

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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

Disk Reps Shy At Music Meet Due to Snafu

NEW YORK, Aug. 2.—Record manufacturers were not strongly represented at last week's convention of the National Association of Music Merchants—a paradoxical point stemming from a situation that had its inception months ago. When the Record Industry Association of America was founded, the N.A.M.M. tendered the disk org an invite to participate. The disk industry, however, was trying to solve problems engendered by a heavy wave of price-cutting. RIAA felt that participation in the N.A.M.M. might cause some embarrassment to diskers, particularly if a group of dealers proved obstreperous. RIAA declined the N.A.M.M. invitation.

Subsequently, the passage of a national Fair Trade law changed the atmosphere, and made possible a better relation between the music dealers and disk manufacturers. RIAA asked to participate, but the request came too late, and adequate participation could not be arranged.

Miss Philly '51 Sues to Get 10G in Prizes

PHILADELPHIA, Aug. 2.—Margaret Ramsdale, who has been working as a nitery singer, got tired of waiting for the "prizes" promised when she won the Miss Greater Philadelphia of 1951 crown at the Earle Theater. This week, while singing at the Celebrity Room, Miss Ramsdale filed suit in the local Common Pleas Court against the Junior Chamber of Commerce, which sponsored the beauty contest, seeking the \$10,000 for prizes she allegedly was promised but never received.

She claimed that she did not get a college scholarship, a two-week all-expense trip to Florida, complete wardrobe and a trip.

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BRIGHT PROSPECTS

Season Looks OK For Auds, Arenas

CHICAGO, Aug. 2.—It's nearly ready time for arena-auditorium managers of the U. S. and Canada, and biggies in the field will gather at two separate conclaves within the next two weeks to map their 1952 activities.

Members of the Arena Managers' Association will convene Monday and continue their sessions thru Wednesday in Atlantic City. Building managers in the International Association of Auditorium Managers will pow-wow Sunday (10) thru Wednesday (13).

Hope, Garland Eyed by Jello

NEW YORK, Aug. 2.—General Foods this week, for its Jello Division, was considering the radio sponsorship of either of two top showbiz personalities—Bob Hope or Judy Garland. Program would be a late afternoon strip to be aired over the National Broadcasting Company's radio web.

Jello wants these personalities to be identified with its product saleswise. The program would feature chatter should Hope win the nod, and music should Miss Garland win out. Young & Rubicam is the agency.

NBC-TV Shows Olympics Film; Finns Yell, Lenser Scrams

HELSINKI, Aug. 2.—Allegedly unauthorized showings of TV film coverage of the Olympics games by the National Broadcasting Company last week resulted in an international incident. Altho NBC and the other webs had declined to shell out the \$300,000 asked by the Finns for TV rights to the games, cameraman J. Oxle, working for NBC, took a camera into the stands last week and managed to lens several events before he was spotted by officials.

Ginger Again Set for TV

NEW YORK, Aug. 2.—The Columbia Broadcasting System this week was submitting a one-hour, one-shot TV holiday show to agencies built around the talents of Ginger Rogers. The program would cost between \$50,000 and \$60,000. Miss Rogers was to do a program for CBS-TV this past spring, but the deal fell thru.

for the Sans Souci Hotel, Miami Beach.

As the aud-arena execs prepared to take off for their respective conventions, most of them were optimistic over the outlook for the 1952-1953 season. Aud-arenas have their problems but, compared to most segments of show business, particularly indoor operations, their outlook is definitely on the bright side.

For one thing, the staple attractions, like ice shows, sports shows and circuses are established crowd-pullers and there is nothing to indicate that attendance will not hold up. In fact, there are some signs that attendance for some staples—and some of the new, added attractions—will top that of the 1951-52 season.

Some of the soft spots in the national business picture—those cities which have felt the impact of the steel strike—should firm up before the outset of the arena season, and the building managers generally figure there will be no major labor unrest thru the 1952-53 season.

The outcome of the two national political conventions has brightened the outlook, many building managers point out. Generally they see a step-up in defense work as a result of the negotiations made by both parties.

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Film was flown here and aired over NBC's "Camel News Cavalcade" as an exclusive last week. Meanwhile the Olympics committee went into action, and early this week Finnish diplomatic officials sent an official protest to the State Department in Washington.

In answer to a State Department query, NBC denied any responsibility for the German cameraman's action. Oxle, the web shoot activities of the Olympic teams in and around Helsinki, and covering the games was his own idea. The film, network officials explained, was aired over the Camel show before they realized what had happened. As soon as they discovered it was not authorized, the rest of the footage was shelved.

Since no further action has been taken by the State Department, NBC assumes the incident is closed. Oxle is reported to have taken a hasty trip to Sweden in the meantime.

Altho NBC officially disclaims all responsibility for the incident, an unofficial NBC spokesman said the web is by no means taking a stand against Oxle, who

Second Annual Auditorium-Arena Review Begins on Page 47, This Issue

Prep Film on Glenn Miller

HOLLYWOOD, Aug. 2.—The life story of the late Glenn Miller will be lensed by Universal-International, following an agreement worked out this week between Mrs. Helen Miller, widow of the famed orchestra leader, and Aaron Rosenberg, producer of the forthcoming film.

Under terms of the deal, music by the Miller band will be utilized in the film. Numbers will be selected from the many tapes and recordings now in the possession of Don W. Haynes, ex-Miller personal manager, who is now head of the Miller Transcriptions, Inc. Here, a diary, kept by Haynes during the time that the Miller AAF orb led the States June 22, 1944, and when Haynes returned to the States August 12, 1945, after Miller's death, will be utilized to produce an accurate story of Miller's wartime service.

Officials Fear Adverse Effect On Pubservice

Mood Growing for Open Competition Between 2 Media

WASHINGTON, Aug. 2.—The long, hard battle put up by the affiliated radio stations of the Columbia Broadcasting System and the National Broadcasting Company against persistent efforts of the two major webs to cut radio rates has attracted the attention of at least two key members of the Federal Communications Commission to the degree that the FCC may eventually attempt to move against ownership by single corporations of joint radio and television operations.

FCC commissioners have been watching the rate crisis with considerable interest. Chairman Paul Walker, indeed, made a comment re the inadvisability of downgrading radio in his talk before the National Association of Radio and Television Broadcasters in Chicago last April, and at least

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TV Barred to Quebec Clubs On B'cast Eve

QUEBEC, Aug. 2.—Up to the present, the showing of television on premises holding a liquor license from the Quebec Liquor Commission is banned. Chez Paree, Top Hat, and many other clubs had their sets installed and working on test patterns being sent out from CBC during the last month.

However, in the eve of the first television broadcast of a test baseball game, July 25, Q.L.C. inspectors notified all permit holders to "yank out your sets until further notice." The banning of television in bars is covered under their regulations.

It is thought that this may be reconsidered at a later date, but in the meantime no bars are mentioning, or even keeping a TV set on the premises.

Lewis Here As "Auf" Wows

NEW YORK, Aug. 2.—In the wake of London's high-riding hit "Auf Wiederseh'n, Sweetheart," E. R. (Ted) Lewis, president of Decca Records, Ltd., will arrive in this country aboard the Queen Elizabeth on Monday (4). The London Gramophone Company is the American subsidiary of British Decca. Lewis is expected to remain here for several weeks.

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INTERESTED IN SILVER?

worn silverware, that is. Well, here's a brand new product for renting affordable old silver pieces. It's called "Nu-Silver"—and you'll find it listed just a buck in this week's classified section.

And if you're interested in silver—again that is, the kind you won't have to replace, get in on the really big bargain offered in the Music Coin Machine and General classified pages this week. Or use them in weeks to come for quick, profitable sales in terms of your own. Whether you're buying or selling, your best bet's The Billboard Classified pages.

What Do You Want to Buy or Sell?

See pages 15, 44, 87, 101

Billboard Backstage

By JOE GSIDA

Na more than a couple of years have gone by since I first met a kid named Al Grant. A big-muscled, big-hearted, happy-go-lucky fellow he was. And stoically starving to death, making an occasional demonstration record for music publishers. Right this minute I am looking at a batch of British newspapers (The London Daily Graphic, London Daily Herald, London Chronicle, London Daily Mirror, London Star, London Daily Mail, London Times) and they are loaded with pictures of and stories about this same youngster.

His name is Guy Mitchell and it will come as no news to readers of The Billboard that he is no longer starving to death. His popularity in the U. S. has long since been established, but when he flew to England a couple of weeks ago to play the Palladium, he had some concern over how he would be received.

Here (in a couple of typical London newspaper comments) is how he did:

The Chronicle: "Guy Mitchell got some crashing rounds of applause from his British record fans last night. At the end of the

show, his first nervousness gone, he skipped nonehalantly round the mike singing the favourite tune, "There's a Pawnshop Round the Corner," and was presented with a large pawnshop sign made of orange and white flowers. He has an easy, mellow voice. He looks sturdy and jolly. He sings cheerfully."

The Times: "Mr. Guy Mitchell, whose prowess as a popular vocalist has in the short space of 18 months made him a gramophone best seller, has come to this country from America to stand the test of an appearance in the flesh. Last night he stood it well. The secret was no doubt in part because of his boyish vitality and also of his marked disinclination to be over-sentimental. Singers of this order must, of course, give fair measure all around, but as this young man is no epicure, the excruciating pangs of the crooner were but sparingly demonstrated."

This is Thames talk for "sensational," which is exactly what young Guy did in London. If you'll just look across the aisle at columnist Leigh Vance's London Dispatch, you'll find further confirmation. And, too, comes a letter from my good English friend,

music publisher Reg Connelly. Reg writes that Guy packed the Palladium, and in stifling weather. The big London variety house is not air-conditioned, and a performer has got to have it plenty to bring them in, at the peak of a hot, humid London summer.

All of which again demonstrates several facts: (1) That Guy Mitchell is a great singer and performer, and a big, appealing kid to London audiences as well as Yank fans; (2) that records are the most amazing device yet invented for lifting a lad clear from obscurity to stardom... and not only here at home, but right around the world.

Right around the world and into the parlors of the folks born to the purple. One night after the Palladium show Guy was invited to the brawl Douglas Fairbanks Jr. and his missus tossed to celebrate the engagement of Lord Ogilvy and heiress Virginia Ryan. The room was thick with titles. And the Duchess of Kent, one of the gals, told the kid who was stotically starved to death just a couple of years ago: "From now on I am one of your bobby-soxers."

Legit Line-Up

Last week's negotiations between the Scenic Artists Union and the Scenery Suppliers Association, repping employers, have been satisfactorily settled, according to Arne Lundborg, the union's business agent. Under a new contract, running to April 1, 1955, the scenic artists win a pay hike based on cost of living index plus a 10 per cent boost to be applied to salary or for fringe benefits. In addition, the employing association agreed to withdraw a complaint lodged with the National Labor Relations Board, alleging that the union's dues and initiation fees were excessive.

The Cort Theater has been selected as the base of operations for the Edmund Beloin-Henry Garson comedy, "In Any Language," which will bow in October 8 under the banner of Jules Siefr and George Abbott. Uta Hagen will play an American picture star who gets involved with an Italian director while on a vacation in his homeland, and for whom she elects to make a picture. Raoul Pene du Bois has been commissioned to design sets and costumes. New Haven and Boston break-ins will precede the Stems unveiling. Francis Drake Ballard has acquired the rights to three books by Irving Bacheller on the life of Abraham Lincoln—"A Boy for the Ages," "A

Man for the Ages" and "Father Abraham." A legit drama is being adapted from the first book and a TV script from the second, dealing with Lincoln's manhood, is on the agenda. It was presented recently radiowise with Joseph Cotten in the top role. The new projects are planned for next year with David A. Bader, lit representative, associated with Ballard.

Eastwise, Charles Laughton's adaptation of the Stephen Vincent Benet poem, "John Brown's Body," looks to be tops. Paul Gregory signed Judith Anderson this week. Tyrone Power and Raymond Massey have been previously announced. Director Laughton will put "Body" into rehearsal November 1, with a 10-week tour of some 68 stands to follow. New York will likely get it out about February.

Still a moot question is the identity of the director of Arthur Miller's "Those Familiar Spirits," which Kermit Bloomgarden expects to put on the Stem by late November. Robert Lewis has been reported as likely to get the assignment. However, author Miller would first like to talk things over with such eminent staging craftsmen as Jed Harris, Harman Shumlin and Daniel Mann, and he will forward copies of the script to each upon completion.

Latest potential entrant in the Stem season's sweepstakes is a melo thriller by Edwin Justus Mayer, "A Night at Mme. Tussaud's." Ben Krans, vet Stem stage manager, is making his debut as a producer by presenting Miriam Hopkins and Peter Lorre as co-stars in the Grand Guignol chiller. Incidentally, Lorre will be making his Broadway legit debut also. The melo goes into rehearsal Monday (4) and will start a five-week silt tour in mid-August at Norwich (Conn.) Summer Theater. No date is set yet for a Stem arrival.

George Howe, Clive Ravill and Nigel Green will be the only imported British players in "The Trial of Mr. Pickwick," which the Playwrights Company puts into rehearsal August 25. The remaining 27 roles will be filled by Faculty players here. Tentative plans call for Stem preview performances substituted for a road break-in... Robert C. Schmitzer has been appointed general manager for the United States' offerings in the Berlin Festival 1952. Participation in the festival is sponsored by the State Department's Office of Cultural Exchange, with the American National Theater and Academy acting as its professional representative. American contributions to (Continued on page 67)

Parties Ready To Spend 2 Mil For Radio, TV

WASHINGTON, Aug. 2.—Impressed by the political impact from the roles played by TV and radio at the recent Chicago national conventions, both major parties revealed plans here to go all-out in the use of the two media in the coming campaign. Leaders of the Republican National Committee preparatory to quitting this city for a Denver week-end huddle with the party's presidential and vice-presidential candidates, strongly indicated that the committee is ready to buy more than \$1 million in TV-radio time in the 1952 election campaign, compared with \$700,000 in the 1948 national election. Democratic National Committee bigwigs, figuring on big TV and radio build-up to help familiarize the public with their top candidates, contemplate spending an amount at least equal to the GOP's this year, compared to \$750,000 spent for the media in 1948. A greater portion of the Democratic money will go to radio, but TV will profit by a tremendous increase in its allotment. Four years ago the Democratic National Committee spent only \$15,000 for TV, which is now due to receive many times that sum from the source.

Contracting for TV time for Democratic presidential nominee Adlai Stevenson and his running mate, Sen. John Sparkman of Ala. (Continued on page 1)

London Dispatch

By LEIGH VANCE

LONDON, Aug. 2.—The British are traditionally cagey about coming across with figures. But one thing is certain—Guy Mitchell is doing fabulous business at the Palladium. He was plainly nervous on the first night, when most of the critics caught him. But I stepped in again on the fifth night when he was a different man, easy, relaxed, obviously in complete control of his audience. And what an audience! Rumor says Mitchell is the biggest draw after Danny Kaye, who comes into a special category at the Palladium. When I caught the show again, Britain was sweltering under a heat wave—usually enough to keep crowds away from the un-cooled Palladium. But on that night I counted only six unoccupied seats in the stalls. Even the boxes were filled. With the crowds standing along the walls I estimate there were 2,800 people there. And that was being a typical reaction to Mitchell, which started even the Palladium staff, who had not realized his disk reputation carried such weight here. Val Parnell signed him up for a second season within a few days of the opening. And he seldom gambles on anything but winners.

SCHISM THREATENS MUSICIANS' UNION

The Musicians' Union here got tough this week with at least seven of its members who played in a banned jazz concert at the Festival Hall a while ago. The charge read: "For concert prejudicial to the interests of the union." Not all of the musicians who played at the concert have been expelled. It seems the MU has had difficulty in finding out exactly who was there. But Lester Ron Simpson led his complete band of union members, not all of whom have been charged. This brings up a pretty problem. Some of that band have now been expelled. By MU rules, no member is allowed to play with a non-member. Question is now, will the band split, or leave the union? Already o'er members have met to discuss forming a breakaway union. These have nothing to do with the case listed above. They are mainly name players who will call their union the "Dance Musicians' Union." Asked if the breakaway group would favor the entry of American players to this country, a spokesman replied: "The membership will decide our policy. But I think that so far most are in favor of controlled entry."

APPROVE \$22.40 LEGIT MINIMUM

The Council of British Actors' Equity this week approved the new London Straight Play (Legit) Contract which puts the minimum (Continued on page 67)

Olympiad Sets Marks, But Not At Box Offices

HELSINKI, Aug. 2.—In general, amusement enterprises in this Finnish city will wind up in the red (no pun intended) at the close of the Olympic Games tomorrow. While the city has been jammed with visitors, the per capita spending on amusements has been surprisingly low, officials claim.

Altho some sunspots have noted a pick-up in revenue since the Games began, many have suffered, two closing down entirely. Weather conditions having been anything but pleasant, an important reason for the poor business done. Another factor is the large number of visitors coming in on "all-inclusive" tours, this type as a rule, spending little in the way of entertainment. Several large steamships in port serve as floating hotels during the Games and their passengers don't spend much ashore, except for the usual souvenirs and sight-seeing trips.

Picture Business

By LEE ZHITO

HOLLYWOOD, Aug. 2.—It really isn't a series of earthquakes that daily rock Hollywood. Look a little closer and you'll find it's the Justice Department's antitrust action filed against the major theatrical film producers and distributors aimed at forcing them to release feature film productions to TV. If you talk to some of the TV boys, they'll tell you it's about time someone did something about the moviemakers trying to snuff out free enterprise by doggedly refusing to release product for the benefit of the new medium.

You leave such discussions wondering what would be the story if the shoe were on the other foot, and inside of you you're pretty sure it would pinch them just as hard and that they'd scream in pain just as loud.

And just to prove to you that you're right, in walks the answer. A guy comes into your office with a problem. His name is Irving Leeds. He tells you he's been a roadshowman for 17 years dating back to the Civilian Conservation Camp days when he packed 35mm equipment and films around the various CCC camps to stage movies for the boys. During the war when 16mm. came into its own, he worked for Walter O. Gutlohn, Inc., which handled 16mm. distribution for RKO and Universal, and later went with Films, Inc., the firm which handles

16mm. distribution for 20th Century-Fox. Later, he returned to roadshowing, working with USO Mobile Service in staging movies for the servicemen.

As a guy who has all that roadshow experience, he's hit upon what to him seems a natural outgrowth of the roadshow biz, but to you shows considerable potential. In watching TV, Leeds has seen a lot of fine TV film product and plenty of top quality live shows. The old roadshow wheels started turning upstairs and he hit upon an idea. Why not take kines of those live shows (nearly all of them are recorded on film anyway) and a choice selection of film product produced especially for TV, and roadshow it in towns as yet unblessed by television's coming?

In bigger towns, he figures, he can make a deal with a local movie exhibitor who is looking for something that might help boost his box office—and in non-TV towns where the public has been starved for a glimpse at the top network shows it has been reading about in national magazines it will surely serve as added incentive to go to the movies. In smaller localities, he could follow the old roadshow techniques of tying in with merchants in staging the showings.

His eyes light up as his imagination races with the countless ramifications of his plan. Tele-

vision, he tells you, will benefit as a whole by getting people in non-TV areas tele minded. The networks will benefit because it will acquaint audiences with their top shows and assure a ready-made following for the programs once those shows eventually reach these markets. Sponsors would win because Leeds would retain the commercial blurb, thereby giving the advertisers coverage heretofore not reached. TV film producers would gain because Leeds intends to pay them for use of their product, thereby providing them with an added source of revenue. Why, it would even mean more work for projectionists.

So, if everyone comes out on top, you ask him, what's stopping you?

It seems the TV boys don't want to do this. Their reasons are many, and in some respects, parallel the same reasons given by the motion picture industry to television. It would involve union problems, too many clearances, legal involvements, too much red tape, all the trouble wouldn't be worth the extra revenue, etc.

That's what happens when the shoe is on the other foot. But somehow, Leeds can't quite understand why he shouldn't get a chance, why his free enterprise is being snuffed out.

Satchmo Tour Breaks Records

CHICAGO, Aug. 2.—Louis Armstrong, playing his first full tour of one-nighters in this territory after racking up three record weeks at the Blue Note here, left a string of broken house records in his wake and set the first week of the tour. In effect, Armstrong, who has never played more than five one-night stops in any year in this area, is accomplishing the current goal of most locations here—getting the public out dancing again.

Closing the Blue Note on July 24, the frontier played a private party here the following night, and on Saturday (26) he appeared at the Spring Valley, Ill., Ballroom, breaking all previous records by chalking up 1,852 admissions at \$1.75 and \$2 for a net gross of \$2,900, taking out as the band's share \$1,740.

On Sunday (27), Armstrong played Riverview Ballroom, Sauk City, Wis., and in the biggest gross of the year, with 847 people paying \$1,905.75 to hear the band. Capacity at the ballroom is 800. Playing for Al Martin at Waukegan, Wis., on July 29, Armstrong again set a house record when 2,125 persons paid \$2,846.65. (Continued on page 67)

BROADWAY SHOWLOG

Performance thru Aug. 2, 1952

DRAMAS

The Four Poster.....	10-25 '51	277
(Harlem)		
The Male Animal.....	4-30 '52	109
(Music Box)		
The Moon is Blue.....	3-8 '51	581
(Murray Hill)		

MUSICALS

Guys and Dolls.....	12-25 '50	706
(42nd Street)		
New Faces of 1952.....	3-16 '52	91
(Royal)		
A Night in Venice.....	6-26 '52	44
(Lions Beach Marine Stadium)		
Pal Joey.....	1-3 '51	244
(Broadhurst)		
South Pacific.....	4-7 '49	1,564
(Marjette)		
The King and I.....	3-19 '51	368
(St. James)		
What You Were Meant.....	6-25 '52	45
(Empire)		

RECESSING

Top Banana.....	8-2 '52	317
(Winter Garden)		
(Respers Sept. 3)		
(Grand 11-1 '52)		

REOPENING

Point of No Return.....	8-4 '52	228
(Alvin)		
(Opened 12-15 '51)		

Washington Once-Over

By BEN ATLAS

WASHINGTON, Aug. 2.—Story of the week about Potomac bureaucracy in action is supplied by a lady-member of our Washington Bureau who phoned the public relations office of Veterans Administration a couple of mornings ago to check some information. She got this reply: "Call back tomorrow, the office is getting ready to leave for a picnic."

Maybe you've been hearing the current rumor that the newly enacted McFarland law will force a serious bogging-down in hearings on TV application. Don't believe it. Maybe there'll be some stalling but it won't be because of the McFarland Act. Delay rumor got started when folks began reading provision in the new McFarland Act prohibiting the Federal Communications Commission from scheduling hearing cases before notifying participants by letter of the agency's intention to stage a hearing. Formerly the FCC could set cases for hearing without such notification to participants. Hereafter the commission, besides serving notice, must await comments. As much as six weeks might be consumed in each case by these new preliminaries. However, a lot of testimony which ordinarily would have had to await formal hearing can be put in record via written comments. Some top FCC legalists believe the new procedure will even prove a time-saver. They foresee cases where, as a result of the preliminaries, it will be determined that hearings can be avoided. That would turn out to be an economy for the government as well as applicants. One FCC legalist speculates that if the McFarland law had been operative when the American Broadcasting Company-United Paramount Theaters, Inc., merger had been proposed, the commission's deliberations might have been stepped up by at least half a year. Pre-hearing exchange required by law might have clarified several of the issues which went unresolved in formalities that preceded the ABC-Paramount case. It might even have eliminated some of the vexing questions which took up the bulk of the formal hearings before Examiner Leo Resnick.

First substantial thaw of amusement construction freeze is finally at hand. Commerce Department's latest report on construction outlays reveals that private spending for social and recreational construction in July amounted to \$11 millions, compared with \$10 millions the previous month. That's the first sizable gain since the Korean emergency. It brings the total for the first seven months of this year to \$66 millions, which is still 40 per cent behind the figure for the corresponding period

last year. . . . TV-radio industry can look for a sudden spurt in job-hunters. Office of Price Stabilization is chopping off half its staff, sending horde of editors, writers, scripters and others into the streets. Most of the excited staffers face small chance of connecting elsewhere in government immediately because of lopped budgets. OPS Director Ellis Arnall, who's beating the bushes for job openings for the doomed staffers is reported to be quietly eyeing the Democratic National Committee, which is readying to expand its TV-radio department for the coming campaign. Counterpart department of GOP's National Committee faces expansion too, but not for Truman administration empires.

FCCers are still gazing over the refreshing novelty of Gov. Adlai Stevenson's reported intention to pull out of a TV application. Commissioners aren't saying it publicly but they're immensely pleased by the Democratic presidential candidate's example. Stevenson is withdrawing his interest in a proposed TV station in Springfield, Ill., because he doesn't want to be party to any transaction pending in a federal agency while running for the job that would put him in charge of all government agencies. In marked contrast to that attitude, several congressmen and other public officials along the Potomac belt in times past have shown no such inhibition about applying for broadcast stations. Conspicuous in these cases has been the FCC's alacrity in acting on the bids.

Tokyo Mushi Mushi

By RALPH KRZYZAK

TOKYO, Aug. 2.—Anne Sterling, young television star arrived in Japan paying her own traveling expenses. She expects to go to Korea early next week to do a few shows for the fighting boys. Also arriving for a three-week series of one-night stands is the Russell Jones Trio, with Al Mitchell on guitar, Bill McRae piano, and Russell Jones doing the vocals. This is the first time that the Japanese public has had an opportunity to see a first class nee-gro trio perform, and their reception has been very good. The trio expects to play commercially to the Japanese public for three weeks and then do a week for the troops in Korea.

For entertainers anticipating a trip to the Far East on a commercial basis, I would recommend that they first get a contract with a reputable agent and get assurance of payment in U. S. dollars. Percentage deals are not very suitable for these countries. All traveling should be done by air in order to cover the great distances.

THE BARE FACTS ON STRIPTEASES

Japanese men (and plenty of women, too) are flocking to the huge burlesque houses in Japan's big cities to watch in deadpan fascination as the gals "take it off." The striptease hit its peak in 1948 and then started falling off rapidly as the great power conclusion and lost the power to shock. Then came the rise of the swordswoman drama. This was a Japanese development and one that flattered Japanese martial spirit. But when Japan became independent, April 28, audiences suddenly lost interest.

Only three months ago five theaters in Asakusa—Tokyo's combination Coney Island, Broadway and Harlem—were showing swordman pictures. Today every single one of them has

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

By BOB FRANCIS

NEW YORK, Aug. 2.—It is obviously early to prophesy with accuracy what the fall legit picture will be like on the Stem. A record-breaking heat wave has hit the show shops a body blow such as hasn't been suffered in memory. However, from a survey of things to come, except for the fact that the season will be slower getting started, the outlook stacks up to break about even quantitatively with that of last year.

As far as can be currently ascertained there are likely to be no more than three starters during the month of September. The Playwrights Company will sponsor the London importation, "The Trial of Mr. Pickwick." Irving Jacobs sets the opening of Mary Chase's new comedy, "Bernadine," for late in the month, and Peter Glenn and John York aim to offer Arthur Treacher in another comedy, "See How They Run." Over the same period last year six productions made a Stenbow, but two of them were pres-

ent for a week or less, and might better have stood in bed.

The reluctance of producers to chance an early plunge into the legit sweepstakes, as usual is attributable to a variety of reasons. Backers have taken a fine shlec-Kramm's "The Gypsies Were Lacking in recent seasons, except in the cases of a few big hits. The rights sales are practically at a standstill. Angel money isn't what it was. But the situation isn't entirely due to lack of cash. A number of productions are held up because particular players are considered necessary for the lead roles, and at the moment these are not available. A spokesman for the Theater Guild opines that early campaigning will have prospective playwrights glued to the TV and radio sets, and that the dog-days heat wave can return for an early fall visit.

However, no matter what the reasons are for holding back entrants, on paper, October balances with the same month last year with a potential of 10 productions. Scheduled are "Josephine," the Sally Benson adap-

tion of several Scott Fitzgerald short stories; "In Any Language," starring Uta Hagen; Joseph High Hat's; a revival of Israel Zangwill's "Melting Pot"; a musical, "Buttrio Square," about G. I.'s in Italy; "See the Jaguar," with Arthur Kennedy; Arthur Laurents' comedy drama, "The Time of the Cuckoo." The Theater Guild expects to have William Inge's "Picnic" ready, and wants to bring Katherine Hepburn and her current British troupe over for a limited engagement in Shaw's "The Millionaire." Michael Myerberg hopes to have his melodrama, "Third Person," prepped for a bow-in, depending on casting and financing.

If all goes as currently sketched, November will beat last season. November heralded two musicals and six straight plays. This year, the month calls for three musicals and a revue, plus five plays to add up to nine. The list includes: Terence Rattigan's "The Deep Blue Sea"; The Bette Davis revue "Two's Company"; the Franz Spencer comedy, "The Happy Antbill"; "Jolliant"; the musical that was once called "Flahooly"; a song-and-dancer with a Western flavor, "Saddle and Go"; Edwin Justus Mayer's drama, "Children of Darkness"; Robert Joseph's musicomedied version of the Verdi opera, "My Darling Aida"; and Moss Hart's yet untitled play, based on Edward Mitchell's book, "Shadows Move Among Them." Truman Capote has not yet finished his script of "House of Flowers," but Arnold Saint Subber expects it to be ready for a Broadway ring-up by the end of the month.

Of course, there can be no guarantee that the above schedule will be followed. Allowances must always be made for legit production hitches. However, by the same token, new entrants may dive into the fall swim, to wit: Peter Cookson's production of Shaw's "Heartbreak House," currently testing out in the show, and S. M. Chartock's Gilbert and Sullivan rep troupe which may make an October debut. As far as quality is concerned, the fall season fare is anybody's guess at this date, but quantity-wise it looks to average up to last year's record.

Coast Huddles By ASCAP, SPA

HOLLYWOOD, Aug. 2.—Both ASCAP and Songwriters' Protective Association held meetings here, with the host org reporting that the press-excluded meetings went off without a hitch. The ASCAP soiree, which discussed the Adams-David payment plan, was highlighted by a discussion by Judge Ferdinand P. Cora, who, like Chairman L. Wolfe Gilbert, stressed that members seek greater unity by ceasing inter-organizational skirmishes.

The SPA onfab, held Thursday (31), heard John Schulman, general counsel for the tune-pickers, explain various questions which have come up since the last meeting here two years ago. Miriam Stern, executive secretary of SPA, is remaining here another week to personally confer with SPA Coastal membership. SPA meeting drew 200 members.

Court Kayos Pollack Suit

HOLLYWOOD, Aug. 2.—The \$200,000 damage suit filed by Ben Pollack against Walt Disney Music, John Mason Howard and Paul Weston, charging that "Shrimp Warts Is Acornini" was thefted from his uncopyrighted melody, "My Cajun Souz," was ruled out of U. S. Federal District Court this week. Judge Peterson Hall ruled that the Federal Court lacked jurisdiction because all parties in the suit were California-based, where previously Pollack had charged Disney Music with a Delaware Corporation.

Suit will be refiled in Superior Court here soon.

Poor Business and Hyped TV Activity Hit Talent Agencies

Morris Overhead Doubles in Year; Agencies Forced to Cut Personnel

NEW YORK, Aug. 2.—Lagging business and over-expansion of television activities, has placed talent agencies in a position where they were forced to prune down the line, with accompanying pressure on all personnel, in an effort to get expenses down to an income level.

Probably the hardest hit was the William Morris Agency which had increased its overhead almost 100 per cent in the past year to keep pace with its increased activity in the television field. When the Morris office's big shows were on TV, the income was satisfactory, but the income, as had been anticipated, with the summer lull and most of its big shows off the air, income dropped drastically, forcing the office to trim its staffs. Various persons were dropped for a combination of reasons of which economy was one; the hardest hit were various experimental departments associated with TV which had become a drag on income.

The same situation, tho to a lesser degree, occurred at the Music Corporation of America. All expenses were scrutinized and salesmen were, and are, still being called sharply to account for daily booking reports. The pressure is now on with a vengeance. Department heads get their orders pass them on to the lower echelons.

General Artists Corporation, with its foot in TV film rather than in live shows, has probably been hit less than either of its two competitors. In addition, GAC is in a position where it has a large stable of record names who are in demand and are willing to work.

DOG DAY SHIATSU ON HIGHLIGHTS

Reflecting the lack of top grade activity in all phases of show production in these dog days is the fact that no shows of any kind caught by The Billboard this week were considered worthy of the "Highlight Reviews" designation.

"Highlight Reviews" will be resumed as a feature of this page as soon as enough new daily interesting, or otherwise noteworthy, shows once again come around. Reviews of all shows are found in their respective departments this week.

The Morris office with its rich list, probably has the biggest attritions in the business for theaters and cafes. But most of these actors refuse to do anything but TV or films. MCA with its large film list, is in a similar position. In previous years, MCA could get its pie stars out on personnel between pictures. Today its efforts are almost in vain. That means a cut in income to the office.

Every office is eagerly seeking new acts in the hope that it will come up with something different. Lists are being cut to eliminate those performers whose potentials are small, while at the same time efforts are directed to get new ones to sign.

It is expected that many new independent agents will open offices soon, agents who in the past were with the large offices. By the same token, many acts will get their releases and many will switch from office to office.

WTMJ-TV Opens Outdoor Studio

MILWAUKEE, Aug. 2.—The video industry's first complete outdoor TV studio, built by WTMJ-TV, is now in complete operation. Constructed to enable year-round outdoor programming, the alfresco studio is located on the size of half a city block, directly adjoining the Milwaukee Journal Radio City.

New outdoor facilities will permit increased lensings of live local shows, which up to now have averaged six hours out of a daily 16-hour schedule. Extreme flexibility will now be added to the station's programming, with the wide possibilities now available for outdoor demonstrations of many types.

Camera runways are large enough to permit use of automobiles, and the green and red asphalt walks and floor areas are accessible to the lenses from all angles. Camera runways converge on a completely equipped modern small shelter used as a background setting and as a housing for television equipment in the event of sudden weather changes during program.

The studio also includes a small pool and a garden. The room is also supplied for sports demonstrations, but full scale athletic tilts, such as football and baseball games cannot be accommodated.

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Wm. J. Sachs, Exec. News Editor, Cincinnati
Ben Atlas, Chief Washington Bureau
Managers and Divisions
E. W. Evans, Gen. Mgr., Cincinnati
Main Office & Printing Dept.
2100 Patterson St., Cincinnati 22, Ohio
Phone DU 6-4500
W. D. Littleford, Gen. Mgr., Eastern Division
1804 Broadway, New York 28, N. Y.
Phone PL 2-2800
M. L. Reuter, Gen. Mgr., Western Division
136 W. Washington St., Chicago 1, Ill.
Phone Central 4-6761
Sam Abbott, Gen. Mgr., West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone HOLLYWOOD 9-8841
F. B. Jordine, Gen. Mgr., Southern Division
320 Arcade Bldg., Savannah 2, Ga.
Phone CHICKSAW 5445
C. J. Letcher, Advertising Director
K. Kemper, Advertising Mgr., New York
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Web Rate Cuts May Cue FCC to Split AM-TV

Radio Downgrading Seen Effecting Programming in Best Public Interest

Continued from page 1

two members of the Commission are becoming increasingly outspoken in their opinion that:

(1) If radio rates are slashed any further, radio programming, public service efforts and other functions in the public interest will suffer, and

(2) The single greatest reason for the willingness of NBC and CBS to bend toward advertiser pressure for lower rates is that the webs are dependent to a great degree for business for both television and radio, from the same group of major advertisers.

Thus, the reasoning is, if the radio networks and television networks were owned by different firms, the people running the radio networks only would put up a much stronger fight against advertiser pressure for lower rates, and would take far more aggressive steps to program radio so that it could withstand TV competition more effectively.

Trade observers, within and outside the FCC, indicate that the networks are aware of this thinking on the FCC's part. They point to the sudden decision on the part of NBC to re-integrate radio and TV operations under single departmental heads, and the rumored move in the same direction on the part of CBS (see separate story). They claim that this reversal of operational procedure back to integration is dictated, at least in part, by the web's realization that the FCC may move against single ownership of both media. The recent talk about the possibility that the webs may establish a single rate for radio and television combined is also attributed in part to the web's realization that the FCC is eyeing their "downgrade radio" efforts.

These trade observers reason that if the webs are able to achieve total re-integration of operations, and set up a sales structure wherein radio and TV are sold in combination for a single rate, they (the webs) will have a strong case against any future FCC effort to force the

webs to divest themselves of ownership of either radio or TV. "What do you mean, two operations?" the webs will be able to say to the FCC. "Our radio and television operations are obviously a single integrated business."

There is no doubt that the NBC re-integration move is dictated in part by a desire to achieve a more efficient operation, as well as to effect personnel and operating economies, but some key observers insist that the concern over the FCC move against single ownership is at least in part re-

sponsible for the re-integration. Effort comes not too long after NBC split radio and TV operations down the middle, on the basis of a costly study by Booz, Allen and Hamilton, management consultants.

There is no doubt either, that if radio rates are slashed considerably, not only the networks themselves, but their affiliates in many cases (and eventually and inevitably all broadcasters) will find themselves unable to program public service and otherwise as effectively as they have in the past.

Dems, GOP to Spend 2 Mil for AM and TV

Continued from page 2

bama, has been greatly speeded by the Joseph D. Katz agency. Facts that the agency was given the job of mapping and signing contracts for the Democratic National Committee before leaders knew what

the convention choice would be for the national ticket has greatly expedited arrangements, a committee spokesman said. The Republican National Committee, conforming to its practice of waiting until after the conventions before picking an agency, this week announced it had retained the Kuder Agency, Inc., New York, for the campaign. Robert Humphreys, who replaced Bill Bylander as the committee's publicity director, left for Denver with National Chairman Arthur E. Summerfield soon after the announcement was made. They will confer on campaign plans, including TV-radio schedules, with Dwight Eisenhower, GOP presidential candidate; Sen. Richard Nixon of California and key campaign aids.

The national committees of both major parties are planning to vastly expand their TV-radio departments. Edward T. Inglye will stay as TV-radio director of the GOP National Committee, while Kenneth Fry will continue in charge of that department at the Democratic National Committee. D. C. will continue to be national headquarters for both parties during the campaign, although there is a strong chance that Chicago will develop into something more than an outpost campaign headquarters of the rival national tickets, since the standard-bearers of both tickets are tentatively operating from cities outside the East.

WBS Readies Football Series

NEW YORK, Aug. 2. — The World Broadcasting System this week started shipping its transcribed "Football Time" radio series to affiliated stations. The 13-week, 15-minute series highlights great moments in sports, band music and dramatic sports incidents, in addition to local scores and predictions inserted locally.

According to World general manager Robert W. Friedheim, the same series last season was sold to local and regional advertisers by 462 stations. Member stations will receive promotional material including mats, tune-in ads, photos, features, spot announcements, and other promotional aids. Stations are being advised to start programming the series the week of September 7.

NEWS CAPSULES—COAST-TO-COAST

Lorillard May Drop Suit Against CBS, With Slotting of "The Web"

NEW YORK, Aug. 2. — With the slotting of "The Web" in the Sunday night 10-10:30 time on the Columbia Broadcasting System, indications this week were that the P. J. Lorillard Company would drop its suit for damages in the New York Supreme Court against the network. The program had been bumped from the Wednesday 9:30-10 p.m. slot on WCBS-TV for a rival cigarette. Embassy cigarettes sponsors the program.

RIGGS NAMED TO EXEC POST

BIRMINGHAM, Ala.—Tommy Riggs moves into an executive post shortly in the programming and production department of the Voice of Alabama, Inc., operators of radio stations WAPI and WAFM and WAFM-TV here. His immediate assignment is a "Tommy Riggs and Betty Lou" half-hour afternoon strip on WAPI, and producing and starring in "Breakfast in Birmingham" on WAFM-TV. Riggs is also expected to be available for WMBR, WMBR-FM and WMBR-TV, Jacksonville, Fla., which are also owned by Edward Norton,

top dig in Birmingham broadcasting operations.

McDONALD TO TOUR EUROPE

WASHINGTON—John A. McDonald, farm program director of WSM, Nashville, sails from New York aboard the Queen Elizabeth, Tuesday (3) for a six-week tour of Europe with the Farm Bureau rural youth educational tour. McDonald is making the trip as a representative of the 15 stations of the Clear Channel Broadcasting Service. He will ship back taped programs to each of the stations, recording for them individually on the activities of those on the tour.

DP'S AID IN WOTE DRIVE

HARTFORD, Conn. — Ukrainian displaced persons who have suffered from Communist persecution have anonymously recorded "Get Out the Vote" spots for WCCO, Hartford. The spots detail briefly the personal losses of each D.P. They would not come to the studio or identify themselves to station officials. A portable tape recorder and a trusted intermediary carried the

27½ Million Cars Have Radios Now

PEORIA, Ill., Aug. 2.—Radio's automobile audience has been unestimated by about 4,000,000, Kevin Sweeney, Broadcast Advertising Bureau vicepres, told the Illinois Broadcasters Association here this week.

In the beginning of 1952 the industry estimated that 63.5 per cent of the nation's automobiles were equipped with radios. But a special survey conducted by The Pulse for BAB only a few months later reveals that the national average is actually 70.5 per cent, bringing the total number of radio-equipped cars to around 27,500,000. This is greater than the combined circulation of the four largest weekly magazines or even all the morning newspapers in the U. S. put together.

Furthermore, Sweeney, pointed out that 92.4 per cent of all post-war automobiles are radio-equipped. "It should be only a few years before radio's saturation of the home," he said.

The Pulse survey, which will shortly be brought out in the sec-

ond edition of BAB's "Listeners on Wheels," further reveals that an average of more than one-third of the auto radios are in use throughout the day (7 a.m. to 8 p.m.). During most of these hours, the percentage of auto listening is higher than home listening.

Sweeney called on his audience to get together the auto-radio figures for their own markets and make increased attempts to sell "a medium that makes other well-accepted media look insignificant."

The Pulse study was made in more than 250 different locations and was completed late last spring. Sweeney's speech was the first release of the results.

NYC to Hire Assistant for Radio Prom'n

NEW YORK, Aug. 2.—Beginning September 9, the Municipal Civil Service Commission of this City will issue and receive applications for the position of radio promotion assistant in the Municipal Broadcasting System. The Civil Service post pays \$4,205 a year. Written examinations for the job will be held November 1.

Minimum requirements are a baccalaureate degree and one year of experience in the fields of advertising, publicity, public relations or promotion. Trade experience, however, may be substituted for college work on a year for year basis.

Bill Goodwin Talks '53 Pact

NEW YORK, Aug. 2. — Bill Goodwin this week was negotiating a new contract with the National Broadcasting Company for the 1952-53 season. The contract would guarantee him a minimum of \$65,000. The probability is that he will be given a daytime video slot as he was last season on the network.

3 TV Outlets Get CP's; FCC Speeds Hearings

WASHINGTON, Aug. 2.—Three more TV station applicants were granted construction permits this week as the Federal Communications Commission rushed further action on TV applications which have now pushed past 725. The approval of construction permits for one El Paso, Tex., and two Fort Lauderdale, Fla., stations bring the total of TV grants to 28, while the commission notified 18 other applicants this week that a hearing is in order. Under the McFarland Act, recently passed by Congress, all applicants must be given 30 days to answer hearing notifications.

This week's TV construction per-

mits went to the Roderick Broadcasting Corporation, El Paso, for operation on Channel 4; the Gore Publishing Company, Fort Lauderdale, for operation on Channel 23 and the Gerico Investment Company, also of Fort Lauderdale, for operation on Channel 17.

Three groups of TV applicants in three-way disputes have been sent hearing notifications. They are the South Central Broadcasting Corporation, Evansville, Ind., and On the Air Inc., all applicants for operation on Channel 7 at Evansville, Ind.; Tel-A-Ray Enterprises, Inc., and Ohio Valley Television Company, of Henderson, Ky., plus W. R. Tulley, Evansville, Ind., applicants for Channel 5; and Tri-State Telesharing Corporation, WDEF Broadcasting Company, and Southern Television, Inc., applicants for operation on Channel 12 at Chattanooga. Two-way TV station disputes notified for hearings are Gliddens & Rester and the Mobile Television Corporation, applicants for Channel 5 at Mobile, Ala.; Trans-American Television Corporation, and Premier Television, Inc., requesting operation on Channel 62 in Evansville, Ind.; WODD Broadcasting Corporation, and Mountain City Television, Inc., with applications to operate on Channel 3 in Chattanooga, and Louis Wasmer and Television Spokane, Inc., seeking to operate on Channel 2 at Spokane, Wash. Chattanooga TV, Inc., at Chattanooga, is being advised that a hearing will be necessary on its application for Channel 49 unless financial questions are resolved while WKST, Inc., New Castle, Pa., has been asked to furnish additional financial information on its application for operation on Channel 45.

A Temple, Tex., request for the addition of Channel 6, led the commission to announce the following proposed changes in its table of TV channel assignments: Channel 3 was added to San Angelo, Tex., and Channel 6 deleted; Channel 6 was added to Temple, Tex.; Channel 2 was added to Baton Rouge, La., and Channel 12 deleted; Channel 8 was added to New Orleans, and Channel 10 was added to Mobile, Ala. and Channel 8 deleted; and Channel 10 was added to Lafayette, La.

ABC Settles Time Slot for "Ozzie, Harriet"

NEW YORK, Aug. 2. — The American Broadcasting Company this week finally settled the time slot for the new "Adventures of Ozzie and Harriet," a filmed TV show, when both sponsors agreed to the 8-8:30 p.m., EDT segment on Friday nights. The radio version will be aired that same night from 9-9:30 p.m., EDT.

Alternating the sponsorship of both the radio and video shows are the Hotpoint and Lambert Companies. Both versions of the program will bow in October.

Bristol-Myers Leaves Y&R

NEW YORK, Aug. 2.—For the first time in more than 10 years, Young & Rubicam is likely to find itself without a Bristol-Myers program to represent during the season of 1952-53. Bristol-Myers recently canceled "Mr. District Attorney," both on radio and TV. The programs were in the Y. & R. fold during the past season.

It has been unable to find another video or radio property for the new season. Its broadcasting effort will be built around "Break the Bank," both on radio and on TV. Doherty, Clifford and Shenfield has this property.

EDITORIAL

Rate Cut D-Day

As is detailed in the adjoining story, it seems that there may be a new network rate cut shortly after August 12. The full extent of that cut (if there is one) will not be known until August 12. If the cut, no matter how camouflaged in greater discounts, radio will take quite a beating. For it is a foregone conclusion that the National Broadcasting Company and other networks will have to follow the Columbia Broadcasting System to meet the slash.

The CBS affiliates' committee (George Storer, Vic Sholis, John Pitt, John Fetzer, Ike Lounsberry, Ken Brown, Ray Herndon, Saul Haas, Bill Quanton and Hul Taft) is to be commended for putting up the kind of a battle they did against the web's efforts to slash the nighttime rates. It is no secret that some of the network's top executives were insistent upon cuts as deep as 40 to 50 per cent.

It appears that the cut (if there is one) is unlikely to be as high as 25 per cent. And there is still the faint hope that the meeting of all CBS affiliates in Chicago on August 12 may reject even the recommendation of their own representatives that the affiliates go along with any rate cut at all.

If the CBS affiliates can withstand this cut at this time, it is our belief that there may be a good chance that there will not be a rate cut. This issue of The Billboard carries two more of the many recent stories showing: (1) radio's great continued strength; and (2) the manner in which radio has for years undersold itself. The first yarn details the Advertising Research Bureau, Inc., study, spearheaded by WSYR's Curly Vadebonceur, which shows radio again out-resulting newspapers in getting customers into department stores and persuading them to buy. And the second story is a Broadcast Advertising Bureau report on auto radio listening.

There is also a report in this issue to the effect that the Federal Communications Commission is eying the adverse effects of rate cuts on radio's ability to perform its public service functions.

As we see it, the whole atmosphere toward the rate crisis is changing. We even know one high-placed network executive who agrees with us that it's ridiculous to cut rates in web radio.

We believe that if the CBS affiliates are able to fight off a cut for another 60 days, the webs themselves—indeed the advertisers and agencies—may agree that radio is not overpriced... that cuts and deals in a provably healthy medium help no one—including the buyer.

NBC-TV and Affiliates To Confer on Formula

NEW YORK, Aug. 2.—The TV-Affiliates Association will meet with heads of the network August 27 to present to the web the affiliates' newly developed formula for a revision of the financial arrangements between the web and the affiliates. A compensation committee of the affiliates group, consisting of Walter Damm, Clair McCollough, Ray Weipott, Nate Lord, Curly Vadebonceur, John Outler and Harold See, are said to have worked out a formula, which will cost no parties concerned anything extra, but will still result in the affiliates getting a bigger share of the money than they now get on network shows they carry.

NBC presently gets the first 24

hours free. Affiliates then get 33 1/2 per cent of gross income from time charges for succeeding hours. The web, however, picks up the tab for inter-connecting line charges and kine costs for non-inter-connected stations.

OK Rural Net FM Operations

WASHINGTON, Aug. 2.—Rural Radio Network, Inc. of Upsate New York, got the Federal Communications Commission's okay this week for an extension of its FM web operations via a \$3,000-a-year rental of extra facilities.

The commission approved transfer of the license to operate Station WHVA-FM in Poughkeepsie for the \$3,000-a-year rent. License went to Rural Network from Poughkeepsie Newspapers, Inc.

Gruen Buys WW For Radio & TV

NEW YORK, Aug. 2.—Gruen Watch this week bought alternate weeks of Walter Winchell on radio and television over the American Broadcasting Company. The Gruen deal, however, is contingent upon delivery of another client for station clearances. Program is to be on ABC-TV Sunday nights 6:45-7, and on the ABC radio network in Winchell's old time period of 9-9:15. Drew Pearson is to be bumped from the AM slot and will return to his old 6-6:15 time period.

Another factor which may interfere with Winchell's TV airer is the report that he has asked the network for a minimum number of top video stations. Should ABC-TV find itself unable to deliver these outlets, Winchell may change his mind about going on video.

Maitland Jones Moves to L&M

NEW YORK, Aug. 2.—Maitland Jones, veepee and copy chief of the Hutchins agency, will move over to Lennen & Mitchell shortly in the same capacity. Jones is one of the top copy men in the industry, having been veepee and copy supervisor at J. Walter Thompson for years.

Lennen & Mitchell will also change its name to Lennen & Newell on September 1 when the incorporation papers become final.

CBS Sells Affil Committee On Revamp of Discounts

CHICAGO, Aug. 2.—Although both sides were continuing their completely hush-hush attitude, it was learned that the meeting be-

NBC Offers 27G to Lynch For TV Option

NEW YORK, Aug. 2.—The National Broadcasting Company this week agreed to pay Fog Lynch, the creator of "Ethel and Albert," \$27,000 for an option to the program on video by January 1953. The show would be presented either as two 15-minute programs, or in a half-hour format. Should the program be telecast, some of the option money, of course, will be applied to paying talent costs.

The contract gives NBC-TV until the middle of December to schedule the program. Indications are that the program will get its own slot, and not be part of another NBC-TV show, as it was last season. Then it was included in the Kate Smith daytime and nighttime program.

Fellows Urges Freedom Stand

WASHINGTON, Aug. 2.—Harold Fellows, president of the National Association of Radio and Television Broadcasters, urged all men to stand together for the preservation of basic freedoms and against "a great threat to freedom of speech." In a speech this week before the Iowa Broadcasters' Association and the Des Moines Chamber of Commerce.

Fellows declared: "The microphone and the camera, modern and unmodern methods of reporting the public affairs of government, have been closed from many public hearings by fiat—by casual orders issued by legislators and even by act of law-making bodies."

Warning that this is "the first step toward decay of free speech," Fellows said "Broadcasting in America stands by the side of the nation's free press which for nearly two centuries has offended the people's authority thru resistance to oppression."

tween the Columbia Broadcasting System brass, and the web's key affiliates, led by George Storer and Vic Sholis, ended late Tuesday night in general agreement as to a "solution" of the network rate crisis. The agreement, as predicted in The Billboard's July 26 issue, will take the form of a revamping of the discount struc-

ture to achieve nighttime cuts approximating 25 per cent. There will be no cuts in the daytime rate.

This agreement, of course, is conditional upon acceptance by CBS affiliates generally. The CBS affiliates' committee, which has been conducting the negotiations with the web over the past three weeks, will make a report and recommend the discount revamp solution to the web's affiliates at a meeting at the Conrad Hilton Hotel in Chicago, 10 a.m. on Tuesday, August 12. CBS brass will also be present at the August 12 meeting.

OPEN DOOR

TV Invited To Cover NBC Outing

WASHINGTON, August 2.—Television, well seasoned in politics, for the first time will be invited to "cover" the National Press Club's annual outing at Fort Hunt, Va., August 16, which will be a free-for-all for the politicians. Presidential and vice-presidential candidates of both political parties have been invited to the outing, which will feature a "political circus," including a live elephant, a live donkey and a professional circus.

A Press Club committee is now arranging to engage the circus to perform at the shindig, which is expected to draw as many as 3,500 politicians, congressmen and government officials, as well as newsmen. Club members will present a take-off on the recent national political conventions. Loew's Theater is helping to supply costumes for the affair, for which several Texas steers have been brought in. Music will be provided by a 120-piece band, including an aggregation from the armed service hillbilly band, the Army, Navy and Air Force bands, and the Marine "German" band. The outing will be watched in circus parade style.

ABC Signs 7 More Affils

NEW YORK, Aug. 2.—The American Broadcasting Company this week picked up seven new affiliated stations to bring the ABC total to 343 stations.

Stations are: WAUD, Auburn, Ala.; WWPF, Palatka, Fla.; WDUW, Gainesville, Ga.; WSKB, McComb, Miss.; WMEV, Marion, Va.; WFRP, Savannah, Ga.; and WNGA, Moultrie, Ga.

NBC Continues Unification of AM-TV Staffs

NEW YORK, Aug. 2.—National Broadcasting Company continued this week to integrate its executive staff toward the previously announced plan of again merging radio and television personnel into a single operation. The unification program this week combined the separate radio and TV set-ups in the controller's office and station relations department. Top man in combined radio-TV station relations is now Sheldon B. Hickox Jr., reporting to station relations veepee Harry Bonnistler. Charles J. Cresswell heads the unified controller's office. He was formerly TV network controller.

Under Hickox will be Thomas E. Knode as manager of the station relations department. Fred Shawn, former radio station relations topper, was named to an executive post in production. Remainder of the new set-up is as follows: H. Pierre Hathaway, supervisor of radio station clearances; Hamish McIntosh, supervisor of TV station clearances; Donald E. Clancy, supervisor of affiliated contracts; and radio-TV station contact reps Paul Hancock, Stephen A. Flynn, Donald Mercer, Ogden Knapp, Alan D. Courtney, William M. Kelly, Raymond O'Connell, Joseph Berhalter and Paul Rittenhouse.

CBS Seeking Slot for Sealy

NEW YORK, Aug. 2.—The Columbia Broadcasting System this week was trying to come up with a new half-hour video time slot for Sealy mattress.

CBS-TV had offered Tuesday night, 10:30-11, for Sealy's program, "Balance Your Budget," but was unable to get sufficient station clearances to get the okay of the client.

Survey Shows Radio Outpulls Newspapers by 46-29 Ratio

SYRACUSE, Aug. 2.—The ability of radio advertising to get customers into retail stores, and then sell them the merchandise advertised, has again been clearly demonstrated with the release this week of an Advertising Research Bureau, Inc., study just completed here.

The usual ARBI technique was used on four major Syracuse stores, Wilson's Jewelry, Edward's, Dey Brothers and Sears & Roebuck, each of which, during a specific period of time in the latter part of June, spent an equal amount in both radio and newspapers to advertise the same product.

The over-all results were presented in the form of a brochure to the 25 largest retailers in Syracuse at a luncheon Thursday (31). At the same time Bill Ryan, Broadcast Advertising Bureau

presy, gave a talk analyzing the ARBI findings.

Ryan pointed out that the percentage of traffic brought into each one of the four stores by radio alone increased from day to day, while the share of newspaper traffic declined. He further demonstrated that a greater portion of the radio traffic actually made purchases since it was in the store, and, moreover, made larger purchases.

In every case, radio alone accounted for the greatest percentage of store traffic as well as the greatest portion of the total sales in dollars.

Both Media The survey also took account of those customers who were brought into the stores by the radio and newspaper advertising combined. In every case these accounted for a smaller part of the traffic than even the newspapers alone did. But in three cases, and in the over-all, they accounted for a greater portion of the sales volume than the newspapers alone did. In two of the stores, 100 per cent of the traffic brought in by both media together, made purchases.

There was another small part of the traffic that was not attributable to either the radio or newspaper ads, but these were re-

sponsible for an even smaller portion of the cash sales. In sum, advertising as such brought in 85.5 per cent of the traffic and 92 per cent of the money. Radio advertising brought in one-third again as much traffic as the newspaper advertising, and nearly one and a half times as much money. The 15 per cent affected by both media bought far more per customer than those affected by either alone.

Your Top TV Sales Opportunity

WDEL-TV

Wilmington, Delaware

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

Represented by

ROBERT MEE

New York - San Francisco

This One



DW8J-XX8-BY42

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 quietly under way amid the current TV thaw.

Hitherto unheralded, the new AM station "gold rush" has been gathering force for months and appears to have solidified itself in recent weeks since the Federal Communications Commission began issuing TV grants to TV-less cities at a break-neck pace (see separate story). FCC experts explain the surprise phenomenon as probable evidence that the TV situation may have jelled sufficiently to satisfy a horde of AM prospectors who have been waiting for the time to ripen for their action. On the basis of their applications, they presumably figure that there's room not only to extend AM broadcasting to hamlets yet unreachd by either radio or TV but also to bring more stations to some of the populous cities where the competition has been getting rough.

AM prospectors are clamoring to get more stations into every State in the union except Montana and the Dakotas. Of 303 applications for new stations now pending at FCC which already has 2,353 AM stations on the air, 39 bids are for new stations in California; 32 propose new stations in Texas; 17 seek new stations in Ohio, 15 in Florida, a similar number in Pennsylvania, 13 in Illinois,

12 in North Carolina, 11 each in Alabama, Michigan and Missouri. Even in New York State, where the experts had figured that saturation had been reached years ago, bids have come for four new stations, including Rochester, where six AM broadcast stations are competing for advertising dollars.

Blossoming of the new TV age has not deterred AM prospectors in Hot Springs, where two AM stations now operate and two applicants seek new stations; in Los Angeles, where 14 AM stations now operate, and three new applications have been filed; in Detroit, where five AM stations are on the air and applications are in for three more; in Cleveland, where six stations are on the air and an application for one more is pending; in Cincinnati with five stations; in Columbus, with five stations; in Toledo, which has three AM stations, where three new bids are in; in Portland, Ore., with nine AM stations, and where three applications are pending. Bidding from other major cities include: Knoxville, five AM stations on the air, two new applications; Corpus Christi, Tex., five stations on the air, two new applications; San Antonio, eight stations on the air, one new application; Milwaukee, seven stations on the air, one new application; Norfolk, five stations on the air, one new application; Baton Rouge, five stations on the air, one new application; Kansas City, Mo., four stations going, two new applications.

The going will be tougher for most of the applicants than for bidders in previous years, both in getting FCC's approval engineering-wise and in getting into the black once they're on the air, according to dopesters here who point out that obviously there's less kilocycle room and there are more competitors for the advertising dollar. "It will take considerably more savvy for the new station operators than it did in the lush years when every station was practically a gold mine," said one expert, "but apparently there's still room for expansion."

The drive for new stations is especially heavy in the South and in some of the sparser sections of the North where prospectors figure they can cash in on the revenue in resort towns, hamlets lost between major cities and pint-sized county

seats with interesting surroundings. In Carrollton, Ala., for example, a station was launched less than a year ago amid jibes from some observers who figured there wasn't enough business to support a lemonade stand. Carrollton, at the last census count, had 710 inhabitants. Its nearest communities are Aliceville, with 3,141 inhabitants and Reform, with 1,110 population. Total population of Pickens County is 24,349. The station has been a successful one, operating on 590 kc., one kw. daytime.

A rush to resort towns is exemplified in California where one bid is pending for an AM station in Beverly Hills, two for Hermosa Beach and two in Long Beach. The quest for AM stations in currently transmitter-less hamlets includes Milford, Del.; Cocoa, Fla.; Adel, Ga., and Indianola, Miss. There are two bids for stations in Punksulawney, Pa., and two others in Emporium, Pa. There's an application for a new station in Woonsocket, R. I., three in Atlantic City, one in Perth Amboy, N. J. The race is on for all possible available space. There's an application pending for a new station in the twin communities of Niagara and South Tonawanda, situated less than a dozen miles from Niagara Falls in one direction and Buffalo in another. Its ether is filled with radio waves not only from both of those cities but from nearby Canada.

NBC and CBS Woo Chloret

NEW YORK, Aug. 2.—Both the National Broadcasting Company and the Columbia Broadcasting System are making strong pitches for the American Chicle Company's Chloret's division. CBS-TV is trying to sell Chloret's the last third of the "Jackie Gleason Show," and the same client has had an option on Wednesday, 10 p.m. at NBC-TV.

Chloret's meanwhile, has re-named "Rocky King, Detective" at the Du Mont network, and also has a piece of its "Cavalcade of Stars." Dancer, Fitzgerald and Sample is the agency.

NBC Shuffles "Hour," "Revue" Exec Staffs

HOLLYWOOD, Aug. 2.—National Broadcasting Company this week reshuffled the exec staffs of the "Colgate Comedy Hour" and "All Star Revue," net's hour-long TV shows. Action elevates Sam Fuller to the position of exec producer on both shows. Last season, Fuller served as head of the "Comedy Hour."

Robert Mason, who last year served as Fuller's assistant, will now be manager for both shows, and Howard Ross, formerly handling talent on the "Comedy Hour," will now co-ordinate talent for both revues. NBC Director Ed Sobel was named net's production supervisor for "Comedy Hour," while Joe Bigelow will replace Hal Kemp as head of "All Star."

Changes will see an expected strengthening in "All Star" and a continuance of "Comedy Hour's" production level. "All Star's" budget, estimated as being at the \$85,000 per week bracket last season, will be boosted to \$100,000, bringing it up to "Comedy Hour's" level.

"Comedy Hour" will kick off September 21, skedding five shows for Dean Martin and Jerry Lewis, six for Donald O'Connor, ditto for Bud Abbott and Lou Costello, with Eddie Cantor and Bob Hope each doing 10 shows. "All Star" starts September 6 with George Jessel, and line-up includes shows headed by Jimmy Durante and Martha Raye. Danny Thomas and Ed Wynn, in shows' last season roster, will not be included in this year's line-up.

WSBA-TV to Be ABC Affil

NEW YORK, Aug. 2.—Beginning November 1, WSBA-TV, York, Pa., will become a basic American Broadcasting System TV affiliate. The new ultra high frequency will occupy channel 43 and will begin telecasting November 1.

WSBA, its radio brother, is also affiliated with the ABC-AM network. Lewis Appel Jr. is president of the TV outlet, and Walter Rothensies, its general manager. This brings to 65 the number of ABC-TV affiliates. Many of these, of course, have affiliations with other networks.

SWG-Alliance Pact Talks in Stalemate

HOLLYWOOD, Aug. 7.—Following this week's termination of five months of contract negotiations between the Screen Writers' Guild and Alliance of TV Film Producers, SWG exec board will meet Monday (4) with the Guild's TV negotiating committee and the TV Writers' Co-ordinating Committee to map future action. Breakdown in negotiations occurred when the Alliance rejected the Guild's demands for royalty payments to TV writers. Guild ordered all writers not to close deals that may conflict with a strike order.

In bargaining on behalf of its own members and the Authors League of America, CWG fought for a minimum advance payment to writers against a percentage of

the gross. SWG contends this would allow producers to gain a return on his negative cost before paying writers additional money. Further, Guild maintained that in contracts, producers should only seek exclusively TV rights to material for a seven-year period with all other rights to the material remaining the property of the writers.

Alliance was willing to go along with the principle of repayment for re-use, but balked on additional compensation for each re-issue. Producers are willing to pay extra for re-issue, but only after a designated number of showings and/or a given time period has elapsed. Producers have traditionally balked at buying only single rights, contending that if their production aids in popularizing a property for other media or commercial use, the movie maker should share in the gain. SWG called on Authors' League Presy Rex Stout to prohibit writers from dealing with Alliance members.

Decontrol Of TV-AM Prices Get OPS Study

WASHINGTON, Aug. 2.—The Office of Price Stabilization is deliberating on a petition submitted this week by Radio-Television Manufacturers' Association for immediate decontrol of TV-radio set prices. RTMA said that TV set retail prices are already 18 per cent below OPS ceilings and radio prices from 5 to 7 per cent under ceilings. RTMA said price decontrol would relieve both OPS and the industry of costly administrative burdens, with the resulting savings possibly reflected in still further reduction of set prices to the public. If permanent decontrol is impossible immediately, the RTMA asked an indefinite suspension of all price controls.

RTMA told the OPS that no pressures threaten to force price rises on TV or radio sets in the "foreseeable future," that no serious shortages of materials are likely to retard set production, and that the "ting of the freeze on TV station construction by the Federal Communications Commission will have little effect on the over-all TV set market. Since set ownership in many TV areas is high and TV sales have been declining in recent months, opening of new markets, as the FCC okays TV station construction, will do little more than offset the decline, RTMA said. With the industry operating at about 70 per cent of its 1950 production rate, RTMA said it could step up its receiver output without any shift in labor materials from defense contracts. "It is estimated that 84 per cent of our population is now within range of primary television coverage," the petition declared, so that the remaining markets will serve a maximum 36 per cent of the population.

Greatest reduction among set parts, RTMA said, is in TV picture tubes, which are selling 30 per cent below OPS ceilings. The petition pointed out that there have been numerous engineering improvements in TV sets during the past two years and a marked trend toward larger picture screens. Since prices have declined steadily since early 1951, RTMA said, this means that the consumer is paying less and getting more for his money.

Jergens Backs "Playhouse"

NEW YORK, Aug. 2.—The Andrew Jergens Company this week agreed to sponsor its "Hollywood Playhouse" on the Columbia Broadcasting System's radio network, beginning September 1 in the Thursday night, 9-9:30 slot. The transcribed show which is owned by Frederic Ziv, is currently on 88 stations, but on a spot basis. Its CBS network will be much larger.

Jergens also has brought "It's News to Me" on the CBS-TV network. The sponsor will alternate with the Simmons Company in the Friday night, 10:30-11 slot. Robert Orr is the Jergen agency.

'Amateur Hour' Deal Hinges on Other Sponsor

NEW YORK, Aug. 2.—The deal for the "Original Amateur Hour" to come over to the Columbia Broadcasting System's TV network hinges upon the delivery of another sponsor in addition to Old Gold, its current client. The deadline date is August 15.

Old Gold has actually agreed to bankroll the last half hour of the stanza, which is to go into the 6:30-7:30 slot on CBS-TV beginning September 1, should another client move in. It would be impossible for the web to come up with station clearances for an hour show, only a half hour of which is sponsored.

Old Gold, in all probability, also will bankroll half the radio replica of the program on CBS, but this deal waits on the conclusion of the TV arrangements. The stanza has been on the National Broadcasting Company's TV network, Tuesday nights, 10-10:45, on the American Broadcasting Company's radio network, Thursday, 9-9:45 p.m. Lenner & Mitchell is the agency.

WGAR Obtains Richards Stock

WASHINGTON, Aug. 2.—Sale of the controlling stock of Cleveland Station WGAR by Mrs. Frances S. Richards to the WGAR Broadcasting Company was authorized by the Federal Communications Commission this week. Mrs. Richards sold the 34,800 shares for \$17,400, according to her application filed with the FCC, to pay federal estate taxes. She is the widow of G. A. Richards, who died while the commission was deliberating findings of a three-year proceeding, resulting from charges by ex-employees that he had ordered slanting of news.

The sale leaves Mrs. Richards with 20,267 shares of stock, or 40.5 per cent, compared with her previous ownership of 84.9 per cent. The purchase reduced WGAR Broadcasting Company's total outstanding shares of stock to 50,900. It originally authorized 120,000 shares, but only 84,000 shares were issued.

'Amateur Hour' Switch Gives Minor Reprieve

NEW YORK, Aug. 2.—The switch of the "Original Amateur Hour" to the Columbia Broadcasting System has thrown open three-quarters of an hour on the National Broadcasting Company's TV web. This gives Worthington Minor a reprieve on his chances of megging a nighttime TV drama stanza.

NBC-TV is therefore pushing the three quarter hour segment in the direction of clients interested in drama. Should the network be unable to find a nighttime sponsor for Minor, he may be slotted on Sunday afternoons.

Indie Readies Jewish Seg

NEW YORK, Aug. 2.—Local independent station WLIB will debut a new series of hour-long radio shows aimed at the second and third generation English-speaking people of Jewish descent. The show, "American-Israeli Festival" will be aired Sundays 4-5 p.m., EDT, beginning tomorrow (3). Native songs and ballads heard on the show will be done in the original Hebrew version and in the English translation.

Headlines on the series will be Shoshana Damari, Hillel and Aviva, Israeli Trio, Ian Cosman, Mort Freeman, Fredele Lipschitz, Everett Greenbaum, Yakov Frankel and Eli Ganiel.

Profitable TV Audience exclusive with

WGAI-TV

LANCASTER, PENNA.

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

Clair R. McCollough, Pres.

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

WWJ
NBC AFFILIATE
in DETROIT

Owned and Operated by
THE DETROIT NEWS
Associated Representative
THE GEORGE B. HOLLINGSBERG COMPANY

Your Lucky Strike Hit Parade

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



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

Your Lucky 7 tunes that you would have heard last week

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

1. I'M YOURS
2. DELICADO
3. AUF WIEDERSEH'N, 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

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



See your Lucky Strike Hit Parade Summer TV replacement

"ASSIGNMENT: MAN HUNT"

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

(N. Y. Times)

See Speed-Up in ABC-UPT Merger in FCC Compromise

WASHINGTON, Aug. 2.—Drastic shortening of the American Broadcasting Company-United Paramount Theaters, Inc. merger proceedings is foreseen here as a result of a Federal Communications Commission compromise decision late yesterday (1) cutting down anti-trust considerations, but refusing to split up participants in the case nor take it away from FCC Examiner Leo Resnick. The next step is being determined by Resnick, who summoned participants to parley early next week.

The commission declined to agree to complete deletion of the anti-trust issue, as requested by UPT. Paramount Pictures Corporation, American Broadcasting Company and Columbia Broadcasting System. But it ruled that, in further proceedings, no consideration should be given to evidence relating to any of the activities of the participants before August 7, 1948—three years before the renewal licenses were originally set for hearing. The commission declared: "In general we shall not, in passing upon applications of persons who are already licensees, consider any activities involving possible anti-trust violations not directly involving radio communication which occurred more than three years before the filing of said applications." FCC legalists said this would still leave in doubt testimony covering activities of the Symphony Corporation of America, for example, which extends from the 1930's into 1948. They added that the decision also did not make clear whether, in evaluating credibility of a witness, testimony on such ancient history could be consid-

ered. Resnick also remarked that "there are still many problems to be solved."

In refusing to take the case away from Resnick, the commission said "numerous complex issues" have been raised in the proceedings, upon which it said the examiner who heard the witnesses would be in the best position to pass judgment. The commission also expressed the belief that the proceedings might be speeded up more easily in the long run if an examiner who was familiar with the record prepared the initial decision. It declared: "We are confident that every possible effort should be made, consistent with a full and fair hearing to all parties concerned, that these proceedings be expedited. We are confident that the examiner may be relied upon to secure the co-operation of all participants toward this end."

In refusing ABC and UPT requests for severance from all other participants, the commission expressed the view that such action would not speed up the case. It

also saw "no sound basis for severance" since it could not assume, "without evaluation of the evidence," that Paramount Pictures, Inc. has no connection with UPT. The commission also refused the severance petition filed by Allen B. Du Mont Laboratories, Inc., claiming the issue of control of Du Mont by Paramount Pictures Corporation has "primary significance in relation to the question of whether Paramount Picture Corporation is qualified to control, directly or indirectly, radio broadcast stations in the light of evidence adduced on the issues concerning the past anti-trust conduct of Paramount Pictures, Inc. and the possible illegal transfer of control involved in certain acquisitions of properties by Paramount Pictures Corporation from Paramount Pictures, Inc."

Commissioner Robert F. Jones dissented with respect to the anti-trust finding. Jones has taken the position that a thorough examination of anti-trust court records should be pursued.

50 New Applicants Bring Total TV Bids Up to 725

WASHINGTON, Aug. 2.—Alfred M. Landon who ran for president on the Republican ticket in 1936, was among 50 new TV applicants this week who brought the total number of TV bids to 725. Landon, who has radio interests, seeks UHF Channel 42 in Topeka. As new applications continued to pour in, the Federal Communications Commission got advance word that Gov. Adlai Stevenson of Illinois is disposing of his 2.5 interest in a proposed TV station in Springfield because the Democratic candidate for president wants no connection with a firm which has a bid pending before a federal agency (see Washington One-over). Over 300 of the pending 725 TV applications are from new sources, the rest had applied for TV stations before the freeze was thawed.

Latest TV bids include two more for noncommercial educational stations, making a total of 14 filed so far. The Allen Hancock Foundation of the University of Southern California filed an application for Channel 28, reserved for education in Los Angeles, saying it would make the station's facilities available to all accredited educational interests in the area. The application said the Hancock Foundation has completely equipped TV studios now in operation for instructional purposes. It estimated cost of construction at \$150,000, with operating expenses for the first year estimated at \$195,000.

Application for UHF educational Channel 19 was filed by the State of New Jersey, and acting New Jersey education commissioner, Chester Robbins, said studios would be located on the Rutgers University campus in New Brunswick. Robbins told the FCC: "Appropriations by our State Legislature to cover the station may be dependent upon definite assurance from your body that the construction permit will be forthcoming—or that it will be in hand." Since the Allen B. Du Mont Laboratories, Inc. was said to have agreed to furnish the transmitter and associated equipment at cost, the New Jersey ap-

plication did not specify total construction costs, although it estimated operating expenses for the first year at \$146,000. In an accompanying letter, New Jersey Governor Driscoll reminded the commission that six educational channels have been allocated to New Jersey, and declared: "Getting the first station in oper on as soon as possible will be exceedingly helpful to us in making a determination with respect to the other live channels."

Cugat to Take Video Plunge Via Para KTLA

HOLLYWOOD, Aug. 2.—Baton Xavier Cugat is on the brink of making the tele-plunge, according to negotiations currently under way with Paramount's KTLA. Deal was close to the wrap-up stage at press time whereby Cugat, his ork and vocalist Abbe Lane would air live via KTLA a weekly Latin band show. Conclusion of the arrangement is not expected until August 18 when Cugat returns here from a one-nighter trek thru the territory. Station, already a heavy user of bands, will acquire its biggest band name to date with the Cugat show.

Latin revue will be aimed to the non-linguistic element of the Los Angeles viewing area, but also will be designed to appeal to Los Angeles' vast Spanish speaking populace, second in size only to that of Mexico City. If show proves its popularity, it will be considered for networking via Paramount's kine web or for KTLA origination to be fed to one of the major nets. Program will give KTLA still another band show. Outlet has outdistanced all TV stations in the use of band shows, featuring Spade Cooley, Lawrence Welk, Ina Ray Hutton, Les Brown, and until recently Harry Owens (who switches to KNXT), among others.

Bendix Keeps ABC Quiz Seg

NEW YORK, Aug. 2.—The Bendix Home Appliances division of the Avco Manufacturing Corporation has renewed its alternate week sponsorship of the American Broadcasting Company's TV quiz show, "The Name's the Same." The renewal, effective September 10, is for 52 weeks. Co-sponsor of the show is C. A. Swanson & Son. Handling the Bendix renewal was the Tatham-Laird agency. The show remains in the Wednesday, 7:30-8 p.m., EDT, time period.

'Songs-Sale' a Daytime Maybe

NEW YORK, Aug. 2.—The Columbia Broadcasting System this week was considering giving its "Songs for Sale" stanza a daytime ride on its video network next season as a strip. The program was in the limbo of a Saturday night 9-10:30 slot last year on CBS-TV, but failed to win commercial success. The web's program execs feel that, with weaker opposition, its chances of getting a larger share of the TV public, would be materially better. Steve Allen would be retained as emcee.

FCC Okays Two Station Sales

WASHINGTON, Aug. 2.—Transfer of two TV stations and two radio stations in a series of organizational shake-ups was approved by the Federal Communications Commission this week. The green light was flashed for the sale of KOTV-TV, Tulsa, Okla., by George E. Cameron Jr. and John B. Hill to J. D. Wrather Jr., Mrs. Mazie Wrather, Helen M. Alvarez and General Television, Inc., for \$1,628,000.

In Minneapolis, the Columbia Broadcasting System was authorized to turn over WCCO to Midwest Radio-Television, Inc. in return for 47 per cent of its stock. WCCO was valued at \$302,386. At the same time Mid-Continent Radio-Television, Inc., transfer of WTCN-TV to Midwest, in return for 53 per cent of the stock of Midwest, was approved by the FCC. WTCN-TV was valued at \$439,461. The same officers and directors served on Midwest and Mid-Continent. The commission also okayed the transfer of WTCN and WTCN-FM by Mid-Continent to the Minnesota Television Public Service Corporation for \$325,700.

Tele-Pic Scores AFM's 'Theater'

HOLLYWOOD, Aug. 2.—American Federation of Musicians' TV film scoring pact was concluded this week with Tele-Pictures, Inc., for the musical scoring of "Guild Theater" series of 13 half-hour shows. Composer Bert Shaffer will pen the score for the series and baton a 20-piece ork for the soundtracking. Recording sessions will start next month at Capitol Records' Melrose studios.

Guild Films, Inc., will serve as national distributors for the series. According to Guild Prexy Reub Kaufman, series will be completed in time for fall distribution. AFM deal, following the 5 per cent royalty arrangement established by the musician proxy, James G. Petrilla, marks one of the rare times ve music scoring will be used in a dramatic half-hour series. Normal procedure has been for TV film producers to resort to canned soundtracks, thereby dodging the AFM 5 per cent levy.

Top 15 TV Shows NATIONALLY July 7 thru 13

... According to American Research Bureau

The ratings below are based on countrywide county by county, urban and rural sampling covering all 63 TV markets. They are obtained from diaries placed for the week in 2,200 TV homes with a 60-70 per cent recovery factor. Completely new samples are used for each set of ratings. The rating for a particular show is based only on the sample to show areas where that show can be seen. Viewers for the number of more is reported, credit for the quarter hour. Half hour and hour ratings are averages of the quarter hours. Also shown below are the coverage of the week, number and children under 15 in the audience and the average number of viewers per set. An time given is New York time.

ARB's National Television Study for July covered the week the Republican National Convention was in session. Therefore, many of the regularly scheduled programs were not presented and are not included in the list below. The convention itself had a cumulative audience of 50,930,000 persons and was seen in 14,980,000 homes, according to ARB studies. It was carried in all markets with the exception of Albuquerque, N. M., and Brownsville, Tex.

Table with 15 rows of TV show ratings. Columns include Program, ARB Rating, Home (000's), Cities, % Wks, % Aud, % Kids, Viewers Per Set. Shows include Talent Scouts, Godfrey and Friends, What's My Line, My Little Margie, Crime Syndicated, The Best of Granchio, Toast of the Town, Lux Video Theater, Midwestern Hayride, Lights Out, TV Playhouse, Boss Lady, All Star Ball Game, Celebrity Time, Blind Date.

Vote Chasers' Ratings

(July 7 thru 13)

... According to American Research Bureau

THE American Research Bureau made its July survey during the week of the Republican National Convention. Following shows the highest quarter-hour rating of each of the major speeches made during the convention and the maximum number of homes that caught each. The convention was carried by all four TV networks.

Table with 5 rows of speech ratings. Columns include Name, Time, % Homes (000's), % Aud. Shows include Gen. Douglas MacArthur, Rep. Joseph Martin, Herbert Hoover, Gen. Dwight Eisenhower, Sen. Joseph McCarthy.

VIDEO PROFILES OF THAT THING

NEW YORK, Aug. 2.—Once again the telecasters have hopped on the "flying saucers" furore to program shows which attempt to explain the phenomena. Last night (1), "We, the People" (television) a special "report to the people" on the disks. Next Tuesday (5), WJZ-TV here has scheduled a special half-hour show on the same subject.

The "We, the People" program presented scientists, Air Force brass and eye witness accounts. The local show, called "Blips, Fog-Fighters and Flying Saucers," will offer the opinions of eye witnesses, meteorologists, astro-physicists, and psychiatrists.

Color Keynotes RTMA Confab

WASHINGTON, Aug. 2.—Developments in color television will keynote discussions at the 1952 radio fall meeting, October 20-22, at the Hotel Syracuse, Syracuse, under sponsorship of the Radio-Television Manufacturers' Association's Engineering Department, it was announced by RTMA. Also, a symposium on the National Television System Committee's television receiver developments, arranged by the professional group on broadcast and television receivers of the Institute of Radio Engineers, will be held October 21.

Papers will range from "General Considerations in the Design of a Color Television Receiver" to specific phases of operating color television sets. Other sessions during the meeting will include papers on ultra-high frequency television, electron tube quality control, electronic devices, including transistors, and general information on television. On Monday evening, October 20, the Syracuse Technology Club and the Syracuse section of the IRE will hold a meeting. The radio fall meeting dinner will be held October 21.

KOB Seeking KC Amendment

WASHINGTON, Aug. 2.—Station KOB, Albuquerque, N. M., recently purchased by former Federal Communications Chairman Wayne Coy and Time, Inc., petitioned the FCC this week for the right to operate permanently on 770 kcs. The FCC has twice extended KOB's right to operate temporarily on 770 kcs, over the repeated objections of WJZ in New York, which charges interference. KOB already had asked the

FCC for modification of its construction permit under its old management, and this week's action by the new management met the technical requirements of transfer action.

THE BILLBOARD Radio-TV Show Charts

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

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

(1,185,000 TV Sets Panel Size 600)

According to Videodex Reports

Table listing TV stations and their affiliations: KECA-TV, KNX-TV, KTLA-TV, KRNH, KRNZ, KTLA, KTTV.

Videodex reports weekly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets.

LOCAL shows walked off with top honors in Los Angeles on every night but Tuesday, when it tied with the National Broadcasting Company.

SIGN ON UNTIL SIGN OFF TIME

Main table for Top 10 TV Shows, listing show titles, times, and stations for each day of the week.

Share of Total Audience Radio vs. TV in LOS ANGELES

According to Pulse Reports May-June, 1952

Table showing share of total audience for radio vs. TV at 7 P.M. to Midnight, and for the entire week.

NEXT WEEK Videodex and Pulse Studies of DETROIT

Top 10 TV Shows Each Day
Top 5 Radio Shows Each Day

Share of Total Audience Radio Vs. TV

FOR FULL INFORMATION

about all radio and television shows... For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.

POLITICS

Magnecord Tapes 550 Programs

CHICAGO, Aug. 2. Following the completion of the Democratic Convention, Magnecord, Inc. reported that more than 550 programs, ranging from 5 to 30 minutes in length, had been recorded in their studios at the Amphitheatre at both political meets.

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

(1,576,078 Families*)

According to Pulse Reports

Table listing top 5 radio shows and their stations: KRCR, KECA, KRCR, KRCR, KRCR.

Pulse radio surveys are conducted in 18 markets, and reports are based bi-monthly except in New York, which is monthly.

RADIO ratings in general were down during the current rating period in Los Angeles, while the top shows in February, 1952, continued to hold their positions in most cases during the most recent Pulse survey.

Main table for Top 5 Radio Shows, listing show titles, times, and stations for each day of the week.

Table for MONDAY-FRIDAY and SATURDAY radio show ratings.

*Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in the Los Angeles metropolitan area including Los Angeles City, Los Angeles County (outside city) and Orange County.

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

HOLLYWOOD, Aug. 2.—Screen Actors' Guild this week collected its first money from a studio for actors appearing in theatrical feature films released to TV. Monogram Pictures paid SAG a total of \$8,000 to be distributed among 114 actors who appear in five theatrical pictures produced since August 1, 1948. Pix were recently sold for TV exhibition and include: "The Rainmaker," "Murder in the Air," "The Big Fight," "Feathered Serpent" and "Tuna Clipper." These involved have been advised to pick up their checks at the Guild office and sign necessary release blanks.

Payment is the first made by any studio to the Guild and marks the initial check from Monogram under terms of an agreement concluded between the studio and SAG covering 70 theatrically produced pix studio is prepping for TV release. Other checks for the remaining pix will be coming thru in forthcoming months.

2 Experienced Movie Men Put On By CBS-TV

NEW YORK, Aug. 2.—The Columbia Broadcasting System this week hired two top executives with extensive movie experience. Herbert O. Phillips moves in as executive art director of the CBS-TV operation. Phillips' last post was as art director of the Western division of the American Broadcasting Company, but he has numerous film credits with such firms as MGM and Universal-International. He is also president of the TV division of the Society of Motion Picture Art Directors.

CBS-TV has also hired Vladimir Veltugin as script editor of "Studio One." For 10 years editor of "Redbook," Veltugin was for eight years in charge of the story department of MGM, and subsequently worked for Columbia Pictures.

Guild Canadian Film Deal Set

HOLLYWOOD, Aug. 2.—First known Canadian TV film distribution deal was concluded this week between Reub Kaufman, proxy of Guild Films, Inc., and S. W. Caldwell, of Toronto's Caldwell, Ltd. Canada's telecasting operations are expected to get under way this fall on a non-experimental basis when its first outlet goes on the air in Toronto, to be followed by stations in the other Canadian provinces.

Kaufman, currently here to negotiate distribution deals for additional TV film product, leaves later part of next week for Toronto for the first of a series of meetings with the Caldwell sales staff.

Canada's Caldwell firm has been active for a number of years in radio sales and station rep work. In concluding its distribution set-up with Kaufman's Guild Films, it acquires nine TV film properties for the dominant set-up in the industry. Guild properties include "Guild Theater," Rene Williams' "Invitation Playhouse," Boris Petroff's "Dream It Up," "Sports Library" and W. Lee Wilder's "Gallagher's Travels."

Spot Series For Kroehler

CHICAGO, Aug. 2.—Sarra, Inc., has completed a series of 90-second spots for the Kroehler Manufacturing Company which will be used on the Clifton Utely newscasts over WNBC here Mondays and Wednesdays, and on John K. M. McCaffrey's news show on WNET, New York, Tuesday, Thursdays and Friday.

Spots, which were filmed at the Sarra studios here, feature Jim and Edie Dexter, local husband-wife acting duo.

Guild's contract with producers concluded in 1948 specifies August 1 of that year as cut-off date for TV release of theatrical pix. Under the pact terms, Guild is granted legal right to withhold services of its members from any producer who releases theatrically produced pix to TV made prior to that date without first negotiating an agreement for special payment to the Guild for TV rights. Guild invoked this ban earlier this year against Lippert Productions, contending that firm released theatrical pix to TV made since the cut-off date without arranging for

Shriner May Replace Allen

NEW YORK, Aug. 2.—Herb Shriner this week was the leading choice to replace the ailing Fred Allen in the new "One for the Money" video film show which is to be sponsored by Old Gold this season. Others in contention are Roger Price and Ray Bolger.

Allen suffered an attack while vacationing several weeks ago on Cape Cod. The program will be slotted on the National Broadcasting Company's TV web. Goodson and Todman are the backers.

Consolidated TV, Fairbanks in Deal

HOLLYWOOD, Aug. 2.—Consolidated Television Sales this week took over complete sales-distribution of Jerry Fairbanks in an arrangement that combines the sales organizations of both firms. Consolidated will be exclusive sales-distrib rep for all Fairbanks product produced to date with Fairbanks free to handle its own distribution on future product or make further arrangements for Consolidated to handle forthcoming productions. Fairbanks intends to start cameras rolling on his "Hollywood Theater," 13 half-hour dramatic anthology, late this month (The Billboard, August 2). This series is included in the Consolidated deal.

Heretofore, Fairbanks has maintained its own sales subsidiary. Merger between the Fairbanks sales department and Consolidated gives the latter firm a chain of offices in New York, Chicago, Hollywood, Philadelphia, Cincinnati,

'Ambassadors' To Be Filmed By de Roch'm't

NEW YORK, Aug. 2.—Richard de Rochemont, former independent film producer, and March of Time producer-director who recently combined his production unit with Transfilm, Inc., will take another fling at feature length films. The new production announced by de Rochemont is Henry James' "The Ambassadors."

The picture will be shot in London, with location scenes to be filmed in Paris and the United States. Lois Jacoby is handling the screen adaptation.

Autry Set on 1st 4 Films

NEW YORK, Aug. 2.—Gene Autry's Flying "A" Productions, TV film outfit, has completed shooting the first four films in the "Death Valley Days" series being turned out for the Pacific Coast Borax Company. Ruth Woodman did the scripting for all four.

Titles of the completed films are "Death Valley—How it Got Its Name," "She Burns Green," "Lost Pegleg Mine" and "Death Valley Kid." The stories cover the discovery of borax, a desert mine and characterizations of fabled people in the territory.

the additional compensation to actors.

Under the SAG-Monogram agreement, studio agreed to pay each actor in the films 15 per cent of his original total salary if the selling price to TV of each pic is \$20,000 or over and 12½ per cent if the selling price per pic is below \$20,000.

Claims Court Ruling Ousts Film Censors

WASHINGTON, Aug. 2.—Removal of Maryland from the list of States that still impose censorship on movies was urged this week by Sidney Lust, owner of a chain of area neighborhood motion picture theaters. In a talk before the Bethesda, Md., Kiwanis Club, Lust said recent Supreme Court decisions on "Pinky" and "Miracle" film censorship gave censorship boards their "walking papers."

Lust said voluntary and legal safeguards to prevent the showing of immoral films make censorship boards unnecessary, declaring, "There is no more justification to censor a film than to censor a newspaper."

Dunhill Eyes Cummings Show

NEW YORK, Aug. 2.—Dunhill cigarettes this week was considering the Robert Cummings Show for network sponsorship next season. The king-sized cigarette, which is owned by Philip Morris, is ready to make its bid for a larger segment of the cigarette buying public and feels that TV can do the trick. Its budget for 1952 is around \$2,500,000, but will be upped considerably.

The video film is owned by Don Sharpe, and by Official Films. Blow is the agency.

Consolidated currently distributes "The All American Football Game of the Week," "A Sportsvision, Inc., production, and the entire Jerry Fairbanks catalog, including "Front Page Detective," "Hollywood Theater," "Ringside With the Rascals," "Public Prosecutor," "Crusader Rabbit" and "Speaking of Animals."

SAG Denied Authority On Kine-Film Question

NEW YORK, Aug. 2.—The Screen Actors' Guild this week missed, by a narrow margin winning a victory that might have given the union a substantial jurisdictional stake in Eastern video. At a meeting of the Associated Actors and Artists of America Thursday (31), the SAG introduced a resolution which might have thrown any live show shown on kine or film into its jurisdictional bailiwick. The resolution was defeated by a narrow margin of 57 to 56.

The nucleus of the resolution was that live shows, later "cut or edited" as kines or films were to belong to the Screen Actors' Guild. The Television Authority forces tried putting the shoe on the other foot and asked SAG about video films which use live commercials.

A motion for the 4A's to vote on the merger of the American Federation of Radio Artists with TVFA was tabled for the second time.

Filmcraft Acquires Mark Twain Library

HOLLYWOOD, Aug. 2.—One of the most important literary acquisitions in TV film history was concluded this week in a deal closed between Filmcraft Productions and the Samuel L. Clemens estate whereby the firm has been awarded exclusive radio-TV rights to the entire Mark Twain library. Material, to be used as basis for a high-budget prestige telepix series to be called "The Mark Twain Theater," marks Filmcraft's first step towards production of its own entertainment TV film show. Heretofore, firm has served as a service org, TV filming such shows as "Groucho Marx" and "Life of Riley" for clients, but to date has not produced a telepix series of its own.

Acquisition includes 36 major works, 20 articles and 2,500 published letters and several thousand unpublished letters penned by the famed American humorist. Deal marks the first of its kind for the new medium whereby a film producer has gained exclusive rights to an author's complete works.

In an effort to place series in the top-quality bracket, Filmcraft plans to assign Hollywood's foremost directors and writers to the series. Use of top people will put series' budget considerably above the normal level. In addition to producing, Filmcraft will also handle series' sale and distribution.

