. The show, which has been named general manager, is expected to be held in the American Legion Auditorium.

The show will be the largest of its kind in the area, and the area, according to Moore, will be one of the largest in the country.

Dramatic & Musical Routes

367G Primping for Cincy's Music Hall

CINCINNATI, Aug. 2.—Music Hall here is undergoing a $2,000,000 remodeling and modernization program that will be completed within the next two years, according to the building's management.

Polishing, cleaning and repairs to outside brick will be handled by the B. C. Coe, and the building will be made ready for the next season. The building's old roof will be replaced, and two new, modern air-conditioning systems will be installed.

Every door and window is being replaced, the entire heating and air-conditioning systems are being replaced, and major repairs are in the process of being accomplished. Also, new electrical and lighting systems have been installed.

The new system, classified as a "five-star" system, will be able to accommodate a large audience. The system is being installed by the Bell Telephone Company.

Canada's Pay For New Arena With Giveaways

EDMONTON, Alta., Aug. 2.—A 10-year lease was approved by the city council for a lease of $15,000 a year for the new arena in the city park. The lease, which runs from Aug. 5, 1952, to Aug. 5, 1962, will be paid to the city by the Edmonton Equestrian Club, which will operate the arena.

The Arena Association, which operates the arena under a lease, will pay the city $15,000 a year for the use of the arena.

Bright Propects

They also figure this stepped-up production will hold the same as the area's leading producers, who are also producers of Canada's Pay For New Arena With Giveaways.
Auditoriums and arenas are assuming an ever-expanding role in show business. A greater number of attractions than ever before are turning to the huge buildings because of the opportunity they afford to play to king-size crowds at low admission prices. Package shows, a relatively new development, are on the rise.

Building managers, a progressive lot, are demonstrating a keen awareness of changing times. They are anticipating trends and shifting to meet the changes. In this, the Second Annual Auditorium-Arena Review, many of the developments, trends and aspects of the auditorium-arena field are presented.
Big Volume at Low Prices Seen Winning Formula for Packages

By J. T. (Jim) Gale
President, Gale Agency, Inc.

The billboard industry has seen a trend toward bigger and better in recent years. A major reason for this growth is the increased spending by advertisers. With the rise in the cost of living, advertisers are looking for ways to reach their target audience at a lower cost. One effective strategy is to use low-cost, high-impact billboards. These billboards offer a large visual impact at a relatively low cost and can be targeted to specific neighborhoods or areas.

Supermarket Idea

The supermarket idea has become a popular approach for generating revenue. Supermarkets are known for their high foot traffic and are ideal locations for advertising. By placing ads in strategic locations within the store, advertisers can reach a large audience while also increasing sales. This approach is particularly effective for local businesses looking to target a specific demographic.

Sportmen's Show: Surefire Box Office in Big, Little Towns

By WILLIAM SHILLING
Shilling Theatrical Productions

In recent years, the sportmen's show has become a popular attraction in the United States. These shows feature a variety of acts, including trained animals, sword swallowers, and acrobats. The shows are known for their entertainment value and are popular with a wide range of audiences.

Amphitheatre Launched On New Policy by Confabs

By MERTON E. THAYER
Manager, Convention Building and International Amphitheatre

The grand opening of the new amphitheatre was marked by a special event. The event was held to introduce the new facility to the public and highlight its features. The amphitheatre is designed to accommodate a large number of attendees and is equipped with state-of-the-art technology.

Southern Auds Swing To Religious "Sings"

By JOHNNY SEPPLE

Teny music talent started touring the auditorium-arena circuit long before professional gospel shows took root in the pop category. The gospel singers are continuing to grow in popularity, and their success is due in large part to the innovations in the industry. The singers are now using advanced sound systems and lighting effects to create a more immersive experience for the audience.

The Billboard Second Annual Auditorium-arena Review August 9, 1952

Malaysian Sinonian da ep cockpit
**International Association of Auditorium Managers**

**Municipal Auditorium, Atlanta**
**SEATING CAPACITY:** For general purposes, 2,200 seats; for stage-type attractions, 1,000 seats; for secondary shows, 500 seats; for concerts, 800 seats. Dimensions: Width, 80 ft.; Depth, 150 ft. Seating capacity for conventions, 1,500. Operated by local showmen.

**Auditorium & Convention Hall, Atlantic City**
**SEATING CAPACITY:** For stage-type attractions, 2,500; for secondary shows, 1,500; for conventions, 1,000. Dimensions: Width, 90 ft.; Depth, 200 ft. Seating capacity for conventions, 1,500. Operated by local showmen.

**Memorial Auditorium, Canton**
**SEATING CAPACITY:** For stage-type attractions, 1,000 seats; for secondary shows, 500 seats; for conventions, 300 seats. Dimensions: Width, 60 ft.; Depth, 120 ft. Seating capacity for conventions, 500. Operated by local showmen.

**Norman Temple, Detroit**
**SEATING CAPACITY:** For stage-type attractions, 1,600 seats; for secondary shows, 1,000 seats; for conventions, 500 seats. Dimensions: Width, 80 ft.; Depth, 150 ft. Seating capacity for conventions, 1,000. Operated by local showmen.

**Allen County Memorial Coliseum, Fort Wayne**
**SEATING CAPACITY:** For stage-type attractions, 1,200 seats; for secondary shows, 1,000 seats; for conventions, 500 seats. Dimensions: Width, 70 ft.; Depth, 150 ft. Seating capacity for conventions, 750. Operated by local showmen.

**Will Rogers Auditorium, Fort Worth**
**SEATING CAPACITY:** For stage-type attractions, 1,000 seats; for secondary shows, 500 seats; for conventions, 300 seats. Dimensions: Width, 70 ft.; Depth, 150 ft. Seating capacity for conventions, 500. Operated by local showmen.

**Civic Auditorium, Grand Rapids**
**SEATING CAPACITY:** For stage-type attractions, 1,500 seats; for secondary shows, 1,000 seats; for conventions, 500 seats. Dimensions: Width, 80 ft.; Depth, 150 ft. Seating capacity for conventions, 500. Operated by local showmen.

**New Haven, Conn.**
**SEATING CAPACITY:** For stage-type attractions, 1,000 seats; for secondary shows, 500 seats; for conventions, 300 seats. Dimensions: Width, 60 ft.; Depth, 120 ft. Seating capacity for conventions, 300. Operated by local showmen.

**Illinois Sports Arena, Berwyn, Ill.**
**SEATING CAPACITY:** For stage-type attractions, 1,000 seats; for secondary shows, 500 seats; for conventions, 300 seats. Dimensions: Width, 80 ft.; Depth, 150 ft. Seating capacity for conventions, 300. Operated by local showmen.
Pre-Opening Year Hectic For Mgr. of New Building

By DON MEYERS
Alley County Memorial Coliseum
Fort Wayne, Ind.

I HAVE just finished the most hectic and happiest year of my life. In July, 1931, I was appointed manager of the 53 million Allen County Memorial Coliseum, which will open in September. In that year, I learned more than in any preceding 12-month period.

In Indiana, where football is king, a referendum was held on whether to build a Coliseum or a stadium. The referendum was approved by a 5-1 margin. Financing was thru a public bond issue.

The Coliseum is located on 30 acres of land near the northern edge of city. The exterior dimensions are 425 feet long by 306 feet wide and 90 feet high. The arena has 7,750 permanent seats and can accommodate 13,000 spectators for basketball, 8,000 for hockey and 10,000 for stage attractions. Below the arena is an exhibition hall with 30,000 square feet of exhibition space. The building has 18 rest rooms, 11 concession stands, dressing rooms, offices and press room. A 37-acre parking lot will accommodate 3,000 automobiles.

The War Memorial itself is an entrance hall of marble and stone. At either end are two bronze plaques bearing the names of Allen County's war dead.

Problems in Opening
The major problem in opening a new building is getting which commands huge attendance, creates a merchandising event worthy of local merchants' participation and ensures the success of the projects.

Home shows which flourished even during the depression, usually were sponsored by real estate organizations prior to World War II. Since then, Home Builders Associations groups, Chambers of Commerce and Junior Chambers of Commerce have come into the picture as sponsors.

National Home Shows, Inc., provides the sponsors with a package deal that includes all booths, electrical facilities, signs, advertising, publicity and financing, leaving little for the sponsor to do except front for the producing organization.

The major portion of the home show is made up of the exhibits by local distributors and dealers. Several outstanding national exhibits are included and a few foreign exhibiters.

(Continued on page 45)
Now: FORT WAYNE has COMPLETE FACILITIES for

- PRIVATE PROMOTIONS
- CONVENTIONS
- TRADE SHOWS
- ATHLETIC EVENTS
- RELIGIOUS CONCLAVES
- SALES CONFERENCES
- INDUSTRIAL EXHIBITS
- MASS THEATER

IN THE HEART OF THE NATION
AT AMERICA'S TRAVEL CROSSROADS

3 Airlines: Chicago & Southern, TWA, 4 Railways: Pennsylvania, Nickel Plate, 9 Major Highways: 5 State and 4 National
and United

ALL NEW!
10,000 ultra comfortable seats in air-conditioned auditorium
AND 50,000 sq. ft. in the giant exhibition area
Four 20-30 seating capacity conferences room
Four 200-300 seating capacity meeting rooms
Finished parking facilities for over 3,000 cars
Magnificent electric organ in auditorium
Four-way $30,000 electric scoreboard for ANY athletic event
Fully adequate facilities for Hockey, Basketball, Rodeo, Circus, Ice Show, Roller Show, Broadcast, and like activities.

THE NEWEST AND FINEST STOP ON ANY CIRCUIT
THE ALLEN COUNTY WAR MEMORIAL COLISEUM
IN FORT WAYNE, INDIANA

With the Coliseum, Fort Wayne Offers:
1,500 Hotel Rooms.
1,000 Hotel Accommodations.
Four-round recreation activities, lakes, parks, theaters, bowling alleys, golf courses, swimming pools.
Full range of spectator sports: Allen County's world-famous professional basketball and football teams; The Fort Wayne Daisies, top in girls' baseball; The North American Vans, national semi-pro basketball champs; a brand new hockey team, and the PGA golf tourney.

Write for rates and descriptive brochure.

Do it Today!
Address: The Manager, Allen County War Memorial Coliseum, Fort Wayne, Indiana.
Big-Scaled Shows in Big Arenas
Hold Key to Future Show Business

By JOHN HIECKY
Booking Manager

SCHOTT'S ers in show business have never been more skillful or better than in any other industry. It is not too long ago when these modern prophets of doom were saying that radio was just a fad, that people would soon get tired of it. Then talking pictures arrived and the Jerome Bros. showed their hand and said it wouldn't last. Then the super de luxe picture theater showing the double features that people wanted to see and they would too prosper, since they would never be filled by either customers or the personality of stars. Then came the big bands, radio, television, and the world had a field day, predicting the ultimate death of all kinds of show business.

True enough, there are numerous theaters closed up and others have become apartments, clubs and stores. On the other hand, the last few years have seen the top grossing theaters of all time, the longer running plays and musicals, and stars have hit their stride, so that their worth was never thought possible. Nothing really stands still except the things that are dead. Just as show business moved from the store and village bandstand to the theater and the playhouse, so it continues to evolve and move into the theater to the outdoor stadium and the big arena. It is an old and now worn cliche but show business is bigger and better, that is, the bigger the better. Stagg's Frazo.

It's a strange paradox that the same trade papers that carry the pole figures on the front pages of show business are now saying that the reports on the business being done by State Farm, the insurance company, and the big ice shows, the record-breaking attendance figures of the Coliseum in every part of the world, and the generous vaudeville people who are the personal appearances tours of the biggest names in show business.

This fact cannot be denied by the love of spectacle it has for any kind of entertainment. The men behind these situations realized that the key to the future of the field. They deliberately set out to produce big attractions that would draw big audiences in big arenas. It is often said that profits are in the usual course of things and they have proved it back into its place, each year coming out with a truly bigger and better show than the last, and as the records prove, their business has grown bigger and better. The cost of these major shows as compared to those of yesterday or a year ago, however, is a common question among operators. Apparently, the cost of the same type of large and extended advertising campaign is over 200% higher than it was a year ago, a common question among operators. Apparently, the cost of the same type of large and extended advertising campaign is over 200% higher than it was a year ago, when they went out of business.

Already extensive plans are being made by some of the leading producers of entertainment in this country to establish a new field, and those plans call for the creation of the biggest spectacles ever offered to the entertainment consuming public of America. There is no doubt that this is the biggest thing and the development of this trend is more likely to be as successful as operations have been by show business.

The Gardens, Pittsburgh
SEATING CAPACITY: For stage shows, 3,000; for arena shows, 5,000.
DIRECTIONS: For inform ation, contact: The Gardens, 826-2374.
DIRECTIONS: Operated by: Leum Productions, Inc.
Arena Managers' Association, Inc.

REPRESENTING

30 GREAT ARENAS IN THE
UNITED STATES & CANADA

providing

THE BIGGEST SEATING CAPACITIES!
THE BIGGEST GROSSES!

and playing the

BIGGEST ATTRACTIONS & STARS IN SHOWBUSINESS!

ICE CAPADES . . ICE CYCLES . .
BOB HOPE . . GENE AUTRY . .
METROPOLITAN OPERA CO. . .
HORACE HEIDT . . ROY ROGERS . .
"BIGGEST SHOW OF '51"

with

NAT "KING" COLE, DUKE ELLINGTON,
AND SARAH VAUGHAN

ARENA MANAGERS’ ASSOCIATION, INC.
RKO Bldg.,
New York 20, N. Y.
Phone 7-6726

and

ICE FOLLIES . . ROLLER DERBY . .
JACK BENNY . . SPIKE JONES . .
HARLEM GLOBE TROTTERS . .
VAUGHN MONROE . .
GUY LOMBARDO . .
"BIGGEST SHOW OF '52"

with

FRANKIE Laine, PATTI PAGE,
AND BILLY MAY’S ORCHESTRA
### Statistical Data

#### Ontario Arenas Association

**Ontario Arena Assn. Grows In Four Years to 63 Buildings**

By CLAUDE D. TICE

President, Ontario Arenas Managers' Association

Four years ago, a number of arena managers in Ontario gathered at Hamilton to form an association which would be for the protection, entertainment and enjoyment of the members. From this beginning, the Ontario Arenas Association was formed and is now recognized as the governing body in this province.

The association, composed of the members of 63 artificial ice arenas in Ontario, sets rates for the use of the arenas, book outstanding attractions from the United States and Canada and even casts the same bands across the border.

The officers are Claude D. Fox of Barrie, president; W. E. Alling of Barrie, vice-president; James B. McMillan of Kingston, secretary-treasurer. An executive committee is composed of Harry McCloud of Sarnia, Ted Shurman of Owen Sound, Murray Philpott of Barrie, Roy Mercier of Cornwall and Bob Couch of Kitchener. Meetings are held every month with the exception of July and August. In October, at the annual meeting, which this year will be at Galt, officers are elected. The association tries to arrange a meeting each month in North America for those members who find it inconvenient due to long distances, to meet with other members regularly.

**Milton Dollar Buildings**

In the winter months there are several arenas that cost more than a million dollars. Those include Sault Ste. Marie, Kitchener, Sudbury and Windsor, that have facilities for staging attractions without removing the floors. These floors have been built for use on top of the ice and, as the arenas mentioned are heated, the patrons can enjoy the attractions in comfort. The following are a few.

<table>
<thead>
<tr>
<th>Arena Name</th>
<th>Capacity</th>
<th>Location</th>
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<tbody>
<tr>
<td>London Arena</td>
<td>1,500</td>
<td>Toronto</td>
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<tr>
<td>Oshawa Arena</td>
<td>1,500</td>
<td>Oshawa</td>
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<tr>
<td>Welland-Crowland Arena</td>
<td>2,500</td>
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<tr>
<td>Woodbridge Community Arena</td>
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<td>Woodstock Community Arena</td>
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<td>Windsor Arena</td>
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<tr>
<td>Ingersoll Community Center</td>
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<td>Kirkland D'Arcy Arena</td>
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<tr>
<td>New Linkeard Memorial Arena</td>
<td>2,500</td>
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<td>Paris Arena</td>
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<tr>
<td>Rouyn Civic Arena</td>
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<td>Tilden Lawrence Memorial Arena</td>
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<td>Welland-Crowland Arena</td>
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Practically every arena in the organization has been municipally owned and governed by a commission appointed by the local council or board of control. These commissions have the right in most cases to have a local agent to make guarantees to showmen and set rates for attractions.

Many shows such as "Grand Ole Opy," Spike Jones, Jimmy Durante, "Ice Capades" and other ice carnivals have appeared in the larger arenas and as a source of revenue for the commissions and the municipalities. The smaller arenas look to local service clubs to provide quarters for their attractions. There are many instances where a show has been booked for appearances in several arenas by meeting with the association at a monthly meeting.

Two Removable Ice

In the winter months there are only a few arenas, such as Kingston, Sault Ste. Marie, Sudbury, Kitchener and Windsor, that have facilities for staging attractions without removing the floors. These floors have been built for use on top of the ice and, as the arenas mentioned are heated, the patrons can enjoy the attractions in comfort.
MILLIONS OF AMERICANS CAN'T BE WRONG ABOUT...

WSM

and their great roster of

GRAND OLE OPRY

AMERICAN FOLK ARTISTS

The Top Name Attractions of the Country and Western Music Field are at WSM.

These top attractions whose aggregate record sales of more than twelve million annually "pre-sell" them to their devoted fans and followers, filling auditoriums and arenas, theaters, parks, fairs and celebrations to overflowing.

Yes, these citizens of Music City U.S.A. represent drawing power at your box office. Plan for your GRAND OLE OPRY show. Plan for the big box office attractions.

Roy Acuff and his Smoky Mountain Boys and Girls
Rod Brasfield
Lew Childre
Cowboy Copas
Little Jimmy Dickens and his Country Boys
The Jordanaires
Lonzo and Oscar

Cousin Minnie Pearl
Bill Monroe and his Blue Grass Boys
Ernest Tubb and his Texas Troubadours
Hank Williams and his Drifting Cowboys
Duke of Paducah
Hank Snow and his Rainbow Ranchboys
George Morgan and his Candy Kids
Carl Smith and his Grand Ole Opry Show

Carter Sisters and Mother Maybelle
Moon Mullican
Johnny & Jack and the Tennessee Mountain Boys
Ken Marvin
Tommy Sosebee
Faron Young
Martha Carson

For availabilities contact:

JAMES DENNY

WSM ARTISTS SERVICE BUREAU
NASHVILLE, TENN.
British Columbia Arena Managers’ Association

British Columbia Circuit Guns For Touring U.S. Attractions

By PERRY DOWNTON
Past President
British Columbia Arena

A large influx of population and business is seen in British Columbia during the next few years and entertainment should reach a new high. Already in operation is a circuit of well-equipped arenas represented by the British Columbia Arena Managers’ Association.

The circuit is readily accessible from points in the United States and the jumps are short between the stands. From Seattle, one reaches Victoria, B.C., first stop on the circuit, by boat. A two-hour steamer takes you to Nanaimo. A four-hour boat trip takes you back to the mainland and Vancouver, where there are two arenas, the Forum and the Kerrisdale Arena. The New Westminster arena is in the same area.

From Vancouver to Kamloops is seven-hour trip, and from there it is three hours to Vernon. Then Kelowna is an hour away.

Kerrisdale Memorial

Vancouver

Kerrisdale Memorial Arena

Kerrisdale Memorial Arena

Seating Capacity: 3,000 for arena attractions; 3,500 for stage attractions. Ticket prices: $3.00 per seat, plus 50-cent service charge.

The Forum

Vancouver

Seating Capacity: 2,200 for arena attractions; 3,000 for stage attractions. Ticket prices: $2.50 per seat, plus 50-cent service charge.

Civic Arena, Nanaimo

Seating Capacity: 1,800 for arena attractions; 2,200 for stage attractions. Ticket prices: $2.00 per seat, plus 50-cent service charge.

Civic Arena, Kelowna

Seating Capacity: 1,200 for arena attractions; 1,600 for stage attractions. Ticket prices: $1.50 per seat, plus 50-cent service charge.

Civic Arena, Vernon

Seating Capacity: 1,000 for arena attractions; 1,200 for stage attractions. Ticket prices: $1.00 per seat, plus 50-cent service charge.

Morgan Auditorium

Victoria

Seating Capacity: 2,500 for arena attractions; 2,900 for stage attractions. Ticket prices: $2.00 per seat, plus 50-cent service charge.

Managers:

Civic Arena, Kelowna: Bruce C. Morgan.
Civic Arena, Nanaimo: Jack Morgan.
Civic Arena, Vernon: Fred Morgan.
Memorial Arena, Victoria: Jack Morgan.

Statistical Data

Statistical data for the British Columbia Circuit Guns for Touring U.S. Attractions is provided as follows:

- Total attendance for the circuit: 120,000
- Total revenue: $300,000
- Average ticket price: $2.50
- Average attendance per arena: 900

Financial Win Is Seen For 3rdq, In 1st Year

By VAN C. IVES
Manager, Spartanburg Memorial Auditorium

Great Spartanburg Industrial Expansion and Better Living, Show and Symphony and civic attractions have had attendance, shows, revivals, political gatherings, city shows and all-night singing.

Rich Area

Spartanburg is located in the rich textile and peach producing area of the Piedmont. Of much interest is the shopping and entertainment center for some 200,000 people within a 50-mile radius. The Auditorium Drive is entirely paved through this area. The $1,200,000 fa-
THE SHOW PLACE OF THE NATION'S CAPITAL

The NATIONAL GUARD ARMORY
WASHINGTON, D.C.

80,000 SQUARE FEET OF EXHIBIT SPACE—ADDITIONAL MEETING ROOMS—OUTSIDE RAMPS ENTRANCE—CRATE STORAGE—EXCELLENT SERVICE FACILITIES—PARKING FOR 2,000 CARS—15 MINUTES FROM DOWNTOWN HOTELS

SUCCESSFUL MAJOR CONVENTIONS

AMERICAN MEDICAL ASSOCIATION—NATIONAL FLOWER AND GARDEN SHOW
—TRAILER COACH MANUFACTURERS—AMERICAN DISFETIC ASSOCIATION—
AMERICAN BOTTLERS OF CARBONATED BEVERAGES ASSOCIATION—BOY
SCOUTS OF AMERICA—AMERICAN DENTAL ASSOCIATION.

The D.C. National Guard Armory is the home of the WASHINGTON AUTOMOBILE SHOW—HOME BUILDERS EXPOSITION—LEAGUE OF MARYLAND SPORTSMEN'S SHOW—NATIONAL CAPITAL KENNEL CLUB SHOW—WASHINGTON EVENING STAR TRACK AND FIELD MEET.

For Information Write
ARMORY BOARD MANAGER
DISTRICT OF COLUMBIA NATIONAL GUARD ARMORY
2001 East Capitol Street, Washington 3, D.C.

THE BIGGEST SHOWS DRAW THE BIGGEST GROSSES IN THE BIGGEST ARENAS!

THE BIGGEST SHOW OF '51

Starred

KAT "KING" COLE
DORIS ELLINGTON
SARAH VAUGHAN

Pig Leg Bites
TIMMY ROGERS
STUMP AND STUMPY

PATTON AND JACKSON
MARIE BRYANT DANCERS

THE BIGGEST SHOW OF '52

Starred

FRANKIE LAINE
PATTI PAGE
BILLY MAY ORCHESTRA
ILMIO IACS
DON RIEKE
JAY LAWRENCE

THE CHOCOLATERS
CLARK BRO.

THE BIGGEST SHOWS are a tremendous asset in your Arena's annual program.

Arena Managers' Asso.

New Booking;
"THE BIGGEST SHOW OF '53"

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Page 57

August 9, 1952
The CLEVELAND ARENA
Northeast Ohio's Sports Center

Home of the

CLEVELAND BARONS
10,000 Seats for Hockey

ICE FOLLIES
ICE CAPADES
HOCKEY
BASKETBALL
BOXING
WRESTLING

We Are Interested in Outstanding Special Attractions

DICK KROSSEN, President
JIM HENRY, Managing Director

The CLEVELAND ARENA
3700 Euclid, Cleveland 15, Ohio
Memorial Hall, Racine, Wis.

Seating Capacity: For arena type attractions: 4,000; for stage type attractions: 1,000.


Circus: 1,000. Some of the splendid features are:

- Measuring 100 ft., 10 in. in length and 80 ft. in width.
- Climate controlled.
- Seating for 1,000.

CONDITIONS: Operated by lease.

MANAGER: W. J. Scott.

Memorial Auditorium, Richmond, Calif.

Seating Capacity: For arena type attractions: 6,000; for stage type attractions: 1,200.


CONDITIONS: Operated by leased.

MANAGER: W. L. Vickers.

Mayo Civic Auditorium, Rochester, Minn.

Seating Capacity: For arena type attractions: 3,000; for stage type attractions: 800.


CONDITIONS: Operated by lease.

MANAGER: H. J. Roes.

Memorial Auditorium, New Antonie, La.

Seating Capacity: For arena type attractions: 2,500; for stage type attractions: 600.


CONDITIONS: Operated by lease.

MANAGER: E. C. Coyle.

Civic Auditorium.

Golden State, Calif.

Seating Capacity: For arena type attractions: 7,500; for stage type attractions: 1,800.

Stage Measurements: Proscenium opening: 120 ft., 10 in. in width. Height of ceiling, 24 ft. Space for dressing rooms: 150 ft., 10 in. In other rooms, 3,000 sq. ft. Capacity for concerts, 1,000.

CONDITIONS: Operated by lease.

MANAGER: C. O. King.

The Forum, Vancouver.

Seating capacity, 1,200.

National Guard Armory, Washington, D.C.

Seating Capacity: For arena type attractions: 4,000; for stage type attractions: 1,000.


CONDITIONS: Operated by lease.

MANAGER: E. W. Sohlen.

Ogdensburg County War Memorial, Ogdensburg, N.Y.

Seating Capacity: For arena type attractions: 5,000; for stage type attractions: 1,200.


CONDITIONS: Operated by lease.

MANAGER: J. W. Stark.

Sports Arena, Toledo

Seating Capacity: For arena type attractions: 4,000; for stage type attractions: 1,000.


CONDITIONS: Operated by lease.

MANAGER: W. J. MRI.

Memorial Auditorium, Tulea, CA.

Seating Capacity: For arena type attractions: 6,000; for stage type attractions: 1,200.


CONDITIONS: Operated by lease.

MANAGER: F. W. Foote.

CINNATI MUSIC HALL

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CINCINNATI MUSIC HALL

Charles W. Bauer, Jr., Manager

August 9, 1952

Thomas M. Cuney, President

S. E. Tate, Treasurer

For further Information, write

CINCINNATI MUSIC HALL

Charles W. Bauer, Jr., Manager

FV & RADIO FACILITIES

The Auditorium-Arena is equipped with a complete music system, which is connected to the main stage and the audience areas, and provides music for the audience during performances.

RADIO STATION: WHIO, 1,500 watts, AM. Station is equipped with a complete music system, which is connected to the main stage and the audience areas, and provides music for the audience during performances.

RADIO STATION: WADC, 50,000 watts, AM. Station is equipped with a complete music system, which is connected to the main stage and the audience areas, and provides music for the audience during performances.

RADIO STATION: WCKY, 50,000 watts, AM. Station is equipped with a complete music system, which is connected to the main stage and the audience areas, and provides music for the audience during performances.

RADIO STATION: WTAM, 50,000 watts, AM. Station is equipped with a complete music system, which is connected to the main stage and the audience areas, and provides music for the audience during performances.

RADIO STATION: WCMF, 50,000 watts, AM. Station is equipped with a complete music system, which is connected to the main stage and the audience areas, and provides music for the audience during performances.

RADIO STATION: WCOL, 50,000 watts, AM. Station is equipped with a complete music system, which is connected to the main stage and the audience areas, and provides music for the audience during performances.

RADIO STATION: WQSH, 50,000 watts, AM. Station is equipped with a complete music system, which is connected to the main stage and the audience areas, and provides music for the audience during performances.

RADIO STATION: WWEB, 50,000 watts, AM. Station is equipped with a complete music system, which is connected to the main stage and the audience areas, and provides music for the audience during performances.

RADIO STATION: WRED, 50,000 watts, AM. Station is equipped with a complete music system, which is connected to the main stage and the audience areas, and provides music for the audience during performances.

RADIO STATION: WSN, 50,000 watts, AM. Station is equipped with a complete music system, which is connected to the main stage and the audience areas, and provides music for the audience during performances.

RADIO STATION: WCKY, 50,000 watts, AM. Station is equipped with a complete music system, which is connected to the main stage and the audience areas, and provides music for the audience during performances.
NEW AND MODERN
SPARTANBURG MEMORIAL AUDITORIUM AND ARENA

AUDITORIUM... with 3,400 permanent type seats. Full Stage and lighting equipment.
ARENA... Bearing up to 3,500 with permanent and Portable Bleachers and Chairs.
KITCHEN... facilities and equipment to handle banquets up to 1,000.
In the heart of the rich Industrial and Agricultural Piedmont Carolinas. For complete details write to
VAN C. IVEY, Manager
Spartanburg, South Carolina.

Going South? Be Sure to Contact
PIEDMONT PRODUCTIONS
P. O. BOX 967 • SPARTANBURG, SOUTH CAROLINA
Sponsoring Piedmont Celebrity Series ’52-’53 at Spartanburg Memorial Auditorium
CARMEN • MIKADO • BOSTON POPS • MATA & HARI
Our New York and Hollywood experience pays dividends in shows that will bring the best in entertainment and entertainment.
1952 EVENTS INCLUDE:
Home Shows—25,000 seats • Industrial Shows—150,000 seats
Complete facilities at Spartanburg to service your production needs.

Only the Billboard Covers all of Showbusiness!

LADD MEMORIAL STADIUM
Mobile, Alabama

Sports, Entertainment and Recreation Center for 275 million Texaco Trade Area of South Alabama, Southeast Mississippi and Southern Florida; 200,000 Metropolitan population.

EMERY AUDITORIUM

Available for
SHOWS, CONCERTS, LECTURES, BROADCASTS, WUNDERFUL ACOUTIC PROPERTIES, 2,200 SEATS, STAGE 54 FT. WIDE AT PROSCENIUM ARCH, 36 FT. DEEP.

Excellent Parking Facilities Available.
Large Number Bus Lines to Door.

For Information, write
ROBERT W. MCEAG, MANAGER
EMERY AUDITORIUM
Central Park Avenue at Walnut
Cincinnati 19, Ohio

An Ideal Spot for Any Type of Attraction.

The New
FAYETTE CO. SOLDIERS AND SAILORS’ MEMORIAL
Located in the heart of this coal and chemical
industrial area where money is being spent.

FOR BOOKINGS, RENTALS AND PURCHASED INFORMATION WRITE OR WRITE
ROBERT H. KEENT, Manager, Fayetteville, West Virginia

EMERY AUDITORIUM

PLACE YOUR ORDER NOW FOR

• BOWLING BALLS
• COCA-COLA OIL DRUMS
• SALT & BOXES
• CREATORS POPPING EQUIPMENT

We offer immediate service and the best quality products.
Write us today.

FARMER BOY

GREAT TASTE FOR LESS MONEY

ORDER TODAY

U. S. Bleecker Co., Inc.
21717 W. 71st Pl. S., N.Y. 10, N.Y.

CAJAS

ESTATE TYPE

STEEL WOOD BLEACHERS

Friday, February 23rd

Write or Phone Today!

U. S. Bleecker Co., Inc.

New Portable Stages and Band Shell New Available:
80 ft. Permanent Stage Opening; 31 ft. rear width; 50 ft. depth; footlights to back wall.

LADD MEMORIAL STADIUM
Mobile, Alabama

WE ARE INTERESTED IN OUTSTANDING SPECIAL ATTRACTIONS
FOR OUTDOOR DATES, SPRING AND SUMMER 1953

By John Harris
Producer Ice Capades

ICE SHOWS in their initial sense are strictly "in," but from the standpoint of popularity and box office take, they are the hottest single phase of the entertainment world today.

All the way that’s bringing, I’ll carry the inference further. The shows today have a broader appeal to the public than any attraction of any kind anywhere; yet, even a greater appeal than our national pastime, baseball.

Today the combination of ice shows, now touring the nation, with up a greater combined box office than that of all the Lots in both the National and American Leagues.

By this time, the skating shows have been at interest in their appeal. In the comparatively short time that they have been so successful, the skating entertainment has broken into big business in Canada, England, South America, Africa, and has pushed its way to the open lands of Europe.

The “Ice Capades” is the Start.

I am not joking when I say that ice shows business has been built from age to cube, 16 years ago, to its present incredible proportion. My first introduction to the great potential-ice entertainment was about 15 years ago when we owned the Pittsburgh Gardens. I booked in Sonja Henie to skate in an exhibition hockey game. At that time, Sonja had not yet made her “Henley” which she made at the time.

The entire presentation was an eye opener. The entourage brought so many people into the arena that they filled it from rollers to the back door and showed you this was just 10 short days after Pittsburgh had experienced its worst flood.

But the enthusiastic response to her performance, a tribute to her expert showmanship ability and her unknown talent — prompted me to seek ice shows for our arena. Of course, there were available that had a starring personality of such magnitude, as Sonja Henie. I believed that if the excitement and quality of a production was good enough, people would buy the show even if it had started of lesser known value. So I made a contract with Eddie Mathis to bring a show to Pittsburgh.

That show was the first ice show belonging to "those wonder boys of the ice, Eddie and Roy Shapland and Oscar Johnson. It was the "Ice Poodles," and we won the second or third step on their first tour. The first day we did only $100; the second week we took in $1,400. This is the only time in all my years in the show business that I had been placed with such little business. But the congratulations that poured into my office for two weeks after that made me realize that there was real money to be made in ice show productions.

From that and from the Sonja Henie reaction, our first "Ice Capades" was organized under the aegis of the Arena Managers Association. We lost a lot of money that first few months, but everyone interested in the venture stayed with it to a successful conclusion of ex- cessively $171 profit.

From that day to this, "Ice Capades" has thundered on to great success with attendance reverting it sharpened year after year, including last season's sensational record.

Over the years, the talent was always a source for the talent skater. And, as I said before, he or she does not have to be a big name to make sure of the year to year success of these ice shows, an unknown can really make, holding his career with a good hope of rising to star billing.

Certainly, the success of such shows as "Ice Capades," "Ice Poodles," "Bollywood on Ice," "Ice Capades," "Holiday on Ice" and the Sonja Henie show, will not be doubted. From the hinterlands to the big cities, from the Tulsa, city such as Wichita, Spokane, Hershey, the Buffalo's and the Radio City. Cheerleaders and many similar cities in Canada and Mexican entertainers. Your year to year budget is rising their way into the hearts of millions of ice fans.

And the future looks great!

MEMBERSHIP PROSPECTUS — copyright
Executive Sees Arenas
As Potent Retail Outlets

By LOUIS E. PUDIN
Retail Furniture Manager, Spiegel, Inc.

The gigantic three-day Spiegel furniture sale, held in June in Chicago's International Amphitheater, was a tremendous success for us—and from the comments of the customers, I know that it was a welcome relief from usual "sales".

I have been asked to describe the development of the sale in the thought that it opens up a whole new field of usefulness for the auditoriums and the buildings that exist in every part of the country.

The sale was a joint project of the five Spiegel Furniture Stores in Chicago. These are large stores, located in the leading Chicago neighborhood shopping centers.

Our thought was that if a practical way could be found to combine the efforts of these five big stores into one gigantic sales promotion, the result might be stimulating to the public.

There have been many "warehouse sales" in Chicago and elsewhere, that have been held even when the warehouse was located in an out-of-the-way district with poor transportation facilities. However, a warehouse sale is essentially a circulation sale, and what we wanted to do was market new merchandise rather than steal stock.

Taking advantage of the added facilities and improvements installed for the Republican National Convention, we rented some 69,000 square feet of floor space in Chicago's International Amphitheater. The Amphitheater manager, who has been actively seeking new uses for its newly renovated property, was most cooperative in helping us work out details for the sale.

We called on our sources of supply, describing what we had in mind, and as a result some 50 of the nation's leading furniture manufacturers worked with us to select the newest and most attractively designed in appliances, rugs and home furnishings. The merchandise was selected in all price ranges, and since we were counting on a high sales volume, we could keep our profit margins small and make the selling prices attractive.

One of each item on sale was displayed on the floor, with orders shipped direct from the "truck stock" at the factory or warehouse. It was a "million dollar" sale, in that we could supply a million dollars worth of merchandise from the stocks available. While I am not at liberty to announce the sales total, I can say that in the three days we did as much business as we ordinarily do in a month, and a half through the combined efforts of our five Chicago stores.

As the success of the sale to several factors. The timing was excellent, since it was held immediately preceding the Furniture Market in Chicago, and magazines and newspapers had carried a great deal of material on the new styles in home furnishings.

The International Amphitheater was very much in the spotlight as the scene of the Republican and Democratic conventions. As one New York newspaper commented, "Publicans have done many things including hand-shaking and baby-kissing, but they're indirectly responsible for selling furniture."

People are used to coming to the Amphitheater for a "good show." They know where it is, transportation and parking facilities are excellent. There are top-notch restaurants in the vicinity. To a family in need of furniture, the sale offers the chance for a gala—and enjoyable—expedition. In fact, because our first day's advertising did not mention that there was no admission charge, we received several thousand phone calls inquiring about the price of tickets.

The sight of acres of furniture, set up in long aisles, was a dramatic one. We had 100 salesmen on hand, and even those experienced hands were astounded by the sales. I hardly know where to begin to tell you one.

To handle complete credit accommodations for prospective customers, we set up a branch credit office on the selling floor—i.e., it expedited handling and made it easy for people to buy. An important plus was the fact that the sale was a new idea—enough so that the personal in our furniture stores, and our manufacturers, too, got into the spirit. Actually, we had no idea of the possibilities when the idea was first conceived—it just kept growing.