Isidore Lindenbaum, Filmcraft proxy and exec producer, this week concluded the negotiations for the properties in New York, climaxing more than five months of discussions with representatives of the Clemens estate. Lindenbaum is remaining in New York to meet with net and ad agency reps. In the negotiations, Lindenbaum and Ferenz H. Fodor, Filmcraft's exec

Operetta Ballet Films May Be Ready by Fall

NEW YORK, Aug. 2.—Plans announced by two separate TV-film producing outfits should result in a fairly large group of operetta and ballet films being available to TV stations this fall. The D. M. Grattan Company this week announced that production had already started in Rome on the first of a series of 39 one-hour operettas with English-speaking casts.

Hoffberg Productions, meanwhile, announced the signing of a deal with a German unit to produce 13 half-hour ballet and operetta films and 20 quarter-hour symphonic musicals.

The Grattan outfit is filming its productions in the Cinecitta Studios, Rome, with films to be ready for October release. The Hoffberg deal was made with Video Interfilm Corporation of Berlin. The firm has signed the Bavarian Symphony, the Opera Company and the State Ballet for the series. First films are "Merry Wives of Windsor," "Martha," "The Flying Dutchman," "Coppelia" and "Tannhauser." tv film martin hs-ac

in charge of production, represented the production firm, Clara Samossoud, daughter of Clemens, and Thomas Chamberlain and Maurice Cheyette, of the Hanover Bank of New York and co-trustees of the Twain estate in the negotiations. Deal was set thru the William Morris office with Howard Hausman and George Gruskins representing the agency in New York and Charles Strauss and Morris Stoller in Hollywood.

In addition to the "Groucho Marx Show," Filmcraft this season completed pilot reels for the Fred Allen and Walter O'Keefe TV film shows.

NBC Is Set on Exec Staff of Film Division

NEW YORK, Aug. 2.—The National Broadcasting Company completed the organization this week of the executive staff of the newly created film division, headed by veepee Robert W. Sarnoff. Most of the appointees look on new titles, but continue to operate within the spheres in which they worked previously.

John B. Cron was named manager of television film sales, and Stanton M. Osgood was appointed manager of television-film production. Both will work directly under Sarnoff. Cron has been head of film syndication sales, while Osgood was executive assistant to the director of TV operations.

Named assistant to Osgood was John W. Kiernauer, former assistant to the director of production units. Benjamin Raub, of the NBC legal staff, was assigned to the new film division as was Robert Anderson of the NBC controller's office.

WJZ-TV Gets NY Exclusive On MOT Films

NEW YORK, Aug. 2.—The local American Broadcasting Company oddo flashly station, WJZ-TV, this week bought the new March of Time half-hour film series for exclusive showing in this area. The films will be telecast on Wednesday nights from 9:30-10 p.m. EST, beginning in October. WJZ-TV, previously had exclusives here with March of Time's "Crusade in Europe," "Crusade in the Pacific" and "Through the Years." The deal made this week was for the first series of 26 half-hour shows and includes options on succeeding series.

The new series, under the direction of Fred Feldkamp, managing editor of the MOT, will survey an important person, problem or place each week. To maintain topicality, the shooting schedule is only four weeks ahead of the playdates. Crews are currently shooting film for the new series thru the world. Westbrook Van Voorhis narrates the films.

NBC TV Time For Reynolds

CHICAGO, Aug. 2.—The Reynolds Metals Company, Louisville, has bought the full National Broadcasting Company TV network Sundays, 7:30-8 p.m. EST, effective October 5, for a new series of film shows which will feature comic Eddie Mayhoff. Firm has named Russell M. Seeds to handle the account, and has arranged to have the program filmed thru the Seeds office in Hollywood.

TV-Film Reviews

Craig Kennedy, Criminologist

TV FILM—Reviewed at special screening. Produced by Adrian Weiss Productions. Producer, Adrian Weiss. Executive producer in charge of production, Louis Weiss. Director, Harry Fraser. Story editor, Anthony R. Cannigalosi. Photography, Elmer Dyer. Assistant director, William Nolte. Sound, T. T. Triplett. Art director, Fred Preble. Set designer, Harry Rief. Film editor, Stanley Frazen. A.C.E. Cast: Donald Woods. Sydney Mason. Lewis G. Wilson. Trudy Marshall. Edna Holland. Stan Waxman. Jack Mulhall and Tom Hubbard. Distributed by Louis Weiss & Company.

"The Secret Will," one in the 26 half-hour "Craig Kennedy" series, reveals careful attention to production values seldom found in existing whodunits. Donald Woods convincingly portrays the part of the quick thinking criminologist whose nimble brain and hard fists assure a solution to the direct crimes before the reel's end. This particular story, with minor embellishments, is cut from old whodunit cloth, but dressed up with fine settings, and good casting holds the eye to the very end.

All the constituents of mystery stories—a mistrusting housekeeper, a crooked lawyer and his fortune hunting son, a secret will, and an easily beguiled young heiress and bride to be—are blended to provide the muzzler for the criminologist. In this story, the viewer is shown in advance the identity of the guilty party and then as he sits back to watch the expert on the screen unravel the mystery he finds himself a bit off base, with the criminologist coming to his rescue to get him on the right path.

Kennedy, of course, is no ordinary criminologist. He's a bit ahead of the march of science, equipping his office with a TV eye and ear at the door that permits him to eavesdrop and see his callers before he admits them. His door opens and shuts automatically.

As projected into series, the character of Craig Kennedy shows a magnetic potential at bringing back the viewer for more of the same sleuthing. Sponsors in search of a mystery series that throws a fresh light on the same old whodunit formula would do well to consider Kennedy to solve his problems. Lee Zhitto.

Trail Blazers

TV FILM—Reviewed at special screening. Produced by William F. Brody Productions. Producer, William Brody. Director and associate producer, Wesley Barry. Assistant producer, Bob Nunn. Director of photography, John Martin. Original story and screenplay by Sam Roeca and John Marks. Supervising editor, Ace Herman. Cast: Alan Hale Jr., Dick Tyler, Henry Blair, Bobby Hyatt, Barry McCormick, Jim Flowers, Lyle Talbot, Duke York and Ted Hicht.

In this day, producers of TV film kidfare are between two opposing camps. On one hand, parents and teachers have been giving killer-diller programs a critical, if not protesting, eye. On the other side, kids have been velling for more thrills on their TV screen. In "Trail Blazers," William Brody may have hit upon a format that will satisfy both sides.

Basically, it treats a Boy Scout type group of youngsters, emphasizing the advantages of camping and knowledge of the outdoors. This group, of course, encounters adventure, but is able to successfully hurdle all obstacles through quick thinking and application of principles found in the outdoorsman's manual. While never naming the Boy Scouts, group appears to follow closely in their footsteps.

In this episode, one of the first in the "Blazers" series, lads help corner an escaped convict while they are camping in the woods. Youngsters, of course, don't accomplish this alone but with the help of the adult who serves as their leader. This end is achieved through the use of following a trail, use of a bow and arrow and other lures of the outdoors. It's educational in a way, showing youngsters the need for knowing the fundamentals of scouting, and should get approval from concerned parents and teachers.

However, it's still packed with appeal for youngsters. Kids like to feel that one of their own is experiencing an adventure and like to see him emerge the victor. Kid can more readily place himself in the shoes of the hero when their ages are similar.

Show should receive serious consideration of any sponsor aiming at the kid market, especially if he wants something with a fresh slant that won't offend the parent. Lee Zhitto.

Government Is Your Business

TV FILM—Reviewed Wednesday (31), 8:30-9 p.m. Sustaining via the NBC-TV network. Presented by The Christophers. Producer-director, Jules Brickman. Script, David Dortort. Cast: Arthur Franz, Regis Toomey, Lloyd Corrigan, Barry Kelly and others.

One of several public service films produced by The Christophers, "Government Is Your Business," commendably endeavors to arouse Americans from their lethargy in connection with their civic duties. The film makes a spirited plea for greater participation in city, State and federal government on a voting level. Whatever its minor shortcomings, the movie deserves the whole-hearted support of every TV station in the country.

The picture takes the head-on approach. It depicts the trials of a young citizen who decided to run for councilman on his community. Not only his friends, but his relations, his fiancée and his parents express skepticism and attempt to change his mind. This handicap is added to the obstructionist efforts of the local machine. The picture's best scene has the aspiring politician tell off the town after the machine boss has stacked a debate against him.

More persuasive handling of the theme might, however, have made for greater impact. The culpability of Americans who lock their political doors after the horse has been stolen might strikingly be conveyed. Nevertheless the picture hits home, and hits home hard during many of its moments.

A top-flight cast led by Arthur Franz gives the picture every-thing they have. Jules Brickman's production and direction is smooth and slickly professional. Leon Morse.

NEW SERIES AND FIRMS

Peales Inaugurate Mr. And Mrs. Religious Seg

NEW YORK—A half-hour film series called "Crackdown" and based on income tax evasion cases in governmental files will be produced by David Hire in Hollywood late this fall. Hire is producer of the transcribed "Wild Bill Hickock" show.

NEW YORK—Organized by Joseph Barnett, William Groody and Edward Carroll, a new TV film production company, Film Creations, Inc., opened here this week. Barnett is president of the outfit. Latter was with Jerry Fairbanks firm and the National Broadcasting Company. Carroll has been with both Du Mont and American Broadcasting Company networks and with "Vidcam" Films, while Groody was at one-time Eastern exec for the Sam Jaffe agency in addition to stints with Fairbanks and Du Mont.

HOLLYWOOD, Aug. 2—First religious Mr. and Mrs. TV film series will get under way here when Dr. and Mrs. Norman Vincent Peale will start filming their "What's Your Troubles?" series of 13 quarter-hour shows. Thru his writings and serving as pastor at New York's Marble Collegiate Church, Dr. Peale has become among the nation's best known clergymen.

The spiritual as well as psychology will be utilized in treating life's problems as based upon Dr. Peale's experience in working with the Marble Church Clinic. Series is being produced for the Broadcasting and Film Commission of the National Council of Churches of Christ in the U. S. A. Format will consist of adult type discussions between Dr. and Mrs. Peale treating various problems.

Series will be produced at KTTV studios by Paul F. Heard, Inc., with Heard serving as producer and director. Heard, who produced the "More for Peace" feature, marks his initial TV film production, with the "Troubles" series.

HOLLYWOOD—Available for release now is the 15-minute series of stop-action films called "Search for Christ," and produced by Illustrate, Inc., here. Highlighting Bible stories the 13-week series was directed by Jack Boyd, with Bob Bruce narrating.

HOLLYWOOD—The previously announced Swartz-Doniger Productions "Duffy of San Quentin" TV film series goes into production September 15 at the Motion Picture Center here. Legit star Paul Kelly will play the title role. In addition to using stock shots of prison scenes, the company will do some location shooting at San Quentin Prison.

HOLLYWOOD—Filmercraft Productions acquired the rights this week to the entire Mark Twain library for radio and television use. This is the first time that the company has embarked on one of its own productions. (For full details see separate story.)

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THEATRICAL ON TV

WDTV "Swing Shift" Kept Strikers Awake

NEW YORK, Aug. 2—The all-night TV show on WDTV, Pittsburgh, which uses features, shorts, serials and travelogs, held its audience all thru the 57-day steel strike in that city, according to station general manager Harold C. Lund. The station ran an eight-week contest offering prizes

for thousands of entries, altho steel workers usually awake during the early morning hours were unemployed and back on regular sleeping schedules. Show is sold out, with sponsors lined up for future time buys.

ALEXANDER DISTRIB FOR SELZNICK PIC . . .

NEW YORK—The David O. Selznick-produced feature, "The Young in Heart," starring Paul-ette Goddard, Douglas Fairbanks and Janet Gaynor, is now being distributed by M. & A. Alexander Productions, Inc., Hollywood. The theatrical film distributing outfit also picked up rights to "Alaska Patrol," starring Richard Travis and produced by Edward L. Alperson.

SOUVAINE OPENS COAST DISTRIBBERY . . .

NEW YORK—Souvaive Selective Pictures, Inc., theatrical film distributing company, is setting up West Coast distribution facilities. The firm's Harry H. Thomas flew to Hollywood this week to make the arrangements. Thomas is a member of the board of directors and is in charge of domestic, foreign, TV and theatrical sales.

SNADER'S UNGER TO PICK INDIE SHOWS . . .

NEW YORK—Snader Tele-criptions local executive vicepee, Oliver A. Unger, is now in charge of picking up independent productions for TV release in addition to his duties as head of feature films here.

TV FILM PURCHASES

Reynolds Metals Company bought the full network on the National Broadcasting Company TV network Sundays 7:30-8 p.m., EST, beginning October 5 for the filmed Eddie Mayehoff show. . . . WJZ-TV, New York, bought exclusive showing rights in its area up to the March of Time's new half-hour series now being filmed throught the world. . . . Louis Milani, Inc., renewed sponsorship of the "Boston Blackie Series" on KNBH, Hollywood. . . . Beacon Television bought "Feature Theater" on WDTV, Pittsburgh, for 13 weeks. . . . Radio Audizioni Italia bought 13 films in the "Royal Playhouse" series from Bing Crosby Enterprises for showing in Italy early next year. . . . U. S. Grant Supply Company, Los Angeles, bought 26 hour-long feature film shows on KNXT-TV, Hollywood.

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with offices in New York, Chicago, Los Angeles and Memphis

THE BILLBOARD TV-Film Directory

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Videodex Ratings of Syndicated TV Films

and markets in which they are currently appearing

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

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

NEXT WEEK

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

- NEWS
WOMEN'S
CHILDREN'S

'Intrigue' Ups Listenership During June

NEW YORK, Aug. 2.—'Foreign Intrigue' was increasing its audiences in those markets in which it continued, into June, but 'Dangerous Assignment' and 'The Unexpected' continued to be stronger among syndicated films in the 'adventure' category, this week's Videodex chart shows.

June ratings of latter two shows were down a little in most markets as compared to May, a situation that to a great extent may be attributed to the onset of the summer slump.

But in many instances these and other films were hit by a tougher competitive situation in the beginning of June, especially by the Walcott-Charles fight.

The heavyweight championship fight took a good part of 'The Unexpected's' Dayton audience. It pre-empted 'Dangerous Assignment' in Boston and Buffalo, and 'Foreign Intrigue' in New York and Washington.

'The Unexpected' ran up against the Pabst 'Blue Ribbon Bouts' in New York in June, whereas during the May rating week, the fight had gone off by the time 'Unexpected' came on.

Ratings are given for 'The Unexpected' in Baltimore, Buffalo and St. Louis for the first time. In all three cases the show got very late slotting, considering which it pulled quite well.

As an exception to the generally depressed audience pattern, 'The Unexpected' increased its audience in Cleveland as compared with May, apparently taking some viewers from 'What's My Line?'

'Dangerous Assignment' was picked up in Milwaukee and Detroit. It also showed an increase in Washington, where, surprisingly, the number of sets in use while it was on was greater than in May.

Lost in Philly
In Philadelphia both 'Assignment' and 'Unexpected' lost quite a bit of audience, as did television generally during their periods.

TV Station Film Buyers Pick

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

THEATRICAL

Table listing theatrical films with columns: Title, Length, Station, and other details.

OTHER

Table listing other programs with columns: Title, Length, Station, and other details.

Main table listing TV programs with columns: Series Name, Length in Minutes, No. Repeats Available, Videodex Rating, and Station.

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

Table listing programs in various markets with columns: City, Station, and other details.

Series Name	Length in Minutes	Days of the Week	Video Rating
COMEDY			
The Chimps ... 15... 13			
Dir.: United Television Programs, Inc. DALLAS-FORT WORTH (3 stations)* LOS ANGELES (7 stations)* PITTSBURGH (1 station) WDTV, 9:15-9:30 a.m., Sat. Videorec. Rating of Prec. Show: Western Film..... 6.9 WASHINGTON (4 stations)* ALSO CURRENTLY SHOWING IN: Miami, Salt Lake City*			
Hank McCune			
Show ... 30... 13			
Dir.: Atlas Television Corp. CURRENTLY SHOWING IN: New.			
Jackson			
& Jill ... 26½... 13			
Dir.: Jerry Fairbanks, Inc. CURRENTLY SHOWING IN: New.			
COMMENTARY			
Hollywood			
Newsreel ... 15... 9			
Dir.: Screen Gems, Inc. DETROIT (3 stations)* TOLEDO (1 station) WSPD, 7-7:15 P.M. Videorec. Rating of Prec. Show: Current News Current... 15.0 WASHINGTON (2 stations) WTTG, 7:30-7:45, Wed. Videorec. Rating of Prec. Show: Current News Current... 2.7 WISN, 7:30-7:45, Wed. Videorec. Rating of Prec. Show: Current News Current... 0.2 WYAN—Three Top WYMA—Name's the Same... 6.7 WYOW—CBS News... 31.0			
Hollywood			
Reel ... 15... 52			
Dir.: Paramount TV Production, Inc. CURRENTLY SHOWING IN: Cleveland, Los Angeles, Toledo, Washington*			
SPORTS			
All-American			
Game of the Week ... 30... Weekly			
Dir.: Complicated TV Programs CURRENTLY SHOWING IN: New. to be released this fall.			
Double Play			
With Durocher			
and Day ... 15... 26			
Dir.: United Television Programs ATLANTA (2 stations)* BOSTON (2 stations)* WMAC 6:30-6:45, Thurs. Videorec. Rating of Prec. Show: Baseball... 1.6 Videorec. Rating of Prec. Show: Baseball... 1.6 WABC—Back Porch Experts... 2.6 BUFFALO (1 station) WREN, 11:45-12:30, Wed. Videorec. Rating of Prec. Show: News & Sports... 13.0 CINCINNATI (3 stations) WLWT, 9:30-9:45, Sat. Videorec. Rating of Prec. Show: Red Stilton... 28.0 WCRD—Friday Playhouse... 4.7 WRCB—What's My Line... 32.0 COLUMBUS (3 stations) WLBC, 9:30-9:45, Sun. Videorec. Rating of Prec. Show: Red Stilton... 3.5 Videorec. Rating of Prec. Show: Red Stilton... 3.5 WFTS—Film Feature... 6.2 WFLA—What's My Line... 39.4 DALLAS-FORT WORTH (3 stations) KRLD, 8-8:30, Fri. Videorec. Rating of Prec. Show: Crime Syndicate... 12.2 WFAA—Big Story... 17.6 DAYTON (2 stations) WJHL, 11:15-11:30, Fri. Videorec. Rating of Prec. Show: Telenovela... 15 WYU—Let's Talk a Holiday... 12.0 WYU—Mystery Picture Mystery... 5.7 LOS ANGELES (7 stations)* KNBH, 7:15-7:30, Tues. Videorec. Rating of Prec. Show: It's a Good Idea... 28 KNXT—Dance... 12.3 KTLA—Roving Camera... 3.0 KECA—Name's the Same... 7.0 KRTH—Fun on the Street... 2.8 KTLA—Tuesday Night Movie... 4.0 KRLD—Big Tuesday Double Header... 4.8 MILWAUKEE (1 station) WTMJ, 10:30-10:45, Fri. Videorec. Rating of Prec. Show: Don't the Town... 16.5 PITTSBURGH (1 station)* ST. LOUIS (1 station) KSD, 10:15-10:30, Fri. Videorec. Rating of Prec. Show: Dangerous Assignment... 29.3 ALSO CURRENTLY SHOWING IN: Houston, Indianapolis, Jacksonville, Johnson, Kansas			

Series Name	Length in Minutes	Days of the Week	Video Rating
Football			
Extras ... 5½-6... 10			
City: Minneapolis-St. Paul, Omaha, Phoenix, Rochester, San Antonio, San Diego, San Francisco, Schenectady*			
Football This Week ... 12... 13			
Dir.: Station Distributors, Inc. CURRENTLY SHOWING IN: New.			
Go in Places With Gadabout Gaddis—Fishing ... 15... 26			
Dir.: Brian Television BOSTON (2 stations)* MILWAUKEE (1 station) WTMJ, 10:45-11, Fri. Videorec. Rating of Prec. Show: Dancer Play... 10.5 ALSO CURRENTLY SHOWING IN: Providence, Schenectady, Syracuse*			
Golf Tips by Johnny Bulla ... 5... 13			
Dir.: Syncretic Films PITTSBURGH (1 station)* ALSO CURRENTLY SHOWING IN: Johnston.			
Ringside With the Rasslers ... 56½... 52			
Dir.: Jerry Fairbanks, Inc. ATLANTA (3 stations)* LOS ANGELES (7 stations)* PHILADELPHIA (3 stations)* TOLEDO (1 station) WSPD, 11:15-12:15, Tues. Videorec. Rating of Prec. Show: Sam & Ripper... 15.0 ALSO CURRENTLY SHOWING IN: Birmingham, Brentwood, New Haven, Salt Lake City, San Diego, San Francisco, Seattle**			
Roller Derby ... 30... 52			
Dir.: Station Distributors, Inc. ATLANTA (3 stations) WSS, 5:45-6:15, Tues. Videorec. Rating of Prec. Show: Cartoon Time... 12.7 Opposition Shows, 5:05-6:15, Tues. WGLA—Cartoon Video, Logan Station... 29.0 KLTU—Cartoon Theater, Swing Builders... 8.7 BALTIMORE (3 stations) WJZ, 10:10-10:30, Sat. Videorec. Rating of Prec. Show: Bill Defense... 3.6 Opposition Shows, 10:10-10:30 WBAI—Tetrah... 8.5 WJAM—Dinah... 12.4 BOSTON (2 stations) WTRC, 11:20 Monday, Thurs. Videorec. Rating of Prec. Show: Elery Queen... 1.8 Opposition Shows, 11:30-Midnight WBB—Night Owl Theater... 4.2 BUFFALO (1 station)* WFTY, 10:30-11, Fri. Videorec. Rating of Prec. Show: Perry Come... 22.0 COLUMBUS (3 stations) WNSJ, 1-1:30, Sat. Videorec. Rating of Prec. Show: Laurel & Hardy... 6.2 Opposition Shows, 1-1:30 WLVN—Mighty Window... 2.4 WTVB—Mighty Window... 4.1 DALLAS-FORT WORTH (3 stations) KRLD, 5-5:30, Sat. Videorec. Rating of Prec. Show: Fire Dept. Reporter... 3.1 Opposition Shows, 9-9:30 WFAA—Ray Rogers... 14.2 WFAA—Ray Rogers... 15.9 DETROIT (3 stations) WKXV, 9:30-10, Sat. Videorec. Rating of Prec. Show: Film Shorts... 6.3 Opposition Shows, 9:30-10 WJWJ—Dangerous Assignment... 22.8 WJWJ—Purse of City, Musical Varieties... 22.8 LOS ANGELES (7 stations)* KTLA, 8-8:30, Mon. Videorec. Rating of Prec. Show: Film... 2.4 Opposition Shows, 7:30-8 KNXT—Studio One... 17.4 KNBH—Four Top Newsmen of All... 3.8 KECA—Kih Caron... 8.0 KTLA—Who's Name of that Song?... 8.0 KTLA—Who's Name of that Song?... 8.0 KTLA—William Decker... 5.9 PHILADELPHIA (3 stations) WFIL, 10-10:30, Sat. Videorec. Rating of Prec. Show: Playhouse... 4.3 Opposition Shows, 8-8:30 WPTZ—Zoo Parade, Sky King Theater... 7.0 WTAO—Children's Hour and Film... 2.3 WMLA—Sugar Circus... 6.2 ALSO CURRENTLY SHOWING IN: Birmingham, Erie, Greensboro, Houston, Indianapolis, Johnstown, Lancaster, Nashville, Norfolk, Omaha, Phoenix, Providence, Salt Lake City, San Francisco, Schenectady, Syracuse**			

THE MARKET PLACE for TELEVISION FILM INDUSTRY

Adventure

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

Now in production
"THE PHANTOM PIRATE"
 Starring Robert Stack
 W.M. F. BRODY PRODUCTIONS, INC.
 5345 Sunset, Hollywood 28, Calif.

Adventure-Mystery

Craig Kennedy, Criminologist, starring Dan Woods, Louis Weiss & Co., 655 No Fairfax Ave., Los Angeles 36, Calif.

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

TV's greatest combination super-sleuth super-spyman

"BOSTON BLACKIE"

starring
 Kevin Taylor, Lois Collier, Frank Orth as "Blackie" an "Mystery" as "Faraday"

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

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

"DANGEROUS ASSIGNMENT"

Starring Brian Donlevy

Red-blooded adventure with pay-off ratings—For exclusive local showing and local sponsorship—at local cost. Already sponsored successfully in 33 markets, there are still some available. Full information from NBC FILM SYNDICATION
 30 Rockefeller Plaza, New York 20, N. Y.

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

"THE UNEXPECTED"

Each half-hour program a complete original story where FATE writes the "Unexpected" ending!

Every week a new cast of top Hollywood actors... 5 sponsor identifications including 3 full-length commercials.

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

Children's

Adventures in Strangeness—a 15 min. TV program of low cost. TV-Unitized, Inc., 341 Madison Ave., N. Y. 17, N. Y.

Kid Magic—mixture of science fantasy, adventure. Weekly ½ hr. story series. Snader Television Sales, Inc., 328 So. Beverly Dr., Beverly Hills, Calif.

"No School Today"—The famous ABC network children's personality, "Big Jim" and "Sparkie" now available half hour weekly on TV outstanding education and commercial achievement. Arthur-Samson, Inc., 811 Race St., Cincinnati, O.

Comedy

Hot, Dating—Miscellaneous comedy situation weekly 1½ hr. audience. "Big Jim" and "Sparkie" now available half hour weekly on TV outstanding education and commercial achievement. Arthur-Samson, Inc., 811 Race St., Cincinnati, O.

Drama

"Counterpoint" (Rebound): 26 half-hour dramatic suspense shows with tremendous adult appeal. Parodying shock endings. United Television Program, Inc.

Six New TV Film Programs

"The Loun Bromfield Series"
 2. "The Hank McCune Show"
 3. "Tales of Carneg Johnson"
 4. "Those Were the Days"
 5. "Growth Theater"
 6. "A Chair on the Boulevard"
 Bing Crosby Enterprises, Inc.
 9028 Sunset Blvd., Los Angeles 46, Calif.

Half Hour Dramas—Mystery, Crime, etc. Telecast Films, Inc., 112 W. 45 St., New York 36, N. Y.

Stranger than Fiction, 65 ½-hour Human Interest Series. United World Films, Inc., 445 Park Ave., New York.

Feature Films

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

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

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

Film Processing

"Peer-Review" conquers shrinkage in add films, makes them usable revenue producing. Write Peerless Film Processing Corp., 163 W. 46th St., New York.

TV Sound of Broadening Quality. Specialists in sound control for TV reproduction and live-action. Precision Film Laboratories, 21 W. 46, N. Y. C.

Miscellaneous

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

British Information Services—From a 3-minute filler to an 87-minute documentary. B.I.S. has the answers to your TV film problem. Contact Lester Schoenfeld, B.I.S., 30 Rockefeller Plaza, New York 20, N. Y. CI 6-3100.

Ely Louder, Inc., television programs on film.
 1440 Broadway, Murray Hill 7-5224, 10 East 44th St., N. Y. C.

For Quality TV Film Production
 HARPO Productions, Inc.
 Hal Roach Studios, Culver City, Calif.

For Subjects with wide audience appeal.
 Factual Films—1501 Broadway, New York 36, N. Y. Pennsylvania 6-3756.

United Television Programs, Inc.
 Largest distributor of quality TV Films
 New York—Chicago—Hollywood

Musical

THEY KNOW THE SCORE!

"It delighted me... it's beautifully photographed and superbly recorded." The Chicago Daily News critic said of "Vienna Philharmonic Orchestra." Your customers will join the chorus when you bring them these familiar masterpieces on film (13 quarter hours). For details, call

CBS TELEVISION FILM SALES

New York, Chicago, Los Angeles, Memphis
 Must to Remember—83 symphonic 15 min. reels of best works of the masters. Screen Gems, Inc., 729 7th Ave., N. Y. C.

Snader Telepictures Complete TV music library of 800 Telepictures featuring world adult appeal. Parodying shock endings. United Television Program, Inc., 328 So. Beverly Dr., Beverly Hills, Calif.

ADVERTISING RATES

REGULAR CLASSIFIED

Usual standard line, no display, no display. First four set in 6 pt. bold, balance 6 pt. light. Per word..... \$ 20
 3 or more CONSECUTIVE or 26 line items..... 18
 52 CONSECUTIVE insertions, per word..... 16
 Minimum 53

BRIEF CLASSIFIED

Any advertisement with display matter or white space. Four sales between cut-off rates. 1 pt. rate borders omitted only on ads of 28 lines or more. Per word line..... \$1.00
 3 or more CONSECUTIVE or 26 insertions, per word line..... .95
 52 CONSECUTIVE insertions, per word line..... .90
 (1 inch equals 14 word lines)

all the news of your industry every week in The Billboard... **SUBSCRIBE TODAY**

see page 3 for rates

The National Weekly Exchange for Films Suitable for TV Programming

CLASSIFIED ADVERTISING

News

For Washington Coverage
 Sound or Silent
 BYRON MOTION PICTURES
 1226 Wisconsin Avenue
 Washington, D. C. DU 1800

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

Washington Spotlight—Weekly one quarter hour inter-view with government leaders direct from Capitol. Snader Television Sales, Inc., 328 So. Beverly Dr., Beverly Hills, Calif.

Services

BMI Television Sketch Book; working scripts for song presentation available every month. Producers & Directors, write BMI, 580 5th Ave., N. Y. C.

Moods, Transitions, Themes, Tags, Bridges Openings, Closings, Play Offs, Tempo, Tact. TV Library, Tempo Record, 8540 Sunset Blvd., Hollywood.

Sports

RRD Sportsreels—Runs 6½ min., 26 available. For info: Edward A. Evans, RRCP, Route, Inc., 625 Madison, N. Y. C.

Sportsman's Club; 15 minutes exciting fishing-hunting adventures featuring Dave Norbett; 32 units. Sundeck Films, 1022 Forbes St., Pittsburgh, Pa.

Stock Shots

TV STOCK SHOTS

More than 2,000,000 feet of specialized film footage available for live TV film shows and commercials.

STERLING TELEVISION CO., INC.
 318 West 37 St., N. Y. C. JUDSON 6-3750-1-2

Studio Facilities

Complete Production & Recording Facilities. All under one roof. Dynamic Films, Inc., 118 W. 89th St., N. Y. C. TR 3-6221.

HAL ROACH STUDIOS, INC.
 The World's Largest TV Film Studios
 Culver City, Calif.

Western

Available—50 varied Features and 37 fast-action Westerns. Film Vision Corp., 1501 Broadway, N. Y. C.

America's greatest salesman with a sensational record sales

"THE CISCO KID"

"O. Henry's Famous Robin Hood of the Range" starring Duncan Renaldo as "Cisco" and Leo Carrillo as "Piancho," supported by a top-notch Hollywood cast. 3 full-length commercials on each half hour weekly program.

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

TV is ALL of SHOWBUSINESS

Only THE BROADWAY covers ALL of SHOWBUSINESS

Quick Takes

Producer-director **Fred Hickey** of the **Mike Todd** and **Lowell Thomas** Cinerama Productions firm returned from the West Coast this week. . . . **Will Baitin**.

Videodex Ratings

Continued from page 13

Series Name	Length in Minutes	No. Ratings Available	Rating Videodex
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Sports on Parade . . . 15 . . . 104 . . .

Dist.: Sterling Television Co., Inc.
ATLANTA (3 stations)*
BUFFALO (1 station)*
DALLAS-FORT WORTH (3 stations)*
NEW YORK (7 stations)*
 ALSO CURRENTLY SHOWING IN: Birmingham, Houston, Oklahoma City, Rochester, San Antonio**

Sportsman's Club . . . 15 . . . 52 . . .

Dist.: Syndicated Films
BALTIMORE (3 stations)*
BUFFALO (1 station)*
CLEVELAND (3 stations)*
MILWAUKEE (3 stations)*
PITTSBURGH (1 station)*
 ALSO CURRENTLY SHOWING IN: Birmingham, Greensboro, Houston, Huntington, Indianapolis, Johnston, Miami, New Haven, Oklahoma City, Rochester, Salt Lake City, San Francisco, Seattle**

Sportscholar . . . 15 . . . 52 . . .

Dist.: United World Films

ATLANTA (3 stations)*	WAGA, 5:15-5:30, Sat.
June Videodex Rating	8
Videodex Rating of	
Preced. Show: World News	3.3
Opposition Show: 5:15-5:30	21.3
WIS—Huntington Casino	21.3
WLV—Circus 8 Ranch	2.9
CHICAGO (4 stations)*	
DALLAS-FORT WORTH (3 stations)*	
KRLO , 8-8:15, Wed.	13.6
June Videodex Rating	
Videodex Rating of	
Preced. Show: Godfrey & Friends	30.9
Opposition Show: 8-8:15	9.9
WFAA—Kraft Theater	22.5
WBAF—Kraft Theater	22.5
LOS ANGELES (7 stations)*	
MILWAUKEE (1 station)*	
WTMJ , 9:15-9:30, Thurs.	15.5
June Videodex Rating	
Videodex Rating of	
Preced. Show: Championship Fight	40.9
PITTSBURGH (1 station)*	
TOLLEDO (1 station)*	
WSPD , 4-4:15, Sun.	12.5
June Videodex Rating	
Videodex Rating of	
Preced. Show: Flash Gordon	11.9

This Week in Sports . . . 15 . . . Weekly

Dist.: International News Service
BOSTON (2 stations)*
BUFFALO (1 station)*
WREN, 10:15-10:30, Sat.
 June Videodex Rating . . . 26.5
DALLAS-FORT WORTH (3 stations)*
PITTSBURGH (1 station)*
ST. LOUIS (1 station)*
 ALSO CURRENTLY SHOWING IN: Amer. Birmingham, Houston, Indianapolis, Kansas City, Louisville, Miami, New Orleans, Oklahoma City, San Antonio, San Francisco, Schenectady, Seattle**

What's the Record . . . 5 . . . 52 . . .

Dist.: Sterling Television Co., Inc.
LOS ANGELES (7 stations)*
PITTSBURGH (1 station)*
 ALSO CURRENTLY SHOWING IN: Houston, Albuquerque**

Wrestling From Hollywood . . . 60 . . . Weekly

Dist.: Paramount TV Productions
 CURRENTLY SHOWING IN: Atlanta, Boston, Charlotte, Cincinnati, Cleveland, Detroit, Las Angeles, Philadelphia.
 ALSO CURRENTLY SHOWING IN: Danvers, Grand Rapids, Greensboro, Indianapolis, Lancaster, Louisville, Nashville, Norfolk, Omaha, Providence, Richmond, Salt Lake City, San Antonio**

Williams WLW Mdse. Chief

CINCINNATI, Aug. 2.—Robert K. Williams, 11-year vet of the Crosley Broadcasting Corporation merchandising department, was named director of the division this week by Harry Mason Smith, vice president of the Crosley sales organization. Williams takes over the vacancy created by the recent death of Jack Zinsmeister. As assistant director of merchandising for WLW, Williams played an important part in developing and finalizing two major WLW merchandising promotions, the WLW Advertiser Brands Week for druggists in WLW-land and the Parade of Stars promotion for grocers in the station's area.

Screen Gems' disk jockey pix topper, on a two-week vacation. . . . Theatrical film distributor Film Vision, Inc., is expected to announce the acquisition of a new batch of feature films within the next two weeks. . . . Sarra, Inc., Chicago, has completed a series of 90-second spot commercials for the Kroehler Manufacturing Company. . . . Leon Frankross, Arrow Productions topper, in town this week to screen his Jon Hall starrer, "Ramar of the Jungle." Last year Frankross turned out 121 TV films for MCA-TV, Ltd. The "Ramar" series' first 13 films are already in the can. . . . KRON-TV, San Francisco, scooped the town with films of the Tehachapi earthquake scene last week. Station sent out special camera crew in a chartered plane complete with portable power supply. . . . Sherman Harris is set to work on the Western film series produced by Telemont Production, Hollywood. Harris is associate producer of the "Boss Lady" series. . . . Irv Gwirts in town this week to set up dis-

tribution offices for his Telexlix, Inc., Hollywood TV film producing firm. Teamed in the enterprise with ex-diskier Gwirts is former bandleader Leo Reisman. . . . Plans for increased studio facilities are being made in Detroit by Michael de Martino, head of Motion Motion Pictures, TV-film producing outfit. Plans call for moving to new and larger quarters. . . . The American Television Society this week published in 18-page brochure form its previously released findings of the committee on TV film commercials. Headed by Gene Reichert of G. M. Basford Company, the committee included Thomas J. Dunford, De-pioto Films; John Fresse, Young & Rubicam; G. David Gudebrod, N. W. Ayer; C. E. Hopper; and Leslie Roush, Roush Productions. . . . Filmeraft Productions completed work on the Walter O'Keefe "Out of the Red" series and delivered prints to the William Morris Agency. . . . Signed to star in the film series based on Damon Runyon stories was film star James Gleason. . . . Five Star Productions, Hollywood, completed shooting a series of one-minute TV film commercials for Pillsbury Mills. . . . George Jenkins will direct the Official Films' "Four Star Playhouse" series to

be sponsored this fall by Singer Sewing Machine Company. Don Sharpe will produce the films. . . . Edward Lewis Productions, Hollywood, signed Aram Katcher for a featured role in the "Affairs of China Smith" half-hour film series which will star Dan Duryea.
Hollywood
 Harry McMahan's Five Star Productions last week acquired its 14th beer account when it was awarded a contract by St. Louis Anheuser-Busch to produce commercials for Budweiser. . . . William F. Brody starts cameras rolling on four more "Wbd Bill Hickok" episodes Monday (4) in his 30-minute series for Kellogg. First and final days in the 12-day shooting sked will be spent at Brody's Sunset studios for lensed-up of major interior scenes, with all other filming to be completed at the Brodeo Cedar Lake location near Big Bear. Brody produces the Guy Madison Andy Divine costarrer with Wes Barry serving as associate and Frank McDonald directing. . . . Screen Gems last week signed Arthur Franz to play Edward Arnold's son in "Jr." first in the firm's productions of Ford Motor Company's 39 telefilm series. Franz portrayed the psycho-

in Stanley Kramer's "The Sniper," and his most recent theatrical film role was in Kramer's "The Member of the Wedding." . . . Adrian Weiss is currently supervising editing of "Canine Comments," series of 13 quarter-hour shows featuring David Wade. Series will be distributed by Louis Welis & Company. . . . Jack Wraether, producer of "Boss Lady" for Procter & Gamble, last week returned from Washington, where he applied to Federal Communications Commission for TV station channels in Little Rock, Corpus Christi, Tex.; Houston and Sacramento. He is associated in the TV outlet project with Helen Alvarez, manager of KOTV, Tulsa. He recently acquired the latter station for \$2,500,000. In addition to station ventures, Wraether is planning other TV film series along with continuing P&G's "Lady." . . . F. H. Fodor, exec in charge of production for Filmercraft Productions, last week was named one of the principal speakers to address the 72d semi-annual convention of the Society of Motion Picture and Television Engineers to be held in Washington, D. C., in October. Fodor will speak on his patented camera and control system which he invented and is being used in the filming of the "Groucho Marx Show."

ALL AMERICA IS VOTING FOR ZIV'S NEW RADIO SHOW

Starring **Tyrone Power** America's Favorite

Featuring **Edwin C. Hill** Humanizing the WHY and HOW of Government!

FOREIGN PIX BOOM

Italian Film Business Hits New High in 1951

WASHINGTON, Aug. 2.—Italy's motion picture industry soared to new success in 1951, with indications that 1952 would bring even greater developments, the Commerce Department said this week. German films also began to pick up, with 13 completed during the first quarter of 1952. Italian film production reached an all-time high, while exports of Italian pictures increased from 121 contracts in 16 countries in 1946 to 948 contracts in 62 countries in 1951. Italian film imports, on the other hand, have declined, with Italian films representing 30 per cent of the films shown in Italy in 1951, compared with only 13 per cent in 1946. Italian feature films produced in 1951 totaled 110, short subjects 350 and newsreel and special event films 200. About 60

per cent of the gross box receipts came from United States films, however, 24 per cent from Italian films and 16 per cent from other foreign films.

Germany now has 40 movie producers, 29 studios and 34 stages. The Commerce Department reported. The Voluntary Self Censorship Board approved 141 films for exhibition, 81 from the United States, 12 new and 9 old German films, 12 French, 8 Italian, 5 Austrian, 5 Mexican, 5 British, 2 Swedish and one from Czechoslovakia and Denmark. Three United States, two German and one British film were rejected by censors. A draft quota law to curtail the showing of foreign films in Germany has been before the German Federal Parliament for nearly a year, but no action has been taken on it.

VFW Jolson Award to Hope

HOLLYWOOD, Aug. 2.—Veterans of Foreign Wars' first Al Jolson Award and Citation will be presented to Bob Hope Monday (4) during a special broadcast to be carried by National Broadcasting Company. Presentation will originate from LA's Biltmore Hotel where the VFW's distinguished guest banquet will be staged to highlight the VFW's 53d annual encampment August 3-8.

Jolson Award will be presented annually to a showbiz person who in the vet's opinion has contributed most during that year to entertainment of servicemen and hospitalized vets.

Cigar Sponsor Buys Hickman

NEW YORK, Aug. 2.—General Cigar, for its Robert Burns division, this week bought 6:15-6:30 early Sunday evening for a sports show to feature round Herman Hickman, coach of the Yale University eleven. The package is owned by George Foley.

NEWS CAPSULES

CBS Slots "The Web"; Lorillard Suit Out?

Continued from page 4

application, now pending before the FCC, from Channel 13, very high frequency, to Channel 29, ultra high frequency. The decision has been made to bring a second TV station to Houston at the first possible moment, according to McCarthy.

WMGM EXECS IN BRIDGE TOURNEY

NEW YORK—Bertram Lebar Jr., director of WMGM, and Sam Rossant, WMGM, account exec. are in Cincinnati this week participating in the 28th annual national championships conducted by the American Contract Bridge League. The nation's leading bridge experts and champions are gathered at the Sheraton-Gibson Hotel for the week-long competition. Both Lebar and Rossant hold numerous bridge titles and are ACBL life members.

CANADIAN FIRM GETS LICENSE

NEW YORK—Canadian Aviation Electronics, Ltd., of Montreal, has been granted an exclusive license to manufacture Du Mont TV receivers in Canada. The firm has already leased a plant in Northwest Montreal, operates a plant in Winnipeg, and is presently setting up similar facilities in Vancouver.

EQUITY WARNS MIKE TODD

NEW YORK — Actors' Equity this week put Mike Todd, producer of "A Night in Venice," on notice that he could not televise the property to a theater without paying additional salaries. The musical is currently at the Jones Beach Amphitheater. Todd was to televise it in early August at the Strand here. (See separate story.)

GEORGIA U. HAS CO-OP PLAN

ATHENS, Ga. — A co-op plan has been inaugurated at the University of Georgia's Henry W. Grady School of Journalism that allows journalism students to earn their expenses by working for newspapers, radio-TV stations, advertising departments and other phases of the business. The plan works this way: Interested newspapers, radio-TV stations or other media would select two students to attend the school alternate quarters. While one was in school, the other would be working at the radio-TV station, paper or magazine. This plan involves the co-operating agency in no expense, but allows two persons to attend the University at the same time.

SPONSOR MULLS "WE PEOPLE"

NEW YORK — Gulf Oil must decide shortly whether it wishes to continue to have "We, the People" produced by Life magazine. The 13-week deal comes to an end Thursday (7). The program is on NBC-TV. While the show has gotten much publicity, the sponsor may not wish to continue to involve his property in politics during the entire Presidential campaign.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR

Harry Friedman, assistant to the director of industrial relations and in charge of personnel relations at the TV network division of Du Mont Labs, resigns that past August 15 to resume law practice in Manhattan. He will continue with Du Mont as consultant on labor matters. Leslie F. Biehl has been appointed broadcast services manager of Associated Program Service. "The Barnard Alumnae Monthly" edited by Francine Peruzzi, assistant publicity director of WMGM, New York, was a runner-up in "The Magazine of the Year" contest sponsored by the American Alumni Council to select the best alumni publication in the country. Mrs. Petrucci's magazine received four first place awards and one honorable mention in special categories. Salesman Frederick E. Bauman has joined WLW-Television in the Chicago Sales office of Crosley Broadcasting Corporation. John T. Curry, ex-staffer at WBBM, Chicago, has been named sales promotion manager of KMOX, St. Louis, succeeding C. W. Doebler, who has transferred to WBBM. Sales and management consultant Arthur E. McElfresh was elected to the board of directors, C. E. Hooper, Inc. Lenny Herman and his orchestra launched a new "Treasure Handstand" radio series over CBS, Friday (8), from 4:30 to 4:45 p.m. W. P. Booth was elected to vicepee status at Sullivan, Stauffer, Colwell & Bayles, Inc. Newly elected officers of WCUE, Akron, are: Tim Elliot, proxy-general manager; Charles G. Herberich, vicepee-treasurer; Jack Maurer, vicepee; Frederick O. Hatch, secretary-general counsel and Betty Barr, assistant treasurer. The board of directors of the Arkansas Broadcasters Association will hold its late summer meeting August 24 and 25. Hugo Birmingham is new production supervisor of WTMJ-TV, Milwaukee. James W. Evans has been appointed director of advertising and publicity for WNHG-TV, New Haven. (Continued on page 16)

Exciting! Authoritative! Informative! Compelling! THE PROGRAM 154,000,000 AMERICANS AMERICANS WANT TO HEAR! FREEDOM U.S.A. THE NON-PARTISAN INSIDE STORY OF WASHINGTON, D. C. ACCLAIMED BY STATIONS, AGENCIES AND SPONSORS AS THE NO. 1 PROGRAM ON THE AIR! PERFORMING A GREAT PUBLIC SERVICE! TAKING LISTENERS RIGHT INSIDE THE U. S. SENATE! TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORS WITH DAVID ROSE • JIMMY WALLINGTON AND AN ALL-STAR SUPPORTING CAST FREEDOM U.S.A. ZIV COMPANY Radio Productions 1529 MADISON ROAD • CINCINNATI 6, OHIO NEW YORK

TV "Venice" Test Ready for Movies

NEW YORK, Aug. 2.—Leading movie exhibitors will gather here Thursday (7) to view a big-screen theater presentation of a segment of Mike Todd's Jones Beach spectacle "A Night in Venice." The last 30 minutes of the first act will be beamed from Marine Stadium, Jones Beach State Park, to a shuttered Warner's movie house on West 44th Street here, via closed circuit over the Du Mont Television Network.

Early last month, Nathan L. Halpern's Theater Network TV

opened negotiations with Todd in a move to make "Night in Venice" the first legit show presented on theater TV. Plans call for the musical to be beamed to about 81 interconnected theaters sometime this summer, with TNT serving as distribution agent and setting up the network of theaters. Exhibitors will guarantee between 60 and 65 cents per patron against 50 per cent of the gross.

Exhibitors have made several trips out to Jones Beach to view the show in person during the past few weeks, and the forthcoming test performance indicates that the actual big-screen showing may take place sometime before Labor Day. S. H. Fabian, owner of the Brooklyn movie chain, was particularly active in arranging for the closed-circuit Du Mont demonstration this week.

Meanwhile, Mike Todd is mulling over an offer from Skiatron, the subscription TV outfit, and "Night in Venice" may be aired over Skiatron's new subscription TV system, which is scheduled to start new FCC tests here shortly.

KTLA Expands; Selects New Studio Site

HOLLYWOOD, Aug. 2.—Paramount's KTLA will expand its studios and has picked its site for new construction. The Billboard learned this week. Station will take over the lot adjacent to its present studios, currently occupied by a gas station and parking lot, thereby bringing its property down to Melrose Avenue. Since an alley divides the station's present studios from the projected site station manager Klaus Landsberg plans to construct a special passageway which would permit contact between the old and new studios without obstructing passage thru the alley.

When fully completed, KTLA's construction will more than double its present telecasting facilities. Outlet took over its present studios approximately five years ago, moving from cramped quarters in a sound stage located on the Paramount lot. Last year, station took over a shuttered motion picture house on Melrose Avenue and converted it to TV use.

Despite use of the theater and leaning heavily on remote originations for many of its shows (Pasadena Ice Rink for "Frosty Frolics," Santa Monica Ballroom for "Spade Cooley's Western Varieties," Aragon Ballroom for Lawrence Walk, etc.), outlet has felt the space pinch. Rumor earlier had it that Landsberg would move away from his present proximity to the Paramount lot by finding quarters closer to Hollywood's heart. However, present plans call for him to remain at his present location, utilizing current studio space and expanding southward to Melrose Avenue.

VIDEO ECONOMICS

Advertisers Turning To TV Despite Costs

WASHINGTON, Aug. 2.—Advertisers are turning to television "despite the huge costs," Federal Communications Commission Chairman Paul Walker declared this week, because they find TV the "most economical medium" when they figure the cost per sale.

FUR FLIES, BUT IT'S CHINCHILLA

HOLLYWOOD, Aug. 2.—Fur is fur, as far as a KNBH prop man is concerned. Following a local show on the National Broadcasting Company owned-operated station here featuring a model in a chinchilla coat who displayed a live chinchilla to promote their sale for a chinchilla breeding farm, the costly little animal \$1,100 was temporarily put into a small box on the set while model and show cast went out for coffee. Upon their return, they found a prop man chasing the little fur-bearing beast with a broom and shouting to bystanders that it's the biggest rat he's ever seen and he's having a beluga time killing it.

TV NEWSREEL IN 2 N. Y. THEATERS

NEW YORK, Aug. 2.—Marathon TV Newsreel, producers of public relation-industrial films for TV, are in the unique position of screening their products in two movie theaters here. Altho both films have played the TV circuit across the country this year, Marathon's "Power to Fly" (a 15-minute documentary produced for United Aircraft) is currently playing a four-week engagement at the Roxy Theater. "Guardian Angel" (produced for Sikorsky Helicopters) is slated to open at Brandt's 72d St.-Trans-Lux Theater next Saturday (9).

News Capsules

C Continued from page 15

Conn. ... Tim Collins has joined KITE, San Antonio, Tex., replacing newscaster Orville Rickelson, who has moved over to KHMZ, Hannibal, Mo., as news editor.

... Television Index, Inc. has assumed management of Ross Reports on Television. ... George L. Griesbauer has been named head of TV sales for WMAL-TV, and Harvey L. Glascock Jr. has been appointed radio sales manager for radio station WMAL, Washington. ... Peter A. Cavallo Jr. succeeds Hal Rorke as director of radio and TV at J. Walter Thompson's Chicago office, with Robert M. Guilbert appointed assistant in the department.

Play Nixed for Video; WOR-TV Shifts, Sues

NEW YORK, Aug. 2.—Playwright Lillian Hellman's lawyers brought about a last-minute change of plays for "Broadway TV Theater" over WOR-TV here this week, with producer Warren Wade forced to drop Miss Hellman's "Another Part of the Forest" drama from next week's TV schedule. Wade was granted rights to present the play on TV by Samuel French last month, and Miss Hellman had presumably okayed the deal.

However, the playwright's lawyers have since discovered that Miss Hellman's contract with Universal Pictures (which filmed the drama last year) gives the movie company control over TV

rights to the play for seven years. Consequently Miss Hellman informed Wade and WOR-TV Friday (1) that French has no right to represent "Forest" for television.

Wade, who started rehearsals on the play last Monday, said he plans suit against Samuel French to recoup production costs spent on the vehicle. "Another Part of the Forest" was scheduled to run from August 4 thru August 8. Wade is moving up the following week's play, "Three Corners Moon," to fill the vacancy, with a series of rush-rehearsals expected to ready the comedy for Monday night's opening.

IBG, IBC Agree, Pugs To Get Minimum of 2G

NEW YORK, Aug. 2.—The International Boxing Club, which bled the fees of main-eventers fighting in out-of-town arenas from \$1,250 to \$2,000 each. The new pact will affect the prices paid by Pabst beer to the IBC for its Wednesday night telecasts over the Columbia Broadcasting System's TV web. The \$2,000 paid to each fighter is a minimum beyond which boxers can negotiate their own terms. The agreement goes into effect October 1

and runs for one year. The International Boxing Guild will begin negotiations with the IBC next week for an agreement to cover fighters appearing at Madison Square Garden. Present maximum fee is \$3,000 each, but indications are that the boxing managers will ask for a substantial hike for their boys. The new fee also will be a minimum in accordance with the new principle the managers have put into effect.

Tempo Obtains Navy Recruit Disk Contract

HOLLYWOOD, Aug. 2.—First postwar U. S. recruiting service contract permitting the Navy to utilize radio shows to attract enlistment was awarded this week to Tempo Records. With firm's proxy, Irving Fogel, in charge of production, firm will produce 13 quarter-hour shows featuring Ray Anthony and his ork, along with vocalists Marie Miller and Tommy Mercer and the Skyliners vocal group. Scripts will be written and show directed by Frank Danzig. Don Wilson will announce.

Shows will be aired over 2,000 radio stations. Fogel will cut shows at Capitol Records' Melrose Studios. With the initial Navy assignment, Fogel is making Tempo facilities available for more radio show production and is currently engaged in negotiations for similar projects.

Prior to World War II, Fogel, representing Allied Record Manufacturing Company, negotiated the first deal with the government for recording, pressing and facilitating on service shows. Allied government pact is still in force.

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Stork Club

TELEVISION — Reviewed Saturday (5), 7-7:30 p.m., EDT. Sustaining via the Columbia Broadcasting System-TV. Producer, Michael Dalton. Director, Rai Turdy. Host, Sherman Billingsly.

An extra 15 minutes to work with gives producer Michael Dalton and director Rai Turdy a chance to build the "Stork Club" show into a solid entertainment feature. The Saturday (26) hour-in of the program on a half-hour sustaining basis introduced some new gimmicks which, if cannily developed, can get it off its former hook as a strictly glamour saloon seg. This reporter has a few small beefs as to the initial stanza, but there was nothing that a little sharpening and editing can't iron out.

The new notion of casting host Sherman Billingsly in the role of talent scout and spotting a pair of his choices on the program is a good one. As soon as word of the opportunity gets abroad, a flock of talented newcomers will doubtless apply for auditions and Billingsly will have plenty to pick from. Likewise, an excellent bid for viewer interest is the inclusion of a "glamour panel," made up of selected guests, to debate a weekly prize question. The lucky viewer whose question is used gets a \$10 bucket of Sortilege perfume. The rank champagne-and-orchid atmosphere is still maintained, but the opportunity for longer interviews with theatrical personalities and a more informal approach all around, cuts down splendidly on the contributions of socialites who in the past have had little to say, and usually have said that badly.

Small Beefs And now for the small beefs. Host Billingsly has improved tremendously as a general entrepreneur, but he still has one very bad habit as an interviewer. He mentions the name of his guest at the outset and then assumes that the listeners has caught it.

Such is frequently not the case. Repeating the name several times during the subsequent conversation would make his TV audience more happily hep to just who it is who. In Saturday's quizzing of Vivienne Segal, also, it was very evident that the star was refreshing her memory from notes under her service plate, a procedure which does not lend for spontaneity.

In addition, if Helen Gallagher, a really great comedienne, is to sing for her supper, this reporter thinks her contribution would better stem from her current chore in "Pal Joey" than be pitched to a torch song and ballad. And it is certainly not good camera work to swing the lens on a couple of cafe society celebs who were gabbing merrily together and paying strictly no mind to the entertainment. As mentioned, the talent scout angle will get better. The initial pair, singer Jano Jones and Earl Hall comic, was moderately good, but neither rated any critical hat-tossing.

In sum, the new "Stork Club" format is definitely on the right track. The viewer participation and entertainment slant are excellent assets. It is really beginning to feature imagination over swank.

Bob Francis. Joe Martin.

Television-Radio Reviews

Mayor of Hollywood

TELEVISION — Reviewed Thursday (31), 7-7:30 p.m., EDT. Sustaining via the National Broadcasting Company. Producer, Homer Canfield. Production supervisor, Angus Robinson. Director, Ed Hillie. Musical director, Irvine Orotan. Writers, Stanley Davis and Elon Packard. Cast: Walter O'Keefe, Bob Parrish.

It would seem that someone had said to Walter O'Keefe, "Go on in there, Walter, and stall." And so, trouper that he is, O'Keefe strolled into the theater, noddobbed with the audience, calling all the women "darling" and "honey," pulled a few flat and corny gags, and did a few interviews.

Among his interviews were a gentleman who specializes in increasing rainfall, and a lady who specializes in waxing poodles' mustaches and manicuring their nails. They and the other interviewees apparently tried to be as casual and cute as O'Keefe himself, but none of it was very amusing.

To add to the hodge-podge O'Keefe brought on singer Bob Parrish, who worked hard on "September Song."

In future stanzas O'Keefe apparently intends to broadcast from various places in Hollywood and include interviews of film stars. That might improve things but as it was this week the show was a very unoriginal way of taking up air time.

Gene Plotnik.

Know Your Bible

TELEVISION—Reviewed Sunday (27), 9:30:45 a.m., EDT. Presented by WNBT, New York with the co-operation of the American Bible Society. Producer-director, Ted Nathanson. Moderator, Reverend Jesse William Stitt.

Combining, as it does, religious training with a quiz game, this fifteen-minute program is as palatable a piece of educational entertainment as one could watch. It is basically a quiz program which pits two youth group teams against each other, in game to get the most correct answers to questions about the Bible. The Reverend Stitt appears to be a completely affable gentleman who can handle the youngsters in the manner of a well-trained master of ceremonies. The kids are at ease and give the impression of having fun in answering the questions.

Just watching the six youngsters as they huddle in teams to come up with the correct answer is visually interesting. In addition, religious pictures are used as the basis for some of the questions. In all, this should please many Sunday morning viewers.

Joe Martin.

CADSIIE COMMENT

Afternoon of a Composer (Radio). WNBC, Saturday (26), 2:30-5:30 p.m., EDT.

Three-hour stretch of pop diskings, under the aegis of emcee, Bill Williams adds up to extremely moderate entertainment. This reviewer finds it dull. (See full review in this issue.)

Reuben, Reuben (Radio), Saturday (26), 10:30-11 p.m., EDT.

Reuben Bradford, Texas disk-jockey, may have the key to a sharp program. The lad has wit and a keen sense of satire. He makes serious local commentaries on grand opera fairly ridiculous, while accentuating a competent understanding of good music. He is amusing and to be vastly encouraged. (See full review in this issue.)

Stork Club (TV), CBS-TV, Saturday (26), 7-7:30 p.m., EDT.

A new half-hour sustaining format gives program opportunity to include new gimmicks which should build for solid viewer interest. It is an overall cast improvement. Champagne and orchid atmosphere still properly rampant, but the amplified seg pitches real entertainment imagination over swank. (See full review in this issue.)

Horatio Hornblower (Radio), WCB, Monday (28), 8-8:30 p.m., EDT.

This series is distinguished by fine thesping, an ear-attracting score and general excellence, despite an inadequate script. Horatio Hornblower is a British naval captain who, with his fleet, is one of the important factors preventing Napoleon from over-running England. The weak story concerned an attempt to assassinate the Czar by an interpreter attached to Hornblower's staff. The second half of the script dragged in sex instead of suspense. Michael Redgrave, as the dashing Captain, more than personifies the spirit of the British naval arm.

Know Your Bible (TV), WNBT, New York, Sunday (27), 9:30-9:45 a.m., EDT.

Both of educational value and entertainment value, this 15-minute early morning show pits two teams of youngsters against each other in a quiz based on material in the Bible. Moderator Reverend J. W. Stitt, does much to put the youngsters at ease and keep the show moving along neatly. (See full review this issue.)

Your Lawo (TV), WJZ-TV, Tuesday (31), 10:30-11 p.m., EDT.

Ruth and Phil Alampi are specialists in programs catering to dwellers in the suburbs. The program offers an opportunity for specialized types of merchandising. Manufacturers recognize this and four sponsors are participating. The first program of the series was concerned with general phases of lawn care; subsequent programs will go into great detail. (See full review this issue.)

Mayor of Hollywood (TV), NBC-TV, Thursday (31), 7-7:30 p.m., EDT.

Walter O'Keefe did interviews with special guests, such as a poodle beautician, and assorted ladies from the audience. Everyone tried to be casual and cute, but the whole thing was not very amusing and didn't seem to have any point. (See full review this issue.)

Hollywood Bowl Concert (Radio), NBC, Sunday (27), 7-8 p.m., EDT.

A program of easy-to-take classics marked the opening of the show's third annual series. Bruno Walter showed his usual command of the orchestra, but the sound on tape, taken from an outdoor performance, was not up to concert snuff. (See full review this issue.)

Afternoon of a Composer

RADIO — Reviewed Saturday (26), 2:30-5:30 p.m., EDT. Sustaining via WNBC (local). Emcee, producer, director, Bill Williams. News commentator, Fred Collins.

If a listener is gaited for enthusiasm to pop recordings, "Afternoon of a Composer," normally a 3-hour stretch on hot Saturday afternoons, may be a dish. From this arm chair, it adds up to extremely moderate entertainment.

As a matter of record, the Saturday (26) offering had a full initial hour cut off via the fizzling wind-up of the Democratic convention. Also an interlude devoted to the running of the Saranac Handicap at the Jamaica (N. Y.) race track took more time than was expected—due to the fact that the runner-up filed a protest.

By the time this was denied by the judges, emcee Bill Williams was forced to cut down materially on his diskings to somewhere around an hour-and-a-half. From this reporter's pew, this was quite all right, because Williams' introductions of his selected recordings, while fair enough, their content is gaited primarily to pop fans. The hour-and-a-half still seemed long going.

Mercer Was Man

Johnny Mercer was the man of Saturday's seg, being the featured triple threat, as tunesmith, lyricist and publisher. This reporter admits the lad is great, but diskier Williams' pedestrian introductions can wear down even well selected recordings of the maestro.

A platter jock can cover a lot of ground in 90 minutes: to wit: "Come Rain, Etc.," "Acheson, Topeka, Etc.," "Jeepers Creepers," "Blues in the Night," "Yodeling Blues," "Bob White," "Skylark," "Black Magic" and "Goodie, Goodie." The recordings are overall excellent. So that's that.

Good are the 5-minute news and sports summaries stemming from Fred Collins. The latter are crisp and to the point. A reviewer of this program can only judge it on a personal basis. Listened to as such—it is dull.

Bob Francis.

Horatio Hornblower

RADIO — Reviewed Monday (28), 8-8:30 p.m., EDT. Sustaining via the Columbia Broadcasting System. Produced and directed by Harry Allan Tower. Score and ork conducted by Sidney Torch. Features, Michael Redgrave.

In "Horatio Hornblower" the Columbia Broadcasting System has delivered to radio audiences a quality product. The series is distinguished by fine thesping, an ear-attracting score and general excellence, despite an inadequate script. Were an advertiser interested in achieving prestige or in reaching cultured listeners, this program would bring results.

But since most advertisers want to reach the masses, this show needs broadening. Its main difficulty is the authentic British accent, difficult to understand for ears unfamiliar with the rhythm of the language. A change undoubtedly would detract from the accuracy of this portrait of British naval life. Some sort of mean should be achieved however, a compromise nearer the tastes of the average listener.

Horatio Hornblower is a British naval commander who, with his fleet, is one of the important factors preventing Napoleon from overrunning England. The weak story concerned an attempt to assassinate the Czar of Russia by an interpreter attached to Captain Hornblower's staff while the naval officer was conducting a diplomatic mission. This bit of malevolence, however, was pre-empted by the alert Captain.

Seduction Scene

A seduction scene furnished the second half of the script. Would it would not the soda-filled Captain take a walk with a "bold-eyed" Russian countess in the dark art galleries of the palace? True to the traditions of the British

Your Lawn

TELEVISION — Reviewed Thursday (31), 10:30-11 p.m., EDT. via WJZ-TV. Participating sponsorship, placed directly, Cast, Phil and Ruth Alampi and guests. Director, Cort Steen. Producer, Phil Alampi.

The continuous flow of population to suburban areas has created a greatly expanded market for the merchandising of products useful to the rural way of life. How lucrative this market has become is apparent from the many magazines and newspapers which devote large amounts of space to rural living. The New York Times and Herald Tribune, for instance, run greatly expanded garden sections in their Sunday editions during the spring and summer months.

TV is also aware of the merchandising possibilities inherent in the pastoral scene. Ruth and Phil Alampi, who do "The Home Gardener" show Thursday nights over WJZ-TV, now add another half-hour program, devoted to the rare of lawns. The Alampis bring their program to TV right at the end of a hot wave—thereby proving their understanding of this type of merchandising. Lawns in many areas are now in bad condition, owing to the heat. These lawns need refurbishing. The time is now and on into the next couple of months—whether you want to save what grass you have, or create a new lawn. Homeowners, many of them new to the suburbs, are interested in this kind of knowledge; and these homeowners, of course, are excellent prospects for such products as grass seed, fertilizers, garden supplies, cultivator tools, etc. The result is that the Alampis' new show is already sold out. The sponsors are Agricor, the American Chemical Company, the Lark Golf and Lawn Supply Corporation and Ohio Spike Disc.

10-Week Run

This show is scheduled for a 10-week run, during which time guest experts will consider everything from chain bugs to crab grass. For the debut program Phil Alampi and Warren Lafkin, a turf expert, spoke of general factors of lawn care. Lafkin showed a film illustrating the subject.

The series should do a sound job for the consumer and the advertiser. Alampi knows his way around the many-faceted rural circuit and is aware of what types of scientific knowledge the home owner needs and where to get it. One point is quite noteworthy: this type program needs very careful diction. The people who listen are truly interested. At times the dialog on the debut show seemed too fast, with words flurried. Paul Ackerman.

navy, he conquered sex and remained faithful to his wife. Michael Redgrave as the dashing Captain Hornblower more than personifies the spirit of the British naval arm. The score and the ork conducted by Sidney Torch manifestly enhance the background. Leon Morse.

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Chicago, Chicago (Friday, August 1)

Capacity, 4,200. Price policy, 46 to 98 cents daily. House booked Harry Levine. Show played by Louis Basil and the Louise band.

Paul and Ford are excellent showmen and they garnered their biggest reception yet here. Use of their two gold instruments, plus a third bass played by Wally Kamrin, the work of Miss Ford with her sister, Carol, who remains off-stage throughout the act, on most of the vocals, and the fingering of Paul all make for an exciting and salable performance.

Opening with "Lover," they go into a medley of their top-selling Capitol sides after the customers had their initial taste of the double-voice on "Mockingbird." Slightly out of character, they did a novelty called "No Place Like Home," which featured both on the guitar and vocals. Closed with "Tiger Rag" and only the dropping of the curtain quieted the near-capacity house.

Also debuting in the house, Frank Fontaine proves an adept impressionist before offering his John S. Savoney character which has been built to national proportions via a weekly network radio show and numerous TV guest appearances.

Fontaine has a richer voice and does excellent imitations of Arthur Godfrey, Carry Grant, Duke and Peter Luger and others. He keeps their bit short and sweet and gets the maximum from each. For his Savoney routine, he did the sweepstake story for a powerful closer.

Back after an eight-month absence, Duke Art Jr., clay modeling act, proves another good choice for this show. Art, working with his fem aide, moves swiftly from one character to another, using excellent chatter along the way.

Opener is the Gaynor and Ross skating team. Dug handles two numbers at breakneck speed featuring good spins. End result is reflected in the heavy applause they receive.

Louis Basil, back after a two-week vacation, and his house band cut the show capably.

Pic, "Affair in Trinidad," Norman Weiser.

Chez Paree, Chicago (Tuesday, July 29)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 8:30 and 12. Operator, Dave Halper. Publicity, Bob Curley. Booking policy, non-exclusive. Estimated budget this show, \$8,000. Estimated budget last show, \$10,000.

Dave Halper has followed the highly successful Jimmy Duran's run with Joe E. Lewis and the result has been a continuation of the capacity houses. Lewis has rarely been better in all the years he has been working the Windy City. While most of his parodies are familiar to Chez customers, they love them and keep yelling for more. But it's his chatter which gets the most attention, with many of his lines new to payers. Gags still follow the Lewis format, horses, drinking and women, but they are sharper than usual and Lewis has injected some topical stuff, mostly on his recent political conventions.

The appearance of, Durante and Lewis has proven at least one point to local nitery operators. They are in demand, not about the year out. Handling the No. 2 spot is Polly Bergen, Hollywood actress, who can actually come on and sell a song, and hold an audience that obviously is awaiting the star and is impatient with supporting acts. A looker, she mixed two fast numbers with a pair of slower ones. All received a strong hand. Her closer, "Black Magic" was especially effective.

Opening act is Consola and Melba, a team seen several months ago at the Chicago Theater. Due to five numbers, just about two too many. Their standard closer, "I'm Forever Blowing Bubbles," done as bubble, spurt over the stage area, is more effective here than it was on the vast stage. It earned heavy mits.

The Chez Paree Adorables, featuring the Werner Twins, are a greatly improved line. Girls have two new numbers in this show, both with Johnny Martin, the location's able production singer and emcee. Each features excellent wardrobe and much improved dancing. Brian Fallon's act, with Phil Levand fronting, cut the show. Norman Weiser.

Night Club - Vaude Reviews

Clover Club, Miami (Wednesday, July 23)

Capacity, 450. Two shows nightly, 9:30 & 12:30. \$3.50 minimum. Owner-operator, Jack Goldman. Publicity, Les Simmons. Show played by Tony Lopez' orchestra. Estimated talent budget, \$3,500.

After a month of an all-Latin show titled "A Night In Havana," this spot reverts to a conventional-type stanza with Joey Adams in the top slot. Coming on last, he followed the hot Nov-Elites Trio who virtually tore down the house with a rollicking satire on "Cry." This it was like following the Democratic National Convention, Adams came thru with flying colors. He got 'em laughing fast, and left 'em that way.

Taking advantage of the Chicago whinging, Adams brought on Al Kelly as "Al Romani, the delegate from Puerto Rico." It was several moments before the non-hep summer season audience wised up to Kelly's double-talk nonsense. Both did yeoman work and pleased the opening night crowd which filled up considerably more tables than the previous Latin melange.

Nov-Elites are long-term Clover Club-ltes. In a half-dozen earlier performances caught by this reviewer, they've never let down their standards for providing a bundle of belly-laughs. They returned with a flock of new arrangements and special material, and can hold their own with any headliner.

On the bill also is a dance team, Los Romeros, who do a brace of extremely fast terp oddities, and vocalist Louise Brown. On opening night, after her initial tune, she announced she was suffering from a virus and apologized for a throaty voice. If she's sick, said a ringsider she shoulda stood in bed. Herb Rau.

Mocambo, Hollywood (Wednesday, July 23)

Capacity, 220. Price policy, \$1.50 cover. Shows at 8:30 and 12. Owner, Charlie Morrison. Publicity, Charlotte Rogers. Booking policy, non-exclusive. Estimated budget previous show, \$2,500. Estimated budget this show, \$5,000.

Billy Daniels has thrown out many of his slow ballads to concentrate on hectic up-tempo numbers with pianist Benny Payne, and consistently rocked the crowded opening-night house. Daniels still needs strengthening in the ballad stuff, which he may have found in "Yiddish Mama." His gimmick on the finale of "Mama of building to a crescendo should be utilized on his slower ballad stuff, for his mood music in the past has lacked the sock close. His patter between numbers has been strengthened, with the Mercury throater showing a fine hand for subtle comedy. He'd do well to employ more humor, for it's fine pacing. As usual, his showmanship was perfection.

Eddy Oliver's act played a fine show doing well with Daniels' difficult background. Felix Martinique, who once headed his own Latin combo, did an excellent job of vocalizing and drumming during the syncopated terp sessions. Johnny Sippel.

Caught Again

COPACABANA, NEW YORK:

On paper the four new acts here plus one holdover, Luxor Cali Gall, looks like one of those between-show bills. But the way it plays that way with the first two acts, it ends up as a solid show with the last two.

Al Bernie, in his first Copa date, did a superb job. He may have stayed on too long (a common failure on opening night, but his glib quiekies and situation gags were good for really terrific yocks. Working with the ease of a top name, Bernie opened easily and in a few minutes had them in his pocket. Some of Bernie's material had a familiar ring. But it was framed and joined to his own stuff in such skillful fashion that the end result was an amazing performance. There's (Continued on page 45)

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

Capacity, 500. Price policy, \$1-\$1.50 cover, with \$2 minimum. Shows at 8:30 and 12:30. Owner, Hilton Hotels. Publicity, Fred Townsend. Production and exclusive booking, Merriell Abbot. Estimated budget this show, \$8,000. Estimated budget previous show, \$6,500.

This room has taken on a music hall atmosphere with its new show, with all the ingredients to make up a swiftly paced hour of solid entertainment.

Matta and Harl, holdovers got the show off to a fast start, then come back to close it. Their "Street Scene" number a sexy terp routine, gives them every opportunity to display their sensational precision work, while "The Martinecetes" is another piece of dancing at its finest.

Tom Noonan and Pete Marshall, score heavily with the opening night audience. Noonan carries the brunt of the comedy, with Marshall on for several songs. He then handles straight lines for his partner. Team's best turns were based on the thoughts of a singer while working, and their take-off on a TV chef. Another satire on nitery disk jockeys also displayed top material, but it lagged at times.

Surprise is Estelle Loring, who stopped the show cold with her chirping. Miss Loring, who has chalked up a number of important TV credits, and served as understudy to Janet Blair in the local "South Pacific" company, was (Continued on page 45)

Blue Sails Room, Sans Souci Hotel, Miami Beach (Wednesday, July 23)

Capacity, 250. One show nightly, 11:30. Price policy, \$2 minimum. Owner-operators, Ben Newark, Harry Mufson. Publicity, Jay Glick. Show played by Saccas orchestra.

Lenny Kent, a Miami Beach favorite, made a return appearance here to heavy business and provided plenty of yocks with his basic routine formula, freshened up with some timely gags.

His "Texas"—always a big hit here—lacked Cole and Billy Daniels' impresses, and the routine made for a solid performance and considerable audience appeal.

On the bill also was Chris Columbo, a legit baritone, who started off as a solo, but ended doing duets with Kent. The latter, of course, is for laughs; and if Columbo didn't get 'em, Kent did. Herb Rau.

Versailles, New York (Wednesday, July 23)

Capacity, 3. Price policy, \$5 minimum. Operators, Nick Pronnis-Arnold Rossfield. Shows at 9:30 and 12:30. Booking, non-exclusive. Publicity, John O'Malley. Estimated talent budget, \$1,000.

Burnice Parks came in with plenty of assistance, a piano player, a leader and four-person chorale group, the latter working behind a black scrim. In addition she brought in a lot of arrangements plus a chassis revealing gown that must've cost plenty. In the final essence, however, Miss Parks worked every number with such vigor that there didn't seem to be much difference between the novels and ballads; they were all over sold.

Miss Parks, an experienced performer, knows her way 'round. She therefore must realize that good lyrics can stand on their own, without the punch and exaggerated body movements frequently used in selling a novelty. Miss Parks opened with a calypso comedy number that can stand sharp pruning. She followed with "Autumn Leaves," first chorus in English the second in French. Strolling on a mood number like that seemed singularly over-exaggerated production. Next came "Walking My Baby Back Home" which she re- (Continued on page 45)

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

Capacity, 5,954. Price range 80 cents-\$2.40. Four shows daily. House booked, Leon Leinidoff. Show played by Raymond Paige house ork.

The new show opened as one of the most promising the house has had in a long time. The opening production, a ballet, was very exciting and as flashy as a new Jaguar. The Florence Rieger choreography showed a high order of imagination and the kids' delivery was superb.

Opening on full stage with horizontally tiered flats, the kids came out in red sequin tights to do a thrilling East Indian with Latin-American overtone terp. Stage wise bongo beating by Roger King Mozian, gave it additional zest. The solo and duet work by Moseelynn Larkin and Robert Calser was magnificent.

The second number was bucolic with a farmyard scene calling for choral work that was well sung. Chick Chester's solo was excellent. Over the bridge, the house had Bob Williams with his stand-alone dog act that was good for big yocks. The biggest drawback was Williams' going off nuke too many times, making his chatter inaudible.

But if the show opened big, it didn't close that way. The finale was preceded by the usually deft terping of the Rockettes. Their work was as good as always but the conception, "Sound of the Blues," missed along the way. Using a series of blues, the gals were called upon to do considerable off rhythm taps. They did it well, but such hoofing requires a more agile ear than is possessed by the average theater goer. The result was an effect of discord.

Rayney-Maun

Patricia Rayney and William Maun, boy and girl singer respectively, did adequately, the Miss Rayney's movements seemed awkward.

The finale was another big flash with king-sized sequin covered steps, on which the entire house sang "Stairway to Stars." But while this was flashy and moved, it lacked the fire and spirit of the opener.

The flek was "Ivanhoe." Bill Smith.

Seville Theater, Montreal (Monday, July 21)

Capacity, 950. Price policy, 50 cents-\$1. Manager, Mark Mehr. Bookers, Roy Cooper. Show played by Len Howard ork.

Playing to empty seats in the afternoon heat wave, despite super air conditioning and with long lines and SRO at night, Dick Haymes does about 22 minutes including some French talk in which he is fluent. Singer does big with audience which is 55 per cent French-Canadian. His "It's Marvellous," "Anytime," "Summertime," "I Only Have Eyes For You," "Never Let the Sun Set on a Quarrel," "Might as Well be Spring" are very strong, and earn solid applause. His "Blue Moon," "Stella by Starlight," and "Bye-Bye Blackbird" missed however.

Haymes is cheerful and confident, and established an easy relationship with audience from very beginning. Al Leonard, at piano was very capable.

Supporting show included Professor Backwards who bewildered and entertained with his ability to write, spell and pronounce names to introduce the show, and Dave Juggled with the girl a real looker. Lad's unicycle bit was very good.

Richard and Norma are a smooth dance team, but the small stage, hurt their act. Ralph and Lorraine scored well with their "mechanical doll" act. The girl does acrobatic, contortions, dances as a "doll." Act earned solid applause.

Don Cameron, master of ceremonies, is the last of the disk jockeys to introduce the show, with a singing emcee, Charles Tyrell coming in next week. Ork does usual good show cutting job. Colin Gravenor.

Paramount Theater, Los Angeles (Friday, August 1)

Capacity, 3,250. Price policy, 80 cents and \$1.10. House booked Harry Levine. Five shows daily.

This newly renovated house, which will play spot shows, has a potent duo in the King Cole Trio and the Bell Sisters. Latter making their first vaude date impress because the gals can sell and have terrific material. The Victor recorders have taken their disk hits and refurbished them all by adding new choruses or verses. This clever handling of each of six songs adds zest to their regular record rendition which follow. Twelve-year-old innish Kay does comedy, while blond 16-year-old Cynthia straighted, with both doing comedy patter between numbers. Kids got big mits on all their numbers.

Nat Cole has never sung better. Most noticeable are his cute phrasing tricks, putting the emphasis on the meaty part of a line. He grabbed five encores and had to beg off. Cole's selections made for perfect pacing.

Tapster Paul King opened slowly, but got moving at the end of his first number with a group of flying splits that won good mits. He has some strong, showy clefting, but needs to throw a some straight hoofology in between to set off his forte better.

Comedian Don Rice has renovated his act. His opener used to be his closer and has been worked out for better gags and more continuity. Closed with a tremendous take-off on Trumac MacArthur and Kefauver. Last bit missed because of a faulty record player attachment, used in the routine.

Dick Pierce's new band (four saxes, three trumpets, three trombones and four rhythm) showed possibilities in their short portion of the show. Their opening "Moonlight on the Ganges," was a good solid arrangement, which displayed clean qualities and well rehearsed sidemen. Leader, diminutive, crew-cut youngster, an excellent frontman with a good emcee personality. Johnny Sippel.

Ciro's Hollywood (Tuesday, July 29)

Capacity, 460. Price policy, \$1.50 cover week days, \$2 cover Saturdays. Shows at 9:30 and 12. Owner, Herman Hoyer. Publicity, Jim Byron. Booking policy, non-exclusive. Estimated budget last show, \$3,800. Estimated budget last show, \$3,500.

Rose Marie, fresh out of the "Top Banana" musical is approaching the comedy peak with her natural ability and top material can bring. She has greater assurance since her legit stint. Her owner, "It's Good to Be Rich & Cautious" and a new "Cigarette Butt" ditty get consistent laughs. She used her standard Duran impression and "Colorado" for good pacing. Gets good reception for all her efforts and her act closing, lancing and clowning, with Condos and Brandon rocking the house.

Condos and Brandon got good response with their terp and instrumental efforts, but they are new material. After coming with at least one or two new horn-tooting or clefting bits for several years now, duo did nothing new on this show, except their cute closer with Rose Marie. Johnny Sippel.

Advertisement for BEN YOSHI THE VIKINGS currently PALACE THEATRE, New York. 1650 Broadway, New York.

Advertisement for CHRIS POWELL and his BLUE FLAMES featuring a variety of acts including YACHT CLUB, ATLANTIC CITY, and JOLLY JOYCE.

SHE WON, BUT—

'Miss Phila.' Sues to Get 10G in Prizes

Continued from page 1

to Atlantic City, all of which was to be given to the contest winner. Miss Ramsdale was selected at finals last August 3 to represent this area at the Miss America pageant in Atlantic City.

Her attorney, Eugene John Lewis, said that all she received as the winner was a silver loving cup which "was supposed to have \$100 in it." However, Lewis added, "By the time the cup was passed around through many hands, all that was left was about \$13."

The Junior C. of C. dropped the franchise after last year and the quest for a Miss Greater Philadelphia is being carried on this season by television. Donn Bennett, independent TV package producer, bought the franchise from Atlantic City pageant officials and stages the beauty hunt as a regular TV show with a number of participating sponsors footing the TV bills.

'Parties' Beat Philly Dry Law

PHILADELPHIA, Aug. 2.—With Sunday the traditional "dry" day, cafe men are showing concern over the influx of "Sabbath Parties" which are widespread in the local area. The "Sabbath Parties" are promotions which find a select group invited to a private home or hotel room for a Saturday all-night party which usually continues thru Sunday, with new guests arriving as the old ones call it quits.

Liquor is available at these "parties" at a price and, in some cases, admission to the "party" is also charged. Niteries ops, complaining to the State Liquor Control Board, say it is not to credit the "promoters" who take advantage of the 8 per cent discount by purchasing in case lots. As far as is known, "parties" are strictly drinking sessions with no entertainment lure.

Kaye Visits Copenhagen

COPENHAGEN, Aug. 2.—Dorothy Kaye arrived here Monday (21) for a hectic three-day series of personal appearances, serving as a build-up for MGM's Hans Christian Andersen film starring Kaye. Kaye left for Paris, by air, Thursday (24) morning.

In general, Kaye's visit proved a good publicity stunt, but backfired during his visit to the H. C. Andersen Museum in Odense, Tuesday (22). At the request of press photographers, Kaye clowned around, making use of the late Andersen's bed and other items in the museum. His actions drew a blistering blast from one of the H. C. Andersen societies.

THIS GENTLEMAN PREFERS BLONDE

PHILADELPHIA, Aug. 2.—When agent Le Rendi sold Carol Williams to Dave Harris for piano-vocal, at his Drury Lane Inn, it made the sale so much easier since she was a striking blonde to which the niterie op was partial. When Miss Williams showed up at the room, the agent was startled to discover that the gal had turned into a decided brunette. The booker immediately marched Miss Williams back to the hairdresser and Carol is a blonde again.

OKAY HIGHER NITERY TABS DURING CELEBS

OPS Approves Hike In Prices Equal To 1951 Period

WASHINGTON, Aug. 2.—Niteries will be allowed to charge higher prices during civic celebrations such as Cheyenne Frontier Days, the Kentucky Derby, New Orleans Mardi Gras and the Santa Fe Fiesta, the Office of Price Stabilization announced this week. Since niteries always have charged higher prices when their areas were celebrating such community events, the OPS announced that they can charge the same prices on the days of such events as they charged during the corresponding days of 1951. The new section added to OPS regulations parallels the provision permitting niterie operators to charge the same prices on New Year's Day, Easter, Passover, Thanksgiving Day, Christmas Day and New Year's Eve that they charged on the most recent identical holiday.

Along with those named above, the following events have been listed by the OPS as of long standing and over-all community interest. The Hambletonian, Anadarko (Okla.) Indian Exposition, Frontier Days, Butler, Wis.; Sidney (Ia.) Rodeo; Blossom Festival, Buchanan, Mo.; Blossom Festival, St. Joseph, Mich.; Forest Festival, Elkins, W. Va.; Buckwheat Festival, Kingwood, W. Va.; Apple Blossom Festival, Winchester, Va.; Utah Pioneer Days, Ogden; Indianapolis Memorial Day Races; New Orleans Spring Festival, Pendleton (Ore.) Round-Up; Tulip Festival, Pella, Ia.; Tulin Festival, Holland, Mich.; Nations, Chevy Festival, Traverse City, Mich.; Strawberry Festival, Buckingham, W. Va.; Tobacco Festival, Richmond, Va.; and Apple Harvest Week, Charlottesville, Va.

NEW TEAM OF MARTIN-LEWIS!

NEW YORK, Aug. 2.—Tony Martin did a comedy bit with Dagmar on a club date at the Concord, Kiamasha, N. Y., Saturday, July 26, and right after left for Atlantic City to open at the Steel Pier. When he arrived he found a wire from Dagmar.

The wire read, "Best wishes for a record-breaking week. Am thinking of changing my name back to Jennie Lewis so we can form team of Martin and Lewis. Have plunging tuxedo and will travel." Signed Dagmar.

Good Bills Aid Stem Grosses

NEW YORK, Aug. 2.—Strong bills at three houses were responsible for a major lift in Stem grosses, making last week one of the best the street has seen in a long time.

Radio City Music Hall (5,945 seats; July average \$132,000) wound up with \$116,000 for its fifth and final week, with "Charley's Aunt," plus its stage show. The new bill has "Fanchae," Bob Williams and a stage show.

The Roxy (5,880 seats; July average \$80,000) finished its first week with a wallopping \$105,000 for "Dreamboat" and the stage show of Tony Bennett, Phil Foster and the Ice Show.

The Paramount (3,654 seats; July average \$69,000) came in with a spectacular \$116,000 for its initial frame, with "Jumping Jacks," Don Cornell, Trudy Richards and the Elliot Lawrence band.

The Palace (1,650 seats; July average \$16,000) went up to \$17,300 for eight acts; the bill was headlined by Will Mahoney plus the flock. It drew \$14,000 the week before.

Extra Added

New York

Frankson, the magician, after a year at the Lido, Paris, is now at the Lopa Rio and will return to the U. S. September 5 to be handled by Al Herman. Jolly Joyce is now booking the Ritz in Atlantic City. There's been a booking snafu at the Sheraton chain.

Myron Cohen tells of the out-of-view group of comics who decided to end it all by jumping off the dock and wanted to know when they were going to jump. "No one wants to open" was the reply.

Frank Laine will open at the Palladium August 18 for a two-weeker and will then do a one-weeker in Glasgow. Gene Babits, press agent for Bill Miller's Riviera, has been with Miller since 1940 when he drummed Luna Park.

Johnnie Ray will be the opener at the new Sands Hotel, Las Vegas, when it opens in the spring. The hotel is being financed by Ohio and Texas dough.

Frank Sennes expects to bring "Follow the Girls" into New York August 21 with a big press campaign. Willie Shore will star. Gilda (Mrs. Benny) Davis now has part of a theatrical agency in Miami Beach. The Havana, Madrid will go into a Club 18 policy in September, using six mixes and as many of the old heckler acts now available. There were more people at the Johnny Johnston-Shirley Carmel wedding party Thursday (31) than in most night clubs. It was an actor's whine-ding with Milton Berle emceeing. Danny of Danny's Hide-Away picked up the check.

Philadelphia

Issy Bushoff, operating the To Tavern, Delair, N. J., and the Club Esquire, Wildwood, N. J., is now a personal manager. He sized Lockjaw Davis... Dancer Eliza Str... is in Mt. Sinai Hospital with a back injury. Mort Casway, one-time owner of the Celerity Room and later taking a fling in New York's theatrical booking offices, is now in the chemical business... Jack Brothers, just closed at 500 Club in Atlantic City, are now handled by agent Jack Caspar.

Local niterie ops warned to be on the lookout against phoney health "inspectors" working a new variety of the fee charge racket... Ginger Leeds and Dotie Bouchet added to the fern array at the Celebrity Room... Former maestro Harry Dobbs, who has groomed many singers, unveils a dance protege in Louise Aubert at the Catalina Sho-Bar... Issy Bushoff has dropped the minimum, excepting for Saturdays, at his Club Esquire in Wildwood, N. J.... Sherry Blair returns her piano-vocals to the Drury Lane Inn.

Chubby's will bring in Samia Gamal, Egyptian dancer, August 10.

Here and There

The St. Anthony Hotel in San Antonio, Tex., which has been closed for re-modeling, is scheduled to open August 12, with Carmen Cavallaro and Steve Kisley and his orchestra.

Club Sevenocks, San Antonio, Tex., has booked the Harry James Trio for two nights here on Aug. 14 and 15.

AGENTS BEATING AGVA DEADLINE

ARA Advises Members to Sign Acts Before Sept. 10 Contract Expiration

NEW YORK, Aug. 2.—Artists Representatives Association is advising agents to sign as many properties as possible between now and September 10 when the contract between ARA and the American Guild of Variety Artists officially terminates.

Under the cancellation clause, which AGVA applied when it notified ARA that it would no longer recognize it after September 10, all management contracts between ARA members and AGVA performers would remain in effect as if the deal between the two orgs were still in effect. Applying this literally, agents are now signing, or trying to sign as many acts as they can to beat the September 10 deadline. Any acts signed after that date by agents

who have not applied for AGVA franchises will not be recognized.

The hurried signing has ARA blessing, it is not actually an organized move, the informants admit it is a tactic in the battle between the two.

AGVA spokesmen said that any contracts filed between now and September 10 will be subject to unusually close scrutiny and if there is any suspicion that they're being made to beat a deadline, the union will not accept them.

One agent admitted he was signing more people today than ever, in a burst of candor he said, "So I'll have a big list. Maybe only one out of the bunch will make it. But meanwhile I'll be able to move around if AGVA gets tough."

Another agent said he would sign only those people he felt he could do something for, and characterized as "chickens" those who signed anything and everything. Most agents are fairly ethical, though we know we have guys in the business who don't belong.

AGVA said there are too few "lews" (Continued on page 45)

Club Features 'Meet the Acts'

NEW YORK, Aug. 2.—Town Casino, Buffalo, run by Harry Altman and Harry Wallens will use a new plan to hypo third shows, using all acts, with the exception of the star, for a meet-the-actor gimmick.

Stunt will call for putting candid tables on stage to be occupied by customers. Acts will work among the tables and when finished will sit down at a table. At the end of the show all acts will be aboard. Plan is due to start September 6 when Sophie Tucker comes in. Miss Tucker will do two shows and will not participate in the wing-ding.

Martha Raye Cited by AGVA

MIAMI BEACH, Aug. 2.—Martha Raye has been ordered to appear Tuesday (5) before the local American Guild of Variety Artists board to answer charges that she violated the union's edict banning members from guesting on disk jockey shows originating in eateries.

Martha guested for several minutes on the Sam Gyson radio show Thursday night (31) emanating from Mammy's, an all-night restaurant. Altha Gyson has long been a severe critic of the AGVA ruling, no mention of the edict was made during his interview with Miss Raye, who is currently headlining the show at the Five o'Clock Club.

Creditors Operate E. Hartford Niterie

HARTFORD, Conn., Aug. 2.—Creditors have taken over management of the Old Town Hall Inn—including the 386-capacity Parisian Room—in East Hartford, operated for the past seven years by Larry Simon.

A five-man committee has been named to operate the combination restaurant, night club and hotel for two weeks, to make a study of the financial condition and report back to creditors at the end of that time.

The inn could be sold, if not, a petition in bankruptcy may be filed at the end of the two-week period.

June Cafe Takes Slump Below May's

WASHINGTON, Aug. 2.—June retail sales at eat-drink spots declined from sales for May, but were higher than sales in June of last year, according to Commerce Department figures. Unadjusted eatery-drinking sales totaled \$1,004,000,000 in May, \$985,000,000 in June and \$960,000,000 in June, 1951. Adjusted sales reached \$1,002,000,000 in May, compared with \$975,000,000 in June and \$950,000,000 the previous June.

Chez Fills In Open Date Sked

CHICAGO, Aug. 2.—With Martin and Lewis set to open a two-week stand at the Chez Paree here tomorrow night (7), location is now completing open dates thru the balance of the year. Milton Berle will follow Martin and Lewis, despite a reported conflict with his new TV show, on August 15 for a two-week stand. With Johnnie Ray set to open a 8-weeker, a five-day period between Berle and Ray will be filled with a low-budget package.

Danny Thomas, who was in for the New Year's Eve show, will make a return showing later this fall as soon as he has finished his current motion picture commitment. With no TV show set as yet for the coming season, comic plans to get the Chez date in before doing another picture.