The Municipal Auditorium
Seating Capacity 5,000
Facilities for Every Event

IN BIRMINGHAM, ALABAMA

The Municipal Auditorium

Seating Capacity 5,000
Facilities for Every Event

May 20, 1952

THE MUNICIPAL AUDITORIUM

Birmingham, Alabama

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TV IS ALL OF SHOWBUSINESS

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Bring your promotion to Birmingham where life's success can be assured by a prosperous economy...where the entertainment needs of the potential audience are varied and appreciative. You'll have over 260,000 people to make your appeal to. For complete details contact

Fred McCallum, Manager

MUNICIPAL AUDITORIUM

1530 8th Ave.

Birmingham, Alabama

TV IS ALL OF SHOWBUSINESS

ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS
Syracuse Bldg. Draws Million in Eight Months

By WILLIAM B. STARK
Executive Director, Onondaga County War Memorial Auditorium, Syracuse.

The Onondaga County War Memorial Auditorium has been operating in the black, aloft when it opened only eight months ago. It was with innumerable difficulties which still exist. Since its dedication September 12, 1951, more than a million people have passed thru our turnstiles. As a result of the first eight months operation, revenue exceeded operating expense by $57,947.81, leaving a net profit—after interest—of $76,807.31.

The over-all favorable financial results have been made possible by the scheduling of 340 events during the 368 days. These events attracted a total attendance of 1,953,652. That makes an average of 4,986 persons each day. We are pleased with the results. It is predicted this building will be liquidated by the profits of the building over the 38-year lease period.

Limit Activity

The Onondaga County War Memorial Commission limits its activity to the promotion of the building itself and to the maintenance. Actual promotion of the events is done by others. We rent the building to various organizations which promote their own events. We provide the facilities, ushers, doormen and ticket takers. They handle their own tickets, publicity and other details.

From the commission's standpoint, the most profitable operation in the building has been the refreshment concession. The New York Sport-service, Inc., was the successful bidder for the concession privilege, and it has paid the commission $85,600 for the food and beverage concession for one year.

Next most profitable, in order, have been professional basketball, ice shows, professional hockey, wrestling, circuses, boxing, sports shows, intercollegiate basketball, stage shows, concerts and opera, conventions and exhibits.

The broad scope of the building lends itself to a wide variety of events which have been staged in it. These include opera, public ice skating, sports events, organization meetings, dances, sponsor's shows and others.

The building seats 9,000 for theatrical events or conventions; 8,400 for basketball; 6,000 for ice events and 4,800 for circuses or rodeos. Moveable seating and curtains permit easy transformation of the building from a 9,000-seat auditorium to a 6,000-seat music hall. The ice sheet is 195 by 100 feet. There are 281 display booths with a total of 80,000 square feet of space.

Well Designed

The building is well designed for meeting use, with 22 conference rooms which can be used without interference while the auditorium or exhibit hall is in use.

 Merchants report an accelerated business, and hotel proprietors tell of added business since many patrons of evening events at the Auditorium stay over in Syracuse until the following day. This speaks well for the foresight and readiness demonstrated in building the Memorial in the center of the business district.

Furthermore, the Commission stresses that the Memorial has achieved its purpose as a shrine to the war heroes of the county, as well as its commercial potential. Syracuse and Onondaga County are most enthusiastic over the new Auditorium, and many events now are available which had not been previously.
C. W. Van Lopik

Continued from page 48

is being made of big auditorium and exhibition facilities for food service. At Miami's Dinner Key Exposition Building, Manager Buddy Elvis Jr., served a Jefferson-Jackson Day dinner for 8,000 people, at Chicago's International Amphitheatre, Manager Mert Thy-er served lunch to 7,000 Hadassah women and in Fort Worth's Coliseum, Ernest R. Race has served several thousand on occasion. These are but a few examples of increasing food service in the larger buildings. Food service on such a huge scale presents big problems but it also can be nice revenue.

We think more auditoriums might do well to investigate the possibilities of food service, working out local problems carefully. It can very well be the best revenue producer for a number of buildings if properly handled from other attractions described.

Air Conditioning

Air conditioning of big auditoriums and arenas has certainly been spotlighted this summer with the two political conventions being held at the International Amphitheatre. The comfort of the delegates from near on will be big in deciding where these two huge conventions meet every four years.

The International Amphitheatre, with a reported investment in its air conditioning system of $53,000, is taking a long gamble on summer convention business. It is privately owned and such a gamble is primarily one man's decision. We have a hard time visualizing any manager of a municipality-owned auditorium getting such an expenditure approved.

The fact still remains that at least as far north as Chicago, that the number of big indoor meetings in a summer is limited and the average of 90 degree days in some summers is about 10. In any event William Prince of the Chicago Amphitheatre deserves much credit for furnishing such an ideal convention site. Mr. Thayer, manager, has done a tremendous job in coordinating, details for the two political conventions.

Forward-looking audiorium and arena managers are giving more thought to the modification of contracts for space in their buildings. In some cases the rental of a room for $100 involves as much sign, of documents as a transaction running into thousands. Many such contracts are the accumulation of years of wherein's piled on by successive legal advisors.

New Trend

The new trend is to consider that possibly the lessee might be honest. Much of the vetting in recent auditorium and arena contracts is repetitious and unnecessary. Managers would do well to review their contract forms and stop trying to scare heck out of the lease. Most of them are hard-bitten characters who don't scare easily anyway.

One trade publication recently headlined that municipal arenas were a sad state. A series of crises in several show spots had come about, it alleged, because of television-like lack of suitable attractions and a sloth in sports attendance. The fact the trade publication overlooked that municipal arenas, in most cases, were built and are being built to serve community needs and not necessarily to make profits. Municipal auditoriums and arenas inevitably must be subsidized to some extent by their respective communities if they are to serve for all the uses desired. In subsidizing these buildings, communities also are helping to subsidize showmanship at these buildings are in most instances the last best home of vaudeville business.

We operate a private building and are unhappy about going to economic trends business. We say, however, municipal auditoriums and arenas, operating in the "red" or more properly, "subsidiary," are better than no such facilities at all. As long as the people of the United States are willing to furnish such facilities we think the entertainment industry should make the very best use of them. This to date it hasn't done.

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THE GREAT MARTIN)

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Ballroom and Arena Promotions, Sports Shows, etc.

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TEMPLE GARDENS

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ATTENTION

Are you a Manager?

The following managers are looking for a manager and consider this a free listing. If you are interested in one or more of the above, please contact the manager.

JOHNNY and JACK

and their Tennessee Mountain Boys

* Full in and out of state appearances

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* RCA Victor Records... "Crowd Pleasers"

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IN CANADA

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NAME: Bob Price

CASE: City of New York

STATE: New York
EXPANDED HOT COFFEE SERVICE

Here you see how race tracks, ballparks, stadiums, fairs, auditoriums, arenas expedite supplying hot coffee to crowds.

Coffee van of Torrington, Conn. Aervoid vacuum insulated hot coffee carriers are PORTABLE. Due to their high vacuum insulation, which protects contents from outside temperatures, it is possible with Aervoid to set up or move to any number of hot coffee stations. This means faster service because waiters dispense hot coffee directly from Aervoid and do not have to run to the urns.

Further, a lot of time and less congestion are the reasons why so many Aervoid vacuum insulated hot coffee carriers are popular. The some Aervoids that dispense hot coffee also dispense cold orange and other non-carbonated drinks, so Aervoids have a DOUBLE UTILITY in sports service.

VACUUM CAN COMPANY
19 SOUTH HOYE AVENUE CHICAGO 12, ILLINOIS

THEATRICAL DRAPERY MATERIALS
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MENDELSONS’ CARNIVAL FABRIC CORP.
135 West 46th St., New York 36, N.Y. Samples upon request.

NON-MEMBERS

STATISTICAL DATA

City Coliseum, Austin, Tex.
STEAMING CAPACITY: 3,000, stage-type attractions; 1,100, arena-type attractions.
ARENA FLOOR SPACE: 25,000 sq. ft.
SEATING CAPACITY: 25,000.
STAGE MEASUREMENTS: Promenade running 104 ft. FLOOR SPACE: 12,000 sq. ft. Number of doors: 15. Total capacity: 1,100.
MANAGEMENT: Fred D. Phillips.
Hippodrome, Everett, Mass.
STEAMING CAPACITY: 2,500, stage-type attractions; 1,100, arena-type attractions.
ARENA FLOOR SPACE: 200,000 sq. ft. Stage space for expansion exhibits to main room. 13,100 sq. ft. in under危险 area.
CONCESSIONS: Operated by building. Book of shows in building. Mr. C. W. Pfeifer, Nat. Sales Manager.
MANAGEMENT: Fred D. Phillips.
Bushnell Memorial Hall, Hartford, Conn.
STEAMING CAPACITY: 2,000, stage-type attractions; 1,100, arena-type attractions.
ARENA FLOOR SPACE: 100,000 sq. ft. Space for expansion exhibits to main room. 13,100 sq. ft. in under危险 area.
MANAGEMENT: Alfred J. Horven.
Indiana State Fair Coliseum, Indianapolis
STEAMING CAPACITY: For arena-type attractions: 2,000. Stove-type attractions: 1,100.
ARENA FLOOR SPACE: 20,000 sq. ft. Space for expansion exhibits to main room. 12,000 sq. ft. in under危险 area.
STAGE MEASUREMENTS: Promenade running 108 ft. Stage space for expansion exhibits to main room. 13,100 sq. ft. in under危险 area.
CONCESSIONS: Operated by National Association of State Fair Operators. Book of shows in building. Mr. J. W. Murphy, Nat. Sales Manager.
MANAGEMENT: J. M. Stevenson.

City Auditorium, St. Joseph, Mo.
STEAMING CAPACITY: 2,500, stage-type attractions; 1,100, arena-type attractions.
ARENA FLOOR SPACE: 20,000 sq. ft. Space for expansion exhibits to main room. 13,100 sq. ft. in under危险 area.
STAGE MEASUREMENTS: Promenade running 108 ft. Stage space for expansion exhibits to main room. 13,100 sq. ft. in under危险 area.
MANAGEMENT: James A. Snider.

Grie Auditorium, Torrance, Calif.
STEAMING CAPACITY: 1,500, stage-type attractions; 1,100, arena-type attractions.
ARENA FLOOR SPACE: 15,000 sq. ft. Space for expansion exhibits to main room. 13,100 sq. ft. in under危险 area.
STAGE MEASUREMENTS: Promenade running 108 ft. Stage space for expansion exhibits to main room. 13,100 sq. ft. in under危险 area.
MANAGEMENT: James A. Snider.

Hippodrome-Auditorium, Waterloo, Iowa
STEAMING CAPACITY: 3,000, stage-type attractions; 1,100, arena-type attractions.
ARENA FLOOR SPACE: 100,000 sq. ft. Space for expansion exhibits to main room. 13,100 sq. ft. STAGE MEASUREMENTS: Promenade running 108 ft. Stage space for expansion exhibits to main room. 13,100 sq. ft. in under危险 area.
MANAGEMENT: James A. Snider.

Cretors Giant Model 41.
Fast, efficient. Page 2. No. of page turns per pop-up directly in soft and seating.

C. RETORS & CO.
120 W. Cortland Chicago 16

 Телеphone Service. Hot, Cool and Cold Coffee in your office, plant, school, carnival, circus, auditorium, and throughout the country.

SHIP FROM MANUFACTURERS

C. R. C. A. 4150 HEADQUARTERS, 4150 S. MOLINE AVENUE, CHICAGO 11, ILLINOIS
Don Meyers

**Continued from page 38**

room? How about using individual boats on a long jetty for the players’ dressing room? Build a set of driving cages on wheels so one can be set up. Tell the sign painter that he has "Concessionaire" speckled on his letters. Be sure there is an adequate number of individual showers to accommodate all the players. We have discovered a complicated problem with local and regional singers thru a series of Southern cities. At towns where we have stood, received heavy bashes of fanfare from the pulpit of the public addresses. We have had groups of promoters apparently using McCormick concerts. Since that time, McCormick has promoted over 150 concerts this fall away from Nashville to the tip of Florida. Because of the unwise management, McCormick has realized the house at a smaller top than the average concert, letting capacity business build up practically.

Another recent venture which has demonstrated with a great deal of interest by b.h. promoters has been the recent opening of a fine building on the site of Dobb Newton at the Amphitheatre. Promoters have been invited to Newton to see Mr. Moss's local man. McCormick has realized the house at a smaller top than the average concert, letting capacity business build up practically.

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**Sings**

**Continued from page 48**

Jim Gale

**Continued from page 41**

Claude D. Tice

**Continued from page 16**

**Continued from page 58**

Ninified Corey

**Continued from page 56**

G. A. Godfrey

**Continued from page 38**

The Billboard Second Annual Auditorium-Arena Review

Page 65
Fred Martin Named RSROA President

Association Mulling Nationwide Radio Publicity; to Back Roller Skating Pic

DENVER, Aug. 8 - The week-long convention of the Radio Sportsmen's Operators of America, held here, turned one of the best attended meetings on record, as many out west told the members of the problems and plans for the future.

The RSROA men named Fred Martin as new president of the group. He succeeds Fred Nash of Denver, Martin, operator of Arena Gardens Roller Rink, Detroit, with R. E. Earl King, a charter member of the association, having served as secretary-treasurer from 1931 to 1951.

Attending the meetings were 110 member operators in good standing. It was also estimated that over 100 non-member stick operators were watching the championship events.

New Members

New members admitted to the association were Jim VanAndel, Mars, operators of Sheboygan, Wis., Frank Hugoton, Ralston, Neb., and the recently-formed membership for his Rink at St. Louis, Mo.

Business sessions began the morning prior to actual opening of the convention and the hearing of the report of the Board of Control. The following Tuesday morning the association entertained the local press and radio media from the stations of the area. Press and radio people handling covered the meeting, many of whom were especially good. The convention was also publicized by the Association of national importance was good, as the meeting was attended by all of the 100 operators from the various states.

The first meeting of the operators was held Tuesday afternoon, beginning at 2:30 p.m. In opening the convention, President Martin chose to open the meeting by appreciating the warm hospitality of the area. We were assured that the operators were here to support the policy of the event in its capacity as part of Radio Sportsmen's Operators of America...and the officers of the group were present at the meeting.

To all of this association the three operators are very close, with still room for growth. It is agreed that a good line is all right.

Roadshow Rep

CAPT. BILLY BRYANT and his associates, Josephine, showed off in note, authors and lecturers, ate in one of the week's biggest events on Capt. J. H. Mendeal's Golden Rod showboat, the cruise of the port of the last two months.

LT. COL. BRYANT's "Old Soldiers Never Die" playfully addressing a member of the Golden Rod, the play was a part of the subject of the event in the Sunday, July 15, issue of the St. John, N.Y., show, Saturday, July 16, which pointed up her many years of show business work, brought in several new acts, several well-received songs, and the announcement of the addition of the Community Playhouse to the event, the newest and finest show in town.

In addition to Mrs. Ford, the Elementary Unit and the present Frank Anton, Mrs. Emma Field, Mrs. Charles and Harry Mendeal, members of the Cleveland Community Playhouse, were the first of the few happy events that caught the audience, and their show was given a warm welcome on both sides of the stage.

WALTER MARSHON writes from T. C. T., the West Coast, in getting business with his brothers, and the operators, that are from the area of a number of cities in the state of Texas, show business.

Mr. Marshon, who has been active in the past month near the city, will also cover a new city next week to show business.

The operators mentioned that they have been a part of the management of Central and Southern Wisconsin and have been a part of the management of the W. C. R. and W. C. R. show business. They return to their new city in the winder. It's currently in Laraway, Wyo.

DAVE (DOC) TURNER is in Americus, Minn., preparing his turnabout, which is not to be revealed at present.

President Fred Nash of the Board of Control mentions the following names: Joe Martin, New Hampshire; Mel Flanagan, New York, and Jim VanAndel, Mars, operators of Sheboygan, Wis.; Frank Hugoton, Ralston, Neb., and the recently-formed membership for his Rink at St. Louis, Mo.


The annual convention of the association will be held in Hollywood, Calif., in November. The convention is expected to be an all-out promotion for the business in Hollywood and the area.

The convention will be held at the Mendenhall Hotel.

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(Continued on page 6)

Drivin' 'Round the Drive-Ins

WALTER FROEMER, independent film exhibitor at Glendale Drive-In, Cleveland, last week announced that he will start construction on a new 500-car capacity drive-in. Joe Dudley was named manager of the Circle Drive-In, Waco, Tex. He formerly was an associate manager at the Bobbie Chambers, who has been a part of the industry in Fort Worth, replacing Fred Holzman.

Don E. Estes has been named president of the newly-formed Drive-In Operators Association. Other officers include Jack E. Park and Arthur Landman, vice-presidents, and庭 Ferguson, secretary-treasurer. The association has 200 members. All sections of the state were represented at the first meeting Tuesday night. The meetings are held weekly...

The new drive-in is located on the west side of Columbus, Ohio, and is expected to be open by June 1. The management of the drive-in is expected to be announced soon.

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(Continued on page 6)

There is BIG Money in a ROLLER RINK

RINK & SKATERS
Communications to 2160 Patterson St., Cincinnati 22, O.
AUGUST 9, 1952

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(Continued on page 6)

Drivin' 'Round the Drive-Ins

WALTER FROEMER, independent film exhibitor at Glendale Drive-In, Cleveland, last week announced that he will start construction on a new 500-car capacity drive-in. Joe Dudley was named manager of the Circle Drive-In, Waco, Tex. He formerly was an associate manager at the Bobbie Chambers, who has been a part of the industry in Fort Worth, replacing Fred Holzman.

Don E. Estes has been named president of the newly-formed Drive-In Operators Association. Other officers include Jack E. Park and Arthur Landman, vice-presidents, and庭 Ferguson, secretary-treasurer. The association has 200 members. All sections of the state were represented at the first meeting Tuesday night. The meetings are held weekly...

The new drive-in is located on the west side of Columbus, Ohio, and is expected to be open by June 1. The management of the drive-in is expected to be announced soon.

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(Continued on page 6)

There is BIG Money in a ROLLER RINK
**The Final Curtain**

There’s a new musical at the Center Theater, and it’s a hit! The play, titled "The Final Curtain," is about a group of actors who must perform their final show. The actors are in the midst of rehearsing for their last performance, and they are faced with the challenge of ensuring that their final show is a success.

The characters in the play are all performers, each with their own unique backstory. There’s the Aging Actress, who has been performing for decades; the Young Starlet, who is trying to break into the spotlight; and the Dapper Director, who is pushing the actors to their limits.

The play is set in a small theater, where the performers are forced to confront their own insecurities and fears. As they rehearse, they must work together to create a seamless performance, and they must also deal with the challenges of aging and mortality.

The musical’s creators have done an excellent job of blending music, dance, and acting to create a truly enthralling experience. The actors’ performances are exceptional, and the music is memorable. The Final Curtain is a must-see for anyone who loves theater and music.

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**London Dispatch**

Continued from page 2

The musical, "A Midsummer Night's Dream," is now in its second week, with a new rehearsal schedule of $15 per day. The cast members are being paid $5 per show, which is a significant upgrade from last year. The show is scheduled to run for three weeks, concluding on July 15.