Altho no dates have been set, Billy Daniels and Tony Martin are due in later this fall, and Sophie Tucker has been linked to open November 13.

Rubens Denies OPS Charges

NEW YORK, Aug. 2.—Lou Rubens, owner of Chandler's Restaurant from where the Berry Gray radio show originates nightly via WMA, denied that he had violated any price ceilings set up by the Office of Price Stabilization.

An OPS inspector had called on him, Rubens said, and indicated there were violations, but the restaurant would have a chance to reply at a formal hearing. "Instead of a hearing, I learned from the newspapers that I was being sued for over \$300,000."

El Morocco and about six other spots, mostly without any talent, have also been cited by the Federal government for price ceiling violations.

Paris Gaumont to Resume Big Shows

NEW YORK, Aug. 2.—Gaumont Palace, the Radio City Music Hall of Paris, will go back to big productions and acts next fall. Jerome Medrano, operator of the Circus Medrano, Paris, will manage the Gaumont. Medrano arrived here last week to look at acts in the East and will then head for the Coast to take a look there. Medrano joined the Lew and Leslie Grade Agency a few months ago as head of the agency's Paris office.

NAMM Show Activity Brisk; Orders Surpass Expectations

Confab Is Held in Heat Wave, But Diskeries Feel Cold Shoulder

NEW YORK, Aug. 2.—Predictions for a healthy fall season for the music industry were confirmed this week at the 51st annual music trade show, held under the auspices of the National Association of Music Merchants at the Hotel New Yorker here. Reports from most segments of the trade, including phonograph, record, piano and instrument manufacturers, indicated that the orders placed at this four-day conclave surpassed expectations.

The not quite as well attended as last year's Chicago convention, most exhibitors claimed that business written for the coming fall season was ahead of last year's show.

Complaints heard at this year's clamor, outside of those about New York's broiling weather, came mainly from record manufacturers, who were not due to lack of business. Diskeries beefed about being treated like "step-children" at the show, as if they were not an integral part of the music business.

Pianomen Happy

Piano manufacturers were happy with their share of the orders. Instrument firms varied, with some doing very well, others doing just average business, and the phonograph and radio firms were satisfied with the activity. Standard brands, in the above fields, with regular franchised dealers, did not worry too much about writing business, but more about greeting jobbers and dealers.

This year marked a small or weak representation of the major firms. One of the majors, Columbia Records, did not have a booth at all. Decca and Coral Records, too, they took a booth, displayed no merchandise and referred all visitors to their suite high in the hotel. And RCA Vic-

Piano Sales OK At NAMM Show; Smallies Lead

NEW YORK, Aug. 2.—Piano manufacturers at the National Association of Music Manufacturers trade show this week were quite pleased with the orders taken at the four-day conclave. This was true, according to the reports of a majority of the large manufacturers and a number of the smaller firms. Generally speaking, they expected this year's business to be equal to or better than last year, which was considered a good one for the trade.

As far as prices were concerned, the manufacturers' price lists ran about the same as last year, with the average small piano selling for \$700 to \$800. Most manufacturers felt that they had kept prices as low as they possibly could and that prospects for a lower priced piano, of a high standard of quality, were remote.

The ratio of sales of small pianos or spinets to the grands, over the past year, was estimated at about 85 per cent to 15 per cent. Some manufacturers even placed the ratio as high as nine to one. One company spokesman claimed, however, that with the new and larger ranch-type homes being built, there was a slight trend back toward grands, tho this was still minute.

A number of the piano companies felt that there was a new interest in the instrument, with more kids learning to play than ever before. If the wee sons and daughters of the dealers visiting the show were any indication, this is quite true. These kids would usually hop over to the nearest piano when their parents visited a manufacturer's room, and knock out some quick tunes on the shiny new grands.

tor, who had a large display of radios, TV sets and phonos, displayed but a few records of the "Treasury of Immortal Performances" series, in one corner of their show room. Capitol Records had a large display of all their merchandise, but few of the independents had exhibits.

Mercury, MGM, London, Remington, Royale and Varsity, Parade, Folkways, Savoy and Regent, and a number of kiddie lines including Golden Records, Lincoln Records, The Record Guild, Peter Pan, Wonder Records and Melody Records, were those who had rooms or booths.

Participation Lacks

Most of the diskeries were upset about the lack of participation they were given in the show. Main complaint stemmed from the fact that there was no time on the entire program dedicated to any of the problems or difficulties

faced by the disk industry. Traders griped that the only way distributors or dealers attending the show could talk about fair-trade, return privilege, too many releases, payola, et. al., was to gather in the coffee shop or someone else's crowded suite. And many of the diskeries were disconcerted by the splitting up of the record company, exhibits on different floors of the hotel.

NAMM spokesmen said that they wanted to have a record industry panel discussion dealing with disk problems, but that it was difficult to assemble a panel. They had asked the Record Industry Association of America to set up such a panel. The request came, however, during the infancy of the RIAA, and the association's board of directors felt the group was too new to set up a program. Recently the RIAA asked for a spot on the schedule (Continued on page 44)

Dealers Sound Off About Sheet Sales

Charge Certain Firms With Fostering Direct Sales by Giving Special Discounts

NEW YORK, Aug. 2.—That perennial bone of contention between dealers and music publishers—direct sale to consumers—was picked to a turn at an open-forum meeting participated in by the two groups Tuesday (29), during the run of the National Association of Music Merchants convention here.

Dealers charged that certain publishers were increasing direct-sale activities. By offering special discounts to some retail accounts, often as much as 40 per cent, they were weaning away an ever-growing portion of business from dealers, the latter alleged.

The practice drew most complaints when it affected educational accounts. Schools often are required by city ordinance to buy at the lowest bid prices. Dealers complained they couldn't compete for this business with publishers and remain solvent.

Panel Discussion

The panel discussion sponsored jointly by the Music Publishers Association and the National Association of Sheet Music Dealers, had as its topic, "More Profits Thru Sheet Music." While scheduled speakers relayed pertinent tips on how to get the most out of sheet music departments, dealers demonstrated, in the question period following the formal proceedings, where their real concern lay.

Their view, with a few exceptions, was that dealer profits would best be served if the offending publishers of standard music would stop soliciting retail business.

A related point stressed by the outlets was that publishers should make use of new federal enabling

Seek Accord of Accordionists

NEW YORK, Aug. 2.—Attempts to draw together the two major associations in the accordion field in a single, unified organization seem more probable following a peace meeting held this week during the run of the National Association of Music Merchants.

Leading exponents of the two groups, Pietro Deiro Jr., of the American Accordionists' Association, and A. Galia-Rini, of the Accordion Teachers' Guild, and other members of the profession, met Thursday (31) to explore means of working together. The (Continued on page 44)

Phono Firms Have Hefty Biz at Confab

Major Firms See Trouble Filling Orders; Emphasis Is on Three-Speed Players

H-NEY GEHMAN

NEW YORK, Aug. 2.—For the bulk of the phonograph manufacturers displaying their fall merchandise at the recent National Association of Music Manufacturers convention, the show was a great success. Not only was there a great deal of interest displayed in the new models by buyers attending the show, but in addition, healthy orders were written up, according to most of the phono manufacturers.

A number of the larger firms claimed they might even have trouble filling all orders, especially in view of the fact that many of their Western distributors and buyers were not at the show. One V-M exec declared that the fall phono business looks every bit as big as 1949.

Standout features of the showing included a complete emphasis on three-speed players, the addition of color to phonos, the introduction of an English changer to the U. S. market, the use of an interchangeable 45 r.p.m. spindle and a wealth of kiddie phonographs.

The new Webcor line featured decorator colors so that the phonos can be color co-ordinated with room decoration. Among the colors are forest green, French gray, burgundy and russet. The models, which were closely guarded by a screen with peepholes, are also reported to contain completely redesigned changers. Details of this will be disclosed at the firm's coming distributor meet.

Steelman phonos featured the English Collar changer, the first time that this changer has been available in this country. This includes a switch for constant needle pressure, an intermixer for records of all sizes and a plug-in magnetic head. List prices for these start at \$69.85.

V-M and RCA Victor both showed three-speed players using the new interchangeable 45 r.p.m. spindle, which slips over the standard size spindle. In addition, the 45 spindle sells separately at \$2.95. The firm claims that this can be added to all the three-speed players the company has marketed in the last few years.

Three-Speeds

Aside from the kiddie players, nearly all phonos shown were equipped to handle three speeds. Prices varied greatly, the most of the smaller firms settled on \$24.95 as the starting price for (Continued on page 44)

Mercury Inks Detroit Symph To 3-Yr. Pact

NEW YORK, Aug. 2.—Mercury Records has signed an exclusive 3-year recording contract with the Detroit Symphony Orchestra, under its recently appointed permanent conductor, Paul Paray. This marks the fourth signing of major symphonic groups by the label in the last 18 months. Earlier additions to the Mercury longhair roster include the Chicago, Minneapolis and Eastman-Rochester orks.

Meanwhile, the diskery this week introduced its new Blue Ribbon kiddie series. Twenty-four items comprise the first series of the 7-inch, 25-cent sellers. Deliveries will begin next week.

Mercury also has added 12 new disks to its Childkraft series, to bring the total in the series to a current 24. The Childkraft disks, now on 78 r.p.m., will soon be made available on LP.

CONVENTION FROLICS

Free Cokes and Cool Booths Prove Popular

By BOB ROLONTZ

NEW YORK, Aug. 2.—This year's National Association of Music Merchants trade show was just as eventful as last year's Chicago clamor. First animate object of attention on opening day was a well proportioned young lady, wearing a tight sarong, with placards fore and aft advertising Dot Records' recordings of "Tyrin'," "Cocoanut Grove" and "Little Grass Shack."

As is usual with conventions in New York during the summer, the temperature reached the 90's outside the hotel, and much over this inside where the exhibits were held.

Anyone selling air conditioners would have been swamped. Mercury Records, with free cokes, and RCA Victor, with an air-conditioned booth, attracted many of the thirsty and perspiring visitors.

Free Waxing

At high noon, London Records ordered its representatives to place a free waxing of Vera Lynn's "Auf Wiedersich, Sweetheart" on every record player in the exhibit. This worked fairly well, except when the exhibitors were competitive record manu-

Reis Named to Top Post With Frank Music

NEW YORK, Aug. 2.—Herb Reis starts Monday (4) as general professional manager of Frank Music, the Frank Loesser publishing firm. Reis has been professional manager of Walt Disney Music for the past few years. It is believed that Fred Raphael of Disney will come in from the Coast to handle the firm until a replacement can be found.

No other changes are expected at Frank Music as the result of Reis joining the firm. Bud Gately will remain as professional manager, and Harry Norwood will stay with the firm. Nat Tanneil will continue with the music company in an administrative capacity, and Keys Music stays as the sole selling agent for Frank.

The firm is now working on the score of the new flick "Miss Christian Anderson," starring Danny Kaye.

Miller Named To West Coast Post by Victor

NEW YORK, Aug. 2.—Al Miller, sales manager for RCA Victor country and Western and rhythm and blues records, has been named by the firm to succeed Henri Rene as the diskery's West Coast pop a.&r. director. Rene will join Victor's pop a.&r. staff here under Dave Kapp. The shift is scheduled to take place about the middle of September.

The decision to move Miller to Hollywood completed a four-month search for a suitable replacement for Rene, so that the latter could return to the local headquarters. Prior to coming to RCA Victor two and a half years ago Miller was employed by King Records in both sales and recording capacities. When he moved to Victor in 1950, he served as one of the diskery's Midwestern field representatives before assuming his present position a year ago.

Sam Goody Tests Fair Trade Laws

Files Federal Suit Against Cetra-Soria, Claims Ceiling Prices Are Paramount

By IS MOROWITZ

NEW YORK, Aug. 2.—The effectiveness of the Fair Trade Law was challenged yesterday (1) by Sam Goody, who filed suit in Federal Court against Cetra-Soria Records, the only diskery thus far to set minimum prices under terms of the act. The suit seems certain to set off a long legal hassle that will test loopholes alleged to weaken enforcement provisions of the law.

The recently passed Federal legislation was designed to re-institute the power of manufacturers to set minimum prices under terms of fair trade laws passed in 45 States, and enforce them on signers as well as non-signers.

Although none of the major record companies have yet moved to fair trade their product, claiming the law required detailed study, Cetra-Soria lost no time in setting its policy. It entered into fair trade contracts with several dealers here this week, and informed other outlets carrying the line in New York State that minimum prices of \$5.95 for a 12-inch disk, and \$4.75 for a 10-inch, would be come effective for all, August 11.

Dealer Agreements

The company also completed agreements with dealers in Pennsylvania, New Jersey and Louisiana. Cetra-Soria execs predicted they would have signers in all 45 fair trade States within two weeks.

The Goody action, filed in U. S. District Court by Abraham M. Lowenthal of the legal firm, Telsey, Lowenthal, Rotherberg & Mason, asked a declaratory judgment against the Raxor Corporation, manufacturers of C-S disks, and the Soria Sales Corporation.

The suit is based on the plaintiff's contention that ceiling prices it has registered under the Defense Production Act take precedence over any prices set by the diskery under fair trade. The Goody ceiling prices, stated the brief, are \$4.17 for a 12-inch disk, and \$3.33 for a 10-inch.

DPA Paramount

The Defense Production Act, declared Lowenthal, is paramount, and can't be upset by subsequent fair trade contracts. The brief emphasized that Goody's ceiling prices were set at a time when such prices were not in violation of any "minimum retail resale prices... fixed by the defendants in any contract pursuant to the Field Crawford Act of the State of New York."

The complaint states further: "As a result of defendant's acts and without fault on the plaintiff's part, the plaintiff (Goody) is in doubt and dilemma as to the conduct of his business." The problem, according to the brief, was which law to violate—Fair

Coral Improves Distrib Set-Up

NEW YORK, Aug. 2.—In a move to increase the efficiency of its distributor organization, Coral Records this week furnished detailed manuals of operating procedures to 22 distributors meeting here at the call of the diskery. Get-together at the New York Athletic Club also served to introduce Coral's new line of photographs, as well as an incentive plan for dealers that will be included in the company's fall promotion drive.

The Coral distributor manual takes up, point by point, recommended techniques of ordering records, dealer deejay and juke operator relations and inventory methods. In general, the manual is plugged as a guide to proper business methods from experience culled in the operation of Coral's branches here and in Chicago, as well as of the long-established branch set-up of its parent company, Decca. Of major importance are standards set concerning inventory control and service, which the diskery will expect distributors to observe.

Coral is also making available (Continued on page 44)

Trade or Defense Production?

It asked, therefore, that judgment be rendered by the court that selling at ceiling prices would not place the discount retailer in jeopardy of the unfair-competition provisions of the State's fair trade law. The complaint further asked that Raxor, or its sales subsidiary, be enjoined from taking action to enforce its minimum prices on the outlet.

Not Yet Served

Dario Soria, head of the diskery, said last night that he had not yet been served with the complaint, and therefore could not comment on the course of action his company will pursue.

It is considered likely that the action will be long and bitterly fought before a determination is reached. It has meanwhile cast a shadow over dealer hopes that all diskeries would quickly fair trade their records. Many will wait this action out to see if minimum prices can actually be enforced.

Cap Hypos Release Pace for Folk Wax

HOLLYWOOD, Aug. 2.—Capitol Records, which has been accelerating its pace in the country wax field since early this year, is placing its heaviest concentration on the rustic field during the next month.

The weekly platters, with the new sides including Hank Thompson's "It's Better to Have Loved a Little" and "How Cold-Hearted Can You Get"; Tennessee Ernie's "Blackberry Boogie" and "Tennessee Local"; Faron Young's "Saving My Tears" and "What Can I Do With My Sorrow"; Jimmy Wakely's "When Will I Say Goodnight" and "There's That Same Old Lovelight"; and Rod Morris' "Cold, Cold Corn Bread" and "Don't Put Off Tomorrow."

During the ensuing month, Cap is also having a sales drive on 38 other rustic reissues, which will include 17 all-time favorites, which back two top-selling past hits by major artists; 10 special reissues and 11 sacred and religious re-complings. In addition Cap is issuing its first 10-inch country LP, which carries all-time best sellers by selected artists. Most of the re-releases are numbers which have not been stressed by Capitol in the past two years.

To encourage retailers to participate in the oatune push, Capitol is offering the first h.b. and Western record browser, which will carry 60 78 r.p.m. and 60-45 r.p.m. disks. The local diskery is also offering for the first time a complete pocket catalog of all its country releases. Another Capitol first is an artists' brochure, which contains photos of Cap's 25 rustic singers, plus complete discographies. In addition, Mary Townsend, Cap's h.b. and Western

Coral Readies Cornell Pact

NEW YORK, Aug. 2.—Don Cornell and Coral Records are about ready to agree on a new long-term pact that provides hefty guarantees for the chanter over a 5-year period. The contract will take effect after the present deal between the singer and the diskery runs out next July. Only minor details remain to be worked out before signatures are set to the agreement, it is understood.

Cornell, who failed to click disk-wise until he became associated with the Decca subsidiary, has hit big with two platters made for Coral — "I'll Walk Alone" and "I'm Yours." A third side, "This Is the Beginning of the End," is currently showing healthy action.

PUBS TEAM TO BALLY ARTIST

NEW YORK, Aug. 2.—In an unusual tie-up between publishers in promoting tunes, Acuff-Rose and Foster Music are splitting the costs of an 11-city deejay junket being made by MGM artist Danny Davis. Each of the publishers has one side of Davis' latest disk, "Forget" and "Love Came Out of the Night."

London Offers 10% Discounts In Fall Drive

NEW YORK, Aug. 2.—The London Gramophone Company's fall drive will center around a 10 per cent dealer discount on all LP disks and 45 r.p.m. sets ordered by dealers prior to September 12. The discount will not apply to orders for pop singles. In addition to the discount, the plan also calls for extended bill (Continued on page 44)

promotion chief, has prepared a new special sleeve, which henceforth will be used to package all the country disks.

In order to hype d.j. interest in the Capitol drive, the diskery is preparing for immediate release a 10-inch disk which will carry five interviews from Thompson, Wakely, Tennessee Ernie, Morris and Young, the awesome whose new releases are top plugs during the campaign. This disk will go out to the mainline list of h.b. d.j.'s and also will be sent to all stations and d.j.'s requesting it. Disk is a follow-up on the initial Hank Thompson interview disk, which Townsend sent out about two months ago and for which over 300 requests were received.

Music Composes Fifth Of 1951's Copyrights

WASHINGTON, Aug. 2.—Musical compositions constituted a fifth of the total of all classes of objects copyrighted in the U. S. in the 1951 fiscal year, the Copyright Office disclosed in its annual report here this week. Number of musical deposits last fiscal year was 60,665, compared with 65,791 the previous fiscal year, 58,087 in the 1949 fiscal year, 83,359 in 1948 and 79,428 in 1947. Total number of all materials deposited in the 1951 fiscal year was 321,227, a decline from the last four previous fiscal years with the exception of 1948, which fell slightly below the 1951 fiscal year count.

Similar ratios were reported for the number of musical compositions registered for copyright at the Copyright Office. The number of musical copyright registrations was 48,319 last fiscal year, compared with 52,309 in 1950, 48,210 in 1949, 72,339 in 1948, and 68,709 in 1947.

Fewer materials of all kinds were copyrighted in this country during the 1951 fiscal year than in the preceding year, with the result that copyright registrations revenues also were lower, Arthur Fisher, register of copyrights, reported. During the year covered by the report—July 1, 1950, to June 30, 1951—200,584 works were copyrighted, a 58 per cent fewer than in the preceding year. Fees received by the Copyright Office for registrations amounted to \$797,900, a decline of 6 per cent from the year before. More than 205,000 of the works deposited with the office, however, were transferred to the library's collections— an increase of nearly 6 per cent over the previous fiscal year. The copyright register explained that this selection of a larger number of copyrighted works for the library's collections reflects a rela-

Victor to Distribute Extended Play 45's

Up to 8 Minutes Playing Time on Each Side, to Kick Off on Classical Singles

NEW YORK, Aug. 2.—National distribution of RCA Victor's new longer-playing 45 r.p.m. records, to be priced at about \$1.42 plus tax, will begin at the end of August. The first release of these "extended play" disks, which contain as much as eight minutes of playing time on each side, will be limited to classical singles.

The additional playing time on the disks has been made possible by reducing the thickness of the lands (the raised portions of the disks), thereby permitting more grooves per inch, and by cutting

the grooves farther into the center of the record. In other respects the record is the same as the normal 45 platter. At the present time, pop 45's contain about three minutes of music, and classical singles about five minutes.

Actually, the EP's have been on the market for some months in RCA Victor's classical 45 albums. This was previously reported (The Billboard, April 12).

Execs Explain Advantages In announcing the EP's, Paul A. Barkmeier, vice-president of the RCA Victor record department, said that the new disks will permit "the recording of entire selections of certain types of classical music on a single side, as well as to reduce by half the number of records presently required in an album of popular music. This means greater value for the public."

The this new technique can be used in all fields of music, it is most adaptable for classical singles where many selections are too long for one side of the disk or for album sets, according to execs of the firm.

In commenting on the new disks, Victor execs pointed out that the growth of the LP business converted the classical trade to album-length selections, whereas before the introduction of the new speeds, 12 inch 78 r.p.m. Red Seal singles were fully as important to the firm volume-wise as Red Seal albums.

There are many short classical selections which require from six to eight minutes playing time. "Finlandia," "The Magic Flute Overture," "The Barber of Seville Overture" and many others are in this category. Until now each (Continued on page 44)

SOUND-ALIKES

Rudy's Crew A Chip Off Kaye Block

Outside of an additional \$5,000 cost and a bigger box office draw, there is little to choose between the new Ernie Rudy band and the orchestra that Sammy Kaye had last season. With Kaye's former arranger, Frank Haendel, writing the book and the band being composed of Kaye's ten top sidemen, the sound is just about the same down to the last commercial gimmick. The only actual difference is in size, but the reductions were made as an economy move and does not detract from the band's rich sound. Where Kaye has five in the brass section, Rudy has three. Kaye has four on rhythm and Rudy three; one sax has been dropped in the new group.

Rudy is an affable leader and Don Rodgers one of the most capable vocalists around. The trio is the same. Chubby Brisco is with the novelties, and Charley Wilson helps Rodgers on the vo-

(Continued on page 44)

RIAA Names Promotion Exec

NEW YORK, Aug. 2.—Joe Martin, of the editorial staff of The Billboard, leaves this paper to become director of industry promotion of the Record Industry Association of America. The appointment was announced this week by John W. Griffin, RIAA executive secretary, who said that Martin, together with the Industry Promotion Committee, would put into effect an aggressive industry-wide promotion campaign.

The campaign is designed to promote the use of records as home entertainment, and will also take cognizance of the cultural value of disks. The campaign, the first part of which will involve an expenditure of about \$100,000, will be concerned with all types of disks, without reference to make or brand name.

Martin, with The Billboard since May, 1949, has been in the music, radio-television and radio-phonograph-TV departments. Prior to this, he was director of advertising, publicity and promotion for the London Gramophone Company. In addition, he has been active thru the years in various public relations and editorial capacities.

"MILLER'S A KILLER"

Mitch Gets Huzzahs From Columbia Sales

NEW YORK, Aug. 2.—Mitch Miller, Columbia Records popular artists and repertoire director, is proving one of the industry's all-time great precedent-busters. Most recent evidence of this is a handsome bronze-mounted mahogany plaque, now hanging on Miller's office wall. Plaque reads: "To Mitch Miller—From a Grateful Sales Department."

For a record company sales department to acknowledge that an a.r. man ever contributes anything to a diskery's success is rather unusual, but for the salesmen to plaque an a.r. head is unheard of. Miller, of course, has also shattered a considerably

more important up-to-now generally accepted record theory: That record companies can only stay high on best seller lists on cycles; that each diskery has a run of hits and then collapses.

Within six months after the bearded oboe-playing a.r. man took over the Columbia pop department (which at the time had hit a new low in effectiveness) he had a number of solid leaders riding the best seller charts, and he has maintained that running string of hits consistently since.

Columbia presently has four out of the top 10 best selling platters.

Music Publishers' Record Scoreboard

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

• Sides in • Current Release

Week Ending August 2

Because of the lack of consistency with which each of the five record companies enter consideration have new releases indicated by asterisk in position to see whether, listed each week on all listed releases on which The Billboard has been able to secure information from all available reliable sources. Sides listed may actually be issued a few days prior to or following publication of this scoreboard.

PUBLISHER	TUNE	ARTIST AND LABEL
ACUFF ROSE	So Dilectated	Sheets Vandy, MGM (R)
	I'm in Love With Someone	Sheets Vandy, MGM (R)
	Call Operator 210	Johnny Dets. Mer (S)
ALADDIN		
ARDMORE GROUP		
—BEECHWOOD	When I Saw Goodnight	Ray Wabaly, Cap (R)
—ARCA/TEX	When Can I Do With My Sorrow	Frank Warren, Cap (R)
—JIM BECK	Please Leave Me Alone	Carly Dutton, Cap (R)
	A Little at a Time	Carly Dutton, Cap (R)
MARTIN BLOCK	Ye Me and Oh My God	Richard Hayes, Mer (S)
BRAZIOS VALLEY	It Is Better to Have Loved a Little	Hank Thompson, Cap (R)
	Never, Old Hearted Can You Get	Hank Thompson, Cap (R)
BROADCAST	Caroline's Bonnie	Andrew Sisters, Dec (R)
CASAR	If God Can Forgive Me, Why Can't You	Richard Hayes, Mer (S)
CENTRAL	Blackberry Blossom	Tennessee Ernie, Cap (R)
	Singing My Tears	Frank Young, Cap (R)
CHAPPELL GROUP		
—T. B. HARRIS	All the Things You Are	David Rose, MGM (S)
	They Didn't Believe Me	Tennessee Ernie, Cap (R)
	Call, Call, Call, Call	Red Moran, Cap (R)
FAIRWAY	Don't Put Off Till Tomorrow	Red Moran, Cap (R)
	Better Be on My Way	Larry Darnell, Cap (R)
FOURSHAY		
GALE & GAVIES GROUP		
—GALE & GAVIES	You Lili-ty	Gary Lombardo, Dec (R)
—UNITED	What's On Your Mind	Larry Darnell, Cap (R)
	Just Years Ago	Joe Moffa, Dec (R)
GALLEY	Come Out of the Hot House, Water	Elroy Stone, United, MGM (S)
GO SIMPSON GROUP		
—RIVERSIDE	There's That Same Old Lovelight in Your Eyes	James Wabaly, Cap (R)
HILL AND RANGE	Tennessee Lullaby	Tennessee Ernie, Cap (R)
HOLLIS	Say You'll Wait for Me	Bill Hayes, MGM (S)
LEADS GROUP		
—LEADS	Yippee! What You Do	Elroy Stone, United, MGM (S)
—LONGBROOD	The Power Mark	Dennis King, Dec (R)
—LONGMAN	Longer Man	Eddie Heywood, Dec (R)
—MORRIS	Sunshine	Guy Lombardo, Dec (R)
MOTION PICTURE MUSIC		
—MORRIS	What's It Become of Me	Joe Moffa, Dec (R)
—MORRIS	My Search for You Is Ended	Bill Hayes, MGM (S)
—MORRIS	Vanessa	David Rose, MGM (S)
—MORRIS	Carolina Cricket	Buddy Weed Tels, MGM (S)
—MORRIS	Madamelle	Edith Head, Mer (S)
—MORRIS	Baby, Baby Blues	Johnny Dets. Mer (S)
MUSIC PUBLISHERS' HOLDING GROUP		
—MORRIS	Begin the Beguine	Eddie Heywood, Dec (R)
—MORRIS	Old Homestead	Carson Robison, MGM (R)
—MORRIS	Peer International	Billy Walker, Cap (R)
—MORRIS	One Heart's Broken, One Heart's Cheated	Billy Walker, Cap (R)
—MORRIS	Dragon's Bow	Eddie Zack, Dec (R)
—MORRIS	Yes, Yes, Yes	Andrew Sisters, Dec (R)
—MORRIS	You Belong to Me	Jan James, MGM (S)
—MORRIS	Make It So	Doris Day, Cap (R)
—MORRIS	My Love and Devotion	Boris Day, Cap (R)
—MORRIS	Lights Out	Eddie Zack, Dec (R)
—MORRIS	I Don't Know Any Better	Eddie Howard, Mer (S)
—MORRIS	Each Time	Delores Hawkins, Cap (R)
—MORRIS	Wine, Wine	Delores Hawkins, Cap (R)
—MORRIS	I'm No Communist	Carson Robison, MGM (R)
—MORRIS	(I'm On the Wrong Side of) A One Sided Love Affair	Buddy Weed Tels, MGM (S)
—MORRIS	I've Got a Lovely Bunch of Daisies	Danny Kaye, Dec (R)

NO BOUQUET Toots Sax, Proving Toy Is Odorless

PHILADELPHIA, Aug. 2.—Casper W. Elsassner played a toy saxophone before the suburban Lower Merion Township Board of Adjustment. Then he put down the sax, picked up a clarinet and swung into "Swanee River" and a few bars of "She's Too Fat for Me." These small versions of the regular instruments are called "children's educational musical toys" by Elsassner, who was requested to surrender the Board members as part of the testimony on application for permission to set up the Harmonic Reed Corporation in suburban Rosemont, Pa.

Manufacturing toy musical instruments, the firm, located in the center of the city sector, would like to move to the new location if the board gives permission, said George W. Reitz Jr., vice-president. Elsassner is production manager of the firm.

About five neighbors of the firm's proposed location turned up at the meeting to make sure that the company would not emit "noises" or "odors" over the neighborhood. Elsassner also brought along a toy accordion, but didn't get a chance to give it a squeeze, as the board took the application under advisement.

• Total Sides for Week Released by Each Label

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

Week Ending August 2

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

• Total Number of Sides Released by Each Label

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

January 1, 1952, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	355	126	—
COLUMBIA	201	124	63
DECCA	433	101	56
MERCURY	207	63	58
MGM	241	81	8
RCA	305	123	89

REPORT FROM REDD EVANS

British Music Business Is Like It Was Here in 1932

(Editor's Note: Publisher Redd Evans is travelling thru England, France, Italy and other Continental countries. Here are some of his impressions of life, the music business and the pursuit of nonsense on the other side of the pond.)

I'd be in England, now that I'm here! The trip over was uneventful. England is almost exactly as I pictured it. At customs I ran across David Nivens or Clive Brooks on every turn, and the courtesy and efficiency of the people is a joy to behold.

I just got my driver's license here, and I'm not worried a bit about driving on the left side of the street as my wife is with me and she's been driving that way for years! I went to Westminster Abbey at one o'clock in the morning. They were shooting pictures to be used at the Coronation, and what a sight it was to see the floodlights shining thru the centuries-old glass windows and also thru the modern glass windows that replaced those bombed out during the war. What a clash of emotions!

Saw Morley

Monday night I went to see Robert Morley in a play called "The Little Hut." It would never pass the censors in the United States, but it was wonderful. I'm really surprised, as I had thought the British were prudish about these things. They charge you extra for a program, and you can have coffee served between acts. Makes for a rather cosy arrangement.

ord isn't the all-conquering force here as it is at home, and live broadcasts are as important as they used to be in the States. But they feel a great change coming on, what with more record programs and the influx of new singers.

I went to PRS — the British Performing Rights Society. All monies are divided strictly on the basis of performance, and there is no concept of availability and the idea that one song is better than another. Only usage would make a difference in value. There is added weight given only to duration of performance. In other words, the longer a song takes for its performance on the air, the more it receives in fees.

This is a wonderful country. Every American should be afforded an opportunity to come here just once, if only to learn to speak his native tongue. So far I haven't been invited to the Palace!

Redd Evans

NAMM Confab Votes Callaway As New Prexy

NEW YORK, Aug. 2.—Harry E. Callaway, of San Diego, Calif., was elected as the new president of the National Association of Music Merchants during the recent NAMM convention. He succeeds Ray Erlanson of San Antonio, who becomes chairman of the Board of Directors. Callaway has been in the music business for 40 years and is president of the Theatre Music Company in San Diego.

Other new officers elected by NAMM were: vice-president, Russell B. Wells; secretary, Ben F. Duval; treasurer, Parker M. Harris; trustee to American Music Conference, Frank Wilking.

New directors elected by the association for 1952-1955 are: Charles B. Adams, J. A. Brown, E. E. Forbes Sr., E. R. McDuff, Charles O. Morgan, Emory Penny, William H. Schmeidler II, and William R. Steinway.

Next year's NAMM convention and trade show will be held in Chicago on July 12-15.

LA Statler Is Booked to Feb.

NEW YORK, Aug. 2.—The newest of the Statler hotels is due to open September 25 in downtown Los Angeles with shows already set well into February.

The Terrace Room, a 375-seater where the shows will work, will operate on a cover charge policy, doing two shows nightly, six days weekly. The amount of the cover is yet to be determined but the chances are it will be \$2.50 a head.

First show will have Xavier Cugat who'll be in for eight weeks and will supply the acts. After he finishes, Dorothy Shay will come in for a four-week opening November 18. Victor Borge will come in December 25 for a four-week stand with Hildegarde de February, 22, also a four-weeker.

So far the only music booked is Cugat's outfit. But hotel is now dealing with talent agencies for bands to follow. Hotel will also use musical combos in the cocktail lounge, but no units have been set so far.

Quality Expands Operation; Will Handle Mars in Canada

NEW YORK, Aug. 2.—Quality Records, a Canadian diskery affiliated with MGM here, and which also presses and distributes a flock of other disks under the Quality label, including King, Rainbow, Abbey, Savoy and Prestige, has been expanding its operation.

has just concluded a deal with Howard S. Richmond to handle that publisher's new disk label, Mars, in Canada. Quality's deals with American diskeries are on a non-guarantee basis, the understanding being that the Canadian firm will use whatever disks which can be profitably handled on the Canadian market.

Tunesmithing Is Tough, Sez Mitch Miller

ATLANTIC CITY, Aug. 2.—Little hope for the amateur in writing a pop song was held out by Mitch Miller, A.R. chief for Columbia Records, who was at the resort last week for the three-day midsummer meeting of some 200 Columbia distributors at the Claridge Hotel.

Quality, which is estimated to fabricate one-third of the disks turned out in Canada, started two and one-half years ago with six presses, and now operates 22. Its operation was closely guided by MGM Records chief, Frank Walker. Currently, it is the only label producing more than one large label (Quality, Mercury, MGM).

The firm has five distributors in key areas, and handles nothing but records.

While Miller wouldn't make any predictions about upcoming popular tunes, he did take time out to advise aspiring Berlin and Gershwin that it takes a lot more than moon, June and the ocean—even Atlantic City's ocean—to write a tune.

Prospects Good

Prospects for fall business are very good, according to McKim. The Quality exec believes the hillbilly market in Canada is now very large and now represents about 75 percent of the Quality label. Pop is expanding also and more production is being done in the rhythm and blues field.

"Songwriting is an art," declared Miller. "The inspiration doesn't come from clouds either. Songwriting is a profession and those who offer to set original poems to music for the trade, are frauds. They are taking advantage of someone to make a quick buck."

The record business in Canada is being influenced by the tension between the Canadian Association of Publishers, Authors and Composers and Broadcast Music, Inc. With so many stations favoring BMI as against the ASCAP-affiliated CAPAC, the diskeries are forced to favor a goodly portion of BMI tunes. BMI's promotional activity also tends to displace diskeries in its favor too.

While there may be only one good song in a million tries among the amateurs, Miller admitted that this will not deter millions of others from trying their hand at writing a song.

Fair Trade Act Is Big Puzzler

WASHINGTON, Aug. 2.—Government and industry legislators alike continued to puzzle over the meaning of the fair trade act this week nearly a month since its signing by President Truman. Meanwhile, from some dealer circles, some new questions were being raised. Littman Danziger, owner of the Disk Shop, a diskery in the DuPont Circle shopping area, issued a statement warning that he will reduce his volume of purchases to a fourth of normal for the upcoming fall-winter season unless major manufacturers speedily make application under the new fair trade provisions for price minimums in States where price wars have become competitive to D. C. diskeries. He singled out New York, Pennsylvania and New Jersey as States which include "the most offenders" in the out-price variety.

The major record manufacturers have been showing a reluctance to act in this direction," said Danziger. "We in the District of Columbia have felt the impact of price-cutting in New York, Pennsylvania and New Jersey, and I feel that protection as authorized under the new fair trade act should be given by the manufacturers and distributors."



FORECAST

WALKIN' TO MISSOURI
and
ABSENCE MAKES THE HEART
GROW FONDER
by Russ Morgan
28351*

DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES

Vol. II

Published in the interests of Decca Dealers and Music Operators

No. 32

TO BUILD PROFITS

NEW RELEASES - SINGLES AND ALBUMS

You Like? **Guy Lombardo** 28352*
Sunshowers
Adios **Andrews Sisters** 28342*
Carmen's Boogie
Based on "The Habanera" from "Carmen"
Walkin' To Missouri **Russ Morgan** 28351*
Absence Makes The Heart Grow Fonder
(For Somebody Else)
They Didn't Believe Me **Tommy Dorsey**
Nobody Knows The Trouble I've Seen 28328*

Oroggin' The Bow **Eddie Zaek** 28329*
Light Out
What's To Become Of Me **Joe Medina**
Just Tourt Alone 28330*
NOW AVAILABLE IN 45 RPM
I've Got A Lovely Bunch Of Cocoanuts
Danny Kaye with The Harmonettes
and Vic Schoen
The Peony Bush **Danny Kaye with Vic Schoen** 24784*

Begin The Beguine **Eddie Heywood** 23398*
Lover Man (Oh, Where Can You Be)
*Also available in 45 RPM (add prefix '9' to record number)
HARMONICA HARMONIES
Harmonica and Organ with Rhythm
Accompaniment
TOOTS' QUARTET
JON 'TOOTS' TILMANS, Harmonica
and **HILLY DESSMERT, Organ**
9-338-\$3.75 • DL 5409-\$3.00

NO NAME JIVE
GLEN GRAY
and The Casa Loma Orchestra
9-316-\$3.75 • DL 5397-\$3.00
Also available in 4-64-\$4.15
NOW AVAILABLE IN 45 RPM
STEVEN FOSTER MELODIES
Volume Two
FRANK LUTHER, ZORA LAYMAN
and The Century Quartet
9-248 • \$3.75
Also available in: A-746-\$4.15 • DL 5150-\$3.00

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

COUNTRY

5	IT WASN'T GOD WHO MADE HONKY TONK ANGELS I DON'T WANT YOUR MONEY, I WANT YOUR TIME	28232*	Kitty Wells
13	SO USED TO LOVING YOU THAT HEART BELONGS TO ME	28091*	Webb Pierce
15	WILD SIDE OF LIFE It's So Long And Good-Bye To You	28055*	Burl Ives and Grady Martin
1	WHO DO YOU LOVE JUST SMILE AS YOU GO BY	28290*	Autry Inman
36	WONDERING	46364*	New Silver Bells Webb Pierce
7	(The Angels Are Lighting) GOD'S LITTLE CANDLES SOMEBODY BIGGER THAN YOU AND I	28252*	Red Foley with The Anita Kerr Singers
59	PEACE IN THE VALLEY Where Could I Go But To The Lord	14573*	Red Foley
2	FIND 'EM, FOOL 'EM AND LEAVE 'EM ALONE THESE TRIFLIN' WOMEN	28281*	Charlie Monroe
3	I HEARD YOU TALKING IN YOUR SLEEP LIKE THE WAVES UPON THE RIVER	28259*	Jimmie Davis
13	RACK UP THE BALLS BOYS TILL THE WELL GOES DRY	28146*	Rex Allen

RHYTHM AND BLUES

2	BABY, YOU'RE ALWAYS ON MY MIND SHUFFLIN' AND ROLLIN'	28293	Buddy Johnson
2	(I'm a) SENTIMENTAL FOOL SCHOOL OF LOVE	28270*	Arthur Prysock
2	THE LAST MILE OF THE WAY IN THE GARDEN	28282*	Sister Rosetta Tharpe with The Anita Kerr Singers
8	JORDAN FOR PRESIDENT OIL WELL, TEXAS	28225*	Louis Jordan
3	IF YOU EVER LEARN TO LOVE ME JELLY ROLL	28230*	Elnor Hampton

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

BEST BETS

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

POSITION THIS WEEK

1.	FORTUNES IN MEMORIES SO MANY TIMES	Ernest Tubb	28310*
2.	TRYING SWEET JENNIE LEE	Grady Martin	28322*
3.	WISH YOU WERE HERE HONKY TONK SWEETHEART	Guy Lombardo	28308*
4.	BLUE AND SENTIMENTAL (Why Have A Falling Out) JUST WHEN WE'RE FALLING IN LOVE	Mills Brothers with Sy Oliver	28309*
5.	ALL OF ME THERE GOES MY HEART	Louis Jordan	28335*
6.	DING-DONG BOOGIE PREVIEW	Ella Fitzgerald with Sy Oliver	28321*
7.	A TRUMPETER'S LULLABY FIDDLE-FADDE	Leroy Anderson	28300*
8.	OO YOU CARE? DEEP IN THE HEART OF TEXAS	Bing Crosby with Woody Herman	28319*
9.	SORRY YOU SAID GOODBYE A BUNDLE FROM HEAVEN	Bill Kenny of The Ink Spots	28289*
10.	BARTENDER'S POLKA BLUE DANCING SHOES	Eddie Hobart	28240*
11.	DELICADO POINCIANA (Song Of The Tree)	Ethel Smith	28304*
12.	WAITING IN THE LOBBY OF YOUR HEART TOO OLD TO CUT THE MUSTARD	Dick Todd and Grady Martin	28314*
13.	SYMPHONY POINCIANA (Song Of The Tree)	Bing Crosby with John Scott Trotter	28303*
14.	PRETTY GIRL MY NAME IS MORGAN BUT IT AIN'T J.P.	Don Cherry	28292*
15.	LONESOME SO LONESOME THERE'S A MULE UP IN TOMBSTONE, ARIZONA	Burl Ives with The Anita Kerr Singers	28299*

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

JUST FOR YOU

Selections from the Paramount Picture
Music by Harry Warren ... Lyrics by Leo Robin

Selections include: Just For You - On The 10:10 From Ten-Ten-Tennessee - He's Just Crazy For Me - Cbeckin' My Heart - Zing A Little Zong - The Maiden Of Guadalupe - I'll Si-Si Ya in Bahia - The Live Oak Tree



BING CROSBY
JANE WYMAN
ANDREWS SISTERS

9-350-\$3.75
DL 5417-\$3.00

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

POPULAR

28	BLUE TANGO	27875*	Belle Of The Ball Leroy Anderson
9	LOVER You Go To My Head	28215*	Peggy Lee and Gordon Jenkins
5	AUF WIEDERSEHN SWEETHEART HALF AS MUCH	28271*	Guy Lombardo
3	KISSES ON PAPER	28238*	Are You Trying To Tell Me Goodbye Red Foley
1	SHOULD I THERE'S ONLY TONIGHT	28323*	Four Aces
5	TILL THE END OF THE WORLD JUST A LITTLE LOVIN' (Will Go A Long Way)	28265*	Bing Crosby and Grady Martin
3	WALKIN' MY BABY BACK HOME ONCE IN A WHILE	28277*	Guy Lombardo
2	ZING A LITTLE ZONG	28255*	Bing Crosby and Jane Wyman The Maiden of Guadalupe Jane Wyman
2	ONCE IN A WHILE CONFESSIN' (That I Love You)	28306*	Louis Armstrong
1	JUST ONE OF THOSE THINGS I'm Glad There Is You (In This World Of Ordinary People)	28313*	Peggy Lee and Gordon Jenkins
21	BLUE TANGO	28031*	At Last, At Last Guy Lombardo
12	KISS OF FIRE DELICADO (Delicate)	28179*	Guy Lombardo
4	YOU ARE THE LIGHT O' MY LIFE	28231*	Night AND Day Grady Martin
6	A MIGHTY PRETTY WALTZ When I Fall In Love	28224*	Jeri Southern with Victor Young
13	I UNDERSTAND I'M YOURS	28162*	Four Aces

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



by

ERNEST TUBB



FORTUNES IN MEMORIES

and SO MANY TIMES

Decca 28310 (78 RPM)
and Decca 9-28310 (45 RPM)

A COLUMBIA 1ST!

AMERICAN
VERSATILITY

4 SIDES —
4 HITS —
Something
4 Everyone

With a **BIG**
Initial Release
on Columbia
Records

torrid tango

HOLD ME IN YOUR HEART



tender ballad

SOMEONE ELSE'S ARMS

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!

COLUMBIA RECORDS

Trade Marks "Columbia," "Masterworks,"   Reg. U. S. Pat. Off. Marcas Registradas

**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

COLUMBIA RECORDS

Trade Marks "Columbia," "Masterworks," "©E. © Reg. U. S. Pat. Off. Mores Registered

P.S.—GREAT FOR OPS!

COUNTRY MUSIC'S TOP COMEDY TEAM



LONZO

and



OSCAR

with
**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
Decca 28363

Tops in Personal
Appearances

- ★ KATE SMITH SHOW
- ★ ED SULLIVAN'S TOAST OF THE TOWN
- ★ WSM TV
- ★ GRAND OLE OPRY

and
Personal Appearances from
Coast to Coast

Under the Personal Management of
EARL D. SCHOONOVER

WSM

NASHVILLE, TENN.

THE BILLBOARD Music Popularity Charts

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

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-100 tunes. THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received July 30, 31, Aug. 1.

Last Week / This Week

1. **1. Auf Wiederseh'n Sweetheart**

By Parsons & Storch—Published by Hill & Range (BMI)
RECORDS AVAILABLE: Arno Brothers, Coral 40773; L. Baxter, Cap 2147; Ching Buder-P. Faith, Cal 39776; Kon Griffin, Cal; E. Howard, Mercury 58751; G. Lombardo, Dec 28273; V. Lynn, London 1227; Slatkey & Rand, Cap; E. Sheppard, M. Winterhalter, V 20-4772.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Helen Gould, Long-Worth; George Savas Associated.

5. **2. Half as Much**

By C. Williams—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: R. Cooney, Cal 39780; G. Lombardo, Dec 28272; E. Martin, Apollo 1086; F. Murray's Ori' Top Ten 'B-135; J. Ray, Cal 39750; C. Sphar, London 1091; J. Statler, Cap F-995.
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; Lena Payne, Long-Worth; Earl Shelton, Associated.

4. **3. Walkin' My Baby Back Home**

By Ray Turb & Fred Astor—Published by De Silva, Brown & Henderson (ASCAP)
RECORDS AVAILABLE: Nat (King) Cole & B. May, Cap 2130; G. Lombardo, Dec 28272; D. Martin, Apollo 1086; F. Murray's Ori' Top Ten 'B-135; J. Ray, Cal 39750; C. Sphar, London 1091; J. Statler, Cap F-995.
ELECTRICAL TRANSCRIPTION LIBRARIES: Jan Arnold Ori, Standard Radio; Henry Busse, Long-Worth; Earl Shelton, Associated.

8. **4. Botch-A-Me**

By Eddie Y. Stanley, R. McCreath, L. Astor—Published by Melia (BMI)
RECORDS AVAILABLE: R. Cooney, Cal 3767
ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus.

3. **5. Kiss of Fire**

By Lester Allan and Robert Hill—Published by Decca (BMI)
RECORDS AVAILABLE: T. Arden, Cal 39737; L. Armstrong, Dec 28177; L. Baxter, Cap 2102; L. Brown, Coral 40745; J. Crawford, Dec 28234; J. D'Armas, V 423-0036; B. Eastone, MGM 11225; R. Flanagan, V 20-4705; L. Fuqua, V 20-5134; G. Gibb, Mercury 5823; G. Lombardo, Dec 28199; T. Martin, V 20-4421; The Quebec-Kansas Field Quartet, His 1486; A. Shilton, London 1224; W. Ventura, Standard T-167.
ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Long-Worth; Dolly Dawn, Thesaurus; Leo Reisman Ori, Standard Radio.

9. **6. Here in My Heart**

By Gene Lewison Barrell—Published by Melia (BMI)
RECORDS AVAILABLE: T. Bennett, Cal 39745; A. Dale, Coral 40746; V. Oschino, Mercury 5884; V. Dillard, Savoy 851; O. Haymes-Andrews, Slatkey, Dec 28219; W. Jackson, Atlantic 607; A. Marino, BGS 181; B. Pearson, King 4148.
ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Crosby, Standard Radio; Dolly Dawn, Thesaurus; Julian Gould, Long-Worth; Earl Shelton, Associated.

7. **7. Delicado**

By Walter Azavedo and Jack Lawrence—Published by Remick (ASCAP)
RECORDS AVAILABLE: L. Almeda, Coral 40729; J. August, Mercury 5895; B. Azavedo Ori, Dec 28044; R. Costello, 23-5489; P. Faith, S. Freeman, Cal 39780; R. Flanagan, V 20-4706; S. Kerkmar, Cap 2040; G. Lombardo, Dec 28179; Los Mexicanos, MGM 11259; F. Mitchell, Mercury; F. ... man's Ori, Top Ten 78-135; Orquesta de la Alegria, Parlo 11019; E. Rex, London 1553; G. Rex, Gladwin D. Snow, V 20-8714; E. Smith, Dec Three Sun, V 20-4677.
ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus; Billy Mills Ori, Standard Radio; Earl Shelton, Associated.

6. **8. I'm Yours**

By Robert Merrill—Published by Bonania (BMI)
RECORDS AVAILABLE: T. Arden, Cal 39737; L. Baxter, Cap 2102; D. Cornell, Coral 40440; V. Dillard, Savoy 851; E. Fisher-M. Winterhalter Ori, V 20-4680; P. Flanagan, V 20-4705; Four Aces, Dec 28162; B. Halloran, Coral 7518-2; Martin, 1032.
ELECTRICAL TRANSCRIPTION LIBRARIES: George Bassman, Associated; Henry Jerome, Long-Worth.

10. **9. Maybe**

By Alton Flynn and Frank Moore—Published by Robbins (ASCAP)
RECORDS AVAILABLE: P. Camp-E. Fisher, V 20-4744; Ina Davis, Dec 23634.
ELECTRICAL TRANSCRIPTION LIBRARIES: Ralph Norman, Vic Davone, Associated.

9. **10. Blue Tango**

By Leroy Anderson—Published by Mills Music (ASCAP)
RECORDS AVAILABLE: L. Anderson, ... 27875; T. Bennett, V 20-4877; L. Baxter, Cap 1964; P. Camp, V 20-4963; G. Cavallari, Dec 28089; W. Copar, Mercury 5817; M. Davis, Atlantic 3142; D. Hayman, Mercury 5790; G. Lombardo, Dec 28018; J. Thomas, Mercury 8264; H. Winterhalter, V 20-4518.
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; Freddy Martin, Thesaurus; Leo Reisman Ori, Billy Mills Ori, Standard Radio; Don Terry, Associated.

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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



the **BIG 5**
RECORDS OF



HANK THOMPSON



TENNESSEE ERNIE



FARON YOUNG



JIMMY WAKELY



ROD MORRIS

Country + hillbilly

THE YEAR!

▶ **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

THE BILLBOARD Music Popularity Charts

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

Records Most Played by Disk Jockeys

Based on reports received July 30, 31 and August 1

Records listed here in numerical order are played over the greatest number of record shows. List is based on reports from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records or tunes listed here will be found in the "Radio-Television Show Charts" (Radio Section), Part 1. (F) indicates tune is from a film; (M) indicates tune is from a legitimate musical.

POSITION	Weeks Last This	TITLE	Artist	Label
8	1	1. AUF WIEDERSEH'N, SWEETHEART	V. Lynn	London (78)1227; (45)45-1227-BMI
8	7	2. BOTCH-A-ME	R. Clooney	Columbia (78)39767; (45)M-39767-BMI
12	2	3. HERE IN MY HEART	A. Martino	Decca (78)1101; (45)45-101-BMI
14	3	4. HALF AS MUCH	R. Clooney	Columbia (78)39710; (45)M-39710-BMI
7	5	5. AUF-WIEDERSEH'N, SWEETHEART	E. Howard	Mercury (78)5871; (45)5871K45-BMI
3	10	6. WISH YOU WERE HERE	E. Fisher-H. Winterhalter	Vocalion (78)20-8830; (45)47-4830-ASCAP
9	12	7. MAYBE	P. Como-E. Fisher	Vocalion (78)20-8744; (45)47-4744-ASCAP
12	9	8. WALKIN' MY BABY BACK HOME	J. Ray	Columbia (78)1101; (45)4-10135-ASCAP
15	8	9. DELICADO	P. Faith	Columbia (78)39708; (45)4-39708-ASCAP
16	4	10. KISS OF FIRE	G. Gibbs	Mercury (78)5823; (45)5823K45-BMI
10	17	11. SOMEWHERE ALONG THE WAY	Nat (King) Cole	Columbia (78)2069; (45)F-2069-ASCAP
10	6	12. LOVER	P. Lee-G. Jenkins	Decca (78)28213; (45)F-28216-ASCAP
6	13	13. WALKIN' MY BABY BACK HOME	Nat (King) Cole	Columbia (78)1101; (45)F-2130-ASCAP
8	14	14. VANESSA	H. Winterhalter	Vocalion (78)20-4691; (45)47-4691-BMI
14	15	15. I'M YOURS	E. Fisher-H. Winterhalter	Vocalion (78)20-8680; (45)47-4680-BMI
2	24	16. WALKIN' TO MISSOURI	S. Kaye	Columbia (78)39765; (45)4-39765-ASCAP
1	-	17. I LOVE GIRLS	A. Godfrey	Columbia (78)39792; (45)4-39792-ASCAP
1	-	18. ZING A LITTLE ZONG	J. Wyman-Bing Crosby	Decca (78)28255; (45)F-28255-ASCAP
2	28	19. JUST ONE OF THOSE THINGS	P. Lee-G. Jenkins	Decca (78)28313; (45)F-28313-ASCAP
3	27	20. THIS IS THE BEGINNING OF THE END	D. Cornell	Columbia (78)60746; (45)F-60746-ASCAP
11	-	20. I'M CONFESSIN'	L. Paul-M. Ford	Columbia (78)2080; (45)F-2080-ASCAP
15	10	22. I'M YOURS	D. Cornell	Columbia (78)60690; (45)F-60690-BMI
1	-	22. YOU BELONG TO ME	J. Stafford	Columbia (78)39811; (45)F-39811
9	16	24. HERE IN MY HEART	V. Damone	Mercury (78)5856; (45)5856K45-BMI
1	-	24. I WOULD RATHER LOOK AT YOU	G. Hart	Mercury (78)5861; (45)5861K45-ASCAP
2	-	24. ROSANNE	V. Damone	Mercury (78)5877; (45)5877K45
1	-	24. ADIOS	G. McKenzie	Columbia (78)2156; (45)F-2156-BMI
3	20	28. SUGARBUSH	Doris Day-F. Laine	Columbia (78)39693; (45)M-39693-ASCAP
7	-	28. KISS OF FIRE	B. Eckstine	Mercury (78)11225; (45)K-11225-BMI
2	-	28. WATERMELON WEATHER	P. Lee-Bing Crosby	Decca (78)28236; (45)F-28236-ASCAP

VOX JOX

By JOE MARTIN

Chatter

John Snoddy has joined WAYNE, Rockingham, N. C. It's his first shot at the business.

Lee Williams, formerly with WSIC, Statesville, N. C., has joined WVG, Sanford, N. C., and is handling a wake up show in addition to working as librarian. For the third time in a year, Maurice Hart, KFWB, Hollywood, is on crutches—minor accident only.

Johanny Grant, KMPC, Hollywood, due back from his Korean tour with USO next week. This is his third trip to the Far East.

Ira Cook, KECA, Hollywood, celebrated his third year with his "Dollars or Doughnuts" show. Alex Cooper is doing his KLAC, Hollywood, show from the window of the Music City disk shop.

When Alex moved his show into Music City from Kings Restaurant, the entry put in Don Olin from KMPC, Hollywood.

After five years of evening work, Jim Shannon, KQV, Pittsburgh, has switched to the day shift.

Johanny Dixon, KFAB, back at work after a short hitch with the Army reserves.

Charles Trussell just went into his fifth year as morning man on WNOW, York, Pa.

Paul C. Johnson, KGEZ, Kalispell, Mont., thinks that the majority of the records being issued are very bad.

Ed Walpert and Fred Haggerty, WFPG, Atlantic City, are mighty proud of having one sponsor pay for a full two-hour show emanating from Hotel President.

Dennis Murphy, KIND, Independence, Mo., wonders if anyone wants to rent a pop to jazz record library complete with scripts, writer and announcer.

Curt Gibson has been promoted to production manager of WPLG, Huntington, W. Va.

Ken Scott has become musical director of WCNT, Centralia, Ill.

Ex-band vocalist Clark Whitman is now with WSMI, Litchfield, Ill., as combination deejay and salesman. He handles the jazz show with Harold Kretsch.

When Fred Krull moved from WSAM to WSGW, Saginaw, Mich., he picked up the added title of program director.

Red Belcher, formerly with WWVA, Wheeling, W. Va., has joined WSWA, Harrisonburg, W. Va.

Among the more recent guests with Bob Custer, KLOK, San Jose, Calif., were Eddie Cantor, Wilder Brothers, Corky Lindgren and Rusty Draper.

Arl Laboe, KXLA, Los Angeles, an ex-engineer, has been telling his listeners how to reset the push buttons on their sets to get his station.

The line-up at KSTN, Stockton, Calif., now has Ellis Lind as program director, Smilin' Bud and Tommy Estes on country and Western disks and the following pop deejays: Don Ralph, Dave Skinner, Ray Golden, Lind, Stan Scott, George Nelson, Mel York and Jay Jones.

Lou Bartle, WKAL, Rome, N. Y., is pleading for an old copy of Tommy Reynolds' only vocalion disk of "Pipe Dreams."

Tedd Lawrence, well-known deejay in the New York area is now spinning 'em at WGBB, Freeport, L. I., with the show coming from Guy Lombardo's "Eastpoint House" restaurant.

Dave Walshak, KCTI, Gonzales, Tex., is now spinning a polka show and needs disks.

Recently added to the staff at KOPN, Fort Angeles, Wash., were Warren Wilson and Dick Thompson.

Herb Fontaine, WCOU, Lewiston, Me., wonders if he couldn't lay claim to being the only deejay doing a remote show from a drive-in theater?

Hugh McIntosh and Al Nelson, now on their KRLC, Lewiston, Ida., show from the place of business of one of the 10 sponsors.

Recent addition to the staff at WJMR, New Orleans, is Jim Brown.

Rex Dala, WCKY, Cincinnati, should be on his

(Continued on page 100)

Best Selling Sheet Music

Based on reports received July 30, 31 and August 1

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales; (F) indicates tune is a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records.

POSITION	Weeks Last This	TITLE	Artist
6	1	1. AUF WIEDERSEH'N, SWEETHEART (R)	Hill & Range
7	2	2. WALKIN' MY BABY HOME (R)	DeSylva, Brown & Henderson
21	3	3. BLUE TANGO (R)	Mills
8	6	4. HALF AS MUCH (R)	Acuff-Rose
11	7	5. HERE IN MY HEART (R)	Mellin
13	4	6. I'M YOURS (R)	Algonquin
15	5	7. KISS OF FIRE (R)	Duchess
3	8	8. BOTCH-A-ME (R)	Hallis
10	10	9. DELICADO (R)	Remick
16	9	10. I'LL WALK ALONE (R) (F)	Moyfair
5	11	11. SOMEWHERE ALONG THE WAY (R)	United
2	12	12. WISH YOU WERE HERE (R) (F)	Chappell
3	12	13. MAYBE (R)	Robbins
1	-	14. TAKE MY HEART (R)	Santley-Joy
1	-	15. SO MADLY IN LOVE (R)	Shapiro-Bernstein

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago, Los Angeles. List is based upon John S. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 items in the case of 1952 tunes alphabetically. This music checked is approximately 60 per cent after.

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

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1. A Girl, a Felix, a Beach Umbrella (R)	Valando-ASCAP
2. Any Time (R)	Hill & Range-BMI
3. Auf Wiedersehen Sweetheart (R)	Hill & Range-BMI
4. Blue Tango (R)	Mills-ASCAP
5. Delicado (R)	Robbins-ASCAP
6. For the Very First Time (R)	E. M. Morris-ASCAP
7. Forget Me (R)	American-ASCAP
8. From the Time You Say Goodbye (The Parting Song) (R)	Pickwick-ASCAP
9. Half as Much (R)	Acuff-Rose-BMI
10. Here Comes That Mood (R)	Libb-BMI
11. How Glow (R)	Libb-BMI
12. If Someone Had Told Me (R)	Whitmark-ASCAP
13. I'm Yours (R)	Algonquin-BMI
14. Just for You (R)	Burns-ASCAP
15. Kiss of Fire (R)	Duchess-BMI
16. Maybe (R)	Robbins-ASCAP
17. Once in a While (R)	Valler-ASCAP
18. Padam, Padam (R)	Leved-ASCAP
19. Singing in the Rain (R)	Robbins-ASCAP
20. Smokey Ring (R)	Berman, Wood & Gane-ASCAP
21. So Madly in Love (R)	Shapiro & Bernstein-ASCAP
22. Somewhere Along the Way (R)	United-ASCAP
23. Strange Serenade (R)	Santley-Joy-ASCAP
24. Sweetest Words I Know (R)	Libb-BMI
25. Voodoo (R)	E. M. Morris-ASCAP
26. Washing My Baby Back Home (R)	De Sylva, Brown & Henderson-ASCAP
27. Watermelon Weather (R)	E. M. Morris-ASCAP
28. Wish You Were Here (R)	Chappell-ASCAP
29. You Laughed Me (R)	Robbins-ASCAP
30. Zing a Little Zong (R)	Burns-ASCAP

Top Ten-In Television

1. A Guy Is a Guy (R)	London-BMI
2. Blue Tango (R)	Mills-ASCAP
3. Delicado (R)	Robbins-ASCAP
4. Half as Much (R)	Acuff-Rose-BMI
5. I'm Yours (R)	Algonquin-ASCAP
6. Once in a While (R)	Miller-ASCAP
8. Somewhere Along the Way (R)	United-ASCAP
9. Washin' My Baby Back Home (R)	De Sylva, Brown & Henderson-ASCAP
10. Wish You Were Here (R)	Chappell-ASCAP

England's Top Twenty

POSITION	Weeks Last This	TITLE	Artist
10	1	1. AUF WIEDERSEH'N, SWEETHEART	Martin
7	2	2. BLUE TANGO	Mills
5	6	3. HOWING WALTZ	Reine
15	3	4. NEVER	Francis Day & Hunter, Ltd.
7	4	5. KISS OF FIRE	Duchess
11	5	6. BLACKSMITH BLUES	Chappell
20	11	7. YE WONT LIVE IN A CASTLE	Campanelli-Connolly
13	7	8. PITTSBURGH, PENNSYLVANIA	Ciechanowicz
3	15	9. IT'S NOON	Robbins
4	12	10. FROM THE TIME YOU SAY GOOD-BYE (The Parting Song)	Pickwick
9	8	11. BE ANYTHING (But Be Mine)	Ciechanowicz
4	10	12. I'M YOURS	Mills
17	9	13. TEL ME WHY	E. M. Morris
15	13	14. AROUND THE CORNER	Dash
14	14	15. WHEEL OF FORTUNE	Valando
17	16	16. AT LAST	Pickwick
11	17	17. G.I. DANCERS' BALL	Disney
21	18	18. CRY	Francis Day
6	19	19. A GUY IS A GUY	London
2	19	20. TRUST IN ME	Laurence Wright

this week on COLUMBIA

America's versatile new pianist!

ART LOWRY
HOLD ME IN YOUR HEART
SOMEONE ELSE'S ARMS
39820, 4-39820

Down by the O-Hi-Oh
What Do You Mean by
Leaving Somebody Else
39821, 4-39821



COLUMBIA'S No. 1

ROSEMARY CLOONEY
BOTCH A-ME
ON THE FIRST WARM DAY
78 rpm 39767
45 rpm 4-39767



DORIS DAY
with PERCY FAITH and his Orchestra

**"MY LOVE and
DEVOTION"**

"MAKE IT SOON"



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Jungle Fantasy • Enlora • Caribbean Night • Cu-Tu-Cu-Ru
• Wow! Wow! Wow! • The Minute Samba • Oye Negra
• Jamaican Rhumba

PERCY FAITH and his Orchestra
"Lp" CL 6214 • 45 Set B-305

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Ecstasy • Let's Beguine • Autumn Song • Yester-Thoughts
• Starlight • Enchantment • Symphony in Jazz

OTTO CESANA and his Orchestra
"Lp" CL 103 • Available soon on 45

BILLY WALKER
IF I SHOULD LIVE THAT LONG
ONE HEART'S BEATIN', ONE
HEART'S CHEATIN'
20994, 4-20994

THE MASTERS FAMILY
THIS OLD WORLD IS ROCKING IN SIN
STOP KICKING GOD'S CHILDREN
AROUND
20996-s, 4-20996-s

STUART HAMBLÉN
GOT SO MANY MILLION YEARS
LORD, I PRAY
20988-s, 4-20988-s

LARRY DARNELL
BETTER BE ON MY WAY
WHAT'S ON YOUR MIND!
Okch 6902, 4-6902

CURLY OAUULTON
PLEASE LEAVE ME ALONE
A LITTLE AT A TIME
20995, 4-20995

**CARL SMITH with THE
CARTER SISTERS and
MOTHEr MAYBELLE**
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AMAZING GRACE
20986-s, 4-20986-s

DAVE JOHNSON
MY FATHER WATCHES OVER ME
IN THE GARDEN
20989-s, 4-20988-s

**DOLORES HAWKINS
and THE FOUR LADS**
EACH TIME
RISIN' SUN
Okch 6903, 4-6903

**"LITTLE" JIMMY
DICKENS**
TAKE UP THY CROSS
JUST A CLOSER WALK WITH THEE
20987-s, 4-20987-s

JOHNNY DICKS
TAKE MY HAND
BRUSH THE DUST OFF THE BIBLE
20990-s, 4-20990-s

**THE JOHNSON
FAMILY SINGERS**
WHERE NO CABINS FALL
ROOM FOR MY SAVIOR TODAY
20991-s, 4-20991-s

your check list-COLUMBIA'S TOP TWELVE

based on actual sales reports for week ending August 1

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

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

JO STAFFORD
You Belong To Me
Pretty Boy
39811, 4-39811

ARTHUR GODFREY
I Love Girls
Honey
39792, 4-39792

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

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

SAMMY KAYE
Walkin' to Missouri
One for the Wonder
39769, 4-39769

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

PERCY FAITH
Delicado
Festival
39708, 4-39708

JOHNNIE RAY
All of Me
A Sinner Am I
39788, 4-39788

PERCY FAITH
Jamaican Rhumba
Da-Du
39790, 4-39790

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

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THE BILLBOARD Music Popularity Charts

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

Best Selling Pop Singles

Based on reports received July 30, 31 and August 1

Records listed are those selling best in the nation's top volume retail record stores...

Table with columns: POSITION, Weeks Last This, Title, Artist, and Record Info. Includes entries like 'AUF WIEDERSEHN, SWEETHEART' and 'BUTCH-A-ME'.

Best Selling Classical Albums

Best Selling 33 1/3 R.P.M. ... Best Selling 45 R.P.M.

Table with columns: Last This Week, Title, Artist, and Record Info. Includes entries like 'Puccini: Tosca' and 'Mozart: Concerto No. 23'.

DEALER DOINGS

By IS HOROWITZ

News and Views

Grimmell Brothers, of Adrian, Mich., will open its new, streamlined record department this week...

Points to Remember

Some simple facts about record merchandising are stated by Florence Wraggs...

Returns

Ferguson's Record Shop, of Memphis, takes issue with Alma K. y., of Haines-Griffin, N. Y., whose views on the return setup were recently reported...

Best Selling Children's Records

Based on reports received July 30, 31 and August 1

Records listed are those records selling best in the nation's retail record stores...

Table with columns: POSITION, Weeks Last This, Title, Artist, and Record Info. Includes entries like 'CINDERELLA' and 'SNOW WHITE AND THE SEVEN DWARFS'.

Best Selling Pop Albums

Based on reports received July 30, 31 and August 1

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey...

Best Selling 33 1/3 R.P.M.

Table with columns: Last This Week, Title, Artist, and Record Info. Includes entries like 'WITH A SONG IN MY HEART' and 'LOVELY TO LOOK AT'.

Best Selling 45 R.P.M.

Table with columns: Last This Week, Title, Artist, and Record Info. Includes entries like 'WITH A SONG IN MY HEART' and 'LOVELY TO LOOK AT'.

Classical Reviews

BEETHOVEN PIANO SONATAS ALBUMS 76 ... MOZART: CONCERTO No. 23, IN A MAJOR FOR PIANO AND ORK (R-88) 75

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ACQUAVIVA

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 V Music Publishing Co.

GAC GENERAL ARTISTS CORPORATION
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CINCINNATI • DALLAS • LOS ANGELES

Record Promotion
Kappi Jordan

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FIRST ALBUM...

MUSIC FOR YOUR MIDNIGHT MOODS

THE BILLBOARD

Music Popularity Charts

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

Most Played Juke Box Records

Based on reports received July 30, 31 and August 1

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,550 operators in all sections of the country...

Table with columns for Position, Record Title, Artist, and Record Label. Includes records like 'Auf Wiederseh'n, Sweetheart' by V. Lynn, 'Half As Much' by R. Clooney, etc.

Record Reviews

POPULAR Record Reviews

Reviews of popular records including 'Bibi Bam Baby' by Frank Sinatra, 'Posses Me' by Tony Savaar, 'They Don't Believe Me' by Tony Dorsey, etc.

A Thrilling New Voice!



Roye Goodrich

singing a great new dramatic ballad

Advertisement for 'the BIG SKY' by KING 15196 RECORDS INC. featuring a starburst graphic and the text 'the BIG SKY' in large letters.

A Thrilling New Voice!



Roye Goodrich

singing a great new dramatic ballad

Advertisement for 'the SHOW is OVER' by KING 15196 RECORDS INC. featuring a starburst graphic and the text 'the SHOW is OVER' in large letters.

that *ooo*

Winterhalter Magic



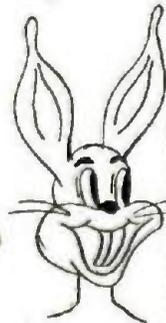
Hugo
WINTERHALTER

and his Orchestra
play . . .

'HESITATION'

and
**'TIC
TAC
TOE'**

RCA Victor 20-4851 ★ 47-4851



**RCA
VICTOR
RECORDS**
of course

THE BILLBOARD Music Popularity Charts

Best Selling Pops by Territories

... Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in cooperation with Western Union, secures last mileage sales reports from key dealers in the nation's largest record markets. Also the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all picture being unduly influenced by the report of a single store.

LOS ANGELES

1. HERE IN MY HEART—A. Marino—BBS
2. BOTCH-A-ME—R. Clooney—Columbia
3. HALF AS MUCH—R. Clooney—Columbia
4. DELICADO—P. Faith—Columbia
5. VANESSA—M. Winterhalter—Victor
6. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
7. BLUE TANGO—L. Anderson—Decca
8. NIGHT TRAIN—B. Morrow—Victor
9. KISS OF FIRE—T. Martin—Victor
10. KISS OF FIRE—B. Estaline—BGM

DETROIT

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. BOTCH-A-ME—R. Clooney—Columbia
3. HERE IN MY HEART—A. Marino—BBS
4. HALF AS MUCH—R. Clooney—Columbia
5. TIPS A BLUE WORD—Four Freshmen—Capitol
6. VANESSA—M. Winterhalter—Victor
7. WISH YOU WERE HERE—E. Fisher—N. Wint.
8. KAY'S LAMENT—K. Starr—Capitol

NEW YORK

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. WERE IN MY HEART—B. Marino—BBS
3. VANESSA—M. Winterhalter—Victor
4. HALF AS MUCH—R. Clooney—Columbia
5. BOTCH-A-ME—R. Clooney—Columbia
6. HIGH NOON—F. Lauro—Columbia
7. BLUE TANGO—L. Anderson—Decca
8. WISH YOU WERE HERE—E. Fisher—N. Wint.
9. LOVE—P. Lee—Decca
10. DELICADO—P. Faith—Columbia

CHICAGO

1. BOTCH-A-ME—R. Clooney—Columbia
2. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
3. HALF AS MUCH—R. Clooney—Columbia
4. SUGARBUSS—F. Lauro—Decca
5. HERE IN MY HEART—A. Marino—BBS
6. HIGH NOON—F. Lauro—Columbia
7. WISH YOU WERE HERE—E. Fisher—N. Wint.
8. MAYBE—P. Camp—Victor
9. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
10. YOU BELONG TO ME—J. James—MGM

BOSTON

1. INDIAN LOVE CALL—S. Whitman—Imperial
2. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
3. YOU BELONG TO ME—J. Stafford—Columbia
4. DELICADO—P. Faith—Columbia
5. BLUE TANGO—L. Anderson—Decca
6. BOTCH-A-ME—R. Clooney—Columbia
7. WISH YOU WERE HERE—E. Fisher—N. Wint.
8. LUNA ROSCA—A. Dean—MGM
9. HALF AS MUCH—R. Clooney—Columbia
10. ROCK OF GIBRALTAR—F. Lauro—Columbia

DALLAS-FORT WORTH

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. HERE IN MY HEART—A. Marino—BBS
3. HALF AS MUCH—R. Clooney—Columbia
4. WALKIN' MY BABY BACK HOME—Nat (King) Cole—Capitol
5. DELICADO—P. Faith—Columbia

DENVER

1. HALF AS MUCH—R. Clooney—Columbia
2. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
3. BOTCH-A-ME—R. Clooney—Columbia
4. HERE IN MY HEART—A. Marino—BBS
5. KISS OF FIRE—T. Martin—Victor
6. DELICADO—P. Faith—Columbia

CINCINNATI

1. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
2. MAYBE—P. Camp—Victor
3. WISH YOU WERE HERE—E. Fisher—N. Wint.
4. AUF WIEDERSEHN, SWEETHEART—E. Howard—Mercury
5. HERE IN MY HEART—A. Marino—BBS
6. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
7. BOTCH-A-ME—R. Clooney—Columbia
8. LOVE—P. Lee—Decca
9. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
10. DELICADO—P. Faith—Columbia

WASHINGTON, D. C.

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. DELICADO—P. Faith—Columbia
3. HERE IN MY HEART—A. Marino—BBS
4. WISH YOU WERE HERE—E. Fisher—N. Wint.
5. BOTCH-A-ME—R. Clooney—Columbia
6. I'M YOURS—E. Fisher—N. Wint.
7. HALF AS MUCH—R. Clooney—Columbia
8. WALKIN' MY BABY BACK HOME—Nat (King) Cole—Capitol
9. MAYBE—E. Fisher—N. Wint.

SEATTLE

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. HALF AS MUCH—R. Clooney—Columbia
3. DELICADO—P. Faith—Columbia
4. HERE IN MY HEART—A. Marino—BBS
5. VANESSA—M. Winterhalter—Victor
6. BOTCH-A-ME—R. Clooney—Columbia
7. KISS OF FIRE—T. Martin—Victor
8. HIGH NOON—F. Lauro—Columbia

NEW ORLEANS

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. BOTCH-A-ME—R. Clooney—Columbia
3. KISS OF FIRE—G. Gibbs—Mercury
4. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
5. WISH YOU WERE HERE—E. Fisher—N. Wint.
6. HERE IN MY HEART—A. Marino—BBS
7. HALF AS MUCH—R. Clooney—Columbia
8. DELICADO—P. Faith—Columbia
9. BLUE TANGO—L. Anderson—Decca

ATLANTA

1. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
2. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
3. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
4. WALKIN' TO MISSOURI—S. Keyes—Columbia
5. I'M YOURS—E. Fisher—N. Wint.

PHILADELPHIA

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. BOTCH-A-ME—R. Clooney—Columbia
3. DELICADO—P. Faith—Columbia
4. BLUE TANGO—L. Anderson—Decca
5. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
6. KISS OF FIRE—G. Gibbs—Mercury
7. SUGARBUSS—F. Lauro—Decca
8. HALF AS MUCH—R. Clooney—Columbia
9. HERE IN MY HEART—A. Marino—BBS

ST. LOUIS

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. WISH YOU WERE HERE—E. Fisher—N. Wint.
3. BOTCH-A-ME—R. Clooney—Columbia
4. HALF AS MUCH—R. Clooney—Columbia
5. HIGH NOON—F. Lauro—Columbia
6. FOOL, FOOL, FOOL—K. Starr—Capitol
7. MAYBE—E. Fisher—N. Wint.

PITTSBURGH

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. MOCKING BIRD—Four Lads—Okeh
3. BOTCH-A-ME—R. Clooney—Columbia
4. HALF AS MUCH—R. Clooney—Columbia
5. MAYBE—E. Fisher—N. Wint.
6. HERE IN MY HEART—A. Marino—BBS
7. WISH YOU WERE HERE—E. Fisher—N. Wint.
8. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
9. SHOULD I—Four Aces—Decca
10. YOU BELONG TO ME—J. Stafford—Columbia



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78	45	78	45
"ONCE IN A WHILE," "I'M CLAD YOU'RE HAPPY WITH SOMEONE ELSE" Patt Page	5867	"OMAHA," "AFTER I SAY I'M SORRY" Tiny Hill	5874
"AUF WIEDERSEHN SWEETHEART," "I DON'T WANT TO TAKE A CHANCE" Eddy Howard	5871	"I'D RATHER LOOK AT YOU," "NICKELS, QUARTERS AND DIMES" Gloria Hart	5881
"SO MADLY IN LOVE," "MAKE ME LOVE YOU" George Gibbs	5874	"PEANUT VENDOR," "DARK EYES" Ralph Marterie & His Orch.	5882
"TAKE MY HEART," "ROSANNE" Vic Damone	5877	"WHO KNOWS," "IT'S BEST WE SAY GOODBYE" Billy Williams Quartet	5884
"KISS OF FIRE," "A LASTING THING" George Gibbs	5823	"AFRICAN LAMENT," "THE RIVER SEINE" Xavier Cugat	5885
"BE ANYTHING (BUT BE MINE)," "SHE TOOK" Eddy Howard	5815	"LAMENTO CIGANO," "MINUET IN JAZZ" Ralph Grimbough & His Orch.	5886
"THE MASK IS OFF," "NEVER LEAVE ME" Richard Hayes	5872	"JAMAICAN RHUMBA," "BANJO AND FIDDLE" Alfred Newman & His Orch.	5887
"HERE IN MY HEART," "TOMORROW NEVER COMES" Vic Damone	5858	"MI BELLA MIA," "TELL ME YOU'RE IN LOVE" Ray Cruz	5888
"HOTTIN' BLUES," "NIGHT TRAIN" Jerry Murad's Harmonicats	5869	"YOU CAN'T GET TOO FAR WITH A BROKEN HEART," "LOVER, COME BACK TO ME" Jackie Jocks	5889
"I'M SORRY," "RUZZA, RUZZA" Bobby Wayne	5857	"THE GIRLS ARE MARCHING," "COME HELL OR HIGH WATER" Vic Damone	5878
"IN A PERSIAN MARKET," "STREET SCENE" Ralph Marterie & His Orch.	5860	"SUN SUN BABAE," "OOOH" Xavier Cugat & His Orch.	5891
"WHY?" "WAIT TILL THE SUN SHINES" Nelly Jimmy Palmer & His Orch.	5875	"THE WORLD IS MINE," "TODAY, TOMORROW AND ALWAYS" Ray Shaw	5890
"YAK TIDDA BINCO," "IT'S A HUNDRED TO ONE" Dick Jurgens & His Orch.	5873	"ALL OF ME," "SOUTH OF THE BORDER" Frankie Laine	5892
"HERE IN MY HEART," "YOUR HAPPINESS IS MINE" Wini Brown	5870		

NEW RELEASES		COUNTRY and WESTERN	
78	45	78	45
"JENNY, DARLING," "THE RED ROSE WALTZ" The Great Arturo	5893	"YOU BELONG TO ME," "YOU'RE AN ANGEL ON THE OUTSIDE" Sue Thompson	6407
"WEDDING BELLS WILL SOON BE RINGING," "RELEASE ME" Patti Page & Rusty Draper	5895	"LIMEHOUSE BLUES," "KOHALO" Jerry Byrd	6393
"MADEMOISELLE," "I DON'T KNOW ANY BETTER" Eddy Howard	5898	"YADPOLE," "JUNIOR'S A BIG BOY NOW" Sue Thompson	6390
"FIRST TRAIN HEADIN' SOUTH," "THE DEVIL SENT ME YOU" Johnny Horton	6412	"UKULELE BABY," "I'M IN A KISSING MOOD" Ernie Lee	6405
"I FEEL IT IN MY SOUL," "ONE LITTLE CANDLE" Ernie Lee	6413	"EMPTY MANSIONS," "YOU CROSSED YOUR FINGERS" Merl Lindsay	6402
"PART TIME JOB," "FIRE BALL EIGHT" Lillic Hill	6410	"OHLY PRETENDING," "THE SHAPE MY HEART IS IN" Paul & Roy	6406
		"LOVE, LOVE, LOVE," "WOMAN DRIVER" The Carlites	6403
RHYTHM and BLUES			
78	45		
"TROUBLE IN MIND," "NEW BLOW TOP BLUES" Dinah Washington	8269	"GOD SAVED MY SOUL," "GOD HAD A SON IN SERVICE" Carl Story	6409
"CALL OPERATOR 210," "BABY, BABY BLUES" Johnny Otis	8269	"LOVE TICKET," "I'D LOVE A HOME" Duke Martin	6408
"NO MAIL BLUES," "COMMA NEED MY HELP SOMEDAY" Memphis Slim	8266	"ENOCK OUT THE LIGHTS," "CARELESS MIND" Red Kirk	6409
"SHAD ROE," "THE MOON" Paul Quinette	8287		
"I'M COMIN'," "TRY A LITTLE TENDERNESS" Eddie Kaye	8288		
"BE ANYTHING (BUT BE MINE)," "HEAVEN KNOWS WHY" Wini Brown	8270		
"DELICADO," "PERFIDIA" Fosdick Mitchell	8286		
"FORGET IF YOU CAN," "I'VE GOT AN INVITATION TO A DANCE" Bulger Johnson	8255		
"MOFFERS BLUES," "I KNOW SHE WILL" Big Bill Broozy	8284		

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'I'd Rather
Look At You'

COUPLED WITH

'Nickels, Dimes & Quarters'
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THE BILLBOARD Music Popularity Charts

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

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

Based on reports received July 30, 31 and August 1

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

POSITION	Weeks Last This	Title	Artist	
17	1	1	WILD SIDE OF LIFE	Hank Thompson
10	3	2	ALMOST	G. Morgan
2	9	3	FULL TIME JOB	E. Arnold
4	10	4	WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson
12	2	5	ARE YOU TEASING ME	Carl Smith
12	4	6	HALF AS MUCH	Hank Williams
1	-	6	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells
3	7	8	LADY'S MAN	Hank Snow
3	-	8	THAT HEART BELONGS TO ME	W. Pierce
18	6	10	GOLD RUSH IS OVER	Hank Snow

• Folk Record Releases

Alibi's Misbehavior—Earl Bostic Ork (Moonlight) King 4550
 Back Up a Little Bit—Hank Penny (Don't You Know It's Wrong) King 1096
 Believe Me I Don't Mind—Randall Parker (Not Just Tomorrow But Forever) King 1088
 Bell Bottom Pinks—The Pinetoppers (The End of the World) Coral 60811
 Crying Cause I Love You—Marty Robbins (I Wish Somebody Loved Me) Columbia 20965
 Don't Believe a Word They Say—Gene Autry (God's Little Cowboy) Columbia 39808
 Don't You Know It's Wrong—Hank Penny (Back Up a Little Bit) King 1096
 Dragger in the Bow—Eddie Zack (Lights Out) Decca 28329
 I Know I'm Fighting, But God's Little Cowboy—(Don't Believe a Word They Say) Columbia 39808
 I Broke a Heart—Neal Burris (My Heart Needs Your Heart) Columbia 20972

I Had a Dream—Jimmy Swan (Juke Joint Mama) Trumpet 176
 I Trusted You—Vin Bruce (Sweet Love) Columbia 20973
 I Wish Somebody Loved Me—Marty Robbins (Crying Cause I Love You) Columbia 20965
 I'm Dying a Hole to Carry My Heart—Jimmy Lee (Kisses by Mail) Capitol 2153
 I'm Leavin' Town—Drewy Rittex (Sold Down the River) Coral 64136
 It's So Nice to Make Up—Sonny James (Shortcuts) Capitol 2164
 Jambalaya—Rev. Allen-Nashville Dixielanders (Two-Faced Clock) Decca 28341
 Jambalaya—Moon Mullikan (A Mighty Pretty Waltz) King 1104
 Juke Joint Mama—Jimmy Swan (I Had a Dream) Trumpet 176
 Kisses by Mail—Jimmy Lee (I'm Dying a Hole to Carry My Heart) Capitol 2153
 Lights Out—Eddie Zack (Dragger in the Bow) Decca 28329
 Little Birdie—Wade Mainer (The Girl I Left in Sunny Tennessee) King 1093
 Man On the Corner, The—Johnny Hicks (My Next Girl) Columbia 20979
 Mighty Pretty Waltz, A—Pee Wee King (Two-Faced Clock) V 20-4883
 Mighty Pretty Waltz, A—Moon Mullikan (Jambalaya) King 1104
 Mr. Bean Chick—Sonny Boy Williamson (Stop Now Baby) Trumpet 164
 Moonlight—Earl Bostic Ork (Alibi's Misbehavior) King 4550
 My Heart Needs Your Heart—Neal Burris (I Broke a Heart) Columbia 20972
 My Next Gal—Johnny Hicks (Man On the Corner, The) Columbia 20979
 Not Just Tomorrow But Forever—Randall Parker (Believe Me I Don't Mind) King 1088
 Out of Sight, Out of Mind—Alan Jones (Smart Aleck) King 1094
 Shortcuts—Sonny James (It's So Nice to Make Up) Capitol 2164
 Smart Aleck—Alan Jones (Out of Sight, Out of Mind) King 1094
 Sold Down the River—Drewy Rittex (I'm Leavin' Town) Coral 64136
 Stop Now Baby—Sonny Boy Williamson (Mr. Bean Chick) Trumpet 164
 The Girl I Left in Sunny Tennessee—Wade Mainer (Little Birdie) King 1093
 Sweet Love—Vin Bruce (I Trusted You) Columbia 20973
 They Don't Know Nothin' at All—(Little) Jimmy Dickie (Waitress, Waitress) Columbia 20976
 'Till the End of the World—The Pinetoppers (Bell Bottom Pinks) Coral 60811
 Two-Faced Clock—Pee Wee King (Mighty Pretty Waltz, A) V 20-4883
 Two-Faced Clock—Rev. Allen-Nashville Dixielanders (Jambalaya) Decca 28341

TERRIFIC!
 "WAITRESS, WAITRESS"
 and
 "THEY DON'T KNOW NOthin' AT ALL"
 "Little" Jimmy Dickie
 Columbia 20976

TANMEN MUSIC, INC.
 144 West 54 St., New York 19

Up and Comin'
I'M TRADING YOU IN ON A LATER MODEL
 by SHOT JACKSON #706
 Specially

8508 Sunset Blvd. Hollywood 46, Calif.

FOLK TALENT AND TUNES

Communications in care The Billboard, 3000 Sunset Blvd., Hollywood 28.

By JOHNNY SIPPET

Artists' Activities

Bob Cole, longtime plugger for Southern and Peer International, Chicago, has left the Ralph Peer firm. . . Jimmy Wakely is currently playing Ciro's Hollywood. . . Roy Rogers has organized in conjunction with Famous Music the Paramount-Roy Rogers Music Company, with headquarters in New York. First publication will be a folio of Rogers' Western hits. It will be released during Rogers' September 24-October 18 appearance at the Madison Square Garden rodeo. . . Rex Allen is set to portray James Whitcomb Riley in a forthcoming Republic musical, "Then You'll Remember Me." Film starts shooting July 31. . . Jim Halsey, youthful manager of Hank Thompson, reports that the Capitol ace is playing thru Texas for the next two weeks. Starting August 13, they swing thru Colorado, Wyoming and Montana for American Corporation. Halsey is currently doing two weeks of training with the Army Reserves.

The Maddox Brothers and Rose (Columbia) are making their most successful tour of Texas yet, racking up 1,720 at the Auditorium, Beaumont, July 6; Louisiana Hayride, Shreveport (12), 4,000, and Magnolia Gardens, Houston (13), 3,000. They were set thru Texas until August 3. Billie and Gordon Hamrick, formerly at WJHP, Jacksonville, Fla., have moved to WHAN, Charleston, S. C. They recently inked with Hill & Range. . . Reg Marshall, Hollywood booker, has inked Tommy Duncan (Inro) to a five-year pact, and has Duncan out in the Southwest, with a follow-up tour thru Oregon. Marshall is also setting a tour on Wade Ray and is dickering with Slim Whitman for dates. . . Estel Lee, who is working personals

C&W Records to Watch

In the opinion of The Billboard's music staff, the following records have the best sales and performance potential among the rhythm and blues records received this week.

CARMEN'S BOOCIE
 Spade Cooley Ork. . . Decca 28344
WAITRESS, WAITRESS
 "Little" Jimmy Dickie. . . Columbia 20976
FIRST TRAIN HEADIN' SOUTH
 Johnny Horton. . . Mercury 6412
THE MAN ON THE CORNER
 Johnny Hicks. . . Columbia 20975

with Jimmie Skinner around Cincinnati, has started a new diskery, Excellent Records. . . Pee Wee King is set for five Midwest fair dates thru August. . . Norm Riley, Nashville talent promoter, has a new circuit of Florida cities which he'll start booking in October. . . Larry Carothers, KMOX, St. Louis, has his first releases out on Chaw Man's Blue Ribbon Records. . . Bobby Williamson (Victor) has returned to the Big D Jamboree, Dallas, after a tour of d.j.'s with Al Miller, the Gotham biggie.

Two Sides to Every Story—York Brothers (Whirly) King 1092
 You Belong to Me—Sue Thompson (You're an Angel on the Outside) Mercury 6407
 You're An Angel on the Outside (A Devil on the Inside)—Sue Thompson (You Belong to Me) Mercury 6407
 Waitress, Waitress—(Little) Jimmy Dickie (They Don't Know Nothin' at All) Columbia 20976

• Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received July 30, 31 and August 1

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of our 400 disk jockeys specializing in Country and Western tunes.

POSITION	Weeks Last This	Title	Artist	
10	3	1	THAT HEART BELONGS TO ME	W. Pierce
4	5	2	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells
4	4	3	FULL TIME JOB	E. Arnold
22	1	4	WILD SIDE OF LIFE	H. Thompson
10	2	5	ARE YOU TEASING ME?	Carl Smith
8	7	6	LADY'S MAN	Hank Snow
10	9	7	IT'S A LOVELY, LOVELY WORLD	Carl Smith
17	6	8	ALMOST	G. Morgan
5	10	9	WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson
2	-	10	INDIAN LOVE CALL	S. Whitman

• Best Selling Retail Folk (Country & Western) Records

Based on reports received July 30, 31 and August 1

Records listed as Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION	Weeks Last This	Title	Artist	
18	1	1	WILD SIDE OF LIFE	Hank Thompson
3	3	2	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells
15	2	3	ALMOST	G. Morgan
12	4	4	ARE YOU TEASING ME	Carl Smith
6	6	5	LADY'S MAN	Hank Snow
3	7	5	FULL TIME JOB	E. Arnold
5	5	7	THAT HEART BELONGS TO ME	W. Pierce
7	8	8	WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson
15	9	9	HALF AS MUCH	Hank Williams
2	10	10	INDIAN LOVE CALL	Slim Whitman

• Country & Western (Folk) Record Reviews

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

FOLK Record Reviews	FOLK Record Reviews
<p>YORK BROTHERS TWO SIDES TO EVERY STORY 75-77-70-78 KING 2692—The York Brothers give this wild country item a strong reading, while the combo plays it with a semi-Latin beat. Could get both holes and stays in rural areas.</p> <p>TWIRLY WHIRLY 76-76-72-80 The boys do a fine job on this infectious novelty, selling the zany lyrics with a bit of spirit over a fine musical backing. Fine disk for the rural jakes.</p> <p>REV. ALLEN-NASHVILLE DIXIELANDERS JAMBALAYA 79-80-75-82 DECCA 28341—Tone drilled and introduced so well by Hank Williams in song vigorously by Allen. Fine backing by the Dixielanders. Dixielanders includes a sax as well as the standard strings. A mighty fine disk by Allen, that should catch some of the lead.</p> <p>TWO FACED CLOCK 76-70-77-79 This is another tune that is beginning to catch a number of disks. Allen's vocal is a bright one, and the band behind him lets a catchy beat.</p>	<p>MOON MULLIKAN 82-82-80-84 JAMBALAYA—Moon Mullikan makes the Cajun tune ride with his stylized vocal. Instrumentation behind him is top-flight and includes a fine electric guitar solo plus Mullikan's piano. Tone looks big, and this version should get a good piece of the sale.</p> <p>A MIGHTY PRETTY WALTZ 80-81-80-80 Nice ball is set by the band for a bright vocal by Mullikan. Moon also adds some of his fine exciting spirit-type keyboard work.</p> <p>ANN JONES OUT OF MIND 79-81-74-82 KING 1093—There is a potent new effort, backed by the band. The cheerful hands the tune a solid performance in big-voiced style, soaking over the lyrics with spirit and feeling. This could break thru as a real contender for Ann Jones.</p> <p>SMART ALECK 68-70-67-67 The singer does an okay job with this cut. He, also written by her, about a pal who is so smart-wacky she hasn't any boy friends.</p>

IT'S A HIT! . . . GOING BIG IN
 ST. LOUIS, HOUSTON, MEMPHIS, NEW ORLEANS,
 MISS. LOUISIANA, FLORIDA REPORT BIG SALES
 ON **JIMMY SWAN'S**
 "I Had a Dream" b/w
 "JUKE JOINT MAMA"
 RECORD 176
 O.S.'s, WRITE FOR FREE SAMPLES
TRUMPET RECORDS
 JACKSON, MISS.



THE BILLBOARD Music Popularity Charts

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

• Best Selling Retail Rhythm & Blues Records

Based on reports received July 30, 31 and August 1

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records.

POSITION	Weeks Last This	Title	Artist	Label	Catalog #
11	1	1.	LAWDY, MISS CLAUDEY	L. Price	Society 428-BM1
12	1	2.	HAVE MERCY, BABY	Dominos	Federal 7812068 (45145-12068)
4	4	3.	MARY JO	Four Blazers	United 114
3	5	4.	TING A LING	Clovers	Atlantic 969-BM1
3	6	5.	CALL OPERATOR 210	F. Dixon	Aladdin 3135
14	3	6.	GOIN' HOME	Fats Domino	Imperial 7815100 (45145-5100)
17	10	7.	ONE MINT JULEP	Clovers	Atlantic 963-BM1
11	8	8.	MOODY MOOD FOR LOVE	King Pleasure	Preiser 781924 (45145-924)
1	-	9.	MY SONG	J. Ace	Duke 102
2	10	10.	BESIDE YOU	Swallows	King 7811525 (45145-4525)

• Rhythm & Blues Record Releases

Farmer's Blues—James Williamson Trio (Lonesome) Die Train Dance 1122
 Fire Down—School Boy Porter (Sentimental Journey) Dance 1817
 Going Down (In) The River—Little Caesar (Long Time Stay) Hollywood 234
 Harlem Blues—The Sun Willis (I Love You Just the Same) Spring Time 305A

Highway Is My Home—Lorell Fuson (Circle Top Ten) Spring Time 301A
 I Love You Just the Same—The Sun Willis (Harlem Blues) Spring Time 305A
 Joe Jones—Johnny Sellers (Rock Me In the Cradle) Chance 1120
 Just Yours Alone—Joe Medlin (What's to Become of Me?) Decca 28330
 Lonesome Ole Train—James Williamson Trio (Farmer's Blues) Chance 1121
 Long Time Stay—Little Caesar (River, The) Hollywood 234
 M! Bella M!a—Ray Carl-Jimmy Carroll One (Tell Me You're In Love) Mercury 5883
 Rambler Blues—Little Esther (Somebody New) Federal 12090
 Rock Me In the Cradle—Johnny Sellers (Little Jewel) Chance 1120
 Sentimental Journey—School Boy Porter (Fire Down) Dance 1817
 Somebody New—Little Esther (Rambler Blues) Federal 12090
 Tell Me You're In Love—Ray Carl-Jimmy Carroll One (M! Bella M!a) Mercury 5883
 Tickle The Top—Step—Lorell Fuson (Highway Is My Home, The) Spring Time 301A
 What's to Become of Me?—Joe Medlin (Just Yours Alone) Decca 28330

• Most Played Juke Box Rhythm & Blues Records

Based on reports received July 30, 31 and August 1

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations include rhythm and blues records.

POSITION	Weeks Last This	Title	Artist	Label	Catalog #
11	1	1.	HAVE MERCY, BABY	Dominos	Federal 7812068 (45145-12068)
13	2	2.	LAWDY, MISS CLAUDEY	L. Price	Society 428
15	3	3.	GOIN' HOME	Fats Domino	Imperial 7815100 (45145-5100)
3	9	4.	TING A LING	Clovers	Atlantic 969-BM1
12	4	5.	MOODY MOOD FOR LOVE	King Pleasure	Preiser 781924 (45145-924)
2	9	6.	DONT YOU CRY	J. Turner	Atlantic 970-BM1
2	-	7.	WONDER WHERE MY BABY'S GONE	Clovers	Atlantic 969-BM1
2	6	8.	I'LL DROWN IN MY TEARS	Sonny Thompson	King 7814527 (45145-4527-BM1)
1	-	8.	EASY, EASY, BABY	V. Dillard	Savoy 847-BM1
4	7	10.	MARY JO	Four Blazers	United 114

RHYTHM & BLUES NOTES

By BOB ROLONTZ

Fats Domino, whose waxing of "Goin' Home" on Imperial has been a big seller for the past two months, was pacted by Shaw Artists for club dates and one-nighters, starting October 15. . . . Chazies Brown, Aladdin Record artist, has a big schedule mapped out for the next three months. 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-night stands starting August 29 in San Diego. After the West Coast stretch, he will do a string of 25 one-nighters in Texas thru October 25, and on October 27 will start a Southern tour with Mr. Sadhead and Shitley Haven. . . . Ruth Brown and Willis Jackson are on vacation August 5 thru 14, after a successful string of one-nighters. . . . The Clovers and

R&B Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the rhythm and blues records released this week.

THE RIVER
 Floyd Dixon Aladdin 3144

Rasco Gordon are on a tour thru California, Washington and Oregon, starting August 29. They will tour with Charles Brown and his combo. . . . Paul Williams is set to wax for Norman Grant for some of the latter's Mercury jazz diskings. Williams will record four originals. . . . Lynn Hope is flying to Arabia for a vacation. . . . Billy Ford and Mr.

Sadhead are set to do their initial dinking for RCA Victor this week.

RCA Victor has been very busy adding to its r.&b. talent lineup. Joe Thomas, assistant r.&b. head at the diskery, pacted four vocalists and two combos on the Coast. Slinger Inez Jones, of Oakland, California combo, Bobby Brooks, a new singer, and Benny Carter's crew are the new additions.

Amos Milburn comes in for a return week August 11 at Pep's Musical Bar, Philadelphia, with Cootie Williams bowing out. . . . Country Club is the newest of the musical rooms in Philadelphia, playing jump combos for week-ends until the start of the regular season in the fall.

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 500 Different "Standards" and Hit Tunes. 33 1/3, 45 & 78 rpm.
\$10.00 per 100
 (78 RPM)
 1/2 with order, balance C.O.D.
 L. P.'s UP TO 75% OFF
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The Talk of the Show
VARETTA DILLARD'S
 "EASY, EASY BABY"
 Savoy 2847
SAVOY RECORD CO., INC.
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The Most Exciting Spiritual
 We've Ever Released!
BY AND BY
 by the Davis Sisters

 Record GT16

new on OKEH!
LARRY DARNELL
 sings
BETTER BE ON MY WAY
 b/w What's on Your Mind
 Orchestra under the direction of
LEROY HIRSHLAND
 78 rpm 6902 • 45 rpm 4-6702
OKEH RECORDS
 "Okeh," Trade Marks Reg. U.S. Pat. Off. Maracas Registered.

ANOTHER
RUTH BROWN
 SMASH!
 "DADDY DADDY"
 and
 "HAVE A GOOD TIME"
 Atlantic 973
Atlantic RECORDING CORP.

A HIT!
"LULUBELLE BLUES"
 FRANK (FAT MAN) HUMPHRIES
 Jubilee 5085
JUBILEE RECORD CO., Inc.
 315 W. 47th St., N. Y., N. Y.

HITTING BIG!
BABY, DON'T GO
 by
JESSE BELVIN
 #435
Specialty
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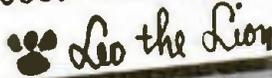
THE
 "I'm Gonna Sing The Honky Tonks"
 GAL
MARIE ADAMS
 "HE'S MY MAN"
 PEACOCK 1604
 ★ 22,000 Sold at the NAMM Convention

JOHNNY ACE
 "MY SONG"
 DUKE 102
 ★ THE HIT OF THE NAMM CONVENTION
 43,000 SOLD

HOT! HIT THE SPOT! **Peacock RECORDS, INC.** 4104 Lyons Houston, Texas **GREAT! REAL GREAT!**

MR. DEALER:

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



I LIKE ECKSTINE

Singing

"STRANGE SENSATION" and "HAVE A GOOD TIME"
MGM 11291 78rpm—K11291 45rpm

ALAN DEAN LUNA ROSSA and I'LL FORGET YOU
MGM 11269 78rpm K11269 45rpm

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

BILL HAYES HIGH NOON and PADAM-PADAM
MGM 11266 78rpm K11266 45rpm

DAVID ROSE AND HIS ORCH. VANESSA and ALL THE THINGS YOU ARE
MGM 30619 78rpm K30619 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 GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK, N. Y.

KEEP MGM-MINDED—IT'S GOOD FOR YOUR BUSINESS

THE BILLBOARD Music Popularity Charts

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

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

TAKE ME IN YOUR ARMS AND HOLD ME
MEET MR. CALLAGHAN.....Les Paul-Mary Ford.....Capitol 2193

Les Paul and Mary Ford have turned out another fine disk, with the thrush handling the ballad "Take Me in Your Arms" a mighty warm reading, over the soft Les Paul guitar. The "Callaghan" side features the guitarist in a sparkling instrumental version of the appealing item.

HESITATION.....Hugo Winterhalter Ork.....RCA Victor 20-4851

A bright new tune, written by the artist, receives a slick, rhythmic treatment from the chorus and Winterhalter ork.

DOWN BY THE O-H-I-O.....Art Lowry Ork.....Columbia 39821

Columbia Records' new ork takes off with oodles on this fine disk, giving it a refreshing and infectious treatment, featuring a smart vocal by the chorus and some excellent piano from Lowry.

WHEN SWALLOWS SAY GOODBYE.....Vera Lynn.....London 1249

The English thrush has a strong follow-up to her hit "Auf Wiederseh'n, Sweetheart," with this warm ballad, and she sings it stylishly, with good support from the large chorus and ork.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what new disk jockeys think tomorrow's hits will be:

1. SHOULD I.....Four Aces.....Decca 28523
2. DOOLEYAN FIFERS.....Sater-Fingus Ork.....Victor 20-4846
3. TENNESSEE NEWSBOY.....Frank Sinatra.....Columbia 39787
4. BALBOA.....Ralph Flanagan Ork.....Victor 20-4861
5. I LAUGHED AT LOVE.....Sonny Gale.....Victor 20-4709

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what new record retailers think tomorrow's hits will be:

1. JAMAICAN RHUMBA.....Percy Faith Ork.....Columbia 39790
2. ONE MINT JULEP.....Buddy Morrow Ork.....Victor 20-4848
3. WHEN I FALL IN LOVE.....Doris Day.....Columbia 39786
4. JUST ONE OF THOSE THINGS.....Peppy Lee-Gordon Jackson Ork.....Decca 28513
5. I LAUGHED AT LOVE.....Sonny Gale.....Victor 20-4709

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. TILL THE END OF THE WORLD.....Bing Crosby-Gladys Martin Ork.....Decca 28265
2. WALKIN' TO THE MISSOURI.....Sammy Kaye Ork.....Columbia 39769
3. SOMEDAY.....Tony Martin.....Victor 20-4836
4. HAND OF FATE.....Eddie Fisher-Hugo Winterhalter Ork.....Victor 20-4830
5. TAKE ME IN YOUR ARMS.....Doris Day.....Columbia 39786

• The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. YOU BELONG TO ME.....See Thompson.....Mercury 6407
2. KISSES ON PAPER.....Red Foley.....Decca 28288
3. FORTUNES IN MEMORIES.....Ernest Tubbs.....Decca 28310
4. JAMBALAYA.....Hank Williams.....MGM 11283
5. WINDOW SHOPPING.....Hank Williams.....MGM 11283

Together for the 1st time ...



"TERRIFIC"

"NOW"

MARLENE DIETRICH *and* ROSEMARY CLOONEY

with the novelty smash of '52

TOO OLD TO CUT THE MUSTARD

"GREAT"

"SWELL"

"SOLID"

Columbia 39812

"EXCITING"

"WONDERFUL"

"IT"



• The Billboard Picks

TOO OLD TO CUT THE MUSTARD	Marlene Dietrich-Rosemary Clooney	Columbia 39812
----------------------------	-----------------------------------	----------------

Marlene Dietrich and Rosemary Clooney team up for a sparkling, rambunctious performance of the hit folk ditty and ought to create lots of teeny bop hits as actors. Flip, "Goes for natural" - also shows off the girls in a cute novelty

Dealers Talk Sheet Sales

Continued from page 20

mer away at cut-raters, charging that he had documentary evidence in his briefcase to prove his point. That his challenge was not taken up, was indicative of the general agreement among most that some publishers were engaging heavily in the disputed practice.

Under the Counter

This dealer, and others, informally made it clear that the only way to get back at the direct-sellers was to shove most of their music under the counter and never recommend it to inquiring patrons. This technique was also hinted at as a means of influencing publishers, who proved recalcitrant, to fair trade their music.

During the meeting proper, the dealers heard Clifford Carter of Carl Fischer deplore the de-emphasis of sheet music in expanding stores located in high-rental areas. Sheet music departments could produce a profit even in high-rental stores, if operated efficiently, he maintained.

This point was underlined by

Sound-Alikes

Continued from page 21

cial. The band is owned by Swing and Sway, Inc., a corporation whose stock is held by seven of the boys along with arranger Haendle and manager Roy Maxwell. In the ads, neither Sammy Kaye nor "Swing and Sway" were mentioned, but all the columns and news stories wrote liberally of the band's connection with Kaye. On the stand, Rudy introduced the trio as the "Swing and Sway" trio. The band has tremendous possibilities and should have no trouble getting work. Green has already bought them back for the week of August 25. This is their preem date.

Len Litman.

Reviewed July 31 at Bill Green's, Pittsburgh, Pa. Personal Manager, Roy Maxwell. Booked by General Artists Corporation. Brass: Phil Gilbert, Frank Oblak, Don Rodgers. Rhythm: Sal Valentine, Ernie Rudisil Jr., Jim Thorpe. Reeds: Charley Wilson, Chubby Silver, Jerry DiFalco. Arranger: Frank Haendle.

TWO GREAT NEW-OLD TUNES
BEN LIGHT LOVE TALES I'M YOURS
 747250 89c

TEMPO RECORD CO. OF AMERICA
 4510 Sunset Blvd., Hollywood 46, California

Another BMI Pin-Up Hit!
YOU BELONG TO ME
 Published by Blueway
 Recorded by
 Jo Stafford-Paul Weston (Columbia)
 Guy Lombardo (Mercury)
 Dean Martin (Capitol)
 Exclusively licensed by
BROADCAST MUSIC, INC.

ANOTHER FOX CREATION
SLIM REPP STRIPE TIE
 extra long—extra narrow
\$2.50 Value Our Price \$1.00
 Send a buck—We pay postage.
 SPECIAL: A new knit-pleat tie clip created by FOX for narrow ties. Only 75¢! Send for yours today.
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 We Still Have the Slim Knit Tie @ 2 for \$1.00.

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 CABLE ADDRESS—EXPORECORD, N. Y.
 We will supply you with all your record needs at 5¢ above wholesale per record. 10% discount on LP's.
FAST, EFFICIENT SERVICE

Vaughan Album Cues Auld Suit

Continued from page 20

HOLLYWOOD, Aug. 2.—Tenor saxist George Auld is seeking \$150,000 in damages and an injunction against MGM Records which would force the waxery to withdraw its current album, "Sarah Vaughan Sings." In a suit filed in Superior Court here this week, Auld charges that he cut two masters for Musicaraft, to whom he was under exclusive contract, in October, 1945. "You're Blast" and "A Hundred Years From Today," featuring Miss Vaughan, who got \$40 for the session. In January, 1952, MGM released these two masters as part of an album, featuring Miss Vaughan, with both sides failing to credit Auld as the orkerster backing her and carrying only the legend, "orchestral accompaniment." Auld charges that his Musicaraft pact guaranteed billing and is seeking the sum for damages to his prestige. Averill Pasarrow filed the suit for Auld.

Other panelists included Guy Freeman, of Leeds Music, who spoke on salesmanship; Fred Schneider, of NASMD, who spoke on inventory control and the most efficient use of part-time help, and Richard Bery, music supervisor in the Springfield, Mass., school system. He told of the plea of the music dealer as a consultant to music teachers.

Seek Accord

Continued from page 20

confab was called by a committee of the Music Publishers' Association, headed by Guy Freeman, of Leeds.

With the accordion field undergoing healthy expansion, publishers have shown an increasing interest in bringing opposing groups together. Each is a strong partisan of its own playing method, and music written for one method is often shunned by the others. As a result, some publishers have by-passed the field entirely. A single method would enable publishers to realize a greater potential on sheet sales.

Indicative of the scope of the field is the reported sale of one popular method at more than 250,000 copies a year.

Reps of both the AAA and ATG expressed confidence at the meeting that they would be able to find means of working together. Members of the two groups will be polled by the execs.

Victor to Distribute

Continued from page 21

of these selections has been spread over both sides of a record. The new EP will enable one of these selections to be placed in complete form, on each side of the platter.

This enables the new EP to include double the present amount of music on the record at a considerable saving, according to the Victor spokesmen. They also pointed out that having the complete selection on one side will bring greater musical enjoyment to the public.

First Release
 Diskery officials were loathe to disclose any details about the selections which would be included in the first release, since, according to them, the final decisions as to the number have not yet been made.

It is understood, however, that the tentative release includes about 30 different singles, including such artists as Toscanini, the Boston "Pops," Rise Stevens, Lucia Albanese, Jose Iturbi, Patricia Montelle, Gladys Swarthout, Marian Anderson, Elman, Milstein, Rubinstein, Brailowsky, Whittmore and Lowe, the First

NAMM Show Activity Brisk

Continued from page 20

for a record industry talk, but the NAMM had already completed its program. (See separate story.)

The only a few of the Indies displayed their wares, dozens of indie execs attended the clam-bake, with many having rooms in the hotel for the week. These firms racked up business with distributors and dealers, in spite of having to use hotel lobbies and stairwells to conduct their transactions. The majors were on a goodwill mission and non-exhibitor Columbia received visitors at its suite or uptown offices.

Distributor and dealer attend-

Coral Improves

Continued from page 21

a financial consultation service to its distributors. Advice on financial matters, if requested, will be offered by Lou Buchner, Coral treasurer.

The diskery's new phonograph line includes a new kiddie model and three portables. Two of the latter are equipped for all three speeds. The fall promotion involves the use of accessories as bonus incentives in the sale of package merchandise.

Meanwhile, the local Coral branch has taken on distribution of two kiddie lines in the New York area. These are Simon and Schuster's Golden Records and the line put out by the Record Guild of America.

London Offers

Continued from page 21

ing for dealers. The dating plan of 60 and 90 days gives a dealer until November 10 to pay for half of the order, with the remainder of the payment due 30 days later. London will also provide its dealers with new sales promotion material, including window and counter displays and new catalogs. Three different catalogs will be shipped: an LP numerical listing, a 45 catalog listing singles and albums, and a catalog listing the London artists alphabetically.

Phono Firms

Continued from page 20

three-speed portables. A number, however, were under that figure. Most change prices started in the high \$60 bracket. On the kiddie side, heavy business was written, since the bulk of the retail business in this field particularly is done during the Christmas season. Particularly popular were the players featuring well-known kiddie characters. Capitol Records had the Bozo player, Hudson Electronics the new Walt Disney player and Shurlock the Howdy Doody Phonodisc.

Prices ranged from as low as \$9.95 and \$10.95 for acoustical models, to as high as \$34.95. A number of firms displayed three-speed kiddie players, capitalizing on the growing importance of 45 r.p.m. in the kiddie field.

Business Opportunities

Continued from page 21

CUSTOM RECORD PRESSINGS
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Hocus-Pocus

By BILL SACHS

JOAN BRANDON, after closing Sunday (3) at the Showland ntery, Dallas, returned to New York to work a string of dates in that sector. Miss Brandon also recently worked the Greater Dallas Supper Club, Dallas, and is expected to return to that Texas metropolis September 14.

Chop Chop and Company (Mr. and Mrs. Al Wheatley) returned to the Beverly Hills Country Club, Newport, Ky., Friday (1), with the Ted Lewis show, for a fortnight's engagement. J. C. Admire, in advance of the Mighty Hammonite Midway, carnival org., reports that he has signed George and Mona Marquis to present their magic in high schools thru the South and Midwest, opening September 22. The unit will trek thru Tennessee, Georgia and Alabama, before invading the Midwest, and will make three schools daily. A specialty act will augment the Marquis turn. Frank P. Admire will handle the bookings for the unit until J. C. winds up his duties with the Hammonite show late in October. Gordon the Wizard, who has worked under the Admire banner the last seven seasons, will confine his activity to night clubs the coming fall and winter.

Mal and Neil Cameron entertained members of the Boston Assembly Society of American Magicians, July 27, at their farm in Sandown, N. M. After a day of swimming, sports and picnicking, a magic show was presented at the Sandow Town Hall, with Mal Cameron as emcee, and Louis (Silent) Moss, S. S. George, Elwyn Shaw Herb Downs, Tom Call, Al Keen, and Mal Cameron Jr. showing their wares. Tony Curtis is being borrowed by Paramount from Universal to play the title role in Para's film biography, "Houdini," slated to be filmed soon.

AFTER a lapse of two years, the Percy Abbott Magic Get-Together, long rated as one of the most enjoyable affairs on the magicians' calendar, will again be held at Colon, Mich., August 20-23. Impresario Abbott has again announced that this will be the last of the annual events, and he says he's serious this time. Featured at the four-day conclave, in the various shows, in a lecture and in

a close-up session, will be Eddie Joseph, of Bombay, India, long regarded as somewhat of a mythological magical character but at the same time hailed as one of the all-time greats of magic. He and his family are already in England on their way to this country. Other features on the various shows will include five English magicians, namely Goodliffe, editor of the English magical weekly, Abraedabra; Geoffrey Robinson, Donald Crombie, Francis Haxton and Graham Adams. American and Canadian magicians who will participate in the various programs will include Ormoni McGill and Company, Sid Lorraine, Reneaux, Resor, Russell Brown Johnny Platt, Clyde Cairy, Gus Rapp, Adrian Smith, Don Bodley, Harry Roydon, Shalimar, Jack Rench, Ehrley, Emerald and Company, and Cedric of London. Affairs gets under way with a Night-Before Party Wednesday (20). Already the reservations indicate a crowd of about 500, no record for the Colon gatherings. However, the attendance may be reduced by the fact that for the first time a registration fee is being charged. Roy Baird is due back in Boston this week-end after several weeks' sojourn in Florida, where she went to escape the torrid Boston weather.

Prof. J. Wesley Blair, after a month of club and picnic dates, opened at the State Theater, Springfield, O., last week, in the first of a string of spooky dates he is playing for Midnight Attractions of Cleveland. Blair plans to launch his school show early in October.

Agents Beating

Continued from page 19

ethical agents." It's nothing for an agent to leave acts laying around, then demanding commissions when they get their own jobs, said an AGVA official.

In the meantime, ARA extended the first olive branch when it sent a letter to AGVA asking that it "discuss" the present impasse.

AGVA replied that it is willing to discuss, but not to negotiate. AGVA seeks to keep the control of franchises by issuing them directly to agents. Under the ARA-AGVA pact, all ARA people, applying thru their org., automatically became eligible for franchises. AGVA now issues franchises for free. ARA charges members \$50 a year which covers dues and the franchise fee.

HOLLYWOOD, Aug. 2.—The California Theatrical Agents' Association, regional org. made up of State and Arizona members, is strictly in AGVA's corner in the current "brawl" between the actors' union and Artists Representatives' Association. Terming ARA's recent maneuvers "high-handed," a CTAAs spokesman told The Billboard that he feels that AGVA will submit any beef to mediation, and that the long record to co-operation between AGVA and CTAAs will help ameliorate the current situation. He said that the 35 members of CTAAs have always secured their franchises individually and will continue to do so under the new AGVA ruling. He said that action on the new AGVA ukase will be discussed at a meeting of the 6-up Monday (4).

He said that he has written several letters to ARA in New York, asking that a national agents' group be formed, but has never received a reply. CTAAs did petition Entertainment Managers' Association of New York, who replied that they would be interested in a national group.

Lombardo Ork Will Play for Corn Fest

NEW YORK, Aug. 2.—Guy Lombardo ork has been signed to headline the 1952 Corn Palace show, at Mitchell, S. D., during the fall festival which is held September 21-27. The appearance will be Lombardo's only Midwest stop. The Lombardo band will do a Sunday evening concert September 21 and the band's regular Friday night broadcast show on September 26. The band will play for dancing on Tuesday, Wednesday, Thursday and Friday.

Caught Again

Continued from page 18

little doubt that the Kewpie-faced comic has achieved new confidence and, with it, an assurance and timing that has given him new stature. The audience was crazy about him, and...

Sonny Howard, almost a standard theater act, has changed his routine. The end result was his genuine talent for mimicry, backed by an excellent voice, that pulled tremendous hands time and again. Like Bernie, who followed him, Howard also stayed on too long. In his case he also lost them with an Exio Pinza-like song, long, the an amusing finish got him off in okay style. Some minor pruning and tightening and Howard should have a real top act. His ability at mimicry (in fact his more carbon copy of the original) is undisputed. He too was a genuine hit.

Show opened with the Cerneys, a dance act that is more familiar to Philly than to New York. Short, eager, dark-haired lad, working with a pretty blonde, did well the neither showed anything different from the usual ballroom team. Like other teams, the Cerneys also went in for considerable hanky dabbing and occasional bussing to indicate romance. The effect achieved was incongruous rather than romantic. Team worked hard getting nice hands for lifts and spins.

Lauri Layton, a nicely-stacked girl singer, seemed out of her class in the Copa, even on a weak bill. After opening with "Great Day," she did two ballads segueing into a medley that was meaningless. Mrs. Layton was visibly nervous. But her choice of songs did little to allay that feeling, or to interest a crowd.

Gail Gali's swift legerdemain kept interest high. The production and the production singers, Peter Hanley, a fine bary, and Dale Nunnally, kept hitting them as they have been for the past several months. Bill Smith.

Versailles, N. Y.

Continued from page 18

cently recorded for Segar Records, followed by "House of the Rising Sun," backed by the singing group. The number made famous by Libby Holman can be more effective if undersold. Her "Do It Again" was a sharp impro exit yet it too was overly cute.

Hint of Piano
Then ear—"Molly Malone" with just a hint of piano behind her and no other music. Giving it an Ella Logan phrasing was all to the good, but strutting with it, after a bit of chatter bit about "Irish" songs, seemed incongruous.

Miss Parks finally wound it up with "It Takes a Good Man," belting 'em out in robust fashion reminiscent of a Sophie Tucker or a Belle Baker.

Many of the girl's numbers are well, if perhaps over-arranged. Yet toning down on the over-punching and switching some of the songs around, could conceivably result in a better selling job. Hal Kantor, conductor; Ted Scott, piano and the choral group identified did an excellent job. Emil Pettit's ork backed in capable fashion. Bill Smith.

Empire Room

Continued from page 18

making her initial start in an important hotel room with this booking, but there wasn't a sign of nervousness in her stint. A looker, she has strong pipes and obviously has been schooled in stage presence. Altho she had four numbers in her routine, crowd clamored until she did three more, and one of the encores, "Play Me a Hurtin' Tune," an excellent piece of special material has been reroutined into the regular act.

Fourth act is George Prentice, with one of the best "Punch and Judy" routines he's seen here in a long time. Prentice has added some clever characters, including a monkey, rabbit and a devil, and proved that this granddaddy of all hand puppet acts can still be a powerful seller.

Eddie O'Neal handles the emcee chores and cuts the show as well as playing for dancing. Does an excellent job on all counts. Merriel Abbott dancers are still on tour, but in this show there was no need for the line. Norman Weiser.

Burlesque Bits

By UNO

Flash O'Farrell, following a brief vacation at her home in Woodside, L. I., and a week at the Roxy, Cleveland, opens August 10 at the Gayety, Norfolk, Va., and then goes to the Troc, Philadelphia for the week of August 21. Carol Shannon plays the Palace, Buffalo, the week of August 14, and then opens the road show at the Casino, Boston, August 25, thru Milt Schuster. Wally Stanford is doubling between week-ends at Jack Kane's Geneva Theater, Geneva - on - the - Lake, Ohio and as a co-feature with Boyd Heath in a TV program on Station WKEL, Channel 9, Monday thru Friday, 4:30 to 5:30 p.m. in Cleveland. Mrs. Pearl Irons, wife of the late Warren B. Irons, is in Wesley Memorial Hospital, Chicago where she underwent a serious operation, August 3. Jack LaMont, Monroe Kirkland, Beverly Ware, Dallas, Jack Coyle, Bobby Blair, Roxanne and Dolores Del Ray comprise the cast at the Palace, Buffalo. Two were replacements for Jimmie Matthews and Sue Gaye. Next week Bert Carr and Marcia Edgington, feature joins and Kirkland leaves. All are Schuster bookings. Rex Huntington and Bob Greenwood of the Rex Costume Shop, Chicago, where they design and make special strip wardrobe for Trudy Wayne, Rhoda True and others, were New York visitors last week the guests of Paul Morokoff. Howard Montgomery is now a member of the vaude act of Ben Wrigley & Company, another principal of which is Joey Dexter, Wrigley's wife. Walter Brown, comic, is being spotted in niteries in St. Louis, Mo., until the fall when he rejoins the circuits.

Bonny Blue, after six weeks at Cavalcade of Variety show, Coney Island, N. Y., opened July 28 for four weeks at the Casanova Club, Buffalo, where she will introduce for the first time a new Vampire Bat routine in her usual strip act. Jeannette Dupre continues with the "Gay 90's" edition in now playing the larger hotels in Liberty, N. Y. and is being billed "The Last of The Burlesque Queens."

Concerning producers: Chuck Gregory leaves Minsky's Rialto, Chicago to take over ensemble manipulations at Minsky's Adams, Newark. Bill Henriques replaces him in Chicago. Paul Morokoff finished four weeks at the Globe, Atlantic City and returns for his second season to the Hudson, Union City, N. J. which re-opens for the season August 23, and where rehearsals

Premium Invades Video Film Field

CHICAGO, Aug. 2.—Robert L. Epstein, attorney, this week joined Premium Music as a partner with Lee Egalnick and Lloyd Hunt. At the same time the firm, one of the few active music publishers in the field locally, announced it was expanding into the TV film field.

start August 15. Bunny Weldon, who is now at the Globe will be followed by Billy Koud, each functioning two weeks. Eddie Lynch resumes at the Roxy, Cleveland. Recent placements by Milt Schuster out of Chicago include Jimmy Matthews and Sue Gaye, Gayety, Toledo, July 31; Irving Harmon, Mary Anne, Princess Dornay and Penny Page, Rialto, Chicago, July 24 and Lya Paige, Palace, Buffalo, July 24. Wynette, former Hirst and Midwest Circuit feature, who completed seven weeks at the Mounds Club, East St. Louis, Ill., the longest engagement held by any strip in that territory, has been booked by Ralph Conrad into the Orchid Club, Springfield, Ill. Wynette is the wife of Don Hart, district manager for AGVA in St. Louis. Irene DeCarr and Jet Smith are at the Glass Bar, Rochester, N. Y. and Terri Lane at the Turf Inn, Troy, N. Y. thru Dave Cohn.

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Efficiency Marks Set at Convention

Amphitheater, Service Companies Turn in Top Operating Records

CHICAGO, Aug. 2.—With both national political conventions over, a check-up revealed the Chicago Convention Building and International Amphitheater, host to the two jamborees, chalked up one of the most amazing efficiency records in history. And this record was achieved in the face of some of the most harrowing operating conditions imaginable.

In the 11 days of the convention sessions, only twice was the house at capacity, and at no time was there any difficulty in handling the crowds at the 11 concession stands located throughout the Amphitheater proper. Only once, also on July 24 when the continuous

session ran a total of 13 hours and 54 minutes, was a shortage noted at the stands, and this occurred in the cigarette line, not food.

Equipment failures were practically nil, despite the terrific use they were subjected to throughout the period. Telephones, located at strategic points throughout the building, as well as at the Bell Telephone lounge, were always available without waiting, and not one out-of-order sign was posted.

Radio and TV service personnel found little to keep them busy, although they were constantly on the alert. Only two power failures were noted, and they were responsible for a loss of only a few minutes of broadcast time. Western Union facilities, on hand for the newspapermen covering the conventions, functioned without a hitch, this despite the handling of copy written in long hand as well as via typewriter, in a number of different languages, and at all hours of the day and night.

Altho traffic was at a peak in an area of more than two square miles surrounding the Amphitheater, police kept it moving so smoothly that no major accidents were reported, and at no times were there crowds waiting for streetcars or busses.

Perhaps the most important factor to emerge from the two conventions was the ease with which the building handled the windings. In comparison, a circus, heavy industry exposition or the annual stock show not only are much larger, but actually outdraw the conventions. And all three obviously could be handled with the same ease.

Scandinavian Park Arenas Do Double Duty

COPENHAGEN, Aug. 2.—Many of the larger amusement parks in the Scandinavian countries have large arena type buildings which normally serve as concert halls during the summer park season, but are used for trade exhibitions or shows of various formats during the winter. This holds true particularly in cities where the amusement parks occupy a central location.

A good example of netting added income from full-time use of big park buildings is that set by the municipally operated Liseberg park in Gothenburg, Sweden. This park has a large rectangular concert hall, which in recent seasons has been little used for musical events, as most of the park's concerts are now being presented on an open-air stage.

This summer, the concert hall is being used to house an exhibit of French products, which not only has been a good source of income, but thru tie-ins with local department stores, has also been a steady source of publicity for the park. The exhibit has been open from 3 until 11 p.m. daily, and has drawn good attendances at fees of 20 cents for adults, and 10 cents for kiddies.

In addition a large French fashion firm has taken over Liseberg's large rotunda dance-hall and is presenting several fashion shows daily. As Liseberg has two large roofed open-air dance floors, dance fans are still amply cared for.

In Copenhagen, the large concert hall in Tivoli amusement park is used throughout the park season, with concerts held there nightly. During afternoons it is frequently used for shows and special events.

(Continued on page 67)

367G Primping for Cincy's Music Hall

Gets Complete Inside-Outside Overhaul, Six Portable Air-Conditioning Units

CINCINNATI, Aug. 2.—Music Hall here is undergoing a facelifting and modernization program at a cost of \$367,800. Begun almost a year ago, the job is expected to be completed well before the building's diamond jubilee observation in 1953.

Pointing, caulking and cleaning of outside brick work alone has been going on for 10 months. The building's old roof, constructed sectionally of gravel, tin, copper and lead, is being replaced, and all gutters, downspouts, drains and waste and water lines are now new, as are most of the motor installations. Engineers scrapped plans to replace original timbers with steel beams, saying that they are as solid as the day they were installed.

Every door and window is being either being replaced, or the entire heating and sprinkler systems are being revamped. Large areas in the process of being replastered and painted. New electrical and lighting systems have been installed.

Erected in 1878, Music Hall contains about 7 million cubic feet of space. Insurance officials estimate its current replacement value at \$8,350,000. The building can hold five gatherings simultaneously, without confusion, in its main auditorium, north and south wings, exhibit hall and ballroom.

Home of the Cincinnati Symphony Orchestra and May Festival, the main auditorium has capacity for a chorus of 500 singers and a 120-piece orchestra on its stage while playing to an audience of 3,000. The auditorium, 120 feet high, is separated from the foyer by a fire wall seven feet thick, and the foyer itself is large enough to accommodate a large audience. Another item of note, according to Charles W. Bauer Jr., building general manager, is that the structure has perfect acoustics.

Containing fully equipped television facilities, the Music Hall studio is said to be the largest in the area. It was the only one that could hold the Fred Waring aggregation during a recent telecast from Cincinnati.

With a record breaking heat wave and the TV saturation convention coverage, the newly air-conditioned Music Hall broke all attendance records for Chrysler's Million Dollar "New World's in Engineering" extravaganza with a draw of 166,589. Attendance was twice as high as at the Cleveland show, 50 per cent larger than the Columbus show and three times as big as the one at Philadelphia.

Air-conditioning Music Hall with giant, portable Air-Temp units that cool, comfortable, dehumidified air would be available when and where it is desired is the brain-child of Bauer. Working in conjunction with Chrysler air-conditioning engineers, Bauer evolved the plan for moving 180,000 pounds of refrigeration, which is any required portion of Music Hall so that comfort, regardless of the temperature outside, was assured inside.

According to Richard T. Marshall, regional manager of the Chrysler Air-Temp division, Music Hall has one of the largest entirely portable air-conditioning installations in the world. It is believed to be the first in the Midwest.

Music Hall, covering more than a city block and three stories high, contains three immense halls, a theater, a ballroom and a TV studio of 5,000 square feet, 100 feet above street level. Special flexible connections and drains were required to make the air-conditioning unit readily available wherever they were needed. Electric connections and conduit also had to be flexible to carry the power load. But these problems, big as they were, did not compare with the task of making the six units themselves portable, and on quick notice. Each unit is nine feet high, five feet wide and three feet deep and weighs 2,000 pounds. Special duty and specially designed handling truss and dollies had to be built to carry the sloping floors, steps, ramps and floor loads had to be taken into consideration.

Bauer bellies his effort in dreaming up the idea and making it work. He credits Music Hall's freight handling equipment, including its elevators, and the staffs of the contracting firms who recognized the feasibility of the idea.

Thomas M. Conroy, president of the Cincinnati Music Hall Association; City Manager W. R. Kellogg and Mayor Carl Rich are elated with the project, foreseeing additional business unattainable heretofore for Music Hall and Cincinnati, says Bauer.

Bauer is a former president of the International Association of Auditorium Managers. A 17-year member, he has been a director of the organization for 15 years and a member of the New Buildings Consulting Board for seven years.

Bauer points out that Music Hall is one of the few self-supporting auditoria in the country, despite the fact that it pays commercial rates for all services. It is subsidized in no way by the city or any organization.

Canadians Pay For New Arena With Giveaways

EDMONTON, Alta., Aug. 2.—A 10-car raffle was a feature of the ceremony marking the opening of a \$60,000 arena in Viking, Alta., 85 miles southeast of Edmonton. Event drew better than 5,000 persons to the town of 700.

Structure is officially known as Arena because of the way in which the money was raised to build it.

Brainchild of Mayor Laurie Rasmussen, a car-a-month club was started two and a half years ago by the Viking Hockey club to raise money for an arena.

In that time, 32 cars were raffled off and at the opening ceremony 10 ticket-holders received autos valued at \$25,000. Tickets were sold throughout the province of Alberta at \$10 and the arena was completely paid for when opened.

At the opening, the hockey club presented a new car to the mayor in appreciation of his work on behalf of the giveaways. The club also made a \$1,000 donation to the Associated Canadian Travelers' Crippled Children's Fund.

Building, which can seat 1,500 for hockey games, is 200 feet by 85 feet and has no posts to obstruct the view. Roof is of aluminum. The built mainly for hockey and curling, it is usable for summer events.

Bright Prospects

Continued from page 1

They also figure this stepped-up production will hold the top upcoming season.

Arena Manager Association members, at their Atlantic City convention, will devote their attention largely to ice shows and other attractions to be routed into their buildings. Among other things, they will preview the costumes of the ice shows and appraise some of the physical requirements of the show. They also will give considerable attention to promotion.

The members of the IAAM at their sessions will range almost every phase of building management, covering such diverse subjects as audits, maintenance and attractions.

Auditorium Managers:

Help us build a list of promoters who are capable of properly promoting and underwriting attractions in your building. The increased availability of large attractions and package shows has increased the number and quality of local promoters. That is why it will be to your advantage to add to the compilation. Clearance a list of local sponsor-promoters in your area. Send us the names and addresses in your territory. Write: Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

NEWS NUGGETS

Fayetteville Sets Trotters, Icer

FAYETTEVILLE, W. Va., Aug. 2.—Fayette County Soldiers' and Sailors' Memorial here has signed with the Harlem Globetrotters for a December date and with "Ice Vogues" for January. Building Manager Robert H. Kent announced. The icer's date is tentative. Several WSM "Grand Ole Opry" units also are set for the 3,348-seater. The building is applying for membership in the International Association of Auditorium Managers.

National Inks Roanoke Home Show Contract

ROANOKE, Va., Aug. 2.—National Home Shows, Inc., Dallas, headed by Grover A. Godfrey, president, has contracted to stage the first annual Roanoke Home Show, September 23-28, under sponsorship of the Roanoke Exchange Club. Charles W. Moore, of the National Home Show staff, has been named general manager of the show which will be held in the American Legion Auditorium here.

The show will be the largest and most complete of its kind ever held in this area, said Moore. Already more than 60 per cent of available exhibit space has been allotted to local firms, distributors and national manufacturers.

A local committee of prominent builders and realtors has been selected. Herman Sigmund is general chairman of the committee which is composed of Ransome B. Houchins, Lawrence D. Johnson, John C. Washburn, Carl M. Andrews and William C. Hammerley. Moore and his staff have established offices in the Mountain Trust Bank Building.

Minneapolis Installs New Electric System

MINNEAPOLIS — Minneapolis Auditorium is installing a new electrical system which Manager Atwood A. Olson declares will be "second to none."

Florists Convention At Kiel Auditorium

ST. LOUIS — August events at the Kiel Auditorium here are highlighted by a convention of the Florists Telegraph Delivery Association (23-28), according to Manager Louis J. Gualdoni. Union meetings, USO session and a Duke Ellington concert (15) are included.

Negaunee, Mich. Books "Dagwood" Package

NEGAUNEE, Mich. — The "Dagwood" package show will play the 2,800-seat city auditorium-gymnasium here August 28. Manager Edward J. Stevens announced. The air-conditioned building also is seeking other attractions, he said.

Wilkes-Barre Armory Closed by Guard

WILKES-BARRE, Pa. — The Wilkes-Barre State Armory here is closed while its National Guard troops are in Korea and Europe. Rentals are being controlled by the Adjutant General of Pennsylvania, according to Col. William H. Smith of Kingston, Pa.

Dramatic & Musical Routes

Bill, Book and Candie; (Harriet) Chicago. Call Me (Lancaster) (Opera House) San Francisco. Four Poster; (Billmore) Los Angeles. Guys and Dolls; (Shubert) Chicago. Moon 24 Blue; (Alcazar) San Francisco. South Pacific; (Pillsbury Auditorium) Los Angeles. Stage 17; (Orary) San Francisco.

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 buildings—the 3,600-seat Coliseum and the 2,400-seat Liberty Hall.

Coliseum already has booked a kids' rodeo, ice show, Shrine circus, livestock show and rodeo, flower show, dog show, square dance festival, college basketball, Sun Carnival, and the Harlem Globetrotters.

Bids are in for home and (Continued on page 67)

M'w'kee Tabs 185G Profit on Twin Buildings

MILWAUKEE, Aug. 2.—A slight decline in profits was shown by the Auditorium Arena here for the fiscal year ending April 1. It was announced this week by the city comptroller. Earnings of the Arena in its second year were \$114,756, while the Auditorium showed a profit of \$70,374. The total of \$185,140 for the past fiscal year compares with \$201,449 for the previous period.

Biggest share of the building profits came from the contract with Wisconsin Sportservice, Inc., which pays the city \$25,000, plus 19.6 per cent of its gross sales. William Maas is building manager.

Booking Now "Sensations of '53" and other Units



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Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible underwriting.

Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.



2nd Annual
**AUDITORIUM-
ARENA
REVIEW**

August 9, 1952

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.

American acumen has for a long time taught the world that when a business drops, the best possible way to revive it is the old reliable "bargain sale." It was from this idea that our mammoth department stores grew and later the supermarkets.

Show business, with its own special brand of know-how, first made use of this idea when movie houses began offering the double feature and then, adding Bob (Paramount Theatre) Weitman's plan, provided in person stage shows, all for one admission.

In 1951, Cress Courtney and I created what we felt was the biggest bargain ever offered the public in the way of entertainment.

We knew that almost every big city in the United States and Canada had at least one arena and that many smaller cities also afforded them. Acoustically they were good and their seating arrangements almost tailor-made for our purpose—volume. The fact that these sites are so spacious, oddly enough makes them sometimes difficult to operate profitably. An attraction must pull large audi-



ences to justify their use. We felt that what we had to offer was strong enough to pack any arena — and we were right.

Supermarket Idea

Following the supermarket idea — big volume, lower prices — the first of our packages had a cast consisting of Nat (King) Cole, Duke Ellington and his orchestra, Sarah Vaughan, Timmie Rogers, Peg-Leg Bates, Patterson and Jackson, Stump and Stumpy, and the Marie Bryant Dancers. Here was a show which, if presented on an individual act basis, would normally demand far higher admissions than we charged, if only to break even.

The immediate success of this presentation gave us the proof that the public was just

as receptive to a show-business bargain as it was to one in food, clothing or anything else. By putting top acts together for reasonable prices, the venture couldn't miss.

Our second "Biggest Show" began its tour in April of this year. It starred Frankie Laine, Patti Page, Billy May's orchestra, Illinois Jacquet, the Chocolaters, Don Rice, and the Clark Bros. This show was even more successful than the first one.

Biggest Show of '52

The third edition of the "Biggest Show of '52" will again headline King Cole and Sarah Vaughan, plus Stan Kenton's band. At this writing four more acts remain to be filled. They will be of top caliber as we have no place for second-raters or semi-pros.

Based on our claim on past performance grosses, this fall edition should be a sellout. It will begin about September 17 and will tour for nearly three months, playing Washington, D. C., Raleigh, N. C., Baltimore, Montreal, Toronto, Buffalo, Pittsburgh, Toledo, Detroit, Columbus, O., Cincinnati, Indianapolis, St. Joseph, Mo., Kansas City, Des Moines, Minneapolis, Milwaukee, St. Louis, Chicago,

(Continued on page 65)

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

By WILLIAM SHILLING
Shilling Theatrical Productions

HAVING spent nearly 50 years in show business, 31 of them as an artists' agent, I was in a good position to read the obituary of big-time vaudeville—the proverbial handwriting on the wall. Like many others, I had to find a new form of endeavor in the industry.

Just about eight years ago I found it—the Sportsmen's Show at New York's Grand Central Palace.

That show, I believe, was one of only four big ones operating in the country at the time. Today, however, the picture is vastly different. To my knowledge, there are now some 60 shows held yearly in the United States and Canada, and they represent mighty big business. By no means are these shows limited to major cities.

Take the one held each year in Hartland, Vt. Here is a town with a total population of 69 and yet its annual four-day show draws nearly 10,000 visitors each day.

Typical Example

This is a typical example of the power of sports shows, not an exception. In large cities, attendance has hit 225,000 paid admissions for a nine-day period. I have personally seen 44,000 people jam into a show in a single day.



Unlike automobile, motorboat, and other "heavy" shows, where the majority of visitors look but don't purchase, sportsmen's shows are "naturals" for sponsors and exhibitors. The list of possible exhibitors is almost endless, especially when one considers not only the hundreds of sporting goods manufacturers, but the many other firms which make auxiliary equipment and supplies.

Imagine how many extra products and services can be tied-in with such general categories as camping, hunting, fishing, and even picnicking.

Add to this the fact that you have a solid, sports-minded audience—the largest in the world—and you can see why these shows pay off.

Adaptability

Adaptability is another moving force in this phase of show business. Because the physical make-up of a

location is a relatively small problem sports shows can be held in arenas, auditoriums, armories, ball parks or on fair grounds.

Entire arenas, for example, can smoothly and easily be transformed into what might be the North Woods of Maine or the Canadian Rockies, complete with authentic Indian villages.

The major installation work for a show of this kind centers around an artificial lake, usually 65 by 35. This serves as the base of operations for all kinds of features: flycasting contests, swimming and diving exhibitions, log-rolling, and even alligator wrestling.

Except for name attractions, most of the entertainment, in my shows at least, is provided by native American Indians and by Canadian guides. These men and women (usually I employ 50) work our regular January to June season, returning to their professional guide duties for the balance of the year. Considering the number of shows today, a safe estimate would find some 2,400 of these entertainers working each year.

Variety Demand

The demand for variety has become so important that I now spend two months each year scouting talent in the deep woods instead of Broadway. I've discovered everything from axe-throwers to wood carvers and tuna sus-

selers. Believe me, the woods are full of 'em. Once they get a little polish, they can play with the best.

Animal Acts

Naturally these shows also rely on standard animal acts, and I daresay we've used every type, from performing bears to penguins. Sharkey the Seal is one of the greatest attractions I've ever had. This amazing animal is in such demand that he's already booked thru the 1953-54 seasons. Few other seals can make that statement.

Added proof of the money-making power harnessed by sports shows is reflected by the increasing number of "name" acts playing them, Ted Williams, Jack Sharkey,

Babe Didriksen, Bob Feller, Florence Chadwick, Jim Thorpe, Buster Crabbe, and Shirley May France are some of these, and the list grows larger every season.

Of the future, I can only predict good things. In cities like New York, Chicago, Boston, San Francisco and Los Angeles, the shows are practically standards. Many smaller cities and towns, no less important, are also climbing aboard.

Thus, the over-all picture is a healthy one. All the necessary ingredients to help sports shows continue to prosper are right at hand: talent, locations, sponsors, and enthusiastic and good-spending customers who come back year after year.

Amphitheatre Launched On New Policy by Confabs

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

THE two great national political conventions have centered attention on the Chicago Convention Building and International Amphitheatre. Not only were these events largely responsible for a \$500,000 expenditure by the owners for improvements in the building, but it is believed that the future operating policies of the structure will be modified due to the conventions and the resulting improvements.

The new name reflects the importance the management places on its plan to make the Amphitheatre a constantly active building instead of a seasonal operation. The newly-installed 1,000-ton ice plant has demonstrated its ability to reduce arena temperature 20 degrees below outside temperature, even while heat from newsreel and television lights are drawing off the equivalent of 140 tons of ice daily.

It is possible that the radio and television control rooms



above the balcony seats at the west end may be kept as press and radio-TV rooms until 1956, when it is hoped the conventions will return to Chicago.

Quick Clean-Up

Naturally, with the hubbub involved, the arena floor was covered with paper debris within a few minutes after the gavel opened each session. But our crews, working in unison, with shovels and sawdust as their main tools, removed this litter within a few minutes after each session.

The 50,000 square feet devoted to press rooms were in

(Continued on page 65)

Southern Auds Swing To Religious "Sings"

By JOHNNY SIPPTEL

THO rustic talent started touring the auditorium-arena circuit long before promoters eyed or booked their first talent in the pop category, the oatune yodelers are continuing to steadily increase their itineraries of the bigger-capacity houses by utilizing new gimmicks in promotion and programing.

Biggest portent of what's to come in the way of country programing for aud-arena dates is the emergence of gospel singing as a package for this type of touring. First of these gospel attractions to hit was the "All-Night Sing," which was inaugurated by Wally Fowler and his Oak Ridge Quartet in 1949. Fowler, who as an artist for a number of record labels saw the rise of sacred singing, promoted his first "sings" in Ryman Auditorium, Nash-

ville, as a kind of monthly prelude to the regular weekly Saturday nights of the "Grand Ole Opry" at this same house.

The Fowler innovation was much easier to package than a standard h.b. name show, because only a limited number of big name personnel was necessary. The remainder of the show was made up of amateur harmony quintets, who traveled up to 1,000 miles to Ryman to get into the act at their own expense. Just as the Midwest and East are dotted with barber shop quartet fan clubs, the South is full of top, amateur gospel singing groups. The "sings" usually start around 9 p.m. and go on thru the night, depending upon the number of participating groups.

In late 1949, Loy McCormick, Southwestern promoter,

(Continued on page 65)



International Association of Auditorium Managers

STATISTICAL DATA

"Things to Come" in Aud-Arena Field Forecast by IAAM Prexy

By C. W. VAN LOPIK, President, International Association of Auditorium Managers



IN MILITARY parlance the vanguard is made up of those troops that precede the main body of soldiers. In auditorium and arena management there are men and ideas in the vanguard of the rest of the business.

Certainly a forerunner of things to come was the recent Sugar Ray Robinson-Joe Maxim fight which grossed almost \$200,000 in 38 movie houses which had installed large screen television. When auditoriums and arenas, plus motion picture houses across the country, are set with large screen television the eventual "gate" becomes fantastic. Granted, great crowd pulling attractions are not numerous but for the ones that do come along the million dollar gates of Tex Rickard will look puny in comparison.

At present large scale television is confined to motion picture houses but it eventually will be installed in auditoriums across the country. Such presentations will offer new revenue to auditoriums and arenas but will also affect the "live" local sports

events. How nationally televised sports events will affect local untelevised events still remains to be seen. Certainly all the facts are still not available nationally.

Convention Bis Luxe

Many auditoriums in this country have been built and in fact are still being built to attract convention business to various cities. Civic-minded citizens over the years have stressed that with the construction of an auditorium or as they called it, a "convention hall," much desirable business in the way of conventions would descend upon their city. Eventually the "convention hall" was built.

A trend has now developed and cities contemplating new "convention halls"

should certainly take it into consideration. This trend can be stated in that convention groups, especially national organizations, are more and more limiting their convention meetings to cities which have hotel facilities to accommodate them. If a city does not have adequate hotel facilities, it will have great difficulty getting good convention business regardless of its "convention hall."

Trade papers to the American Hotel industry have in recent years been calling attention to the end of big city hotel construction. Such construction, with few exceptions, is being more and more considered poor investment. There are many contributing causes such as the huge growth of motels, high operating costs and changing travel habits.

Miami Factors

This new trend in conventions will eventually make the Miami area one of the two greatest convention sites in this country. The Miami area has the finest concentration of hotels anywhere and its auditorium and exposition facilities are keeping pace with the hotels.

It seems that increasing use (Continued on page 57)

Municipal Auditorium, Atlanta

SEATING CAPACITY: For arena-type attractions, 4,000; stage-type attractions, 8,000; capacities of secondary halls, 800, 400, 300, 250, 125. ARENA FLOOR SPACE: 90x140 ft. Ice rink, none. Height of ceiling, 52 ft. Space for exposition exhibits in main room, 1,000 sq. ft.; other rooms, 34,000 sq. ft. Capacity for banquets, 1,200.

STAGE MEASUREMENTS: Proscenium opening, 47 ft. Wall-to-wall, 97 ft. Footlights to back wall, 37 ft. Number of flies, 63. Total capacity of small dressing rooms, 10; 2 additional dressing rooms for choruses.

CONCESSIONS: Operated by local lessee. Booker of shows in building, J. Lee Friedmann; booker of dances in building, B. B. Beamon; other bookers for building, Marvin McDonald. Ice show, "Holiday on Ice." Circus, Hamid-Morton. Other annual attractions, trade shows. MANAGER: H. E. Niebrugge.

Auditorium & Convention Hall, Atlantic City

SEATING CAPACITY: For arena-type attractions, 20,000; stage-type attractions, 30,000; secondary halls, 5,000.

ARENA FLOOR SPACE: 488x288 ft. Size of ice rink, 200x100 ft. Height of ceiling, 135 ft. Space for exposition exhibits in main room, 140,000 sq. ft.; other rooms, 100,000 sq. ft. Capacity for banquets, 12,000, main 2,400, other.

STAGE MEASUREMENTS: Proscenium opening, main, 108; ballroom, 48 ft. Wall-to-wall, 138, 70 ft. Footlights to back wall, 80, 29.5 ft. Number of flies, 30. Total capacity of dressing rooms, 6,500.

CONCESSIONS: Operated by lessee. Bookers for building, management, ice show, "Ice Capades." Circus, none at present. Other annual attractions, "Miss America" Pageant.

MANAGER: Philip E. M. Thompson.

Municipal Auditorium, Birmingham

SEATING CAPACITY: For arena-type attractions, 3,000; stage-type attractions, 5,000.

ARENA FLOOR SPACE: 100x150 ft. Height of ceiling, 60 ft. Space for exposition exhibits in main room, 15,000 sq. ft. In other rooms, 8,000 sq. ft. Capacity for banquets, 1,500.

STAGE MEASUREMENTS: Proscenium opening, 60 ft. Wall-to-wall, 100 ft. Footlights to back wall, 50 ft. Number of flies, 11. Total capacity of small dressing rooms, 50. Additional capacity for dressing rooms for chorus, 350.

CONCESSIONS: Operated by J. H. Dickson, lessee. Booker of shows in building, Marcel "dit, Birmingham; Early Maxwell, Memphis; William Pope, Birmingham. Ice shows playing building annually: "Holiday on Ice," circus, none. Other annual attractions: Home Show, Flower Show, Cooking School.

Boston Garden, Boston

See directory for Arena Managers' Association.

Kleinhaus Music Hall, Buffalo

SEATING CAPACITY: For stage-type attractions, 3,000; capacities of secondary halls, 800, 200. Capacity for banquets, 800.

CONCESSIONS: Operated by lessee. Booker of shows in building, management. Annual attractions, Jazz Philharmonic, road bands, orchestras.

MANAGER: Mrs. Winifred Eaton Corey.

Memorial Auditorium, Buffalo

SEATING CAPACITY: For arena-type attractions, 13,000; stage-type attractions, 11,500; secondary halls, 1,500, 410.

ARENA FLOOR SPACE: 248x177 ft. Size of ice rink, 196x85.6 ft. Space for exposition exhibits in main room, 34,312 sq. ft.; other rooms, 40,980 sq. ft. Capacity for banquets, 2,500.

STAGE MEASUREMENTS: Platform stage built to requirement. Sufficient dressing rooms for ice shows and circuses.

CONCESSIONS: Operated by lessee. Bookers for building, various. Ice shows, "Ice Capades," "Ice Follies." Circus, Hamid-Morton. MANAGER: Edward P. Hartnett Jr.

Memorial Auditorium, Canton

SEATING CAPACITY: For arena-

type attractions, 4,500; stage-type attractions, 6,000.

ARENA FLOOR SPACE: 85x193 ft. Ice rink, none. Height of ceiling, 60 ft. Space for exposition exhibits in main room, 16,400 sq. ft. In front hallway, 4,000 sq. ft. Capacity for banquets, 1,400.

STAGE MEASUREMENTS: Proscenium opening, 83 ft. Wall-to-wall, 130 ft. Footlights to back wall, 40 ft. Number of lines, 36. Total capacity of small dressing rooms, 4. Additional capacity of dressing rooms for chorus, 300.

CONCESSIONS: Operated by Ohio Sportservice. Bookers of shows in building, L. C. L. Presentations, Ralph D. Smith. Other bookers for building, Harry Lashinsky, Irving Wayne. Ice show, "Holiday on Ice." Circus, Polack Bros. Other annual attractions, Food Show, Flower Show, Home Show, Sportman's Show, Industrial Exposition, Auto Show.

MANAGER: Ralph D. Smith

Chicago Arena, Chicago

SEATING CAPACITY: For arena-type attractions, 4,800; stage-type attractions, 5,500.

ARENA FLOOR SPACE: 100x266 ft. Size of ice rink, 80x250 ft. Height of ceiling, 40 ft. Space for exposition exhibits in main room, 26,500 sq. ft. In other rooms, 10,000 sq. ft.

STAGE MEASUREMENTS: 40x30 ft. Total capacity of small dressing rooms, 30. Additional capacity of dressing rooms for chorus, 100.

CONCESSIONS: Operated by lessee. Booker of shows in building, A.M.A. Ice show, "Ice Follies." "Ice Capades."

International Amphitheatre, Chicago

SEATING CAPACITY: For arena-type attractions, 9,000; stage-type attractions, 12,000.

ARENA FLOOR SPACE: 123x228 ft. Height of ceiling, 80 ft. Space for exposition exhibits in main room, 240,000 sq. ft. Capacity for banquet, 6,000.

STAGE MEASUREMENTS: Wall-to-wall, 123 ft. Total capacity of small dressing rooms, 300. Additional capacity of dressing rooms for chorus, 300.

CONCESSIONS: Are operated by building. Booker of shows in build-

ing, manager, ice show, "Holiday on Ice," Souja Henie.

MANAGER: Merion E. Thayer.

Music Hall, Cincinnati

SEATING CAPACITY: Of arena, 6,700; of Music Hall, 3,800; of secondary halls, 2,000, 2,000.

ARENA FLOOR SPACE: 91x251 ft. Ice rink, none. Height of ceiling, 41 ft. Space for exposition exhibits in main room, 70,000 sq. ft. In other rooms, 15,000 sq. ft. Capacity for banquets, 2,000.

STAGE MEASUREMENTS: Proscenium opening, 30 ft. Wall-to-wall, 125 ft. 75-ft. apron in front of proscenium. Orchestra pit for 120 musicians. Footlights to back wall, 35 ft. Number of flies, 43. Total capacity of small dressing rooms, 30. Additional capacity of dressing rooms for chorus, 200.

CONCESSIONS: Are operated by building. Booker of shows, dances in building, Chas. W. Bauer Jr. Other bookers for building, several.

MANAGER: Chas. W. Bauer Jr.

Cleveland Arena, Cleveland

SEATING CAPACITY: For arena-type attractions, 10,000. Stage-type attractions, 12,500.

ARENA FLOOR SPACE: 100x85 ft. Size of ice rink, 100x85 ft. Height of ceiling, 60 ft. Stage built to requirements. Capacity of small dressing rooms, 60. Additional capacity of dressing rooms for chorus, 100.

CONCESSIONS: Are operated by Ohio Sportservice, Inc. Booker of shows in building, A.M.A. Ice show, "Ice Capades." "Ice Follies."

MANAGER: James C. Hendy.

Peabody Auditorium, Daytona Beach

SEATING CAPACITY: For arena-type attractions, none; stage-type attractions, 2,560; secondary hall, 350.

SIZE OF ICE RINK: 70x45 ft. Height of ceiling, 12.5 ft. Space for exposition exhibits, 10,180 sq. ft. STAGE MEASUREMENTS: Proscenium opening, 45 ft. Wall-to-wall, 80 ft. Footlights to back wall, 40 ft. Number of flies, 28. Total capacity of small dressing rooms, 50. Additional capacity of dressing rooms for chorus, 150.

CONCESSIONS: Operated by ad-

visory board. Booker for building, manager, ice show, "Ice Vogues."

MANAGER: Henry DeVerner.

Masonic Auditorium, Davenport

SEATING CAPACITY: For arena-type attractions, 2,700; of ballroom, 1,200.

ARENA FLOOR SPACE: 90x80 ft. Ice rink, none. Height of ceiling, 60 ft. Space for exposition exhibits in main room, 12,000 sq. ft. Capacity for banquets, 1,200.

STAGE MEASUREMENTS: Proscenium opening, 60 ft. Wall-to-wall, 60 ft. Footlights to back wall, 40 ft. Number of flies, 32. Capacity of dressing rooms, adequate.

CONCESSIONS: Operated by building and lessee. Booker for building, Art Peirce. Ice show, none.

Circus, Shrine.

MANAGER: Art Peirce.

Denver Coliseum, Denver

SEATING CAPACITY: For arena attractions, 8,000. Stage attractions, 10,000.

ARENA FLOOR SPACE: 232x112 ft. Size of ice rink, 212x80 ft. Height of ceiling, 87 ft. Space for exposition exhibits in main room, 37,000 sq. ft.

STAGE: Built to requirements. Total capacity of small dressing rooms, 150.

CONCESSIONS: Are operated by lessee. Ice shows, "Ice Follies," "Ice Capades." Circus, Polack Bros.

MANAGER: Tom L. Seymour

KIRNT Theater, Des Moines

SEATING CAPACITY: For arena-type attractions, 3,750. Stage-type attractions, 4,139.

ARENA FLOOR SPACE: 60x90 ft. Size of ice rink, 60x90 ft. Height of ceiling, 32 ft. Space for exposition exhibits in main room, 12,000 sq. ft. In other rooms, 3,000 sq. ft. Capacity for banquets, 1,750.

PROSCENIUM OPENING: 60x28 ft. Wall-to-wall, 110 ft. Footlights to back wall, 60 ft. Number of lines, 60 sets. Total capacity of small dressing rooms, 75. Additional capacity of dressing rooms for chorus, 30.

CONCESSIONS: Are operated by lessee. Ice show, "Holiday on Ice." Circus, Clyde Bros.

MANAGER: Duane C. Peterson.

Masonic Temple, Detroit

SEATING CAPACITY: For stage-type attractions, 4,600; capacities of secondary halls, 1,800, 1,300, 1,500, 900.

SIZE OF ICE RINK: 90x90 ft. Space for exposition exhibits, 30,000 sq. ft. Capacity for banquets, 4,000.

STAGE MEASUREMENTS: Proscenium opening, 60 ft. Wall-to-wall, 100 ft. Footlights to back wall, 58 ft. Number of flies, 100. Dressing rooms, 28.

CONCESSIONS: Operated by building. Booker of shows in building, C. W. VanLopik. Ice show, "Holiday on Ice."

MANAGER: C. W. VanLopik.

Allen County Memorial Coliseum, Fort Wayne

SEATING CAPACITY: For arena-type attractions, 7,250; stage-type attractions, 10,500; seating capacities of secondary halls, 400, 400, 300.

ARENA FLOOR SPACE: 223x108 ft. Size of ice rink, 200x85 ft. Height of ceiling, 90 ft. Space for exposition exhibits in arena, 25,000 sq. ft. Exhibition Hall, 50,000 sq. ft. Capacity for banquets, 2,000.

PORTABLE STAGE ONLY. Capacity of dressing rooms, 100.

CONCESSIONS: Operated by lessee. Ice show, "Holiday on Ice." Circus, Polack Bros.

MANAGER: Don Myers.

Will Rogers Auditorium, Fort Worth

SEATING CAPACITY: For arena attractions, 7,547. Stage attractions, 9,167. Seating capacities of secondary halls, 2,983.

ARENA FLOOR SPACE: 125x250 ft. Size of ice rink, 80x200 ft. Height of ceiling, 92 ft. Capacity for banquets, 3,500, 3,200.

PROSCENIUM OPENINGS: 60 ft. Wall-to-wall, 90 ft. Footlights to back wall, 40 ft. Number of flies, 12. Total capacity of small dressing rooms, 42. Additional capacity of dressing rooms for chorus, 100.

CONCESSIONS: Are operated by lessee. Ice show, "Ice Capades." Circus, Shrine, Gaiestville.

MANAGER: Emmett M. Race.

Civic Auditorium, Grand Rapids

SEATING CAPACITY: For arena-type attractions, 6,000; stage-type attractions, 4,700; secondary halls, 1,000, 200; eight halls, 75 each.

ARENA FLOOR SPACE: 160x110 ft. Height of ceiling, 50 ft. Space for exposition exhibits in main room, 20,000 sq. ft.; exhibit hall, 44,000 sq. ft.; other rooms, 8,000 sq. ft. Capacity for banquets, 12,000, 2,000.

STAGE MEASUREMENTS: Proscenium opening, 30 ft. Wall-to-wall, 100 ft. Footlights to back wall, 30 ft. Number of flies, 18. Total capacity of small dressing rooms, 100. Additional capacity of dressing rooms for chorus, 100.

CONCESSIONS: Operated by shows in building, Marcus Glaser of Clark, Roger O'Connell, Chicago; booker of dances in building, G.A.O. M.C.A., Deibrige & Gorrell; other bookers for building, Happy Zeiler, Circus, Orin Davaport. Other annual attractions, Home Show, Sports Show, Flower Show.

MANAGER: Fred J. Barr Jr.

New Haven Arena, New Haven, Conn.

SEATING CAPACITY: For arena-type attractions, 4,000; stage-type attractions, 5,500.

ARENA FLOOR SPACE: 80x200 ft. Size of ice rink, 80x200 ft. Space for exposition exhibits in main room, 24,000 sq. ft.

STAGE MEASUREMENTS: 40x20 ft. Total capacity of dressing rooms, 150.

CONCESSIONS: Operated by lessee. Booker of shows in building, A.M.A. Ice Shows, "Ice Follies," "Ice Capades." Circuses, Hamid-Morton, Frank Wirth.

MANAGER: Nathan Podoloff.

Hershey Sports Arena, Hershey, Pa.

SEATING CAPACITY: For arena-type attractions, 7,200; stage-type attractions, 6,400.

ARENA FLOOR SPACE: 200x85 ft. Size of ice rink, 200x85 ft. Height of ceiling, 100 ft. Space for exposition exhibits in main room, 17,000 sq. ft. Capacity for banquets, none. Platform stage, 40x60 ft., can be erected on main floor. Total capacity of dressing rooms, 200.

CONCESSIONS: Operated by building. Booker of shows, dances in building, manager, Ice show, "Ice Follies." "Ice Capades."

MANAGER: G. W. Bartels.

(Continued on page 58)

THE EMBLEM of GOOD MANAGEMENT



**International Association
of
Auditorium Managers**

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The perfect place for stage productions, conventions, industrial exhibitions, fashion shows, trade showings and screenings, concert, lectures, food shows, and general assemblies of any type.

Seating capacity of the theatre auditorium is 2,810—1,196 on the lower floor and 1,314 in the balcony.

Stage: 50-foot-wide proscenium, 32 feet high, 47 feet deep, 96 feet between walls.

Exhibit space available: 20,000 square feet. Dining room facilities to accommodate 2,250 persons.

LOCATION: Two blocks from Fountain Square, the hotel, shopping and transportation center.

The Auditorium is used regularly by: Buick, Chevrolet, Chrysler, Dodge, Ford, Nash, Oldsmobile, Avco Manufacturing (Crosley), Frigidaire, and many others.

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Home Shows Maintain Strong Pulling Power

By **CROVER A. GODFREY**
President, National Home Shows,
Inc., Dallas



WITH Americans building new homes at the rate of a million units a year, local home show projects have proven a natural to bring the manufacturer and consumer together at exhibits of all the new labor-saving devices, electrical appliances, furniture and building materials. The proof of this is the throngs that stream thru auditorium and arena turnstiles at the rate of 25,000 to 250,000 per show, depending upon the size of the community.

Many shows are directed by volunteer local committees, but there are several major organizations with experienced staffs which supervise and stage the most important home shows. One of the outstanding producing organizations is the National Home Shows, Inc., of Dallas, which has directed more than 200 home show expositions since the war. The company has a pattern of organization, co-operation, salesmanship, showmanship and supervision that can not fail to click in the production of successful shows.

Show Circuit

Its show directors operate over a circuit, and most exposition managers are able to stage and supervise four shows a year. Thru trial and error, we have developed a pattern for these shows

which commands huge attendance, creates a merchandising event worthy of local merchants' participation and insures 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 Builder Association 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 for-

(Continued on page 65)

Pre-Opening Year Hectic For Mgr. of New Building

By **DON MEYERS**
Allen County Memorial Coliseum
Fort Wayne, Ind.



I HAVE just finished the most hectic and happiest year of my life. In July, 1951, I was appointed manager of the \$3 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 basketball is king, a referendum on whether to build a Coliseum was a shoo-in. The referendum was approved by a 5-to-1 margin. Financing was thru a public bond issue.

The Coliseum is located on a 60-acre tract of land at the north edge of the city. The exterior dimensions are 425 feet long by 300 feet wide and 90 feet high. The arena has 7,250 permanent seats and can accommodate 10,000 spectators for basketball, 8,000 for ice hockey, and 10,500 for stage attractions. Below the arena is an exhibition hall with 50,000 square feet of exhibit space. The building has 18 rest rooms, 11 concession stands, dressing rooms, offices and press room. A 17-acre hard-surfaced, lighted parking lot will accommodate 3,000 automobiles.

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

Problems in Opening

The major problem in opening a new building is getting

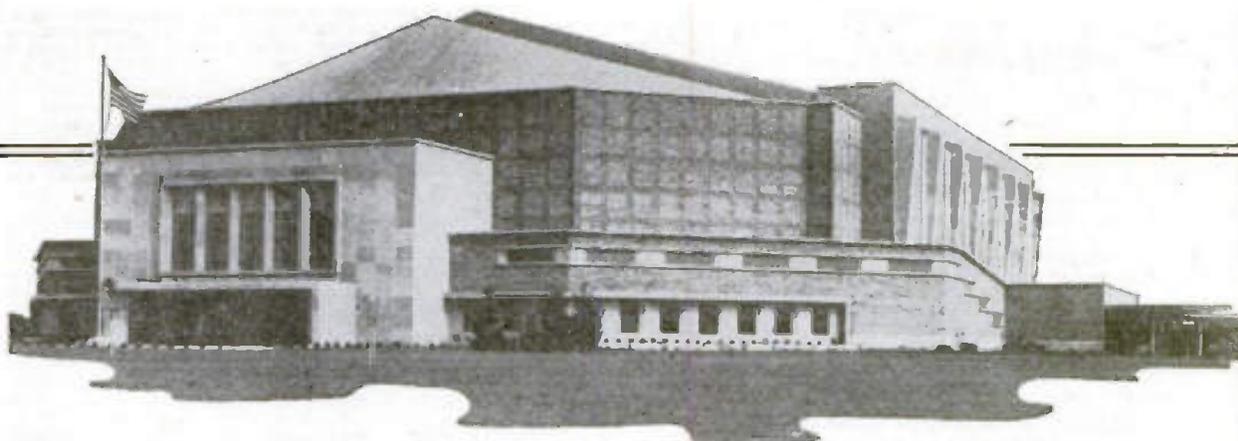
the structure completed by the time the opening event is scheduled. With our opening only a few weeks away, lots of work will have to be piled into a short time. It has always been a mystery to me how the carpenters, plumbers, painters, and electricians manage to keep out of each other's way and yet all end up at the same time.

I was fortunate in being appointed a year before the building was completed. There are innumerable things a manager can do to help make a good plant. Examples are the laying out of the seating plan for the various attractions and figuring out a usable house numbering system. There are many supplies to purchase for both operation and maintenance of the building, such as hammers, saws, wrenches, pipe fitting and electrical maintenance equipment, a welding outfit and many more. What kind of towel dispensers shall we use in rest

(Continued on page 65)

Now: FORT WAYNE has COMPLETE FACILITIES for

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



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

ALL NEW!

10,000 ultra comfortable seats in air-conditioned auditorium
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Four 200-300 seating capacity meeting rooms

Finished parking facilities for over 3,000 cars

Magnificent electric organ in auditorium

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Fully adequate facilities for Hockey, Basketball, Rodeo, Circus,
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THE ALLEN COUNTY WAR MEMORIAL COLISEUM
IN FORT WAYNE, INDIANA**

With the Coliseum, Fort Wayne Offers:

1,500 Hotel Rooms.
1,000 Motel Accommodations.
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theaters, bowling alleys, golf courses, swim-
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Full range of spectator sports: Zollner's world-
famous professional basketball and fastball
teams; The Fort Wayne Daisies, tops in girls'
baseball; The North American Vans, national
semi-pro baseball 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.

Arena Managers' Association

STATISTICAL
DATABig-Scaled Shows in Big Arenas
Hold Key to Future Show BusinessBy JOHN HICKEY
Booking Manager

SOOTHSAYERS in show business have never been any more reliable than the weatherman. 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 Jeremiahs shook their heads and said it wouldn't last. Then the super de luxe picture theaters drew the dire predictions that they too would pass, since they would never be filled by either customers or the personality of stars. Then came the giant, television, and the wailers had a field day, predicting the early demise of all angles of show business.

True enough, there are numerous theaters closed up and others have become garages, churches or stores. On the other hand, the last few years have seen the top grossing pictures of all time, the longer running plays and musicals, and stars have hit higher grosses than were ever 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 move from the theater to the outdoor stadia and the large arena. It is an old and time worn cliché, but show business is truly bigger and



better; that is, the bigger the show, the better the business.

Strange Paradox
It's a strange paradox that the same trade papers that carry the poor figures on theaters and the smaller theatrical ventures, also carry glowing reports on the business being done by State fairs, the astounding grosses of the big ice shows, the record-breaking attendance figures of the Harlem Globetrotters in every part of the world, and the genuinely vociferous receptions which greet the personal appearance tours of the top stars when they tour the country.

This fact cannot be dismissed as luck or accident. The men behind these attractions had the foresight to recognize the field of the future. They deliberately set out to produce big attractions that would draw big audiences in big buildings or stadia. They have not gone home with the profits as is the usual custom. Instead they have plowed it back into their shows, each year coming out

with a truly bigger and better show, and as the records prove, their business has grown bigger and better. The cost of these major ice shows and other top attractions are astounding, but their success more than justifies the investment.

Key to Situation

The key to the situation might be found in the fact that in every instance where an attraction has been produced for these larger arenas, the results have proved successful. The requirements are: big shows, big names, big productions, big casts, and the corresponding type of large and extensive advertising campaigns. Some years ago, a common question was "What are you going to put in these big arenas?" Obviously, some showmen had the right answer and the true trend of modern show business is indicated by the preparations now being made by several producers to ready new shows for the new media.

Already extensive plans are being made by some of the top flight producers of the country to ent this new field, and these plans call for the creation of the biggest specter ever offered to the entertainment seeking populace of America. There is no doubt but that trend is to the "big" things, and the development of this trend is more likely than not to overcome whatever reversals might be suffered by show business.

DRESSING ROOMS: Total capacity of small or individual rooms, 2-18 persons; additional capacity for chorus, 18.

MANAGER: Theo. Genest.

Swing Auditorium,
San Bernardino, Calif.

SEATING CAPACITY: For stage-shows, 10,000; for arena show, 7,750.
FACILITIES: For ice show, size of rink, 180x80 ft.; for circuses, floor space, 180x80 ft.; ceiling height, 85 ft. Exhibit space for sports shows, trade shows, etc., 180x225 ft. For banquets, none. For stage-shows, permanent stage, 75x44 ft.

DRESSING ROOMS: Small rooms, 2; additional rooms for chorus, 2.
CONCESSIONS: Operated by building. Ice show, "Ice Cycles." Circuses, none.

Memorial Gardens,
Sault Ste. Marie, Ont.

See directory for Ontario Arenas Association.

Coliseum, Springfield, Mass.

SEATING CAPACITY: For stage-shows, 6,000; for arena show, 6,000.
FACILITIES: For ice show, size of rink, 115x200. For circuses, floor space, 115x200; ceiling height, 70 ft.
DRESSING ROOMS: Total capacity of small or individual rooms, 200.

CONCESSIONS: Operated by Lou Jacobs, Buffalo, N. Y. Bookers of auditorium shows and dances in the building. Arena Managers' Association; booker of sports events in the building, Eddie W. Shora. Ice shows, "Ice Polles" and "Ice Capades." Circuses, none.

MANAGER: Eddie W. Shora.

Sports Arena, Inc., Toledo

See directory for International Association of Auditorium Managers.

Sudbury Arena,
Sudbury, Ont.

See directory for Ontario Arenas Association.

Maple Leaf Gardens,
Toronto, Ont.

SEATING CAPACITY: For stage-shows, 14,300; for arena show, 12,500.

FACILITIES: For ice show, size of rink, 200x85 ft.; for circuses, floor space, 200x85 ft.; ceiling height, 180 ft. Exhibit space for sports shows, trade shows, etc.; main rooms, 17,000 sq. ft.; total for other rooms, 30,000 sq. ft. For stage-shows, portable stage, 40x60 ft.

DRESSING ROOMS: Total capacity of small or individual rooms, 150; additional capacity for chorus, 100.

CONCESSIONS: Operated by building Booker, H. P. Bolton, rink manager. Ice shows, "Ice Polles," "Ice Capades," "Toronto Skating Carnival." Circuses, Bob Morton (Shrine).

Mutual Arena, Toronto

See directory for Ontario Arenas Association.

Exhibition Gardens and
Arena (Forum),
Vancouver, B. C.

See directory for British Columbia Arena Managers' Association.

Uline Arena, Washington

SEATING CAPACITY: For stage-shows, 7,800; for arena show, 5,500.
FACILITIES: For ice show, size of rink, 88x127 ft.; for circuses, floor space, 88x127 ft.; ceiling height, 77 feet. Exhibit space for sports shows, trade shows, etc., 16,643 sq. ft. For banquets, 3,200 seats. For stage-shows, portable stage, 62x36 ft.

CONCESSIONS: Operated by Maryland Sportservice, Inc. booker of auditorium shows, dances, sports events; building. Ice shows, "Ice Capades." Circuses, Shrine.

Boston Gardens, Boston

SEATING CAPACITY: For stage-shows, 13,750; for arena shows, 13,750.

FACILITIES: For ice show, size of rink, 100x225. For circuses, floor space, 100x225; ceiling height, 85 ft. For stage-shows, portable stage measurements, 75x60.

DRESSING ROOMS: Total capacity of small or individual rooms, 200.
CONCESSIONS: Operated by the building. Booker of auditorium shows and dances held in the building. Arena Managers' Association; booker of sports events in the building, Walter A. Brown. Ice shows, "Ice Capades," "Ice Polles" and an annual carnival held by a local skating club. Circuses: Ringling-Barnum, Hamid-Morton (Shrine).

MANAGER: Walter A. Brown.

Chicago Arena, Chicago

See directory for International Association of Auditorium Managers.

Cincinnati Garden,
Cincinnati

SEATING CAPACITY: For stage-shows, 12,000; for arena show, 11,200.

FACILITIES: For ice show, size of rink, 70x160 ft.; for circuses, floor space, 200x85 ft.; ceiling height, 72.5 ft. Exhibit space for sports shows, trade shows, etc., 22,500 sq. ft. For stage-shows, portable stage, 30x40.

DRESSING ROOMS: Four large rooms.

CONCESSIONS: Operated by Midwest Sportservice, Inc. Booker, building manager. Ice shows, "Ice Polles" and "Ice Capades." Circuses, none.

MANAGER: Alex Sinclair.

Cleveland Arena, Cleveland

See directory for International Association of Auditorium Managers.

Dallas Ice Arena, Dallas

SEATING CAPACITY: For boxing, 8,900; for arena show, 6,150.

FACILITIES: For ice show, size of rink, 92x168 ft.

DRESSING ROOMS: Total capacity, 200.

CONCESSIONS: Operated by Sportervice, Inc. Booker, Ice Sports, Inc. Ice shows which play the building, Souja Henle, "Ice Cycles." MANAGER: Clarence S. Lutz, president, Ice Sports, Inc.

Denver Coliseum, Denver
City Auditorium, Denver

See directory for International Association of Auditorium Managers.

Will Rogers Memorial
Coliseum, Fort Worth

See directory for International Association of Auditorium Managers.

Cambria County War
Memorial, Inc.,
Johnstown, Pa.

SEATING CAPACITY: For stage-shows, 5,500; for arena show, 4,000.

FACILITIES: For ice show, size of rink, 200x85 ft.; for circuses, floor space, 200x85 ft.; ceiling height, 50 ft. Exhibit space for sports shows, trade shows, etc., main room, 17,000 sq. ft. For stage-shows, portable stage, 40x32 ft.

DRESSING ROOMS: Total capacity of small or individual rooms, 75; additional capacity for chorus, 50.
CONCESSIONS: Operated by Penn Sportservice. Booker, building manager. Ice shows, "Ice Cycles." Circuses, Frank Wirth (Police).

MANAGER: W. Zane Schneider.

Milwaukee Arena,
Milwaukee, Wis.

See directory for International Association of Auditorium Managers.

The Forum, Montreal

SEATING CAPACITY: For stage-shows, approximately 13,000.

FACILITIES: For ice show, size of rink, 200x85 ft.; for circuses, floor space, 200x85 ft.; ceiling height, 90 ft. For banquets, no dining facilities available. For stage-shows, portable stage measurement as desired.

DRESSING ROOMS: Small or individual rooms, 10; additional capacity for chorus, 300 or more.
CONCESSIONS: Operated by Arena owners. Booker, Arena Man-

agers' Association and managing director of building. Ice shows, "Ice Polles," "Ice Capades" and local club shows (amateurs), also "Roller Skating Vanities." Circuses, Hamid-Morton (Shrine).

New Haven Arena,
New Haven, Conn.

See directory for International Association of Auditorium Managers.

Ak-Sar-Ben Coliseum,
Omaha

See directory for International Association of Auditorium Managers.

The Arena, Philadelphia

SEATING CAPACITY: For stage-shows, 7,800; for arena show, 6,000.

FACILITIES: For ice show, size of rink, 80x180 ft.; for circuses, size of floor space, 80x180 ft.; ceiling height, 60 ft. Exhibit space for sports shows, trade shows, etc., 14,000 sq. ft. For stage-shows, portable stage measurement, 40x30.

DRESSING ROOMS: Total capacity of small or individual rooms, 60; additional capacity for chorus, 75.

CONCESSIONS: Operated by building. Booker of auditorium shows, Arena Managers' Association. Booker of sports events, building. Ice shows, "Ice Polles," "Ice Capades." Circuses, Hamid-Morton (Shrine).

MANAGER: Peter A. Tyrrell.

The Gardens, Pittsburgh

SEATING CAPACITY: For stage-shows, 5,500; for arena show, 5,500.

FACILITIES: For ice show, size of rink, 100x225. For circuses, floor space, 110x235; ceiling height, 75 ft. For stage-shows, portable stage measurements, 65x50.

DRESSING ROOMS: Total capacity of small or individual rooms, 200.

CONCESSIONS: Operated by United Concessions, Inc. Booker of auditorium shows and dances held in the building. Arena Managers' Association; booker of sports events in the building, John E. Harris. Ice shows, "Ice Capades" and "Ice Polles." Circuses, none.

MANAGER: John E. Harris.

William Neal Reynolds
Coliseum, Raleigh, N. C.

SEATING CAPACITY: For legit or stage-shows, 12,700; for arena-type show, 10,700.

FACILITIES: For ice shows, rink, 90x200 ft.; excellent lighting. For circuses, size of floor space, 108x111.5 ft. Exhibit space for sports shows, trade shows, etc., main room, 33,695 sq. ft.; total for other rooms, 12,000 sq. ft. For stage-shows, portable stage only with excellent lighting facilities.

DRESSING ROOMS: Total capacity of small or individual rooms, 150; additional capacity for chorus, 200.

CONCESSIONS: Operated by building. Booker, Arena Managers' Association. Booker of dances, local sponsors. Booker of sports events, Coliseum Management. Ice shows,

"Ice Cycles" and "Ice Capades." Circuses, none as yet.

The Arena, St. Louis, Mo.

See directory for International Association of Auditorium Managers.

Onondaga County War
Memorial, Syracuse, N. Y.

See directory for International Association of Auditorium Managers.

Auditorium, Ottawa, Ont.

SEATING CAPACITY: For stage-shows, 6,000; for arena show, 5,400.

FACILITIES: For ice show, size of rink, 100x200. For circuses, floor space, 100x200; ceiling height, 75 ft. For stage-shows, portable stage measurements, 60x40.

DRESSING ROOMS: Total capacity of small or individual rooms, 150.

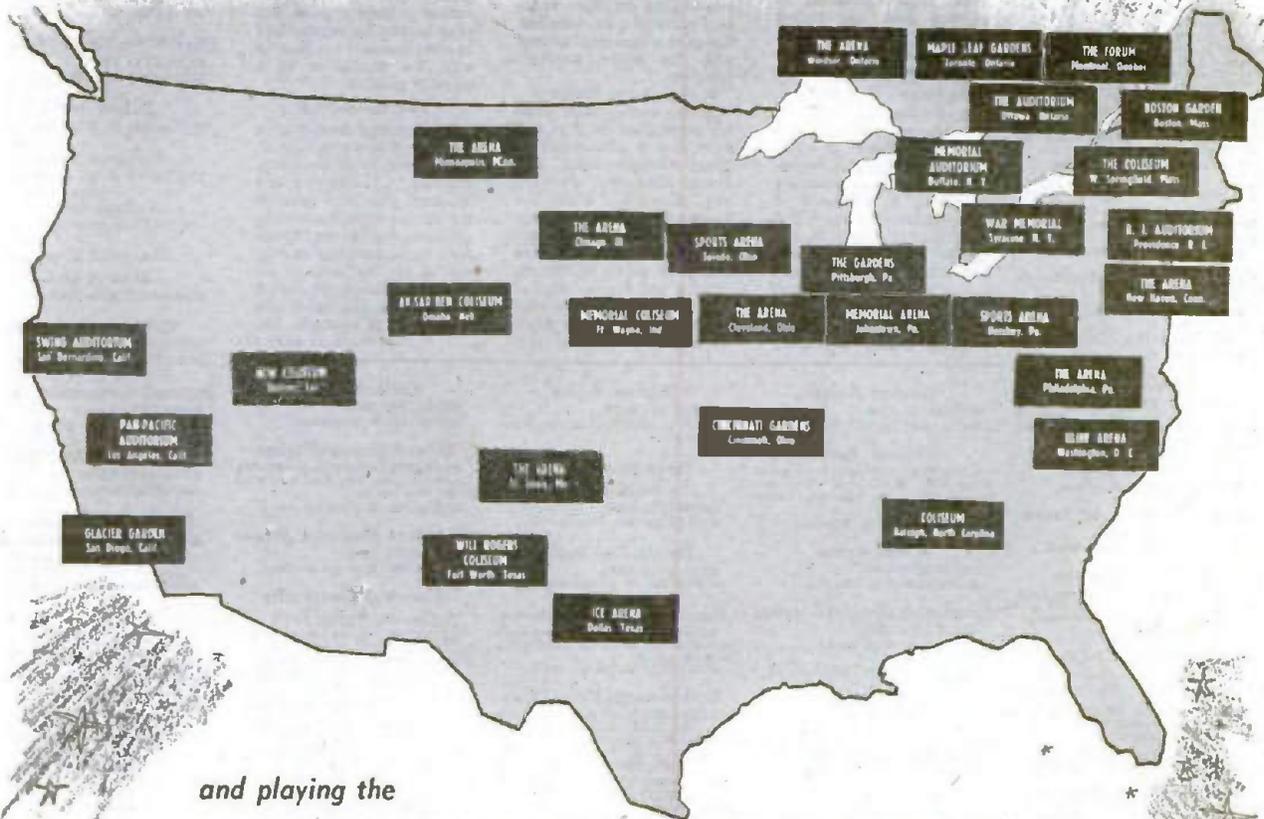
CONCESSIONS: Operated by the building. Booker of auditorium shows and dances held in the building. Arena Managers' Association; booker of sports events in the building, T. P. Gorman. Ice shows, "Ice Cycles." Circuses, none.

Palais Montcalm, Quebec,
Quebec

SEATING CAPACITY: Auditorium for stage-shows, 1,350.

FACILITIES: For stage-shows, proscenium opening, 44 ft.; wall-to-wall stage measurement, 76 ft.; footlights to back wall, 28 ft.

Arena Managers' Association, Inc.
 REPRESENTING
30 GREAT ARENAS IN THE UNITED STATES & CANADA
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**THE BIGGEST SEATING CAPACITIES!
 THE BIGGEST GROSSES!**



and playing the
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 "BIGGEST SHOW OF '51"

with

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 AND SARAH VAUGHAN



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 HARLEM GLOBE TROTTERS . . .
 VAUGHN MONROE . . .
 GUY LOMBARDO . . .
 "BIGGEST SHOW OF '52"

with

FRANKIE LAINE, PATTI PAGE,
 AND BILLY MAY'S ORCHESTRA



Ontario Arenas Association

STATISTICAL DATA

Ontario Arena Assn. Grows In Four Years to 63 Buildings

By CLAUDE D. TICE
President, Ontario Arena 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 flourished and is now recognized as the governing body in this province.

The association, composed of the commissions of 76 artificial ice arenas in Ontario, sets rates for the use of the arenas, books outstanding attractions from the United States and Canada and especially caters to name bands across the border.

The officers are Claude D. Tice of Belleville, president; Wes Allsopp of Barrie, vice-president; James B. McCormick of Kingston, secretary-treasurer. An executive committee is composed of Harry McLeod of Simcoe, Ted Steadman of Owen Sound, Murray Phillipot of Sarnia, Ray Miron of Cornwall and Bob Crosby 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 year in Northern Ontario for those members who find it inconvenient, due to long distances, to meet with the other members regularly.