**Tokyo Mushi Mushi**

Continued from page 7

The three-act play, "Mushi Mushi," is now in its third week, with a new rehearsal schedule of $20 per day. The cast members are being paid $10 per show, which is a significant upgrade from last year. The show is scheduled to run for four weeks, concluding on July 22.

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**Scandinavian**

Continued from page 8

The Scandinavian play, "A Star is Born," is now in its fourth week, with a new rehearsal schedule of $25 per day. The cast members are being paid $15 per show, which is a significant upgrade from last year. The show is scheduled to run for five weeks, concluding on July 29.

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**Roadshow Rep**

Continued from page 9

The roadshow rep, Lee, is back in town to scout for new projects. He is particularly interested in finding new comedies and musicals. Lee’s current favorite is "The Producers," a musical about the making of a successful Broadway show.

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**El Paso Aud**

Continued from page 11

The El Paso Symphony is currently in rehearsals for its upcoming season. The orchestra is scheduled to perform three concerts this year, with the first scheduled for September 29.

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YANKEE PARKMEN REPORT BANNER TAKES TO DATE

All Enterprises Win Money After Slow Start Due to Bomber Weather

By JIM McHEECE

REVERE BEACH, Mass., Aug. 21—After only two nights of operations remaining for most, the Yankee Parkmen's season came to an end last night at Revere Beach. In 1952 the annual summer meeting of the New England and New York parks associations was held at Revere Beach and the Yankee Parkmen and others were on hand to make the best of a bad situation. The weather was not ideal, but the clubs persevered and managed to put on a good show.

Activities included a boat ride on the Mystic River, a dinner at the Revere Beach Hotel, and a visit to the Boston Garden. The weather was cloudy and drizzly throughout the day, but the visitors seemed to enjoy themselves despite the elements.

The Yankee Parkmen are a group of amusement park operators who meet annually to discuss business, share ideas, and plan for the upcoming season. This year's meeting was held at Revere Beach, and the group discussed a variety of topics, including safety, marketing, and technology.

Muncie's 100th Fair Hit by Low Spending

In Muncie, Ind., the Muncie Fair continued to struggle with low attendance and spending. The fair has been a staple of the local economy for over a century, but recent years have seen a decline in visitors and revenue. The fair's organizers are hoping to attract more visitors and boost spending by offering a variety of new attractions and activities.

Third Circus Set for London

The London Circus, will be held in London, England, on the 25th of this month. The 150-year-old circus is one of the largest and most historic in the world, and is known for its spectacular acts and unique animal acts. The circus will feature a variety of performers, including acrobats, clowns, and trained animals, and will offer a wide range of entertainment options for families and individuals alike.

Detroit Fair Inks Cornell

The Detroit Fair has signed a deal with Robert A. Cornelius, the head of the University of Michigan's Department of Consumer and Retail Studies, to help boost attendance and revenue at this year's fair. The fair, which is one of the largest in the country, is facing challenges due to the ongoing pandemic, and is looking to attract more visitors and increase spending through innovative programming.

Injuries Healed, Wallard to Race

FREESTONE, Aug. 21—Wallard Wallard, 55, of the Indiana Speedway raceway and one of the top drivers in the country, has sustained injuries in a recent accident and will be out of action for a few weeks. The accident occurred during a practice session for the upcoming race at the Indianapolis Motor Speedway.

POLITICAL MOVES OUTDOORS TO REACH VOTERS

Chicago, Aug. 21—Political candidates have been using outdoor events to reach voters, including rallies, town hall meetings, and even beach parties. The candidates are using these events to connect with voters, discuss issues, and build support for their campaigns.

WINTER KIDSFORD FRAMED

Chicago Indoor Kiddieland Preps for October Premiere

CHICAGO, Aug. 21—One of the first indoor Kiddieland, if not the first, is opening for business in Chicago this fall. The Kiddieland, which will be located in the Loop, will feature a variety of games, rides, and activities for children. The park will be open daily from 10 a.m. to 9 p.m., and admission will be free for children under 12.

The Kiddieland is expected to attract a large crowd of families and children, and is expected to become a popular attraction in the Loop. The park will feature a variety of games, rides, and activities, including a roller coaster, a Ferris wheel, and a carousel. The Kiddieland is being billed as a "winter wonderland," and is expected to be a hit with families looking for indoor entertainment during the colder months.
Talent Topics
By CHARLES BYRNE and JIM McPHERSON

Sensational Orson, Derri and Hermie, write from Gatlinburg, Tenn., that Liebenschlag Park, where they previously concluded an engagement, is one of the largest and busiest attractions in the state. The origins of the park are located on the site of a large hotel built in the 19th century, which is now a historic landmark. The park features a roller coaster, a carousel, and a parade of animals. The Drake Theatre, with its attractive setting, is a highlight of the park. In the evening, the park is illuminated with colorful lights, creating a magical atmosphere. The park is open every night, and admission is free for children under 12.

Joan Naked, makes half of the equestrian duo of Gabrielle and Gabrielle, writes that his wife left New York recently for a tour of the United States and Canada, and in August, they will perform at the annual convention of the American Equestrian Association in Atlantic City. The couple is known for their skill in handling horses, and their shows are always popular with audiences. The couple is also planning to open a new stable in the area, where they will offer horseback riding lessons and horse care tips.

Mary Lopez, age 49, opens Friday (15) at the Dreamland Theatre, for a nine-week run. The Dreamland, located in the heart of the city, is a popular venue for live entertainment. The couple is also planning to open a new stable in the area, where they will offer horseback riding lessons and horse care tips.

Forbes Captain Tober recently opened this year's season following the tour of amusement parks and is busy making plans for his next tour under the Barrows - Carabas agreement.

Pops, the popular singer, is seen at the Dreamland Theatre, for a nine-week run. The Dreamland, located in the heart of the city, is a popular venue for live entertainment. The couple is also planning to open a new stable in the area, where they will offer horseback riding lessons and horse care tips.

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CASTRO VALLEY, CALIF.

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RECEPTION CENTERS

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2267 WESTWOOD, DETROIT, MICH.
BEATTY LEAVING SHOW TO MAKE JUNGLE FILM
Circus Returns to States August 16; Shrine Dates Set; Walsh Fills In

FERDIE, B. C., Aug. 2—Clyde Beatty will leave his show Friday (6) and return to Los Angeles to start work on a motion picture, announced here today. Later he will fly to Africa to film part of the movie.

The Beatty circus will continue in Canada for another seven weeks, returning to the States on August 16 at International Falls, Minn. Joe Walsh will work the Beatty Bazaars, which is the remainder of the show. He has been handling it profitably since the Canada tour was canceled several weeks ago.

Beatty’s show has signed to appear at Orin Davenport’s Houston, Tex., show and at John Andrews’ Fort Worth Shrine show, late in October. It was presumed that his circus would

Gastonia, N. C., Preps Program for Kids
GASTONIA, N. C., Aug. 2—(Spool-Center Calcutta) This fall will distribute some $20,000 in free tickets to children through Gaston County. W. H. Williams, general manager, announced. Event runs September 27.

Three days have been set aside for these free tickets for children who will be admitted free to the afternoon and early morning shows.

Several special events are being scheduled, according to Earl Pasco, president of the Board of Commissioners. This two-day stand at Gaston was announced.

Medicine Hat Okay Despite Rainy Opener

MЕDИCINE HАT, Alta., Aug. 2—The three day and sixth annual Medicine Hat Stampede and Exposition was cancelled after a spectacular opening picture in the first rain on an opening day since the stampede was inaugurated.

H. B. Henderson offered track riding.

A special feature was provided by a band of buckaroos, Gus,TEXAS, and Jim Depp, who made a thrilling horse ride, and a street dance. A queen was chosen and she and her three attendants had places of honor in the 40-foot parade.

Opening gala was handled by N. E. D. and Mrs. N. W. Depp, chairman of committee for the promotion of the Medicine Hat, and Mrs. N. W. Depp, chairman of the entertainment committee. The program included the following events:

Air Show was presented by prime pilots from the United States, South Dakota, and Montana and a deep stampede display was put on by the Army.

An exhibition of the Medicine Hat Exposition in Mack Higdon and Walter Chisholm, were the directors, and Herman Linder was arena director for the last.

Open in the Out

Charles Zematt Jr. and Jack Zematt, of the Zematt looking for a trip to Chicago, between the Red River and Fort Benton in Minn., and the Northern Pacific, have taken the circuit. A Zematt report to the manager at both fair shows.

Soylent, Ore.,—While Bert Neva, who is now serving in the army, has taken a trip to both fair shows.

1952 WINNERS

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ELIOT D. DEAN

The Billboards, 2140 Paterson St., Elizabeth, N. J., 10th floor, Box 200.

PROMOTERS

WHERE THE OUTDOOR FIELD

KEEP POSTED ON THE OUTDOOR FIELD

END OF YEAR EVERY WEEK

SAY MONEY—MAKE MONEY

Subscription $1.00

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**Batt Answers Geist NAAPPB Charges**

NEW ORLEANS, Aug. 1—Harry J. Batt, president of the National Association of Amusement Parks, said the NAAPPB's committee on amusement parks was meeting with Park Operators Group in New Orleans to discuss the NAAPPB's charges against Batt. The meeting is scheduled to begin on Aug. 2.

**Huadaeppi Hits Money to Donate**

An earthquake in Rockaways, Aug. 1, was reported to be the worst in the area in years. The quake, which lasted over three minutes, caused extensive damage to homes and businesses.

**Space Ship at Rockaways to Aid Polio Fund**

NEW ORLEANS, Aug. 2—Scientists from Mounds Park in Rockaways today announced that a space ship they are building will be used to raise money for the Polio Fund. The ship, which will be launched from Mounds Park, is expected to circle the earth and return to Rockaways.

**Steel Strike Fails To Hurt Downtown**

PITTSBURGH, Aug. 2—The steel strike in Pittsburgh failed to hurt downtown business today. Despite the strike, the city continued to function normally with the help of the steel mill workers who remained on the job.

**Philadelphia Zoo's Gorilla Reaches 25**

PHILADELPHIA, Aug. 2—A gorilla at the Philadelphia Zoo has reached the age of 25, making it the oldest gorilla in the United States. The gorilla, named Joe, was born in 1951 and has been a fixture at the zoo for many years.

**Celeron, New Liberty Rolling at Faste**

NJC-WPIX to Lens Mardi Gras At Rockaways Park

NEW ORLEANS, Aug. 2—The National Association of Broadcasters and the National Association of Amusement Parks announced today that Lens Mardi Gras will be held at Rockaways Park in New Orleans on Aug. 5.

**Steel Pier Offers Half-Price Ducats To Spur Kiddiz**

ATLANTIC CITY, Aug. 2—Steel Pier is offering half-price ducats to encourage visitors to attend the Steel Pier Festival of the Amusement Parks, which begins today.

**John Carlin Hospitalized**

Baltimore, Aug. 2—John Carlin, owner of the Nancio Park, was hospitalized today with a severe case of the flu. Carlin, who is well known in the amusement park industry, is expected to make a full recovery.

**Whisp' Kiddie Ride Doing OK**

Today Woodside stages a revival of the Whisp' Kiddie ride at the Park, which was a popular children's ride in the past. Many visitors are expected to enjoy the ride.

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Coney Island, N. Y.

By UNO

Outside of a brief shower Sunday, weather was ideal for heavy advertising of displays to be held over the July 27-28 weekend. Dan Lanser, 31-year-old manager of the Palace, and Harley Lyons, 28, sales manager, were keeping their fingers crossed. This weekend marks the final week of the major amusement business. A number of exhibits and attractions were set up in the Palace for the week start of the Tropicana. The Palace was open for business through the week of July 27.

Denmark Park Pays Top Tax of $50,750

New England Ice Cream

For Sale

UNO COLLECTION STEAM TANK

Playland, NY

Princess Lola, Cavalcade feature

Jerry O'Brien and Dick Crosby are new lecturers at Dave Rowan's Den in Coney Island. Newcomers are the横渡 to the west will not be able to go back East for the summer, according to the Horseracing Commission. O'Brien's and Crosby's show will open at the Barnum & Bailey Colosseum for the week of July 27.

Newark Beach Rugs

While the Newark Beach Rugs are enjoying an excellent season, business is just beginning to increase. The atmosphere at the beach is still uncertain due to the hot weather. The Newark Beach Rug Company, located in Newark, N. J., will continue to operate through the weekend of July 27.

Winter Kidspot Framed

Newark Beach Rug Company

In the Catskill Mountains, the Newark Beach Rug Company has begun to operate their winter rug business. The company has been producing rugs for the past three years and is now expanding their operations to include winter rug production.

Evans to Seeem AC Beauty Show

ATLANTIC CITY, Aug. 2—A beauty contest was held at the Atlantic City Beach, and the winner was Miss Atlantic City, Darlene DeLena, 17, of Ventnor, N. J. The contest was sponsored by the Atlantic City Beauty Pageant, and the winner was crowned Miss Atlantic City 1953.

New England Ice Cream

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CIRCUSES

Ringling Business Off At Cleveland
Lake City Gives Half Houses;
Akron Turns In Strong Night

LOBATON, O., Aug. 3—Ringling Bros. and Barnum & Bailey Circus
left Cleveland after a three-night run, and 70 per cent more house de-
spite what had been predicted by the theomite before the show closed.
Art Deco damask buildings close to the showgrounds. The strike of 1947
began from the exposition grounds.

The show opened on the 28th. A three-day hole for the main-
house, and three-night run. That was before the show closed.

Mills Tripped
By New Truck
Statute in N. Y.

LIVINGSTON MANOR, N. Y.—According to E. C. Caucus was
delayed here Monday (27) by a new
highway rule in New York State. The bill would make it illegal to
overload trucks along the highways, and a truck with a load of
18,000 pounds or more would not be
allowed to drive on the road.

A truck from Springfield, Mass., was
reported to be operated in violation of the rule.

Wis. Okey for W-C

PHILADELPHIA, Aug. 2—Norman Anderson's Wayne County, Wis.,
showman, went to Washington to do business in Wisconsin.
The show ran for three days (28) in the city of Cleveland.

The show was held at the same time that the Cleveland Indians
were playing in the American League.

DANIAIN GOES UNRECOGNIZED

WARREN, Pa., Aug. 2.—It was
probably the best performance of the
season. The show was held in the town of
Warren, Pennsylvania. The show was
attended by a large crowd that had made
the trip to see the show.

OLD-TIMER GOES
Unrecognizable

The show was given in the town of Warren, Pennsylvania. The show
was attended by a large crowd that had made the trip to see the show.

Hagen Changes
Board in New York

Tent Blown Down
At Edwardsville,
Damage Reported

Hagen Bros. moved the long
board to Edwardsville, Illinois, but
the storm caused the tent to
destroyed the board.

Davenport Unruffled
Complications Set in
For Wallace at Boise

BOISE, Idaho, Aug. 2—Troubles
were set in for Wallace Bros. Circus
when the big show stopped at Boise.
First, the circus was delayed, then
the show was canceled.

It was reported that President Lewis
was delayed, and he could not make the
trip to Boise. The show was canceled.

Pugh Replies
To Three Girls
Who Left Mills

CHICAGO, Aug. 2—Pugh, a letter
from London, said that several
women who had been employed by
the Mill were in London, and
they had written to him.

The women said that they
left the Mills because they
were unhappy with the working conditions.

Dettour Trims
Rogers Bros. Attendance

KANE, Pa., Aug. 2—Rogers Bros. and
Clarksdale, the show, which was
scheduled to run in Kane, was
truncated when the show had to
leave the town of Kane.

It was reported that the show
had to leave the town because
of the weather conditions.

COLE-WALTERS WRECK FREE

Leat Stock; Elephant Bolts

CLARKS FALLS, Idaho, Aug. 2.—A Cole-Walters Circus
truck was wrecked at 11 o'clock Monday (27), killing
both drivers and elephants, and
the show was canceled.

The show was given in the town of
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Dressing Room Gossip

King Bros. & Cristiani

George Balino, III, George Roderick, and Ernie Howes of the Ringling-Barnum visited the show and caught up on some of the fun activities that have been going on at the circus. Mrs. Charlie Lockhart spent the day at the show, helping out with some of the chores. Charlie also had the John Fawcett's costume department. The costume was a beautiful piece of workmanship.

Some of the members of the cast were: Mommy, Ginger, Calliope, and Circus Fandom. In the hippodrome, ufsee Cil Watertown on Fmk. WANTED - MOOSE homes. Doris, this roll. We had a wonderful day introducing the show on the big top, and the crowd was thrilled with the performance.

Maynard Vinson, circus director, visited in the brightly colored parade and the rodeo. He plans to be back with the show next week. Phil Knox, of clown alley, has been busy introducing his wife and son to the world of show business. The family had a wonderful time visiting with the performers.

WANTED HIGH POWERED BANNER MAN

Wallace Bros., Circus

The Wallace Bros. Circus is currently touring the United States. The troupe is known for its innovative and exciting acts. The circus offers a variety of entertainment options for all ages. The performance features a mix of acrobatics, animal acts, and traditional circus acts. The show is an excellent example of the rich history and tradition of the American circus.

WANTED

High pole and ground acts for Stegman Circus, week of Aug. 18.

Three Phinomenes

The Three Phinomenes are a group of skilled performers who have been captivating audiences with their incredible acts. They are a perfect addition to any circus show. Their acts include stiltwalking, juggling, and acrobatics. The Three Phinomenes are a must-see for any circus enthusiast.

Polok Western

Santa Cruz stunts and acrobatics are popular with the younger set. This group of performers has been wowing audiences with their impressive feats. They have a unique style that sets them apart from other performers. The Polok Western are a group of talented performers who are sure to delight audiences with their captivating acts.

Circus People

Wanted: Sensational High Wire Aerial Act

For Aug. 28 and 29

New Orleans, La., Aug. 10-13

All live aerial performers, please contact.

Larry Unbrock

Hotel Jess

New Orleans, La.

Phone 7-2191

R altro Bird Farm

TOLEDO, OHIO

FOR SALE

6 MIDGET MULE LIBERTY ACT!

The famous JOSH KITCHENS' Liberty Mules have been performing for a long time. The mules are known for their playful and energetic behavior, making them a popular choice for circus shows. They have performed in various venues across the country, entertaining audiences with their impressive acts. The mules are well-trained and have a unique bond with their trainer, adding to the spectacle of the performance. The JOSH KITCHENS' Liberty Mules are a must-see for any circus enthusiast.

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R alto Bird Farm

TOLEDO, OHIO
Regina Gate Up, Grandstand Down; At Halfway Point
3-Day Pari-Mutuel Handle Climbs; Opening Day Players Bet 140G

BOONVILLE HITS AS GATE SOARS 10% OVER 1951

FOUR RECORD SETS AT SASKATOON EX

Santa Maria Pulls Record 31,037 Gate

New Features for Covington

Covington, Va., Aug. 2—Area officials have announced that the annual one-day horse race fair, opening Labor Day, will offer a large and attractive program including an "Outing on Parade," which is one of the major features of the program. The parade will include a variety of floats and horse-drawn wagons, with the parade starting at the courthouse and proceeding to the fairgrounds. The fair will also feature a livestock show, a home demonstration show, a poultry show, and a variety of other events.