Million Dollar Buildings
In the organization there are several arenas that cost more than a million dollars. These include Sault Ste. Marie, Kitchener, Sudbury and Kingston. They are equipped to handle the biggest shows that come from the United States, and have the latest sound equipment, lighting and stages. Most of the areas have permanent floors. Some use their floors for roller skating.

Practically every arena in the organization is municipally owned and governed by a commission appointed by the local council or board of control. These commissions have the right, in many instances, to make guarantees to shows and set rates for attractions.

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

Few Remove 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 ice. 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

(Continued on page 65)

- Anora Arena**
MANAGER: W. R. Stoddart.
- Barrie Arena**
CAPACITY: 4,000 plus floor seats. Concrete floor. Has played all types of shows, circuses, name bands.
MANAGER: Wesley Allsopp.
- Belleville Arena**
CAPACITY: 2,400 plus floor seats. Plastic floor. Has played many name bands. Fairly good for Western shows.
MANAGER: Walter Gerow.
- Braebridge Memorial Arena**
CAPACITY: 1,800 plus floor seats. Concrete floor. Has played name bands and Westerns.
MANAGER: James Webb.
- Bramton Memorial Arena**
CAPACITY: 2,100 plus floor seats. Concrete floor. Has played name bands.
MANAGER: Stan Harbour.
- Brockville Memorial Civic Center**
CAPACITY: 2,400 plus floor seats. Concrete floor. Has played name bands and other shows.
MANAGER: Arch Miller.
- Chatham Memorial Arena**
CAPACITY: For arena attractions, 2,400; stage attractions, 4,500; secondary hall, 2,800. Ice rink, 190x80 ft. Height of ceiling, 23.5 ft. Exhibit space, main room, 15,000 sq. ft.; other rooms, 1,600 sq. ft. Capacity for benches, 1,500. Capacity of dressing rooms, 100.
CONCESSIONS: Operated by building.
MANAGER: E. O. Kaulknor.
- Collingwood Memorial Arena**
CAPACITY: 1,800 plus floor seats. Concrete floor. Has had wrestling, bands and shows.
MANAGER: W. J. MacDermont.
- Cornwall Community Arena**
CAPACITY: 1,666.
MANAGER: Ray Miron.
- Dixie Arena Gardens**
MANAGER: Leslie Fallut.

- London Arena**
CAPACITY: 1,500.
MANAGER: W. D. Jackson.
- Midland Arena**
CAPACITY: 1,800 plus floor seats. Wood floor. Has played shows and bands. Booker for building, Charles Parker.
MANAGER: E. W. Wilson.
- Milton Arena**
CAPACITY: 2,500.
MANAGER: J. K. Kinsella.
- Newmarket Memorial Arena**
CAPACITY: 1,200.
MANAGER: W. J. Geer.
- Niagara Falls Memorial Arena**
CAPACITY: 3,054.
MANAGER: J. J. McDonald.

- Dundas Arena**
CAPACITY: 2,100 plus floor seats. Concrete floor. Played numerous name bands and Westerns last year.
MANAGER: Art Jerome.
- Dunnville Arena**
MANAGER: T. B. Smithson.
- Fort Erie Memorial Arena**
CAPACITY: 2,000.
MANAGER: Slegmund Smith.
- Galt Arena Gardens**
CAPACITY: 3,300 plus floor seats. Wooden floor. Roller skating and some name bands have been used.
MANAGER: A. Lamond.
- Guelph Memorial Gardens**
CAPACITY: For arena shows, 4,248; stageshows, 5,684. Ice rink, 190x85 ft. Stage, 16x28.
CONCESSIONS: Leased. Booker of shows, E. Hudlets, Hamilton, Ont.
MANAGER: Howard E. Radford.
- Hespeler Memorial Arena**
CAPACITY: 1,600.
MANAGER: Thomas Watkins.
- Kingston Community Memorial Center**
CAPACITY: 3,340. Hardwood floor over ice. Floor seats for an additional 1,000. Heated. Wrestling, basketball. Has played Gene Autry, "Skating Vanities," Westerns, name bands.
MANAGER: James B. McCormick.
- Kitchener Memorial Auditorium**
CAPACITY: 6,000 plus 1,000 floor seats. Ice comes out for shows. Has played Gene Autry, "Skating Vanities," shows, dance bands.
MANAGER: Bob Crosby.
- Lakeshore War Memorial Arena, New Toronto**
CAPACITY: 3,200.
MANAGER: George Gore.
- Lindsay Kiwanis Arena**
MANAGER: Art Cornell.

- North Bay Memorial Gardens**
CAPACITY: 2,400 plus floor seats. Wooden floor. Has played some bands.
MANAGER: S. Turner.
- Mutual Arena, Toronto**
CAPACITY: 5,000 plus 1,000 floor seats. Permanent hardwood floor. NO ice. Roller skating.
MANAGER: Ted Dickson.
- McIntyre Arena Schumacher-Timmins**
CAPACITY: 3,600 plus floor seats. Wooden floor. Plays many shows and dances, catering to city of Timmins, one mile from Schumacher.
MANAGER: Ted Lister.
- Noranda Arena, Que.**
CAPACITY: 2,800 plus floor seats. Concrete floor. New building, available for shows. Auditorium and gymnasium available for winter.
MANAGER: E. M. Orlick.
- Oakville Arena**
MANAGER: Larry O'Brien.

- Oshawa Arena**
CAPACITY: 3,650.
BOOKER AND MANAGER: Albert W. Hamby.
- Owen Sound Civic Auditorium**
CAPACITY: 2,800.
MANAGER: Bill Allum.
- Ottawa Auditorium**
CAPACITY: 7,000.
MANAGER: T. F. Gorman.
- Pembroke Memorial Arena**
CAPACITY: 2,800 plus floor seats. New building. Concrete floor. Available for shows.
MANAGER: Morris Snyder.
- Peterborough Civic Arena**
CAPACITY: 2,800 plus floor seats. Concrete floor. Has played a few bands and is good on Westerns.
- Port Arthur Arena**
MANAGER: Walter Smalls.
CAPACITY: 4,100 plus floor seats. Available for summer shows.
MANAGER: Earle C. Kelly.
- Classic City Arena, Stratford**
CAPACITY: 2,913.
MANAGEMENT: City of Stratford.
- St. Catharines Garden City Arena**
CAPACITY: 3,158.
MANAGER: L. F. Blank.
- Sarnia Civic Arena**
CAPACITY: 2,800 plus floor seats. Concrete floor. Has played bands and a few shows.
MANAGER: Murray Phillipot.
- Sault Ste. Marie Memorial Gardens**
CAPACITY: 3,800. Takes ice out for shows. Floor seats for 1,000 more. Heated. Plays all types shows and bands.
MANAGER: Harold Burnett.

- Seaforth Arena**
CAPACITY: 1,800.
MANAGER: H. Stevenson.
- Simcoe Memorial Arena**
CAPACITY: 2,200 plus floor seats. Concrete floor. Has done well with shows and bands.
MANAGER: Harry MacLeod.
- Stamford Memorial Arena**
CAPACITY: 2,000.
MANAGER: Clarence Dahmer.
- Memorial Community Center, Smith Falls**
CAPACITY: For arena events, 2,000; stageshows, 3,500. Ice rink, 80x180. Height of ceiling, 25 ft.
CONCESSIONS: Operated by building.
MANAGER: William Garbutt.
- Sudbury Arena**
CAPACITY: 7,500, plus floor seats. Heated. Will take ice out.
MANAGER: George Pantet.
- Tillsonburg Memorial Arena**
CAPACITY: 2,200 plus floor seats. New concrete floor. Will be available for shows.
MANAGER: Oscar Lee.
- Trinity College Arena, Port Hope**
MANAGER: H. D. Armstrong.
- Toronto Varsity Arena**
CAPACITY: 5,000.
MANAGER: Harry E. Grimths.
- Walkerton Arena**
CAPACITY: 2,400 plus floor seats. Concrete floor. Has played name bands, shows, and is especially good with Westerns.
MANAGER: Earl Gray.
- Wallaceburg Memorial Arena**
CONCRETE FLOOR. Has played a few shows, including Westerns.
MANAGER: Frank Mabey.

- Walterloo Memorial Arena**
CAPACITY: 3,000 plus floor seats. Wooden floor. Has played name bands, shows, and is quite good for Westerns.
MANAGER: Norman Cook.
- Welland-Crowland Arena**
CAPACITY: 2,000 plus floor seats. Concrete floor. Has played bands and concerts.
MANAGER: Willard Dahmer.
- Woodbridge Community**
CAPACITY: 1,600.
MANAGER: Ed Bishop.
- Woodstock Community Arena**
CAPACITY: 2,200 plus floor seats.
MANAGER: J. Nelson.
- Windsor Arena**
CAPACITY: 4,600 plus floor seats. Plays many shows, name bands, circuses, etc.
MANAGER: Leslie Butcher.
- Wexon Arena**
MANAGER: Harry Wilson.
- Bourget Recreation Center**
MANAGER: Dr. M. Gendron.
- Blind River Memorial Arena**
CAPACITY: 1,500.
MANAGER: J. J. W. Bridges.
- Bolton Arena**
MANAGER: O. J. Hardwick.
- Brighton Arena**
MANAGER: J. W. D. Broughton.
- Coburg Arena**
MANAGER: Gordon G. King.
- Memorial Arena, Elmira, Ont.**
MANAGER: Mike Weichel.
- Georgetown Arena**
CAPACITY: 2,500.
MANAGER: P. F. Blackburn.
- Ingersoll Community Center**
CAPACITY: 1,800.
MANAGER: Larry Harris.
- Kirkland Lake Arena**
CAPACITY: 1,500.
MANAGER: Norman (Bun) Cooke.
- New Liskeard Arena**
MANAGER: R. W. Thompson.
- Paris Arena**
MANAGER: A. Edgington.
- Ronyx Civic Arena, Rouyn, Que.**
CAPACITY: 3,000 plus floor seats. Wooden floors. Can play shows but no dance.
MANAGER: Paul Matte.
- Stratford Aren**
MANAGER: George Mavity.
- Burlington Arena**
MANAGER: Ted Lambert.
- Thorold Arena**
MANAGER: John Schochyla.
- Fort Francis Memorial Committee**
CHAIRMAN: W. J. Gray.
- Milverton Arena**
MANAGER: Larry Harris.
- Aylmer Arena**
MANAGER: Tom Dickson.
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CHAIRMAN: D. D. Mooney.
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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

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Opry Show

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British Columbia Arena Managers' Association

STATISTICAL DATA

British Columbia Circuit Guns For Touring U. S. Attractions

By PERCY DOWNTON
Past President
British Columbia Arena



A LARGE influx of population is expected 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 jaches Victoria, B. C., first stop on the circuit, by boat. A two-hour drive 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 a seven-hour trip, and from there it is three hours to Vernon. Then Kelowna is an hour away.

Penticton is another short jump. Trail is five hours away, and two more hours puts one in Nelson. Cranbrook and Kimberley are farther east and complete the chain. From there, a show may go south to Spokane or into Alberta.

Circuit Wants Shows

Arenas in British Columbia are eager to have an ice show. Vancouver and Victoria bring in large icers from the United States each year, and it is hoped that arrangements can be made to cover all of the interior arenas as well.

We also hope that small package shows, dance bands, concert artists, and stage-shows will tour our area soon. Some of the name bands of the States visit Canada and play in most of our arenas, but at the present time not all of the arenas do too well on this type of entertainment.

In all of these arenas, the main winter activity is hockey and all but five have lacrosse in the summer. Each arena has its own skating club and puts on an ice carnival.

Newly-elected officers of the British Columbia Arena Managers' Association are headed by Joseph Dukowski, manager of Memorial Arena at Victoria, and Mr. Dukowski has done much work in the booking of shows for all of the arenas. Reg Stone of Trail is first vice-president and Bus Evans of the Vancouver Forum is second vice-president. Harry Porter of Nanaimo continues as secretary and can supply complete details on any and all of the arenas.

Memorial Arena, Kamloope
SEATING CAPACITY: 2,358, plus 1,000 standees.
ARENA FLOOR: 80 by 190 ft. Ice rink, yes. Stage, yes. Dressing rooms, 4.
CONCESSIONS: Operated by Paul Thompson, leasee. Booker of shows, dances, Humley Corlie.
MANAGER: Humley Corlie.

Civic Arena, Kelowna
SEATING CAPACITY: For arena-type attractions, 2,200; stage-type attractions, 3,400; capacity of secondary hall, 2,500.
ARENA FLOOR AND ICE RINK: 190x80 ft. Height of ceiling, 40 ft. Capacity for banquets, 800. Stage, 40x80 ft. Capacity of dressing rooms, 10, plus chorus rooms.
CONCESSIONS: Operated by building. Booker of events in building, manager.
MANAGER: Percy Downton.

Civic Arena, Kimberley
SEATING CAPACITY: For arena attraction, 2,200; stage attraction, 3,200 plus 500 standees. Size of arena floor, 80 by 190. Ice rink, yes.
MANAGER: W. Heaton.

Civic Arena, Nanaimo
SEATING CAPACITY: For arena attractions, 2,000; stage attractions, 3,600.
SIZE OF ARENA FLOOR: 80 by 180 ft. Ice rink, 80x180 ft. Height of ceiling, 45 ft. to girders. Exhibition space in main room, 14,400 sq. ft.; in other rooms, 1,500 sq. ft. Capacity for banquets, 800.
STAGE MEASUREMENTS: Proscenium opening, to 80 ft.; wall-to-wall, 80 ft.; footlights to back wall, 40 ft.; flies, 10. Capacity of small dressing rooms, 80; additional dressing room capacity, 150. Concessions leased. Booker of shows, dances, etc., Harry J. Porter.
MANAGER: Harry J. Porter.

Civic Center, Nelson
SEATING CAPACITY: For arena-type attractions, 1,300; for stage-type attractions, 9,000; of secondary hall, 1,000.
ARENA FLOOR SPACE AND RINK: 180x80 ft. Height of ceiling, 75 ft. Exhibition space in main room, 14,400 sq. ft.; in other rooms, 20,000 sq. ft. Capacity for banquets, 1,000. Stage measurements, proscenium opening, 55 ft.; wall-to-wall, 95 ft.; footlights to back wall, 30 ft. Number of flies, 4. Capacity of dressing rooms, 125.
CONCESSIONS: Operated by building. Booker of events in building, manager.
MANAGER: Jack Morgan.

Queen's Park Arena, New Westminster
SEATING CAPACITY: For arena attractions, 4,477. Size of arena floor, 80x180. Ice rink, yes. Stage, yes. Dressing rooms, 7.
CONCESSIONS: Operated by Park Board. Booker for shows, dances, etc., building manager.
MANAGER: Bill Phillips.

Memorial Arena, Penticton
SEATING CAPACITY: For arena shows, 2,203; for stage shows, 3,000.
ARENA FLOOR AND ICE RINK: 180x80 ft. Height of ceiling, 40 ft. Exhibit space, 10,800 sq. ft. Stage, 24x24 ft. Capacity of dressing rooms, 80.
CONCESSIONS: Operated by building. Booker for building, manager.
MANAGER: F. O. Madden.

Memorial Arena, Victoria
SEATING CAPACITY: For arena shows, 4,800; stage shows, 6,000.
ARENA FLOOR AND RINK: 85x200 ft. Height of ceiling, 72 ft. Exhibit space in main room, 3,040 sq. ft.; in other rooms, 3,800 sq. ft. Capacity for banquets, 1,200.
STAGE: Proscenium opening up to 10 ft.; wall-to-wall, 4 ft. Capacity of small dressing rooms, 200; unlimited additional capacity.
CONCESSIONS: Operated by building. Booker of shows, dances in building, manager. Ice show, "Ice Cycles," Annuals, Fairs, Sportemen's Show.
MANAGER: Joseph E. Dukowski.

Cominco Arena, Trail
SEATING CAPACITY: For arena events, 2,800; stage attractions, 4,800, plus 1,000 standees.
SIZE OF ARENA FLOOR: 90x120. Ice rink, yes. Stage, yes. Dressing rooms, yes.
CONCESSIONS: Operated by building. Booker of shows, dances, etc., building manager.
MANAGER: Reg Stone.

The Forum, Vancouver
SEATING CAPACITY: For arena events, 5,080; for stage attractions, 7,080. Size of arena floor, 80x185. Ice rink, yes. Stage, yes. Dressing rooms, yes.
CONCESSIONS: Leased to Lamoureux Concessionaires. Booker of shows, dances, etc., building manager.
MANAGER: Dave Dauphinee.

Kerrisdale Memorial Arena, Vancouver
SEATING CAPACITY: For arena attractions, 2,385; for stage attractions, 4,365. Ice rink, yes. Stage yes. Dressing rooms, 4.
CONCESSIONS: Leased. Booker of shows, dances, etc., building manager.
MANAGER: Jack Elliott.

Civic Arena, Vernon
SEATING CAPACITY: For arena attractions, 2,400; for stage attractions, 3,400, plus 1,000 standees. Size of arena floor, 80x180. Ice rink, yes. Stage, yes.
CONCESSIONS: Operated by building. Booker of shows, dances, etc., building manager.
GENERAL MANAGER: Rry Reader.

Qualified Accountants' Value Cited by Manager

By WINIFRED EATON COREY
Director, Kleinhans, Music Hall,
Buffalo, N. Y.



TAXPAYERS have a burning desire to see their municipalities operate profitably, their public servants receive equitable pay for services rendered and their public buildings kept in operation for the benefit of all. This may constitute a return on taxes paid or interest on an investment in the American system of enterprise which supplies the greatest good for the greatest number.

The American system of free enterprise is the only system extant which provides investor, producer and customer with freedom of choice and opportunity. Each customer-investor determines which business shall grow and which shall fall. Management is forced under competitive pressure to produce and operate more efficiently.

Good economic management with a knowledge of what it is doing, how it is doing it, and what it may ex-

pect in the future, is only sound business.

It is doubtful that many persons in the field of Public Building Administration and operation actually know whether they are operating efficiently because of the ease of subsidization. Presumably many of the public administered buildings show from their statements that they are operating at a profit or at a nominal loss, while they are actually losing a considerable amount of money annually. This is generally the case in municipally sponsored organizations where no provision for depreciation or

obsolescence is made. Such organizations depend entirely upon the municipality to furnish it with new facilities when its present facilities are no longer adequate or must be condemned as obsolete.

Check Outlay

Qualified certified public accountants generally have a thoro acquaintance with business and the industrial world and are familiar with methods of economizing, cost and establishing selling prices in highly competitive fields. It would appear then, that if public building management desires to stand on its own two feet and pay its own way, insofar as is practicable, a qualified public accountant would be in a position to greatly assist in the problems of keeping costs at a minimum, providing for depreciation and obsolescence of facilities and in determining what proceeds are necessary in order to cover these costs. It is realized that many institutions such as city-owned, privately managed buildings, may not be self-sustaining entirely, but they should be as far as practicable and certainly more than they are at the present time.

Patrons of organizations, which are subsidized in

(Continued on page 55)

Financial Win Is Seen For Bldg. in 1st Year

By VAN C. IVEY

Manager, Spartanburg Memorial Auditorium, Spartanburg, S. C.



"ALL TICKETS for the 3,406 seats have been sold." That was the newspaper story for the opening event of the Spartanburg Memorial Auditorium on December 1, 1951. Since that time, some 300,000 persons have patronized the Auditorium.

After some eight months' operation, in keeping with our policies and management, the Auditorium is on its own financially, and I feel that we will conclude our first year in the black financially as well as with the acceptance of our operation by the people we serve.

We have sought to balance our bookings with the tempo of the community and with the economy of the section. Attractions have included the United States Navy Band, "Ice Vogues," Guy Lombardo, wrestling and boxing, trade shows including the

Greater Spartanburg Industrial Exposition and Better Living Show, and symphony and concert attractions. We have had hillbilly shows, revivals, political gatherings, flower shows and all-night sings.

Rich Area

Spartanburg is located in the rich textile and peach producing area of the Piedmont Carolinas. It serves as a shopping and entertainment center for some 300,000 people within a 30-mile radius. The Auditorium draws heavily from throughout this area. The \$1,250,000 fa-

ilities include a main theater with 3,406 permanent seats and a downstairs arena which affords ideal booth arrangements or banquet seating for up to 1,000 persons. A streamlined kitchen adjoins the arena.

The Auditorium Commission spent six years in bringing the building from its original planning stage to its opening. Accordingly, these laymen are well versed in enlightened supervision of the facility. They have the interest of the community at heart and yet understand the professional problems facing good management.

In becoming manager of the Spartanburg Auditorium, I found the commission anxious to benefit by the suggestions of an experienced manager. This is the most important criteria for the efficient management and operation of an Auditorium—having a board of directors that keys its policies, thru understanding and consultation, with the professional staff

Offer Suggestions

T. K. Hudgens Jr. was chairman of the commission from 1945 until this year, when he resigned to become vice-chairman. J. D. Foster is the present chairman. They have offered practical suggestions for communities planning to build municipal auditoriums.

"We profited by the mistakes of others and learned many worthwhile points firsthand," Foster said. "First and foremost among the things to be done is to call in an experienced auditorium manager to consult with and advise the architects and engineers.

"It is critically important," he said, "for the public to realize that an auditorium is a means to an end, that it is not designed as a profit-making enterprise in itself.

The auditorium commission should acknowledge the likelihood that the average facility will not be self-liquidating. Further, it is important to engage an experienced and capable manager and to remain aloof from all political influences and pressure groups"

Enumerates Points

Foster enumerated these additional points:

Select architects and engineers who have had recent experience in building auditoriums and arenas.

Be certain that sufficient money is guaranteed to cover all costs, including those of building, furnishings, stage equipment, architects' fees, landscaping and paving, land and general administration prior to the opening. Cost is likely to exceed original estimates.

Provide convenient and adequate off-street parking, a minimum of one space for each four seats.

Concession Space

Provide adequate concession space, especially for an arena-type building. Provide generous foyer and lobby space.

Have the advice of an experienced operating technician on matters of stage facilities. This includes location of stage switchboards and similar equipment. It's important to have inter-communication systems between the box office and stage and between the stage and spotlight booths.

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Auditorium Statistics

Continued from page 49

Memorial Field House, Huntington, W. Va.

SEATING CAPACITY: For arena-type attractions, 8,200. Stage-type attractions, 8,000. ARENA FLOOR SPACE: 20,000 ft. Height of ceiling, 34 ft. Space for exposition exhibits in main room, 20,000 sq. ft. In other rooms, 10,000 sq. ft. Capacity for banquets, 2,000. Capacity of dressing rooms, 104. CONCESSIONS: Are operated by Sportervice, Inc. Ice show, "Holiday on Ice." Circus, Shrlins. MANAGER: Marvin A. Lewis.

Sports Arena, Convention Hall, Hutchinson, Kan.

SEATING CAPACITY: For arena-type attractions, 5,600; stage-type attractions, 2,700. ARENA FLOOR SPACE: 134x182 ft. Height of ceiling, 75 ft. STAGE MEASUREMENTS: Proscenium opening, 40 ft. Wall-to-wall, 70 ft. Footlights to back wall, 35 ft. Number of flies, 27. Small dressing rooms, 4. CONCESSIONS: Operated by lessee. Booker of shows, dances in building Hamilton Attractions. Ice show, circus playing building annually, none. MANAGER: Curley Miller.

Municipal Auditorium, Kansas City

SEATING CAPACITY: For arena-type attractions, 8,300; stage-type attractions, 10,800. Seating capacities of secondary halls, 2,572. ARENA FLOOR SPACE: 127x200 ft. Size of ice rink, none. Height of ceiling, 60 ft. Space for exposition exhibits in main room, 80,000 sq. ft. In other rooms, 30,000 sq. ft. Capacity for banquets, 2,500, 3,000. PROSCENIUM OPENING: 48 ft. Wall-to-wall, 60 ft. Footlights to back wall, 37 ft. Number of lines, 50. Total capacity of small dressing rooms, 100. Additional capacity of dressing rooms for chorus, 100. CONCESSIONS: Are operated by lessee. Ice show, "Holiday on Ice." Circus, Hamid-Morton, O'Brien Davenport. MANAGER: C. R. Hof.

Robinson Memorial Auditorium, Little Rock

SEATING CAPACITY: For arena-type attractions, 2,984; stage-type attractions, 2,988.

ARENA FLOOR SPACE: 100x60 ft. Ice rink, none. Height of ceiling, 74 ft. Space for exposition exhibits in main floor, 14,000 sq. ft. In other rooms, 2,500 sq. ft.

PROSCENIUM OPENINGS: 35x90 ft. Wall-to-wall, 100 ft. Footlights to back wall, 40 ft. Number of lines, 35. Total capacity of small dressing rooms, 30. Additional capacity of dressing rooms for chorus, 75. CONCESSIONS: Are operated by building. Circus, Polack Bros.

Pan-Pacific Auditorium, Los Angeles

SEATING CAPACITY: For arena-type attractions, 6,500. Stage-type attractions, 4,500. ARENA FLOOR SPACE: 105x225 ft. Size of ice rink, 85x225 ft. Height of ceiling, 85 ft. STAGE MEASUREMENTS: 75x50 ft. Total capacity of dressing rooms, 200. CONCESSIONS: Are operated by building. Booker of shows in building, AMA. Ice shows, "Ice Polies," "Ice Capades." Circus, none. MANAGER: Lyman H. Johnson.

Ellis Auditorium, Memphis

SEATING CAPACITY: For arena-type attractions, 8,850; stage-type attractions, 5,883; secondary hall, 2,448. ARENA FLOOR SPACE: 15,000 sq. ft. Size of ice rink, 90x90 ft. Height of ceiling, 90 ft. Space for exposition exhibits in main room, 15,000 sq. ft. In other rooms, 12,122 sq. ft. Capacity for banquets, 1,000. STAGE MEASUREMENTS: Proscenium 35x90 ft. Wall-to-wall, 40 ft. Footlights to back wall, 38 1/2 ft. Total capacity of small dressing rooms, 23. Two additional dressing rooms, 28x20 ft. CONCESSIONS: Operated by building and lessee. Booker of shows in building, information furnished by manager. Ice show, "Holiday on Ice." Circus, Hamid-Morton. MANAGER: Chauncey Barbour.

Municipal Auditorium, Miami Beach

SEATING CAPACITY: For arena-type attractions, 3,200; stage-type attractions, 3,534; secondary halls, 186, 776. ARENA FLOOR SPACE: 100x120 ft. Rink, none. Height of ceiling, 38.6 ft. Space for exposition exhibits in main room, 12,000 sq. ft. other rooms, 7,708 sq. ft. plus 3,488 on stage. Capacity for banquets, 1,500. STAGE MEASUREMENTS: Proscenium opening, 50 ft. Wall-to-wall, 111.4 ft. Footlights to back wall, 49.7. Number of flies, 70. Total capacity of small dressing rooms, 20. Additional capacity of dressing rooms for chorus, 60. CONCESSIONS: Not available to lessee. Ice shows, circuses, none. MANAGER: Claude D. Ritter.

Auditorium Arena, Milwaukee

SEATING CAPACITY: For arena-type attractions, 12,500; stage-type attractions, 11,000; capacities of secondary halls, 6,400, 1,100, 750, 300. ARENA FLOOR SPACE: 105x228 ft. Size of ice rink, 85x200 ft. Height of ceiling, 100 ft. Space for exposition exhibits in main room, 2,373 sq. ft.; other rooms, 122,180 sq. ft. Capacity for banquets, 2,500. STAGE MEASUREMENTS: Proscenium opening, 33 ft. Wall-to-wall, 64 ft. Footlights to back wall, 45 ft. Total capacity of small dressing rooms, 60. Additional capacity of dressing rooms for chorus, 60. CONCESSIONS: Operated by lessee. Booker of shows in building, manager. Ice shows, "Holiday on Ice," "Hollywood Ice Revue," "Ice Polies." Circus, Hamid-Morton. Other annual shows, Home Show Sports Show. MANAGER: W. C. Maa.

Municipal Auditorium, Minneapolis

SEATING CAPACITY: For arena-type attractions, 8,001; stage-type attractions, 9,501; seating capacity of secondary halls, 1,700. Main arena can be divided by curtain: front half (stage), 3,500 seats. ARENA FLOOR SPACE: 130x210 ft. Ice rink, none. Height of ceiling, 93 ft. Space for exposition exhibits in main room, 25,000 sq. ft. In other rooms, 30,500; 11,000 sq. ft. Capacity for banquets: 3,000; 2,800; 1,200. STAGE MEASUREMENTS: Proscenium opening, 70x45 ft. Wall-to-wall, 60 ft. Footlight to back wall, 57 ft. Number of flies, 52. Total capacity of small dressing rooms, 53; 2 additional dressing rooms for chorus. CONCESSIONS: Operated by lessee. Ice shows playing building annually, none. Circus, Shrlins. CO-MANAGERS: Arwood R. Olson, Melvin A. Dahl.

Municipal Auditorium, New Orleans

SEATING CAPACITY: For arena-type attractions, 7,965; stage-type attractions, auditorium, 4,831; concert hall, 2,435. ARENA FLOOR SPACE: 90x207 ft. Ice rink, none. Height of ceiling, 65 ft. Space for exposition exhibits in main room, 92,000 sq. ft.; annex, 25,408 sq. ft. Capacity for banquets, approximately, 2,000. STAGE MEASUREMENTS: Proscenium opening, 80 ft. Wall-to-wall, 130 ft. Footlights to back wall, 50 ft. Number of flies, 37. Total capacity of small dressing rooms, 120. Additional capacity of dressing rooms for chorus, 50. CONCESSIONS: Operated by Emory Watkins, 637 B. Claiborne.

Bookers for building, various ice show, "Holiday on Ice." Circus, Tom Pack. Other annual attractions, Home Show. MANAGER: William A. Coker.

Grand Central Palace, New York

EXHIBIT SPACE: 57,000 sq. ft. in main room; 136,000 sq. ft. in other rooms. CONCESSIONS: Lessee, MANAGER: James F. Walsh.

Municipal Auditorium, Norfolk

SEATING CAPACITY: For arena-type attractions, 2,900; stage-type attractions, 3,400; secondary hall, 1,800. ARENA FLOOR SPACE: 90x100 ft. Ice rink, none. Height of ceiling, 40 ft. Space for exposition exhibits in main room, 9,000 sq. ft. Capacity for banquets, 1,000. STAGE MEASUREMENTS: Proscenium opening, 63, 40 ft. Wall-to-wall, 102, 75 ft. Footlights to back wall, 32, 31 ft. Number of flies, none. Total capacity of small dressing rooms, 12, 20. Additional capacity of dressing rooms for chorus, 50, 40. CONCESSIONS: Operated by Virginia Sportervice, Inc. Booker of shows, dances in building, manager. Ice show, "Holiday on Ice." Circus, Polack Bros. MANAGER: E. M. French.

Oakland Auditorium-Arena Theater, Oakland

SEATING CAPACITY: For arena-type attractions, 7,216; secondary halls, 1,951, 300. ARENA FLOOR SPACE: 85x213 ft. Ice rink, none. Height of ceiling, 76 ft. Space for exposition exhibits in main room, 19,000 sq. ft.; other rooms, 10,000 sq. ft. Capacity for banquets, 1,200. STAGE MEASUREMENTS: Proscenium opening, 60x40 ft. Footlights to back wall, 50 ft. Total capacity of dressing rooms, 200. CONCESSIONS: Operated by building. Bookers for building, various. Ice shows, none. Circus, Polack. Other annual show attractions, Rodeo Derby, Home Show, Garden Show. MANAGER: Lin Lueddeke.

Oakland Exposition Building, Oakland

ARENA FLOOR SPACE: 140x417 ft. Height of ceiling, 50 ft. Space for exposition exhibits in main room, 48,400 sq. ft. Capacity for banquets, 2,000. Dressing rooms, 200. CONCESSIONS: Operated by building. Bookers for building, various. Other annual show attractions, Auto Races, Garden Show, Truck Rodeo, Home Show. MANAGER: Lin Lueddeke.

Ak-Sar-Ben Coliseum, Omaha

SEATING CAPACITY: For arena-type attractions, 8,800; stage-type attractions, 9,200. ARENA FLOOR SPACE: 100x240 ft. Size of ice rink, 85x225 ft. Height of ceiling, 40 ft. Space for exposition exhibits in main room, 24,900 sq. ft. In other rooms, 10,000 sq. ft. STAGE MEASUREMENTS: Proscenium opening, 50 ft. Wall-to-wall, 100 ft. Footlights to back wall, 37 ft. Number of flies, 30. CONCESSIONS: Operated by lessee. Ice shows, "Ice Polies," "Ice Capades." MANAGER: J. J. Isaacson.

Civic Auditorium, Pasadena

SEATING CAPACITY: For arena-type attractions, 2,000; stage-type attractions, 3,000; secondary halls, 500, 150. ARENA FLOOR SPACE: 100x150 ft. Ice rink, none. Height of ceiling, 40 ft. Space for exposition exhibits in main room, 15,000 sq. ft. STAGE MEASUREMENTS: Proscenium opening, 50 ft. Wall-to-wall, 91 ft. Footlights to back wall, 38 ft. Number of lines, 50. Total capacity of small dressing rooms, 102. Two additional dressing rooms for chorus. CONCESSIONS: Operated by building. Booker of shows, dances in building, manager. Ice shows, none. Circuses, none. MANAGER: Edward J. Allen.

The Arena, Philadelphia

See directory for Arena Managers' Association.

Duquesne Gardens, Pittsburgh

See directory for Arena Managers' Association.

Colisee, Quebec City

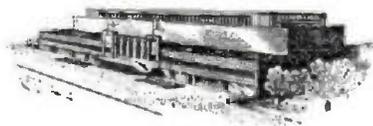
SEATING CAPACITY: For arena-type attractions, 10,000; stage-type attractions, 8,000. ARENA FLOOR SPACE: 80x200 ft. Size of ice rink, 85x200 ft. Height of ceiling, 95 ft. Space for exposition exhibits in main room, 17,000 sq. ft. STAGE MEASUREMENTS: As required temporary. Total capacity of dressing rooms, 300. CONCESSIONS: Operated by lessee. Booker for building, manager. Ice show, "Ice Cycles." Circus, Hamid-Morton. Other shows, "Skating Wonders." MANAGER: Emory Boucher.

Palais Montcalm, Quebec

See directory for Arena Managers' Association.

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Memorial Hall, Racine, Wis.
SEATING CAPACITY: For arena-type attractions, 1,300; stage-type attractions, 1,700.
ARENA FLOOR SPACE: 50x90 ft. Height of ceiling, 42 ft. Space for exposition exhibits in main room, 8,400 sq. ft. In other rooms, 10,000 sq. ft. Capacity for banquets, 300; 700.
STAGE MEASUREMENTS: Proscenium opening, 34x24 ft. Wall-to-wall, 44 ft. Footlights to back wall, 34 ft. Number of lines, 16. Total capacity of small dressing rooms, 20. Additional capacity of dressing rooms for chorus, 50.
CONCESSIONS: Operated by lessee, Circus, Clyde Bros.
MANAGER: W. L. Peterson.

Memorial Auditorium, Richmond, Calif.

SEATING CAPACITY: For arena-type attractions, 3,500; stage-type attractions, 3,800; seating capacities of secondary halls, six for 60 each; one for 300.
ARENA FLOOR SPACE: 87x122 ft. Ice rink, none. Height of ceiling, 48 ft. Space for exposition exhibits in main room, 14,000 sq. ft.; other rooms, 6,000 sq. ft. Capacity for banquets, 1,000.
STAGE MEASUREMENTS: Proscenium opening, 60 ft. Wall-to-wall, 124 ft. Footlights to back wall, 40 ft. Number of lines, 41. Total capacity of small dressing rooms, 8. Additional capacity of dressing rooms for chorus, 80.
CONCESSIONS: Operated by lessee, Bookers, building, various ice shows, circuses, none.
MANAGER: John J. Garvey Jr.

Mayo Civic Auditorium, Rochester, Minn.

SEATING CAPACITY: For arena-type attractions, 3,500; stage-type attractions, 3,800; seating capacities of secondary halls, 1,400.
ARENA FLOOR SPACE: 130x70 ft. size of ice rink, 14x28 ft. Height of ceiling, 38 ft. Space for exposition exhibits in main room, 16,000 sq. ft. In other rooms, 3,000 sq. ft. Capacity for banquets, 1,400; 300.
STAGE MEASUREMENTS: Built to requirements. Number of dressing rooms, 7.
CONCESSIONS: Operated by building, ice show, "Ice Cycles," Circus, none.
MANAGER: Axel H. Reed.

Municipal Auditorium, San Antonio

SEATING CAPACITY: For arena-type attractions, 4,351; stage-type attractions, 5,793.
ARENA FLOOR SPACE: 87x97 ft.; size of ice rink, 87x97 ft. Height of ceiling, 65 ft. Space for exposition exhibits in main room, 6,250 sq. ft. Capacity for banquets, 1,600; 400.
STAGE MEASUREMENTS: Proscenium opening, 24 1/2 ft. Wall-to-wall, 113 ft. Footlights to back wall, 60 ft.
CONCESSIONS: Operated by lessee, ice show, "Holiday on Ice," Circus Polack Bros.

Municipal Memorial Auditorium, Shreveport, La.

SEATING CAPACITY: For arena-type attractions, 2,750; stage-type attractions, 3,740.
ARENA FLOOR SPACE: 74x90 ft. Height of ceiling, 65 ft. Space for exposition exhibits in main room, 6,745 sq. ft.
STAGE MEASUREMENTS: Proscenium opening, 30x80 ft. Wall-to-wall, 100 ft. Footlights to back wall, 43 ft.
CONCESSIONS: Operated by lessee, ice shows, "Holiday on Ice," "Ice Vogues," Circus, Shrine.
MANAGER: E. P. Altson.

Civic Auditorium, San Jose, Calif.

SEATING CAPACITY: For arena-type attractions, 2,500; stage-type attractions, 3,330.
ARENA FLOOR SPACE: 80x110 ft. Size of ice rink, none. Height of ceiling, 70 ft. Space for exposition exhibits in main room, 10,000 sq. ft. Capacity for banquets, 1,000.
STAGE MEASUREMENTS: Proscenium opening, 50x30 ft. Wall-to-wall, 140 ft. Footlights to back wall, 40 ft.
CONCESSIONS: Operated by lessee, Circus, Polack Bros.

Arena, St. Louis

SEATING CAPACITY: For arena-type attractions, 14,200; stage-type attractions, 18,500.
ARENA FLOOR SPACE: 254x100 ft. Size of ice rink, 180x72 ft. Height of ceiling, 135 ft. Space for exposition exhibits in main room, 25,400 sq. ft. In other rooms, 31,500 sq. ft.
STAGE MEASUREMENTS: Built as required. Number of dressing rooms, 13.
CONCESSIONS: Operated by building, ice shows, "Ice Capades," "Hollywood Ice Revue," Circuses, Tom Backs, police.
MANAGER: Emory D. Jones.

Auditorium, St. Paul

SEATING CAPACITY: For arena-type attractions, 8,000; stage-type attractions, 15,000; seating capacities of secondary halls, 2,801.
ARENA FLOOR SPACE: 100x200 ft.; size of ice rink, 100x221 ft. Height of ceiling, 68 ft. Space for exposition exhibits in main room, 47,000 sq. ft. In other rooms, 50,000 sq. ft.
STAGE REQUIREMENTS: Proscenium opening, 60x40 ft. Wall-to-wall, 116 1/2 ft. Footlights to back wall, 53 ft.

CONCESSIONS: Operated by building, ice show, "Ice Capades," Circus, Orrin Davenport.
MANAGER: Edward A. Furlk.

Onondaga County War Memorial, Syracuse

SEATING CAPACITY: For arena-type attractions, 9,000; stage-type attractions, 8,000; capacities of secondary halls, 500, 300, 200, 100, 60, 30.
ARENA FLOOR SPACE: 30,000 sq. ft. Size of ice rink, 195x85 ft. Height of ceiling, 80 ft. Space for exposition exhibits, 48,000 sq. ft.
STAGE MEASUREMENTS: Proscenium opening, 65 ft. Wall-to-wall, 102x31 ft. Flats, 43. Total capacity of small dressing rooms, 20. Additional capacity of dressing rooms for chorus, 300.
CONCESSIONS: Operated by N. Y. Sportservice, Inc. Bookers of shows in building; Dave Salmon, Clark Music Bldg.; Syracuse National Shows, Inc., State Tower Bldg. Ice shows, "Ice Follies," "Ice Capades," Circuses, Frank Wirth, Orrin Davenport.
MANAGER: W. B. Stark.

CONCESSIONS: Operated by N. Y. Sportservice, Inc. Bookers of shows in building; Dave Salmon, Clark Music Bldg.; Syracuse National Shows, Inc., State Tower Bldg. Ice shows, "Ice Follies," "Ice Capades," Circuses, Frank Wirth, Orrin Davenport.
MANAGER: W. B. Stark.

Sports Arena, Toledo

SEATING CAPACITY: For arena-type attractions, 6,000; stage-type attractions, 8,000.
ARENA FLOOR SPACE: 185x95 ft. Size of ice rink, 185x85 ft. Space for exposition exhibits in main room, 21,285 sq. ft. Capacity for banquets, 1,500. Capacity of small dressing rooms, 90. Additional capacity of dressing rooms for chorus, 30.
CONCESSIONS: Operated by lessee, ice shows, "Holiday on Ice," Sonja Henie, Circuses, Orrin Davenport.
MANAGER: Virgil Gladieux.

Municipal Auditorium, Topeka, Kan.

SEATING CAPACITY: For arena-type attractions, 2,800; stage-type attractions, 4,200.
ARENA FLOOR SPACE: 100x130 ft. Height of ceiling, 50 ft. Space for exposition exhibits in main room, 13,000 sq. ft. In other rooms, 13,000 sq. ft.
Capacity for banquets, 1,500.
STAGE MEASUREMENTS: Proscenium opening, 50 ft. Wall-to-wall, 70 ft. Capacity of dressing rooms, 150; 4 rooms for chorus.
CONCESSIONS: Operated by lessee, ice shows, "Ice Vogues," "Ice-landia," Circuses, Clyde Bros. Other shows, "Skating Vanities."
MANAGER: H. C. Snyder.

Avey's Tulsa Coliseum, Tulsa

SEATING CAPACITY: For arena-type attractions, 4,285.
ARENA FLOOR SPACE: 90x215 ft. Size of ice rink, 90x215 ft. Stage built to requirements. Number of dressing rooms, 4.
CONCESSIONS: Operated by lessee, ice show, "Ice Cycles," Circus, Shrine.
MANAGER: E. J. Quigley.

The Forum, Vancouver

See directory for British Columbia Arena Managers' Association.

National Guard Armory, Washington

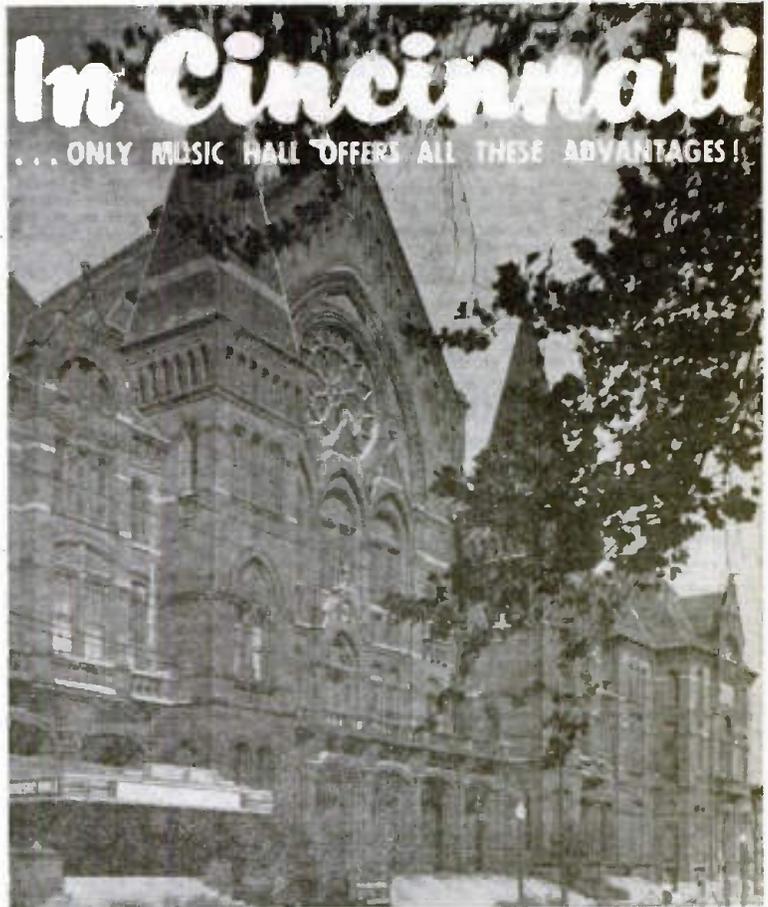
SEATING CAPACITY: For arena-type attractions, 6,310; stage-type attractions, 5,310. Seating capacities of secondary halls, 750, 500, 150, 100.
ARENA FLOOR SPACE: 400x200 ft. Ice rink, none. Height of ceiling, 92 ft. Space for exposition exhibits in main room, 80,000 sq. ft.; other rooms, 60,000 sq. ft. Capacity for banquets, 5,310.
STAGE MEASUREMENTS: 66x40 ft., portable. Total capacity of small dressing rooms, 80. Additional capacity of dressing rooms for chorus, 50.
CONCESSIONS: Operated by lessee, Bookers of shows, dances in building, management, ice shows, circuses playing building annually, none. Annual attractions, Automobile Shows, Home Shows, Flower Show, Dog Show.
MANAGER: Arthur J. Bergman.

Westchester County Center, White Plains, N. Y.

SEATING CAPACITY: For arena-type attractions, 8,500; stage-type attractions, 4,210; seating capacities of secondary halls, 520.
ARENA FLOOR SPACE: 90x146 ft. Size of ice rink, none. Height of ceiling, 65 ft. Space for exposition exhibits in main room, 25,800 sq. ft. In other rooms, 25,152 sq. ft. Capacity for banquets, 1,750.
STAGE MEASUREMENTS: Proscenium opening, 78 ft. Wall-to-wall, 129 ft. Footlights to back wall, 40 ft. Capacity of dressing rooms, 128. Additional capacity for chorus, 100.
CONCESSIONS: Operated by building, ice shows, "Holiday on Ice," "Ice Vogues," Circuses, Polack Bros., Frank Wirth. Other attractions: "Skating Vanities."
MANAGER: John J. Brown.

Winnipeg Auditorium, Winnipeg, Man.

SEATING CAPACITY: For stage-type attractions, 4,100; seating capacities of secondary halls, 800. Ice rinks, none. Space for exposition exhibits in main room, 15,000 sq. ft. In other rooms, 15,000 sq. ft.
STAGE MEASUREMENTS: Proscenium opening, 45 ft. Wall-to-wall, 58 ft. Footlights to back wall, 36 ft. Capacity of small dressing rooms, 100. Additional capacity of dressing rooms for chorus, 400.
CONCESSIONS: Operated by lessee, ice shows, circuses, none.
MANAGER: E. O. Parker.



AIR CONDITIONING SELLS

New, giant 15-ton portable Chrysler Air Temp units produce cool, comfortable, dehumidified air where you want it, when you want it. During the 100 degree July heat wave, mid-70 degree Music Hall attracted, by actual count, 166,589 people from their TV sets during a political convention to come and see "New World's in Engineering." Attendance records of Cleveland, Columbus and Philadelphia were smashed to smithereens by Cincinnati's air conditioned Music Hall.

LARGE SEATING CAPACITY

Music Hall Auditorium with its internationally famous perfect acoustics seats 3,300; its Arena, 5,700; and its Ballroom, home of the nationally known Topper Club, seats and dances 2,000. In addition, show and press offices, registration and meeting room areas are available and flexible to meet varying requirements. Small and large dressing rooms, too.

GREATER EXHIBIT SPACE

Music Hall's three exhibit areas, all under one roof, offer a combined total of 70,000 square feet, so arranged that three separate shows of 23,000 square feet each can be held simultaneously and individually, being served by separate lobbies, freight and public entrances.

READILY ACCESSIBLE

Music Hall is half-way between the Union Terminal of the seven railroads and the hotels. It is only seven blocks from the heart of the city... only 5 minutes by cab or 12 minutes on foot. Four bus lines stop at the doors; 13 others stop within two blocks. Indented curbs permit private cars to load and unload without traffic tie-ups. Local location minimizes cross flow traffic from all suburban areas.

PARKING FACILITIES

A municipally owned parking lot of 500-car capacity is located across the street from Music Hall. Other lots and on-street facilities within three blocks accommodate another 3,500 cars.

UTILITIES & SERVICES

Public utilities, adequate in any demand, include AC and DC electric current, 110-220-440 volts, 1-phase and 3-phase; water, gas, steam, sewerage and telephones. Strabright Engineering personnel for all types of shows, exhibitions or meetings.



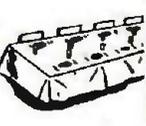
TV & RADIO FACILITIES

The College of Music in conjunction with Music Hall offers a completely equipped studio of network size with cameras, glass enclosed control booth, special lighting and sound systems. A co-axial cable permits direct feeding of programs to the networks. Remote control radio broadcasting facilities too. Music Hall Auditorium has one of the world's largest stage organs and one of the world's largest stages with 65 sets of lines. Depth, height and width permit the hanging of several scenes at one time and progressive quick changes for the largest TV and radio productions.



IN AMERICA'S HEARTLAND

Within 60 minutes driving time live 1,620,000 people... a ready-made audience for all types of expositions, sports events and popular attractions. They are easily reached through 13 radio stations, six televisions and more than a score of influential newspapers... daily, Sunday and weekly... to facilitate effective promotion.



FOOD SERVICE

Completely equipped kitchens permit banquet style food service for 1,800 persons and buffet style service for 2,500 in beautiful Topper Ballroom. Groups of various sizes can be served in any location. Snack bars are available throughout the entire building.



FREIGHT HANDLING

Within 15 minutes of Music Hall are the Railway Express, Post Office, Railroad Freight Houses and motor truck docks. Street level halls permit the largest trucks and trailers to enter and unload at desired location. Wide streets and entrances facilitate prompt unloading. Concrete floors support unlimited loads. Crate storage facilities for the largest shows and are mostly adjacent to booths.



NOW MODERNIZING

Music Hall is undergoing a \$367,800 program of modernization and renovation to make its facilities thoroughly up-to-date and attractive to the most discerning audiences of today.



A FAMOUS HOME

Music Hall is the home of the world-renowned Cincinnati Symphony Orchestra and the May Musical Festival Association and the nationally famous Topper Club. All the great artists of the entertainment world have graced the great stage of historic Music Hall.



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**Ice Skaters Held Hottest Attraction,
 Outdraw Major League Baseball**

By John Harris
 Producer Ice Capades

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

And if you think that's bragging, I'll carry the inference further. Ice shows today have a broader appeal to the public than any attraction of any kind anywhere; yes, even a greater appeal than our national pastime, baseball.

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

By this time, ice skating shows have become international in their appeal. In the comparatively short time that they have been so successful, ice skating entertainment has blossomed into big business in Canada, England, South America, Africa, and has pushed on in popularity throughout Europe.

Ice Cube Start

I am not joking when I say that ice show business has been built from a tiny ice cube, 16 years ago, to its present iceberg proportions.

My first introduction to the great potential-ice entertainment was about 15 years ago when as owner of the Pittsburgh Gardens, I booked in Sonja Henie to skate with an exhibition hockey game. At that time, Sonja did not have her "Hollywood Ice Revue." The entire presentation was her repertoire. She brought so many people into the arena that they filled it from rafters to the basement—and mind 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 unexcelled talent—prompted me to seek ice shows for our arena. Of course, none 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 tho it had stars of lesser known value. So I made a contract with Eddie Mathki to bring a show to Pittsburgh.

Wonder Boys

That show was the first ice show belonging to "those wonder boys of the ice," Eddie and Roy Shupstad and Oscar Johnson. It was the "Ice Follies," and we were the second or third stop on their first tour. The first day we did only \$700; the second we took in \$1,400. This is the only time in all my years in the show business that I had been pleased 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 exactly \$171 profit.

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

Talented Skaters

There is always a place in ice shows for the talented skater. And, as I said before, he or she does not have to be a big name star. Because of the year to year success of these ice shows, an unknown can really make a killing his career with a good hope of rising to star billing.

Certainly, the success of such shows as "Ice Capades," "Ice Follies," "Hollywood on Ice," "Ice Cycles," "Holiday on Ice" and the Sonja Henie show, can no longer be doubted. From the hinterlands to the large cities. From the Tulsa's; cities such as Wichita, Spokane, Hershey, The Buffalo's and the Raleigh's, Johnstown, Fresno and many similar cities in Canada on to the great metropolitan centers. Year after year they roll on, skating their way into the hearts of millions of ice fans.

And the future looks great!

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Executive Sees Arenas As Potent Retail Outlets

By LOUIS E. RUDIN
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 auditorium and theater buildings that exist in every part of the country.

The sale was a joint project of the five Spiegel Furniture Store 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 in one gigantic sales promotion, the result might be stimulating to the public.

There have been many "warehouse sales," in Chicago and elsewhere, that were successful even tho the warehouses were located in out-of-the-way districts with poor transportation facilities. However, a warehouse sale is essentially a clearance sale, and what we wanted to do was move new merchandise rather than clear stocks.

Taking advantage of the added facilities and improvements installed for the Republican and Democratic National Conventions, we rented some 80,000 square feet of floor space in Chicago's International Amphitheater. The Amphitheater management, which has been actively seeking new uses for its newly renovated property, was most co-operative 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 attractive offerings 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 "back up" 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-day event we did as much business as we ordinarily do in a month and a half through the combined efforts of our five Chicago stores.

I credit the success of the sale to several factors.

The timing was excellent, since it was held immediately preceding the Furni-

ture 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 "Politicians have done many things including hand shaking and baby-kissing—now 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 topnotch restaurants on the premises. To a family in need of furniture, the sale offered the chance for a gala—and enjoyable expedition. In fact, because our first day's advertisement 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 these experienced hands were astounded by the sight. "I hardly know where to begin to sell," said one.

To handle complete credit accommodations for prospective customers, we set up a branch credit office on the selling floor—which 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 personnel 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.

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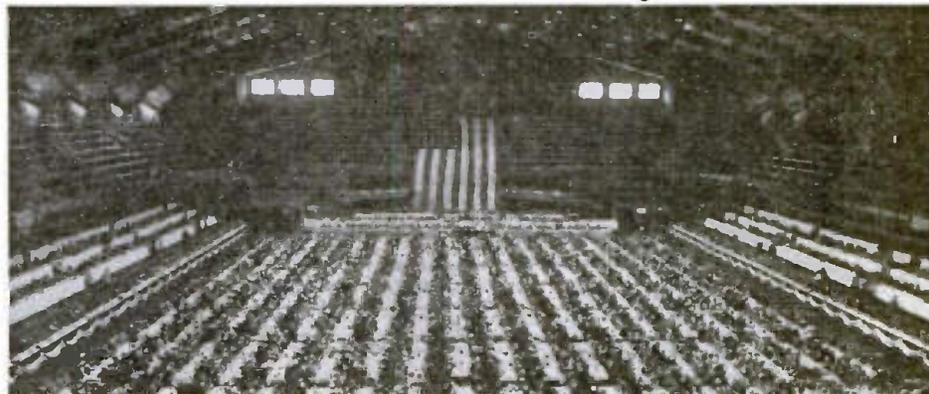
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Other events and attractions held at the Amphitheatre: • Auto Racing • Boxing • Rodeos • Polo Matches • Boat Shows • Wrestling
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Syracuse Bldg. Draws Million in Eight Months

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

THE Onondaga County War Memorial Auditorium has been operating in the black, altho 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 \$37,431.82, leaving a net profit—after interest—of \$6,707.31.

The over-all favorable financial results have been made possible by the scheduling of 340 events during the 258 days. These events attracted a total attendance of 1,049,548. That makes an average of 4,066 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 30-year lease period.

Limits 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 \$92,000 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, inter-collegiate 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 operas, public ice skating, sports events, organizations' meetings, dances, sportsmen's shows and others.

The building seats 9,000 for theatrical events or conventions; 8,400 for basketball; 6,800 for ice events and 4,800 for circuses or rodeos. Movable seating and curtains permit easy transformation of the building from a 9,000-seat auditorium to a 2,000-seat music hall. The ice sheet is 195 by 85 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 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.



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Kell Municipal Auditorium, St. Louis, Mo.	Memorial Hall, Kansas City, Kan.
Civic Auditorium, Sioux City, Ia.	Memorial Field House, Manhattan, Kan. and many others

ANY OF THE ABOVE ARE OUR REFERENCES. WE INVITE INQUIRIES FROM AUDITORIUMS AND ARENAS CONCERNING THEIR CONCESSION PROBLEMS

BUSH-LAUBE CONCESSIONS

723 Main St. Municipal Auditorium
Grand 0755 Victor 0369
KANSAS CITY, MISSOURI

C. W. Van Lopik

Continued from page 49

is being made of big auditorium and exposition facilities for food service. At Miami's Dinner Key Exposition Building, Manager Buddy Clewis Jr., served a Jefferson-Jackson Day dinner for 6,000 people; at Chicago's International Amphitheatre, Manager Mert Thayer served luncheon to 3,000 Hadassah women and in Fort Worth's Coliseum, Emmett Race has served several thousand on occasion. These are but a few examples of increasing food service in the

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bigger buildings. Food service on such a large 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 and when revenue from other attractions declines.

Air Conditioning
Air conditioning of big auditoriums and arenas has certainly been spot-lighted this summer with the two political conventions being held at the International Amphitheatre in Chicago. The comfort of the delegates from now on will be a big factor in deciding where these two huge conventions meet every four years.

The international Amphitheatre, with a reported investment in air conditioning of some \$350,000, 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 municipally-owned auditorium getting such an expenditure approved.

The fact still remains, 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 one summer is about 10. In any event William Prince of the Chicago Amphitheatre deserves much credit for furnishing such an ideal convention site. Mirt Thayer, manager, has done a tremendous job in coordinating details for the two political conventions.

Forward-looking auditorium and arena managers are giving more thought to the simplification of contracts for space in their buildings. In some cases the rental of a room for \$100 involves as much signing of documents as a transaction running into thousands. Many such contracts are the accumulation of years of whereas's piled on by successive legal advisers.

New Trend
The new trend is to consider that possibly the lessee might be honest. Much of the verbiage in present 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 lessee. Most of them are hard-bitten characters who don't scare easily anyway.

One trade publication recently headlined that municipal arenas were in a sad state. A series of crises in several show spots had come about, it alleged, because of television, lack of suitable attractions and a decline in sports attendance. The fact the trade publication overlooked is 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 show business as these buildings are in most instances the last best home of show business.

We operate a private building and are unhappy about present economic trends. We do say, however, municipal auditoriums and arenas, op-

erated in the "red" or more politely, "subsidized," are better than no such facilities at all. As long as the people of the United States are will-

ing 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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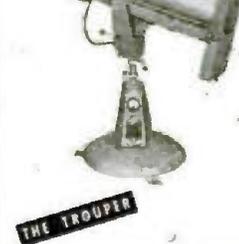
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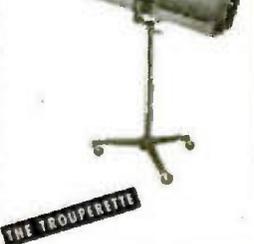
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STATISTICAL DATA

Non-Members

City Coliseum, Austin, Tex.

SEATING CAPACITY: For arena-type attractions, 4,000; stage-type attractions, 3,200.
ARENA FLOOR SPACE: 106x140 ft. Ice rink, none. Height of ceiling, 50 ft.
STAGE MEASUREMENTS: 35x50 ft.

CONCESSIONS: Operated by building. Booker of shows in building, Beverly S. Sheffield, manager. Circus playing building annually. Polack Bros. Ice shows, none.
MANAGER: Beverly S. Sheffield.

Charlotte Armory-Auditorium, Charlotte, N. C.

SEATING CAPACITY: For arena-type attractions, 2,800; stage-type attractions, 2,800; of secondary hall, 600.
ARENA FLOOR SPACE: 100x200 ft. Ice rink, none. Height of ceiling, 35 ft. Space for exposition exhibits in main room, 2,000 sq. ft.
STAGE MEASUREMENTS: 30x50 ft. Total capacity of small dressing rooms, 12. Additional capacity of dressing rooms for chorus, 50.
CONCESSIONS: Operated by building. Booker of shows, dances in building, Isaac.
MANAGER: F. M. Diehl.

Taft Auditorium, Cincinnati

SEATING CAPACITY: For stage-type attractions, 2,510. Seating capacity of secondary hall, 100.
SPACE FOR EXPOSITION EXHIBITS: In main room, 7,500 sq. ft. In other rooms, 15,000 sq. ft. Capacity for banquets, 2,300.

STAGE MEASUREMENTS: Proscenium opening, 50 ft. Wall-to-wall, 96 ft. Footlights to back wall, 44 ft. Number of flies, 105. Total capacity of dressing rooms, 100.
CONCESSIONS: Operated by building. Booker of shows in building, Fred O. Platt. Ice shows playing building annually, none; circus, Polack Bros.
MANAGER: Fred O. Platt.

Hippodrome, Eveleth, Minn.

SEATING CAPACITY: For arena-type attractions, 3,060.
ARENA FLOOR SPACE: 85x190 ft. Size of ice rink, 190x85 ft. Height of ceiling, 20 ft. Space for exposition exhibits in main room, 16,150 sq. ft.; in lobby, 2,450 sq. ft. Portable stage, 16x24 ft.; 3 dressing rooms.
CONCESSIONS: Operated by lessee. Booker of shows, dances in building, Isaac. Ice shows playing building annually, "Minneapolis Ice Palace." Circus playing building annually, none. Other annual attractions, Sportsmen's Shows, Inc.
MANAGER: Frank Urbina.

Memorial Auditorium, Fresno, Calif.

SEATING CAPACITY: For arena-type attractions, 2,000; stage-type attractions, 3,000; capacities of secondary halls, 200, 200, 75, 50.
ARENA FLOOR SPACE: 14,000 sq. ft. Ice rink, none. Height of ceiling, 150 ft. Space for exposition exhibits in main room, 5,000 sq. ft. Capacity for banquets, 1,800.
STAGE MEASUREMENTS: Proscenium opening, 52x23 ft. Wall-to-wall, 39x75 ft. Footlights to back wall, 39 ft. Number of flies, 42. Total capacity of small dressing rooms, 10. Additional capacity of dressing rooms for chorus, 50.
CONCESSIONS: Operated by lessee. Booker of shows, dances in building, Isaac. Ice shows playing building annually, "Hollywood Ice Revue"; circus, none.
MANAGER: October-May, Mr. R. D. Miller; other time, Indiana State Fair.

ROOMS: 10. Additional capacity of dressing rooms for chorus, 50.
BOOKER OF SHOWS IN BUILDING: Jordan L. Hewson. Ice shows playing building annually, none; circus, Polack Bros.
MANAGER: Gordon L. Hewson.

Bushnell Memorial Hall, Hartford, Conn.

SEATING CAPACITY: For stage-type attractions, 1,877; seating capacity of secondary hall, 300.
STAGE MEASUREMENTS: Proscenium, 47 ft. Wall-to-wall, 75 ft. Footlights to back wall, 41 ft. Number of flies, 50 sets. Capacity of dressing rooms, 150.
CONCESSIONS: Operated by lessee. Ice show, "Ice Vogue"; several seasons.
MANAGER: William H. Mortensen.

Indiana State Fair Coliseum, Indianapolis

SEATING CAPACITY: For arena-type attractions, 1,830; stage-type attractions, 3,920.
ARENA FLOOR SPACE: 130x300 ft. Size of ice rink, 70x200 ft. Height of ceiling, 85 ft. Portable stage. Capacity of dressing rooms, 300.
CONCESSIONS: Operated by Indianapolis Sportservice. Booker of shows in building, Indiana State Fair and Indianapolis Coliseum Corp. Ice show playing building annually, "Hollywood Ice Revue"; circus, none.
MANAGER: October-May, Mr. R. D. Miller; other time, Indiana State Fair.

Rex Arena, Lowell, Mass.

SEATING CAPACITY: For arena-type attractions, 2,000. Size of arena floor space, 20x265 ft.
CONCESSIONS: Operated by building. Ice show, circus playing building, none.
MANAGER: Charles Dauceus.

State Coliseum, Montgomery, Ala.

SEATING CAPACITY: For arena-type attractions, 9,200; stage-type attractions, 15,000.
ARENA FLOOR SPACE: 130x260 ft. Ice rink, none. Height of ceiling, 100 ft. Space for exposition exhibits in main room, 2,625 sq. ft.; in other rooms, 2,800 sq. ft. Total capacity of small dressing rooms, 32. Additional capacity of dressing rooms for chorus, 100.
CONCESSIONS: Will be leased. Booker of shows in building, T. C. Reid, director, Agricultural Center Board. Ice shows playing building annually, "Holiday on Ice." Circus playing building annually, none. Other annual attractions, Alabama State Championship Rodeo.
MANAGER: Aubrey H. Fleming.

Ottumwa Coliseum, Ottumwa, Iowa

SEATING CAPACITY: For arena-type attractions, 1,700; stage-type attractions, 1,975.
ARENA FLOOR SPACE: 80x120 ft. Size of ice rink, 20x40 ft. Height of ceiling, 45 ft. Space for exposition exhibits in main room, 8,500 sq. ft. Capacity for banquets, 650.
STAGE MEASUREMENTS: Wall-to-wall, 80 ft. Footlights to back wall, 26 ft. Number of flies, 8. Small dressing rooms, 560 sq. ft. Additional dressing rooms, 800 sq. ft.
CONCESSIONS: Operated by lessee. Booker of shows, dances in building, manager. Ice show playing building, "Leelandia." Circus playing building, Oll Gray, Clyde Bros. Other annual show attractions, Food and Trade Show, Electrical Appliance Show, "Grand Ole Opry."
MANAGER: M. J. Rogers.

Mosque, Richmond, Va.

SEATING CAPACITY: For arena-type attractions, 4,376; stage-type attractions, 4,676.
STAGE MEASUREMENTS: Proscenium opening, 70 ft. Wall-to-wall, 130 ft. Footlights to back wall, 50 ft. Number of flies, 20. Total capacity of small dressing rooms, 15. Additional capacity of dressing rooms for chorus, 100.
CONCESSIONS: Operated by building. Booker of shows in building, Jack Stone, c/o WRVA Theater. Ice show playing building annually, "Ice Vogue"; circus, Polack Bros.
MANAGER: Marshall Rotella.

Municipal Auditorium, San Antonio, Texas

SEATING CAPACITY: For stage-type attractions, 1,850.
STAGE MEASUREMENTS: Proscenium opening, 56x28 ft. Wall-to-wall, 85 ft. Footlights to back wall, 30 ft. Total capacity of small dressing rooms, 15.
CONCESSIONS: Operated by building.
MANAGER: G. Starks.

Cow Palace, San Francisco

SEATING CAPACITY: For arena-type attractions, 10,927; stage-type attractions, 15,915. Seating capacities of secondary halls, 500, 200, 150, 80.
ARENA FLOOR SPACE: 229x131 ft. Ice rink, none. Height of ceiling, 104 ft. Space for exposition exhibits in main room, 29,359 sq. ft. In other rooms, 144,842 sq. ft. Capacity for banquets, 240, 120. Portable stages, various sizes. Capacity of dressing rooms, 700.
CONCESSIONS: Operated by lessee. Booker of shows in building, Nye Wilson. Ice show, Sonja Henie Circus, Ringling Bros. & Barnum & Bailey. Annual shows, Grand National Livestock Exposition, Grand National Junior Livestock Exposition, All-Arabian Horse Show.
MANAGER: Nye Wilson.

City Auditorium, St. Joseph, Mo.

SEATING CAPACITY: For arena-type attractions, 3,000; stage-type attractions, 2,800.
ARENA FLOOR SPACE: 140x70 ft. Ice rink, none. Height of ceiling, 78 ft.
STAGE MEASUREMENTS: Proscenium opening, 48 ft. Wall-to-wall, 74 ft. Footlights to back wall, 50 ft. Number of flies, 32. Total capacity of small dressing rooms, 7. Two additional dressing rooms for chorus.
CONCESSIONS: Operated by building. Booker of shows, dances in building, Witt Presentations, St. Joseph, Mo. Ice shows playing building annually, none; circus, Clyde Bros. Other annual shows, Better Homes Show, Food Show, Farm Implement Show.
MANAGER: Lewis Wallace.

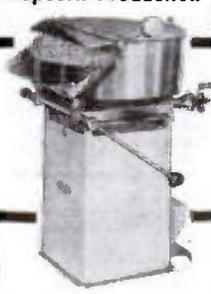
Civic Auditorium, Torrance, Calif.

SEATING CAPACITY: For arena-type attractions, 1,000; stage-type attractions, 1,300.
ARENA FLOOR SPACE: 100x100 ft. Ice rink, none. Height of ceiling, 20 ft. Space for exposition exhibits in main room, 10,000 sq. ft. Capacity for banquets, 700.
STAGE MEASUREMENTS: Proscenium opening, 50 ft. Wall-to-wall, 85 ft. Footlights to back wall, 30 ft. Total capacity of small dressing rooms, 4. Additional capacity for chorus.
CONCESSIONS: Operated by city recreation department. Booker for building, City recreation director. Ice shows, circus playing building annually, none.
MANAGER: O. R. Hight.

Hippodrome-Auditorium, Waterloo, Iowa

SEATING CAPACITY: For arena-type attractions, 7,909; stage-type attractions, 6,891.
ARENA FLOOR SPACE: 100x200 ft. Ice rink, none. Height of ceiling, 30 ft. Space for exposition exhibits in main room, 16,000 sq. ft.
STAGE MEASUREMENTS: Proscenium opening, 75 ft. Wall-to-wall, 75 ft. Footlights to back wall, 35 ft. Total capacity of dressing room, 100.
CONCESSIONS: Operated by building. Booker of shows in building, Win P. Hansen. Other bookers for building, Waterloo Entertainment Enterprises, Cliff Niason, Des Moines; Waterloo Sports Enterprises. Ice show playing building annually, "Holiday on Ice." Circus, Hagen Bros. (fall); Circus, Inc. (spring). Other annual shows, Waterloo Home Show, National Station Show, Dog Show.
MANAGER: Win P. Hansen.

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Fewer urns, a lot of time saved and less congestion are the reasons why so many AerVoiD vacuum insulated hot coffee carriers are in sports service.

The same AerVoiDs that dispense hot coffee also dispense cold orange and other non-carbonated drinks, so AerVoiDs have a DOUBLE UTILITY in sports service.

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Don Meyers

• Continued from page 50

rooms? How about using individual stools instead of long benches for the players' dressing rooms? Build a set of stairs to fit this and one to fit that. Tell the sign painter that he has "Concessionaire" spelled wrong on that door. Be sure there is an adequate supply of fluorescent tubes to fit special fixtures in the Exhibition Hall.

We know that the boilers and heating system are tested. This was done a couple of weeks ago with the outside temperature 96 degrees.

This building is designed to allow a flexibility of uses. This, however, will involve a considerable amount of handling equipment to move the portable seating, which is made up of individual chairs placed on movable risers. We have designed a series of skids to handle this equipment, but it will require much labor to make the change-overs. There are many other items of equipment to buy, each to meet a specific need.

I mentioned 17 acres of parking area and undoubtedly it will snow on the afternoon of a big event that is a sell-out. It will be necessary to arrange for the removal of the snow from the parking area this winter.

We have 30 acres of lawn and shrubbery that has to be cut, trimmed, mowed and hoed. This takes seed and fertilizer, mowing and sprinkling equipment, and more man hours.

We are now in the process of making up the budget for next year's operation. How much shall we allocate for light and power to operate this building during 1953? How many cars of coal will it take?

Fountains, On, Off

To one contemplating building an arena, we recommend that he engage a competent architect who is willing to take advice from consultants. We were fortunate in our choice. Even so, we did make mistakes. For example, we failed to provide a ground level truck entrance to the arena. We had planned to bring trucks into the lower level and up a ramp, but we now find this is impractical. Working in the interest of the patrons, the architect has provided public drinking fountains at each concession stand. The concessionaire wants someone to work in his interest and take them out.

Despite these few imperfections, the Allen County Memorial Coliseum has been described by impartial experts as the best and most beautiful building of its kind. It combines exterior beauty with interior flexibility to serve a half million people within a 75 mile radius of Fort Wayne.

The Memorial Coliseum is governed by a five-man board of trustees. This is a bi-partisan board and is appointed by the Circuit Court of the County Commissioners for a four-year term. This smaller group, more efficiently, it appears to me,

than larger boards of control. We have adopted a rental only policy and will not handle the promotions of any event. We will only act as landlords, providing the building, its facilities, and service. I foresee a complication, however. There are 100,000 taxpayers in Allen County who may have some justification in asking for some special favor. We will just have to adopt a flexible policy and stick to it.

To any new manager, allow me to recommend that you associate yourself with the International Association of Auditorium Managers. They have provided me with information which they had to gain the hard way. Mert Thayer of the Chicago Amphitheatre; Bill Mass of the Milwaukee Arena; Alex Sinclair of the Cincinnati Gardens; Ed Furni of the St. Paul Auditorium, and Charlie McElravy of Memphis have been especially helpful to me. During the last year, I have gained a little knowledge on my own. I hope I may be able to pass it along to some other struggling manager if he should want it.

Thayer

• Continued from page 48

constant use and the debris from this work was constantly piling up. But crew members were on hand to clean it away continuously.

The policing problem was colossal. There were 400 city police; 200 firemen; 125 private watchmen for newspapers, radio, newsreel television and telephone companies; 50 special building police, and county, State and federal policing forces. Nearly every type of police agency except that of the U. S. Treasury was represented. These were in addition to the sergeants at arms of the conventions.

No Jam-Ups

One of the most pressing problems was traffic, but the police and our crews revealed a complete mastery of the situation. Movement in and out of the building at each session was constant. At no time was there a jam or crush among the several thousand delegates or working press and radio-TV people.

Special parking facilities, which were part of the general improvement program, were more than adequate to handle the hundreds of official cars as well as the many private vehicles. Special busses for the press moved swiftly into and away from the area.

Public conveyances were routed to and from the area with acumen by the police. Busses and street cars, which served most of the visitors, and the many taxis were moved swiftly.

We believe we made many friends for the Amphitheatre during the two conventions. We also proved that we are now ready to become an around-the-calendar operation, handling any type of attraction with the same success that marked the conventions.

"Sings"

• Continued from page 48

really took the gospel singing arena-auditorium dates into the big-time, selling his first routed package of these top record units, combined with local and regional singers thru a series of Southern cities. McCormick, it's understood, received heavy blasts of flackery from the pulpits of Southern churches, which had groups of parishioners appearing on the McCormick concerts. Since that time, McCormick has promoted over 100 aud-arena dates all the way from Nashville to the tip of Florida. Because of the smaller nut of these packages, McCormick has scaled the house at a smaller top than the average concert, letting capacity business build up the gross.

Another recent venture which is being eyed with a great deal of interest by h.b. promoters has been the successful recent birthday party held by d.j. Bob Neal at the Memphis Auditorium. Promoters of h.b. talent suggested to Neal that he celebrate his fifth anniversary at WMPS, Memphis, with a giant date at the auditorium. Utilizing both name personnel such as Hank Snow and Webb Pierce, together with lesser-known local and regional acts, the Neal date, promoted only thru his many daily d.j. shows, did over 5,500 people with only a three-week build-up. At the present, promoters are attempting to get other turnly established platter spinners to initiate similar promotions in their vicinities.

Music Park Dates

Bill Bailey, emcee of "The Old American Barn Dance," is currently conducting a series of country music park dates thru the Midwest and East, which are also being closely followed by country music packagers. Bailey, whose TV series is packaged by King Studios, Chicago, is setting up his tour on the basis of covering markets where the video segs are seen. Thus far, the tour has hit only a small number of these areas, thus giving no real indication of the draw developed by a TV appearance by a rustic act, but it's felt that rustic acts have benefited greatly. Major shows, such as the Ed Sullivan "Toast of the Town" seg, "The Kate Smith Show" and the Milton Berle tele-series have consistently utilized major country music names during the past year, and, judging by the demand for the fall, will continue to do so.

Talent Battle

A major talent battle between WSM, Nashville, which has been the dominant power in h.b. and Western talent for years, and WKXH, Shreveport, has been brewing for the past six months and the ensuing promotion of talent should help aud-arena promoters in their search for new and more potent talent. Jim Denny, manager of the WSM talent segment, has been adding new talent and rebuilding the station's veterans. The Shreveport station, thru its

talent manager Horace Logan, has built Webb Pierce, the new Decca ace, and also has the services of Slim Whitman, the Imperial Records' contender, along with a covey of lesser-knowns.

Indications for the fall, too, are that record firms, which have played the major part in building the country field, will increase the momentum behind the outgun wing. The diskeries are still linking an increasing number of artists, signs are that the waxeries intend this fall to separate the chaff from the wheat and get down to the old habit of boosting those with the greatest appeal.

G. A. Godfrey

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eight exhibits are in circulation, with more to be added next season.

Small Admission

A small admission is usually charged to qualify the crowd, and thousands of free tickets are distributed thru assorted channels to insure attendance. Name stars of radio and stage are engaged as the entertainment features of the home shows, while various kinds of contests, style shows and cooking schools are utilized to build the crowds. Many of the exhibitors feature giveaways and in some cases complete houses are offered as grand prizes in guessing contests.

National Home Shows now is staging events in many of the cities on its circuit for the fifth and sixth years. Today there are only a few cities of more than 100,000 population which don't boast of a home show.

Jim Gale

• Continued from page 48

Cleveland, and every other major city east of the Rockies.

Seven evening and four matinee shows will be played weekly with an expected audience total of more than 500,000.

It is only because of this audience expectancy and the tightly booked schedule that we can afford to provide this show. I say this because putting together a production of this type involves an investment and an effort greater than that necessary in staging a Broadway musical. And in order to stay in business, we must gross two-and-a-half times the usual Broadway figure for a hit because our price scale is lower than those of New York shows.

Favorable Factor

Another favorable factor is our shows guarantee the acts 10 consecutive weeks of employment at top salaries. Too, we provide arena operators with an unexpected new source of income.

Up to now, arena managements have had to depend mainly on sports events, ice shows and complicated exhibits for their revenues. Now, we provide them with full houses at times when their doors would normally be closed. All this at a min-

Claude D. Tice

• Continued from page 54

smaller arenas during the winter months rely solely on the revenue from hockey and winter carnivals since hockey is the principal sport in the province.

Many arenas in the province are used by national hockey league clubs and their affiliates for training purposes, and these are generally prepared for skating about September 15.

The association since its inception has continued to grow. As each new arena is opened, it becomes a member of the organization. The dues collected are used for the furtherance and growth of the Ontario Arenas Association.

Ninifred Corey

• Continued from page 36

furnishing new facilities, derive benefit because they do not have to meet any portion of the cost of the facility. This is not equitable and should be adjusted as much as is practicable thru rates charged by the facility. Allocating the provision for depreciation or obsolescence over a long period of time would not increase the rates charged for the use of the facility to any great extent. It would, however, relieve the taxpayer of a burden which he should not bear and place this burden upon the users of the facilities.

A wide difference in method of preparation of financial and statistical statements could be avoided under the guidance of a qualified accountant. Such standardization would permit comparisons within the field of comparable organizations which would greatly assist the management of these organizations.

Statistical analysis in a standard form could be used by all such institutions as public buildings, etc., in which usage factors are incorporated and which would give the results of the operations of all or any part of the facility. From standard forms daily, weekly, monthly and annual operations can be compared, and rates based upon usage could be determined. After several years' of experience, management could determine the effect of rate changes from such statistical analysis.

Use of qualified accountants to accomplish this end is the accepted procedure with industry and they should be no less useful to public buildings.

Sincere and understanding endeavor to improve and perfect methods used in administration is a challenge to managers of public buildings today.

imum of interior alterations.

Thus we have found that the comparatively recent wedding of arenas to show business has produced a healthy, prosperous "baby" which gives every indication of continued growth and value.

Fred Martin Named RSROA President

Association Mulling Nationwide Radio Publicity; to Back Roller Skating Pic

DENVER, Aug. 8.—The week-long convention of the Roller Skating Rink Operators' Association held here in Irving Jacobs' Mammoth Garden Roller Rink, was termed one of the best yet by attending members. At least, many explained, "We put in more hours on our problems and in laying plans for the future."

The RSROA men named Fred Martin as new president of the group. He succeeds Fred Bergin of Denver. Martin, operator of Arena Gardens Roller Rink, Detroit, with N. Earl King, and a charter member of the association, had served as secretary-treasurer from 1937 to 1951.

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

New Members

New members admitted to the association were Mr. and Mrs. John Moran, operators of Skateland, Fort Worth, and James Hoare, a reactivated membership for his Rainbow Rink, Mechanicsburg, Pa. Business sessions began the Sun-

day prior to actual opening of the convention with a meeting of the Board of Control. The following Monday evening the association entertained the local press and radio men with a dinner. Press and radio relations handled by George Eieher, Denver public relations man, were especially good. Pre-contest newspaper publicity—always of major importance—was good, as was the daily space given the championship events by local newspapers.

The first meeting of the operators was held Tuesday and the meetings continued daily thru Saturday. The unscheduled Saturday get-together was proof of the interest each member had in his association's activities. A new—and well-received—idea at the meetings was the buffet luncheons starting each session.

Bergin Speaks

In opening the convention, President Fred Bergin chose to outline the aims of the men who originated the RSROA. He spoke of the part his original roller skating group felt the rink operators should play in his community—not just as another businessman, but of the good he could do his community, town or city. He mentioned the aims to fight juvenile delinquency by offering places for good clean recreation organizations, of skating shows up by amateur skaters of all ages.

"To all of this original association thought we have come pretty close, but there is still room for improvement," Bergin stated, "more ways we can do good."

On the "more business" angle of the meetings, the operators well-combed the report of Victor Brown, New Dreamland Arena, Newark, N. J. Brown reported that Boy Scouts of America officials were seriously considering adding a merit badge for roller skating to their list of scout awards. The rink men also voted to support any motion picture which favorably presented roller skating in any form. Mentioned was the new skating picture, "Monkey Business," as one which operators should tie-in with on promotion efforts.

Considerable discussion was had on a new nationwide radio program, details of which are not to be revealed at present.

New Board

President Fred Martin's Board of Control for the ensuing term will include Joseph P. Seifert, Bay Ridge Rink, Brooklyn; Robert Bollinger, Oaks Park Rink, Portland, Ore.; Jack Dalton, RollerCade, Cleveland; William T. Brown, Imperial, Portland, Ore.; Phil J. Hays, Pallone's, Milwaukee; and H. D. Ruhman, Lexington Skating Palace, Pittsburgh. Re-elected members of the board are Thomas S. Boydston, Lincoln Rink, Lincoln, Neb.; J. W. Norcross, Wernoco Rink, Greeley, Colo.; and Benjamin F. Morey, Eel Skating Club, New Haven, Conn.

Officers of the association include Edwin W. Stolter, Rolladium, San Mateo, Calif., first vice-president; Henry W. Mason, Mercury Rink, Norfolk, second vice-president; Robert W. Gould, Midtown Rink, Des Moines, third vice-president; and Charles Sanford, Sanford's Rink, Fort Lauderdale, Fla.

Honorary members are Victor J. Brown, Newark; Rodney R. Peters, St. Louis; Fred H. Freeman, Revere, Mass.; Otto J. Albrecht, Cleveland; W. P. Hodous, Cleveland; William T. Brown, Portland, Ore.; Edwin H. LaVenture, Fitchburg, Mass.; and Fred A. Bergin, Denver.

RSROA Crowns Champs From Far and Wide

DENVER, Aug. 2.—Results of the 1952 skating championships held July 7-14 in Irving Jacobs' Mammoth Gardens Roller Rink here:

Figure Skating: Senior men, Ted Roscoe, Chicago; Aisin Burwitz, Brooklyn; William Pate Jr., Detroit. Intermediate men, Arthur H. Beach, Detroit. Junior men, Pauline Purkett, Grants Pass, Ore.; Charles Gray, Phoenix, Ariz. Ladies: Senior, Dorothy G. Moore, St. Louis; Intermediate, Dorothy G. Moore, St. Louis; Junior, Dorothy G. Moore, St. Louis. Pairs: Dorothy G. Moore, St. Louis; Charles Gray, Phoenix, Ariz. Men's Singles: Senior men, Skipper Oakes, San Mateo, Calif.; Ronald Lundgren, Revere, Ore.; Intermediate, Arthur H. Beach, Detroit; Junior men, Arthur H. Beach, Detroit; Men's Pairs: Senior men, Skipper Oakes, San Mateo, Calif.; Ronald Lundgren, Revere, Ore.; Intermediate, Arthur H. Beach, Detroit; Junior men, Arthur H. Beach, Detroit. Women's Singles: Senior women, Skipper Oakes, San Mateo, Calif.; Ronald Lundgren, Revere, Ore.; Intermediate, Arthur H. Beach, Detroit; Junior women, Arthur H. Beach, Detroit. Men's Pairs: Senior men, Skipper Oakes, San Mateo, Calif.; Ronald Lundgren, Revere, Ore.; Intermediate, Arthur H. Beach, Detroit; Junior men, Arthur H. Beach, Detroit. Women's Pairs: Senior women, Skipper Oakes, San Mateo, Calif.; Ronald Lundgren, Revere, Ore.; Intermediate, Arthur H. Beach, Detroit; Junior women, Arthur H. Beach, Detroit.

CAPT. BILLY BRYANT and his wife, Josephine, showboaters of note, authors and lecturers, are in their fifth week on Capt. J. W. Menke's Golden Rod Showboat, St. Louis, where they are doing Bryant's "Old Soldiers Never Die" tearjerker. The Golden Rod cast, was the subject of a lengthy feature in the Sunday, July 10, edition of the St. Louis Dispatch, which pointed up her many years with stock companies, rep and tab shows, Chautauqua orks and movies, and finally showboats. In addition to Mrs. Forbes and the Bryants, current cast also includes Frank Anton and Mr. and Mrs. Eustace Fletcher and Ben, Charis and Harry Menke. Remainder of the cast is made up of talent from the Community Playhouse in the Mound City. Leering Family Show, after three weeks of fair business along the coastal towns of Maine, was caught in a small windstorm near Calais and their trailer was damaged. After repairs, unit moved toward Gaspe, Que.

WALTER MARSON writes from Waco, Tex., that he has been getting business with his trailer-museum unit and that he has a number of celebrations in view that should prove okay. "I meet fewer and fewer units in Texas and no tents," Marson says. "The Lone Star State has changed a great deal in its entertainment choice in the last few years. About the only entertainers working on their own that I meet are strolling-type workers. Most of these are en route West." Mr. and Mrs. Edgar Locke are building a good-sized puppet show to play outdoor dates on their trip from Boston to California. The Lockes, who have been vacationing for the past month near the Hub City, also will carry a regular puppet set-up that they have used for indoor dates for a number of years. Ken Scott reports that he has been working stroller-type in Central and Southern Wyoming to only fair returns and intense hot weather. He will return to his school work in the winter. He's currently in Laramie, Wyo.

DAVE (DOC) TURNER is in Aberdeen, Miss., recovering from a bout with the flu. Turner says that he went out with a med show, which he thought was going to something but found that the show was short on show. "When I talked of some new stuff to pep up the show, I got a chill from

the manager," Doc says. "I've been working a small platform show to fair returns in the 'Blanche' letters H. M. Jacobson from Johnson City, Tenn. "How-ever, the State has been deluged with small units and needs a rest. I plan to move to the South-west by making two or three long jumps, with New Mexico in view. Caught two tent shows in this area but both were weak in the talent line and they were playing worn-out stuff. Also met several solo workers, one of whom was Ernie Trench. It was the first time I had seen him since we were in tent years ago. He is working a platform show and has a good sideline of lithograph prints. His talk is good and his solo show stuff is better than the folks listening can grasp."

ERNEST TIPTON, former stage electrician with Billroy's Comedians and currently a film projectionist with Local 481, Gastonia, N. C., writes that he believes that the old tent show is coming back and even a bit better than it was. He says that North Carolina has three shows which remain in the State all season. "They don't move around like they did in the old days," Tipton says, "with the result that they have better stage rigging and better seating arrangements. But, I don't think that the actors are better. Most of them are drama students. Who remembers Jack King's Comedians, Bert Bertman's Players, Boots Walton and Williams Stock Company?" Leon Long, magician, opened his regular tour August 1, following an engagement with Alexander's Minstrels.

NEIL SCHAFFNER'S players last week closed their ninth week of the current season in Edina, Mo., to successful returns. Visitors during the stand included Moritz and Ruth Grossman, former rep and stock performers who are making their home in Hollywood "The Grossmans renewed acquaintances with Crawford and Grace Eagle, puppeteers, with whom the Grossmans trouped on the Taylor Players. Bisbee's Comedians, currently in their 18th week of the season, report that they have been getting good business along with good weather. Org this year is featuring Rod Brasfield and his brother, Boob Brasfield, comics; J. C. Bisbee, show's founder and owner, who also is doing his magic turn; Billy Choate, Maxine

(Continued on page 67)

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Drivin' 'Round the Drive-Ins

WALTER FROEMER, a contractor at Giddings, Tex., last week announced that he will start construction there on a new 300-car capacity drive-in. Joe Duley has been named manager of the Circle Drive-In Theater, Waco, Tex. He formerly was assistant manager. He succeeds Bobbie Chambers who has been transferred to the Belknap Drive-In, Fort Worth, replacing Fred McHenry, resigned. Claude C. Essel has been named president of the newly organized Texas Drive-In Theaters Association. Other officers include Jack A. Farr, E. L. Pack and Arthur Landsman, vice-presidents; Charles Weissenberg, secretary; and Tim Ferguson, treasurer. Some 200 drive-ins from all sections of the State were represented at the first formal meeting held recently at Dallas. The first of three drive-ins to be opened this summer by Franklin & Herschorn, of St. John, N. B., went into service after a delay of two months. Located at Martinon, nine miles north of St. John, on the St. John River road, spot has a 900-car capacity. In addition to 12 ramps for cars and trucks there is a concrete front section for walk-in patrons. The same firm which operates seven regulation theaters in New Brunswick and Nova Scotia, is completing its second drive-in near Halifax, N. S., and a third near Sydney, N. S.

GEORGE E. LANDERS, Hartford, Conn., division manager for E. M. Lowe's Theaters, last week announced these appointments: Will Moore, former manager of Danbury (Conn.) Drive-In, goes to the State, Holyoke, Mass., replacing Ted Charak, who shifted to management of the Plymouth (Mass.) Drive-In. George Louge has been named manager of the Milford (Conn.) Drive-In. Richard Bussell has been appointed manager of the Mohawk Theater, North Adams, Mass., succeeding John Silverwatch, transferred to management of the Hartford Drive-In, Newington, Conn. Norman Purgason, concessions man, Conn., was honored at a theater staff party on eve of his leaving for Army recently.

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London Dispatch

Continued from page 2

mum salary at \$22.40 a week with a new rehearsal salary of \$13 a week on all packages up to \$42. For those on salaries between \$42 and \$84 there will be a safeguard against long rehearsals and short runs. . . . Work is going on at the BBC's new TV center being built near London's White City. Some of the steel-work is up; the building will be ready for use next year. Original budgets placed its cost at \$10,000,000. But now it looks as if the final one will be near \$30,000,000. When finished the Television City will be the largest in the world. . . . The newly reopened Court Theater put on a special midnight matinee this week of a fantasia in which Bernard Shaw meets Shakespeare. Proceeds went to the Shaw Memorial Fund. . . . Christopher Fry is polishing the play he has written for David Evans. No production date is yet scheduled. She is still in the long-running "Waters of the Moon" at the Haymarket.

Scandinavian

Continued from page 46

At the close of the park season, the hall is used for revues and vaude shows. Tivoli's two big restaurants, Wivex and Nimb, are frequently used for big fashion shows and charity carnivals.

The majority of the Scandinavian amusement parks, particularly in Sweden, are community projects and boost large auditoriums which few commercially operated parks could support. These buildings are primarily intended for year-round usage for community events, theatrical productions and exhibitions, but serve during the park season as concert halls. Despite the fact that they are municipal projects, they are operated on a liberal-minded scale. This summer many of them have not only presented opera singers and concert artists but a large number of them have booked such modern American musical units as the Delta Rhythm Boys, Vic Hyde, the Gene Krupa trio, and the Deep River Boys.

Louis Armstrong

Continued from page 2

following night the ork played for Ken Moore at Clear Lake, Ia., in the Surf Ballroom. This time hitting 1,747 admissions at \$1.80 for a gross of \$3,144.60, the biggest Wednesday night this year in the spot.

Prior to opening at the Blue Note, Armstrong played the Colonial Hotel, Rochester, Ind., drawing 1,381 admissions at \$1.50 and \$1.75, grossing \$2,309, the largest night recorded in the 17-year history of the location, according to operator Dave Shafer.

At the Fruitport Pavilion, Fruitport, Mich., Satchmo did 1,207 admissions, with the same scale as that in Rochester, for a \$2,389 gross.

Roadshow Rep

Continued from page 66

Lee, Lea Lacey, Octavia Powell, Charles McDowell, Vivian Delmar, Otis Arnold, Dick Tanas, Virginia Oliver, Mary Bisbee, Vera Choate, Neva Brasfield, and Karslee Lacey. Bob Fisher's ork plays the openings, with A. Hardsy's Hillbilly Band also on tap. Lowell and Lois Kreil and their children, Dick, Pat and Jeanie, are doing a special vaude turn. Cliff Malcomb is handling advance and concessions, with Virginia Tanas and Mickey Lacey assisting at the concession stand. Billy Alverson, Curtis Jackson, Leonard Houston and Frank Yeagans make up the camera crew, while Johnny Harris is the show's mechanic. Org moved into Owensboro, Ky., July 20 for a two-week stand and will remain in the Blue Grass State until mid-October. Current plans call for the show to wind up the season in Tennessee. Recent visitors included Mr. and Mrs. Charles Kreil and Carroll Green, owner of the Kinsey Comedy Kompany.

Tokyo Mushi Mushi

Continued from page 3

gone back to the strip show. But it's a new form of strip theaters are pushing now.

Instead of just acres of suntanned Japanese skin, the shows are more like farces, played by girls wearing the least law allows; the law around here, while liberal, insists that the girls wear something.

One desperate impresario, for reasons best known to himself, tried an even weirder experiment. He invited 200 eminent Japanese women—not as performers but as guests to watch what he billed as "a healthy strip show presentable to ladies." The audience was made up of artists, writers, scholars and socialites, all feminine.

When the stage girls heard that one coming, they set up a combined scream of protest but the director was adamant. He told his flock to conquer this new audience or lose their jobs.

So the stony faced girls presented their "healthy" strip show to their stony faced audience, some of the latter holding squawling babies. The result was what could be expected. The girls found the audience cold, and the audience and the girls "weren't pretty."

Instead of featuring a single woman of genius like Cypsy Rose Lee, the management presents bare beauty by the dozen. One theater advertises a full 100, which is indeed an impressive sight.

But such numbers cut down wages, and the average stripper only gets about 15,000 yen a month, or \$40. That means working in four long, many-act shows from 9 a.m. to 11 p.m., seven days a week.

Legit Line-Up

Continued from page 2

the agenda are: "Porgy and Bess," the New York City Ballet, Astrid and Varnaay and Polyna Stokaia guest-starring with the Berlin Opera, and Eugene Ormandy as guest conductor of the Radio in American Sector Symphony Orchestra.

The weatherman is certainly giving Mike Todd a great break out at Jones Beach Marine Stadium on Long Island. The impresario's all fresco operetta spectacle, "A Night in Venice," raked up a juicy gross of \$111,574 last week, bettering the previous week's record 103G take. The show is now in its sixth week. . . . The Stem may get a chance to welcome back Beatrice Lillie this fall.

Edward Duryea Dowling, producer-director of "An Evening With Beatrice Lillie," is currently touring the barn circuit, is negotiating for a small Shubert house.

Included in next week's solo offerings are: Alexis Smith and Victor Jory in "Private Lives" at Lakewood (Me.) Theater; a new revue, "No Casting Today" at Ivy Tower (Spring Lake, N. J.) Playhouse; Barbara Bel Geddes in "Estranged Forest" at Robin Hood (Ardon, Del.) Theater; "An Evening With Beatrice Lillie at Ogunquit (Me.) Playhouse; Claude Rains in a pre-Broadway try-out of "Jezebel's Husband" at P o c o n o (Mountainhome, Pa.) Playhouse; "Desert Song" at Melody (Danbury, Conn.) Fair; "The Happy Time" at Westchester (N. Y.) Playhouse; Rosemarie Brancato in "Naughty Marietta" at Municipal (St. Louis) Opera; "On Borrowed Time" at Monomoy (Chatham, Mass.) Theater; and Carol Bruns in "One Touch of Venus" at Grist Mill (Andover, N. J.) Playhouse.

El Paso Aud

Continued from page 46

transportation shows as well as for the regular Saturday night Western dances by Wayne Johnston, KSET disk jockey.

Booked at the auditorium are the El Paso Symphony series, James Melton, Lily Pons, "Carmen," "Jazz at the Philharmonic," service club minstrel shows, barber shop quartet show and other events.

ANDERSON—Wesley Gloria, 48, wife of Arthur E. Anderson, concession manager on Meigs Square, July 24 in Umatic, Ore. She had been connected with outdoor show business for over 10 years. In addition she had a sister, Mary Ogden, of Denver, and brother, Bob McKenna, Los Angeles, Calif.

BAYNINGS—Wesley, 48, wife of Al Bayinger, former carnival owner, July 25 of pneumonia in St. Joseph Hospital, Hot Springs. Survived by her two sons, Alton and Don, Miami, Fla., and daughter, Mrs. Carolyn Holt, Hot Springs. Interment in Greenwood's Rest Memorial Cemetery, Hot Springs. (Details in Christian section.)

BARTHELL—Eun Walter Barr, 24, radio announcer with Station KING, Seattle, in 1928 crash near Arthur, Neb., Sunday 1971. One of the best known disk jockeys in Seattle. Bartheil was especially known for his "13-13" am sign on KING. He started in radio in 1943 with KOL, then went to KING for 13 months. He was called into the Navy. He was en route home from Washington when the crash occurred. Survived by his wife, Mrs. W. H. Bagshell, Seattle, survives.

COULSON—Harry C., 59, for many years a popcorn and candy show concessionaire at Midwestern fairs, July 3 in heart attack while en route via bus from St. Louis, Mo., to Chicago, Ill. Survived by three sisters, Mrs. Fred Hildebrand and Mrs. Charles Hildebrand, and brother, Harry, of St. Louis. Military services July 28 in World War I. Burial in the local cemetery.

DE FOREST—Jimmy, 58, contracting agent for Wallace Bros. Circus, July 27 in Tascum, Tenn. In his early years he had toured with many well known stock companies and later had been agent for King Bros. Circus. Survived by his widow, Stella.

EAGER—Edward P., 52, one-time radio to Buffalo Bill, July 31 at his home in Hammond, Ind. He had been steward with Buffalo Bill Cody's Wild West. Surviving are his widow, Anna, and two daughters, Shirley, July 25 in Hammond and interment in Greenwood Cemetery there.

BAROLE—Margaret E., 24, musician, July 18 in Atlantic City, N. J. She originally came from Atlanta, Ala., where she was a member of the "Mrs. J. P. Protective Association, Local No. 601, American Federation of Musicians and played at several hotels in Atlantic City. Surviving are his father and brother. Services July 28 in Fairview N. J. Burial in Beverly Hills National Cemetery.

KASDALE—John D., 37, legless motorhome rider who had appeared with the Hennies and Strates shows, July 25 in St. John's Hospital, Springfield, Ill. Survived by his widow, Norma Jean; a daughter, Donald D.; a daughter, Olinda Dawn; his mother, Mrs. John D. Kasdale; and Mrs. Charles D. Neal, and two half-brothers, Charles and Edward Neal, all of Springfield. Burial in Oak Ridge Cemetery, Springfield.

ELLIS—Edward Mayo, 79, veteran stage and screen actor and playwright, in Beverly Hills Calif., July 26. He first appeared on the stage in 1878 as Dick in "Ollie" at Hooley's Theater, Chicago. In 1898 he toured as Simon Legree in "Uncle Tom's Cabin." His first New York appearance was as Captain Holt in "Genesee of the Hills" in 1907 at the Astor Theater. Until his retirement in 1927 he had appeared in scores of Broadway stage shows and made 18 motion pictures, including "A Man to Remember" and "The Return of Peter Grimm." He was author of the play "Any Night," and was co-author of "The Last Chapter." He leaves a daughter and a sister.

FRANK—Jesse, 72, dance emcee, circus, carnival, television and radio performer who spent 50 years in show business, July 21 in New York.

FRONNER—Norman, 55, motion picture professional at the Trans-Lux and Center Theaters, Philadelphia, July 25 in Temple University Hospital, Philadelphia. Surviving are his widow, Doris; a son, a daughter and three sisters. Services July 26 in Beach Haven, N. J. and burial in Greenwood Cemetery, Tuckerton, N. J.

GENNO—William E., 79, manager and operator of the Fairgrounds Roller Rink at Watertown, N. Y., recently in Watertown.

GIBBY—Jackie, 48, mimic and comedian in major theaters and movies, suddenly August 1 at his home in Burbank, Calif. He underwent a major operation more than a year ago and had been in poor health since. Burial from the Gorman Mortuary, Hollywood, August 4, with interment in Beth Olam Cemetery, that city. Surviving are his widow, Helen (Gibby), and two daughters, of Burbank, and his parents, of Brooklyn.

HALL—John M., Detroit film professional, July 18. He was formerly at the Times Square, Loop, and Avilon theaters. Survived by his widow, Vera. Interment in Grandview Cemetery, Detroit.

HAMIL—Frank, 81, who was in his fourth year as a show concessionaire, July 27 in Oakland City (Ind.) Hospital six hours after being taken. Survived by his widow, Marie, who is The Billboard agent on the show, and children. Burial in Detroit.

HASLER—Jack, 72, carnival entertainer, July 22 at his home in Philadelphia. Years ago he won a reputation as a "human fly" and was a free attraction for many years in the outdoor field. In recent years he worked as a stevedock. His widow, Mary, and six surviving children survive. Interment at Philadelphia. Interment at For: Loudon, Pa.

HEILINGER—Charles, 86, dean of the American Academy of Dramatic Arts, who has been associated for 86 of his 88 years, July 29 in New York. In 1884 he enrolled in the first class of the Academy, and later joined the faculty 25 years later, toured as leading man with Charles and Gustave

Frohman. Among his pupils at the Academy were Walter Abel, Lauren Bacall, Diana Barrymore, Lee Bowman, Jane Cowl, Hume Cronyn, Cecil B. DeMille, Betty Field, Ruth Gordon, Sam Levey, Anton Maresch, William Powell, Edward G. Robinson and Spencer Tracy.

LLOYD—Charles D., 84, a former member of the Regina (Sask.) Exhibition board, in Regina, recently. Survived by his wife, a daughter, two brothers and three sisters. Burial was in Regina.

MUNSELL—Warren, Jr., 27, New York theater manager and playwright at Olney, Md., July 28. He had been general manager this year for the Broadway shows "Remains to Be Seen" and "The Grass Harp." He also wrote "I'll Any Other Name," "A House Divided," "The Jolly Beggar," "Angel of Mercy," "Tom, Dick, Harry" and "Rich Man, Poor Man." He leaves a father, mother, wife and two sons.

BOTHSTEIN—Ted, Detroit booking agent, July 18 following a heart attack. Formerly a manager of the Avenue Theater, Detroit, in which his brother, the late Charles Bothstein, was a partner, he had operated the ABC Theatrical Booking Agency for the past 24 years. Interment in Machopah Cemetery, Detroit.

BRINKMAN—Meyer, 81, boardwalk concessionaire in Wildwood, N. J., July 27 in St. Luke's Hospital, Philadelphia. He operated game concessions at the Casino Arcade in Wildwood for 24 years and was a distributor of novelty merchandise. Associated with him was his daughter, Mrs. Maurine E. Grodner, wife of the The Billboard Philadelphia correspondent. Other survivors are a son, Alec, manufacturer of novelty Bards and Boardwalk concessions in Atlantic City, and two daughters who were also associated with the business. Services July 29 in Philadelphia and burial in Hat Zion Cemetery.

SPADONI—Paul, 81, well-known European booking agent, in Berlin, July 18. Spadoni was one of the top-ranking bookers in Germany prior to the war and was well known among American vaude and circus acts.

STEVENSON—Mrs. Karis Nelson, 69, Danish-born actress, July 30 in New York. She came to this country in 1918 and appeared in several productions, including "The Man From Home," with William Hodge. One of her last stage appearances was in Chicago in 1930 in Chekov's "The Seagull."

Births

CAMPBELL—A daughter to Mr. and Mrs. Bill Campbell, July 25 in Philadelphia. Father is a sportscaster at Station WCAN in that city.

MAYNE—A daughter, Marilyn Ann, July 21 in New York to Mr. and Mrs. Richard Mader. Mrs. Mader is the daughter of N. D. Hargum Circus. Her husband is a stagehand in New York.

SCIORINGO—A son, Joseph Patrick, July 22 in Minot, S. D. to Mr. and Mrs. Joseph Scioring.

STONEN—Kate Peister, 58, of Washington, D. C., former actress and who in recent years had been doing dramatic concert, July 26 of a heart attack. She was the wife of E. K. Stokes, former roadshow manager and agent, and the sister-in-law of M. O. Stokes, secretary of the Blue Grass Show. Burial in Murcharlie, Ia.

STREET—Doe Franklin, veteran Midwestern medicine show worker, July 31 at his home in Kansas City, Mo. He had been ill for a year. Survived by his widow and a son, Doc.

WARD—Seaben Walden, 67, president of the Calgary (Alta.) Exhibition and Stampede, Ltd., from 1914 to 1940 and a member of the board of directors from 1935 until the time of his death in Calgary, July 18. Survived by his widow, three daughters, a sister and brother. Burial was in Calgary.

TURNBON—Charles William, 78, a member of the Regina, (Sask.) Exhibition board for 25 years and for the past two years an honorary life member, in Regina July 21. He was also an exhibitor of Holstein cattle at Western Canadian exhibitions. Survived by his widow, five sons and two daughters. Burial was in Regina.

WEINTRAUB—Isabella, 79, Yiddish actress for 40 years, July 30 in New York. She played supporting roles with Jacob P. Adler, Boris Thomashefsky, Maurice Schwartz, Paul Muni, Menasha Skulnick, Bertha Singman and Molly Picon. Married to Isidore in 1938. She leaves two daughters, Frances Lax and Pearl Weintraub, and a son, Milton, secretary-treasurer of the Association of Theatrical Press Agents and Managers.

WEINSTEIN—Sam, 63, general booking agent for the Shubert Theater Corporation for the last 18 years, July 30 in Lawrence, N. Y. He started with the Shuberts as a sport 40 years ago and was considered one of the top booking agents in the country. He leaves a wife, two daughters, a brother, two sisters and four grandchildren.

WILSON—Frank W., 63, musician, July 26 at his home in Tredegar, Pa. He was former superior or instrumental music in Philadelphia schools and until last spring was conductor of the Frankford Symphony Orchestra in Philadelphia. Surviving are his widow, Mildred; two sons and a daughter. Services July 29 in Philadelphia and burial there.

In Loving Memory of My Dear Husband
C. F. DUNLAP
Who Passed Away August 10, 1951
DOHOITY DUNLAP
Also MOTHER, SISTER AND BROTHERS

IN MEMORY of a True Friend
C. F. DUNLAP
Who Passed the Great Divide August 10, 1951
FRED ZSCHILLE

In Loving Memory of Our Dear Brother and Son

ORVILLE W. HENNIES

Who Passed Away August 8, 1939

HARRY and MOTHER

YANKEE PARKMEN REPORT BANNER TAKES TO DATE

All Enterprises Win Money After Slow Start Due to Bum Weather

By JIM McHUGH
 REVERE BEACH, Mass., Aug. 2.—With only a month of operations remaining for most members and guests attending the annual summer meeting of the New England Association of Amusement Parks and Beaches here July 29 gave the impression that a good season already is in the bag, come what may.

The reports, peppered with adjectives describing solvency and profits, were uniformly good. A

100% PLUS

Heat Wilts Capell, HW; Hunt Clicks

PEABODY, Kan., Aug. 2.—Kansas got too hot for Capell Bros. Circus this week. With the temperature boiling up to 104 degrees here Wednesday (30), H. N. (Doc) Capell decided against working and cancelled the matinee.

The night show, however, drew a near-capacity house in continued hot and humid weather. The stand was under Chamber of Commerce auspices.

HAGAN-WALLACE WORKS 100-DEGREE MATINEE

SUFFOLK, Va., Aug. 2.—Hagan-Wallace Circus sweltered thru a matinee here Thursday (24) with 103 degrees registered on the thermometer. A one-quarter house was in the seats. Night show drew near capacity in cooler weather. Moose lodge was the auspices.

HUNT FILLS TENT DESPITE HEAT WAVE

WESTERLY, R. I., Aug. 2.—Despite intense heat, Hunt Bros. Circus played to a near-capacity matinee and three-quarter night house here Thursday (24) under Legion auspices. Rush of the populace to the beaches probably prevented the show from scoring a full one at night.

Bobby Mack Joins Chi Firm

CHICAGO, Aug. 2.—Robert (Bobby) Mack, until recently general agent of the Royal Crown Shows, has joined Allen-Franke Associates, booking office here.

Mack, who was associated with the carnival for several years, will sell attractions to outdoor events such as fairs and celebrations as well as industrial accounts.

Allen-Franke are producing the "Ladies First" combination style and talent show at this year's Illinois State Fair, Springfield.

CINCY'S CONEY BACKDROP FOR JOCKEY STANZA

CINCINNATI, Aug. 2.—In furthering the tie between TV and amusement parks, Paul Dixon, Cincinnati's top disk jockey, did the unusual when he did his network show Wednesday (30), 7-8 p.m., over WCPO-TV and the American Broadcasting Company TV web from Coney Island here.

The entire park served as background for the Dixon disk show, with Dixon and his assistants, Wanda Lewis and Dottie Mack, running thru their routines on the various rides, including the Wildcat and Lost River. Life magazine photos were on hand to snap the show.

number of operators spoke of record days and runs. Those involved in other business enterprises apart from the entertainment world noted that these activities did not reflect the gains at the fairs. Peculiarly, the rides and picnic groves, lakes and beaches are enjoying a big year, even tho the area has not been rolling in dough.

With every corner of Yankee-land represented, and qualified spokesmen on hand from adjoining States, it might be assumed that there would be some who had less fortunate tales to tell, but there were not.

No one bothered to speculate at length on the reasons behind the

good business. The weather, however, came in for a big share of the credit. It behaved thru July and attendance and spending were excellent. It could have been a little cooler, some operators said, but their comments were not in the nature of a complaint.

For some, it was necessary to overcome losses sustained during an exceedingly wet spring. But apparently every operation that was behind July 1 got off the net and soared into the win column on the Fourth of July.

The continuation of good business seems likely thruout August, a consistently good month when the weather behaves. Successes during the last operating month

(Continued on page 73)

Minot Gate, Stand, Midway Grosses Up

Turnaways for B-C Revue; Martin Sees Carnival Record; Crop Ills Fail to Hurt

MINOT, N. D., Aug. 2.—North Dakota State Fair bypassed all ill effects of a poor-crop year and won increased attendance this week. The annual's six-day run ends today. Bob Finke, secretary, declared he was surprised by the turnout in the face of a 50 per cent shrinkage in crops.

The gate was up 19 per cent from last year. Grandstand was up 20 per cent and the midway showed a 12 per cent hike. Al Martin, of the 20th Century Shows, said that if Saturday pans out as expected, a new midway gross record will be set.

Weather has been ideal, altho three afternoons were on the warm side. This was in contrast to last year's wilying weather, when attendance was trimmed 20 per cent.

Ads Increased
 Finke credited an increased advertising program with this year's good showing. The campaign covered a wider radius, he said.

Barnes Carruthers grandstand show scored three turnaways during the week—Wednesday, Thursday and Friday—and Finke said it was about \$1,200 ahead of last year. Fred Kressman's unit includes Stan Kramer and Company, Risko and Nina, Willie West and McGinty, Larry Griswold, Elsa and Wanda, Vernon and Bumbo and Joe McKenna. In use for the first time was a portable backstage set-up which could be removed in three minutes to allow a clear view of fireworks, and Finke said it was working well.

Afternoon grandstand events opened with Joie Chitwood's thrill show on Monday and Tuesday (28-29) drawing fairly good business. Wednesday Buck Steele's show tabbed a good gross. Winkley races began with big cars Thursday, pulling well. Stock car races

on Friday turned in a good gross, and Saturday looked good for the 100-lap race. Finke said all grandstand attractions had made some money.

Martin said the top back-end grosser on his show was Joe Scortino's Girl Show, with the Motordrome running second and Art Noble's midgets in the third spot. Shows made a long hop from Thief River Falls, Mont., after a Saturday (28) tear-down, and they were on hand and ready for the 10 a.m. Kids' Day at Minot on Monday.

A new midway location was in use at Minot, and Martin said he believed it was proving a good idea. It probably will become the permanent location, he said.

H. Jack Pyle, Fargo, N. D.; Dick Forkner, Langdon, N. D., and the Rays of Estevan, Sask., were among fair executives visiting.

Hollywood Books Colo., Minn. Cities For Indoor Dates

NORTH HOLLYWOOD, Aug. 2.—Charles Jacobsen, of the Hollywood Circus Corp., announced this week he had contracted dates at Greeley, Colo., and Austin, Minn. H. J. Auen will open an office at Austin next week. H. W. (Jake) Jacobsen will go to Rochester, Minn. Dick (Preacher) Brandon will go next to Manitowish, Wis., and Larry Lamier will handle Lincoln, Neb.

Latest line-up of acts, Jacobsen said, includes Phil and Bonnie Bonta, Joanides, Frency Manning, the Connors, the Morris Troupe, Flying LaZellas and Cal and Torchy Townsend.

WINTER KIDSPOT FRAMED

Chicago Indoor Kiddieland Preps for October Premiere

CHICAGO, Aug. 2.—One of the first indoor Kiddielands, if not the first, will make its bow here this fall in a shuttered motion picture theater and will be operated in conjunction with a boys' clothing store.

The kidspot, which will be complete with rides, refreshment stands and games, is being framed by Murray, Phil and Dale Lind, of the Lind Brothers, song trio, and David Mail, who accompanies the chanters on the violin. The four, who already operate a Southwest Side store called

Boys' World, have leased the darkened Cine Theater from Balaban & Katz and are pushing construction work with an August 20 opening date in mind for the clothing emporium.

The moppetland which is skedded to open in October, will be located in the theater proper, while the boys' wear store is being built in what had been the theater lobby. All seats have been removed from the theater and the slanted floor torn up so it can be levelled.

Some six to eight rides will be

Muncie's 100th Fair Hit by Low Spending In Wake of Lay-Offs

Added Day Fails to Lift Gate; Concessionaires' Midway \$ Down

By HERB DOTTEN

MUNCIE, Ind., Aug. 2.—The late lamentable steel strike took the edge off the 100th anniversary Muncie Fair which wound up its eight-day run here tonight. Steel shortages stemming from the strike had idled some of Muncie's industries, including its major employer, up until the week the fair opened, and this dried up the spending power of natives.

Ordinarily, the fair runs seven days and as many nights. But this year, to make a big thing out of the centennial run, an extra day, Saturday (26) was added. Weather thruout was perfect, with hot days and pleasant nights. Yet the paid gate count for the eight days totalled no more than last year's seven days when the weather was not quite as good.

Spruce Up Plan
 Failure to chalk up greater attendance was charged entirely to the strike. So, too, was the lower spending on the grounds. Concessionaires of all types reported their grosses down. And the mid-

way, where Al Wagner's Cavalcade of Amusements held forth, also had reduced day-by-day takes and a smaller gross for the full run.

Fair execs had gone to considerable lengths to build up the anniversary event. Physically, the plant was dolled up as a result of

(Continued on page 86)

Third Circus Set for London

LONDON, Aug. 2.—Chipperfield's Circus and Zoo, one of the largest in England, and Jack Hylton, one of Britain's leading show producers, have announced that they will produce a Circus and Fun Fair in the Earl's Court Exhibition Hall for a Christmas-New Year's season of about five weeks. The Hall is one of the largest in the city.

In addition to a circus, the producers plan to provide space for rides, games, Side Shows and all types of concessions in much the same way in which the Bertram Mills Circus operates in London's Olympia Hall.

With the Tom Arnold Christmas Circus in the Harringay Arena, Mills at Olympia, and Chipperfield-Hylton set for Earl's, London fairs will have a wide choice of ring fare—providing the circuses can locate good acts. The Chipperfields are fortunate in that they have plenty of horses, trained animals and a large menagerie.

Aut Swenson Adds Two Fairs

MINNEAPOLIS, Aug. 2.—Aut Swenson, owner-manager of the Swenson Thrillcade, this week announced the addition of three more fair dates to his route. One extra performance was added for the Oklahoma State Fair, Oklahoma City, which makes a total of three performances at that annual.

Also added were two shows at the West Liberty, Ia., fair on August 21, one afternoon and one in the evening.

Business thus far this season has been good when favored by weather, Swenson said. Crowds at the Grand Forks, N. D., fair were excellent for both performances and the Thrillcade's recent Canadian tour panned out good. Swenson said.

SRO signs were hung out as fans packed every one of the 3,000 seats in the new grandstand. Carman, Man., was termed good despite rain and an outbreak of polio in a neighboring area.

Injuries Healed, Wallard to Race

FREEMONT, N. Y., Aug. 2.—Lee Wallard, 1851 winner of the Indianapolis Speedway race and who later was seriously burned in another contest, returned to midget car racing Saturday (2) at Municipal Stadium here.

Detroit Fair Inks Cornell

DETROIT, Aug. 2.—Don Cornell, Coral Records singer, who is regarded in music circles as one of the hottest items today, has been signed as one of the growing lists of name attractions to play the Michigan State Fair this year.

Cornell will be a Coliseum feature along with Al Martino, and the Les Paul and Mazy Ford team — in out-disks for Capitol. Cornell formerly handled the vocals for Sammy Kaye's ork and is credited with being the first male singer to play one-night stands at Midwest ballrooms.

Booking was handled by the Chicago office of the William Morris Agency.

POLITICOS MOVE OUTDOORS TO REACH VOTERS

CHICAGO, Aug. 2.—Politicos this year will desert the traditional smoke-filled rooms for fresh air and the multitudes of voters to be found at outdoor amusement centers.

Illinois State Fair, Springfield, will play host to three big-wigs during its run this month, including Gov. Adlai Stevenson, Democratic nominee for president; Vice-President Alben W. Barkley, and Richard Nixon, Republican hope to succeed Veep Barkley.

Dwight D. Eisenhower, top man on the Republican ticket, has been invited to address that party's Labor Day Rally at Riverview Park, Chicago. Illinois party leaders have promised a turnout of 100,000 and are awaiting a reply from Ike.

(Continued on page 73)

ASTRO FORECASTS

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We have added another model to our famous Baby "D" Jumping Horse Carry-U-Alls.

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ROLLER RINKS FUNERAL PARLORS RECREATION CENTERS

Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Sensational Ortons, Dorrie and
Vern, write from Goteborg,
Sweden, that Liseberg Park,
where they recently concluded an
engagement, is one of the largest
in the country.

Johnny Meah visited George
Hamid's "Showtime Review"
when the unit played Plainville,
Conn. Meah renewed acquaintances
with Pedro and Durand.

Gaynor and Ross, roller skating
duo recently returned from a
European jaunt, opened Friday
(1) for a two-week engagement at
the Chicago Theater.

Clarabell, the clown, and Buf-
falo Vic from TV follow the
La Blonde trio which is playing
Kennedywood Park, Henry Family
are at Conneaut Lake Park, with
Alan and Company to follows.

Fedi and Fedi, novelty doll-
dance act, will play the Lancaster
(N. H.) Fair this year, booking
handled by the Al Martin Agen-
cy, New York. Also set for the
local fair are Chuck Brown and
Rita, comedy bars; Lucy and
Danlo's canine revue; Olveras,
balancing, and two aerial turns,
Albanis and Barretta.

James W. Tiebor, who for the
past year has been working the
seat act of his father, Capt. John
W. Tiebor, is resting at the fam-
ily's Tonawanda, N. Y., home
prior to joining the U. S. Air

Force. Captain Tiebor recently
stopped off at home following his
tour of amusement parks and is
busy making ready for a fair tour
under the Barnes - Carruthers
aegis.

Leo Nelson, male half of the
equestrian duo of Gabrielle and
Nelson, writes that his wife left
New York recently for a tour of
upper New York and Connecticut
resort and hotel engagements for
Frank Wirth. Lou is meanwhile
framing a new jumping horse act
and along with Gabrielle are
planning to also come out in '53
with an equestrian troupe of trick
riders as a package unit.

Miss Luxem, sway pole
opened Friday (1) for a nine-day
engagement at Buckeye Lake
(O.) Park. The acrobat and
husband-manager Harvey Earlin,
are making their stands these
days in a new house trailer. Act
will play the Effingham, Ill.,
Labor Day celebration this year.

Betty and Benny Fox, high
pedestal dance; Ala Ming, tight
wire, and Gritz and Gravy
opened Friday (1) at the Detroit
Police Circus, for a three-day
stint. Booking was handled by
the Charles Zermeter Agency, Chi-
cago... Jack Stalcup and his ork
will re-tour to the DuQuoin (Ill.)
State Fair this year for the orga-
nization's ninth consecutive year.

Leo Couture, high diver, was
a recent New York visitor. He
caught Mike Todd's water bullet
"A Night in Venice" and also the
Aquashow in Flushing, N.Y. He
reports he is booked solid thru
October 19. Act recently bought
a new van and had it rebuilt into
a mobile home complete with
racks underneath to carry most
of Couture's rigging.

Los Aeros, high act, recently
closed a Cincinnati celebration
date and headed for the South
Bend, Ind. Fair where they will
team up with Benny and Betty
Fox, pedestal dance, and the
Sensational Meteors, high act...
Capt. Roy Simms, high perfor-
mer, is playing Michigan dates,
recently closing as a celebration
free act in Wayne.

Miss Happy Harrison, who is
playing Eastern parks, reports the
break in the heat wave came as
a pleasant relief for her dogs and
ponies. The act closed recently
at Playland Park, Rye, N.Y., and
headed for Wolfboro, N. H., to be
followed by Edward
Island and then its fair tour.

Joe Lemke's chimp act got a
good publicity break in the Los
Angeles Times during the Polack
show's stand in that city. A photo
and feature story reviewed the
act. Lemke is currently working
three animals but plans to add
Martha, a youngster to the act.

Jack Meyand and Jannette,
unicycle-juggling, will be in Chi-
cago Sunday (10) for ABC's
"Super Circus" TV show. Also
set by Vic Brown for that date
are the Valera, hand balancing;
Linda and Constant perch, and
Lilly the Globetrotting Dog.

Kayletta, high act, has been
set for the Bristow, Okla., Fair,
September 28-August 2, Craigson
and Juanita, high act, will play
the Wabash, Ind., Fair, August
18-23, and Great Eugenes, wire
act, is set for the Covington,
Tenn., annual, September 8-12.
Booking was handled thru
Tommy Secco, Chicago booker.

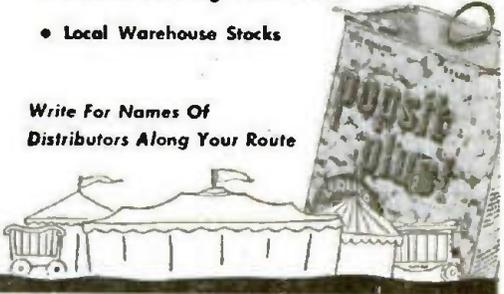
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(Continued on page 90)



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BEATTY LEAVING SHOW TO MAKE JUNGLE FILM

Circus Returns to States August 16; Shrine Dates Set; Walsh Fills In

FERNIE B. C., Aug. 2.—Clyde Beatty will leave his show Friday (8) and return to Los Angeles to start work on a motion picture, he announced here today. Later he will fly to Africa to film parts of the movie.

The Beatty circus will continue in Canada for another two weeks, returning to the States on August 16 at International Falls, Minn. Joe Walsh will work the Beatty act for the remainder of the season. He has been handling it periodically since Beatty was injured several weeks ago.

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

close its season immediately prior to the Shrine stands.

Trip Could Conflict
He said he expected to make these appearances, altho his trip to Africa tentatively is scheduled for about that time. He will stay in Africa several months, it was reported.

The forthcoming Nassour Studio jungle picture in which he will star is tentatively called "The Ramgamb" and it will concern a search in a little-known part of Africa for a fabulous animal never before captured. Beatty reports that he and Mrs. Beatty have been writing the film story.

Business for the show has been holding up in repeat territory, Manager George W. Smith stated. A two-day stand at Victoria, B. C. (23-24), racked up better business than it did last season. This developed despite a lumber industry strike which was affecting business at some of the smaller towns.

Victoria opened with a half house matinee and then stepped up to three-quarter houses for both night performances and the second day's matinee.

Next was Duncan, B. C., Friday (25), with a near-capacity matinee and a three-quarter night score. After Nanaimo (26), the circus

Gastonia, N. C., Prepares Broad Program for Kids

GASTONIA, N. C., Aug. 2.—Spindle-Center Agricultural Fair this fall will distribute some 20,000 free admission tickets to children throughout Gaston County, W. H. Robbins, general manager, announced. Event runs September 22-27.

Three days have been set aside for the youngsters, who will also be admitted free to the afternoon grandstand show. Several special events are being scheduled, including attendance prizes.

Earl Pasour is president of the annual and Fred A. Rhyme is first vice-president. J. A. Partlow, manager of the Airport Amusement Park, is treasurer of the organization.

Medicine Hat Okay Despite Rainy Opener

MEDICINE HAT, Alta., Aug. 2.—The three-day sixth annual Medicine Hat Stampede and Exhibition was regarded as successful. Rain marred the opener and soaked an estimated 15,000 parade spectators. It was the first rain on an opening day since the stampede was revived in 1940.

Stampede saw 90 cowboys compete for \$3,500 prize money. Buddy Heaton was rodeo clown and Pauline and Dick Pickard offered trick riding.

Show's opener was preceded by a band competition and a street dance. A queen was chosen and she and her three attendants had places of honor in the 40-foot parade.

Official opening was handled by N. E. Tanner, Alberta Mines Minister. Guests included movie star Rod Cameron, Gov. John W. Bonner, of Montana, and nine State officials.

An Air Show was provided by private pilots from Alberta, Saskatchewan and Montana and a jeep assembly display was put on by the Army.

President of the Medicine Hat Exhibition is Mack Higdon and managing director is Dirk Scholten. Herman Linder was arena director for the stampede.

had a half matinee and three-quarter night at Port Coquitlam Monday (28). In general, matinees in the area, including a one-day stand at Trail, B. C., have drawn half houses while night crowds have hovered around the three-quarter mark.

Red White and his wife closed. The Side Show now is being operated by Charles Cox and Sam Alexander. The Whites were reported to be visiting in Seattle before going to Milwaukee.

Pomona Head Appoints Aids

POMONA, Calif., Aug. 2.—Exhibit department supervisors for the Los Angeles County Fair, here September 12 for 17 days, were announced by C. B. (Jack) Afterbaugh, president and general manager of the event.

Monte Yerkes, for many years with the exhibit department of the Los Angeles Chamber of Commerce, will direct the agricultural and horticultural exhibits. George D. Hussey, of the agricultural commissioner's office, will assist him in the wine show section. Harold J. Ryan and Kenneth Smoyer will serve in advisory capacities over the general layout. Supervising the enlarged floral and nursery department will be Victor E. Pinekney, veteran landscape architect. Harold M. Hayes is to direct the livestock, including beef cattle and swine, as the general supervisor with Tom DeWarr in charge of dairy cattle. G. H. Railsback is to be superintendent of the goat show and L. Harmon Bixby has been assigned to the sheep section.

Henry Adam Morse will again direct the dairy products division. Heads of the poultry, pigeon and rabbit shows will be Merton Langdon, Merrill Peters and Ellis Murray, respectively. Mrs. D. G. Arbuthnot returns as domestic arts supervisor. William C. Bruce serves also as co-ordinator in the schools and educational exhibits. Mildred O. Sheets continues as director of fine arts with Richard Petterson in charge of arts and crafts. George Adamson heads the art department, and Alex Thorburn Jr., the extensive commercial exhibit section.

Lake Lansing Grosses Rise

HASLETT, Mich., Aug. 2.—This year's grosses for Lake Lansing Park are reported ahead of figures for 1951, with large picnics giving business a considerable boost, reports Ken Yeager. A picnic for employees of Leonard Refining Company, Alma, Mich., on July 27 drew 500 workers and their families, and a July 23 newboys' outing also drew a large crowd. July 4 attendance was big.

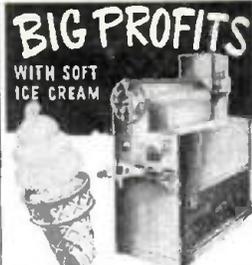
New this year are a pavilion and two additions to the kiddieland—a Roller Coaster and engine for the miniature train, supplied by the Miniature Train Company, Rensselaer, Ind.

In the line-up are: George, chief operator; Mrs. Ruth Bolton, photos; Mr. and Mrs. Shaffer, greethoods; Louise Woodruff and Dixie and Jack Brooks, carts; Marjorie and Betty, roller ball; M. Kenway, spindle wheel; Treva Mack, Irene Willis and Pat and Tom Kogon; Miss Charles Martin; Leon Baxter, shooting gallery; Phyllis Matrolin; Fish pond; Wayne Beifrey; Dick Biley and Walt and Hazel Southern; Betty, Betty, high stiker; Johnny Bolton and Chuck King, popcorn; Tom Kogon, age and weight; Miss Perick; Gus Ebbels, hamburgers; Marilyn and Jack Bolton and Mrs. Frisbie, French fries.

Roller Coaster, Jay Barber, operator; Arlene Hale, cashier, and Floyd Green. Fun in the Dark, Perry Morley, operator, and Ed George, cashier; Dodge, Tom Yeager, operator; Flying Shooter, O. Box, operator; Kibel Howell, cashier; Till-a-Whirl, Otto Simpson, Lewis, No. 8, 1951-52; 2 A. J. Guy, Can., No. 10, 1951-52; 3 Client Smith, No. 10, 1951-52; 4 Edw. Hruslav, Jr., No. 5, 1951-52; 5 David J. Iwanik, No. 5, 1951-52; 6 E. C. Chase, Can., No. 5, 1951-52.

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Charles Zemater Jr. and Jack Zemater, of the Zemater booking office, Chicago, spent several days in Chicago between the Red River Valley fair circuit in Minnesota and the Northern Wisconsin fair circuit. A Zemater revue is the night grandstand attraction at both fair grounds.

Sylvia Greene, erstwhile Bert Nevins staffer, is now serving in a similar tub-thumping capacity with Spotlight Promotions, Inc., New York ballyhoo firm.

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Batt Answers Geist NAAPPB Charges

NEW ORLEANS, Aug. 2.—Harry J. Batt, a past president of the National Association of Amusement Parks, Pools and Beaches and president and managing director of Playland Amusements Inc., Ponchartraine Beach, this week took exception to the "unjust criticism" of the park group by Richard L. Geist, vice-president, Rockaways Playland.

In a letter addressed to Geist, Batt defended his administration and that of Brady McSwigan, of Kennwood Park, Pittsburgh, criticized the lack of interest in past by "such fine park operators as Irving Rosenthal and your father (Joseph A. Geist)" and said that in his opinion more could be accomplished by park operators working closely with their own congressmen than having an association lobbyist in Washington.

Batt wrote that a 50 per cent reduction in the 20 per cent excise tax had won the approval of the ways and means committee, passed the House of Representatives and was reported favorably in the Senate before the Korean War broke out and caused all tax relief measures to be set aside.

Batt advocated that the industry adopt for its battle cry now the comment he voiced at the time tax relief was sought.

"What right has the government to put these simple amusements of the poor man in the same category with imported champagne, perfume and mink?"

Against Lobbying

"As soon as defense conditions warrant, I feel sure that the NAAPPB will again take the lead in the fight to eliminate their unfair tax," Batt said, "but in this respect, I am firmly convinced that individual park operators can do more good for our cause through a closer relationship and understanding with their own congressmen and senators than the national association can accomplish thru a Washington lobbyist. Our organization is not rich enough to

purchase influence, and as our cause is just, we do not need such influence.

In a matter of government regulations, Batt wrote that OFS would grant reconsideration when proof is offered that insufficient profit is being made on a product or article. He said that he did not believe that the association should seek critical materials thru NPA claimants that this job could be better handled on the local level and, in any event that there is no evidence that any park is suffering from material shortages.

Batt said, "I firmly believe that the NAAPPB has done a great deal for our industry and is still doing a good job. Our trade show in itself is worth more than the dues paid by its members. Rather than single out individuals for criticism, I think we could all accomplish a great deal more if we brought constructive criticisms and suggestions to our national meetings where they can be properly considered and acted upon."

In conclusion Batt said that while he liked Ike he definitely did not think it in the province of the NAAPPB to indulge in politics on either side.

Court Okays "Light" Game Pending Suit

IRVINGTON, N. J., Aug. 2.—New Jersey Superior Court Judge Thomas Schettino has "restrained" police of this city from interfering with "Stop and Go," the flashing light game in use at Olympic Park.

Park concessionaires contend that the device is a skill game actuated by the player and, therefore, not subject to gambling laws. Police formally notified the funspot two weeks ago that they considered the game illegal.

The temporary injunction handed down by Judge Schettino will hold until a final hearing on the matter can be arranged, probably after the close of the park's season.

Steel Strike Fails To Hurt Dancery

PITTSBURGH, Aug. 2.—Jack Stoll, manager of West View's air-conditioned Danceland here, disagreed with reports from elsewhere that the recent steel strike turned the city into a "ghost town."

Stoll said his business continued with good attendance. Ray Anthony and Ralph Flanagan bands made money for the house, and Vaughn Monroe and Russ Morgan were coming in. The ballroom has modern dancing three nights a week, and teen-age dancing and polka bands for one night each.

Celeron, New Liberty Rolling at Fast Pace

POMONA, Calif., Aug. 2.—Harry A. Illions, who is installing a permanent amusement zone on Los Angeles County Fairgrounds here, returned recently from an Eastern trip on which he inspected his Celeron Park, Jamestown, N. Y., and New Liberty Park, Buffalo, reporting both spots well ahead of the corresponding period in 1951.

Celeron, under the management of Mrs. Ella Swank, is showing a 20 per cent gain in gross this year, and with five weeks of operation remaining before the Labor Day closing, Illions is looking for further improvement. Celeron had the Red and White picnic July 27 with 24,000 people on the grounds. The roller rink, man-

HIGH WIRE ACTS LOW AT OLYMPIC

IRVINGTON, N. J., Aug. 2.—The high-wire acts were low, mighty low this week here at Olympic Park. Telecast the Great was booked for the two-a-day bill but became ill in Montreal and had to cancel. Betty Rooney, "Diana, Goddess of the Sky," was quickly called in. All went well until the 115-foot-high poles she works with buckled into grotesque S-shapes. No, it wasn't the heat—the guy wires had been anchored to bleacher seats, which shifted, instead of to rigid stakes. The rigging couldn't be repaired fast enough, so Veno Borsini's act was summoned from near-by Trenton. He set up his props and the show went on—flawily.

Huedepohl Hits Idea to Donate Money to GOP

CHICAGO, Aug. 2.—Paul Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, opposes the proposal of Richard L. Geist of Rockaways' Playland to contribute NAAPPB funds to the campaign of Dwight Eisenhower for President.

"I am against direct affiliation with any political party," Huedepohl said. "If it loses, the association would be likely to get a cold shoulder in Washington. We shouldn't play national politics with the association, and I believe the (NAAPPB) board agrees with me."

Geist's proposal came after he resigned an NAAPPB committee post and complained that the association had accomplished too little in the way of tax relief and other matters.

Huedepohl said, "Time will straighten out Mr. Geist. If he wants to work for the association, he will be put to work. I hope to talk with him in New York and to have a friendly visit to learn his gripes. There is ample space in the committees and the association for him to work, altho the selection of committees is up to the president."

The secretary said he recently had been "asked to ignore" Geist's statements.

Philadelphia Zoo's Gorilla Reaches 25

PHILADELPHIA, Aug. 2.—Lambo, the first gorilla to be kept successfully in the United States, will be 25 years old this week, according to the Philadelphia Zoo. The animal holds a record of longevity for its species.

It was brought to the zoo in 1927 when about a year old. After that, Ringling-Barnum's Gargantua and Chicago's Bushman as well as others were acquired.

aged by Oscar Zimmer, and the Ballroom are doing well, said Illions, and increases were also reported for game and food concessions, under the management of Mr. and Mrs. Skinner Bullock, Assistant to Mrs. Swank in the office is Dot Zimmer. Doc Davis is checking picnics and doing publicity.

Carl Rothfuss, Illions' associate treasurer at New Liberty, reported considerable improvement in business in comparison with last year, crediting the manager, E. Percy Morency, and Aylene Morency, office assistant, for the improvement. The park will operate until the end of September and has picnics booked up to the end of that month.

MEETING NOTES

New Eng. Ops Ignore NAAPPB Controversy

REVERE BEACH, Mass., Aug. 2.—While a number of joking and caustic comments were made in reference to the current ruckus arising from the criticism of the national body by Dick Geist, of Rockaways' Playland, New York members of the New England Association of Amusement Parks and Beaches attending their summer meeting here Tuesday (29) refrained from quotable comment. Consensus was that inter-group controversies should not be aired in the press, at least until they became a floor issue at the Chicago confab. Refraining from speaking for publication were Ed Carroll, Riverside Park, Agawam, Mass., NAAPPB prexy; John Dineen, Hampton Beach, N. H., operator and president of the New England group, and Henry Bowen, member of the national group's finance and legislative committees. All had been contracted by Geist for support in his program, Geist did not attend the meeting.

Ride Production Sold

Ride manufacturers representatives were scarce with only National Amusement Device, Overland, Dodgem and Pretzel on hand. The word was that stocks are depleted and production sold out.

L'horbe Flies In

Bill De L'horbe, of National, just made the outing in time for dinner after having flown a chartered plane from his Dayton, O., headquarters. Leon Cassidy, Pretzel head, said that his firm's new Whip, a kiddie unit introduced last winter, was in operation at spots from coast-to-coast and doing very well.

Dineen Presides

Seated at the head table for dinner were John Dineen, Hampton Beach (N. H.) Casino operator and association president; Col. Allan MacNicol, managing director, Playland, Rye, N. Y.; Russell Jones, William Berry Company; Ed Carroll, NAAPPB president and Mrs. Carroll; Larry Stone, Paragon Park, Nantasket Beach, Mass.; Vic Shayeb, Revere;

'Whisp' Kiddie Ride Doing OK

NEW YORK, Aug. 2.—Arthur Nelson, owner of the Weld-Built Body Company, Brooklyn, and operator of kiddie parks in that city and Saddle River, N. J., came up with another new mechanical kiddie ride of his own design and construction.

Nelson's latest is a triangular-shaped Whisp ride which has nine cars and operates on three pivotal points. These provide the snap action of the ride. The triangular shape, says Nelson, makes it virtually impossible for youngsters to become dizzy, as is often the case, with a circular motion ride.

Ride is operating at both of Nelson's parks, Fairland, Brooklyn, and Kiddie Park, Saddle River. Another popular ride, developed by the operator, and in use at his playspots, is the seven-engine Miniature Train. All cars are locomotives so that every rider "can be his own engineer."

John Carlin Hospitalized

BALTIMORE, Aug. 2.—John J. Carlin, owner of Carlin's Amusement Park here, is convalescing at Johns Hopkins Hospital and will be unable to attend the Denver session of the National Association of Amusement Parks, Pools and Beaches.

William J. Fisher, of the park staff, said Carlin, who also owns Buckeye Lake Park, Buckeye Lake, O., has been seriously ill for the past six weeks and is under the care of doctors at the famed hospital.

Father Ed Sullivan; Everett Monaghan; Revere City manager; Julian Norton, Lake Compounce, Bristol, Conn.; Wallace Jones, treasurer; Fred Markey, secretary, and Henry Bowen, Whalom Park, Fitchburg, Mass.

Martin Has Problems

Al Martin, talent supplier and the only one in attendance, figured he had heard everything when John Collins, of Lincoln Park, Dartmouth, Mass., told him to use his own judgment in future bookings. Ed Carroll, another Martin client, whooped and hollered at the trust being placed in Martin but a few hours later showed virtually the same confidence in the booker. Martin was taking time out from the big job of booking the Providence (R. I.) Shrine Circus. Last-minute replacements were necessary when acts returning from the Orient found their equipment and stock tied up in the San Francisco dock strike. When it became ap-

(Continued on page 73)

Willow Grove, Food Dealers Work Deal

PHILADELPHIA, Aug. 2.—Free and part-paid amusement tickets will prevail for the remainder of the season at Willow Grove Park, thru the courtesy of dealers handling various food products. With tickets distributed thru the stores, special days have been scheduled as Burks Frankfurter Days, Supple Milk Days and Breyer Ice Cream Days.

Continuing tie-ups with radio and television, Willow Grove staged a "Ranger Joe Day" Wednesday. Ranger Joe, television and recording personality who carried his own network television show out of WCAU-TV here for Ranger Joe Cereal, brought in an all-Western show, including his horse, Topaz, and staged free afternoon and evening shows in the park's Music Pavilion.

In addition, a Ranger Joe label plus 5 cents entitled the person to any ride in the park. As an added feature, the park instituted the first of a series of Wednesday evening fireworks displays which will continue weekly for the remainder of the season.

Today Woodside stages a major promotion in a tie-in with Radio Station WFIL, Climaxing a "Bob Horn Week," in honor of the WFIL disk jockey, Woodside set aside tickets good for free and partially paid rides during the entire week, and the Bob Horn Fan Clubs in outing today will present their mike idol with a gold record in celebration of his completing 18 years in radio. Horn plugged the park promotion on his nightly WFIL record shows and on his afternoon disk jockey television show on WFIL-TV.

Steel Pier Offers Half-Price Ducats To Spur Kidbiz

ATLANTIC CITY, Aug. 2.—To stimulate kiddie attendance, Steel Pier has instituted a "Cowboy Morning" for the season's remaining Fridays between the hours of 9:30 and 11:30 o'clock. Special horse-opera pies will be shown daily at 10 a.m.

Any moppet, or parent accompanying one, is admitted for half-price, with the patron allowed to remain on the pier to take in all the attractions. Lucky number ticket holders will receive prizes, the top one being a bicycle. Special half-price coupons are being distributed by Penn-Supreme Ice Cream Company, which also is donating many of the prizes.

Space Ship at Rockaways to Aid Polio Fund

NEW YORK, Aug. 2.—Science-happy kids are expected to turn out en masse at Rockaways' Playland, Queens funspot, Monday (4) to view and "test" the Ralston Rocket, 35-foot-long space ship shown under auspices of the "Mother's March on Polio," a program of the March of Dimes.

Appearing with the Rocket will be Buzz Corry of ABC-TV's "Space Patrol" show, also heard via ABC radio.

The space ship, 12 feet high and 8 feet wide, is built into a trailer which is hauled by a three-ton tractor. Replete with air-conditioners, inter-com systems, weapons and other "out-of-this-world" equipment, including a three-dimensional "City of the Future" layout, the unit was built at an estimated cost of \$30,000.

Following the Rockaways' date, the "Terra IV" will be shown at other locations in large Eastern cities.

NBC-WPIX to Lens Mardi Gras At Rockaways Park

NEW YORK, Aug. 2.—Both the National Broadcasting Company and Station WPIX-TV will televise the annual Mardi Gras of the Rockaways, broadcast by the Daniel M. O'Connell Post 272, American Legion, in co-operation with Rockaways' Playland, Queens funspot.

The cameras will pick up all highlights of the affair, which kicks off September 2 and goes thru the week, including the armed forces-American Legion parade and the volunteer firemen's tournament.

Coney Island, N. Y.

By UNO

Outside of a brief shower Sunday, weather was ideal for heavy attendances over the July 26-27 week-end. Dan Lane's 31-year-old Irish House, Bowers and West 15th, has this entertainment lineup: Mickey Sheridan, Johnny Brennan, Bob Barrett, Fred Groch, Mack Silber, Bob McMillan, Vince Kelly and Joe Morris, singing waiters; Walter Kane, Tony, the Goat and Barney Wass, pianists; Anna Welsh, dancer; Eddie Herburn and Jack Murphy, accordionists; Rube Hanson, Berman, new manager, and Steve Ryan, George Clark and John Foley, bar-keepers. Ralph Fernandez, s head chef and Lillian Sheridan and Cecil Thomas, assistant dieticians.

Helen Colligan Kyrimes, wife of the late James Kyrimes, continues to be the most active person over the many thrill rides in Kyrimes' large Ride Park on the Bowers.

Bob O'Neill, talker at Carmen's Gala Revue, and his wife, Marie, who used to work with Bob in his magic act, became the parents of a daughter, Maureen, recently in Jewish Memorial Hospital, Brooklyn.

Phil Foster, well-known comedian, last week's emcee at the weekly bathing beauty contest at the Atlantic, disclosed that he made his theatrical start as a Coney concessionaire and entertainer and also was one of the first to invest in a Nathan-Famous hot dog. Madgy Carmyle, featured at Carmen's Girl Show and formerly at Tirza's and Sindell's Cavalcade, is contemplating fair dates with her own group. New concessionaires at McCullough's KiddieLand, Surf and West 15th are Edward (Moustache Pete) Gurd's, penny pitch; Sam (Phil Plumble) Steinberg, souvenirs; Seymour Klein, photo gallery; Alexis and Betty Tegopoulos, frozen custard, and Gus Wolf, hot corn.

Henrietta Worthheimer is general manager of husband Sam's Pleasureland on Surf. George McCullough became a new grandpa July 16 to Mary Patricia, born in Samaritan Hospital, Brooklyn to his daughter, Eileen Loftus, of Breezy Point, Long Island. Fred Sindell, of his Cavalcade of Variety show annexed publicity in an illustrated story in the Sunday magazine section of The Herald-Tribune by Henry D. Steinmetz, July 27, dealing with local doctor Moses A. Bluestone's Coney activities and treatment of an assorted lot of cases among which was that of 330-pound

Evans to Emcee AC Beauty Show

ATLANTIC CITY, Aug. 2.—Bob Evans, who handled the emcee chores last year for the first time, will act as master of ceremonies for the Miss America Beauty Pageant which will be held the first week in September in the Convention Hall.

Mrs. Lenora Slaughter, executive director of the pageant, said the board had decided to bring Evans back for a second year. And she added that no strings will be attached to Evans' work this year. Last year, the former member of the Fred Waring aggregation, was given instructions to remain in the background and not take any play away from the competing beauties.

Manchester's Golfand
has New Hampshire's finest 18-hole miniature course. Now open. 30-hole driving range, too. Automatic electric tee ball machine and washer. Giant ball pit. Refreshing expertly designed and served. Mrs. Lillian Cole, owner. A Cook course has never failed.
Holmes Cook Miniature Golf Co.
25 Pratt Street New London, Conn.

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FOR SALE

USED CAGNEY MINIATURE STEAM TRAIN
Powered by Whippet engine, 3 cars (capacity 20 passengers) each, 20 ft. long, 6 ft. high. Roof with 60" seat width 36". Can be seen at
PLAYLAND, RYE, NEW YORK

Princess Lola, Cavalcade feature.

Jerry O'Brien and Doc Crosby are new lecturers at Dave Rosen's Palace of Wonders. Recent freaks are Jean Carroll, tattoo girl and Waldo, woman ostrich. . . . Angie Minisquero, ticket seller for Carmen's show, and husband, Anthony, celebrated their 12th wedding anniversary, July 26. . . . Danne Nezza's Wine Bath where Shirley Wayne doubled as strip and bally speller one day last week and turned in a larger pitch than the regular talkers. . . . Jack DeNoble, insurance broker, is a regular week-end patron at Nelson's Corner. . . . Fred Yockers doubles as tramp comic week-ends on Sleepheachee Park's Fun stage and as a machinist the rest of the week in a Brooklyn shop.

Denmark Park Pays Top Tax Of \$50,750

COPENHAGEN, Aug. 2.—The Danish Department of Statistics, in a summary of government taxation on amusements for the fiscal year 1950-'51, reveals that a total amount of \$3,133,000 was collected. This figure tops last year's record by more than a half-million dollars.

Highest tax bite for any single establishment was that levied on the Tivoli, Copenhagen. The Fun-spot coughed up \$50,750, an increase of \$2,610 over the previous year.

Circuses paid an aggregate of \$96,135, the summary indicates, and sports events were tapped for \$30,450.

The summary also showed that movie theaters and dance halls paid a combined tax of more than \$4,000,000, a sum nearly equal to the country's total population of 4,279,142.

Circuses paid an aggregate of \$96,135, the summary indicates, and sports events were tapped for \$30,450.

Jeff Beach Keeps Swim Area Closed

DETROIT, Aug. 2.—Jefferson Beach has kept its swimming beach closed so far this season because of high water earlier this season. Harry Stahl put up a dike on the lakefront, and it is doubtful that the beach will be opened all summer.

Detroit Symphony concerts have kept the beach from being a total loss, however. A large portion of it was converted into an open-air beer garden and the concerts are broadcast from the spot's pavilion to the beach area. The concerts have been drawing large crowds.

New England Ops Ignore

parent that they would not be able to get back East for the Shrine Circus, Al had to put on his thinking cap and hunt up his magic wand for the J. C. Harlacher show.

Hampton Thumping Claps
Jack Mitchell, Hampton Beach (N. H.) publicist, had an armload of clippings to display on a Casino promotion conceived by operator John Dineen. The 25th anniversary of the Casino operation, founded by John's father, appeared to have earned as much newspaper coverage as the political conventions.

No Fires to Put Out
Vic Shayeb treated everyone attending the meeting at a cocktail hour in the Frolics prior to dinner. Vic, a frustrated fireman, reportedly has his home equipped with apparatus that sounds all of the fire calls in the metropolitan district. His attendance is now limited to configurations rating two or more alarms. Luckily none occurred during the cocktail hour or dinner.

More Posies For Stone
Larry Stone, Paragon Park, Nantasket Beach, Mass., is continuing to receive congratulations on the birth of his son and heir, David Joseph. The mother, Phyllis, was scheduled to attend the

Industry Reports Banner Business

Continued from page 58

have often made up the difference between profit and loss.

Informal Gathering
The gathering, as usual, was informal in nature, with only a luncheon and a dinner, both staged at the Frolics, providing occasions when the whole group got together. No speeches or business sessions were scheduled, and the exchange of ideas and information was accomplished in small groups, which found their way to nooks and crannies throughout the mile-long beach.

The registered attendance of 85 was somewhat less than expected and under par for the session. While nearly all of New England's funspots appeared to be represented, the groups representing each were not as sizeable as in the past. Some ventured the opinion that a meeting held in a compact amusement park would attract a larger gathering than a vast and sprawling beach such as Revere.

Noticeably absent were many suppliers, including ride manufacturers' representatives. The answer, insofar as many of the latter are concerned, is that their production is sold out for the

year. Materials have been used up and the supply picture at the moment, particularly in regard to steel, is not good.

Heat Hurts Beach Ops
While the parks and beaches are enjoying an excellent season, the inland centers seem to have the edge. Reason is that the record-breaking heat which has enveloped this area for the past couple of weeks has kept beach patrons closer to the water for longer periods than normally. The earning hours have been limited as a result.

The hot, humid nights have cut into ballroom attendance, but the orks, both house and name, have done well otherwise. Comfortable nights from now on will hike attendance and grosses at the danceeries, the ops said.

Victor Shayeb, a principal beach operator, was host, John Dineen, operator of Hampton Beach (N. H.) Casino and association president, presided at the head table during the dinner, the only bit of formality observed. Plans for the gathering again were handled by Wallace Jones, association treasurer, and Fred Markey, secretary.

Winter Kidspot Framed

Continued from page 58

plane ride. The devices will be equipped with new canvas now on order from U. S. Tent & Awning Company, Sacco said.

While the majority of outdoor Kiddielands are located on the outskirts of cities, this one is on Devon Avenue less than two blocks west of the big Devon-Western shopping area. The theater's interior is being completely rebuilt. While the store will have a natural outdoor over-all decor, the Kiddieland will be decorated in a Florida theme, complete with palm trees and gulf scenes. Cost of the rebuilding project is estimated at \$150,000 by Murray Lind.

Altho definite operating plans are still in the making, ride prices are expected to be 14-cents or 10 for 95-cents, according to Sacco. It will definitely be a winter operation, he said, with Saturdays and other shopping days expected to yield the biggest turnouts. Summer operation is air conditioned.

The theater fronts on Devon Avenue, but has two fire exits around the corner on Maplewood. These two doors will be enlarged. These two doors will be enlarged, equipped with canopies and lit up so they may be used as entrances during hours when the boys' store is closed.

Promotion and advertising of the combination play spot and

clothing store will be coordinated. Community newspapers as well as direct mail advertising is being planned, and two grand openings are to be held, one for the store, one for the amusement spot.

The store's opening will be strictly Big League. Murray Lind is framing a parade that will be headed by Wild Bill Hickock (Guy Madison) flicker and TV cowboy, and his partner, Andy Devine. Riders from at least four stables will participate in the procession as well as floats of merchants and the local Chamber of Commerce.

New S. C. Company

GREENVILLE, S. C., Aug. 2.—has obtained a state charter to build and maintain swimming pools and bath houses here. Authorized capital stock is \$30,000. James P. Coleman is president.

FORCED TO SELL BECAUSE OF ILLNESS MOST BEAUTIFUL AND MODERN RANCH-PARK

IN SOUTHERN NEW JERSEY
• 16 ACRES OF PARK—ALL FENCED IN
• RODEO STADIUM SEATS 4,000
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• PICNIC GROVES—TABLES FOR 1,800
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• 18 MODERN CONCESSION BOOTHS
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OWNER-OPERATED PAST 3 YEARS
FULL PRICE SACRIFICE **\$39,000**
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Ringling Business Off At Cleveland

Lake City Gives Half Houses; Akron Turns In Strong Night

LORAIN, O., Aug. 2.—Ringling Bros. and Barnum & Bailey Circus played to a 60 per cent matinee and 70 per cent night house despite weather and strike factors. A storm damaged buildings close to the showgrounds. The strike of 12,200 steel workers here probably cut down attendance.

At Cleveland the circus drifted thru a three-day stand, Friday thru Sunday (25-27), with six half houses. It was the first time in several years that the show had made the town, partly because of

difficulties in finding a lot previously. Linn's Club was the auspices. Hot weather and double-header night baseball were listed as factors working against the show. Last piece of equipment cleared the grounds at Ninth and Lakeside two hours after the show ended.

The show did fair business Thursday (24) at Akron, which it had not played since the Firestone Tire & Rubber Company bought the performances there two years ago. The matinee was light, about one-third of capacity, but the night audience filled seven-eighths of the seats. Show was aided there by a respite from the terrific heat wave and the fact that Akron has been free of labor disputes.

No auspices was used for the one-day stand in Akron.

Paper for the Detroit stand (15-17) went up this week, with the advance car in town at mid-week. Only a scattering of window cards were posted initially.

The Detroit stand will break in a new lot at Oakland and Davison Avenues, which is in the suburb of Highland Park, a town surrounded by the city of Detroit. It is nearer the center of population than the usual West Side location. Lions Club is sponsoring the Detroit run.

Mills Tripped By New Truck Statute in N. Y.

LIVINGSTON MANOR, N. Y., Aug. 2.—Mills Bros' Circus was delayed here Sunday (27) by a new State law which requires "highway use" plates on all trucks with a maximum over-all weight of 18,000 pounds or more. Clearance later was telegraphed from Albany.

Police at Albany recommended that shows entering the State, telegraph information on trucks involved to Albany and that \$5 for each truck also be wired. Return telegram would authorize movement of each truck until the plates are issued, it was reported. Mileage of each truck is to be reported later.

At Carbondale, Pa., one of two towns Mills had before returning to New York, matinee drew a half house and the night house was near full on Tuesday (29).

At Bath, N. Y. (25) the show had a half house for the matinee and a three-quarter night turnout. Advance ticket salesman reportedly did not sell children's tickets and parents learned at the gate that duets were required. At Towanda, Pa. (25) the Mills show had a near-full matinee and three-quarter night house, resulting in a profit of about \$400 for the Lions club.

Wis. Okay for W-C

PHILLIPS, Wis., Aug. 2.—Norman Anderson's Wallace & Clark Circus was playing to fair and good business in Wisconsin this week. At Phillips on Saturday (26), the show had a half house for the matinee but the night crowd nearly filled the top. Two three-quarter houses were registered at Medford on Friday (25).

Packs Wins at Buffalo, Pittsburgh, Wheeling

PITTSBURGH, Aug. 2.—Tom Packs' Circus tabbed its best opening for this date since 1947 at Forbes Field Thursday (31). A Pittsburgh paper cracked that it was the circus, not the hapless Pittsburgh Pirates ball team, that drew 14,000 to the field.

Added attractions for the run here, which closes Saturday (2), were the "Range Riders," CBS television show. It includes Jack Mahoney and Dick West, movie stunt men in rough riding. They are under Gene Autry management.

Packs' Buffalo wound up well ahead of last year's run, with a crowd of about 17,000 on hand for the Saturday (26) finale. After a 200-mile jump, the show opened Monday in Wheeling, W. Va. Rain slowed business on the first day there, but the second day brought a crowd of 15,000 to the 11,200-seat stadium to score a "grass house." Packs no

longer is carrying the extra seating which it used in Southern Illinois. The Wheeling stand ended Wednesday (30) with a capacity house, according to Jack Leontini, Packs staffer.

Searle Simmons suffered a fractured ankle in a fall when the rigging of the Sherer Troupe buckled at Buffalo. Mary Sherer was treated for bruises after she slid down a pole. Simmons, who was helping in the act temporarily, remained in a Buffalo hospital but it was expected he would return to the show next week. Meanwhile, the Flying Valentines came on to fill the flying return spot.

Packs plays Johnstown, Pa., Monday (4); Lewistown, Wednesday (6); Williamsport, Thursday (7) and Newark, N. J., Friday and Saturday (8-9). Boston (13-16) will wind up the current Packs tour.

OLD-TIMER GOES UNRECOGNIZED

WARREN, Pa., Aug. 2.—Maybe it was because of the passage of time, maybe because Ringling-Barnum was playing to its banner day of the season and everyone was busy. But an aged man, who once would have been known by almost every showman on the lot, passed unrecognized when the show was here recently.

He is Elmer Jones, "king of the two-car shows" who with his brothers operated dozens of big and little circuses for 40 years. Jones is a resident of North Warren. His last show toured in 1936.

Hagen Changes Territory, Hops From Pa. to Ill.

Tent Blown Down At Edwardsville, Damage Reported

EDWARDSVILLE, Ill., Aug. 2.—Hagen Bros. made the long jump from New Kensington, Pa., to Edwardsville, Ill., in a spectacular change of territory. The show's final Pennsylvania stand was Wednesday (23). It reopened at Edwardsville on Monday (28).

After a light matinee in hot weather at Edwardsville, a storm struck and blew down the big top. Two center poles and the canvas were damaged. There were no injuries. Almost all personnel pitched in to reorganize, and the circus gave the night performance without canvas and only 30 minutes late. Audience filled the seats.

On the long hop, the circus caravan stopped at the Marysville, O., fairgrounds (24) and at the Deeming Zoo in Terre Haute, Ind. (25). Saturday and Sunday (26-27) were open dates.

Maine Trek Good For Beers-Barnes

PEMBROKE, Me., Aug. 2.—Beers-Barnes Circus played to strong business at recent towns in Maine. The previous week's business also was good. Dover-Foxcroft, Milo, Lincoln, Princeton and Pembroke (21-25) were among the Maine stands.

The show is expected to enter New York State at Whitehall Monday (11) with Granville to follow.

KING-CRISTIANI DRAWS PA. CROWDS

COUDERSPORT, Pa., Aug. 2.—King Bros. & Cristiani Circus won a full matinee and a strong night house here Thursday (31). The score was in line with other business the show has been doing in New York and Pennsylvania.

Two straw houses turned out at Auburn, N. Y., Thursday (24), where the Lions Club had a good advance sale and the parade drew heavily. Cortland, N. Y. (25) had a near-capacity matinee and half house at night. Lions Club sale there was not strong and a second-choice lot was used be-

cause the county fairgrounds were unavailable.

At Wellsville, N. Y., on Tuesday (29), King-Cristiani gave the first parade in 25 years and the first circus in nearly as long. Unusually large crowd turned out for the street procession, and both the matinee and night performance drew near-capacity business for the Lions Club.

Bradford, Pa., the Wednesday (30) stand came up with two 85 per cent houses. Competing baseball tournament failed to interfere. Civil Defense Police were auspices at Bradford.

Danish Shows Thriving on Tourist Coin

COPENHAGEN, Aug. 2.—With the annual tourist invasion now in full swing, circuses in and about this city have been reporting excellent business.

Circus Schumann, which opened in the mid-city district early in May, has been hanging out the "standing room only" signs at nearly every performance.

Circus Moreno, with a new big top and other equipment, opened Saturday (1) for a run on a lot in the Bellahøj quarter of the city.

A semi-professional Swedish show, Circus Furuvik, currently playing at Malmo, Sweden, just across the Ore Sound from Denmark is making a big play for Danish trade thru large ads in Copenhagen newspapers.

DAVENPORT UNRUFFLED

Complications Set in For Wallace at Boise

BOISE, Idaho, Aug. 2.—Troubles piled up for Wallace Bros' Circus here Thursday (24), but Owner B. C. Davenport took them in stride.

First, he said, thru a misunderstanding the show had contracted two auspices—Legion and Jaycees—for the date. The Jaycees actually sponsored the date, but the Legion attached the ticket wagon and had to be paid \$400. A high wind during the morning blew down one end of the big top while the tent was being erected. This delayed the start of the downtown bally march.

Davenport said he had cautioned the auspices against announcing a "parade," pointing out that it included only a callopie, elephants and lion cage. But the Jaycees plugged a full-fledged street march and thousands who turned out in hot weather were disappointed.

Competing attractions for the day included the Democratic National Convention, plus Mormon Pioneer Day, a major celebration. Despite the difficulties, Wallace played to a three-quarter matinee and half house at night.

On the brighter side, Davenport reported that President Truman had signed a private bill granting citizenship to Arumai Singh, who

Canada Tour Satisfactory For Bary Zoo

REGINA, Sask., Aug. 2.—Howard Y. Bary's British Africa Zoo Train has played to satisfactory business, particularly in smaller towns, Bary reported here. Most Canadian dates have been played under Shrine auspices.

Show has been winning considerable newspaper space, with the Moose Jaw Times-Herald coming out with a big layout of photos for the stand there Monday and Tuesday (21-22). Saskatoon and Regina newspapers also used photographs and stories.

Regina was a successful three-day stand (15-17), and subsequent dates were at Regina Beach, Swift Current and Maple Creek. The move to Regina Beach, a 40-mile hop, was by special train. However, all others have been passenger moves. The show travels on three 84-foot cars. Educational nature of the animal exhibit aboard the train is stressed in extensive newspaper advertising.

At Prince Albert the city council declined to exempt the show from the license. Bary had claimed exemption as an educational exhibit, and the city said the showman could apply for a rebate after the show's stand there. The city then would decide to what extent the show had been educational. Prince Albert License is \$120.

Winona Big for K-M

WINONA, Minn., Aug. 2.—A. G. Kelly & Miller Bros' Circus wrapped up two near-capacity houses here Thursday (24). Winona labor council was the total-license auspices.

Cole-Walters Wreck Frees Lead Stock; Elephant Bolts

CLARKS FALLS, Idaho, Aug. 2.—A Cole & Walters Circus truck was wrecked on the jump to Clark's Falls Friday (25), killing a llama and freeing two elephants and other animals. One of the elephants was not captured for about 48 hours, according to Don McLaughlin, of the show staff.

He said the animal, Vic, was frightened by the wreck and further stirred up when a train passed the wreck scene. The bull raced into the Rockies. A reward was posted and several news-

papers carried yarns about the incident.

Herb Walters, manager of the show, returned with elephant Monday (28). The other elephant, two camels and two horses which were in the truck were not injured. Two small light plants were smashed and the truck and trailer were damaged.

Pugh Replies To Three Girls Who Left Mills

CHICAGO, Aug. 2.—Digger Pugh in a letter from London this week answered charges made recently by three girls in a Mills Bros' Circus act he organized. The girls left the show after complaining that they were in "bondage."

Pugh said he recruited the girls in England, mostly from English circuses, and that the act was booked with Mills Bros. by a New York agent. Pugh said he was not the booker. He also said the girls were dancers and not members of the Wallaby Girls act.

He asserted that the girls were paid five pounds (\$14) and in addition, paid their transportation, housing, tax, medical and food expenses for the time they were out of England. Their pay after expenses in England had been less, he said. Pugh also pointed out that some of the girls, including the one who left the show, were in the troupe for their second year, indicating that they were not displeased with the deal.

A small number of the girls refused to work or rehearse earlier, he said, and, believing they might leave, he had informed the U. S. immigration office of the situation.

In reply to charges that the girls were assigned too many tasks, Pugh said that, along with other members of the show, they were not displeased with the deal. (Continued on page 90)

Detour Trims Rogers Bros. Attendance

KANE, Pa., Aug. 2.—Rogers Bros' Circus at Clarion, Thursday (24), was trimmed to a handful house in the afternoon and a half house at night, largely because of road repairs on the route to the lot.

Lot was five miles out and the main road was open when the town was contacted. Later, repairs were started and the road was closed on show day. Patrons were forced to detour over several side roads to reach the site. Show trucks also were forced to detour, but the matinee was on time. Kiwanis club was the auspices.

At Kane on Friday (25), the show had a half house for the matinee and a three-quarter night showing with Kiwanis auspices.

Cole-Walters Wreck Frees Lead Stock; Elephant Bolts

papers carried yarns about the incident.

Business has been excellent for Cole & Walters since the show left Minnesota. Montana was particularly good. McLaughlin said, with Kallspeil, Baker and Pulson turning in the best business of the season.

Dressing Room Gossip

King Bros. & Cristiani

George Barlow III, George Solderer and a party of friends from Binghamton visited the show and cut up jackpots with the writer, recalling the old Cole show days. In Auburn, Mr. and Mrs. Charlie Lockler spent the day on the lot and were helpful to many of our personnel. Charlie also had the John Pawling Tent's callopie in the parade with a beautiful span of draft horses. Many members of the tent were on hand for the day.

Tommy Doran, "free lance circus fan," of Philadelphia, has been on for a week and as usual makes himself generally useful. He drives the steam callopie in parade, ushers in the big top and takes other chores onto himself. Considering that until two years ago he had never seen a circus, he has come a long way in fandom.

Maynard Visingard, circus drummer, visited in Itasca and rode in the parade. He plans to be back with the white tops next season. Phil Eros, of clown alley, has been proudly introducing his wife and son to the bunch this week. She was one of the English performers brought to this country by Digger Pugh. Ann and Jim Conway took delivery on a beautiful new trailer. Heroism of Senor Del Paus (Manuel Zaccini) in rushing into a burning barn at the Watertown fairgrounds resulted in the saving of two valuable race horses.

Davis is now circling the hippodrome track on Playboy in the menage number. Our after-show is pulling crowds. Tama Frenk says this is the first time he has ever had to work his unimpaired act in an end ring, necessary here so that folks on both sides of the top can see it.—Col. HARRY THOMAS.

WANTED HIGH POWERED BANNER MAN

Les Lyles, answer.

Wallace Bros.' Circus

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Ringling-Barnum

Our three-day week-end stand in Cleveland was enjoyed by all. We were located just a couple of blocks from downtown and near the lake. Business was good and weather was okay but on the hot side. Many visitors were on the lot.

Mr. and Mrs. Melnhart and sons, Bill and Jack, visited in Canton and gave a party for a number of friends. W. E. Lawson's relatives visited thruout the week. Walter Forbes made a flying visit to Sarasota for a few days' visit. Mr. and Mrs. Sverre Braathen have joined for their annual visit. Robert Raupier also is visiting.

We were glad to see Buddy North visit after his return from Italy. His son also visited. Other visitors included Mrs. Freddie Freeman, Mrs. Frank Cromwell, Mr. and Mrs. Tommy Hodgini, Joe Hodgini, Art Underhill and Huddies, Mr. and Mrs. Freddie Dubsky, Gene Lewis's sister, Dorothy and Willie Storey and daughter, Renee, Jimmy Harrington, Macy, Denver Kline, Murray and Mitzl Fein, Charley White, Agnes Stewart's relatives, Mr. and Mrs. Charley Jones and son, Loni and Vanborden Abeen, Ray Perez, the Bokara Troupe, Don and Billy Cook, T. D. Buhl, and Mr. Duff.

Jeannie Slecter celebrated her birthday. Albertina Loyal, Bepito Loyal and Dolly Perez returned to Sarasota.

Backyard scenes: Arthur Burson and Ed Green getting a rough ride in the tally-ho. Hilda Burkart off for a visit to her daughter, Mary Lou Mader, who gave birth to a daughter. Congratulations, too, to Coddie and Jo May Union on the recent birth of their daughter. Gene Lewis kept busy in his home town, Cleveland. Count Napolas keeps busy with the many on-the-lot radio broadcasts. Ann Martinez does a good job as our tailor.—MARY JANE MILLER.

Wallace Bros.

Between McCall and Grangeville, Idaho, the canvas truck was overturned but everything was up in time. The driver, Ray Belcher, was not injured. At Payette some of the show folks caught a baseball game next to the lot.

Ted Milligan is Side Show manager, succeeding the late Chesler Gregory. Bill Fox has joined clown alley. Massey is working in the pie car. Sandra Scott is now working swinging ladder and is ready to go on web. Maurice Marmoljo was the teacher. Sandra also is practicing backbends and is doing nicely.

Recent birthdays were those of Ernestina Estrada, Chata Sanchez, Beatriz Estrada, Sandra Scott, Henry Roehling and little Norma Rojas, who was year old. Every one was served plenty of ice cream.

Visitors included the Frey family, John Richard, Harold Thomas and Mr. and Mrs. Donald Thomas, Harold and Donald Thomas are brothers of Frankie Scott, the Wild West.—MAURICE MARMOLEJO.

Polack Western

Santa Cruz seaside activities, amusement park and beach were popular with the younger set. When Ross Paul, Harold Ward, Eddie Ward, and Debbie and Skeeter Ward went fishing off the pier, Debbie caught the largest fish. In the Harvey West Stadium the dressing rooms were a duking from the show.

Effects of the distant California earthquake caused some trailers to think someone was doing practical jokes. The hotel contingent was awakened by the tremors, too.

Rusty Benson visited his sister and her son at Santa Cruz. Jack Joyce was a surprise guest star in the balloon chase because of Chester Stanley's delayed entrance for the number. An Army searchlight was used as advertising bally and to light Rietta's high pole number. Joe Lemke has new wardrobe for his chimps. Arthur and Rietta Wallenda bought a parakeet for a pet.

Carla Wallenda was the victim of an impromptu gag entitled "Tip Toe Thru the Tombstones," with Maria Theron, Gus, Betty

Kelly-Miller

The unexpected passing of Dr. E. L. Cooper of Wichita, Kan., saddened circus people thruout the country, but probably on no other circus will he be as greatly missed as this one, where he spent his last few weeks.

In Sparta, Wis., Gene Burgett overturned the show's plane while landing on a soft lot. He was uninjured, but the plane was damaged. A smaller plane has been secured as a replacement until repairs can be made.

Laugh of the week came when one of the cooks accidentally poured soap powder instead of salt into the bean soup in the pie car. Alberta Craig discovered the error after the beans had been boiled out of the pot, onto the stove and half way across the kitchen.

In Neilsville a skunk made an unsuccessful attempt on the life of Shorty Sylvester's pet chicken and then slowly and sedately ambled thru the big top, causing a temporary work stoppage but no serious after effects.

A torrential rain and wind at Chippewa Falls gave Pete Smith and his big top boys an hour-long struggle to keep the top in the air. The Side Show crew was not so fortunate, with a center pole breaking and one end coming down. With all hands helping, everything was back in place for the night show.

Little Flora Lou Carlton is on the sack list. Mary Carlton has new wardrobe for the skating act and concert. Francis Kitzman and wife visited at Rochester, Minn. Bill Kasiska, Al Shadle and Mr. and Mrs. Verne Fussell visited.—FRANK CAIN.

Hagen Bros.

Claire and Ruth Ratley have an 8-pound 10-ounce baby girl. Claire visited the family at Newton, Kan. The baby's name is Maxine Elizabeth, and Maxine Allen is beaming because she's now a godmother.

Raymond Duke did a marvelous job of marking the route for our long jump from Pennsylvania to Illinois. Our thanks to the secretary at the Marysville, O., fairgrounds and to John Wixom, of the Deeming Zoo stables, Terre Haute, at whose places we made overnight stops.

Sleeper No. 1 was delayed en route to Chester, Ill., by a flat tire and didn't arrive until the matinee was half over, but John Toy put on a fast make-up and arrived in time to make half of the numbers.

Slim Biggerstaff joined at Chester, doing ground and aerial contortion. John Toy was the guest of the Conley Family at their Owensville, O., farm over the week-end. Frieda Conley is a great exponent of old-time cookery and it's delicious. Jim Conley has one of the most comprehensive collections of circuses imaginable.

Mr. and Mrs. Harry Allen and Mrs. and Mrs. Howard Suez entertained Jim Mims at St. Louis. Roy Adkisson visited relatives in St. Louis. Paul, Mildred, Donna and Paulette Pyle and Bertha Drane were guests of H. C. Saunders in St. Louis. Mrs. Bessie Buett visited Bertha Drane. The Flying Eldons, the Flying Malkos and Herb Antes visited.—JOHN TOY.

and Roddy Bell as the ghosts. Prop man Danny Kelly proved he is an excellent ship model builder. George Paige's television was a big concession room attraction during the conventions. Tom Upton, of San Francisco, visited and showed his latest movies of the show.

Laurence Cross tailored unusual wardrobe for Dennis Stevens' television gag. Carla Wallenda, Arden Kreisch and Marga Wallenda are practicing iron-jaw. Glen Fishback, photographer, visited to take many pictures of clowns and acts. Don Francis, CFA, showed us many of the old-time heralds from his circuses collection.

Visitors included Irene O'Hara, Mr. and Mrs. W. J. Dann, Virginia H. Powell, Mrs. L. S. Somers, Stockton Sommers and family, Babe the Clown, and Bert Martin.—HARRY DANN.

Cole & Walters

Despite long hops and an overabundance of mechanical difficulties, the show continues to be on time, with just a few matinees having been delayed. Mr. Walters and Curly Booth have been putting in overtime to keep the trucks rolling over the mountains in Montana.

On the jump into Eureka, Mont., the pony truck was turned over. The driver was uninjured and the ponies sustained only slight injuries. The tractor was slightly damaged, but the truck body was junked on the spot.

While everyone has been enjoying the scenic beauty of the Rockies, it will be a definite relief to get on the prairies, if for just a short time. Jump from Kalispell to Polson drew much comment because of its beauty.

Personnel remains about the same. Several workmen have joined. Freddie Klaus left recently. Birthdays were celebrated by Morris Rex, C. Y. Allison and Junior Ross. A Redbird Club has been formed with Shorty Wells as president. Members include Al Conners, C. Y. Allison, Don McLaughlin, Corky Clark, Norman Auday and Jack Bell.

Visitors have included Mr. and Mrs. Hooden and son, Jack, who are offering a magic show in these parts: Mel Hall, the Glen Henry family, Mr. and Mrs. Ed Wideman, Billy Burke and others from the Gil Gray Circus.—AL CONNERS.

Under the Marquee

New Orleans Minstrels played under canvas at Concord, N. H., recently. Fan Don Smith visited Terrell Jacobs and Tom Packs shows at New York stands. He visited Starr DeBelle on the Strates show. Jack Disch crowned the Cleaver-Brooks Company picnic at Milwaukee Sunday (27) and reports the company had its callopie, one of them the former Cole Bros. "America" wagon, on hand. Disch (Clown Cop Corrigan) tells that Jay Jaxon is playing sponsored dates and that Binks Dogs have been playing Milwaukee company picnics.

Johnny Fulghum of Richmond, Va., caught Hagan-Wallace and (Continued on page 66)

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Regina Gate Up, Grandstand Down At Halfway Point

3-Day Pari-Mutuel Handle Climbs; Opening Day Players Bet 140G

REGINA, Sask., Aug. 2.—At the half-way mark, Wednesday (30), the Provincial Exhibition here had every indication of being a winner, just as the other fairs on the Western Canadian Class "A" loop have been this year.

Gate attendance for the first three days was 78,198, an increase of 2,574 over last year's total of 75,624 for the same period. Weather has been excellent all the way—the best Regina has enjoyed this summer—and if it holds until Saturday, the show is bound to have a smash finish.

Thursday (31) was a scorching, weather-wise, but it didn't keep people from the fair. Indications early in the evening were that outside gate attendance, grandstand figures and midway play would be in line with the showing made earlier in the week.

Grandstand attendance has been down slightly, totaling 28,340 Wednesday night, as against 30,127 the first three days last year. Word-of-mouth advertising and a two-car giveaway in front

of the grandstand Saturday, however, were expected to bolster the figure for the week. Much favorable comment has been heard from grandstand patrons concerning Ernie Young's "Varieties of 1952" and newspaper and radio praise has been generous.

Gate Builds

Monday's main gate was off 189 from last year, for a total of 28,737; Tuesday's total was 16,807, an increase of 1,247, and the Wednesday mark was 31,654, an increase of 1,516.

The grandstand at 8,272 was off 884 from last year on Monday; off 874 Tuesday, when 6,064 came in, and off 1,029 on Wednesday. (Continued on page 86)

Boonville Hits As Gate Soars 10% Over 1951

BOONVILLE, N. Y., Aug. 2.—Attendance at the Boonville Fair was running about 10 per cent ahead of 1951 thru yesterday despite a damp beginning last Monday (28), according to Ron Ryder.

Special events new this year were credited in part for the increased gate. One of the features was a massed band of 1,000 pieces which included members of some 21 bands. Some 34 fire companies participated in a special fire-fighter day.

An Al Martin revue has been clicking nightly, Ryder said, with capacity crowds. The Irish Horan and the Healy Drivers this year passed more in two shows than they did a year ago when they presented two shows.

The Coleman Bros. Shows on the midway reported grosses averaging about 20 per cent ahead of last year.

FOUR RECORDS SET AT SASKATOON EX

All-Time Marks Chalked Up at Gate, Grandstand, Pari-Mutuels, Parking Lot

SASKATOON, Sask., Aug. 2.—Four all-time records were set at the Saskatoon Exhibition which closed here Saturday (26). Gate admissions, car parking (26), grandstand attendance and pari-mutuel play—all wound up higher than ever before, according to D. N. MacEachern, manager.

Pari-mutuel take on the final day was \$111,409, an all-time record for any day. All-time records for a Saturday were set at the gate, in the parking area and at the grandstand.

Only the 1949 mark of \$56,402 gross revenue from the midway remained unsurpassed. That was the year Sally Rand was starred on the Royal American back-end. Saturday night it had been thought that a new midway mark had been set but a re-check by MacEachern showed that 1949 still held top place. The figure for this year was \$53,300, a 27 per cent increase over the total for last year, which was \$41,915. 499C Wagered

Close to half a million dollars, \$499,550, flowed thru the pari-mutuels during the week, compared with the previous all-time record of \$434,730 wagered in 1951.

Grandstand attendance for the week totaled 78,508, a per cent increase over the previous record of 71,154, set last year. The previous car parking record of 13,826, set in 1951, was bettered by 13 per cent with 15,609 automobiles parked on the grounds.

A total of 123,694 persons went thru the main gate turnstiles, a 13 per cent increase over the old record of 110,240, set last year. Saturday's main gate figure was 20,930, an increase of 2,848 over last year, and Saturday's grandstand drew 14,193, as against 10,591 in 1951. The record pari-mutuel play for the final day was an increase of \$6,288.

Two grandstand performances were staged Friday night (25) and the Saturday night presentation of Ernie Young's "Varieties of 1952" was delayed more than 45 minutes when a heavy rainstorm lashed the grounds.

Manager MacEachern expressed complete satisfaction with the race program, grandstand show and midway. He said a new attractions platform and further improvements to the grounds are on the agenda of the exhibition board for next year.

Santa Maria Pulls Record 31,037 Gate

SANTA MARIA, Calif., Aug. 2.—With Reider Dunlap directing the Santa Barbara County Fair for the first time, the event set new attendance records to wind up the five-day run with a total of 31,037. In 1951, the annual pulled 26,083.

Dunlap took over the reins of the fair following the retirement June 1 of Jesse Chambers, who had served as secretary-manager for 25 years.

The figure of 31,037 was based upon paid attendance. With the Kids' Day crowd on Wednesday (23), the fair was estimated to have hit 50,000 turnstile clickers. Annual closed Sunday (27).

Eight free performances were given in the Exhibition tent with Fanchon & Marco of Hollywood booking the talent. On Friday there were no professional shows, the stage being given over to the Junior Talent Show. Showtimes were 2:30 and 7:30 p. m. Acts included Will Ahern, Haines Twins, Madison's Dogs, The Excellos, Johnny Romero and Jack Aronson. Romero emceed the second stanza of the presentations on Saturday and Sunday. The bill included Joyce Bayne, the Dude Swingers, Irene Kaye, and Will and Gladys Ahern.

Superior Shows were featured on the midway.

Cedar Rapids Sets Names, Attractions

CEDAR RAPIDS, Ia., Aug. 2.—All-Iowa Fair will feature name attractions in its night grandstand revue, according to Andy Hanson, manager, who this week signed West and Page, comedy dance team as an added attraction.

Other names at this year's annual, August 10-14, include Martha Tilton, Curt Massey, and Frank Fontaine, comic from Jack Benny's radio program.

Supporting acts include Aaron and Charly, trampoline; Nita and Peppi, acro; Johnny Mack, dancing; and the Van De Velde, acro and finger stand.

Other attractions include a four-performance rodeo with \$2,500 in prizes and the Valkyries and their white horse as an added attraction. Aut Swenson's Thrillcade will be in on August 10; 100-mile stock car race program August 12; Joe Chitwood thrill show on August 16 and a balloon ascension and parachute jump also are scheduled.

Gold Medal Shows will provide the midway attractions.

New Features For Covington

COVINGTON, Va., Aug. 2.—Alleghany County Fair, which opens here Labor Day, will offer a number of innovations this year, including a "Merchants on Parade" exhibit department, flower show, home demonstration department, popularity and hill-billy contests and a horse show.

A corps of men has started the work of preparing the fairgrounds for the event. Aim of the management, according to Secretary Harry C. Grafton, is to make the fair the greatest in the State. Every means of advertising will be used within the county and adjoining counties.

Merchants are backing the fair this year with exhibits and advertising in the premium book and distributing 100,000 part-paid admission tickets within a 60-mile radius of Covington. The premium book is the largest on record.

The John H. Marks Shows have been signed for the midway. Fair officials are now in the process of booking grandstand acts. Concession space is reportedly moving fast.

Minn. State, County Events Hit by Swine Exhibit Ban

ST. PAUL, Aug. 2.—The annual swine show of the Minnesota State Fair has been cancelled this year. The action followed a meeting of the Minnesota Livestock Sanitary Board Tuesday (29) at which it banned all swine shows in the State.

The board's action was taken because of a costly swine virus infection, vesicular exanthema, which has developed in 17 States—not including Minnesota.

Dr. Ralph L. West, executive director of the board, said the ban, effective until further notice, was an effort to exclude from

the State or at least minimize the losses due to the epidemic.

Also affected by the ban were the National Barrow Show at Austin, Minn., and the 4-H county fair shows in the State.

Douglas K. Baldwin, secretary of the Minnesota State Fair, which opens for 10 days on August 23, said his organization would co-operate with the livestock sanitary board "immediately and wholeheartedly."

Instead of the swine show, the swine barn will house the Oak Ridge, Tenn., atomic energy show, plus presentations by the Armed Forces.

The Minnesota Fair had signed these exhibits but had been looking around for a suitable place to house them. Now with the swine show off, workmen will start immediately to tear out the stalls and prepare the building for the other exhibits, Baldwin said.

Crowds Good, Spending Brisk At Bangor, Me.

BANGOR, Me., Aug. 2.—A winning run for the Bangor Fair was forecast by officials by mid-week. The weather was fair, the crowds were big and the spending at midway units brisk. By last night business generally was reported about equal with that of last year, meaning that it was good, and there were indications that the annual might surge ahead in all departments before tonight's closing.