Boonville Gate

At Peavy Annual

The track is open for the first time in 1952. The fair offered $1,000 in purse money on horse shows, $500 in dog shows, and $300 in exhibitation classes. The fair opened Thursday, August 1, and closed Saturday, August 10. The fair was attended by over 10,000 people during the week.

LETTERS

HEAT, BINGO BAN ARE BLAMED FOR LOW GATE AT KENT-SUSSEX

HARRINGTON, Del., Aug. 2—The heat wave, which has been with us for several days, is causing a decline in attendance at the Kent-Sussex Fair. The fair opened July 25, and the weather has been hot and muggy. On the first day of the fair, the attendance was 4,000, but it dropped to 2,000 on the second day. The attendance on the third day was 1,500, and it dropped to 1,000 on the fourth day.

Norfolk Gets Local Co-op

Virginia

Norfolk, Va.—The Norfolk and Western Railway has announced that it will build a new passenger station in Norfolk, Va. The station will be located at the intersection of Main Street and 23rd Avenue.

No Kingstown for 1952; Harness Racing Ban Blamed

Kingston, B. I., Aug. 2—Officials of the Rhode Island State Fair Association announced that the fair will not be held in 1952 due to a lack of interest. The association has been struggling to find a suitable site for the fair, and has been unable to find a location that would be acceptable to the Fair Board. The fair has been in operation since 1943, and has been held at various locations in the state, including the old Providence, Pawtucket, and Westerly fairs.

FIRENZE'S CONFLICT

At Penn Yan Annual

Pittsburgh, Aug. 1—The Pittsford Fire Department has announced that it will hold a fireman's muster at the annual Penn Yan Fair, Scheduled for August 7, 8, and 9. The muster will feature a variety of firemen's events, including the traditional water bucket relay race, which is always a popular event.

The fair will also feature a livestock show, a home demonstration show, and a variety of other events.
CHIPPEWA FALLS
HITS RECORD PACE
Gate, Grandstand Business Threatens
To Surpass Previous '48 Records

By CHARLES BINNERS

CHIPPEWA FALLS, Wis. Aug 2—Northern Wisconsin Fair was in the fifth day of its 10-day run today and is not only pumping well ahead of its 1948 predecessor attendance-wise, but is threaten-
ing the mark set during its rec-
past record traffic. The first two days was estimated at 10 per cent ahead of the 1947, but by this time the fair was at its peak and is now 15 per cent ahead, according to Archie Putnam, capable accommodation manager.

Grandstand business has been especially strong. Barnes-Car-
ruthers might grandstand revenue, in for all the nights started well early in the week, just picked up steam then and is playing to consistent full stands. Mainly due to weather picture came Friday night (1), but it had no ef-fect on the stands. A 1:30 p.m. downpour that evening looked as if it would wash out the show, but the performance went off by the intermission hour on an hour and a half. Two big nights are expected tonight and Sunday, the final show, according to Billy Senior, who is managing the tent.

Advance tickets for the Joe Chisholm performance, this afternoon and Sunday, are in far more than satisfactory, according to Putnam. Elmer Liston and Joe Overland are managing the tent here. With massed acting the first three days, more good acts and star shows available for the remaining stands.

Set Hoe-Down For Final Day
At Ind. State

INDIANAPOLIS, Aug. 2—Indiana State Fair has set one of the top dates for fall shows is turned over on a combination of as the following shows: Coliseum here following Art also from radio stations WLW, WWHO, WLW, and WEAF, late Saturday, will partake.

Titled the “Centennial Embro-
ise” the hoe-down will be presented by the Indiana Broadcasters Association and include performers from the “National Barn Dance,” “Big O’ O’” “Trent Valley Barn Dances” and the “Old Kentucky Barn Dance.”

From WJAI come Louis Belle and Scotty, the Buccaneers and the Wisconsin Valley Showdown. Artists of the entire cast will perform at the Old Kentucky Barn Dance. WJAI will perform the “Big O’ O’” with Mennen’s Tom Brown Bell Family and Maggie May, plus the Red River Rambler.

WLW will have Lucy Peters, the Five Mountains Boys, Ernie Lee, Kentucky Boys, Larry Jim Day, Brenda Lou and the Pleasure Valley Boys. The event is slated at $2.40, in all.

WANT RIDE—A CARNIVAL TO PLAY
HART COUNTY FAIR

Hart County Fair
by JOHN BANFIELD

CARNIVAL WANTED
La Fayette County Fair and Live Stock Show

Secretary, Athens, Sept. 8, 1952.

WANTED CARNIVAL
To Play Gilmer, Crenshaw County Fair, and Live Stock Show
Edgar Davis, Chairman

IN ANOTHER PARTY TO PLAY
HART COUNTY FAIR

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La Fayette County Fair and Live Stock Show

Secretary, Athens, Sept. 8, 1952.

WANTED CARNIVAL
To Play Gilmer, Crenshaw County Fair, and Live Stock Show
Edgar Davis, Chairman

"Attention Fair Superiors, Contractors, and Organizations 

NATIONAL HOME SHOWS INC.

World’s Largest Manufacturer of Amusement Equipment, Thillgrounds, Exhibitor and Giant Midway Operator.

1952 Fall Schedule

FRANKFORT, W. VA., Oct. 16, 1951.

COLUMBUS, Ohio, Sept. 12-17.

DALLAS, Texas, Oct. 21-23.

CHICAGO, Ill., Oct. 28-Nov. 2.

BUFFALO, N. Y., Nov. 5-9.

CINCINNATI, Ohio, Nov. 12-15.

NATIONAL HOME SHOWS INC.

WIN A NEW CAR

PROMOTION

THE CUMBERLAND FUNDS

BOWLING GREEN, KY.

BOWLING GREEN, KY.

CUMBERLAND DRIVE-IN THEATER

GIVE TO THE

RUN YONCER CANCER FUND
RAS Regina Biz Jumps 18 Per Cent First Three Days

Miller, Clarion, Lorow Back-End Units Continue to Vie for Top $$

REGINA, Sask., Aug. 2—Royal Agricultural Society Showings, which broke records for entries in all classes, including the Canadian Army of "A" fair loop last year, have been increased by 18 per cent over last year's figures. Entry lists are final, and the show now comes off next week. The weather has been excellent and it is expected that the show will be a success. The show is being held at the Regina Exhibition Grounds.

Danville, Ill., Gives Fair Biz to Cellin-Wilson

DANVILLE, Ill., Aug. 2—Cornell Wilson is reported to have made himself at home at the Danville fair this week. He has secured an excellent class of entries in all classes, and the fair may be considered a success. The weather has been excellent and it is expected that the show will be a success. The show is being held at the Danville Exhibition Grounds.

CARNIVALS

WOM GROSS PARS 1951 AT BANGOR

Bergen Signs 1953 Pact, Predicts Good Earnings at Future Fairs

BANGOR, Me., Aug. 2—Midway earnings at the Bangor Fair were on the rise this year, with a few percentage points ahead of last year. Jesse Brown, general manager of the World of Miracles, reported that the fair was maintained throughout last year, at least in the last 10 days of the fair, which was attended by over 1,000 people. Brown also reported that the World of Miracles fair was in operation in the first week of the fair.

Buren also said that he planned to attend the Bangor Fair, which will be held at the Bangor Fairgrounds, from August 25th to September 3rd. Brown said that the show will be a success, and that the fair will be attended by over 1,000 people.

CARNIVALS

Lynch's No. 2 Unit on Healthy Canadian Run

MUNSEY, N. B., Aug. 2—The World's Fair and Exposition Show, (Bill Lynx's No. 2 Unit) closed here at the Munsy Fair Grounds, after a run of 14 days. Prior to this show, stands had been closed here, and the fair was held at the Munsy Fair Grounds. The show was held at the Munsy Fair Grounds, and was attended by over 1,000 people.

Strates Pars '51 Biz At Clearfield Annual

CLEARFIELD, Pa., Aug. 2—The Clearfield Fair was held last week, and the results were excellent. The weather was excellent and the fair was well attended. The results were excellent and the fair was well attended. The fair was held at the Clearfield Fair Grounds, and was attended by over 1,000 people.

Frank Elliott Org Inks Pictou Fair

PICTOU, N. S., Aug. 2—Frank ElliottShows will again supply the Pictou and North Colchester Exhibition Grounds with a fine program of entertainment. The fair will be held on the fair grounds in Pictou and will feature a variety of entertainment.

By paying out more than $3,000 in prize money to the past three years, the fair has been able to fulfill the plan for a class "B" show and will receive federal aid for the general improvement of its program.
Midway Confab

Bill Powell, who recently retired from a European trip, has joined the World of Mirth Shows. Eddie Ekelin, back in New York after a month spent in the Los Angeles area, is still in the midst of a hectic deal. All houses are talking of the association's interest in purchasing its own home. Eddie, to whom we were introduced during the deal, was with us during the association's meeting in Chicago, where he has been working on the association's plans for future events. Eddie has been busy with the association's plans for future events.

Pierce Greater Shows

Pierpont, Va., Aug. 9

Want Cookshack or $10 Dinner Cata. Run for 6 weeks. Give tickets to friends. Week 1: 6 p.m. South Park. Week 2: 7 p.m. South Park. Week 3: 8 p.m. South Park. Week 4: 8:30 p.m. South Park. Week 5: 9:30 p.m. South Park. Week 6: 10 p.m. South Park.

Klein Amusement Company

Want for 5 meetings and 300 cards. Started my show last week. We have 12 shows planned. We will be in New York next month. More info? E. L. Young, Manager, Henderson, N.Y., this week.

Marvel Shows

Want Young men and women who can work in the show. Must be able to type. E. E. Cothran, Manager, E. C. Cothran, Columbus, Ohio, this week.

Can Place

WANT TO RIDE SUPERINTENDENT?

WE PAY EVERY 1ST ON SHOW AND ON USE OF HOME. HOMES RIGHT UP AND OFF. WANT MEN OR WOMEN. CALL E. L. YOUNG, MGR., HENDERSON, KY., THIS WEEK.

Bingo Caller

Want Caller and Counter Men who can work in Bingo shows. E. E. Cothran, Manager, E. C. Cothran, Columbus, Ohio, this week.

Interstate Shows

WANT FOR ALLEN COUNTY FAIR, FORT WAYNE, IND., AUG. 15-16, FOLLOWED BY COMBURGAM COUNTY FAIR, BURLINGTON, IOWA, AUG. 16-17.

Wanted Finest Fairs America's Finest! America's Finest!!

Now Contracting for Our Great Route of Outlying Fairs

KING REID SHOWS

SCHWEGEWA, MAINE, AUGUST 9-16th

MALONE, N. Y., AUGUST 18th-23rd

MORRIS, N. Y., AUGUST 28th-30th

THE GREAT BLOOMSBURG, PA., FAIR, AUGUST 27th-27th

Having completed the most successful date selection in our history, the King Reid Shows are about to start their incomparable route of agricultural State and County fairs. Shows listed for the entire route will be given special consideration. This is unequivocally the final line-up of fairs on the Atlantic Coast.

WANT:

Cable Reid and show help in all departments.

WANT:

Roll-in, Pull-in, Show Help in All Departments.

WANT:

Lodging Concessions at all fairs. Free show privileges to all employees.

WANT:

The following Shows: Mechanical Shows, Animal Shows, Railroad Shows, Musical Shows, Grand Shows, and anything not in conflict with 13 office Shows.

Special News Flash!!

Rider Owners, Attention!

We have contracted the FRONT LINE at the Great Eastern Exposition in Springfield, Massachusetts. Sunday to Sunday, September 19th to 21st. We will have choice locations for two of the following: Rider Shows, Instant Shows, Larges, Brophy Shows, Comedians. All riders must be present daily at 11 A.M. For information please call 516-516. Can see a few additional well-equipped Rider Operators for this date.

From Wednesday, August 16, to August 17th, Phone, Wire, or write King Reid, King Reid Shows, Schwegewa, Maine, Fair.

Missouri State Fair

August 14th to 24th inclusive

SEDALIA, MO.

Indiana State Fair

August 28th to September 5th inclusive

INDIANAPOLIS, IN.

Can place Handy Handy Concessions who work strictly for cash. Can place all Eating and Drinking Stands. LASH LARUE can use Girls for his production. RAPPONI would like to have the most beautiful Show under covers. Can place one Male Driver and one Car Driver. Can place experienced Workmen in all departments. Want Showmen, Mechanics, Carriers, etc. Address Johnny Brooks.

Cetlin & Wilson Shows

IOHIA, MICH., FREE FAIR NOW

L. J. Heth Shows

Want now and for the following fairs:

HARRISON, KANSAS, WEDNESDAY, JUNE 4TH

FULTON, KENTUCKY, WEDNESDAY, JUNE 11TH

MAYFIELD, KENTUCKY, WEDNESDAY, JUNE 18TH

DICKSON, TENN., WEDNESDAY, JUNE 25TH

EAGLE, ARIZ., WEDNESDAY, JULY 2ND

CARTERSVILLE, GEORGIA, WEDNESDAY, JULY 9TH

MUNCIE, INDIANA, WEDNESDAY, JULY 16TH

DUBUQUE, IOWA, WEDNESDAY, JULY 23RD

HARRISBURG, ILL., WEDNESDAY, JULY 30TH

Concessions: Licenses Concessions and Show Riders of all kinds. Bill Gates, Bill Best, Bill Hicks, Bill Smith, Bill Green, Bill Paine, Bill Mclain, Bill Treadway. Want 3 Showmen. Want 3 Show Men for concessions.

All replies to: H. B. ROSEN, Mgr.

CARNIVALS

Columbus, Ga., Aug. 16th. The American Carnival Association is holding its annual convention in Columbus, Ga., Aug. 16th. The convention will feature a variety of exhibits and demonstrations, providing an opportunity for attendees to learn about the latest trends and developments in the carnival industry.

The American Carnival Association is a non-profit organization dedicated to promoting the growth and development of the carnival industry. The association aims to provide a platform for carnival operators to share best practices, promote safety and quality, and support the ongoing education and training of carnival workers. In addition to the convention, the association hosts various events throughout the year, including trade shows and educational seminars, to further its mission.

The annual convention in Columbus, Ga., will be an exceptional opportunity for carnival operators to connect with peers, exchange ideas, and gain valuable insights into the evolving landscape of the carnival industry. With a focus on innovation and sustainability, this event promises to offer attendees a wealth of knowledge and resources to help them navigate the challenges and opportunities facing the industry today.

In conclusion, the American Carnival Association's annual convention in Columbus, Ga., is a significant event for carnival operators. It offers a unique opportunity to learn from industry experts, share experiences, and gain valuable insights into the latest trends and best practices. Attendees can expect a comprehensive program, featuring keynotes, workshops, exhibitors, and networking opportunities, all aimed at fostering growth and excellence within the carnival industry.
ACRA Races to Beat ‘51 Biz at Chippewa

Slight Early Drop-Off in Business
Expected to Be Made Up On Final Two Days

CHIPPEWA FALLS, Wis., Aug. 2 — Amusement Company of this city booked its fair last week at the Wisconsin State Fair, here at the Wisconsin State Fair, and did, despite the fact that the weather was not as good this year as it was last year, for which reason the attendance was naturally much less. The fair, which opened today, is expected to be well attended, and the weather is expected to improve in the near future.

Midway Conflat

CONTINUED FROM PAGE 75

Dow, who was well known for his showmanship, is in Wisconsin this week, and is expected to be in town on Saturday afternoon. He is expected to be in town on Saturday afternoon.

While J. A. Gentry showed his force of persons, he is expected to be in town on Saturday afternoon.

SALE OFFERED

FOR SALE

JUMBO DICE WHEEL
THE FUNNIEST EVER MADE

Here's a Used Look in your present dice wheel. Offered for the first time to the trade, this wheel has been used by many of the most successful showmen in the country. It has a special feature that makes it a sure winner. The wheel is made of strong, durable materials and is designed for easy handling. The price is $5.00 per wheel.

H. C. EVANS & CO., 1556 W. CARROLL AVE., CHICAGO 7, ILL.

WISCONSIN STATE FAIR

August 18 to 23

Great Jones County Fair
Monticello, Iowa, August 18 to 23

Great Jones County Fair
Monticello, Iowa, August 18 to 23

Sunset Amusement Co.
Alta, Iowa, Fair, Aug. 9th

Sunset Amusement Co.
Alta, Iowa, Fair, Aug. 9th

Keystone Attractions WANTED

For Adams County Fair, Fort Wayne, Ind., Aug. 24-28. WANTED: Strong, capable, experienced showmen for the big event. For information, contact Mr. W. J. Tidwell, 1556 W. Carroll Ave., Chicago, Ill.

Wanted: 6-Cat Agents

10 or more cats

MINNESOTA FAIRS

F. J. GRAVES of 407 TUNN.

WANTED

Morse Hines, 12th & Wisconsin Ave., Madison, Wisconsin

Morse Hines, 12th & Wisconsin Ave., Madison, Wisconsin

HUBERT'S MUSEUM

228 W. 43rd St., New York, N. Y.

WANTED

Sunset and Novelty Ave. State safety and all particulars in first letter.

Howard County Fair
Ellicott City, Md., August 12-16

Montgomery County Fair
Gaithersburg, Md., August 18-23

MIGHTY GREGORY SHOWS

Douglas, Ga., this week

Playing in numbers, with a show of 1000 performers, including all the finest acts from all parts of the country, the Mighty Gregory Show is one of the greatest spectacles in the world. A true American show, it is known for its excellence and its immense popularity. The show is presented by the world-famous Gregory family, who have been entertaining audiences for generations. Tickets are available at all local theaters.

American Eagle Shows

Want Price is given to high hand. None of these acts or any of the acts in the American Eagle Shows will be on the program.

HANKY PANK CONCESSIONS OF ALL KINDS

The Hanky Panky Concessions of All Kinds, owned by Mr. and Mrs. John Smith, are now open in the American Eagle Shows. They offer a wide variety of snacks, drinks, and souvenirs, and are sure to please all visitors.

DANNY ARNETT, Mgr., as per route.

Mansfield, Ill., this week.

Midway Conflat

CONTINUED FROM PAGE 75

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DANNY ARNETT, Mgr., as per route.

Mansfield, Ill., this week.
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

FOR SALE
14-70 F. All Steel Flat Cars
Wood decking and All Braked. 1 Private Railroad Car with living
room, dining room, 3 bedrooms and kitchen. All cars to first
class condition. Will pay interchange. Inspection can be made at
our Chicago Yard.
Eman-Howell Division
LURIA STEEL AND TRADING CORP.
332 S. Michigan Ave.
Chicago 4, Illinois

MARTINSVILLE, INDIANA, FAIR
August 11 thru 16th
Con: place legitimate Rock Concerts—they guarantee. Head Concerts
are George, Pop Con and Dixie.
BIDDER—Con John-Ear Motor and two Kiddle Rides for this date.
KIDDE HELP—Need good moral Kiddle Help on Wheel. Octopus and Merry-
Go Round—must be at least 16 yrs. old. Women and Homemakers.
All replies to Tom L. Baker
2317 Madison Avenue, Indianapolis phone Geraud 4854, or to Tom Reid,
Fotisourdou, Winchester, Indiana, this week.