George A. Hamid's Southland revue played to hefty houses nightly and Irish Horan's Lucky Hell Drivers drew an estimated 2,000 patrons at both its afternoon and night shows on opening day. The World of Mirth Shows on the midway reported business keeping pace with last year.

Pari-mutuel harness racing was featured each afternoon. Day admission prices were 80 cents for Adults, 45 for children. Both groups were admitted for a nickel less at night.

Day grandstand prices ranged from 60 cents to \$1.25. Night charges were 75 cents to \$1.50. An automobile, deep freeze, bicycle and other valuable prizes were given away nightly.

Firemen's Confab At Pennsy Annual

DALLASTOWN, Pa., Aug. 2.—The York County Firemen's Convention will be the final-day feature of the Dallastown Fair, August 11-16, reports Harold Jamison, fair president.

Prominent on the convention-fair program will be a large street parade, with units from all York County towns participating, and selection of a beauty queen. The Morris Hanam Shows will occupy the midway.

Heat, Bingo Ban Are Blamed For Low Gate at Kent-Sussex

HARRINGTON, Del., Aug. 2.—Scorching temperatures which reached as high as 110 degrees in the shade were mainly responsible for low attendance at Kent-Sussex Fair here, July 21-26. T. Brinton Holloway, fair manager, estimated that only 65,000 persons visited the grounds, a loss of nearly 20 per cent over last year's event.

The fact that bingo "and other games of chance" were banned this year also contributed to the poor gate. "We used to get many people who came just for bingo," Holloway said, "but this time we had only skill games."

Norfolk Gets Local Co-Op

NORFOLK, Aug. 2.—Ruth Belcastro, president of Tri-County Fair Association, is sponsoring the first fair to hold here since 1940, reports that local businessmen have shown unusual interest in the October 1-11 event by reserving exhibit space and co-operating in many ways. Newspapers and radio stations, too, are co-operating in publicizing the event.

Samuel Burdorf, secretary of South Jersey Fair, has been signed to act as secretary-general manager, and the King Reid Shows have been booked as midway attraction.

The new fairgrounds boasts a half-mile track for races and a quarter-mile asphalt track which is used twice weekly for stock and mixed car and motorcycle events. Sunday (27) every seat in the grandstand and bleachers was filled and about 1,500 patrons stood to see the speed events.

More than 12,000 persons, representing the largest single-day crowd of the 33rd annual affair, witnessed the 20-lap featured auto race. Col. Jim Eskew's Rodeo also played to good audiences, drawing some 80,000 people in five performances. The rodeo replaced harness racing this year.

A firemen's parade, comprised of 30 companies and several drum and bugle corps, was the largest ever held at the fair. Holloway said, citing the increase in prize money as the reason.

One of the few sections unhurt by the ban on "gambling games" was the livestock area. Nearly 8,000 animal exhibition permits were issued, representing an increase of about 5 per cent over last year. The heat was rough on the livestock, so much so, that extra water lines to the stalls and pens had to be tapped in.

No Kingston Fair for 1952; Harness Racing Ban Blamed

KINGSTON, R. I., Aug. 2.—Officials of Rhode Island State Fair Association this week decided that the Kingston Fair will not be held in 1952. According to James C. Muldowney, association president, the refusal of the Rhode Island Division of Racing and Athletics to permit harness racing at the fairgrounds, coupled with the long delay in arriving at its decision, was responsible for the cancellation.

A request for harness racing dates with pari-mutuals to be held

Ohio Governor Seeks 350G For State Fair

COLUMBUS, Aug. 2.—Gov. Frank J. Lausche threw the weight of his office behind plans to expand the present fairgrounds of the Ohio State Fair this week. He appeared before the State Board of Control to ask for the transfer of \$350,000 to the annual.

A similar request from the State agriculture director was turned down several weeks ago. The money originally was earmarked for a new junior fair building.

The renewed request is for the following: \$82,000 for plans for two new buildings that will ultimately cost about \$1,000,000; \$100,000 for roadways and \$118,000 to expand the present plant from 126 acres to 400 acres.

Two proposed new buildings would be a youth center and an exhibit hall.

He contended that it would be impossible to conduct a complete agricultural fair without some attraction to bring in revenue to defray production costs.

Racing is legal in Rhode Island and harness racing has been held at Kingston for nearly three-quarters of a century. Muldowney said that the fair would be continued in 1953.

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- COLUMBIA, S. C., Nov. 18 thru 23
Paul Wagon, Director
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- BATON ROUGE, La., Oct. 16 thru 23
George Colouh, Director
210 Jackson
- MOBILE, Ala., Oct. 1 thru 5
George Colouh, Director
410 Jackson
- ROANOKE, Va., Sept. 22 thru 28
Chas. W. Meade, Director
410 W. Trent Bldg.
- DALLAS, Tex., PARADE OF MOMS
Sept. 19 thru 21
H. P. Vanhook, Director
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Dorothy Cooney, Director
Jefferson Hotel
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P. O. Box 931
- YOUNG TOWN, Ohio, March 2 thru 7, 1952
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- DALLAS, Texas, May 2 thru 10, 1952
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In Hugo, Oklahoma, Sept. 11-12-13.
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Gate, Grandstand Business Threatens To Surpass Previous '48 Records

By CHARLES BYRNES
CHIPPEWA FALLS, Wis. Aug. 2.—Northern Wisconsin Fair was in the fifth day of its six-day run today and was not only romping well ahead of its '51 predecessor attendance-wise, but is threatening the mark set during its record 1948 run. Traffic the first two days was estimated at 10 per cent above the big year, but since that time has spurred to where it is now 17 per cent ahead, according to Archie Putnam, capable secretary-manager.

Grandstand business has been equally big. The Barnes-Carruthers night grandstand revue, in for all six nights, started well early in the week, but picked up steam since then and is playing to consistent full stands. Only mar in the weather picture came Friday night (1), but it had no effect on business. A 7:30 p.m. downpour that evening looked as though it would wash out the show, but the performance went off to a good crowd altho an hour late. Two big nights are expected tonight and Sunday, the final show, according to Billy Senior, who is managing the unit.

Advance sales for the Joe Chitwood performances, this afternoon and Sunday, were more than satisfactory, according to Putnam and granted good weather tomorrow, the stands are expected to be packed. Earl Newberry and Leo Overland are managing the unit here. Harness racing, mainline attraction, the first three days, drew good crowds and 96 entries. Special program of running races, circus acts and a horse square dance Friday afternoon beat all previous grandstand grosses for that afternoon, normally a slow period.

Sale of exhibit space broke all records, according to Putnam. All space in buildings was sold out two months before the fair opened and a new all-time high was hit in the demand for outdoor exhibit and concession space.

Much of the success this year is attributed by Putnam to excellent economic conditions prevailing here, in near-by Eau Claire and in the rich agricultural and dairy lands surrounding Chippewa Falls. Crops are excellent, factories are going full blast and money is fairly plentiful, he said.

While no major improvements have been made on the fair-

grounds here this year, \$11,600 has been spent on new cyclone fencing, and by next year the entire plant is expected to be fenced. The adoption of turnstiles for next year is also a possibility. Less traffic congestion is noted at the main gates, which have been moved well back from the highways.

Today is Governor's Day at the fair and will include an appearance by Wisconsin's top executive, Walter Kohler. Other visitors during the week included Doug Baldwin, secretary of Minnesota State Fair, and Harry Frost, concessions manager for the big St. Paul annual.

Livestock entries are not only large in numbers, but judges, who are from University of Wisconsin, stated that the quality this year is well above any they remember at this fair. A noticeable increase in 4-H entries was also experienced.

Talent in the B-C grandstand show includes Jimmy Troy and Company, trap and snare wire; Four Angels, hand-balancing; Freddie Angel, juggling; Winston Brothers, Risley; Ming and Ling, Chinese hillbillies; Henry French, cyclist; Al Jansley's Poodles; Lester Cole and his Chansonettes, singers, and a 16-gal line. Dick Sharp Jr. and his ork play the show. Other acts on hand include Oranto Trio, Bud Carrell and Rose, and Bob and Duane.

Set Hoe-Down For Final Day At Ind. State

INDIANAPOLIS, Aug. 2.—Indiana State Fair has set one of the largest country and Western shows ever held on a fairgrounds as a final evening attraction in its Coliseum here September 6. Artists from radio stations WLS, Chicago; WLW, Cincinnati, and WHAS, Louisville, will participate.

Titled the "Centennial Jamboree" the hoe-down will be presented by the Indiana Broadcasters Association and include performers from the "National Barn Dance," "Grand Ole Opry," "Retro Valley Barn Dance" and the "Old Kentucky Barn Dance." From WLS will come Lulu Belle and Scotty, the Beebeers and the Beaver Valley Sweethearts. Almost the entire cast of the "Old Kentucky Barn Dance," WHAS, will perform including the House Sisters, Cactus Tom Brooks, Bell Family and Maggie May, plus the Red River Ramblers.

WLV will provide Judy Perkins, the Pine Mountain Boys, Ernie Lee, Kentucky Boys, Lazy Jim Day, Bonnie Lou and the Pleasant Valley Boys.
The event is scaled at \$2.40, \$1.80, \$1.50 and \$1.20.

Grand Forks Gets Crowds, Good Weather

GRAND FORKS, N. D., Aug. 2.—Greater Grand Forks State Fair swung its gate shut here Saturday (26) after one of its most successful years attendance wise, Ralph Lynch, manager, announced. Weather, with the exception of one night, was good.

Two opening day attendance records were set Sunday (29) when the Swenson Thrillcade pulled a capacity afternoon crowd into the grandstand. The following night, saw another full house for the opening performance of the Barnes-Carruthers night revue. Swenson's unit also did well at a Tuesday afternoon performance. Bob Clark's rodeo and Wild West show drew a good crowd Thursday afternoon, but attendance fell off on the following day.

Frank Winkley's big car races wound up the grandstand entertainment Saturday afternoon with big crowds and a fast track. William T. Collins' Shows, which held down the midway, reported okay business thruout the run.

Fred Kressmann, who repped the Barnes-Carruthers office here, made his way around on crutches due to a recent foot injury. Rube Lieberman of the same office, donned his Rube suit for the first time in four years to entertain the 'moppets on kids' day.

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CYDE E. BYRD, Secy-Treasurer
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RAS Regina Biz Jumps 18 Per Cent First Three Days

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

REGINA, Sask., Aug. 2.—Royal American Shows, which broke records all around the Western Canadian Class "A" fair loop last year and then chalked up new ones this season, looked as tho it was building to another record week when it hit the half-way mark here Wednesday (30).

Weather has been excellent and helped to encourage afternoon patronage on the midway at the Provincial Exhibition in Regina.

Owner C. J. Sedlmayr reported that business was up every day for the first three days, the boost being about 18 per cent. As usual, "Moulin Rouge" and "Harlem in Havana" are running neck and neck for top honors with the Lorow brothers' Side Show a close third.

Big Press

Royal American has been getting its customary heavy play in the Regina Leader-Post with plenty of pictures and stories. A picture of Mickey, a chimp from Leo Carroll's Monkey Show, sitting at a typewriter in the Leader-Post office, made the front page Tuesday.

Moving on passenger train schedule, the RAS show train made one of its fastest runs from Saskatoon, according to Wallace Cobb, trainmaster. Everything was in position by 8 p.m. Sunday, and light towers were not needed for the setting up.

The first section of the train left Saskatoon at 7:50 a.m. and reached Regina at 11 a.m. The second section left at 8:10 a.m. and arrived at 1:30 p.m. and the third section left at 9:40 a.m. and reached Regina at 4 p.m. The distance from Saskatoon to Regina is 197 miles.

A windstorm, followed by rain, shuttered the midway for a short time Thursday (24) at Saskatoon, but operations were resumed at 9 p.m.

Friday (25) was Travelers' Day at the Saskatoon Exhibition and the big feature was the annual parade which attracted thousands of spectators. Afternoon and evening play on the midway was heavy on that big day and a new high single day gross for Saskatoon was established, officials reported. The gross was 40 per cent higher than on the same day last year, they said.

Weather was favorable Saturday afternoon, and business was

Strates Pars '51 Biz At Clearfield Annual

CLEARFIELD, Pa., Aug. 2.—Business for the James E. Strates Shows at the Clearfield Fair thru yesterday was running about on par with last year. Accordingly, business was termed good by Owner Strates who noted that the earnings last year exceeded those recorded in 1950.

Strates said that good earnings, continuing thru today's closing sessions were contingent only on good weather. He did not, how-

Frank Elliott Org Inks Pictou Fair

PICTOU, N. S., Aug. 2.—Frank Elliott Shows will again supply the midway attractions at the Pictou and North Colchester Exhibition here, September 2-4, officials announced. Org will be in for its fourth consecutive year.

By paying out more than \$3,000 in prize money the past three years, the fair has now qualified for a class "B" status and will receive federal aid for the general improvement of its program.

good, but a heavy rain at 7 p.m. forced the midway to close down for the two-hour loss, the gross was up 12 per cent over last year's Saturday mark. The grandstand show started in the rain, was forced to halt for a while, and started again. It was finished near midnight.

Rain fell again about 3:30 a.m. Sunday during tear down operations.

Coleman Take Up 20% at Boonville

Good Business at Annuals Will Continue And Offset Spotty Start, Owner Says

BOONVILLE, N. Y., Aug. 2.—With business at the Boonville Fair, his first annual, running 20 per cent ahead of last year, Dick Coleman optimistically predicted continuing good takes in the hinterlands for his Coleman Bros. Shows.

Ron Ryder, Boonville exec, said that the Coleman org had broken all previous midway records here thru yesterday and predicted that the pace would be maintained thru today's closing.

This is the third straight year that the Coleman Shows have been on the midway. The earnings have climbed regularly each year.

Coleman noted that the fine

Danville, Ill., Gives Fair Biz To Cetlin-Wilson

DANVILLE, Ill., Aug. 2.—Cetlin & Wilson Shows registered fair business here this week at the Eastern Illinois Fair. Daytime patronage was slim, but night turnouts lifted the gross to satisfactory proportions for the event, the first fair—and new one—on the C. & W. route.

Fair, which opened Sunday (27), closed Friday (1).

The C. & W. org moves into its first major fair Monday (4), when it plays the Ionia (Mich.) Free Fair, Lash La Rue, Western star, is scheduled to join there as the headliner of one of the back-end units.

start here was encouraging to all show personnel. The still date season was extremely spotty and the concessionaires especially had it rough thru the early dates.

On kids' day, Wednesday (20), the midway handled about 16,000 duets within five hours with all units enjoying excellent business. Threatening weather cut into the opening Monday (28) but grosses were up each day thereafter.

While the show missed more than it hit thruout the still date season, like practically all other Eastern circuits, the feeling now is that the remainder of the season will be on the upswing. The personnel was anxious coming into the first fair, Coleman said, but optimism has now taken over.

Special Events Aid

Coleman credited a number of special events staged here this year with stimulating interest in the fair. Horse racing was cut to three days to make room for the big participation events which assured interest and big attendance. Altho he confines his touring to industrial New England and up-State New York, Coleman noted that the area was perhaps in better economic shape than the steel country which has been beset by strikes. While money has not been too plentiful to date, he ventured the opinion that spending would continue brisk at fairs.

Los Angeles Club Launches All-Out Membership Drive

LOS ANGELES, Aug. 2.—The Pacific Coast Showmen's Association here is launching a membership drive with new members to receive paid up cards to September 1, 1953. Al Flint, executive secretary, announced. He revealed the drive after discussing the matter with Jerry Mackey, PCSA president in Portland, and Sam Dolman, membership committee chairman on the West Coast Shows, who also is in Oregon.

The organization recently voted to accept applications on the basis of \$10 initiation fees and \$10 dues.

In reporting on the club's activities, Flint said that nearly \$100 had been raised on the Crafts Shows at the San Diego County Fair at Del Mar. The show-within-a-show was handled by Charles Walpert, PCSA vice-president, and Frank Warren, manager of Crafts 20 Big Shows playing the date.

Plans for the annual banquet and ball to be held at the new Hotel Statler here December 10 are moving ahead, Dolman, who also is chairman of this committee, reported. Several movie stars will attend, he said.

Philip Walker was reported ill at the Methodist Hospital here. Louis Godfrey is patient at the Veterans' Hospital in Sawtelle.

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 at least on a par, and perhaps a few percentage points ahead of last year, Frank Bergen, general manager of the World of Mirth Shows, reported. The steady pace was maintained thru yesterday and prospects for final operations today were excellent.

Bergen also announced that the World of Mirth was awarded the 1953 midway pact by fair officials on Thursday (31). Bergen said that the show earnings have climbed steadily here and that there was every indication that they would continue to do so.

The outlook for the remainder of the fair season is good, Bergen said. The fine start of the fair season here was regarded as a good omen. Bergen also pointed out that the World of Mirth fair route was in relatively stable areas.

All Maine Dates Good

All of the show stands in Maine were good. Still dates at Portland, Lewiston and Bath all clicked. An oddity noted by Bergen is the fact that grosses at his Maine stands seldom vary more than a couple of hundred dollars, one way or the other, in good weather or bad.

The Barnes Bros. Circus unit did better here but Bergen said he thought its power could be gauged better next week at the Presque Isle (Me.) Fair since no other circus had played in that area.

A strong grandstand show, presented by Joseph H. Hughes of the George A. Hamid & Son office drew heavily and, together with other events, helped to keep the grounds well populated with patrons, Bergen said.

New Features Booked

All new canvas will be up next week at Presque Isle and new features are slated to join for Ottawa. New shows include a fat show and Betty Lou Williams, the four legged girl. A Ferris Wheel, Merry-Go-Round and Octopus will also be added to Ottawa.

Bergen said that he planned to

send five cars of equipment to the Brockton (Mass.) Fair this year in time to make the opening Saturday and Sunday. Remainder of the show will be trained in from the Rutland (Vt.) Fair in time for opening Monday.

Bergen also said that he planned to train all the way from Brockton to the Allentown (Pa.) Fair, thus eliminating the use of floats to cross the Hudson river in New York and the possibility of delay because of fog or unfavorable tides. Riding the rails all the way will undoubtedly add to the cost, he said, but the expense will be worthwhile if the show is assured of opening on time.

Lynch's No. 2 Unit on Healthy Canadian Run

SUSSEX, N. B., Aug. 2.—Greater Exposition Shows (Bill Lynch's Unit No. 2) closed here today after a healthy 12-day run. Prior to this stand, shows had played the Shediac Lobster Festival, July 9-12, and then jumped to Bathurst for a week.

Present set-up includes a Merry-Go-Round, Ferris Wheel, Loooper, two Kiddie Rides, Western Novelty Show, concessions and a high act. Howard Morash is general manager.

Harding, Man., Sets Gate Record

HARDING, Man., Aug. 2.—The 45th annual Harding Agricultural Fair attracted record attendance. Event was opened by Premier Douglas Campbell. Features included a horse show with an unusually large entry, tractor driving competitions and men's and women's softball games.

\$\$ COME SLOW

Wagner Cavalcade Muncie Date Off

MUNCIE, Ind., Aug. 2.—It was quiet on the midway of the Muncie Fair this afternoon, last day of the fair's run. Al Wagner, owner-manager of Cavalcade of Amusements, and his wife, Hattie, relaxed in the coolness of the show's office wagon and the conversation spanned many phases of the carnival business. "Yes, we're off here," allowed Al, referring to grosses at the fair. "It's because of the steel strike and the plant shutdowns they've had here. Still, considering all of that, the business has been alright."

Hi Good Spots

"This never has been a day-time spot," Al continued. "It's strictly a night fair—and the best part of the business comes after 8 p.m. when there's no gate charge. Seems like each year more people wait for 8 p.m. and then they pile in. They just flood in—and it takes about an hour for them to settle down and really give us patronage on our rides and shows and at our concessions."

The conversation turned to the business the Cavalcade had encountered before it moved in here. "All I can say, it didn't cost as much to play these weeks," Al remarked. "We took off from our regular route and came up thru towns which ordinarily get only truck shows. I think it was a smart move. At any rate, we hit some good grosses. Bristol, Va., was one of them. And Arnold, Mo."

"Railroad costs are murder," Al declared, his face clouding as he reminded of how the freight rates have gone up. Brightening,

Pa., played before we came into Muncie, was another one."

Rail Not Down

The Cavalcade is moving on fewer cars than last year, the show train having been cut to 35. Naturally, not as much equipment is being carried. But Al figures that he is carrying as much as he needs—and possibly he added, "but this year, I have had my train and my movers down—and that has been a big help."

"It used to be that I gave too much thought to the gross my show should run up. But now, I'm concerned about the net to the show. You can't wind up with a winner if you move too much equipment or you railroad all over the country."

Cites P. C. Needs

Veering to the subject of fair dates, the Cavalcade owner maintained the time is long overdue for downward revision of the percentages carnivals give fairs.

"The percentages have been worked up entirely too high. The way these percentages are now it is impossible for a show to maintain equipment up to the proper standard and still wind up with some profit," he declared. "Our costs are up on almost everything. And the people have no more to spend than before. What's more, we can't figure that the front end will bring in what it used to."

"If we show owners would only be firm about percentages we could do much to bring them in line with changed conditions. I wish all of us would be firm, but

Midway Confab

Bill Powell, who recently returned from a European tour, has joined the World of Mirth Shows. . . Eddie Elkins, back in New York after a month of operating concessions at Revere Beach, Mass., expects to rejoin the World of Mirth shortly. . . Ethel Weinberg, executive secretary of National Showman's Association, is still in the midst of hectic doings, all having to do with the association's interest in purchasing its own home. Ethel was routed off the beach during her vacation to answer inquiries. After considerable difficulty she managed to inform all trustees and members of the board of a special meeting called for Tuesday (8). Just when she thought she could relax she had to join forces with Western Union to spread the word that the

meeting was cancelled. And the end is not yet in sight, since the meeting is only being postponed.

Arthur Campfield, New York tent maker, reports after a visit to Prell's Broadway Shows that Owner Sam E. Prell recently underwent an operation and is now at home convalescing.

A. Litvin, who is in Deacon's Hospital, Grand Forks, N. D., for an operation, would like to receive mail from friends. . . Tiny W. Hicks, who had been with Charles Hodges Side Show on the Gouding No. 3 unit, is at his home in Warren, Ill., recovering from a phlebitis in his left leg. He will be laid up four to six weeks and would like to hear from friends.

When the Nessler Greater Shows pulled into Brownstown, Ill., recently to play the fair, C. H. Burleson, carnival fan of Indianapolis, was on hand to greet Mr. and Mrs. B. V. Nessler and other friends on the show. . . Airman Ray (Keyes) Newman, formerly with the Wonder Shows of America and Endy Bros. Shows, is now stationed in Greenland and would like to hear from friends who may address him as follows: A 2C Ray Newman, 6612 Air Base Squadron, APO 23, Care of Postmaster, New York. Newman is a brother-in-law of Jimmy Hurd, side Show and Girl Show operator.

George A. Hamid Sr., guest-speaking at the Atlantic City Rotary Club last week, discussed the resort city's most pressing problems: the lack of adequate parking and the need for more extensive advertising.

James Cro, game operator at Wildwood Park, N. J., had been saving his money to buy a shipment of dolls for giveaway prizes. He had \$7,000 in cash and \$5,000 in Defense Bonds hidden in a secret compartment of a night table in the bedroom of his Philadelphia home. Returning home the other night, he found everything had been stolen. Neither Cro nor the police can figure how the thief discovered the cache. Cro was the only person who knew of its existence.

Penny Law and Carmen Del Rio, of Blue Ribbon Shows, took a three-day lake cruise in Wisconsin between fair dates last week.

Sgt. James Lee is at his home in St. Joseph, Mo., on emergency leave from Korea where he is with the 25th Infantry Division. He was called home because of the death of his father, L. W. (Curley) (Continued on page 80)

PIERCE GREATER SHOWS

Pennington, Cap. Va., Aug. 4-9.
Want Cookhouse or Sit Down Grab, Pacem, Apple Snow Cone, Ball Game, Pitch Tilt You Win, Hoop-La, Fish Pond, Class Pitch, Balloon Dart, Pan Game, Cork Gallery and Hanky Panks of all kinds. Come on, can place few choice Concessions. Help on all Rides who can drive semi. Shows with own equipment, come on, Committee money only. Our Fair next middle of August and run till November 11. Address all mail and wires to

DICK PIERCE

WANT
Ride Superintendent
ONE WHO CAN HANDLE MEN AND KNOW EVERY RIDE ON MIDWAY AND BE CAPABLE OF GETTING RIDES UP AND DOWN. Must be sober and give references. 12-MONTH JOB FOR RIGHT MAN.
All replies to
E. L. YOUNG, Mgr.
STERLING CROWN SHOWS
Henderson, Ky., this week.

KLEIN AMUSEMENT COMPANY
Want for 5 Minnesota and Iowa Fairs, starting August 11 at Denison, Iowa. Photos, Long Range, Basketball and one other concession not conflicting with what we have. We book only one of a kind. Also want one more Grand Show. No labor, no split camp, no rackets.
Home Office: Sioux Falls, South Dakota.

MARVEL SHOWS
WANT
Stock Concessions not conflicting, Frozen Custard, Athletic Show, or what have you? Elizabeth Fair, Aug. 6-7-8; Amboy Community Fair, Aug. 14-15-16; Mackinaw, Aug. 19-20-21; Mark, Aug. 22-23-24; all Illinois.

CAN PLACE
WHEEL AND TILT FOREMAN
SAM GOLDSTEIN
Crown Point, Indiana, Fair Grounds, all this week.

BINGO CALLER
Want Caller and Counter Men who drive semi. Can use Wife in Ticket Box or other Concessions.
H. C. SWISHER
PARADA SHOWS
Archie, Mo., this week; Erie, Kan., Aug. 10-16.

INTERSTATE SHOWS
WANT FOR ALLEN COUNTY FREE FAIR, SCOTTSVILLE, KY., AUG. 11-16, FOLLOWED BY CUMBERLAND COUNTY FAIR, BURKESVILLE, KY., AUG. 16-23.
HAVE ALL FAIRS UNTIL MID-NOVEMBER.

SHOWS: Will book any Grand Shows with own equipment not conflicting with what we have. Ted DuBoise wants Musical and Working Acts for Side Show. Pee Wee Parker wants Drummer, Comedian and Dancing Girls for large Minstrel Show. Want Girl Show Operator. Must have at least three girls, P.A. set and wardrobe. RIDES: Will book Spitting, Octopus, Capillary, Airs, exclusive at Fairs. Will book a few remainder of the season. CONCESSIONS: All Hanky Panks open. All Eating and Drinking Stands open. OPEN MIDWAY: Grand Stores if you have Hanky Panks. Can place one or two Mini Camp. HELP: Want Foreman and Second Man on all Rides. Must be Licensed Drivers. Want Agents for Pen Pool, Pin Store. Harry Smiley wants Agents for Clothes Pin and Raffle Dazzle Shows. Want Manager with or without crew for large up-to-date Bingo to join on with. Ray Johnson, get in touch with me! Have 14 Fairs—good Bingo territory. Want Man and Wife to take complete charge of Cook House. If full co-operator from the office. Want Builder or Carpenter and Painter to join at once. Want Carnival Electrician to join on wife. Want capable for Man to join immediately.

All replies to **H. B. ROSEN, Mgr.**
CLASCOV, KY., THIS WEEK.

WANTED
C. A. STEPHENS SHOWS
Concessions: Six Cats, Snails and Age, Novelties, Custard, Hat Bands, Gadgets, Rides: Place Middle Auto, Swing Little Train. Help: Place Countermeat for Cookhouse. Always want good sober men who drive. Please show Mechanic with tools. Also Hauler. Shows: Place Girls for Girl Show. Have for Sale: Blizzards Grab, 12 by 21; top bought last fall. Have bought larger one reason for selling. Have 76 w.v. Transformer, perfect. Elkins, N. C., this week.

AMERICA'S FINEST FAIRS KING REID SHOWS AMERICA'S CLEANEST MIDWAY

Now Contracting for Our Great Route of Outstanding Fairs

SKOWHEGAN, MAINE, AUGUST 9th-16th
MALONE, N. Y., AUGUST 18th-23rd
MORRIS, N. Y., AUGUST 26th-30th

SCHAGHTICOKE, N. Y., SEPTEMBER 1st-6th
COBLESKILL, N. Y., SEPTEMBER 8th-13th
EASTERN STS. EXPO., SEPTEMBER, 14th-21st

THE GREAT BLOOMSBURG, PA., FAIR, SEPTEMBER 22nd-27th

Having completed the most successful still-date season in our history, the King Reid Shows are about to start our incomparable route of agricultural State and County fairs. Showfolks joining for the entire route will be given special consideration. This is unquestionably the finest line-up of fairs on the Atlantic Coast.

WANT: Capable Ride and Show Help in all departments.

WANT: Roll-Over, Whip, Scooter, Extra Rides for BLOOMSBURG FAIR.

WANT: Legitimate Concessions of all kinds. Positively no exclusives of any kind excepting BINGO. Will place Ball Games, Cigarette Pitch, Penny Pitches, Pan Games, Shooting Galleries, Slum Stores, Hi-Striker, Refreshments of all sorts. Hoop-Las, Fish Ponds, etc.

WANT: The following Shows: Mechanical Shows, Animal Shows, Umbra, Grand Shows, Minstrel, Glass House and anything not in conflict with 12 office Shows.

SPECIAL NEWS FLASH!!

RIDE OWNERS, ATTENTION!

We have contracted the FUN ZONE at the Great Eastern States Exposition at Springfield, Massachusetts, Sunday to Sunday, September 14th to 21st. We will have choice locations for two of the following heavy Rides: Scooter, Rocket, Looper, Silver Streak, C-Cruise or Whip. Attendance in 1951 was 428,387. Can use a few additional well-qualified Ride Operators for this date.

FROM WEDNESDAY, AUGUST 6TH, TO AUGUST 16TH PHONE, WIRE, OR WRITE
KING REID, KING REID SHOWS, SKOWHEGAN, MAINE, FAIR

MISSOURI STATE FAIR

August 14th to 24th Inclusive
SEDALIA, MO.

INDIANA STATE FAIR

August 28th to September 5th Inclusive
INDIANAPOLIS, IND.

Can place Hanky Panks Concessions that work strictly for stock. Can place all Eating and Drinking Stands. LASH LARUE can use Girls for his production. RAYNELL wants Girls for the most beautiful Poising Show under canvas. Can place one Mule Driver and one Cat Skinner. Can place experienced Workmen in all departments. Want Train Hands, Polers, Chaulkers, etc. Address Johnny Brooks.

CETLIN & WILSON SHOWS

IONIA, MICH., FREE FAIR NOW



WANT NOW AND FOR THE FOLLOWING FAIRS:
HARRISBURG, ALABAMA, WEEK AUG. 6TH
MAYFIELD, KENTUCKY, WEEK AUG. 18TH
ONEIDA, TENN., WEEK SEPT. 1ST
MARIETTA, GEORGIA, WEEK SEPT. 15TH
CARROLLTON, GEORGIA, WEEK SEPT. 29TH
COYINGTON, GEORGIA, WEEK OCT. 13TH
DUBLIN, GEORGIA, WEEK OCT. 27TH
FULTON, KENTUCKY, WEEK AUG. 11TH
DNKSON, TENN., WEEK AUG. 25TH
JAMESTOWN, TENN., WEEK SEPT. 8TH
CARTERSVILLE, GEORGIA, WEEK SEPT. 22ND
MONROE, GEORGIA, WEEK OCT. 6TH
CORDELE, GEORGIA, WEEK OCT. 20TH
BRUNSDIDGE, ALA. (TROY) WEEK NOV. 3RD
SHOWS: Animal Show, Monkey Show, Side Show, Motorshows, and Grand Show not conflicting. HELP: Ferris Wheel Operator, other Rides Help on All Rides, all must be Semi-Trailer Drivers. CONCESSIONS: Novelties, Es. Arcade, Glass Pitch, Frozen Custard, shoe Hanky Panks, Mason Hawes contact Joe Fontana at once. Floyd Heath Wants Mouse Game Operator.
All Replies: HARRISBURG, ILL. FAIR, NOW FULTON, KENTUCKY, NEXT WEEK

C.C. (SPECKS) GROSURTH PRESENTS BLUE GRASS SHOWS
FEATURING THOROUGHbred ENTERTAINMENT
WANT FOR GIBSON COUNTY FAIR, PRINCETON, IND., WEEK AUGUST 10, FOLLOWED BY WHITE COUNTY FAIR, CARMI, ILL., AND A CONTINUOUS ROUTE OF BONA FIDE FAIRS, INCLUDING THE SOUTHERN ILLINOIS STATE FAIR AT DU QUAIN, ILL., AND THE MID-SOUTH FAIR, MEMPHIS, TENN.
CONCESSIONS: Legitimate Concessions and Hanky Panks of all kinds. Ball Games, Milk Boilies, High Striker, Styling Games, Pool Lays, Pronto Pups, Novelties. (Frank Dell, let us hear from you.)
SHOWS: Can place non-conflicting Shows of all kinds with their own equipment. (D. H. "Brownie" Horns: We waked you to Bullwater, Okla. Can place you!)
RIDES: Want 2 Major Rides for balance of season.
HELP: Can place good Ride Help that drive Semi.
All address **C. C. GROSURTH, Mgr., Brownstown, Ind., this week.**

Morris Hannum Shows

One of the Great Eastern Shows

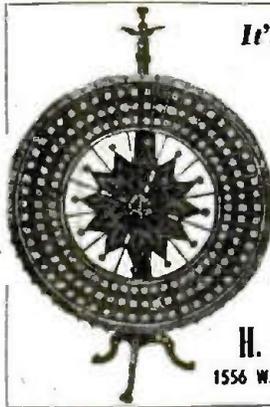
GREAT DALLASTOWN FAIR AND 6 COUNTY FIREMEN'S CONVENTION COMBINED, AUGUST 11-16; KUTZTOWN, PA. FAIR TO FOLLOW, AUGUST 18-23.

WANT RIDES—Cameo, Rocket, Spitfire.
WANT SHOWS—Side Show with own equipment for these two outstanding dates. Will book one good Girl Show with truck front. Want Mechanical City, Monkey, Snake and Midget. Any show with own equipment.

WANT CONCESSIONS—10c Stock Concessions. Positively no exclusives. Want Eats, French Fries, Snow Ice, Floss, Chocolate Dip, Photos, Jewelry, Novelties, Break Plates, Bets and Basketball.

First-class Tilt, Chairplane and Ferris Wheel Foremen, come on. Long season, top wages. Agents for Mac's Bingo.

All copies
MORRIS HANNUM SHOWS
 Care Western Union, Laporte, Pa., this week.
 Then Dallastown, Pa. Fair, Yorktown Hotel, York, Pa., next week.



It's the Original!
EVANS' JUMBO DICE WHEEL
 THE FINEST EVER MADE

Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, iridescent flash that wins top prizes every season anywhere! A jewel for demonstrable performance. 48" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

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

LAST CALL—LAST CALL WANT AGENTS for WISCONSIN STATE FAIR

August 16 to 24 inclusive with more fairs to follow

AGENTS for Slot Roll-Down—Over 30 under 11. Over 12. Hinkley Buck, Hoops, Number Darts, Balloons, Sewer Pipes, Ball Games. All Agents made money last year. Locations and layout even better this year.

Contact **HANK SHELBY**
 Tower Hotel, 11th & Wisconsin Ave., Milwaukee, Wisconsin
 Phone Marquette 8-3972
ARCHIE GAYER needs Show Talkers

GREAT JONES COUNTY FAIR MONTICELLO, IOWA, AUGUST 18 TO 23

Can place Age and Weight, Custard, Ball Games, Pan and Mouse Game, Duck Plick, Hoop-La and Hunky Panke. Long Range and Jewelry open. Can place Side Show, Luau, Mechanical, Snake, Animal or Monkey Show. Want Tilt, Ferris and Merry Go Round Help who know the Rides. Must drive.

SUNSET AMUSEMENT CO.
 Alta. Iowa, Fair, Until Aug. 8; Northwood, Iowa, Fair, Aug. 9 to 13; St. Charles, Minn., Fair, Aug. 14 to 17.

KEYSTONE ATTRACTIONS WANT

for **ADAMS COUNTY FAIR**, Abbottstown, Pa., August 12-16; **TIOGA COUNTY FAIR**, Tioga, Pa., Aug. 19-23; **SULLY COUNTY FAIR**, Forkville, Pa., Aug. 26-30. Followed by Hyndman, Messtown & Confluence, then to my dates in Virginia.

Concessions—Custard, Bings, Nevelines, French Fries, Candy Floss, Candy Apples, Potato, Age & Weight, Fish & Duck Races, Big Cats, Bird Whistles, Cake Baking, Sharp & Long Range Galleries, Biring Game, Hi Striker, Dart Shows, Flava Shows, Chief Whinnel and Bush Butler, anyone. SHOWS with own equipment and transportation. RIDES—Will book Pines and one of two Maser Rides.

Answer **MEL SOBER, Mgr.**
 Plowmen's Central, DAUPHIN, PA., or 343 Market Street, Sunbury, Pa. CV SPRENKLE, contact Fred Sawaman or same one.

FAIR SEASON STARTED

Can place Shows—Wild Life, Grind Shows of merit. What have you? Good Proposition for Side Show with own outfit. Manager for office-owned Dope Show. Also Manager for Fun House that drives deep. Will book Concessions at all fairs—especially want Long or Short Range Shooting Gallery. Can place experienced Ride Foreman, Dipper, Man and Wheel Man. Second Man on all Rides. Book Pony Ride, Little Train, any Ride not conflicting. Long string of Fairs, winding up with Seminole, Texas, Fair, Oct. 6-11—two others pending. All answers

T. J. TIDWELL, Mgr.
T. J. TIDWELL SHOWS
 Salsina, Kans., then First Fair at Norton, Kans.

BUSINESS MANAGER AT LIBERTY NOW

Prefer large show. With or without six (6) beautiful concessions. All replies to:
JIMMY SAKOBE, SR.
 c/o Royal Crown Shows, Waynesville, Mo., this week; then as per route

FOR SALE

One modern umbrella type tent—50' x 120', excellent condition. Flame proof, including manures, ticket booth, platform, curtains, microphones, amplifiers, fire buckets and extinguishers, electrical equipment including portable switchboard complete with dimmers and plug to control house and stage lighting, service boxes, clips, strip lights and tools, cables and plugs, etc. Electrical equipment approved by N. Y. State Board of Underwriters. Available immediately at sacrifice figure. For further information call or write

DAVE LODGE
 250 S. Broad St., Philadelphia, Pa. RT 5-0178

SAMMY LANE SHOWS WANT

For 10 Fairs and Celebrations: String Game, Basket Ball, Ball Game, Bumper, P.D. Pick Out, Ice Cream, Crab, Scapes and Age, Long or Short Lead Gallery, Hi Striker, Novelties, Jewelry and Slum Spindle, Bingo—A good proposition for you.

W. A. NAPPLE
 Prairie Home, Mo., Aug. 5, 6, 7.
 T. O. THORNER
 Pilot Grove, Mo., Aug. 8-9

WANTED

6-Cat Agents
 10 SOLID WEEKS
 MINNESOTA FAIRS

Contact at once
C. J. GRAVES or ROY TOBIN
 c/o RANNEY UNITED SHOWS, care of
 Bemidji, Minn., 11-13; St. Cloud 14-17, all Minnesota.

NEED CARNIVAL

October 12 through 18, annual Tobacco Festival and Farm Show. Last year 15,000 attendance. This year has been enlarged. Want Show that's clean and no gambling. Contact

JAYCEE R. J. WEISFELD, A.E.P. CO.
 Arlington, Virginia

MASON HAWES

CONTACT **JOE FONTANA**
 AT ONCE.
 HAVE CANDY FOR YOU.
c/o L. J. HETH SHOWS
 Harrisburg, Ill., this week.

AGENTS WANTED

Two Skillo, two Pin Start, two "Mount" "Mortuaries" "Blackie and Cracker" Bot, come on, Somerset, Ky., this week; then Scottsville Fair and 14 to follow.

GEO. P. RICHARDSON
 Care Interstate Shows

CARNIVAL WANTED

For Big 7th Annual V.F.W. LABOR DAY CELEBRATION, AUG. 31 & SEPT. 1, CHAFFEE, MO. (Show can play entire weeks)

Contact: **LEE ANCELL**
 Commander V.F.W., Post #3123
 203 Black Ave., Chaffee, Mo.
 (Phone: 78-954)

FOR SALE

BARGAIN
 COMPLETE SIX-CAT CONCESSION AND CHICKEN-TRUCK TO ITALY, SAME 16 ft. top and frame. Ready to operate, excellent condition. Everything over \$3000.00 cash. NO DEALS. Reason for selling: impossible to get reliable help

WOODIE GATNER
 c/o Ruelle City Trailer Park
 Des Moines, Iowa

MOUNDSVILLE, W. VA. FAIR

AUG. 11-16
 Want Wheels work for stock Agents for Six Cats, Count Shows. Answer, G.M.
EDDIE'S EXPO. SHOWS
 This week, Poughatton Point, Ohio.

ACA Races to Beat '51 Biz at Chippewa

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

CHIPPWEA FALLS, Wis., Aug. 2. — Amusement Company of America broke into its fair route here this week at Northern Wisconsin District Fair and, despite early grosses that were a few dollars below '51, expected to top last year provided good weather remained today and tomorrow, the final days.

Drop-offs from last year, as reported by Manager Paul Olson,

indicated the declines were slight and could be made up in a matter of hours.

Surprising development came Friday when an early evening downpour threatened to wash out the night's business. The shower was only of short duration, however, and the hardy patrons came back in droves, tramped over the wet lot and kept the rides and shows busy until well past midnight.

Second surprise of the week is the success of the Rolex, a new ride, built and operated by B. B. Pewitt. Altho the device is only half completed, it is operating here and running a good race with the older, more established devices. Leading the midway, however, is the eight-ride kiddieland, managed by Mrs. Dorothy Couch. Three new junior-sized rides came on here, including a Skyfighter, Jeep and Hobby Horse, to make a total of 23 major and kid devices. Ann Perri and the Posing Show is topping the back-end units at this fair, which is primarily a ride event. Org's equipment and shows sparkle and further retouching is in store before moving to Illinois State Fair, Springfield, which opens Friday (8). The Velare Sky Wheel will join at the latter spot and will also make Iowa State Fair, Des Moines, with the show. Also coming on next week will be the new gal show, "Paris After Dark," being prepped by Jack Montgomery and featuring Sally and her monkey. H. L. Scott is supervising the make-ready here for the Illinois annual.

The move to Springfield will be a one-unit jump from here to Madison, Wis., and a two-section haul from there. J. C. McCaffery, co-owner and general agent, was a visitor only in the week, as was Herb Schreiber of Casey Concession Company, Chicago, who was en route to Canada.

Al Kunz, org's secretary-treasurer, a native of near-by Eau Claire, was visited by many of his friends and relatives during the week.

Midway Conlab

Continued from page 79

Brown, who was well known to outdoor showfolk. . . Tommy Fox, veteran concessionaire, is in Allegheny Valley Hospital, Tarentum, Pa., where he is being treated for 14 fragment breaks in his leg. He expects to be hospitalized for about four months and would like to read letters from friends.

White J. A. Gentsch Shows were playing Holly Springs, Miss. Mr. and Mrs. Harry Fisher tendered their two-year-old daughter a birthday party. Org's entire personnel attended. J. R. Lewis reports. . . Having recovered from a recent illness, O. (Buck) Saunders has his World's Smallest People show on Gooding Amusement Company's No. 1 Unit. . . Jimmy and Ann Ackley, who have their concessions on United State Shows, last week took delivery on a Lincoln Capri. . . Fred Chaafala, of J. A. Gentsch Shows, reports from Holly Springs, Miss., that Phil Rosco is seriously ill in West End Hospital, Birmingham, where attending physicians hold little hope for his recovery.

Muncie Off

Continued from page 78

"I don't see that happening," Wagner said.

Sparks Enthusiasm
 Shifting to the more optimistic side, the Cavalcade owner enthused about prospects for East Tennessee District Fair at Kingsport. His show will play there following a nine-day still day at Evansville, Ind., out of here.

"The Kingsport fair shapes up as a big one. It's to run eight days, and the fair board has been doing a bang-up job of developing a major fair. It should be a big one for us," he said.

The Cavalcade's biggest date on its fair route is Tennessee State Fair, Nashville. "For that one," Al concluded, "I'll add considerably to my regular line-up and have earning power in keeping with the fair."

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.
 Open all year round
 Want Fresh and Novelty Acts. State salary and all particulars in first letter.

WANTED

Experienced Inside Man for Monkey Drive or experienced Manager Operator for same. Want Second Man on all Rides, drivers preferred. Want in bus Mirrors for Fun House.

LEO LANE SHOWS
 Savannah Beach, Ga. (11)

HOWARD COUNTY FAIR

Ellicott City, Md., August 12-16

MONTGOMERY COUNTY FAIR

Gaithersburg, Md., August 18-23

Seeking all kinds of legitimate Concessions for the above Fairs, also Shows not conflicting with Motorcades, Monkey and Side Shows. Eating Stands of all kinds SOLD. 8 weeks of Virginia and North Carolina Fairs follow. Copable people for Rides, Shows and Concessions can be placed.

BEAM'S ATTRACTIONS

PETERSBURG, VIRGINIA, this week.

MIGHTY GREGORY SHOWS

Douglas, Ga., this week

Playing right in heart of tobacco towns

Want Concessions—One of each kind—Coke joint, small neat Cookhouse or Grab, Cotton Candy, Popcorn and Candy Apples, Hi-Striker, Scales and Age, Heart Pliers, Want Agency—Man and Wife for Balloon Dart and Ball Games, Agent for Cork Gallery. Rides wanted—Kiddie Auto and Pony Ride, Show—Monkey Show, Big Snake, Mechanical Show and Fun House. This Show closes New Year's Night in Mobile, Ala.

AMERICAN EAGLE SHOWS

WANT BILLYMATION OF FAIRMAN AND SHIP RIDERS SPOTS IN THE COTTON, GIRL SHOW WITH OR WITHOUT TRANSPORTATION. Must have something to offer! WILL BOOK ONE MORE MAJOR RIDE.

HANKY PANK CONCESSIONS OF ALL KINDS

Can place two Nettle Agents and Count Shows Agents. Headline south the week before Labor Day, Ripper, Train, 6 State Colored Celebration, Labor Day week. (Over 50,000 people last year.) All answers

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

Contact: **CRAFTS 20 BIG SHOWS**
 7283 BELLAIRE, NORTH HOLLYWOOD, CALIF. Telephone: Umeat 2-3131

FOR SALE
14-70 Ft. All Steel Flat Cars

Wood decking and A-B Brakes. 1 Private Railroad Car with living room, dining room, 3 bedrooms and kitchen. All cars in first class condition. Will pass interchange. Inspection can be made at our Chicago Yard.

Erman-Howell Division
LURIA STEEL AND TRADING CORP.
 332 So. Michigan Ave. Chicago 4, Illinois
 Phone Wabash 2-0250

MARTINSVILLE, INDIANA, FAIR
 August 11 thru 16th

Can place legitimate Stock Concessions—no exclusives. Need Cookhouse, Ice Cream, Pop Corn and Photo.

RIDES—Can place one Major and two Kiddie Rides for this date.

RIDE HELP—Need good, sober Ride Help on Wheel, Octopus and Merry-Go-Round: must drive and have license.

All replies to Tom L. Baker
 2257 Madison Avenue, Indianapolis, phone Garfield 4584, or to Tom Muhl, Fairgrounds, Worthington, Indiana, this week.

WANT FOR
SPOKANE INTERSTATE FAIR
 AUG. 29-30-31-SEPT. 1

Asp Ride that doesn't conflict! Shows with own equipment. Concessions all open—no exclusives. Want Ride Help for Tilt-A-Whirl and Twin Big Wheels. Contact

RAY BARBER, INLAND EMPIRE SHOWS
 At 227 route—Morton, Wash., Aug. 8-16; Coulee Dam, Wash., Aug. 17-19; Millard, Wash., Aug. 18-22.

MOTOR STATE SHOWS
WANT FOR ALL CELEBRATIONS, FAIRS

Hanky Panks, Photos, Help on New #5 Ell, Second Men on two Wheels, one Foreman, Octopus Foreman, Lushley and bigheads, stay where you see. Long season South. We pay top wages. Maumee, Ohio, now; Argo, Indiana, follows.

JOE FREDERICK, Owner-Mgr.

WEST VIRGINIA A & I FAIR
 CHARLESTON, W. VA., AUGUST 28 to SEPTEMBER 7 inclusive, 9 BIG DAYS AND NIGHTS 9 including TWO SATURDAYS, TWO SUNDAYS and LABOR DAY.

Will place Independent Attractions at this Great Fair. Help, have Custard and Iron Luns or Last Supper Location For Sale. For booking information contact

J. H. DREW JR.
 At See Billboard Route of James H. Drew Shows—Valparaiso, Ind., this week; Coveter, Ind., Fair, Aug. 11-16.

E & B AMUSEMENTS

Want Foremen for Caterpillar, Roll-o-Plane and Ferris Wheel. No Second Men. Also want General Motor Mechanic and General Ride Foreman. Will book Novelty Hat and Cap (Man with Sewing Machine) Concession.

Address **JOHN A. BASS**
 245-04 UNION TURNPIKE BELLEROSE LONG ISLAND, N. Y.
 (Phone) Fieldstone 7-0437 Between 8 and 9 A.M. or Between 12 and 1 P.M.)

DIPPER FOREMAN WANTED

Top salary. Want Second Men who drive semis for Looer, Fly-o-Plane, Merry-Go-Round and other Major Rides. \$50.00 weekly salary to start. Want Kid Ride Man. No drunks. Join Fairbault, Minn., this week. Relief Bingo Caller and Counterman wanted.

DON FRANKLIN SHOWS

FOR SALE

2-brokeout Herchel's Spillins Merry-Go-Round, new top, new side walk, Wisconsin 2-hr-coated engine. Worklike 146 Organ, in good condition. 1948 2-Car Tilt, in A-1 condition, with Le-Roi motor. Also have Pin Game complete, one 14-ft. Square Blue Concession Top with awning all around, four 14-ft. Concession Tops, 16-ft. Ball Game 18-28 Bingo Top; all the above has frames.

Can be seen at 79th & Arkansas St., Wichita, Kansas.
M. A. SRADER
 Phone 4-3684. Transportation for Rides if interested.

WANTS VINCE McCABE WANTS

AGENTS FOR COUNT AND PIN STORES. (Only 2 Starts on Show.) AGENTS FOR 6-CATS, BUCKETS, SWINGING BALL AND P.C. DEALERS. Boys I know, if you are not placed satisfactorily, call me at once.

Address **VINCE McCABE**
 c/o Cardinal, Hallsford, Kans., Aug. 5-7; Macksville, Kans., 8-9; Burden, Kans., 12-16.

PRELLS **BROADWAY SHOWS INC.**
 50 CAR RAILROAD SHOW MOTORIZED
 BROADWAY AT YOUR DOOR

Now Booking for Our 15 Outstanding Fairs

GREAT BUTLER FAIR BUTLER, PA. AUGUST 11-16	TO FOLLOW	CUMBERLAND FAIR CUMBERLAND, MD. AUGUST 18-23
---	------------------	---

Concessions—Novelties, Age and Scales, Photo, Derby Racer, Eating and Drinking Stands, Long and Short Runge Gallery, all kinds of Hanky Panks, Custard, American Palmistry, Penny Arcade.

Shows—Unborn, War Show, Girl Show, Fun House, Glass House, Wild Life, Mr. Stofel, get in touch. Hawaiian Show, Grind Shows with merit.

Rides—Kiddie Rides, Octopus, Fly-o-Plane, Spitfire. Will hook or lease.

Ride Help of all kinds; all our old help, reply. Long winter's work. Mechanic with tools for International Fleet. Professor Valdalin wants Performers and Musicians, Lenia and Fred Hood, Trombone Watts and one good Trumpet Player. Grace Owens, get in touch with me.

All answer: **JOE PRELL**, Dover, New Jersey until Aug. 7, then Butler, Pa.

WALLACE BROS. SHOWS

WANT

MERRY-GO-ROUND Foreman and Second Man. Second and Third Man on SKOOTER. Second and Third Man on TILT-A-WHIRL.	FERRIS WHEEL Foreman and Second Man. Second Man on LITTLE DIPPER. Second Man on SPITFIRE.
--	--

Want Help on Kiddie Rides and Man for Light Towers.
 Can place Hanky Pank Concessions of all kinds.
 All replies to **E. E. FARROW** Fair Grounds, JEFFERSON, WIS., this week.

Great Washington Free Fair
 AUGUST 19-23

Will book Cookhouses, Grab, Photo, Water Games, Glass Pitch, Shooting Galleries. Grind Concessions of all kinds. No racket.

Will sell ex Novelties, Age, Scales, Popcorn.

Shows, any kind, except Monkey. Rides, Tilt, Octopus, Cat, Penny Arcade, Motordrome. Space for Pitchmen.

Answer **EDDIE DIETZ**
EDDIE'S EXPO SHOWS
 This week, Powhatan Point, Ohio; August 11-16, Moundville (Fair), W. Va.

HAPPYLAND SHOWS

WANT FOR OUR ROUTE OF MICHIGAN'S BEST FAIRS, INCLUDING THE ALLEGAN COUNTY FAIR ONE HUNDRED ANNIVERSARY

Three or four more Shows, especially want Side Show to replace Glenn Porter, who is leaving to fulfill prior contract at Toronto. Also want Motordrome and good Monkey Show or Monkey Motordrome. Want Second Men for Ferris Wheel and Caterpillar. Must drive semi. All address

JOHN F. REID
 Eastern Michigan Fair, Inlay City, Michigan, all this week.

RIDE HELP

Ferris Wheel Foreman, Second Men for Tilt, Merry-Go-Round, Wheels. Good pay, best of treatment.

KEN-PENN AMUSEMENT CO.
 Natrons, Pa., this week. Waynesburg, Pa., next week.

JOLLYTIME SHOWS

WANT FOR THE GREAT WERWOOD, VA., COLORED FAIR.
 Want Custard, French Fry, Milk Bottle, Cat Book, Corks Gallery, Pitch-Tilt-You-Win, Slum Spindle, Buckets, Six Cats, Long and Short Runge Gallery, Photo Gallery, Agents for Pen Store and Outside Hips for Skatin, Mini Camp. Rides Book Merry-Go-Round, Octopus, Kiddie Ride or any ride not conflicting. Shows: Hanky, Snake, 5 or 10-in-1. All replies to

W. R. PRICE
 JOLLYTIME SHOWS, CAPE CHARLES, VA., THIS WEEK.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

WANT FOR

LYNCHBURG, VA., FAIR, AUG. 11; ROANOKE, VA., FAIR, AUG. 25; GALAX, VA., FAIR, AUG. 18; COVINGTON FAIR, SEPT. 1, and all fairs until the middle of November.

CONCESSIONS Legitimate Merchandise Concessions of all kinds.

SHOWS Unborn, Fun House and Glass House.

RIDES Tilt-A-Whirl, Dark Ride, Ride Help on all Rides.

All replies to **MARKS SHOWS**, This week Bedford, Pa., then Lynchburg, Va., Fair.

MODEL SHOWS INC.

America's Smartest Railroad Show

HUNTINGTON, W. VA., FAIR NOW, FOLLOWED BY WEST VIRGINIA STATE FAIR, RONCEVERTE, W. VA., WEEK AUGUST 18 (you all knew this big one).

ALL FAIRS FROM NOW ON!

Want legitimate Concessions of all kinds. Can place Tilt-A-Whirl, Octopus, Animal Show, Girls for Revue and several Talkers. Want Man to take over Motordrome (must be sober). Can place Derby, also Man to handle Grab. (Come on.) Want Electrician who can handle Railroad Show, also Assistant. Want Merry-Go-Round and Ferris Wheel Foreman. Low Barber wants to hear from his old Scooter boys. Lightening Thunderberg, Weston, come on. Top salaries paid to all.

All answer: **DAVID B. ENDY**, Mgr. HUNTINGTON, W. VA., THIS WEEK.

ALAMO EXPOSITION SHOWS

NOTICE—WANTED—NOTICE
12—BONA FIDE FAIRS—12

This Show is now booked until Nov. 1st with a **BIG TEXAS DATE PENDING**. Can place the following Shows: Side Show complete; John Hutchins, contact; Motordrome; Art Spencer, contact. All other Grand Shows not conflicting. Can place Rides: Little Dipper, Boat Ride, Sky Rider, and Baby Train. Can place Concessions: Novelty, Frozen Custard, Penny Arcade; Jimmy Davis, contact; m/c; Baker Ball and all other Hinky Finks; Joe (Pisook); Alcar wants Hinky Park Agents; Also Long Range Shooting Gallery. Can use Second Men on Rides that can drive Semi Trucks. Jackie Gibson can use Phone Men. Allen Tobell not with any more. Show People booking now will be given preference for next spring's Big Celebration on the streets of San Antonio, Texas. All contact:

MANAGER JACK RUBACK

National Hotel, Lawrenceville, Kansas, August 4 to 9; then Russell, Kansas Free Fair, August 12 to 18. All Fairs until we close. Get with a winner now.

LAWRENCE GREATER SHOWS

Want for **CARLISLE, PA.**, Week August 11

CONCESSIONS of all kind. Everything open, Custard, Eats and Drinks, Grab.

SHOWS—Motordrome with or without own equipment. Speedy Skyers, get in touch. Organized Girl Show with own equipment. Also want Wild Life and Arcade.

WANT LOT MAN and RIDE SUPERINTENDENT
Tiny Dempsey, get in touch.

RIDE HELP—Foremen for Rides—O, Caterpillar and Rail-to-Planes salary and bonus. Second Men on Wheels and all Rides.
WANT Canvasman and Show Builder. **WID** book Kiddie Rides. All answers, **NAZARETH, PA.**, this week.

SHOWS SHOWS SHOWS

WANTED FOR

IOWA'S LARGEST COUNTY FAIR—OVER 200,000 LAST YEAR.
SPECIAL DEAL, AUG. 11-16.

WILL BOOK RIDES NOT CONFLICTING and CONCESSIONS

Address **John L. Robinson, Model Shows, Inc.** WEBSTER CITY, IOWA, THIS WEEK; MASON CITY NEXT.

HARRISON GREATER SHOWS WANT

For Salisbury, Md., American Legion Annual Celebration, Aug. 11-16; followed by the great Tangle Fair, Aug. 19-23; then all Fairs to Nov. 15. Can place Concessions of all kinds. French Fries, Floss, all Eating and Drinking Stands open. Those joining now given preference at our Fairs. Want Agents for Officially Owned Skillo, Rattle and Line-Up Stands. Want Foreman and Second Men on Merry-Go-Round, Ferris Wheel, Octopus, Rotolplane, and Chairplane. Top salary and bonus. Will book one set of Kiddie Rides. Will book any Show with or without outfit. All Mail and Wires to **FRANK HARRISON, EASTON, MD.**, THIS WEEK; THEN AS PER ROUTE.

WANT CONCESSION AGENTS WANT

HAVE OPENINGS ON SHORT RANCE GALLERY and PITCH-TILT-YOU-WIN. Must be sober and reliable, willing and able to work. ALL FAIRS UNTIL WE CLOSE. Address **PAUL M. FARRIS** c/o SNAPP GREATER SHOWS Fond du Lac, Wis., this week; Green Bay, Wis., next week.

WANT CONCESSIONS AND SHOWS

NEVADA, OHIO, CENTENNIAL, August 7, 8, 9, 10
WEST LAFAYETTE, OHIO, HOMECOMING, August 13, 14, 15, 16
Contact **Fred Nolan, Moxahala Park**
South Zanesville, Ohio. Phone 2-8252 or 2-7671

PAGE BROS.' SHOWS

WANT Popcorn, Snow, Floss, Jewelry, Custard, Slum Concession, RIDE HELP: Wheel Foreman, Live Pony Ride, Jim Finell wants Agents for Pin Store and Count Store. Girl Show, we have all equipment; Big Show with or without equipment. FOR SALE: Tilt with or without transportation. Newport, Tenn., this week; Morristown, Tenn., next week.

MODEL FORCED INTO UNION PACT

Endy Managed Railroader Capitulates When Truckers Refuse to Haul Wagons

EAST LIVERPOOL, O.—The Model Shows, managed by David B. Endy, last week became the first railroader routed strictly in the Eastern part of the country to sign a pact with Local 450, Carnival Amusement and Novelty Workers' Union (AFL).

It was reported that pressure brought by local groups, including the teamsters, forced the signing when Endy was faced with being unable to move the show wagons from the lot to the train. The truckmen, it was reported,

told Endy early in the week that it would be impossible for him to get his equipment moved for loading last Saturday night (26) without a union affiliation.

Harry Karsh, union head, represented the labor group. The Model Shows listed a personnel of 82 and paid the \$1 per week dues for each person for the period prior to its showing the West Virginia State Fair, Honeysuckle, at the end of this month.

No Other Choice
While reports have it that the personnel did not lean toward the union, show execs had no other choice but to commit the personnel to membership.

Karsh and the union used identical tactics in forcing the Cettin & Wilson Shows to sign a pact when that org was attempting to unload in Fort Wayne, Ind., where it was scheduled to play to Allen County Fair early last month. A picket line met the train upon its arrival and the truck drivers who had been hired to haul the show refused to pass the union barricade.

While Endy could not be reached for comment, it is believed that the pact is similar to that signed by Cettin & Wilson. The latter org agreed that all employees must join the union within 30 days. A check-off system prevails with the employer deducting \$4 monthly dues from the worker's pay checks.

POSTPONE NSA HOME CONFAB

NEW YORK, Aug. 2.—A special meeting called for Tuesday (5) by President Bernard (Bucky) Allen to discuss the advisability of purchasing a home for the National Showmen's Association had to be canceled yesterday when it became obvious that it would be impossible to complete the necessary legal preliminaries.

NSA lawyers are now studying the various leases and other legal documents involved and their report should be ready early next week. At that time it is expected that another meeting date will be set up.

From the Lots

Crafts Expo

ANTIOCH, Calif., Aug. 2.—Show closed its still date season Sunday (27) at Tracy and began its fair schedule here Thursday (31). Last on the schedule is Arizona State Fair in November. The 22 weeks the show has been on the road to date have included 10 celebrations. The 12 still dates are the smallest number played since the show was organized in 1946.

The 16 fairs to follow are all recipients except California State Fair, Sacramento, which the show hasn't played since 1950. For the Sacramento date this unit will combine with two other Crafts orgs to form two midways.
Al Cecchini, Eldon Short, Ray Lee, Appleman, Al Arnold and Vaughn Lang are building extra concessions for the Sacramento fair. Lang booked a new dart game this week. Georgia Arnold's new ball game and Lee's Derby have been doing well. Butch Eunting celebrated a birthday Friday (1). George Kotarakos was high scorer last week in the Thursday night bowling league—VINCENT KUROPATWA.

Virginia Greater

GREENSBORO, Md., Aug. 2.—Business here was disappointing, the extremely hot weather having a great deal to do with it. Several of the personnel visited the Kent-Sussex Fair at Harrington, Del.

Fletcher Gibson, Merry-Go-Round foreman, closed here and left for his home in Charlottesville, Va. Also closing were Albert (Dummy) Rives and Eddie (Hoppy) Green and His Hillbilly Fiddlers, the latter group leaving at Dover, Del., last week's stand.

Tom Chubbucks bingo is popular. Al Smith joined here as chief mechanic in charge of the truck fleet. Newcomers to the show's ride crew are J. Hilling, Paul South, Lester Willis, Ronald Evans and E. Holden. Lucky Rayfield takes over the 10-in-1 Show. Leo Matina and Russell Peek have been added to the cookhouse staff. Tony Buzzella visited his daughter in Philadelphia for two days. Gus and Johnny Morgan are building a new concession in preparation for fair dates. Mr. and Mrs. Calvin Nelson and their daughter left recently for their home in Tampa.—H. W. ARNOLD.

Mighty Hoosier State

BRAZIL, Ind., Aug. 2.—At this writing the show is in its 17th week of the season. So far, ride grosses have held up to 1951 levels, but concession biz is off about 25 per cent. Only one night has been lost to rain. The season opened April 14 at Columbus, Ind. The local date is under FOP auspices and will be followed by Indiana fairs and celebrations until October 18.

Owner-Manager W. R. Geren has added a 18-tub Octopus, bringing the number of rides to 10, all owned by Geren. Mrs. Geren, after a year's illness is recovering. The Geren's son, Jerry, leaves the show in September to begin his last year at Kentucky Military School.—JEANENE STOLLE.

Burkhart

HANNA CITY, Ill., Aug. 2.—Mrs. Burkhart's mother and grandmother visited the shows here. The four generations present were Mrs. B. H. Coleman, Mrs. William Hoemstra, Mrs. Carl Burkhart and Verma Burkhart. Verma Burkhart and Johnnie Welch celebrated birthdays and received numerous gifts. Mrs. Gowdy and Mrs. Isenhower provided the ice cream and cake. Audrey Felts was tendered a surprise birthday party July 25. The Steinfeltes reported they would join next week.—ESTHER ROWE.

Anderson Amusement

Can use more Hinky, Parks and French Fries for
DEERFIELD, MICH., AUG. 8, 9
READING, MICH., AUG. 14, 15, 16
LAMBERTVILLE, MICH., AUG. 22, 23, 24
Want good used Side Wall for 40' Merry-Go-Round and Rides.
Gerald P. Anderson

PROMOTERS

Get on our Mailing List.
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attraction for auditions and events. We can refer to suitable parties for the date and type of event or at least one event which you have promoted in the past. Specify what you do not want financially responsible or secured responsible underwriting. Write Arena-Auditions Department, The Billboard, 136 W. Randolph St., Chicago 1, Ill.



WHEELS DOUBLE WHEELS SKILL WHEELS
Misc. Wheels
Paddle Wheels
Big Sizes
Horse Wheels
Baseball and Cigarette Wheels
Largest and Finest
CARDINAL MFG. CORP.
430 Keap Street
Brooklyn, N. Y.
6 Varvoren 7 5027

WANT

Octopus Foreman to join at once. Top wages. Also Tilt-A-Whirl Help.
Wm. T. Collins Shows
LaCrosse, Wis., this week.

BINGO HELP WANTED

For New Bingo—Easy Up and Down—For New Bingo
CALLER and COUNTER MEN
Good Salary and Bonus
Address:
GUY B. WEST
Caravacade of Amusements
Evansville, Indiana, Aug. 4 to 9
If you can deliver, report Evansville Monday.

TIM'S UNITED SHOWS WANTED

Wheel Foreman; Second Men on Wheel, Merry-Go-Round, Out Hill Thanksgiving, Hinky Park, Street Concessions, such as Ball Game, Dart Balloon, Pitch Tilt You Win, etc. Route: Emmitt, Idaho, Aug. 14 to 16; Homecicle, Idaho, 20 to 23; Ontario, Oregon, 27 to 31; Kamiah, Idaho, Sept. 3 to 6; Cottonwood, Idaho, Sept. 10 to 13; Orofino, Idaho, Sept. 17 to 21; Nezperce, Sept. 24 to 25; then south.
E. L. TIMMERMAN, Manager
TIM'S UNITED SHOWS
Perm. address: Box 107, Vale, Oregon.

HELP WANTED

6 Cats, Buckets, Balloon Dart and Fishpond. Contact
DON PIERSON
20th Century Shows, Austin, Minn.

FOR SALE

Merry-Go-Round, No. 5 Wheel, Rotolplane, Chairplane, Loop-O-Plane, Tilt, Kiddie Rides, Transformer, Trucks and Trailer.

ARROWHEAD AMUSEMENT CO.

West Duluth 7, Minn.

JACK CARLIN SHOWS WANTED

Concessions of all kinds.
Cuhanna, Ohio, Aug. 6, 7, 8, 9, on the streets.
Phone 2771 Buckeye Lake, Ohio

WANT KIDDIE RIDES

Bully, Skyfligher, Sunshine Choo Choo, and Buggy Ride, good Airplane Ride, Little Skipper. Will pay cash.
ROLL-A-WHIRL CO.
St. James, Mo., Mr. Rev.

WANTED

Ride Men passing through Chicago Stop and make a tear-down and set-up. Also permanent jobs available.
JOHNNIE DOOLAN
8559 So. Halsted Chicago, Ill.

LUCKY

Call collect, 4-5741, Lakeland. Mother will tell you where to locate me. Please —miss you terribly.
JACKIE

Club Activities

Showmen's League of America

34 West Randolph Street, Chicago

CHICAGO, Aug. 2—Jack Kaplan, chairman of the program subcommittee for the banquet and ball, advises a mailing will go out in the near future. Good returns are being received on the ways and means committee fund drive. Secretary Streibich advises that 1953 membership cards are available.

Streibich visited Al Wagner's Cavalcade of Amusements at Muncie, Ind., this week and was told by Wagner that an SLA benefit would be held at the Nashville fair.

Lou Keller joined the sick list, entering Billings Hospital here for surgery. William Glickman left the hospital; Jack Benjamin is still in Grant Hospital, and Oliver Barnes and Henry F. Thode are in Alexian Brothers Hospital. A Litvin letter from Grand Forks, N. D., that he is in Deaconess Hospital there for surgery.

Committees during convention week will include William Carsky and Maurice (Lefty) Ohren, president's party; Ed Sopenar, Memorial Services, and George W. Johnson again supervising registrations.

Cliff Wilson is in town for a few weeks. Hymie Schreiber and Wolf Carsky were seen at the Indiana Festival here, and Streibich met Mannie Malman en route to Muncie. Ed Parker, Humpy Weeks, George Wasko and Red Collier are working Chicago area lots.

Clubroom visitors included Jack Krutt, Andre Dumont, Charles Zemaier Sr., Rev. Marcell La Voy, James Lamont, Raymond C. Drey, Hy Nestlich, Henry S. Polk, William Meyers and Silent O'Brien.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 18

Ladies' Auxiliary

Roll call of officers was answered by Lucille Dolman, president; Fay Prosser, second vice-president; Marjorie Rhodes, third vice-president; Grace Merkel, secretary, and Peggy Forstall, treasurer.

A letter was read from Mary Taylor, who also wrote for Fina Rogers and Madge Buckley. Nancy Myers reportedly suffered an ankle injury in a fall. Bank night was won by Rose Rosard, who also won the door prize donated by President Dolman. A prize donated by Grace Merkel was won by President Dolman. A wallet donated by Vivian Horton was won by Ruby Kirkendal. Opal Manley turned in the proceeds from the party which she and several other members sponsored recently in the clubrooms.

President Dolman reported that she had received letters from Lucille Gilligan, Betty Coe, Marlo LaFlors, Clara Zeiger and Ann Doolan. Bertha Cohen, who has been visiting in Chicago, sent in a \$10 donation to the club. Gladys Mackey was in town recently on a short business trip. She reported business good. The president called on Inez Allton, Babe Gardner, Fay Prosser and Gladys Matthews, all of whom had not attended a meeting for some time, for short talks. Grace Merkel, chairman of the officers' party, stated that the event will be held in the clubrooms August 25. It was reported that Dorothy Eastman is the mother of a son.

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

Hanky Pank Agents, come on.

Will book some Hanky Panks, Long and Short Range, Tuffy Cards, Aka Grand Shows, Big Snake, Illusion, Mechanical, etc. Will book Custard. All Fairs from now on.

Contact Paul T. Robertson or Whaley Celer
Clay City, Ind., Fair, this week; County Fair, Brazil, Ind., next week.

BOB HAMMOND SHOWS

WANT for Bush Springs, Okla., Watermelon Festival, Aug. 14-16; and AMERICAN INDIAN EXPOSITION, ANADARKO, OKLA., AUG. 18-23, 1000 thru 10000 thru Grandstand Turnstiles last night! SHOWS: Athletic, Girl Shows, Big Snake, Pish Show, Jit Show or any Grand Shows. CONCESSIONS: Sit Down Cookhouse and Grabs, all Hanky Pank Concessions. NOVELTIES: Precious Custard, Photos. No gift. (Name Persons, Red Wagon, Terry Wagon, Contact James Carrott, Concession Manager. Address BOB HAMMOND, Mgr. Hico, Tex., this week.

Miami Showmen's Association

238 W. Flagler St., Miami

NEW YORK, Aug. 2—The funeral services for Nathan Ray (Doc) Speer, July 25, were conducted by Chaplain Phil Cook, assisted by the Harvey Seeds Post, American Legion. More than 30 floral pieces were displayed. Among those attending were Mr. and Mrs. Max Goodman, Louis Shafran, Frank Pope, Mrs. Freida Wilson, Mrs. Casare Buzzella, Mrs. Francis Barnett, Max Tarbes, Al C. Beck, Ethel Weer, Max Nelson, Peggy Hirsh, Belle Cook, Harry Steche, and Melvyn Jay Kahler.

The club extends deep sympathies to Al Baysinger, former show owner and ride operator, who died July 25 at Hot Springs, Ark. Mrs. Baysinger was the mother of the well-known outdoor showpeople Alton and Don Pierson, and Carolyn Holt.

On the sick list are Lou Leonard, still at Fox River Sanatorium, Batavia, Ill.; Max Kimerer, Harry Katz, and William Rossier. . . . Epp Glosser sent in these membership applications: Pat Hugh Farrar, Alfred V. Pink, and Roy T. Duffy. Woodrow Jones was proposed by Claude Sechrest. . . . Ray (Shep) Blumberg has forwarded a substantial sum from Irving Sherman for the Yearbook, and 80 names for booster pages. . . . William (Bill) Cowan says he'll start a drive on the Model Shows to make it 100 per cent MSA outfit.

Mail has been received from James R. Stable, Ben Braunstein, William (Tubba) Helman, Epp Glosser, Leo Bistany, Mr. and Mrs. Ben Levine, Sam and Margie Glickman, Isidore Biscow, Ben Glass, William Cowan and Ray Blumberg. . . . Remember—dues are payable now!

Recent visitors were William Rossier, Bob Lilliston, Carl (Hunky) Kalansky, and Ralph Endy, who sold his interests in the E. & B. Shows to Johnny Bass. Ralph plans to retire. Another arrival here is Col. Howard E. Stahler, former executive secretary of the club. He closed his Medicine Show, claiming the going was too tough.

National Showmen's Association

1584 Broadway, New York

NEW YORK, Aug. 2 — Gerald Snellens, secretary, says the club's 15th annual Yearbook looks to be the best yet, and many ads have already come in. Gerald also reports good co-operation from members on the Award Books.

After being hospitalized for several weeks, Samuel Prell is now recuperating at home in Newark, N. J. . . . Shut-in members James Cox and True O. Perkins wrote thank-you letters for the gifts they received.

Bernard Allen, president, has called a special meeting of the board of governors for August 5, the same day the board of trustees meets with George A. Hamid, its chairman. The groups will discuss the purchase of the club's new home.

Letters received from Joseph J. Godin, John Kravitz, Ern: P. Moore, Myer B. Pinsker, Davi: Alpert, Dave Lodge, Louis Light, George A. Hamid Jr., Harry J. Kahn, Joseph H. Schuler, William H. Ritz, John A. Lee, George Burke, Victor L. Sigler, Elwood A. Hughes, Ben Check, Richard E. Gilsdorf, Richard J. Coleman, Thomas E. Williams, Francis B. Messmore, Harry Meyers, Edward L. Rockefeller, Paul T. Little, Nathan Abrans, William B. Moore, Lou Dufour, Arthur Rothbard, Sam J. Levy, and Max Goodman.

Recent clubroom visitors include Stanley W. Wathon, Emanuel Silver, Clarence Pool, Ben Rosenberg, Samuel Cohen, Philip Groden, Edward Eldins, Sam Rothstein, Sam Weissler, Louis Kronenberg, John S. Wismar, Julius Roth, Sam Miller, Edward Cohen, and Joseph Green-glass.

WADE GREATER SHOWS

ARENAC CO. FAIR

Standish, Mich.,
August 12-16

ISABELLA CO. FAIR

Mt. Pleasant, Mich.,
August 18-23

OCTOPUS AND ROLLOPLANE WANTED

FOR THESE TWO GOOD FAIRS AND SOLID FAIR ROUTE TO FOLLOW. EXCELLENT RIDE TERRITORY. CAN PLACE Two Nose Shows. Prefer Glass House or Maze, Monitor, Arcade or Mechanical. LEGITIMATE PRIVILEGES OPEN—Ball Games, Hoopla, Dark, Novelties, String, Hats, etc. Ride Foreman and Second Men who drive semis can get good steady work here.

Wire WADE GREATER SHOWS, JACK LAMPTON, Mgr.
BLUFFTON, INDIANA, FAIR, ALL THIS WEEK

NOW BOOKING FOR

THE BARNUM OF THE WEST

MONTEREY COUNTY FAIR

Monterey, Calif., August 14th to 17th

MULTNOMAH COUNTY FAIR

Graintham, Oregon, August 18th to 24th

MEDFORD PEAR FESTIVAL

Medford, Oregon, August 26th to September 1st

SANTA CLARA COUNTY FAIR

San Jose, Calif., September 8th to 14th

KERN COUNTY FAIR

Bakersfield, Calif., September 22nd to 28th

MADERA DISTRICT FAIR

Madera, Calif., September 25th to 28th

MISSION STREET CELEBRATION

San Francisco, Calif., October 1st to October 12th

ARMISTICE DAY AND OLD-TIMERS' CELEBRATION

Perrerville, Calif., November 4th to 11th

Will book Posing Show or Girl Show for No. 2 Unit. Contact

WEST COAST SHOWS

500 Clement St., San Francisco, Calif.

Phone Bayview 10306



WANT FOR FAIRS, STARTING AT RAPID CITY, SOUTH DAKOTA, AUGUST 11

(7 Days and 7 Nights—Biggest Fair in the State)

CONCESSIONS: Any Legitimate Concessions. Will book Cook House or Sit-Down Grab. Have opening for Bingo (Percentage or Flat Deal). Want Ice Cream, Novelties, Age, Seals, Ball Games, Fish Pond, Pritchard-you-win, High Striker, Basket Ball, Mug Joust.

SHOWS: Side Show with or without own Equipment. Athletic Show, Fun House, Wild Life, Snake Show. Have two Girl Show Frame-Ups open. (Wonderful spots for same and work every week).

RIDES: Will book Rock-O-Plane, Octopus and Boat Ride.

HELP: Want sober Ride Men who drive. Apply to Clynn Joplin, Ride Supt.

All wires, calls or mail to H. P. HILL, Mgr.

Hardin, Mont., Aug. 6-9 (Four days only); then Rapid City, S. Dak., and 12 Bonafide Fairs to follow.

5 B&C'S EXPO SHOWS 5

PLAYLAND ON PARADE

NEW YORK STATE FAIRS

YATES COUNTY FAIR

PENN YAN, N. Y.
AUGUST 6-9
CHITWOOD HELL DRIVERS
2 DAYS
(Car given away Saturday night)

SENECA COUNTY FAIR

WATERLOO, N. Y.
AUGUST 12-16
LEGION DAY WITH PARADES
FIREMEN'S DAYS
FIREFORKS EACH NIGHT

ONEIDA COUNTY FAIR

VERNON, N. Y., AUG. 19-24
3 DAYS THRILL SHOW
STOCK CAR RACES
BATTLE OF DRUMS

WANT

RIDES: Non-Conflicting—Major or Punk Rides.

CONCESSIONS: Everything open, no Gift or Gypsies—Arcade.

SHOWS: Fun House—Motordrome. Reasonable Percentage—

Non-Conflicting Shows.

LITTLE WORLD'S FAIR

HEMLOCK, N. Y.
AUGUST 27-30
2 DAYS THRILL SHOWS
BIG FIREMEN'S DAY WITH PARADE AND FIREFORKS

MADISON CO. FAIR

BROOKFIELD, N. Y.
SEPTEMBER 1-4
28,000 LABOR DAY ATTENDANCE
THRILL SHOWS
STOCK CAR RACES

CONTACT AS PER ROUTE

THOMAS Joyland SHOWS

WANT FOR LA PORTE, IND., FAIR AND CROWN POINT, IND., FAIR

CONCESSIONS OF ALL KINDS: No Exclusives except Novelties, Bingo, and Ducks. Concessions will look for Stock at Crown Point Fair. HAVE GOOD OPENING FOR PENNY ARCADE.

RIDE HELP: Dipper Foreman. Second Men on all rides. Good pay.

HELP: Can place Agents for Hanky Panks, Sidney Thomas Wants Readers for Mitt Camp, Counter Man and other Bingo Help. Useful Carnival Help in all Departments.

CAN PLACE GOOD ANNEX ATTRACTION FOR SIDE SHOW

All address L. I. THOMAS NEW BETHEL, IND., this week:

(Telegrams only care of Western Union, Indianapolis, Ind.) La Porte Fair follows.

W.G. WADE SHOWS

Ingham County Fair, Mason, Mich., Aug. 11 to 16.
DUE TO DISAPPOINTMENT CAN PLACE
 ROCK-O-PLANE — OCTOPUS — SCREW BALL
 Or other major Rides not conflicting.

Can also use one or two outstanding Shows for our solid fair route into October including Michigan State Fair, Detroit, Mich., August 29 to September 7.

CLASS HOUSE AND FAT SHOW OPEN
 Darts, Ice Cream, Ball Games, Pitches, Sales, etc., open.
 W. G. Wade Shows, La Grange, Ind., Fair, all this week.
 P. S. Tuscola County Fair, Caro, Mich., Aug. 18-23 follows Mason.
NOTICE—We hold contract rights for Concessions, except local at Branch County Free Fair, Coldwater, Mich., Sept. 8 to 13.

MIAMI COUNTY FREE FAIR
 CONVERSE, IND., Aug. 11 to 16 Inclusive.
DISTRICT FAIR
 PARKERSBURG, W. VA., Aug. 18 to 23 Inclusive.

With a continuous route of Best Fair Shows North and South

Will place Legitimate Concessions—Ice Cream, African Dip, High Striker, Ball Games, etc., at all Fairs. Can place Experienced Ride Help (must be of good character). Able to handle tractor-trailer units. Notice: Can place Iron Lung or Lost Supper at several large Fairs. Mr. and Mrs. Marks, answer. Address all this week c/o Western Union.

JAMES H. DREW SHOWS
 VALPARAISO, IND., FAIR

Percell's
PIONEER SHOWS
high class midway attractions

GREAT BEND, PA., AUG. 11 TO 16

Want Shows of all kinds. Girl Show and Posing Show Operator. Want Legitimate Concessions. Stretch Rice wants Agents. Second Man all Rides. Want Cookhouse, Grab, French Fries, Custard and Novelties. Want Electrician. Top fair route follows.

ALL REPLIES MICKEY PERCELL
 DEPOSIT, N. Y., THIS WEEK.

ANCHOR TENTS

CONCESSION, BINGO TENTS, RIDE TOPS, MOTODROMES, SHOW TENTS

ANYTHING IN CANVAS

Manufacturing Show Canvas for Over Fifty Years.

Underwriter's Approved Flame Resistant Material Available. 3 DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

WANT — CONCESSIONS — WANT
TERRE HAUTE, IND.
 (ON THE STREETS)
6 DAYS—SEPT. 15-20, INCL.

Can place limited amount of legitimate Concessions. Positively no grift, flats, gypsies, percentage or cigarette blocks. No Bingo.

Will place Cookhouse, Novelties, Games of all kinds, Popcorn, Apples and Floor, Long Range, etc. Cost \$3.50 per foot. Coding Rides already contracted. Write—

FRANK OBERBACHER, Chairman
12 POINTS BUSINESS & PROFESSIONAL ASSN.
 1277 PHILLIPS AVE. TERRE HAUTE, IND.

BELL FORM SHOWS

Want: Aug. 11-16. Hoosick Falls, N. Y. 125 Centennial, backed by state, county, and town. Thousands of dollars spent advertising. Pageants, races, competition of bands and other events. Aug. 18-23, Greenwich, N. Y., Fair, Aug. 27-30, West Port, N. Y., Fair, Labor Day, Chatham, N. Y., Fair.

Three Connecticut Fairs to follow.

Will book Photos, Hi-Strikers, Jewelry, Seals, Hats, Duck Ponds, Cork Game, Hoop-La, Dart Balloons, Custard, French Fry and any Legitimate Games that work for stock, no grift. Want Shows: Two Girl Shows, five in one Motorcrome, Wrestling Show, or any Grand Show. Have for sale 8 King 2 1/2 Foot Trailer equipped for Popcorn, Candy Apples and Candy Floss. Priced reasonable. Two 25 KVA Onan AC Power Plants.

All reply JOHN BELLOISE
 Aug. 4-9, Hudson Falls, N. Y., or Hoosick Falls Centennial Grounds after Thursday, August 7.

JOHN H. MARKS SHOWS

Want Girl Show Operator who can produce. Girl Show Revue and Posing Show. Must have girls and wardrobe. Must join all once. We have beautiful and elaborate fronts and outfits for the above. All replies to

MARKS SHOWS
 THIS WEEK, BEDFORD, PENNA.; THEN LYNCHBURG, VA.

WANTED
 Hunky Punks for Milford County Fair, Mt. Airy, N. C., Aug. 5-9, and Monocme Gladiola Festival, Monocme, Ill., Aug. 11-16.

ALSO WANTED—Will book Cookhouse, Mechanical Show or Funhouse. Want Ride Help on all Rides, must drive semi. Contact

BIG FOUR AMUSEMENTS
 MILFORD, ILL., FAIR, THIS WEEK.

LOOK LOOK
 Want to Increase Your
MIDWAY GROSSES???

Will book or lease my Giant Searchlight and Spirito to a reliable show after September 15.

Contact **GLEN D. WYBLE**
 6068 Bay Shore Road Toledo, Ohio
 Phone POntiac 1455

WANTED
DERBY CALLER
 Salary or Commission

EARL FISHER
 Monroe, Mich.

GIRLS GIRLS GIRLS

Want Girls for Dancing Girl Show, Strip, Oriental, etc. Wardrobe and transportation supplied. Top salaries guaranteed out of office every week. Also want immediately Talker for Girl Show. Good proposition for Write and Talker. Long season south and all Fairs from now on.

All Replies
ANNY ZANE
 Fairs Promoter Shows
 Hughesville, Pa. this week; Meyersdale, Pa., next.

JIMMY ACKLEY
WANTS

Reliable Man for head and Agents for Bucket Rides, also two Agents for Ace and Bear and other Ranky Parks. Good route. Fairs: Glenville, W. Va., Aug. 11-16; Clay County Fair, Clay, W. Va., Aug. 18-20; Berks County Fair, Netron, W. Va., Aug. 25-30; Webster County Fair, Webster Springs, W. Va., then Wheeling, Tenn., and Birmingham, Ala. State Fair, and others.

UNITED STATES SHOWS
 Buckhannon, W. Va., this week.

WANT WANT WANT

St. Rocco Celebration, 30 Year Annual Italian Celebration, Aug. 12-14-15-16, Clifton, Pa. Want Shows, Fireworks every night. Street celebration. Will book Hell Cams, Hunky Punks and Concessions of all kinds, also Bill Game and Rides that do not conflict. Sam Venduto wants P.C. Assn. Steamrock, contact: Tonale Zarra, contact. All others with the bill.

CYAR ENTERPRISES MI 7-3544
 Newark 5, N. J. Joseph M. Cynar, Gen. Mgr.

WANTED

Rides, Shows and Concessions not conflicting, especially need Penny Pitches, Dart Balloons, Long and Short Range Shoot, Little Gallery, Game of Chance, Jammer, Missouri, Aug. 7-8-9; Sheridan, Missouri, to follow. All Fairs and Game-Boards. To follow. Fights, \$12.00. Contact

ROY HUFFET, MANAGER
 HUFFET GREATEST SHOWS

FERRIS WHEEL AND OCTOPUS
FOREMEN WANTED

Yearly work at park. MUST BE DWARF. FOR READY PUBLICITY. PORK. Man or Woman to handle Popcorn and Apples. Call me. Telephone: Plattsburg 1474.

Wire Moss Messias Write c/o Playland Park, Plattsburg, New York

WANTED CARNIVAL

To play in Hayden, Colo., Aug. 22 & 23, for the Hunt Co. Fair; Craig, Colo., Aug. 29 & 30, for the Ride and Tide Days, and in Oak Creek, Colo., for the Merry Labor Day Carnival, on Aug. 31 & Sept. 1. If not this year, how about next year? All three of these cities are within 30 miles of one another.

Write **Ted Calkins**
 Box 24, Oak Creek, Colorado.

SIDE SHOW ACTS

Frags and Working Acts of all kinds. Good treatment, best of salary. Room Lee Woods, Leopold Williams, 6151-51-51.

GEN KNIGHT
 Care WM. T. COLLINS SHOWS
 La Crosse, Wis., Aug. 8-11.

THANK YOU
EDWARD G. KECK

Assistant to Mr. Stratos and personal director of the James G. Stratos Shows. Your Buck purchase at Clearfield, Pa. is your second in 13 months. Thank you.

JOHN W. CANOLE
 CANOLE BOOKS
 Monaca, Pa. Phone 937.
 Altoona, Pa. Phone 9247.

WANT

COUNT STORE AGENT and PIN STORE AGENT for 10 weeks of Fall.

CHARLES TRAVERS
 c/o MIGHTY PAGE SHOWS
 This week Warrenton, Va.

Royal Midwest Shows

Cedar, Indiana, Street Fair, Aug. 12-14. Want Concessions of all kinds. Popcorn, Jewelry, Novelties, Pitches. SHOWS: Athletic Show and Girl Show.

ROYAL HARRIS
 ROYAL MIDWEST SHOWS
 General Offices, Park, Indiana

JOHNNY'S UNITED SHOWS
 "HONESTY IS OUR POLICY"

NEXT WEEK WARSAW, INDIANA, FREE FAIR; VIGO COUNTY FAIR, TERRE HAUTE, FOLLOWING, AND SOLID ROUTE OF FAIRS UNTIL NOVEMBER.

Can place Grab, Custard, Foot Lane, Ice Cream, Lemonade Shakes, Frosto Pops, Popcorn, Snow Cones, Flava, Novelties, Still and Age, African Dip, Basketball, Hi Striker, Fish Pond, Balloon Drops, Hoop-La, Woch-La, Ball Game and Photo. SHOWS: Small Dramas, Fot. Illusion, Fun House, Glass House, Monkey and Arcade. **HELP WANTED:** Wheel Foreman, top salary and treatment. Octopus Foreman. Wheel Second Man. Must drive and be dependable. All replies:

JOHNNY PORTEMONT
 Putman County Fair, Greensboro, Indiana.

CAPITAL CITY SHOWS
WANT

For Clay County Fair, Manchester, Ky., week August 11; Knox County Fair, Barbourville, Ky., week August 18; followed by Blount County Fair, Maryville, Tenn., and a continuous route of bona fide Fairs closing in Florida middle of November.

LEGITIMATE CONCESSIONS OF ALL KINDS: Custard, Long and Short Range, Long Range Jewelry, French Fries, Ball Game, American Mini Camp, CORNHOLE, TRAY CATER, TO SHOW PEOPLE, MONKEY, WILD LIFE, UNKNOWN FAT SHOW, MECHANICAL CITY, ANY NON-CONFLICTING SHOWS

MANAGER AND RIDES FOR DROME, BOB PREY, CONTACT. HIGH-CLASS GIRL SHOW WITH OWN EQUIPMENT. AL ALFREDO wants Help for 2 Shows, also HALF & HALF for Side Show. MANAGER AND PEOPLE FOR MINERAL SPRING. Have show. Panel front built on Semi, also Bus to transport people.

LITTLE DIPPER, Auto, Cart, Airplane, Train, Live Pony, Snake Pit, Cannon, Locomotive or Ballistics.

PLY-O-PLANE FOREMAN, also Second Man on all Rides that can drive Semi. Pinned Verner wants Bing Hoke, Henry, etc. to be coach.

All replies J. L. KEEF
 PULASKI COUNTY FAIRGROUNDS, SOMERSET, KY., THIS WEEK.

F. C. BOGLE SHOWS, INC.

WANTS FOR 2 BIG WEEKS

NEXT WEEK AUG. 11-14 HOUSTON, MO., REUNION
Free Gate—100,000 people

WEEK OF AUG. 18-23 COLUMBUS, KAN., FREE FAIR
Absolutely the biggest event in S. E. Kansas

Followed by six solid weeks of CLASS "A" FAIRS

CONCESSIONS: All legit Concessions except Bingo and Popcorn. Want P.C. Games except Pan and Dice. Positively no flats. SHOWS: Non conflicting with own equipment. Want Athletic, Mechanical, Side Show, etc. HELP: Want sober Mechanic with own tools, must drive.

Wire F. C. BOGLE,
 MANSFIELD, MO., THIS WEEK.