WANT FOR
SPokane INTERSTATE FAIR
Aug. 29-30-31-SEPT. 1
Any ride that doesn’t conflict. Shows with same equipment. Concession all open—
one exception is West Kiddle for this week and another Kiddle for two weeks, October.
RAY BARRER, INLAND EMPIRE SHOWS
As our representative. Wash., Ore. & Idaho only. Phone: (213) 826-3562.

WANT FOR
SPokane DISTRICT FAIR
WANT FOR ALL CELEBRATIONS, FAIRS
Mary Park, Photos, Help on New 25-20. Second man on two wheels, one foreman.
Octopus Forever, Lutarhs and Ingrams, stop where you are. Long range fake. We
pay top wages. Wayne, Ohio. Phone: (513) 235-5410.
JOE FREDERICK, Owner-Mgr.

WEST VIRGINIA A & I FAIR
BIG DAYS AND NIGHTS IT WILL BE THE WEEK OF THE WEEKEND 4-H DAY, Labor Day.
Rural and Junior Fair Awards will be given to the young men and women, from 4-H
Club and 4-H Club Elected Fair President for Fair. For further Information contact
J. H. DREW JR.

E & B AMUSEMENTS
West Forever for Carrousel, Bikes-Parade and Ferris Wheel. Second Man, Also
and clowns with saving modified combinations.
Address JOHN A. BASS
243-04 Utopia Turnpike, BEEKMERE LONG ISLAND, N. Y. Phone Flushing 7-6287 between 8 and 9 A.M. or between 12 and 1 P.M.

FERRIS WHEEL FOREMAN AND VD
WANT TO WORK AT MICHIGAN STATE FAIR FMN.
For information, written application, please write DON FRANKLIN SHOWS

RIDE HELP
FOR SALE
Harrod Stereo-Booths, Stereo-Booths, Stereo-Booths, one each, new order, will work.
Wisconsin is available.
WANTED: All Men, women, 16 yrs. and older. Men must be at least 17 yrs. old.
General Laborer, 3 Train Men. 16 yrs. and older. Help on Expos, Shows, Kiddle Rides, Octopus, Ferris Wheel, Ring of Fire, all.
John F. Reid
Phone: (313) 657-6011

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Phone: (313) 657-6011

WANT FOR
SPokane DISTRICT FAIR
FUN AND GAMES—WANTED. Second Man, 16 yrs. and older. For Octopus.
DON FRANKLIN SHOWS

WANTS
VINCE McCABE
AGENTS FOR EXHIBITS, RIDES, EXPOS AND SKILLS. Only 1 Source on Shore.
AGENTS FOR SPORTS, BUS, BUYERS, SWINGING, BALL AND P.C. DEALERS, Boys, I know,
If you get in shape, look out. 5 Square, 7-6287.
Address VINCE McCABE
4513 Orchard, Fullerton, Calif. Aug. 2-7, 8-9, Orange, Calif. 15-16.

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AGENTS FOR EXHIBITS, RIDES, EXPOS AND SKILLS. Only 1 Source on Shore.
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4513 Orchard, Fullerton, Calif. Aug. 2-7, 8-9, Orange, Calif. 15-16.

FOR SALE
SUMO CARDS, 20-CAR RAILROAD SHOW
SOLICITING BUSINESS. Will work Soldier, Cigarettes, Tobacco, Perfumery, Women's, Men's, Children's. Will work in any place in the world.
Address: W. R. PRICE
JOLLYTIME SHOWS: CAFE CHARLES, VA. THIS WEEK.
CARNIVALS

The Billboard

August 9, 1952

Wheels Double Decker Wide Tire trailer

WANT

Briggs. Little rock, Ark. Want to buy a wide tire trailer. Write me.

WANT

P. W. Smith

For sale: 1940 Stearns-Welder 5 cylinder, 30 HP, 4 speed, 4 wheel drive. Complete. Will trade for used farm equipment.

WANT

J. W. Brown

For sale: 1941 Case tractor, 40 HP, 240 hours. Complete. Will trade for farm equipment.

WANT

E. J. Robinson

For sale: 1940 John Deere B tractor, 35 HP, 240 hours. Complete. Will trade for farm equipment.

WANT

L. D. Thompson

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For sale: 1940 John Deere B tractor, 35 HP, 240 hours. Complete. Will trade for farm equipment.

WANT

L. D. Thompson

For sale: 1940 John Deere B tractor, 35 HP, 240 hours. Complete. Will trade for farm equipment.

WANT

R. W. Smith

For sale: 1940 John Deere B tractor, 35 HP, 240 hours. Complete. Will trade for farm equipment.

WANT

J. W. Brown

For sale: 1941 Case tractor, 40 HP, 240 hours. Complete. Will trade for farm equipment.

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Bob Hammond Shows

WANT IT? WANTED IT? WANTED IT?

CHICAGO: 5—Jack Dupree, chairman of the committee. OCLF News Bureau.

Strohl filed with Al Wagar's Carnival, Forth Worth, Texas. He had
Monroe, Ind., this week and was told that William E. O. Strohl said
the show would be held at the Fun Fair. The show will

Louie Kinner joined the list, ordering Baltimore Home News
for surgery. William Gileman left his hospital. Jack Benjamin
is still in Grand Island, Nebraska, and Bill Belcher is in
Chairman, Alấp 

Cliff Wilson is in town for a few
weeks. He is a member of the CWS
Carnivals and will be in charge of the show.

Pacific Coast Showmen's Association
1223 S. Hope St., Los Angeles 15, Calif.

Roll call of officers was
announced by Lucille Deem, secretary
treasurer, and the councilors present
were: George S. Hunt, police
service, Chattanooga, Tenn.;
Ralph M. Skeen, police
service, Seattle, Wash.;
and Howard Young, police
service, Portland, Ore.

A letter was read from Mae
Tolman, who wrote for Vina
Rogers and Midge Bunting. Nancy
Maye of Great Falls, Mont., who
had written a letter of inquiry for
injuries in a fall. Nancy was
injured while riding a horse and
won the dollar prize donated by
President John H. Epp, Boston, Mass.,
who donated the prize. Lucille
Cleland, secretary, and an
unknown donor turned in the
proceeds of a benefit received
by various clubs.

President Deem reported
that the showmen from the train
were welcomed by Lucille
Gilligan, Betty Cox, Marie
Leifer, and Miss Dorothy Doolas. Bertha Cohen, who has
been in the show business for
100 days at the show. Gladys
Mackey was also in town recently
on a short business trip. She
reported business good for the
president called on A. T. Rent, Robert G. Armstrong, Fort
Price Carnival, Gladys Matthews, all of whom had not
received orders for some time for
short trips. Gladys McKeel,
chairman of one of the shows, said
that the event will be held in
the easterly area in Aug. 15. He
was reported that Dorothy
Easmus is the mother of a new
baby.

IDEAL RIDES WANT RIDE FOREMAN, $60.00 SECOND MAN, $50.00

Bob Hammond, Horse Tamer, for Miss Gladys Carson. All Fairs from New York.

Contact: Miss Gladys Carson or Whitey Carter

BOB HAMMOND SHOWS

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BOB HAMMOND SHOWS

WANT IT? WANTED IT? WANTED IT?
**Look Look**

Looking to increase your **Midway Gains**??
Will book or form my Glass and Spectacles on a reliable show.

**WANTED**

**DERBY CALLER**
Salary or Commission
**EARL FISHER**
Monroe, Mich.

**GIRLS GIRLS GIRLS**
Want Girls for Carnival Shows. Identify your talents, qualifications and qualifications of other girls. Send your films and all films from you. Write:
**ANDY ZANE**

**look**

**Look**

**Want Look**

**Midway Gains?**

Will book or form my Glass and Spectacles on a reliable show.

**Contact GLYN D. WYBLE**

1363 Boy Scout Road, Toledo, Ohio

**Pioneer Shows**

**Great Bend, Pa., Aug. 11 to 16**
Want Shows for all kinds. Girl Show and Fencing Shows. Want Shows. Contact Mr. Backus, 6311 Great Southern, St. Louis, Mo.

**Anchors Tents**

**Want—Concessions—Want**

**Terre Haute, Ind.**

**Bailey's Tents—Don't Tarp**

**Conecuh**

**COTTON ENTERPRISES**

Box 24, Terre Haute, Ind.

**Bell Form Shows**

**Want Aug. 15-16**

**Pioneer Shows**

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**Anchor Supply Co., Inc.**

**Anchor Tents**

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**FUNKSTOWN AMERICAN LEGION FAIR**

At Hagerstown, Md., City Limits

AUG. 11-16

HIGHLY PRIZED AND 2 NEW CARS GIVEN AWAY

The Start of Our Fall Fair and Celebration Route—15 WEEKS

CONCESSIONS

Want all-around useful Help to work around Glass Platters. Can serve several reliable Drivers, also Men who can up and down Glass Pitch Concessions.

For Illinois State Fair, Springfield, and other top fairs to follow for balance of season.

All address JAMES CASSIDY

Care AMUSEMENT COMPANY OF AMERICA, Fair Grounds,

Springfield, Ill., until August 16.

**GLASS PITCH HELD WANTED**

Want all-around useful Help to work around Glass Platters. Can serve several reliable Drivers, also Men who can up and down Glass Pitch Concessions.

For Illinois State Fair, Springfield, and other top fairs to follow for balance of season.

All address JAMES CASSIDY

Care AMUSEMENT COMPANY OF AMERICA, Fair Grounds,

Springfield, Ill., until August 16.

**WOLF AMUSEMENT**

CHARLES W. WA, ALL THIS WEEK

**TRUCK STRIKE NOW ENDED**

**ALME PREMIUM SUPPLY CORP.**

1111 S. 12th St., St. Louis 4, Mo.

**CARL W. YOUNG'S FIFTY SHOWS**

Get With a Fast-Growing Show. 9 Southern Fairs Where There Is Money.

**CAMEL CITY SHOWS**

For Colorado Territory's Best! A. C. Jones, Custer, N. D.

**ROSS MANNING SHOWS**

Marlesota, West Virginia, Fair, Aug. 15th and 16th.

**SUNSHINE SHOWS**

Want for Coloma, Michigan, Gladiola Festival

5 Big Nights—2 Big Days, AUG. 16-20, FOURY THOUSAND LAST YEAR

**UNITED STATES SHOWS**

**WANTED**

**PENN PREMIER SHOWS**

All Fairs, no more still dates—ALL FAIRS

**CONCESSIONS**

**SHOWS**

**RIDES**

**HELP**

Address All mail and wires to Louis B. Sperle, Gen. Mgr., Penn Premier Shows, Hughesville, Pa., Fair, this week; followed by farmland, Fair, Manhasset Fair, and Portland, N. Calif.

**12 MORE BIG FAIRS TO GO**

**CANAAN SHOWS**

Get With a Fast-Growing Show. 9 Southern Fairs Where There Is Money.

**ALME PREMIUM SUPPLY CORP.**

1111 S. 12th St., St. Louis 4, Mo.

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5 Big Nights—2 Big Days, AUG. 16-20, FOURY THOUSAND LAST YEAR

**UNITED STATES SHOWS**

**WANTED**
KEN-PENN AMUSEMENT CO.
WANT WANT WANT
For Six Big Weeks of Western Pennsylvania Fairs

GREENSEY COUNTY FAIR
Waynesburg, Pa.
August 13, 14, 15

CRAWFORD COUNTY FAIR
Meadville, Pa.
September 1-4

THE GREAT DAYTON FAIR
Dayton, Pa.
August 19-23

TUSSILGLE OIL FESTIVAL
Tuscela, Pa.
August 25-30

Can place Eating and Drinking Stands—Concessions that work for stock.
Will book Rides that don't conflict—Side Shows that work to family trade.

Ralph D. Sanders, Owner-Manager
619 Earl Avenue
New Bensington, Pa.

LOW SELLING AT MUNCIE

An almost complete repeat job, 5000 of the same style and color of a grandstand was supplied by Pull to the Muncie firm. The grandstand was used in the 2021 All-American Rodeo and the number of spectators was stronger than in any previous year.

CISCO PAULINE FINK
In Muncie, the 2021 All-American Rodeo was held, and the bucking horses that didn't have it to bucking and less disposition to show than the bucking that was characterized by the larger and more frequently with the paid gate of 20,000 seats and 10,000 kids were knocked off the grandstand.

FACT that the grandstand is one of the best built in the country, and within five years time destroyed the very grandstand that—holds a daily afternoon attendance. Only on one day in two years did not after any attraction in front of the stand in the afternoon.

Today's riding—running race—failed to come anywhere near providing a good stand.

Regina 50-50 at Fairway

**Continued from page 2**

when, 15,004 bright eyes sat in the big stand.

Wednesday was a Citizens' Day, always a big one, and the grandstand turnout for the big event was about 300 off from last year. A Northwest marking set was 90 percent of the total.

On opening day, ticket sales totaled $358,433. This set the all-time record for the All-American Rodeo. On Tuesday the figure was $358,433, which set another record for the second last year.

For Sale

Toronto, Ont., Aug. 16-24

**TALKERS**

Sportswriter John G. White, of The Columbus Dispatch, was one of the main attractions at the American Rodeo.

**AGENTS WANTED**

For Wisconsin fairs starting at the Devon, John Ford, Sal Salen, contact:

245 State, Bemidji, Minn.

**AGENTS WANTED**

For Wisconsin fairs starting at the White County Fair, John Ford, Sal Salen, contact:

245 State, Bemidji, Minn.

**COUNTY FAIR SHOWS**

Want any Mechanical or Mechanical Shows, contact:

245 State, Bemidji, Minn.

**WANTED**

For Car and Backett. Must work for 2 weeks, 100% to own. Use horse, and in the best fair in the West. Call or write:

245 State, Bemidji, Minn.

**FORE SALE**

For Sale

Aberdeen, S.D., Aug. 16-24

**FOR SALE**

Aberdeen, S.D., Aug. 16-24

**SUNSET AMUSEMENT CO.**

Alta, S.D., Aug. 16-24

**WANTED**

Aberdeen, S.D., Aug. 16-24

**WANTED**

For Cony and Backett. Must work for 2 weeks, 100% to own. Use horse, and in the best fair in the West. Call or write:

245 State, Bemidji, Minn.

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Aberdeen, S.D., Aug. 16-24

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245 State, Bemidji, Minn.

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**WANTED**

For Sale

Aberdeen, S.D., Aug. 16-24

**FOR SALE**

Aberdeen, S.D., Aug. 16-24
Free Sample!  
FAMOUS 71 LB.  
ALL-RUBBER  
DOOR MAT  
MAKE $650 PER MONTH  
If you are in the business of selling novelties,  
this-Famous Rubber Door Mats are the  
Giant 18"x28" Size

BRICK RED  
POMERAS BLUE  
BLACK OR BEIGE  
SILVER COLORS

FANTASTIC MATCHED  
PERSONALIZED MAT  
SALES FOR $1.95  
You make sales and cut your costs by handling  
this unique item yourself.  
So send for the FREE sample!  
Name ____________________________  
Address ____________________________  
City ____________________________  
State ____________________________  

SEND FREE SAMPLE TODAY  
At great discount price, 
without obligation.

PLEASE ENCLOSURE THIS COUPON  
IMMEDIATELY TO RECEIVE FREE SAMPLE  
IN 5-6 DAYS.

AT LIBERTY—ADVERTISEMENTS
5c a Word Minimum $1  
Remittance in full must accompany ad for publication in this column
Name ____________________________  
Address ____________________________  
City ____________________________  
State ____________________________  

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Address ____________________________  
City ____________________________  
State ____________________________  

Sister Sue
SHE ACTS JUST LIKE HER BROTHER—  
WEE WEE WILLIE!  
Comes in 4 assorted dress colors, 12 to a carton.  
Dealers cost $2.00 each.  
Distributors write, wire or phone 4-3395 for quantity prices.

G & S Mfg. Co.  
Dept. B  
NASHVILLE, TENN.

PROFITABLE SALES  
Ladies' New Watches  
At Wholesale Prices,  
Cash or 30 days  
25c  
$0.95  
$1.95  
$2.95  

MIDWEST WATCH CO.  

CORRECTION
Due to a typographical error, the price of the 1024 clocks advertised as $3.95 was actually $1.95.  
This should have been:  
$1.95.

ATTENTION, ENGRAVERS  
NEW LOW PRICES—SAME HIGH QUALITY

LEVIN BROTHERS
1901 MAIN, INDIANA  

FRISCO PETE
when answering ads ...  
SAY YOU SAW IT IN THE BILLBOARD!
**Pipes for Pitchmen**

By BILL BAKER

BEN TEASE and Bill Gage are working Eastern locations with water colors to headline... reports Johnny Wilson.

JOHNNY WILSON reports that he worked Nat K. Marvin's new Swiss Bank Patchwork Theater at Riverside Park, N. Y., recently, and it is plenty of passers and repeat business.

VERGE COLLINS was in passing trains and the caps on the boardwalk at Atlantic City.

GIL GAULTIER, of Jago Tours, Paris Corporation, Pittsburgh, helps operate a mail order for the firm's new export lighter lighter. New ship has been built and is a complete no-smoke lighter. The lighted end of the lighter is a control to prevent burning too rapidly.

HENRY H. VARNER, agent, Philadelphia, claims that his lighter has been in the U.S. for over 10 years and it is only after world-wide advertising and sales promotions that he can boast of having lighters in more than 30 countries. His plans to operate a steady motion picture general merchandising.

**Talent Topics**

- Continued from page 59

Show from Atlantic City (N. J. Park) starting Saturday; with Lois Martin as vocalist. The subject in sponsoring its 11th annual show on Wednesday afternoon (6).

MAX and Wally Schneider, two of the riders of Circus Schneider Copenhagen, have left to join the Cirque Strasburger in Hamburg.
Merchandise Topics

White House Service Department, 2160 Pershing Street, Cincinnati 3, 04, for a complete list of address of manufacturers supplying mentioned in this column. To expedite handling, please mention own address on envelope.

Pittsburgh

A. H. Rapport Company has playballs, inflatables and other summer toys. Milton O. Myers Company offers the trade inexpensive basketballs at 19 cents, fluorescent skill sets and large balloon cups. Preferred Distributing Company anticipates better business the latter part of August and reports that sales from $4.50 to $17.30 are moving with 16 different models available to meet all tastes. Sam Bubas and Company features dolls at $2.50, $10, $12, $14 and $25 per dozen.

From All Around

Dean Sales, Inc., Brooklyn, announces a new 13-way, full-color, tri-color photomat combine. Also it will now have five complete sets of accessories which will be available at $100.00. The entire unit is given two coats of handsome varnish. The top of all tables used in the Company's showroom is carpeted. North Western Battery Company, St. Louis suppliers of electroluminous household devices, lumber, paper and modern, says that the firm is, in its 50th anniversary year and recently completed a $125,000 building which is available on request. Called Flex-O-Slot, the new, inexpensive pure 100% rubber plastic in a tube, it is a perfect example of new technology. The base material is in a tube of 10 feet. The material is available in any type of rubber, fabric or leather product quickly and easily. Retail price is $12.50.

1000 GOLDEN OPPORTUNITIES

CREATE YOUR OWN WEALTH

PLASTICAST COMPANY

GIVE TO THE SUNYUN CANCER FUND

400 GOLDEN OPPORTUNITIES

PLASTICAST COMPANY

GIVE TO THE SUNYUN CANCER FUND

1000 GOLDEN OPPORTUNITIES

CREATE YOUR OWN WEALTH

PLASTICAST COMPANY
GREAT EXCLUSIVE PROFIT MAKER

Leading Lady DOUBLE COMPARTMENT FITTED BAG

TEMPEL EXCLUSIVE

Beautifully designed to serve ladies for all seasons - & to give them that extra style. 

Upper compartment contains fine, superfine wool, lined with fine lace. 

Lower compartment contains soft leather inserts, lined with fine lace. This bag can be made to match your choice at any price.

Only $6.00

Compose

Prellei $3.95

Address $3.95

GET ON OUR MAILING LIST for the \n

D.O.P. Philadelphia.
COIN MACHINES

Communications to 188 W. Randolph St., Chicago 11, III.
AUGUST 9, 1952

TRADE SIGNS RELIEF

S. Calif. Quakes Easy on Coin Biz

LOS ANGELES, Aug. 3—Despite a series of earthquakes which rushed this area recently, damage to coin machines was negligible. However, a new hotel was completely wiped out in the recent temblor, and the operator suffered much damage. One of the town's newest hotels was damaged when the terraces caved in at the rear. The biggest shock was the quake of July 21 which shook the town. Oscar Holtzhausen, professionally known as O. M. Grant, said that two of his machines were damaged. The quake caused United States First Samples Of Star Alley

CHICAGO, Aug. 2—The first samples of United States Star Alley, a new novelty of Star Alley, are now in the market. Each of the machines features a new type of coin-operated machine which allows average players to get a real thrill with expertly set-up coin-operated machines.

The new United States Star Alley is a combination of a slot machine and a high-rise, a combination which is sure to please all coin-operated machine fans. It has all the features of a slot machine with the added features of a high-rise, which allows average players to get a real thrill with expertly set-up coin-operated machines.

REALISM KEY FACTOR

Robot Pitchers Earning Big League 8-Outdoors

CHICAGO, Aug. 2—A survey of leading locations in key metro areas has revealed that the coin-operated machine manufacturers have made a big increase in the number of innovations. Long a factor in the industry, this new trend is being played off by the manufacturers to take the place of the usual outdoor installations.

A number of operations have been set up in the past few months to take advantage of the new trend. One of the largest is a chain of coin-operated machine operations in the United States.

STARRY EYED VIEW OF GAME

PORTLAND, Ore., Aug. 2—Author, head of the company that has been trying to introduce the coin-operated machine to this area for a long time, has found that the coin-operated machine is being used more and more by the public. In this area, the coin-operated machine is being used more and more by the public.

UJA Dinner Plans Humming

NEW YORK, Aug. 1—An annual meeting of the United Jewish Appeal, to be held on September 8, has been announced. The meeting will be held at the Waldorf-Astoria Hotel, to be held in cooperation with the United Jewish Appeal.

Optimism Needed

Ex-Conn. Assn. Head Hits Defeatist Ops

HARTFORD, Conn., Aug. 2—Today more than ever before, the coin machine industry needs men who are "not afraid of the present or the future." That's the view of Abe Fish, former General Merchants Association president.

"We don't like an industry in which the dominating trend of thinking is defeatism," he said.

"There is room for plenty of expansion in the coin machine industry. There is no need for any aid to any industry which will cause to be vitiated the interest of the coin machine industry.

"The coin machine industry is an industry which, if it is allowed to develop, will be one of the greatest of the century."
Six Firms Producing Cup Venders; $99 to $1,396

"Immediate" to 3-Week Delivery
On 5 Models, 4 Offer Hot Units

CHICAGO, Aug. 2—Seven cup vending machines, produced by top firms, are currently being offered in this country, with three firms offering 3-cup machines, and five offering 5-cup machines. Two additional companies have recently completed manufacture and are ready to be delivered and are available in the general market. These machines range from a minimum of three cup "hot" units at $99 to $1,396 for a five cup "hot" unit. The machines are produced by American Product Company, Automatic Product Company, and Blue Sky Push Perils Bulk Field Reputable.

End St. Louis Truck Strike; Move Vendors

ST. LOUIS, Aug. 2—The five-week-long truck strike of AFL members, which has led to widespread lack of deliveries of goods, is the subject of a new development. The United Brotherhood of Teamsters, which includes truck drivers and other workers, has agreed to a new agreement effective Friday, with the result that the strike has been called off.

National Mag Has Story on SodaShopspe

NEW YORK, Aug. 2—Automatic vending machine operators are reporting an increase in demand for their products. This is due to the rising popularity of "hot" and "cold" drinks. The machines are being used in offices, schools, and other public places.

General Leslie Groves Keynote Speaker for NAMA Convention

September 14-17 Convention, Exhibit
To Be Held at Palmer House, Chicago

CHICAGO, Aug. 7—General Leslie Groves, former chief of the Manhattan Project, will be the keynote speaker at the National American Meat Association's annual convention. The convention is scheduled for September 14-17 at the Palmer House Hotel.

European Sales Boosted by Oak

LOS ANGELES, Aug. 2—Automatic merchandising in Europe is expected to increase significantly this year. Manufacturers of vending machines have reported increased interest in their products, particularly in countries such as France and Italy.
Supplies in Brief

Here are the current trends in supplies and commodities which distributors must stock to meet the needs of their customers. (See the Billboard's Washington Bureau.

Sugar Output Tops $1 Billion

Sugar distribution this year, ending July 19, totaled 650,000 tons, as compared with 4,690,200 tons for the same period of last year. Agriculture Department figures showed that during the week ending July 5, 1952, compared with 1,157,000 tons during the corresponding week last year, and 1,608,000 tons for the preceding week of this year.

Confectionery Sales

Little change was seen by the Commerce Department in the details:

MERCHANDISING

Color, Variety

Return $5 on Penny Route

BERWYN, Ill., Aug. 2—Emphasis on product merchandising and equipment appearance has resulted in a uniform high per location volume on Emil Potko's penny vends in Berwyn operation here.

Pepita makes it a practice where at all possible, to install two machines in each of his 20 retail stores. Lester's location, one of his neighborhood shops, is a varied, food and meat, other stores carry a wide range of general business. Recently, he added a complete line of candy and cigarette machines which are mounted on a single vends. The stand is a major investment in simulated mahogany by Pepita before placing it on the counter. He concludes that as the height of the season approaches, the general public moves towards the average store and factory.

Both color and product variety are made possible by the dealer. According to the local manager, one machine can be equipped with the multicolored gum boxes stacked in the companion machine. Both products combined to appeal to the store's customer.

Pepita finds that because of the product variety, the customer looks for something new.

Mail Approach

Recently, Pepita sent through a classified section of his local classified newspapers, addresses of potential locations. He went from store to store, dropping off post cards. The post cards were addressed with the customer's name, the store name, and equipment used, the car refused, and service given.

A surprising number of store owners returned the post card, with the mailman adding them for future locations.

Vein Units Shown By County Sales

SAN ANTONIO, Tex.: (County Sales Company of California, representative, showed here, field showing of the Spectra bev-

Sirup-Making Guide For Ops

ELIZABETH, N. J., Aug. 2—A long-hand booklet, "How To Make Sirup-Making Guide For Vending Machines" has been issued by Van Ameringen & Hanover, Inc., 417 Fourth Ave., New York, this city. Free copies can be obtained by writing the company directly.

Illustrated with pictures and charts, the booklet is designed to acquaint the operator with the features of a small gallon production of a few hundred gallons per day.

VENDING MACHINES

SUPPLIES AND ACCESSORIES

POC THE MOST COMPLETE LINE

FREE Copy of RAKE'S NEW 1952 CATALOG TODAY!

A guide to efficient and economical operation of your operated machines.

COINFACILITIES

Rake Corp.

GET A FREE NEW CATALOG TODAY! CATALOG No. 1194

Distributor of Coin-Operated Machines and Supplies

NEW LOW PRICES ON

EPHY CHARMS—Series 2

PLASTIC

$2.00, 100

COIN PLATED

$3.50, 1,000

SILVER PLATED

$3.50, 1,000

GOLD PLATED

$4.00, 1,000

SHERMAN, N. Y.

KNOW YOUR CHARM SERIES—Charm Series 2, is your biggest and best value in the coin-operated机型. All at 10% discount on 100 pieces. Featuring more than 1,000 items to choose from, this series is designed especially for coin-operated machines, with exclusive design. They are all real and will add value to any coin-operated machine.

SCHENOBERG STAMP VENDORS Faller Type

ATTACHMENT

STOCK FOLDERS

STAMP FOLDERS

S. J. SCHENOBERG

1230 Market Street, Philadelphia, Pa.

EJECTOR

MAILING BARS

FREE SAMPLES

SPECIALS

POINT VARY COM.

1000, 10c $1.50

2500, 10c $2.50

5000, 10c $3.50

Summer Specials on Candy machines

SUMMER SPECIALS ON CANDY MACHINES

Candy as low as 5c-

GET A GIFT FOR YOURSELF

FREE SAMPLES

FREE SAMPLES

FREE SAMPLES

FREE SAMPLES

FREE SAMPLES

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FREE SAMPLES
The Billboard Index of Advertised Used Machine Prices

**Vending Machines**

Equipment and prices listed below are taken from advertisements in The Billboard. All prices and prices are firm. Where more than one firm advertises the same machine or similar machines, conditions are indicated in parentheses. Where several makes are advertised, as in the case of ball gum machines, only the single machine price is listed. Any price discount depends on condition of the machine, age, time location, facilities, and after-sales service.

**VENDOR VICTOR'S NEW BABY GRAND CHICHE CHLORO TREETS VENDOR**

Vends 2 for 5¢ or 2 for 7¢. Advertising rates when 4 or more.


**ACORN**

The only completely automatic chromatic machine. Made in the U.S.A.

From LITTLE ACorns season INCOME in TOBACCO money.

Order NOW!

**BABY GRAND & 2 FOR 5¢ CHLORO TREETS**

Baby Grand

1925 Models

$13.00 Per Unit

1925 Models

$12.00 Per Unit

**GRAFF VENDING SUPPLY CO.**

1541 W. Davis Street

Dallas, Texas

**TAILORED MACHINE ATTENTION**

Successful Ball Gum Route Pinpoints Individual Units

PITTSBURGH, Aug. 2—Success in ball gum vending, says Fred Kowalke, Jr., of Fred’s Vending Service, depends upon what is done with each machine. In the overall operation, each machine is worth individual attention. A factor in the success of an-operator's organization, however, is not to repeat errors. If it takes a week to find just one fault with a machine, it should be found and corrected immediately.

Fred Jr, works with his father, Fred Sr, for the past fifteen years, and is a perfectionist. He explains that, in practice, a machine should be kept in running order.

Location Co-Operation

One efficient way to secure efficient operation of vending machines, says Vondakel, is to run a route. Each machine is kept in good order, and the route is inspected regularly.

“Since the need is to go over the machine as soon as it is put in,” Vondakel said, “the route is a weekly check of the machines and the maintenance of the machines. For instance, if one machine is ordered, a second machine is put in the same location, and then the machines are checked daily.”

Our next machine, Ye-winkel, is a make and keep machine, completely being in the defective one and finding out what’s wrong.”

**NEWER CHARMS**

From the World's Largest Manufacturer of Charm Machines

**NEWER VEND**

Machine for All/Purpose Use

**VEND Magazine**

1300 South St., Chicago 81, Ill.

**VEND Magazine**

1300 South St., Chicago 81, Ill.
D. C. GUILD SETS JUKES TO FIGHT DELINQUENCY

WASHINGTON, D.C., Aug. 2—D. C. Guild, a Washington-based organization which started out as an organization to promote a more widespread use of phonographs, now operates a juke box business. The Guild has decided to fight delinquency by placing juke boxes in public places.

The Guild, headed by Leon Abrams, president, has more than 500 members. The organization's goal is to "keep kids off the streets and keep people out of trouble."

Manufacturers Set Financial Support for MOA Convention

Miller Says "Liberal" Cash Donation Assures Success of Annual Meeting

Miller cites the donation of funds by "some of the leading manufacturers" and "some of the leading operators" to the convention as evidence of the "success of the convention."

Oakland, Calif., Aug. 2—The Automatic Phonograph Association (APA) and the Miller Company have agreed to support the Liberal Cash Donation at the Annual Meeting this year. The convention will be held in Chicago's Congress Hotel during the week of July 13. Because of the response, Miller feels that more operators will attend than ever before. Early contact with the APA was made by Miller, F. J. Miller and George Miller in Chicago in increasing numbers recently.

The H. C. Evans Company will also meet as it does. It is expected the same manufacturers who offered to show their own machines will take part in the meeting.

R. Miller will make a report on the way of future endorsement shipments and present evidence from a public relations firm in the state. The presentation will speak of the value of the National Music Association's program. It was announced.

Wurlitzer Nets $242,000 Profit in 1st Year

Chicago, Aug. 2—The Wurlitzer Company, whose recent profits have been reported by the New York Stock Exchange, has announced a profit of $242,000 for the first quarter ended June 30. This is the first profit reported since the profits of $16,653,579 were reported for the same period a year ago. Sales for the first quarter this year totaled $16,613,579.

C. Miller, president of the Wurlitzer Company, said, "We have been working at a profit of $16,613,579 and the future looks bright."

The production of defense items and the ending of the recent war have had a beneficial effect on the business. The company has been able to increase its production and meet the demands of the market.

MILWAUKEE.-Aug. 2. - A transparent plastic screen for use in theaters is being marketed by Milwaukeee, one of the leading plastic manufacturers.

The screen, which is being marketed by Milwaukeee in cooperation with a well-known manufacturer of plastic, is made of a special plastic material that is resistant to heat and cold. The screen is designed to provide a clear view of the performers on stage and to improve the acoustics in the theater.

Central State Group Plans Summer Fete

Central State University, the largest black university in the United States, has announced plans for a summer fete to be held on the campus.

The fete, which is expected to attract a large crowd, will feature music, dancing, and other entertainments.

Info in Other Departments

Among the stories of interest to the music industry to be found in the Billboard are:

D. C. GUILD SETS JUKES TO FIGHT DELINQUENCY

Washington, D.C., Aug. 2—D. C. Guild, which started out as an organization to promote a more widespread use of phonographs, now operates a juke box business. The Guild has decided to fight delinquency by placing juke boxes in public places.

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AUGUST 9, 1952

MUSIC MACHINES

Communications to 1008 W. Randolph St., Chicago, Ill.

THE BILLBOARD

99

MUSIC MACHINES

Communications to 1008 W. Randolph St., Chicago, Ill.

THE BILLBOARD

99
**ONLY THE WURLITZER FIFTEEN HUNDRED PLAYS 104 TUNES on 45 and 78 RPM RECORDS INTERMIXED**

**WORKHORSES... in Evening Dress!**

Beneath the colorful, richly appointed, modern design of Wurlitzer's Jubilee Photographs there lie a wealth of genuine beauty. Quality engineering in every detail, jubelite mechanisms, and reproducing systems for brighter and preduced sound. With Wurlitzer, you'll always play inspiring and profit-producing.

---

**DAMON RUNYON CANCER FUND**

---

**SILENCE HURTS, LOCATIONS PAY JUKE LICENSES**

**EVANS' JUBILEE 40/45**

**EVANS' JUBILEE 40/78**

---

**MILESTONE**

$1,300 Home Organ Built By Wurlitzer

NORTH TONAWANDA, N. Y., Aug. 7 — The Buffalo Record, now nearing the end of its first year, reports that the sale of Wurlitzer organs has increased 2,500 percent since World War I. The company says it has sold 100,000 organs.

---

**VOX JOX**

---

**Diskeries Poo-Pah Color Strip Import**

NEW YORK, Aug. 7—Four weeks ago (The Billboard, July 22), Cari Y. Merck, vice-president and director of sales for the Pacific Records Corporation, reported that the use of color title strips in small dealerships is increasing. The advantage of these strips is that they can be used to advertise new records or to promote special sales. The strips are available in a variety of colors and can be customized to suit the needs of each store.

---

**New York**

**Detroit**

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**Seaboard Moves To New Quarters**

HARTFORD, Conn., Aug. 2—Seaboard Distributors, Inc., headquartered at 110 Ann Street, has moved to larger quarters at 253 Farmington Avenue.

---

**DAMON RUNYON CANCER FUND**

---

**GET TO DAMON RUNYON CANCER FUND**

---

**THE BILLBOARD**

AUGUST 9, 1952

---

**ROCK-OLA MFG. CORPORATION**

800 North Kedzie Avenue
Chicago 31, Ill.
"12 O'Clock and All's Well"

Many an operator with an AMI Model "D"
in lively locations rests comfortably at home during
the dark watches of the night. You can share this confidence
in equipment that performs without interruption. You can be sure in
the knowledge that your income continues morning, noon
or night wherever people gather in a mood for music.

The "D" is available in 30 and 40 selection
models, blond or mahogany cabinets.

AMI Incorporated
General Offices and Factory: 1150 Union Avenue, S. E., Grand Rapids 1, Michigan
THE BILLBOARD

Index of Advertised Used Machine Prices

Music Machines

<table>
<thead>
<tr>
<th>Model</th>
<th>Make</th>
<th>Year</th>
<th>Dimensions</th>
<th>Color</th>
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<td>A.</td>
<td>1948</td>
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Other Machine Prices

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WURLITZER

1485L | $249.00 |
147M | $239.00 |
146M or 5 | $129.00 |

HIDEWAYS

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<tr>
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WURLITZER 1415

1415 Model 1 | $146.00 |

MUSIC SYSTEMS INC.

ECRU WICKER MIKE | $1225.00 |

Post War

MUSIC EQUIPMENT

Bargains

Write, wire, phone, 1/3 deposit, balance C.O.D.

SEEBURG

1485L | $249.00 |
147M | $239.00 |
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1415 Model 1 | $146.00 |

MUSIC SYSTEMS INC.

ECRU WICKER MIKE | $1225.00 |
United Ships
- Continued from page 54

In 8 which lights up after all players have completed the tenth frame. This number lights up on a mystery basis. Thus, if the number appearing near the top of the backgkround is 4 all players whose final score ends with 4 are winners. With this feature it is possible for players to have a different score such as 116, 134, 144, 154, and 225 (plus many others) and yet each would be a winner since the last digit was matched.

The extra play appeal idea of the game is simulated so that lights up after play is completed. When the player lights up above the matched digit it flashes red for 10 minutes. When player eates the digit every movement match is noted where the digit and star are matched a bell rings twice.

NEW PITCHER SET TO BOW

CHICAGO, Aug. 2 - The growing importance of coin-operated slot machines in drawing new manufacturing blood to the field on a stepped-up basis is indicated by the news that Coin-Operated Supply Company, headquarters in New York, has assigned its New York division and will open a new plant in the city's suburb.

The company is one of the leading manufacturers of coin-operated slot machines and has been in operation for over a dozen years.

The company's new plant will be located in a new building on the outskirts of the city. The building is being erected at a cost of $1,250,000 and will have a capacity of 1,000 machines per month.

The plant will be equipped with the latest in machinery and will be operated by a large force of skilled and experienced workers.

The company's management has expressed great confidence in the future of the slot machine industry and is looking forward to a prosperous future.

Milw, Ops Plan Charity Drive

MILWAUKEE, Aug. 2 - A group of leading sportsmen and music operators have banded together to form an organization representing the interests of the Community Chest drive.

The group thus far includes Jim Dolan, Ben Cap, Sam Henry, Charlie Nelson, Harry Oudt and Ken Kulow. They have decided to lend up the city's opera and encourage either private donations or special fund-raising promotions thus contributed.

Walter Illinois Horse Shows

NEW YORK, Aug. 2 - Walter Illinois Horse Show, national distributor for the Illinois State Bank of Commerce, and its mechanical house, reported this week's dividends have increased and therefore the firm was listing up.

The horse is made of selection, measuring 141 inches from floor to nose, weights 120 pounds and has a short neck on it heading peak. The horse rears on its only suspension and has a placed heralded speed.
Cointem You Know

Los Angeles

B. & J. Howard Food Service, operators of Best Meal Coffee Bar at 1510 E. Broadway, has installed SodShopee machines on counter. These machines, basically black metal, are in the coffee-machines division of the company. An SodShopee cup service will be inaugurated in a few weeks.

David Friedman, 21, of 1477 N. Nebraska, veteran coin machine man and son of Mr. and Mrs. E. Friedman of Pacific Palisades, Conn., has been appointed sales manager of the new coin machine division of the company. The division has already installed SodShopee machines in 20 California cities, and the company plans to expand its operations to the entire country.

Vital Statistics

Deaths

F. W. Straw, suddenly a heart attack in Laguna Beach, Calif. Straw, was a veteran of the food division of the Western Vending Machine Operators Association and a past vice-president of the group. Survivors are his widow, Doris, two sons, a daughter and a sister.

David Friedman, 21, father of the new coin machine man and son of Mr. and Mrs. E. Friedman, has been appointed sales manager of the new coin machine division of the company. The division has already installed SodShopee machines in 20 California cities, and the company plans to expand its operations to the entire country.

Chicago

Carl T. Shaw, chief service engineer for Bush Distributing Company’s coin department, has been appointed service manager for the company’s new Chicago location. Shaw has been with the company for 10 years and has served as service manager for the company’s Chicago office for the past three years.

For the best deal, do your shopping at PURVEYOR...

Chi Coin Bows

- Available in a variety of colors
- Made from high-quality materials
- Easy to use and operate
- Perfect for use in any setting

Chi Coin Bows, the popular new product, is now available in a variety of colors and made from high-quality materials. They are easy to use and operate and are perfect for use in any setting. Whether you need them for personal use or for business, Chi Coin Bows are the perfect choice.

Cancer strikes one in five

Cancer remains one of the leading causes of death in the United States. According to the American Cancer Society, one out of every five deaths in the United States is due to cancer. This means that cancer affects one in every five Americans at some point in their lives.

Williams Makes

- Available in a variety of colors
- Made from high-quality materials
- Easy to use and operate
- Perfect for use in any setting

Williams Makes, the popular new product, is now available in a variety of colors and made from high-quality materials. They are easy to use and operate and are perfect for use in any setting. Whether you need them for personal use or for business, Williams Makes are the perfect choice.

For more information, visit our website at www.coinsociety.org
NOMINATED THE LEADER

"Super TWIN"

CALIFORNIA
"SUPER TWIN ROTATION has terrific appeal and Boy!—what collections!"
—Los Angeles

INDIANA

KENTUCKY
"SUPER TWIN ROTATION is more fun than the latest shuffle bowler. Earnings prove it."
—Louisville

VOTE TODAY
Everyone loves a WINNER—everybody respects a LEADER!
That's why "SUPER TWIN ROTATION" has earned the acclaim of operators, locations and players.

Your order blank is your ballot—vote for "SUPER TWIN ROTATION"—TODAY!

EXHIBIT SUPPLY
OF THE PARTY!

ROTATION

THE ELECTRONIC SENSATION!

IOWA

"SUPER TWIN ROTATION is preferred by players—almost double the earnings of the latest six-player bowler."
—Des Moines

ILLINOIS

"SUPER TWIN ROTATION has taken in more money per week than any other three games in our play room!"
—Chicago

NEW YORK

"...$186.00 for seven days in a location which had averaged $60.00 per week on the six-player bowlers. Players in this location have found many, many interesting ways to play SUPER TWIN ROTATION."
—New York City

SEE IT! PLAY IT! ORDER YOURS TODAY!

YOU CAN'T LOSE!

"SUPER TWIN ROTATION" is the Mystery Game of the Year—but there's no mystery about its popularity. Be sure that you back the people's choice—"SUPER TWIN ROTATION."

There is a "SUPER TWIN ROTATION" distributor in your territory. Call him today—be the first to offer this terrific money-maker in your area.

- ALBERTA VENDING MACHINES, LTD.
  109 Seventh Ave. E - CALGARY, ALBERTA, CANADA
- ATLAS MUSIC CO.
  201 North St. - DES MOINES, IOWA
- BANNER SPECIALTY CO.
  191 Grand Ave. - PHILADELPHIA, PA
- BANNER SPECIALTY CO.
  5613 Fifth Ave. - PITTSBURGH, PA
- BIRMINGHAM VENDING CO.
  540 Second Ave. N - BIRMINGHAM, ALA
- BORDER SUNSHINE NOVELTY CO.
  2419 North Fourth St. - ALBUQUERQUE, N.M.
- LYN BROWN CO.
  1707 W. Pico Blvd. - LOS ANGELES, CALIF.
- BUSH DISTRIBUTING CO.
  264 N. W. 26th St. - MIAMI, FLA
- BUSH DISTRIBUTING CO.
  60 Fountains Ave. - JACKSONVILLE, FLA
- CLEVELAND COIN MACHINE EXCHANGE
  2051 Prospect Ave. - CLEVELAND, OHIO
- COPeland DISTRIBUTORS
  906 N. Western - OKLAHOMA CITY, OKLA
- EMPIRE COIN MACHINE EXCHANGE
  1514 Western Ave. - CHICAGO 22, ILL.
- FIRST DISTRIBUTORS
  1750 W. North Ave. - CHICAGO, ILL
- GENERAL DISTRIBUTING CO.
  2814 Main St. - DALLAS, TEXAS
- GENERAL VENDING SALES CORP.
  246 W. Balbo Dr. - CHICAGO, ILLINOIS
- GINSBERG MUSIC CO.
  ROYSE, NEW MEXICO
- T. B. HOLLIDAY CO.
  707 Main St. - COLUMBIA, S.C.
- LIEBERMAN MUSIC CO.
  265 Plymouth Ave. N - MINNEAPOLIS, MINN.
- MODERN DISTRIBUTING CO.
  2127 Teippe St. - DENVER, COLO.
- MIKE MUNYES CORP.
  517 Park Ave. - NEW YORK, N.Y.
- REDD DISTRIBUTING CO. INC.
  264 Madison Ave. - ALTON, ILL.
- REDD DISTRIBUTING CO. INC.
  411 St. Louis Ave. - WEST SPRINGFIELD, MASS.
- A. P. SAUVE & SON CO.
  7537 Grand River Ave. - DETROIT, 4, MICH.
- SOUTHERN AUTOMATIC MUSIC CO.
  335 S. Broad St. - CINCINNATI, OHIO
- SOUTHERN AUTOMATIC MUSIC CO.
  270 W. Market St. - DAYTON, OHIO
- SOUTHERN AUTOMATIC MUSIC CO.
  301 E. Main St. - FT. WAYNE, IND.
- SOUTHERN AUTOMATIC MUSIC CO.
  124 W. North St. - INDIANAPOLIS, IND.
- SOUTHERN AUTOMATIC MUSIC CO.
  1108 Broadway - CINCINNATI, OHIO
- DAN STEWART CO.
  140 East Second South St. - SALT LAKE CITY, UTAH
- UNI-CON DISTRIBUTING CO.
  3410 Main St. - KANSAS CITY, MISSOURI
- UNITED DISTRIBUTORS, INC.
  912 E. Genesee - DETROIT, 3, MICH.
- UNIVERSITY COIN MACH. EXCH.
  812 N. High St. - COLUMBUS, OHIO
- VARIETY DISTRIBUTING CO.
  555 Girard St. - U.S. - ATLANTA, GA.
- W. B. DISTRIBUTING CO.
  1027 Melba St. - ST. LOUIS, MO.
- WESTERN DISTRIBUTORS
  1241 S. 7th St. - PORTLAND, ORE.
- WESTERN DISTRIBUTORS
  2308 Effret Ave. - SEATTLE, WASH.
Salentelli's, Ebbin, and other local bars and taverns, are trying to attract more customers by offering live music and weekend events. The mayor of the city, Michael Gonzalez, has said that he believes the city's economy will continue to grow despite the current economic downturn.

In other news, the New York Times reported that the city's budget deficit has increased by $50 million, due to a decrease in tax revenue. The city council is expected to vote on a new budget next month, which will include cuts to some city departments.

The city's mayor, Michael Gonzalez, has also announced that he will be running for re-election in November. He is currently leading in polls by a margin of 10 percentage points over his nearest challenger.

In local sports news, the New York Giants defeated the Dallas Cowboys in their season opener, 35-21. The Giants' quarterback, Eli Manning, threw for 279 yards and 2 touchdowns in the game.

In other news, the New York Jets defeated the New England Patriots in their season opener, 27-17. The Jets' quarterback, Sam Darnold, threw for 265 yards and 2 touchdowns in the game. The Jets' defense also held the Patriots to just 17 points, including 6 points in the fourth quarter.
**Invitation to Increased Profits with these 2 KEENLEY Four Player Bowlers**

**Keenley High Score League Bowler**

- High score for week from 160 to 275!
- Match score or mystery score - either or both can be eliminated!
- Meets changing location requirements.
- Picks up any combination of pins, including 6, 10, and 4.7 each.
- Plastic EVER-SLICK Silent Playfields.
- Keenley's Jumbo Fly-Away Pins.
- 30-10 automatic scoring.
- Up to 4 players each game!

**Keenley's Super Deluxe League Bowler**

- 2 scores:
  - 9 ft. long
  - 2 ft. wide
  - 8 ft. long
  - 2 ft. wide

**Remember!**

> Match and mystery score take in more!

**Order from your Keenley Distributor**

**Special Bally Futurities**

- Beautifully crafted
- $247.50 ea.
- Spot lights
- $339.50 ea.

**H. C. Evans & Co.**

- 154 W. Carroll Ave.
- Chicago 7, Illinois

**Get London's Quality, Low Prices and Help Your Service Behind Your 1952 Campaign for Profits!**

**What's new in coin machines?**

- Find out every week in *The Billboard*.

**Alexander Disney**

- Chicago Coin & Player
- 130 E. Howard St.
- Chicago 11, Illinois

**Wanted to Buy for Cash**

**Wright-Wire-Phone**

- Chicago Coin & Player
- 130 E. Howard St.
- Chicago 11, Illinois

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**For a Fast Controlled Game**

**SLICK Shuffleboard WAX**

**ARCADIE GEMS from the ARCADE KING**

**ELECTRONIC INDUSTRIES**

**GIVE TO THE RUNYON CANCER FUND**

---

**EVANS' Profit Stimulating Counter Games**

**MIAMI COLOR**

- Good for Clubs, Hotels or
gastropubs. Over 300 different
women people appreciated.

---

**Cobra Cartridges**

**Bally Futurities**

**Bally Futurities**

- Beautifully crafted
- $247.50 ea.
- Spot lights
- $339.50 ea.

**New Orleans Novelty Co.**

- 135 Magazine St.
- New Orleans, La.
- Tel. Canal 2359

**GIVE TO THE RUNYON CANCER FUND**
CLOSEOUT

* SPECIAL SUPER-CARD SCORES
3-IN-LINE ON SUPER-CARDS
EASIEST SCORES

* SELECTIVE-BUTTON PLAY
INSURES BIG EXTRA-COIN PROFITS

* GAY HOLIDAY COLORS
IN RECLINING, CABINET
AND PLAYFIELD

* ILLUMINATED PLAYFIELD

* TROUBLE-FREE MECHANISM
NATIONAL REJECTOR

NEW! HE DANCES FOR PENNIES!

INTRODUCING
"DANCER DAN"
TAP DANCING
MARIONETTE
Trade Stimulator

$29.50

Send in one of these slips, or ask for our special price in person.

DANCER DAN

GIVE TO DAMON RUNYON CANCER FUND
NOW! The Ride That Has Everything!
SUPER-SONIC--SUPER-SENSATIONAL

ATOMIC JET

"Every Take-Off A Pay-Off"

It blasts off on "atomic power"! It fires atomic guns! It rocks and rolls as it speeds through the "stratosphere"! You feel the air sweep past! Flying lights flash on and off during the flight!

Here is the greatest traffic stopper in kiddies' rides ever developed!

It's New!
It's Safe!
It's Thrilling!

ATOMIC JET HAS MORE SPECIAL FEATURES THAN WERE EVER BUILT INTO ANY SINGLE RIDE BEFORE!


All electronic parts of Atomic Jet are set under cockpit dash panel where they are easily accessible for repairing if necessary. All mechanical parts are accessible through doors and hatchway in base. All doors open with keys.

All parts are removable with thumbscrews, switches, and Jones plug--making Atomic jet unequalled technically. A schematic diagram of its electrical construction is shipped with each machine.

ATTEND THE PREMIER SHOWING NEAREST YOU

You will want to see this great ride in action, to prove to yourself that this is truly the greatest money-making opportunity ever to come your way.

PREMIER SHOWINGS WILL BE HELD MONDAY AND TUESDAY, AUGUST 11 AND 12 AT...

Double U Sales Corp. 1101 Cathedral St. Baltimore, Md.
Brilliant Music Co. 19962 Livernois Ave. Detroit, Mich.
Culp Dist. Co. 1405 E. First St. Tulsa, Okla.
Automatic Enterprises 2231 W. Pico Blvd. Los Angeles, Calif.
Advance Automatic Sales Co. 1350 Howard St. San Francisco, Calif.
Sheldon Sales, Inc. 881 Main St. Buffalo, N. Y.
Belgo-American 112 rue des Plantes Bruxelles, Belgium
Service Games 210 Mokua St. Honolulu, Hawaii

SEE ATOMIC JET -- THEN ORDER IT! AVAILABLE FOR IMMEDIATE DELIVERY!

ATTENTION DISTRIBUTORS
Choice Territories Are Now Open!

CONAT SALES CO., INC.
EXCLUSIVE WORLD WIDE DISTRIBUTORS
631 10th Avenue, New York 36, N. Y. • Circle 6-4100
**Long Beach**

*Exciting!*

3 card - 5 ball with new double score

game-to-game feature for repeat play!

3-4 or 5 adjoining numbers connected by white lines in any section score replays

**New “Double” Feature**

carries over from game to game until scored. nothing like it ever before! it's exclusive with long beach and the greatest carry-over of all time!

**Return Ball Pocket**

when lit advances arrow across backglass to double score. remains lit from game to game until score is made in each section!

**Extra Ball Feature:**

player can “buy” up to 3 additional balls with extra coins!

**It's “Long Beach” by Williams longer on profits!**

*Deluxe in every detail! Beautifully illuminated playfield! Plenty of action!*
Ride THE CHAMPION
by Bally
GREATEST MONEY-MAKER
IN THE
ENTIRE AMUSEMENT INDUSTRY!

- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START
- PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

10¢
A RIDE

RETRACTABLE CASTERS
FOR EASY MOVING
One in front of an Illinois drug-store, a lady rides
THE CHAMPION. Retractable casters permit easy,
gliding movement of THE CHAMPION. Simply insert
key-wrench in caster key-hole... a quick turn and
THE CHAMPION is up on 4 smooth casters, ready to roll.
Base sets solid when casters are retracted.

RIDE THE CHAMPION
10¢

THE CHAMPION in children's wear depart-
ment of a New York department store
stimulates extra sales of play garments.

CHAMPION is a registered trademark

Bally MANUFACTURING COMPANY
DIVISION OF IGA MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Palm Beach
See Page 112
AUGUST 9, 1952

THE BILLBOARD

COIN MACHINES

Chicago Coin's
10th Frame Bowler

"JUST LIKE"
REGULATION BOWLING

BECAUSE

A STRIKE IN THE 10th FRAME
GIVES PLAYER 2 EXTRA SHOTS.

A SPARE IN THE 10th FRAME
GIVES PLAYER 1 EXTRA SHOT.

NO MORE
"ONE-SIDED" SCORES

GAME IS COMPETITIVE 'TIL LAST PUCK IS THROWN.

SIZE
8 FT. X 2 FT.

IT'S TIMELY! — TERRIFIC! —
— THRILLING!

Chicago Coin's
BAND BOX
AN ANIMATED SPEAKER

EASILY CONNECTED TO ANY JUKE BOX

ASK ANY SMART MUSIC OP:

BAND BOX WILL HOLD ANY TOP LOCATION
BAND BOX ACTUALLY INCREASES EARNINGS
BAND BOX PUTS LIFE IN ANY LOCATION
BAND BOX IS TROUBLE-FREE

SIZE: 2 FT. X 4 FT. X 2½ FT.
SEE YOUR DISTRIBUTOR

Chicago Coin
MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS
SPECIALY DESIGNED
To meet your customers demand for SAFETY and STAMINA

BIG
BRONCO

THE ONLY MECHANICAL
HORSE ON THE MARKET
THAT IS SAFETY APPROVED

by
UNDERWRITERS

LABORATORIES

IT TROTS—
PULL THE REINS...
IT GALLOPS!

A Distinct Change of
Gait ... Not Merely a
Change of Speed!

See It at Your
Exhibit Distributor
Today . . .

EXHIBIT SUPPLY
4218-30 W. LAKE STREET
CHICAGO 24, ILLINOIS
UNIVERSAL’S

Spotter Feature
SPOTS 1 TO 6 NUMBERS FOR EXTRA COINS.

Double Score Feature
DOUBLE SCORE ON FIRST, SECOND OR THIRD CARD OR ALL THREE CARDS FOR EXTRA COINS.

Extra Ball Feature
1, 2 OR 3 EXTRA BALLS CAN BE PURCHASED AFTER ONE OR MORE OF THE FIRST 5 BALLS HAVE BEEN PLAYED.

Method of Scoring
THREE, FOUR OR FIVE IN-LINE-SCORING... DIAGONAL, VERTICAL AND HORIZONTAL.

Serviceability
EASY TO SERVICE... MECHANISM LOCATED IN BACK BOX AND ON HINGED BACK DOOR.

STANDARD PINBALL CABINET SIZE.

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
WHY
Select-o-matic

music systems are
setting new
standards of performance
in tens of thousands
of locations

ONLY SEEBURG HAS THE Select-O-Matic "100" MECHANISM.

Only the Select-O-Matic "100" plays records in the vertical
position ... never drops a record ... never
turns a record over.

The world's first mechanism designed exclusively
for the playing of 45 R. P. M. records.

The music system with the Selector Panel that's designed
for fast reference and easy selection.

The music system that's "years ahead in design."

AMERICA'S FINEST AND MOST
COMPLETE MUSIC SYSTEMS