BROWN & WALLACE SHOWS

Want legitimate Concessions of all kinds. Bunny Ball can place all your Concessions. Can place Centard Man, small privilege and \$6.50. Want Foreman for Merry-Go-Round, two Ferris Wheels, Tit-a-Whirl and Spittins. Also Second Man who drives semi. Will buy or book Octopus. Good proposition. Will also book Dark Rides. SHOWS: Will book Mechanical City, Wild Life and Monkey Show. All answers to

BROWN & WALLACE SHOWS
 Clarksville, Tenn., this week; Nashville, Tenn., to follow.

RIDE MEN WANTED

For our sparkling route of outstanding Fairs and fast moves we can place at once for balance of season real Ride Foreman and Second Man of proven ability at the highest wages and with best of treatment. Cannot use drunks or heavy lovers. Need Men for three Ferris Wheels, Carribelle, Little Dipper, Spinning, Tit-a-Whirl, Octopus, Char-Pling and Merry-Go-Rounds. Would like to assemble the fastest moving ride crew on earth. Only those who can really handle pigskin need apply. Get with the very best. Join at once!

KING REID SHOWS,
 Fair Grounds, Skowhegan, Maine

Want **PALMETTA EXPO. SHOWS** Want

Can place Concessions of all kinds, good territory and good proposition for Ring, also Photos, Ace and Seal Fish or Duck Pond, Pitch Till You Win, Hi Striker, Six Cyl. Buckets, Lead or Cork Gallery, Ball Games, Penny Pitches, High Striker and Hat or Pan Game. **SHOWS:** Can place good Colored Girl Show and Musical Show legitimate. Milton S. C., Annual Colored Picnic, week of Aug. 18 and for the balance of the season. We are in the heart of the South Carolina tobacco markets and will stay here until our Fair dates. All replies to

MILTON N. McNEACE, Dillon, S. C., this week.

P.S.: Sam Houser wants Count and Pin Shows Agents. Bill Martin wants good Animal Man. Pat Reegan, answer.

A.M.P. SHOWS
Juggly

Will book Ringo for balance of season. Want Mug, Pitch Till You Win, Hi Striker, Penny Pitch, Devil's Bowling Alley, Birnie Game, Pan, Buckets, other Ring Shows. Good opening for Animal Show, Monkey, Wild Life, Unknown, Buns and other Grind Shows. All answers:

A. M. PODSOBINSKI
 Davis, W. Va., this week; Blinn, W. Va., next week; followed by Clarksville, W. Va., Fair.

CARPENTER BROS.' SHOWS WANT

For Liberty Center, Ohio, Homecoming, Aug. 7, 8 and 9; Butler, Indiana, Tomato Festival, Aug. 13 thru 16. LEGITIMATE CONCESSIONS OF ALL KINDS. Want large, clean Cookhouse. Also Rollopiano for Berne Centennial.

Contact **NORMAN CARPENTER**

Want G & B RIDES & SHOWS Want

Paw Paw District Fair, Blountville, W. Va., Coke Bottles, Pitch Till You Win, Seals, Ball Games, Cork Gallery, Foot, Fish Pond, Lead Gallery, Dark, Hoop-La, Jewelry, Ace. Will book any Concession working for stock. Ride Help wanted in all departments. Bill Ryan wants Agents, also Jerry Paulner needs Agents. Answer as per route.

This week, Monaca, Pa. W. Va. next week, W. Va.

GEORGE BROAS, Mgr.

AMERICA'S MIGHTY MIDWAY

Royal Crown

50 SHOWS 50

WANT FOR THE FOLLOWING FAIRS:

SPRINGFIELD, MO. TRENTON, MO.
 BELLEVILLE, KAN. LINCOLN, NEB.
 ENID, OKLA. BARTLESVILLE, OKLA.
 FORT SMITH, ARK. MUSKOGEE, OKLA.

RISES: Can use Dark Ride and Fly-a-Plane. (No Kiddie Rides.)
SHOWS: Wild Life, Monkey and any worth-while Grind Shows. Must be in keeping with our Show.

CONCESSIONS: Concessions of all kinds. Can place Basket Ball, String Game and Knits Rack. **All answer: DOLLIE YOUNG**
 c/o COLONIAL HOTEL, SPRINGFIELD, MO., UNTIL AUGUST 16.
 P.S.: Mr. William Tucker, our representative, will be on Ozark Empire Fair Grounds, Springfield, Mo., starting Tuesday, Aug. 5. Contact him there for space or bookings. Fair opens Saturday a.m., Aug. 9.

PENN PREMIER SHOWS

All Fairs, no more still dates—ALL FAIRS

CONCESSIONS Can place Jewelry, Age, Scales, Novelties, Hats, Glass Pitch, Photos, Fish Pond, Cook Gallery, Grab and Drinks. Can place 6 Cats or Buckets if you have other Concessions. Also place Derby Race or any other Concessions as we have all Fairs.

SHOWS Can place Wild Life, Arcade, Snake Show or Life Show, or any other Shows not conflicting. Earl Myers can place Working Acts, also Ticket Sellers and Grinders. Can place Men with Girls and Wardrobe, also Sound Equipment, to take over Club Continental Girl Show. This is a beautiful Panel Show complete. Must have at least 3 or more Girls. No drunks.

RIDES Can place for long list of Fairs, Little Dipper, Fly-a-Plane, Caterpillar or Spiffins.

HELP Can place sober reliable Men who drive on all Rides. Salary and bonus. Want good Second Man for Wheels, Kiddie Rides and want Charplane Foreman who knows how to handle Riot, Roll-a-Plane Foreman—join on wire or come on. Good proposition. Can place sober, reliable Man who drives semi for Al Bouda's Sings, also to work on counters. Highest salary to the right man.

Address all mail and wires to Lloyd B. Serfano, Gen. Mgr., Penn Premier Shows
 Hughesville, Pa., Fair, this week; followed by Mayersdale Fair, Huntington Fair, Mansfield Fair and Port Royal Fair, all Pennsylvania.

FUNKSTOWN AMERICAN LEGION FAIR

AT HAGERSTOWN, MD., CITY LIMITS

AUG. 11-16

NIGHTLY PRIZES AND 2 NEW CARS GIVEN AWAY

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

CONCESSIONS
 Hanky Panks of all kinds—Ball Games, Pitch Tilt U Wine, 6-Cat, Swinger, Milt Camps, Fish Pond, X on Custard and Novelties, Glass Pitch, Hoop-La, Cookhouse for balance of season. Can place cooche Grind Shows and Side Show. Very small percentage to right party. Second Man on Wheel that can work top. Man and Wife to take charge of Popcorn and Candy Apple. Slim Barry, have good opening for you, call me. Joe Reynolds, call Mick. Class. Gene Bill Thompson wrote you. Above contact Mac House, Berkley Hotel, Martinsburg, W. Va.

WOLFE AMUSEMENT
 CHARLES TOWN, W. VA., ALL THIS WEEK

GOLD MEDAL shows

12 MORE BIG FAIRS TO GO

CAN PLACE FOR ALL-IOWA FAIR, CEDAR RAPIDS, NEXT WEEK

SHOWS—Want A-1 Man who can get money with Monkey Show (we have complete outfit, including Monkey). Minstrel Show (must have own equipment). Good proposition. Pee Wee Parker and Dudley Ridley, contact. Will book Snake Show. Have opening for Penny Arcade.

RIDES—Can place Dark Ride, Rock-a-Plane or Roll-a-Plane.

CONCESSIONS—Any legitimate Concessions. Can place Cook House (Mr. Garrett, contact). Good opening for Photos, Scales and Age, Hats and Ball Games.

RIDE HELP—Second Men on all Rides that drive Semis welcomed at all times. (Tucson, wired you. Get in touch with Sparks immediately. Can place you.)

All replies to
JOHNNY J. DENTON, Mgr., or ART FRAZIER, Com. Mgr.
 Kankakee, Ill., this week; Cedar Rapids, Iowa, next week.

TRUCK STRIKE NOW ENDED

COME AND GET IT

USUAL PROMPT SERVICE AGAIN BY

TRUCK—RAIL—AIR—EXPRESS

COMPLETE NEW LINES: PREMIUMS—NOVELTIES—PRIZES—SPECIALTIES

FOR PANKS—CARNIVALS—FAIRS—CELEBRATIONS—PROMOTIONS

WRITE FOR OUR LARGE NEW CATALOG

Please state your business and special needs.

ACME PREMIUM SUPPLY CORP.
 1111 South 12th, St. Louis 4, Mo.

Eddie Young's

STERLING CROWN Shows

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

CONCESSIONS Cook House, Crab, Candy Floss, Snow Cone, Frozen Custard, Scales, Agr. Glass Pitch and any Hanky Pank Concessions.

AGENTS Experienced Short Range Gallery Agent, Bingo Counter Man, Agents for Six-Cat, Coupon and Peak Shows.

RIDES Can place Tilt-a-Whirl or Flat Ride, Kiddie Rides and Pony Ride.

SHOWS Get Show and Posing Show to join at once, 10-in-1, Fun House and any worth-while Grind Show not conflicting. (Must have own equipment and transportation.) Anne Lee, Colored Show, answer. Will frame Girl Show for capable Manager with people who can produce. (No luther.)

HELP Truck Mechanic, Diesel Man and Electrician (General Motors plants). Have to be A-1 and have book. Ride Help: Foremen and Second Men that drive. No drunks. Long season, top salaries.

All replies: E. L. YOUNG, Mgr., Henderson, Ky., this week.

GLASS PITCH HELP WANTED

Want all-around useful Help to work around Glass Pitches. Can place 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.

No drunks wanted or tolerated.

All address JAMES CASIDY
 Care AMUSEMENT COMPANY OF AMERICA, Fair Grounds,
 Springfield, Ill., until August 16.

Al Wagner's

CAVALCADE of AMUSEMENTS

THE WORLD'S LARGEST AND FINEST MIDWAY

WANT FOR KINGSPOUR, TENN., FAIR AND HORSE SHOW, AUG. 15-23 (9 Big Days and Nights), and our STELLAR ROUTE OF FAIRS TO FOLLOW.

SHOWS—Can place several more good Grind Shows. Good opening for Wild Life Show.

CONCESSIONS—Legitimate Concessions of all kinds. Eating and Drinking Stands, Ice Creams, Novelties, Long-Range Gallery, Frozen Custard, Fiddle Sticks, etc. Candy Floss (want capable Operator who can handle four Floss Machines at our Fair).

HELP—Want Foremen for Twin Ferris Wheels and Double Roll-a-Planes. Will consider only sober and reliable men who can get these rides up and down. Waiters for Cookhouse. Sleeping accommodations on train. Can place 2 Mule Skinners and Tractor Driver. Jimmie Johnson, can place you. Chalkers and Train Help, wire P. J. McLANE, Trainmaster.

All address AL WAGNER, Mgr., EVANSVILLE, IND., THIS WEEK.

WANT WANT WANT

CAMEL CITY SHOWS

For Make County Exposition, Bedford, N. Car., August 11-16. Cookhouse that caters to show people. Good opening for Bingo and Hanky Pank Concessions of all kinds. No racket, please. Specially want Age and Scales, Ball Games if only, Bowling Alley, Pitch Will You Win, 30 Striker, Photos, French Fries. Concessions having now will be given preference at the following dates that are the best concession spots in North Carolina. Have placed them for the past four years and know they are good.

Moore County Annual Peach Festival, week Aug. 18. This the real big one in the City Fair on Main Street in Spencer, N. Car. (This is the only fair in the State that has 2,000 people last year. This another real money spot.) Hillsville, N. Car., Annual Harvest Festival, Sept. 2-10. Hillsville, N. Car., Annual Harvest Festival, Oct. 1-10. Hillsville, N. Car., Annual Harvest Festival, Nov. 1-10. Hillsville, N. Car., Annual Harvest Festival, Dec. 1-10. Hillsville, N. Car., Annual Harvest Festival, Jan. 1-10. Hillsville, N. Car., Annual Harvest Festival, Feb. 1-10. Hillsville, N. Car., Annual Harvest Festival, Mar. 1-10. Hillsville, N. Car., Annual Harvest Festival, Apr. 1-10. Hillsville, N. Car., Annual Harvest Festival, May 1-10. Hillsville, N. Car., Annual Harvest Festival, Jun. 1-10. Hillsville, N. Car., Annual Harvest Festival, Jul. 1-10. Hillsville, N. Car., Annual Harvest Festival, Aug. 1-10. Hillsville, N. Car., Annual Harvest Festival, Sep. 1-10. Hillsville, N. 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KEN-PENN AMUSEMENT CO.

WANT WANT WANT

For Six Big Weeks of Western Pennsylvania Fairs

Greene County Fair
Waynesburg, Pa.
August 13, 14, 15

Crawford County Fair
Meadow, Pa.
Sept. 1-6

The Great Dayton Fair
Dayton, Pa.
August 19-23

West Alexander Fair
West Alexander, Pa.
Sept. 9-13

Titusville Oil Festival
Titusville, Pa.
August 25-30

Cookport Fair
Cookport, Pa.
Sept. 16-20

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.

WRITE—WIRE—PHONE

RALPH D. SANDERS, Owner-Manager

619 EARL AVENUE FORT WORTH, TEXAS

BILL HAMES SHOWS

WANT FOR BALANCE OF SEASON, ALL FAIRS AND CELEBRATIONS

SHOWS: Motordrome (Art Spencer, contact us), SIDE SHOW—Will book complete Side Show with own equipment, or we will furnish top and all equipment if you have people and something to put in some. GRAND SHOWS THAT DO NOT CONFLICT WITH WHAT WE NOW HAVE.

RISE HELP: Foreman for Caterpillar, Looper, Ferris Wheel and Merry-Go-Round. Second Men and good Ride Help for all Rides. Can place Ride Help either on the Show or in out two Parks in Fort Worth.

FOR SALE—COMPLETE, MODERN, BRAND NEW COOKHOUSE AND GRAB. With Transportation. Will book on Show.

All Address **BILL HAMES, Mgr.**

BOX 1377 (Phone: Valley 8481) FORT WORTH, TEXAS

WM. T. COLLINS SHOWS

WANT WANT WANT

For the best fairs in the Midwest, La Crosse, Wis.; New Ulm, Minn.; Sioux Falls; South Dakota and Marshallfield, Wis.

Want high-class Revue with or without equipment. We have complete frame-up for his Show. Also want Motordrome or any other Show with their own equipment and transportation. Want Hinky Parks of all kinds, especially Cigar Boxes, Duffs, Age and Scars, Short Range, Balloon Dart, Ball Games, Ride Help—Want Second Men for Fills, Wheels, Octopus, Rollie. Foreman for Fly-Plane and General Help of all kinds. Must be semi drivers and have chauffeur's license. All replies to

WM. T. COLLINS SHOWS

La Crosse, Wis., this week; New Ulm, Minn., next week.

VETERANS' UNITED SHOWS

Wanted for 9 continuing Fairs, including South Centre, Minn., Aug. 7-10; Otter Lake, Minn., Aug. 11-12; Montevideo, Minn., Aug. 14-17; Warren, Neb., Aug. 20-23; West Point, Neb., Aug. 24-28; Leigh, Neb., Aug. 29-31; St. Paul, Neb., Sept. 2-6; Waterloo, Neb., Sept. 10-13; and Beatrice, Neb., Sept. 15-18. Concessions: Will book Cookhouse, Fish Pond, Cigar Boxes, Bumper, Must. Short Range and any Hinky Park not conflicting. Rides: Will book Tilt, Shellfire, Balloons, especially interested in Long Pony Ride or any Ride not conflicting. Shows: We have Athletic, Girl, Animal, Mechanical and Glasshouse. Will book any Show of merit and conducting. A very good opportunity for Motor Drivers. Help: Need outside and inside talent for Athletic Show. Also need help on all rides, top wages bonus of end of season. Contact us per route.

HIAWATHA SHOWS

Want legitimate Concessions of all kind for the following bona fide Celebrations: Morenci, Mich., Aug. 4-7; Metamora, Ohio, Aug. 8-9; Sylvania, Ohio, Aug. 13-17; Wauseon, Ohio, Aug. 20-21; Hudson, Mich., Aug. 22-23; Michigan Center, Mich., Aug. 28 to Sept. 1; Answep, Ohio, Sept. 3-6; more to follow.

CONTACT AS PER ROUTE TO

6066 Bay Show Road Toledo, Ohio Phone Pontiac 1455

WANTED—RIDE FOREMAN

Merry-Go-Round, Ferris Wheel, Octopus. Must drive semi. Also Second Men Salary, \$50.00; long season south. Concessions: Cigar Gallery, Glass Pitch, Ball Games, Fish Bowl, Basket Ball. No agencies, please.

PECK AMUSEMENTS

Memlet, Ind., Fair, this week; Sprayson, Ind., 11 to 16.

EDDIE MILLER WANTS GIRLS

Young and attractive. Exotic Dancers, also inexperienced Girls for Posing Show. \$75.00 week plus bonus. Man and Wife for Single-O Show. 50.50 deal. Those that have worked for me, come on. Tickets if known.

Happyland Shows, Inc., City, Mich.; Bad Axe, Mich., next week.

CONCESSION TRAILER FOR SALE

Fully equipped for Floss, Pop Corn and Snow Cones. Also, several P.C. Outfits at big sacrifice.

OFFICIAL AMUSEMENT CO.

3311 N. Cicero Ave. Phone: Spring 1-2126 Chicago, Ill.

Regina 50-50 at Halfway

Continued from page 76

when 13,464 bought seats in the big stand. Wednesday was a Citizens' Day, always a big one, and altho the grandstand turnout for the horse races was about 200 off from last year's new one-day betting mark was set. Pari-mutuel play totaled \$140,673, topping the previous one-day betting high, set on Citizens' Day last year, by \$15,403. Betting on opening day totaled \$50,645 against \$49,512 last year, and on Tuesday the figure was \$63,800 compared with \$60,224 on the second day last year.

RAS Ahead
Business for Royal American Shows was reported ahead of last year at the mid-week mark, and officials were optimistic that the week's end would see the gross well up in line with the remarkable showing that has been made by the carnival at Brandon, Calgary, Edmonton and Saskatoon. This year, for the first time, the exhibition is operating without cattle, sheep and swine displays as a result of a hoof-and-mouth disease outbreak near Regina. Attendance figures here, as in Saskatoon, are proving the dropping of the livestock competitions have had no ill effects. For the third year in a row, thousands of children flocked in to the grandstand Monday morning, Children's Day, for a free show presented by the exhibition.

Acts from the grandstand revue and midway entertained and bicycles and merchandise prizes were given away.

Mounties Please
Fair was officially opened Monday night by Mayor Gordon Grand. A nightly grandstand feature, and one that is attracting considerable interest, is a Regina-trained version of the Royal Canadian Mounted Police musical ride. W. R. Hand fireworks displays also are presented each night.

Scheduled games in the Western Canada Baseball League are played every evening in the race-track infield, just prior to the grandstand show, and light horse competitions were held on the first three afternoons.

A first-time feature is the Home Building and Improvement Show in the new \$500,000 auditorium building. The show, an exhibit of home appliances and building materials, is set up in the building's big livestock area, which would otherwise have been idle. All space for industrial exhibits and concessions is taxed to the limit and competitive classes are high. Horse race purses total \$32,700, the highest ever, and 324 thoroughbreds are on hand. Newspaper and radio coverage of the fair has been on a large scale.

Low Spending at Muncie

Continued from page 68

an almost complete repaint job. The capacity of the uncovered grandstand was topped by 840 to \$3,000. And, the advance bid-up was stronger than in any recent year.

Cuffo Patron Flock In
But the cash-short or money-hungry patrons either didn't have it to spend or had less disposition to spend than heretofore. This was demonstrated by the larger than usual throngs which waited for 8 p.m. nightly when the paid gate of 60 cents for adults and 30 cents for kids was knocked off, permitting all-comers to free admittance.

It was in the two or three hours immediately after the gate was knocked off that the midway and concessions chalked up the biggest part of their business. Day-time patronage and spending was light, excepting on kids' days.

Fact that the grandstand is uncovered—and has been for four or five years since fire destroyed the former wooden stand—holds down the daytime attendance. Only on one day—today—did the fair offer any attraction in front of the stand in the afternoon, as officials had found that the natives just won't brave the sun for a track attraction.

Today's matinee offering—running races—failed to come any where near providing a good stand.

Carnival Routes

Continued from page 71

Tim's United; Emmet, Idaho, 14-16; Thruway, Johnny; (Cain & Bucley) Atlanta, Ga. Tip Top; Cedarburg, Wis.; (Pair) Medford 11-12; Tivoli Express; (Pair) Altamont III; Turner Bros; Godfrey, Ill. 6-10; Shelbyville 11-18; 20th Century; (Pair) Austin, Minn., 5-10; (Pair) Owatonna 12-18; United Bros; Rockford, Ill. 6-8; Berendse 7-18; United States; Buckingham, W. Va.; (Pair) Okemba 11-18; Veterans United; (Pair) Bank Centre, Minn., 7-10; (Pair) Detroit Lakes 11-13; Victory Express; (Pair) Peabody, Neb., 4-8; (Pair) Desizer 11-17; Virginia Greater; Snow Hill, Md. Visions Bros; Cambridge, Md. Wade Orator; (Pair) Buffalo, Ind.; (Pair) Grandish, Mich., 12-16; Wade, W. C.; (Pair) Orange, Ind.; (Pair) Mason, Mich., 11-16; Wallace Bros; Jefferson, Wis. Wallace Bros; (Pair) Canada; (Pair) North Bedford; Sask. Can., 4-6; (Pair) Prince Albert; 7-9; (Pair) Three Rivers, Que., 11-17; West Coast; Astoria, Ore., 8-10; St. Helena 12-17; West Coast Express; Roseville, Calif.; Monterey 13-17; Western; Chicago, Wash., 6-1; Wilber's Wolverines; Atlanta, Mich., 7-8; Cadillac 13-18; Wilcox, Dick; East Milton; Maine. Wilson Park; (Pair) Cambridge, Ill., 5-8; Sheffield 12-18; Wilson Greater; Espanola, N. M. Wolf Greater; (Pair) Canada, Minn., 7-16; (Pair) LeClerc 11-12; (Pair) Auka 14-16; Wolfe Amuse; Charlie Town, W. Va.; (Pair) Pushkova, Md., 11-16; World of Mirch; Presque Isle, Me. World of Pleasure; Bryan, O. Bay City, Mich., 13-18; Young, Monte; Boda Springs, Idaho.

Of the night attractions, Jack Kochm. n's Hell Drivers, in Sunday (27), registered the biggest patronage. WLW's Midwestern Hayride was the opening night lure, and its crowd was off from last year, fair excess said.

Of the remaining nights, four were devoted to harness races; another to a local style show, plus fireworks by Columbus Fireworks Display, Columbus, O., staged as a free program, and the final night to a WLW-TV talent show. Closing night's turnout was to include giveaways of \$2,000 in major household appliances.

Kids' days, Tuesday and Friday, provided the best turnouts, with Tuesday the top. On both days there was no gate charge for the moppets.

Carl T. Bartlett is serving his first year as fair manager under a fair board which has done much to broaden interest in the fair. Commercial exhibits exceeded in number and patrons' interest similar past showings, and livestock exhibits were about equal to last year.

Under the Marquee

Continued from page 75

visited with Dub Duggan, Bert Pettus and Mrs. Tom Mix. Darrell Bros' Circus will play San Antonio, Tex., August 30 under VFW auspices.

Ora Parks has been forced by ill health to close as press chief with King Bros. & Cristiani and has returned to his home.

Leonard Simons and Ginsburg plan to launch "Ginsburg's Dog and Pony Show" for a tour of Florida. Doc Tombs is sporting a new 10-gallon hat presented to him at Jackson, Mich. Our first stand in Pennsylvania, Mendville, gave us two good houses. We broke in a new lot at Titusville.

Roy Bible closed to play fairs with his hipp act. Kitty Snyder is wearing flashy new Wild West wardrobe. Jackie Tolliver and daughter were entertained at Ravenna, O. Victor Goema is out of the show with a broken toe. Sam Neilly visited and brought ice cream for a back yard party.

Visitors included Ray Goode, Rose Miller, George Lerch, Jimmy DeCobb, Pat Valdo, Emmett Kelly, Orla, George Lerch, Rusty Rusterholz, Carl Hausman, and Mr. and Mrs. Fred Timons. — **BUCK LEAHY.**

Roy Crum, former prop man with Polack Bros. Western Unit, is helping to rebuild the earthquake-torn Tehachas, Calif. Crum also is a former member of Jake Posey's staff on Barnes Bros. Circus.

LAST CALL WISCONSIN STATE FAIR

August 16-24

TALKERS

Salary and percentage. Must qualify for big State Fair Show. — **ARCHIE GAYER**
Wisconsin State Fair
Mauwauke, Wisconsin
Phone Greenfield 6-1034
Red Flood and George McCarthy, please contact.

AGENTS WANTED

For Wisconsin fairs starting at Antigo this week. Phil Jim, Freddie and Sol, contact:

DAN EVANS
c/o Badger State Show.
Merrill, Wis.
State Fair again this year also.

County Fair Shows

Want any Mechanical or Tropical Snake Show, Mug, Lead Gallery, any slum. Concessions not conflicting. Ride Help. Starr, let us hear from you. Starting on Fairs this week. Come on. — **Wolbach, Nebr., this week.**

PAUL H. MILLER WANTS AGENTS

For Cars and Buckets. Must work for stock. Also Agents for Hinky Parks, 9 Wisconsin and 8 of the best Fairs in the Southland, including Midwest State Fair at Jackson, W. C. Brown, James Reed, Canadian Joe, Ikettella and Joliet Reno, want 1 Address: c/o **BADGER STATE SHOWS**, Merrill, Wis., near Wausauke, Wis. (Fair) follows.

FOR SALE

No. 5 Bi Wheel with Trailer, \$3,000.00; C-Crane Ride with Trailer, \$3,000.00. Both available for cash after Labor Day. 7 Downey Light Towers, without fluorescent, \$750.00 cash; CE Searchlight, A-1 shape with 24-in. Keystone Trailer, \$1,000.00 cash; Little Beauty Top, Fair shoes, \$50.00.

SUNSET AMUSEMENT CO.
ALTA, IOWA, This Week

FOR SALE PRETZEL RIDE

Located in a Park in Ohio. Will take Frozen Custard or Restaurant Equipment in trade. Address replies to Box 12-30, c/o The Billboard Cincinnati 22, Ohio.

AGENTS WANTED

For FOOT LONG and ICE CREAM CONCESSIONS, All Fairs in Wisconsin, Michigan and the South until Nov. 1. CONTACT: **R. A. MacEACHERN**
Fairgrounds at either Cedarburg, Wis., or Madison, Wis., this week. P.O. St. Neve and Browne, contact.

FOR SALE

Monkey Specialty Concession Truck with 3 cars, \$1,000.00. Shop-made Aluminum Kiddie train, 22 ft. creek track, \$800.00. 2 new model machines, \$1,100.00 all Metal Popcorn Two-Wheel Trailer, floor model machine, \$600.00. 2 Concession Tops with frames, \$300.00 each. All good condition.

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and a few Hinky Rides for ideal and profitable location now left fall. Contact **Spor Enterprises, Inc.**
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c/o Aloha Exposition Shows
Leavenworth, Kans., Aug. 4-9; Russell, Kans., Fair, Aug. 11-16.

CONCESSIONS WANTED

For Century of Progress, Bensenville, Ill., Aug. 11-16. Want Blags, Jewelry, Novelties and Hinky Parks of all kinds. Call me. **Brown Novelty Rides**
5735 Erie Ave. Cincinnati, Ohio
Phone: Valley 7239

WANT 2 BUCKET AGENTS

(No Drinks or Parties) For 15 FAIRS, including Springfield, Mo., next week; Lincoln, Neb., to follow. — **R. ROBINSON**
c/o Royal Crown Shows
Waynesville, Mo., this week

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MIRACLE CROSS
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\$99.00 Same as above. Chain and Cross in beautiful gold finish.
\$6.00 Doz. **\$66.00** Gross

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Phone state your business. Deal with all C.O.D. orders. F. Dub. Providence.

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Pipes for Pitchmen

By **WILL BAKER**

BEN TEASE . . . and Bill Gates are working Eastern locations with water colors to lucrative returns.

JOHNNY WILSON reports that he worked Nat K. Morris' new Swans Back Parchment Towels at Ribble's Farm Sale, Asbury Park, N. J., recently to plenty of passouts and repeat sales.

JERRY COLLINS is pitching towels and fire caps on the boardwalk at Atlantic City.

GIL GAUGHLIN of Lighter Parts Corporation, Pittsburgh, helps operate a mail order biz for the firm's new cigarette lighter wick. New wick has a metal arrangement which fits on the wick as a guard and keeps the fluid from evaporating or from flowing too rapidly.

HENRY H. VARNER cards from his Akron haunts that he caught the Big Show in Canton and Akron.

ARNE TERKILDSON who has a tent at Large, Pa., has been doing better every week despite the steel strike by getting the concessions. He plans to organize a steady auction featuring general merchandise.

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A natural for Pitchmen and Fair Workers—when in operation sounds like a real motor boat—pushing through the water at a rapid pace.

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in country. Mother of pearl. **\$12.00** doz. G. P. Indiana, N. B. Box.

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Talent Topics

Continued from page 69

shows at Palisades (N. J.) Park starting Saturday (2), with Lois Martin as vocalist. The funspot is sponsoring its 14th annual diaper derby Wednesday afternoon (6).

Max and Vivi Schumann, feature riders of Circus Schumann, Copenhagen, have left to join the Circus Strassburger in Holland.

Vladislav Pliska, flier of the Falcons, trapeze troupe, is in a Copenhagen hospital following a bad accident during a performance. Blindfolded, he crashed to the net when he missed a double forward somersault. Patricia D'Or, English juggler, is appearing at the Hotel Bristol in Oslo, Norway. Her brother, Woodrow, also a juggler, is set to open in September at the Cirque Medrano, Paris.

Pugh Replies

Continued from page 74

had helped when working crews were shorthanded. Pugh said they were paid extra for this by Mills and that they also received extra pay for extra shows but were not docked when a show was missed.

He also stated that nine girls, who remain with Mills, went to U. S. immigration officials, the British consul and Chicago newspapers to state they were satisfied and to deny the charges made by the other girls.

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Large size pearl Handie Pistol **5.50** per doz.
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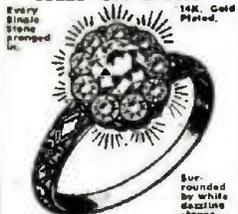
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Merchandise Topics

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Pittsburgh

A. H. Rapoport Company has playballs, inflatables and other summer toys. . . Milton D. Myer Company offers the trade inexpensive baseball bats at 19 cents, fluorescent skull caps and large balloon caps. . . Preferred Distributing Company anticipates better business the latter part of August and reports that watches from \$40.50 to \$71.50 are moving, with 30 different styles available to meet all tastes. . . Sam Selizer and Company features dolls at \$7.20, \$8, \$10, \$12, \$16, and \$25 per dozen.

From All Around

Dean Sales, Inc., Brooklyn, announces a new 10-way portable phonograph-microphone combination listing at \$39.85. The device combines a public address system and three-speed phonograph along with dozens of other uses. The firm also announces a new low-priced intercommunication system for office or home retailing for \$24.00. . . Square Enterprises, Excelsior, Minn., has introduced BowLee, a non-coin-operated junior size bowling alley for tavern operation. Priced at \$39, the device is said to be profitable for operators. It is played

exactly like standard bowling, the firm states. The device is eight feet long and two feet wide. The sides are four inches high and the back 12 inches. The ten pins measure 7 1/2 inches and the two maple balls are four inches in diameter. Sides and back fold over the table for shipping and storing. The table is finished in light or natural wood, the remainder stained a deep red. The entire unit is given two coats of bakelite varnish for protection. Northwestern Bottle Company, St. Louis suppliers of glassware, household plastics, dinnerware and modern priced premium items, is in its 50th anniversary year and recently published a new 116-page catalog which is available on request. . . Called Flex-O-Fix, a new, inexpensive pure rubber plastic in handy six-inch applicator tube is announced by Flex-O-Fix Sales, Chicago. The material enables anyone to mend, rebuild, seal, insulate and waterproof any type of rubber, fabric or leather product quickly and easily. Retail price is \$1.

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Famous Liar Case Comb, fully automatic. Copy known make. Retail \$20. Beautiful flower design. Inlaid enamel. High finish chrome trim. \$20 price \$4.95. Sample \$2.00.
FOR PRICE OF 1, infants or Doll Carriage Quilt & Pillow. Price \$10.00. Sample \$3.00.
reversible, pastel pink & blue; silk cord bound; luxuriously lined. Quilt \$10.00. Pillow \$4.00. \$15.00 set. Each set gift boxed. Reg. retail price \$18. Our price 6 sets for \$10. Sample \$5.
Famous Reval Perfume—a unique bottle in transparent lucite packaging—originally \$14.50 each, special \$5.00 dot; sample \$3 each.
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as fast as you can pass them out . . . loaded with genuine ANSCO film for 12 pictures
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Imagine it! A genuine PRO 35mm Candid Camera for only \$2.00 each completely loaded with nationally known Ansco film for taking 12 pictures. And—after that your customer gets new cameras, new film loads, any time he wants them for \$1.00 each. He actually saves 75c on every 12 pictures he takes.
Do you wonder that in a single day at the beach, you can sell cameras almost as fast as you can hand them out! At picnics, parks, ball games, circuses, carnivals, fairs, zoos, summer resorts, airports, railroad stations and at every sporting event, it is no trick at all to dispose of up to a hundred and more in an hour or less. And you pocket \$1.00 cash profit on the spot for every \$2.00 you collect!
You say to yourself: "It's impossible. Somebody is crazy. Who could possibly afford to sell me a genuine PRO Candid Camera complete with film at \$1.00 each so that I could sell them at \$2.00." And you are right! We lose money on every camera

you sell. You actually buy cameras from us at less than it costs to supply them to you. And yet, because of an amazing new plan, the more cameras you sell at a loss to us, the better we like it. And we'll tell you why! You know why razor blade manufacturers sell their razors so cheap. They make their profits on the BLADES! Same with us. We have a tremendous photo finishing business. With costly electronic equipment to automatically control the developing and printing, we insure perfection that few local photo houses could possibly achieve. To provide the work needed to keep this huge plant operating we decided to give away cameras to users so that we'd get their printing and developing business.
Now we are ready to put PRO cameras with film into the hands of up to one million people this year! We want the photo and developing business these cameras will bring—and we're willing to lose money on every one you sell.
You may wonder why we're so sure that we will get that repeat film business. It's no secret! People won't be able to afford to use ordinary cameras! Look at these figures. Film #620 or #120 gives only 8 pictures size 2 1/4" x 3 1/4". Our give twelve pictures size 3 1/4" x 3 1/4". One roll of 620 or 120 film costs 46c. Development of the film costs 15c and prints of 8 negatives cost 7c each or 56c for the eight. That's a total of \$1.17 for every eight pictures! This would mean a total cost of \$1.75 for twelve pictures taken with any ordinary camera.



ACTUAL SIZE

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The PRO Candid Camera is actually 4 1/2" high, 3" wide and 1 1/2" deep. The beautiful black, chrome finished plastic case fits snugly in your pocket, ready for instant use. Packed up, you need do no sight and sound for inquiries, no orders, no outlaying. . . But world famous Blomquist Chemical Company, who supply the plastic, used it to feature in their own advertising in "Bill" magazine! It is the picture-taking sensation of the year—backed by a selling plan that's outstripping the market! You can get "it" on an "as-is" basis along with \$1.00 cash. Be fabulous earnings. Send for facts at once!



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We save your customer seventy-five cents on every 12 pictures he takes with a PRO camera and sends to us for developing and printing! Here is the amazing part of our plan! When your customer has taken the twelve pictures, he puts the entire camera into the shipping carton we supply, puts on a 5c stamp and mails it to us with a one dollar bill to pay for developing and a complete set of enlargements 3 1/4" x 3 1/4". No wrapping—no tying. In a few days (less time than most local camera shops will serve him) he gets back his 12 prints. Plus his PRO camera completely reloaded with a new film. And every time he takes the twelve pictures and mails his camera back to us thereafter with a \$1.00 bill he gets his 12 prints, 12 negatives AND a new film load in his camera. He actually saves 75c on every 12 pictures!
There has never before been anything like this! If you can't see yourself making several hundred dollars a week and more, it will mean you are lacking in vision!
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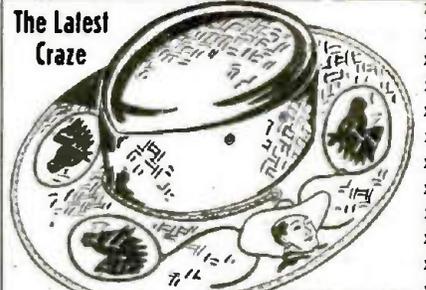
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\$5.00 PER DOZ. **\$54.00 PER GROSS**



WHITE STRAW COWBOY HATS

\$4.00 DOZ.
\$45.00 GR.

BALLOONS	
44 Dart Balloons	\$.60 Cr.
412 Round Balloons	2.50 Cr.
49 Round Balloons	3.00 Cr.
116 Paddle Method Balloons	7.00 Cr.
415 New Look Cyl Balloons	7.00 Cr.
412 Animal Print Balloons	5.00 Cr.
411 Round Print Balloons	5.00 Cr.
49 Mottled Cyl Balloons	4.50 Cr.
414 Mottled Cyl Balloons	7.00 Cr.
413 Round Print Balloons	4.90 Cr.
414 Mottled Cyl Balloons	4.90 Cr.
415 Micky Mouse Balloons	8.00 Cr.
416 Micky Mouse Balloons	7.50 Cr.
417 Prime White Red Strips	.15 Cr.
36"x5/8" White Dowl Strips	1.50
Per 100	
36"x1/2" White Dowl Strips	1.50
Per 100	
Balloon Card, 1 Pound	1.50

HI HAT FEATHER DOLLS

4" Badger Doll	\$ 8.50 Cr.
6" HI Hat Feather Doll, Cane & Shoes	\$1.25 Dz.
7" HI Hat Feather Doll, Cane & Shoes	1.50 Dz.
9" HI Hat Feather Doll, Cane & Shoes	2.25 Dz.
12" HI Hat Feather Doll, Cane & Shoes	3.00 Dz.
Rubber Inflated Mannequin	\$3.50 Dz.
Assorted Rubber Animals, Sewerks	3.50 Dz.
Large Size Rubber Horse and Saddle	6.50 Dz.
Assorted Rubber Animals, Mickey Mouse and Bunny	2.25 Dz.
Bunny, Squawkes Animals, Inflated	2.00 Dz.
Small Assorted Stuffed Plush Animals	3.50 Dz.
7" Cowboy Doll, Celluloid	18.00 Cr.
6" Fur Monkey, HI Hat	9.00 Cr.
7" Fur Monkey, HI Hat	9.00 Cr.
Medium Size Fur Monkey	16.00 Cr.
12" Jumbo Fur Monkey	\$2.50 Dz.
27.00 Cr.	

SLUM SPECIALS

Rubber Razors	\$1.00 Cr.
Paper Parachutes	4.00 Cr.
Paper Fans	1.00 Cr.
Pocket Combs	1.00 Cr.
Assorted Police, Sheriff, etc., Badges	3.50 Cr.
Plastic Cigarette Holders	2.00 Cr.
Plastic Assorted Key Chains	2.50 Cr.
Lezanne Machine Pins	2.50 Cr.
Assorted Western Badges	3.75 Cr.
Imported Lens	2.00 Cr.
Imported Blowouts	2.00 Cr.
Imported Blowouts, Long Stem	2.25 Cr.
Small Razors	1.00 Cr.
Midget Harmonicas & Chain	4.50 Cr.

Small Rubber Squeezing Toys, Assorted	\$3.00 Cr.
Squeezing Dog's Head	3.50 Cr.
Miniature Parasol	1.00 Cr.
Compass Rings	5.50 Cr.
Western Rings	4.00 Cr.
Rubber Daggers	4.50 Cr.
Bow Flags	1.00 Cr.
Felt Comic Hat Bands, Per 100	1.50
2 1/2" Comic Buttons, Per 100	8.00
50 Line Comic Buttons, Per 100	1.50
4" Comic Buttons, Per 100	8.00
Slum Crosses, Gift	2.75 Cr.
Gift Metal Navy, Army & Statue of Liberty Pins	4.75 Cr.
Wedding Rings	1.00 Cr.

Comic Pin Pennants—Leavenworth, Singsin, Alcatraz, Jolly	\$15.00 Hundred.
Souvenir of Fair 12"x30" Pennants	3 Color—\$1.00 Per 100.
Baseball Pennants & College Pennants	\$15.00 Per 100
Pennant Cans, Crooked Handle	\$1.50 per 100.

12"x18" Confederate Flags	
Mexlin	\$21.00 Cr.
12"x18" Confederate Flags, Cotton	2.25 Cr.
6"x9" Confederate Flags, Mexlin	5.75 Cr.
6"x9" Confederate Flags, Cotton	9.00 Cr.
12"x18" Cotton Pirate Flags	3.00 Dz.
Paper Parasols, Medium	\$1.50 Dz.; \$15.00 Cr.
Paper Parasols, Large	\$3.00 Dz.; \$30.00 Cr.
Paper Parasols, Small	9.00 Cr.
Imported Maple Cans	\$12.00 Cr.
Heavy Maple Cans	27.00 Cr.
Mother of Pearl Opalescent Color Pistol Lighters, Beased, Large Size	\$6.50 Dz.
Bronze Metal Hoses, 2 1/2"	\$1.75 Dz.
3-Pc. Antimony Silver Ash Tray Set	\$5.50 Dz.
Large Size Cigarette Case, Ringed, Embossed Design, Red & Blue	\$5.50 Dz.
3-Piece Pen Set, Cold Cap, Beased	\$42.00 Cr.
Plastic Ball Point Pens, Metal Caps	7.50 Cr.
3-Piece Assorted Jewelry Sets in Boxes	8.00 Dz.
Plastic Pearled Cufflinks, 12 Inches Long, Beased	6.50 Dz.
Miscellaneous & Chain, Lord's Prayer, Beased	4.50 Dz.

3-Strand Pearl Necklace Sets, Plush Box, Price Tags, Earrings, Neckties, Bowties	\$13.00 Dz.
Beautiful 4-Piece Jewelry Sets, Assorted Styles	\$3.00 Dz.
Assorted 5-Piece Jewelry Sets, in Gorgeous Gift Boxes	\$3.50 Dz.
Beautiful Scintillating Rhinestone Jewelry Sets, 3-Piece Men's Executive Sets, Gold Finish, Complete With 3-Piece Pen Set, Chain, Flashlight, Light, Cuff Links, Plush Box	42.00 Dz.
5-Piece Pen Set, Knife & Flashlight, Complete in Plastic Case	12.00 Dz.
4-Piece Cold Finish Wristlet & Pen Set in Beautiful Silk-Lined Box	16.50 Dz.
Boxed Chrome Finish Automatic Pocket Lighter, Extra Flint & Wicks, Beased	10.80 Dz.

WALLETS	
Plastic Alligator & Caramel Wallets, Beased, Great Flare	\$4.00 Dz.
Western Design Inner Wallets	3.75 Dz.
Floral Design Inner Wallets	3.75 Dz.
Genuine Barhale Wallets, Beased	7.30 Dz.
Southwest Wallets & Purse	6.00 Dz.
Western Wallets, Leather	6.50 Dz.
Leather Saddle Stitched Wallets	11.50 Dz.
Leather Wallets, Zinger Billfold Compartment, Assorted Colors	15.00 Dz.
Western Design Ladies' Purse and Wallet	6.50 Dz.
Ladies' Embossed Plastic Wallets	4.00 Dz.
Alligator Zipper Wallets	3.75 Dz.
Pea Wee Soulers	\$13.50 Cr.
Rabbit Foot Key Chains, Per 100	4.00
Imported Pens, Assorted	4.50 Cr.
Plastic Snake Tooth Pens	9.00 Cr.
Small Size Opera Glasses	18.00 Cr.
Pearl-Beaded Opera Glasses	2.50 Dz.
Embossed Antimony Opera Glasses	4.00 Dz.
Ladies Size Embossed Antimony Lighters	5.50 Dz.
Ladies Size Binoculars With Straps	13.50 Dz.
Army Air Force Type Sun-glasses & Case	\$ 5.00 Dz.
Gold & Silver Loving Cups	3.50 Dz.
Tiddle Bink & Bow, Beased	3.50 Dz.
Plastic Guitar & Pick	4.75 Dz.
Plastic Banjo & Pick	4.75 Dz.

Metal Sliding Trombones	\$24.00 Cr.
Rubber Swords, Sheath & Belt	\$2.25 Dz.
Flying Discs & Fricks, Lead	24.00 Cr.
Whistle	7.20 Cr.
Animal Pinwheel	9.00 Cr.
8 Point Pinwheels	12.00 Cr.
Tri-Motor Plastic Bomber, Long Strips	19.50 Cr.
Lancaster Bomber, Tassel & Bell	13.00 Cr.
Swagger Cane, Assorted	9.00 Cr.
Long Silk Lash Whips, Tip	13.50 Cr.
Jumbo White Fox Tail, Comic Cards	4.50 Dz.
1 Mile the Butcher, 3 1/2" Per 100	11.00
Bubu-Zulu Suction Cup Pin-Up	1.50 Dz.
Rubber Snake Cigarettes	9.00 Cr.
Comic Nose & Glasses	9.00 Cr.
Half Size Comic Mask & Clips	4.50 Cr.
Jumping Rubber Spider, Frog or Alligator With Nose & Ball	1.50 Dz.

HATS	
Jumbo Golf Caps	\$9.00 to \$12.00 Dz.
2-Tone Top Twill Crew Hat	58.00 Cr.
2-Tone Top Twill Crew Hat & Pompons	62.00 Cr.
Checked Be-Go Cap & Pompon	\$5.00 Dz.
Kiddy Felt Peak Hats, Bright Colors	14.00 Cr.
Kiddy Felt Peak Hats & Pompons	27.00 Cr.
Jockey Felt Cap & Pompons	37.50 Cr.
Felt Crew Hats, Bright Colors	28.00 Cr.
Felt Crew Hats, Trimming	18.00 Cr.
Pompons	36.00 Cr.
Miniature Felt Hats & Feathers	9.00 Cr.
Comic Felt Alpine Hats	15.00 Cr.
Plastic Multi-Colored Derbies	10.00 Cr.
First Quality	21.00 Cr.
Fireman Hats, Felt, Beased	15.00 Cr.
Plastic Multi-Colored Derbies	10.00 Cr.
Plastic Multi-Colored Spanish Hats	27.00 Cr.
Yac-Pi Caps, Imprinted With Any Name, 1 Cr. Minimum	36.00 Cr.
Hawaiian Poplin Caps	4.00 Dz.
Furry Wooley Shaggy Straw Hats	\$3.00 Dz.; 33.00 Cr.
White and Assorted Straw Cowboy Hats	\$4.00 Dz.; 45.00 Cr.
Terry Cloth Hats, New	6.00 Dz.
Confederate & Yankee Hats	\$6.00 Dz.; 65.00 Cr.
Fluorescent Crew Hats	4.50 Dz.
Fluorescent Baseball Caps	4.50 Dz.
Kefauver Coonskin Caps	13.50 Dz.
Pressed Felt Cowboy Hats	\$3.00 Dz.; 30.00 Cr.

Wool Felt Cowboy Hats, Assorted	\$6.00 Dz.; \$47.00 Cr.
Felt Alpine Hats & Feathers	\$2.25 Dz.
Wool	27.00 Cr.
Felt Derbies, Black	30.00 Cr.
Felt Derbies, Assorted	24.00 Cr.
Girl Picture Mirror, Per 100	5.45
Real Action Photos on Tag With Key Chain	9.00 Cr.
Cub Hunter Knives With Leather Sheath	3.50 Dz.
Key Chain With Freeman Hat	9.00 Cr.
Key Chain With Gift Elephant or Donkey Good for Presidential Election	7.50 Cr.
Lively Action Girl Photos, 3x7 Inch, These Photos Sell on Sight	6.00 Dz.
3-Strand Pearls With Rhinestone Catch	5.00 Dz.
Winger Teacup With Key Chain, With Gift Picture	12.00 Cr.
Pocket Flashlight With Key Chain	2.50 Dz.
Electric Shaver—Great Flash Men's Watch and Jewelry Set, Cold-Plated Watch and Matching Expansion Band With Key Chain, Cuff Links & Tie Slides, Silver-Lined Gift Box—Gold Embossed Price Tag and Certificate, Complete	9.50
Decorative All States, Per 100	4.50

JOKES AND TRICKS

Trick Dice, Carded, Set of 4 Dice	\$2.25 Dz.
Jumbo Rubber Thumb	9.00 Cr.
Rubber Hot Dogs, Look Real	1.00 Dz.
Talking Tooth Yakhly Yax	6.50 Dz.
Comic Toilet Tissues, Das, Balls Snappy Sustin-in-the-Shower, Lots of Fun	1.50 Dz.
Miniature Boxing Gloves, Small	2.75 Dz.
Lost in the World, Leather	1.75 Dz.
Mr. Bones, Rubber Skeleton	1.50 Dz.
Magnetic Tricky Dog	1.50 Dz.
Rubber Tongue With Nail, Looks Real	1.75 Dz.
Rubber Laughing Poo-Poo	3.00 Dz.
Cushion	1.00 Dz.
Sink Perfume in Bottles	1.00 Dz.
Rubber Milk, Looks Real	1.00 Dz.
Hot Tone Christmas Cards, Per 100 Pks.	5.00
Flip-a-Boy Pop-Up Tie Trick	1.50 Dz.
Mechanical Toy Buzzers	8.00 Dz.
Lump-of-Dog-Die, Looks Real	1.00 Dz.
Rubber Hand Puppets	4.00 Dz.
Squeeze Me Rubber Cars	9.00 Cr.
Mr. Beak, Nose & Glasses	18.00 Cr.
Television Eyes	3.00 Cr.
Chicken That Lays Eggs	2.50 Dz.
Nature Boy Ash Trays	5.00 Dz.
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25% deposit required—Money Order or cash. We ship same day as we receive orders—ship all over the world. THIS IS OUR ONLY STORE. 1102 ARCH STREET PHILADELPHIA, PA. PHONES—MARKET 7-9848. WALNUT 2-6970

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Men's new Elgin chronograph or chrome case watches with Lezanne Machine dial and removable rust. Complete with leather strap. \$9.95 to \$15.00. Lots of 3.95 ea.

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\$9.95

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"Rutle," not an imitation, genuine, but a marriage "Gem" in a class by itself. It is clear, bright and has much more brilliancy than a diamond. Rutle's gold mounting, 18.30 add'l. Ladies' gold linky style setting, \$9.95 add'l.

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3 WAY SAW
1-14" 8 pt. Comp. 13 Saw Blade
1-12" 8 pt. Compass Saw Blade
1-10" 8 pt. Keyhole Blade

For cutting circles, etc. Saw blades made of the finest heat-treated and tempered saw steel with select Cherry wood natural lacquer finished handles.

\$5.00 per Doz. Sets
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HACK SAW FRAMES
Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.

\$6.00 No Less \$10

4 WAY ALL PURPOSE SAW
Tempered Spring Steel

1-15 1/2" combination rip and crosscut saw blade.
1-12" metal cutting blade—can be filed.
1-10" Keyhole saw blade. Natural finish wood handle, finest quality, unequalled value.

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REGULATION SIZE HAND SAW
26 Inch 8 pt. warranted tempered steel Full size natural finish handle grip. Includes 15" blade. Packaged 6 to a carton. No less sold.

Same as above — Warranted tempered alloy steel with full length grip, maroon plastic handle — 6 to a carton, no less sold.

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Palm Figures to Adorn Palm Caps	9.00 Cr.
Palm Mats, Men's and Boy's	23.00 Cr.
Palm Pancho Villa "MEXICO" Hats, Men's	52.00 Cr.
Palm Pancho Villa "MEXICO" Hats, Boy's	48.00 Cr.
Felt "Fiesta" Panama Hats	33.00 Cr.
Typical Wool Embroidered Jackets, Ass't. Colors	\$4.00 Dz.
Chavez & China Wool Embroidered Jackets	126.00 Dz.
Mexican Heavy Rings, Fine Quality	50.00 Cr.
Hand-Printed Shirts, Bowties, Pottery, Sarapes, etc. Request Price List.	

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TRADE SIGHS RELIEF

S. Calif Quakes Easy on Coin Biz

LOS ANGELES, Aug. 2.—Despite a series of earthquakes which rocked this area recently, damage to coin machines was negligible. One operator, however, was virtually wiped out in a matter of seconds. A second operator suffered music machine damage Tuesday morning (29) when the tremors caved in the roof of one of his locations. With the quake of July 21 centered around Tehachapi, Oscar Holzhausen was practically put out of business despite the fact that only two of his machines were damaged. The quake caved

in a building in which this operator had a music machine. The equipment was pushed thru the street floor and into the basement. An amusement game in another spot was damaged. Altho Holzhausen's equipment loss was small, his operation suffered from the fact that the business section of the town was damaged and condemned. There is hardly a spot on the main street in operation.

Mojave Hit

In Mojave, 20 miles away from the center of the July 21 quake which killed 11 persons, Frank Totzke's phonograph was damaged Tuesday when the town was hit at midnight. A roof was caved in on the machine and the plastic damaged. An interesting sidelight on the earlier quake was revealed by Totzke. His family had gone to Long Beach the day before.

Holzhausen said that little damage was done to his home. Some dishes were rattled and plaster cracked. However, in the business area and adjoining the spot in which the phonograph was demolished, a woman and four children were killed. In the building adjoining that house, several other children met death.

United Ships First Samples Of Star Alley

CHICAGO, Aug. 2.—The first samples of United's 8-Player Star Shuffle Alley were shipped Friday (1). Sales Manager Billy DeSetm announced. Its major play features are built around the double matching score principle, offering average players added opportunity to compete with experts for good scores.

The new United product has 20-30 scoring, strike, spare and high-score for the week boxes and easy to read direct score indicators. It also has provisions for the difficult railroad split.

Play on Star Shuffle Alley is to not only make as near to 300 shuffle pins as possible but also to match the last digit of the score with a number from zero

(Continued on page 102)

Name Distributions For Conat Jet Bow Aug. 11-12

NEW YORK, Aug. 2.—Conat Sales Company's coin-operated ride, the Atomic Jet, will premiere here and abroad August 11 and 12. The simultaneous showing is made possible as the rides for overseas demonstration will be flown in by Sabena Airlines and Hawaiian Airlines, says Nat Cohen, president of the Conat firm.

Distributors in this country are: Active Amusement Machines Co., 66 North Broad Street, Philadelphia; Double-U Sales Corp., 1101 Cathedral Street, Baltimore; Brilliant Music Co., 1963 Livernia Avenue, Detroit; Culp Distributing Co., 1405 East First Street, Tulsa; Automatic Enterprises, 2321 W. Pico Boulevard, Los Angeles; Bush Distributing Co., 236 N. W. 29th Street, Miami; Advance Automatic Sales Co., 1330 Howard Street, San Francisco; and Sheldon Sales, Inc., 881 Main Street, Buffalo.

The Belgian distributor is Belgo-American, 112 Rue Des Plantes, Brussels, and in Hawaii, Service Games, 210 Mokuauia Street, Honolulu, will distribute the kiddie ride.

COIN MACHINE TAX YIELD SINKS BELOW 1951 FIGURE

WASHINGTON, Aug. 2.—Coin machine tax yield in June totaled \$991,489, compared to \$1,137,409 in June, 1951. Internal Revenue Bureau reported this week. Yield from this tax for the fiscal year ending June 30 totaled \$18,823,224, a decline of \$1,907,359 from the previous fiscal year.

Total federal tax take from tobacco products leaped by \$184,766,381 in the last fiscal year to a new \$1,565,162,382 high. June figures reflected the trend in yearly totals, with \$148,154,767 collected in tobacco taxes during June, 1952, compared with \$119,961,934 a year ago. Largest tobacco tax yield rise for the last fiscal year came from cigarettes and king-sized cigars. Pipe tobacco, small cigars, snuff and chewing tobacco showed a drop in tax receipts in the fiscal year ending last June 30.

CHICAGO COIN SETS DISTRIBS

CHICAGO, Aug. 2.—Owners Sam Gensburg and Sam Wolberg announced this week Chicago Coin Machine Company had appointed two distributors.

B. D. Lazar & Company, headed by B. D. Lazar, Pittsburgh, will cover Western Pennsylvania while F.A.B. Distributing Company's Atlanta office will serve Georgia operators. Fletcher E. Blacklock, son of Owner Fletcher A. Blacklock is office manager.

Chicago Coin is now in production on 10th Frame, Match Bowler 4-Player Derby, Big Hit and the Band Box.

Resume Output At J. H. Keeney

CHICAGO, Aug. 2.—J. H. Keeney & Company resumed output on its coin machine products Monday (28), following a two-week shutdown to permit simultaneous vacations for line and office staffers.

Sales Manager Paul Huebsch emphasized that production of the firm's electric cigarette vander would remain limited because of steel shortage. He added the firm is concentrating on making deadlines for defense contracts.

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, owner of General Amusement Game Corporation, Hartford, and honorary president of the Connecticut State Coin Association.

"I've never liked an industry in which the dominating trend of thinking stresses defeatism. There is room for plenty of expansion left in the coin machine industry. There is no need for any sad-eyed chatter on the part of key industry personnel."

"During the past few weeks I've had the chance to chat with coin machine distributors and operators in a number of key Connecticut cities. Here and there, surprisingly enough, I hear 'business is poor and it's going to get worse before it gets better.' No smiles, no enthusiastic look ahead at tomorrow."

"There must be a change in our thinking. All right, trade is off. What can be done to draw more trade? By first evaluating every aspect of location set-up, right down to the essentials of customer courtesy. Are your route men talking politely? Are they dressed decently? Do your de-

Chi Coin Bows Plus Feature On 10th Frame

CHICAGO, Aug. 2.—Distributors of the Chicago Coin Machine Company were supplied this week with showroom models of the 10th Frame, a new 6-player shuffle game which introduces a new last-minute scoring principle insuring player interest throughout the game.

Players making a strike in the tenth frame, get two extra shots and those making a spare get one additional play. This idea is carried out also in regulation bowling but was never used on shuffle games until the introduction of 10th Frame.

Importance of the extra shot idea affords players, trailing their opponents in the late frames by 60 or 70 points, a chance to win by making a strike in the last frame. Since the game has 20 scoring for spares and 30 for strikes, it is possible for the player to make a total of 90 points in the last frame. This would be accomplished by making a strike and following up with two more strikes on his additional shots. In closer scoring games, a strike followed by a spare in the windup frame could give the lagging opponent an

(Continued on page 105)

REALISM KEY FACTOR

Robot Pitchers Earning Big League \$-Outdoors

CHICAGO, Aug. 2.—A survey of leading locations in key metropolitan areas revealed that the coin-operated pitching machines started to make big league profits when promoters took the units outdoors. Long a factor in typical indoor fun places such as Coney Island; Long Beach, Calif.; Galveston, Tex.; Miami; Biloxi, Miss., and Atlantic City, the pitching machines are still going well in these same locations. In outdoor spots it has become a business all in its own.

Many outdoor operators of the

robot pitchers have had previous experience with them indoors and the difference they find has been the injection of realism. In most instances the indoor installations offer the customer little satisfaction after he hits the ball. The ball merely hits a net or canvas about 30 feet away marked single, double, triple or homer. In the outdoor set-up the patron can watch his good hits soar out on the greensward and

determine for himself how far it went by the markers in the outfield. Not only does this add to the batter's enthusiasm but usually attracts spectators who become customers before departing.

Typical

A typical location of an outdoor pitching installation consists of eight units separated by wire-enclosed batting cages on three sides. In each there is a regulation size home plate and batting boxes for left and right-handed hitters. Players are offered 10 swings for a quarter and the operational time is approximately one minute.

Naturally, because of space demands, the locations are situated on the outskirts of cities where important thoroughfares intersect.

Among the new blood in the operation of pitching units are proprietors of golf driving ranges.

The following firms are producing the pitching machines: Electro-Pitch Company, Inc., Philadelphia; Wico Corporation, Chicago; Locke Company, Bettendorf, Ia.; I. Q. Baseball Machine Corporation, New York; C. Keaty, Sunbury, Pa.; and N. Y. Telecoin Corporation, New York. In addition the Coin-O-Manufacturing Company, Inc., Chicago, is expected to announce its entry into the field.

Alaska Arcade Biz Booming

SEWARD, Alaska, Aug. 2.—Long a favorite with old-timers here as well as in Juneau and Anchorage, arcades in Alaska are going thru a boom period. This was the conviction of Al Silberman following a survey of general coin machine operations for Badger Sales Company, Los Angeles.

Spearheading the activity in arcades have been both the number of defense construction workers and the turnover of military personnel. In addition, Seward has been gaining in importance as a shipping center and summer resort. While games, Silberman stated, have been the backbone of arcades, Panoramas have gained considerable popularity in recent months.

STARRY EYED VIEW OF GAME

PORTLAND, Ore., Aug. 2.—Eugene Wright, head of Western Distributors, drew a steady run of publicity here with a novel promotion of United Manufacturing Company's Stars game.

In setting up the game in his showrooms, Wright placed Stars in a background of pictures of movie, recording and stage stars. The pictures were mounted in star shaped picture frames and a picture of Wright, similarly framed, was placed just over the game's backglass.

UJA Dinner Plans Humming

NEW YORK, Aug. 2.—Annual dinner of the coin machine industry on behalf of the United Jewish Appeal of Greater New York, set for September 9, will be "the biggest yet held," according to Chairman Sidney Levine. He anticipates an overflow crowd.

To be held in the Moderne Suite of the Belmont Plaza Hotel here the dinner will honor Harry Rosen, of Atlantic New York Corporation, for his many years of service to the industry and UJA.

"So far, the co-operation from all concerned has been wonderful," Levine says, "and the committee feels that the dinner will be a complete success." A meeting of that group has been set for Tuesday (5) when additional plans will be formulated.

Change Lowy Kit Price

NEW YORK, Aug. 2.—An incorrect price was given in a story regarding Dave Lowy & Company in The Billboard (August 2). The correct price for that company's "Match-Me" conversion kit is \$39.50 and not \$49.50 as first quoted by the firm.

Williams Makes Long Beach, 1st In-Line Scorer

CHICAGO, Aug. 2.—Long Beach, new in-line scoring game, which its maker, Williams Manufacturing Company, expects to be one of the leading late summer-fall leaders, is on display at distributor showrooms. A three card model, the game is the first of its type made by Williams.

One of the major play appeal ideas is the game's double score, which carries from game to game and provides repeat action. The player tries to make balls drop in the 25 numbered holes in such a way as to light up three or more consecutive numbers on any of the cards on the backglass. Since the 25 numbers, conforming with holes on each of the three cards, are arranged in different patterns, it is not necessary that the numbers lighted be in numerical order.

Long Beach has two other new in-line features. These are the return ball hole which advances an arrow across the backglass to double scores. It remains illuminated from one game to another until the score is completed in

(Continued on page 105)

Calendar for Coinmen

- August 4—Illinois Amusement Machine Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
- August 4—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- August 11—Wisconsin Phonograph Operators' Association annual election meeting, Broadhead Country Club, Broadhead.
- August 14—Music Operators of Northern Illinois, monthly meeting. Site to be announced.
- August 27—Central States Phonograph Operators' Association Annual Summer Banquet, Jefferson Hotel, Peoria, Ill.
- September 11-13—Music Operators of America, annual convention and exhibit, Congress Hotel, Chicago.

Life Savers Sells 'Scoop' Bar to Canteen

NEW YORK, Aug. 2.—Life Savers Corporation, Port Chester, N. Y., revealed today that it has sold the name, formula and good will of its Scoop coconut candy bar to the Canteen Company of America.

The sale was consummated about four months ago, according to W. A. Goebel, vice-president of Life Savers.

Meanwhile, the Terry Candy Company, Elizabeth, N. J., has been contracted to manufacture the new bar for the canteen organization. Scoop had formerly been produced at the Elizabeth Candy Company, wholly owned subsidiary of Life Savers, which also is located in Jersey.

Fritz Gundlach, executive vice-president of Terry, says production will begin about September 1.

(Continued on page 97)

Western Assn. Restores Vote To Non-Op Body

LOS ANGELES, Aug. 2.—A well-attended Western Vending Machine Operators' Association meeting Tuesday night (29) restored full voting powers to a section of its members, re-elected M. I. Slater president for the eleventh year, and set its next session for September 30. The organization met in the private dining room of the Unique Restaurant.

Restoration of full participating status to suppliers, manufacturers and distributors under the associate member classification was a high point of the meeting.

(Continued on page 97)

Blue Sky Push Perils Bulk Field Reputation

CHICAGO, Aug. 2.—Operators, distributors, product suppliers and manufacturers of penny and nickel bulk vending equipment are exposed to growing threats to their own reputations due to promises of blue sky promoters. Nine out of 10 deals fostered on the general public by "sharpies" involve bulk vendors of one type or another.

Recent exposes of blue sky promotions by The Billboard and its sister publication, Vending, have resulted in counter moves by 1) daily and weekly newspapers; 2) better business bureaus; and 3) by jobber and distributors of bulk equipment.

Many newspapers have set up pre-censorship policies on vending advertisements, and local BBB organizations are on the look out for the entry of glib gold and glitter promoters in their cities. This is facilitated by newspaper advertising managers, who channel promotion-type vendor ads to the bureaus before okaying them.

Distributor and jobber anti-

Ideal Intros New Bottle Unit

BLOOMINGTON, Ill., Aug. 2.—Ideal Dispenser Company this week announced a new reach-in type bottle beverage vendor, featuring increased capacity. Double trays provided space for 90 bottles, seven or eight ounce size, on one side, and 54 bottles on the second tray.

The vendor retains the standard ideal package refrigeration unit, removable lid and trays to facilitate cleaning. Price was not announced.

POLITICS GET INTO CIG PIC

LOUISVILLE, Aug. 2.—Tobacco Blending Corporation here has introduced a novelty cigarette package called I Like Ike. In red, white and blue, the pack also bears the picture of Dwight D. Eisenhower and the slogan which is the brand name. Letter is stamped on each cigarette in the package.

The novelty brand is priced at \$10 per 1,000, less trade discounts. Retail price is 22 cents per pack, plus State tax.

The company also plans to issue a companion pack for Adlai Stevenson.

End St. Louis Truck Strike; Move Venders

ST. LOUIS, Aug. 2.—The five-week city-wide strike of AFL truck drivers was broken Friday (1) afternoon when all except one local unit went back to work. Local vendor and component parts manufacturers who had finished equipment tied up in their plants, and who in some instances had stopped production when parts supplies ran out, made immediate plans to resume activities.

AFL officials, federal mediators and the mayor reached an agreement early Friday, with the result that trucks began rolling the same day.

Tom Hungerford, merchandising director of National Vendors, said cigarette vendor shipment delays would range from five to two weeks, depending upon the date the order was received. Although the strike went into effect July 1, he said that National's last outgoing shipment June 30 did not clear the loading docks. Also affected by the strike were Atlas Tool & Manufacturing Company and National Rejectors.

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 soft drink vendor models, ranging in price from \$99 to \$1,396, are being delivered within two weeks. Samuel Krosberg, executive vice-president, states that Customer Service Division in New York maintains from 12 to 15 vendors in stock for immediate Eastern shipments. The firm's West Coast warehouse carries up to 25 machines for like delivery in that area.

Price of the SodaShopper, with chengemaker, remains at \$1,245. A hot attachment for chocolate and soups, is available, with a delivery range from "immediate" (usually a minimum of seven to 10 days allowing for shipping time) to an average of two to three weeks. One manufacturer reports backlog of orders, requiring a longer delivery wait.

Four firms that have been steadily active during the postwar years have been supplemented by two other producers offering bulk beverage equipment that was: 1) off the market for a long period, and 2) was designed primarily as a hot coffee unit. Increased availability and sales of extra "hot units" on cold cup machines has been announced by four firms. One company stated hot units were installed on approximately 20 per cent of all equipment sold.

Reports on individual manufacturers follow:

Automatic Products Company,

National Mag Has Story on SodaShopper

NEW YORK, Aug. 2.—Automatic Company's multiple-flavor drink dispenser—the SodaShopper—is the subject of a three-page spread in the August issue of "Popular Science Monthly." The article points out that the SodaShopper can do everything a live soda jerk can do, except discuss baseball scores and kid the girls.

It goes on to explain that it rejects slugs and foreign coins, gives the customer a choice of three flavors, sets a cup before him, and then proceeds to measure out, mix and pour the drink he selected.

An accompanying drawing shows the essential working parts of the machine.

ABC Vending Earnings

NEW YORK, Aug. 2.—ABC Vending Corporation earned a net income of \$491,810 for the six months ended June 30. Earnings per common share were 52 cents. Net income for the like period in 1951 was \$506,760 with per share earnings 54 cents.

General Leslie Groves Keynote Speaker for NAMA Convention

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

CHICAGO, August 2.—Gen. Leslie R. Groves, former chief of the nation's atomic energy program and now vice-president in charge of development for Remington Rand, Inc., will be the keynote speaker at the National Automatic Merchandising Association's annual convention. The convention will be held September 14-17 at the Palmer House, Chicago.

Groves will speak at noon the opening day. He is expected to tell of the changes the application of atomic energy will work in industry—a topic with direct application to automatic merchandising since the majority of the industry's equipment is located in industrial facilities.

Other major speakers, scheduled for the four-day convention, will be delivered by Robert Z. Greene, president of Rowe and past president of NAMA; I. H. Houston, president of Spacarb

and first vice-president of NAMA; W. H. Parker, sociologist and chief of police, Los Angeles; and Svend A. Brunn, of A. S. Wittenborgs, Denmark, Europe's largest manufacturer of automatic merchandising equipment.

Theme of this year's business sessions is "Be an Automatic Merchandising Specialist." Like last year's business sessions, the program this year will be confined to the morning hours. Exhibit booths and rooms will be open in the afternoons and evenings.

Convention Chairman Ernest H. Fox, of Austin Packing Co., and Exhibit Chairman John S. Mill, of Rowe, said there was every indication this year's NAMA session will break all records for attendance and exhibits. (See story elsewhere in this section listing newly-signed exhibitors.)

Groves has had an unusually varied career. He was born in

New York, states its three-flavor SodaShopper 1,000-cup vendor is being delivered within two weeks. Samuel Krosberg, executive vice-president, states that Customer Service Division in New York maintains from 12 to 15 vendors in stock for immediate Eastern shipments. The firm's West Coast warehouse carries up to 25 machines for like delivery in that area.

Price of the SodaShopper, with chengemaker, remains at \$1,245. A hot attachment for chocolate and soups, is available, with a

Cole Products Sponsors New Tele Program

CHICAGO, Aug. 2.—Cole Products Corporation this week completed arrangements with WBKB to sponsor a local weekly television program starting Thursday (7) from 8 to 8:30 p. m. The program, "Cole Spa Star Time," will be built around live pantomime to popular recordings. A different recording star will be presented as a guest each week, along with the regular three person cast.

Richard Cole, vice-president, (Continued on page 97)

See Record NAMA Meet; More Exhibs

CHICAGO, Aug. 2.—National Automatic Merchandising Association's 1952 convention and exhibit, September 14-17 at the Palmer House here, shows every indication of becoming the largest in the history of the organization, Ernest H. Fox, general convention and exhibit chairman, and John S. Mill, exhibit sales chairman, predicted this week.

The announcement was based on advance registration to date, which is exceeding that of any previous NAMA convention, and the fact that hotel reservations were continuing to pour into NAMA headquarters and threatening to set a new record even

forthcoming unit for hot coffee now being readied.

Automatic has production facilities in Minneapolis and sheet metal parts are fabricated in its St. Paul plant.

Cole Products Corporation, Chicago, reports immediate delivery on its 600 cup, three-flavor Cole-Spa vendor. Price is \$1,244.50. Oneida Products, Canastota, N. Y., is currently in a production run for Cole; a second plant in Hudson, Wis., United Refrigerator Company, has turned out units and is said to be readying another run.

In an earlier report (The Billboard, June 28) Vice-President Richard Cole stated a third plant in Chicago, Lennox Manufacturing Company, also was doing contract work for Cole Products. Lennox is currently said to be working on a new Cole product for introduction in September.

Indevco, Inc., New York, is offering its Koffee King vendor with optional cup beverage attachment in the dual flavor model. Latter 600-cup soft drink capacity, lists at \$995, with the CO2 bottle and coin changer extra.

Arthur Paul, president, states delivery on the dual drink machine is "two to three weeks upon receipt of order and deposit."

Lyon Industries, Inc., New York, is producing a 1,400 cup single flavor unit at \$985 and a similar capacity two-flavor model at \$1,145. Stuart G. Lyon, president, reports firm has a "backlog of orders."

(Continued on page 97)

tho the convention I still about six weeks away."

In addition to the business program this year, informal round table discussion periods will be held following their successful introduction at past meetings. Such sessions, it was emphasized, offer operators the opportunity of receiving answers to their specific questions from industry experts from all parts of the country.

Mill stated that many machines will be exhibited for the first time at this year's convention, along with supplies by a group of new product manufacturers.

New exhibitors who contracted for space during the past several weeks, were:

The Acro Manufacturing Co., Columbus, O., (component parts); American Home Foods, Inc., New York, (coffee); American National Dispensing Co., Lansdale, Pa., (coffee machines); Automatique, Inc., New York, (multi-food vending machine); Ball-Gum, Inc., Chicago, (ball gum); Bonnie (Continued on page 97)

European Sales Boosted by Oak

LOS ANGELES, Aug. 2.—Automatic merchandising in Europe is being limited by the lack of manufacturers to obtain needed materials for building equipment. Sid Bloom, secretary of Oak Manufacturing Company here, said this week. He recently returned from a four-month tour of the Continent.

Bloom laid the groundwork for new distributorships during the trip. He said plans were under way to increase the export of Accorb bulk vendors to the established as well as newly appointed distributors.

Harold Probasco, treasurer of the firm, is visiting distributors throughout the United States and Canada.

Plan Bell Hearings
 HUNTSVILLE, Ala., Aug. 2.—Hearings will begin here September 2 on the propriety of the confiscation of 79 bell units in clubs in this area last January by city and county law enforcement officers.

SMOKESHOP "612"
 PINK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Year Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO.
 230 B West 37th St., New York 19, N. Y.
 Phone 7-2122

GET READY FOR KING SIZE!

Convert your older equipment to King Size with completely new cigarette magazines, capable of holding regular or King size in each and EVERY column. Now available for the following types of machines:

DUGRENIER S, V, VD, W & WD; U-NEED-A-PAK 6, 8 & 9 'A' & 'E' Models

We have kits to convert any Dugrenier Champion that is now partially King size to ALL King Size King Size magazines are not new to us. We've been making them for years—5 year guarantee of superior performance and satisfaction.

BE READY FOR ANY COMING EMERGENCY!

For further information contact

CENTRAL VENDING MACHINE SERVICE COMPANY
 3947 Parrish Philadelphia 8, Pa.
 Phone: BV 4-2444 or SA 3-8718

IN STOCK VICTOR'S

New

BABY GRAND CHICLE TREETS VENDOR

also

JUMBO 100

ORDER TODAY

VEEDCO SALES CO.
 2124 Market St., Philadelphia 3, Pa.
 Phone: LO 6-1488

WE HAVE VICTOR'S

New

BABY GRAND CHICLE TREETS VENDOR

also

RE-VEEDCO'S 480 JUMBO

50¢ each \$13.45

4 or more, \$12.90 each. Less in Larger Lots—Write BIRMINGHAM VENDING CO., 540 2nd Ave., Birmingham 4, Ala.

CHAMP BALL GUM

The Bubble Gum with the Soft Chew

4 STANDARD SIZES
 210's • 170's • 140's
 430 Count Tab
 8 ASSORTED COLORS—8 DELICIOUS FLAVORS

Empies machines faster. No clogging. Write for Prices and Information.

BALL-GUM, INC.
 2410 W. 19th St.
 Vending the Best
 DO NOT ACCEPT SUBSTITUTES

Western Assn.

Continued from page 95

discussed pro and con before being put to a vote. The matter had been carried over from past meetings, which had lacked a representative attendance for its consideration. The measure was carried by a 3 to 1 vote and eliminates the "associate member" classification. Card holders are entitled to full voting privileges.

In the discussion regarding the move, old-time members pointed out that voting rights had been abolished when competitive suppliers began ironing out personal problems on the floor. In recent years associate members have attended on invitation. The secretary was instructed to advise all distributors, suppliers and manufacturers that they can now join under the full participating membership rule.

The election of officers, postponed from the June session, again named Slater president and Bob Lydenberger secretary. R. S. McNaughton, an operator, was elected vice president and treasurer. He succeeds Phil Sredin, who declined re-election.

Lydenberger reported that he had contacted the Los Angeles Police Department in an effort to have recovered stolen machines offered as equipment rather than scrap iron. The operator said that bulk machines with broken glass are cast into the junk pile and offered as scrap. Slater volunteered to look into the matter and report to the association.

Following its usual policy of eliminating the August meeting because of vacation, the move was unanimously voted.

Cole Products

Continued from page 95

stated that merchandise prizes will be awarded viewers who furnish leads resulting in placement of the firm's cup venders. Type and number of prize items will depend upon the number of machines located.

Live commercials will include televising the Cole Spa unit in operation. Installation pitch will be made to industrial, store, other business management and employee viewers. Latter will be urged to both request their company management install Cole Spa venders and furnish Cole Products with potential location leads.

The move makes Cole the second Chicago area vender manufacturer to sponsor a television broadcast during the last two months. The Bert Milk Corporation began sponsorship of a 15-minute TV segment with commercials publicizing its coffee vender in the same general manner in June.

VICTOR'S

NEW

BABY GRAND VENDS

CHICLE & CHORD TREATS
 4 or more \$13.00 each
 100 or more \$12.00 each

CLEVELAND COIN MACHINE EXCHANGE INC.
 2921-2923 Prospect Ave., Cleveland 15, O.
 All Phones: Tower 1-4718

Available for first time

CLORACTIV
 New 5¢ Standard Size

Chlorophyll Stick Gum

You'll get plenty of satisfaction with this popular new product. Same 15¢ as 10¢. Buy 100 packs for \$10.00. 100 to 500 to \$10.00. 1000 to \$10.00. 5000 to \$10.00. 10000 to \$10.00.

only \$2.75 F.O.B. Newark, N. J. 1/3 Disp. with Order, Ball, C.O.D. Orders Under \$10.00 Full Cash. Write for FREE SAMPLES. Distributor Territory Available

A J AX DISTRIBUTING COMPANY
 55 Brantford St., Newark 27, N. J.
 BR 9-2744

6 Firms Produce Venders

Continued from page 95

Navenco Manufacturing Company, Dallas, a newly formed firm which purchased all SuperVend inventory held by the Texas Engineering & Manufacturing Company, is offering immediate delivery on the three-flavor machines at \$890 and a new supply of parts for models in the field.

Life Savers

Continued from page 95

1. He emphatically denied, however, the rumor that the new bar would have an f.o.b. factory price of \$2.17 per 100-count. "Actually, no price has been set as yet," he said, "but whatever it may be, it will certainly be higher than the fantastic \$2.17 figure!"

Scop was first developed by Life Savers in 1950 "when market conditions were good," said Goebel. "After we got into production in 1950, however, we discovered that the profit potential was not enough to merit the added sales force, advertising and manufacturing facilities necessary. This became even more apparent as sales of our Life Savers increased. We had to devote all-out time and energy to their sales, naturally."

Goebel pointed out that the candy bar had always been a good seller for Canteen, thus that company's purchase of it seemed logical and appropriate.

NAMA Meet

Continued from page 95

Bakeries, Davenport, Ia., (bakery products); Clagromat Service Corp., Philadelphia, (cigar machines); D. L. Clark Co., Pittsburgh, (candy); Coin Machine Journal, Chicago, (publication); Dr. Pepper Co., Dallas (syrups); Fruit-O-Matic Manufacturing Co., Los Angeles (fresh fruit machine); The Harrison Co., New York (coffee); Hurty-Peck and Co., Indianapolis, (beverage flavor bases); Idis Chocolate Corp., Brooklyn, (candy); Indevco, Inc., Bronx, N. Y., (coffee machine); Lion Match Co., Inc., New York, (matches); M & R Dietetic Laboratory, Inc., Columbus, O., (cream); McGarmy Nut Products Ltd., Chicago, (nuts); J. Schoenbach, Brooklyn, (machines); Schroeder Products Co., Woburn, Mass., (coffee).

Sifers Valomilk Confection Co., Kansas City, (candy); Stewarts, Inc., Memphis, (bakery products); Switzer's Licorice Co., St. Louis, (candy); United Industries, Detroit, (coffee machine); United States Valve Corp., Newark, N. J., (component parts).

HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING

SIMPLIFIED SERVICE MEANS MORE MONEY LESS WORK

The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location—the empty globe is cleaned and filled at your workshop. Vends all products including ball gum and charms. Attractive eye-catching appearance. Built for years of hard service.

THE NORTHWESTERN CORPORATION
 829 S. ARMSTRONG ST., MORRIS ILL.

Northwestern
 Machine 4th and 1st Gum Venders
 Available on West Coast
 In Stock—Immediate Delivery
BADGER SALES CO.
 2221 West Price Blvd., Los Angeles 4, Calif.

Dean Porter, president, declared improvements have been made in the original SuperVend model; kits will be shipped free with each machine to effect these improvements. Porter revealed that a Navenco finance plan was now available, on a \$300 down and 18 monthly payment basis (The Billboard, July 26).

It was indicated that a new model cup drink vender was in the works, presumably designed by Jack Booth, developer of the original SuperVend machine.

Spacearb, Inc., Stamford, Conn., is quoting approximate 10-day delivery on its three-flavor, 1,000-cup model base priced at \$1,225. Addition of a 20 gallon sirup tank (standard size is 15 gallons), Select-O-Carb unit and non-carbonated attachment bring the price to \$1,398.75. Coin changer is extra at \$46 while a hot attachment with Tru-Throw positive displacement pump, costs an additional \$184.75.

Features of the Spacearb machine include a mix-a-drink unit permitting customers to mix two or more flavors, and an optional fourth flavor in conjunction with the larger sirup tank.

Spacearb states 20 per cent of all orders request the hot attachment. Latter vends tea, soup or chocolate.

A seventh firm, Hupp Corporation, Cleveland, reports thru Don Gearheart, vice-president, that the single and dual flavor Hupp machines are not as yet going out on the market. The dual model, introduced last November in Cleveland, and the single cup unit, however, continue to figure in Hupp's program, Gearheart indicated.

Square Manufacturing Company, the eighth cup vender producer, is a subsidiary of United Beverage Company, an operating firm catering to theater locations. The two-flavor machine, with isolated exceptions, has not been offered on the general market.

(Next week: A report on coffee vender production, availability and price will be presented.)

\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE CAST IRON FOR CEILING MOUNTING FOR OUTSIDE LOCATIONS

WRITE FOR PRICES
 Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St., Chicago 44, Ill.
 Est. 1869—Telephone: Columbus 1-2775
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30 DAY MONEY BACK TRIAL

Northwestern Sensational **TAB GUM**

10-COLUMN
 1¢ Selective

Try this famous vender for 30 days. If it doesn't earn MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

GUARANTEED USED MACHINES

DELUXE 16 and 24 Combination... \$12.75
 MODEL 33 BALL GUM... 7.40
 PORCELAIN, 12... 7.40
 MASTER 50... 11.00

CHALLENGER
 24, 2 Col... 12.50
 Plain Globe... \$23.50
 MUMTER (like New)... \$28.50
 EQUIP... 6.95

MERCHANDISE AND SUPPLIES

Per Lb. Par Lb.
 ZENOBIA PISTACHIO... 45
 LIONS OVALS... 45
 ZENOBIA PISTACHIO... 38
 ALMONDS, 480 Count... 35
 ADAMS GUM, All Flavors, 100 Count... 45
 ITALIAN SWISS... 35
 PEAS, Roasted and Salted... 35
 RAINBOW PEANUTS... 35
 BOSTON BAKED... 35
 CASHW, BUTTS... 35
 BEANS... 35
 LICORICE LOZENGES... 35
 M & M... 35
 MIDLAND NUTS... 35

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.

TIME PAYMENT PLAN AVAILABLE—TERMS ACCEPTED

NORTHWESTERN SALES AND SERVICE COMPANY
 MOE MANDELL

440-442 WEST 42ND STREET, NEW YORK 36, N. Y. • Longford 4-6469
 4105 16TH AVENUE, BROOKLYN, N. Y. • Gedney 8-3600

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For the biggest reading opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry—

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Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

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 Yes Please send me The Billboard for one year at \$10.
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 Address.....
 City..... State.....
 Occupation.....

592

PRICE REDUCES PRICES!
CHARMS



Direct from Manufacturer
 Sensational New Easy-Spin
BASEBALL TOP, silver-plated, \$6 per M
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WRENS, bright red plastic
 with metal insert \$4.50 Gr.
WHISTLES, 2 tone, colorful
 plastic, inch length \$10 per M

All prices F.O.B. N. Y. C.
PAUL A. PRICE CO.
 220 Broadway, New York 38, N. Y.

Cadbury Fry Appoints Macpherson to Board

NEW YORK, Aug. 2.—Cadbury Fry (America) announced the appointment of W. B. Macpherson to the board of directors. With president H. H. Cummings, he will be responsible for the immediate control of the company's activities.

Macpherson, who joined Cadbury in 1922, was formerly sales manager for the firm in Europe and North Africa.

THE BILLBOARD Index of Advertised Used Machine Prices

• Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard from an indicated date. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, however with which the price occurred is indicated in parentheses. Where quality discounts are available, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of August 2	Issue of July 26	Issue of July 19	Issue of July 12
Also Electric (8 col.)	\$150.00	\$150.00	\$150.00	\$150.00
Cigarettes (3 col.)	64.00	64.00	64.00	64.00
Cigarettes (6 col.)	84.00	84.00	84.00	84.00
C-B Electric (9 col.)	139.50 185.00	139.50 185.00	185.00	185.00
Dufrenoy Cigarette (5 col.)	57.50	57.50	57.50	57.50
Dufrenoy Challenger (5 col.)	22.50	22.50	22.50	22.50
Dufrenoy Champion (7 col.)	82.50	82.50	82.50	70.00
Dufrenoy Champion (11 col.)	125.00	125.00	125.00	90.00 100.00 125.00
Eastern Electric Cigarette Vendor		189.50		
Electric Cigarette Machine (8 col.)				50.00
Electric Cigarette Machine (10 col.)				225.00
Electric (3)	6.95	6.95	6.95	6.95
Foot Vitrifier	119.10	119.50	119.50	119.50
Foot Vitrifier				9.00
Junior Scale (Whirling)		79.50		
K-Mey (9 col.) Elec.	185.00	185.00	185.00	185.00
Kawens Vendor (5 col.)	27.50	27.50	27.50	27.50
Marion Scit	89.50	89.50	79.50	79.50
Marion (4)	7.45	7.45	7.45	7.45
National Candy (7 col.)	75.00	75.00	75.00	75.00
National Candy (9 col.)	85.00	95.00 95.00	85.00	85.00
National Electric Cigarette Vendor	125.00			
National (9 E Electric)	109.50	95.00	95.00	95.00
National 750	95.00	95.00	95.00	95.00
National 930	130.00 125.00	95.00 125.00	85.00 99.50	85.00 99.50
National 950	99.50(2) 95.00	130.00	100.00 130.00	100.00 130.00
	129.50 139.50	145.00	145.00	145.00
Northeastern 33 Ball Gum	145.00			
Northeastern Deluxe 14 and 5c	7.45 7.50	7.45 7.50	7.45 7.50	7.45 7.50
Northeastern Stamp	13.95	13.95	13.95	13.95
Pop Gum Set	64.00	64.00	64.00	64.00
Pop Gum Set	69.50	69.50	69.50	69.50
Pop (10 col.)	69.50	69.50	69.50	69.50
Star Candy (8 col.)	60.00 75.00	60.00 75.00	60.00 75.00	60.00 75.00
Star Candy (10 col.)	75.00	75.00	75.00	75.00
Star Candy (12 col.)	155.00	155.00	155.00	155.00
Star Candy (16 col.)	145.00	145.00	145.00	145.00
Star Candy (18 col.)	145.00	145.00	145.00	145.00
Star Candy (20 col.)	145.00	145.00	145.00	145.00
Star Candy (24 col.)	145.00	145.00	145.00	145.00
Star Candy (30 col.)	145.00	145.00	145.00	145.00
Star Candy (36 col.)	145.00	145.00	145.00	145.00
Star Candy (42 col.)	145.00	145.00	145.00	145.00
Star Candy (48 col.)	145.00	145.00	145.00	145.00
Star Candy (54 col.)	145.00	145.00	145.00	145.00
Star Candy (60 col.)	145.00	145.00	145.00	145.00
Star Candy (66 col.)	145.00	145.00	145.00	145.00
Star Candy (72 col.)	145.00	145.00	145.00	145.00
Star Candy (78 col.)	145.00	145.00	145.00	145.00
Star Candy (84 col.)	145.00	145.00	145.00	145.00
Star Candy (90 col.)	145.00	145.00	145.00	145.00
Star Candy (96 col.)	145.00	145.00	145.00	145.00
Star Candy (102 col.)	145.00	145.00	145.00	145.00
Star Candy (108 col.)	145.00	145.00	145.00	145.00
Star Candy (114 col.)	145.00	145.00	145.00	145.00
Star Candy (120 col.)	145.00	145.00	145.00	145.00
Star Candy (126 col.)	145.00	145.00	145.00	145.00
Star Candy (132 col.)	145.00	145.00	145.00	145.00
Star Candy (138 col.)	145.00	145.00	145.00	145.00
Star Candy (144 col.)	145.00	145.00	145.00	145.00
Star Candy (150 col.)	145.00	145.00	145.00	145.00
Star Candy (156 col.)	145.00	145.00	145.00	145.00
Star Candy (162 col.)	145.00	145.00	145.00	145.00
Star Candy (168 col.)	145.00	145.00	145.00	145.00
Star Candy (174 col.)	145.00	145.00	145.00	145.00
Star Candy (180 col.)	145.00	145.00	145.00	145.00
Star Candy (186 col.)	145.00	145.00	145.00	145.00
Star Candy (192 col.)	145.00	145.00	145.00	145.00
Star Candy (198 col.)	145.00	145.00	145.00	145.00
Star Candy (204 col.)	145.00	145.00	145.00	145.00
Star Candy (210 col.)	145.00	145.00	145.00	145.00
Star Candy (216 col.)	145.00	145.00	145.00	145.00
Star Candy (222 col.)	145.00	145.00	145.00	145.00
Star Candy (228 col.)	145.00	145.00	145.00	145.00
Star Candy (234 col.)	145.00	145.00	145.00	145.00
Star Candy (240 col.)	145.00	145.00	145.00	145.00
Star Candy (246 col.)	145.00	145.00	145.00	145.00
Star Candy (252 col.)	145.00	145.00	145.00	145.00
Star Candy (258 col.)	145.00	145.00	145.00	145.00
Star Candy (264 col.)	145.00	145.00	145.00	145.00
Star Candy (270 col.)	145.00	145.00	145.00	145.00
Star Candy (276 col.)	145.00	145.00	145.00	145.00
Star Candy (282 col.)	145.00	145.00	145.00	145.00
Star Candy (288 col.)	145.00	145.00	145.00	145.00
Star Candy (294 col.)	145.00	145.00	145.00	145.00
Star Candy (300 col.)	145.00	145.00	145.00	145.00
Star Candy (306 col.)	145.00	145.00	145.00	145.00
Star Candy (312 col.)	145.00	145.00	145.00	145.00
Star Candy (318 col.)	145.00	145.00	145.00	145.00
Star Candy (324 col.)	145.00	145.00	145.00	145.00
Star Candy (330 col.)	145.00	145.00	145.00	145.00
Star Candy (336 col.)	145.00	145.00	145.00	145.00
Star Candy (342 col.)	145.00	145.00	145.00	145.00
Star Candy (348 col.)	145.00	145.00	145.00	145.00
Star Candy (354 col.)	145.00	145.00	145.00	145.00
Star Candy (360 col.)	145.00	145.00	145.00	145.00
Star Candy (366 col.)	145.00	145.00	145.00	145.00
Star Candy (372 col.)	145.00	145.00	145.00	145.00
Star Candy (378 col.)	145.00	145.00	145.00	145.00
Star Candy (384 col.)	145.00	145.00	145.00	145.00
Star Candy (390 col.)	145.00	145.00	145.00	145.00
Star Candy (396 col.)	145.00	145.00	145.00	145.00
Star Candy (402 col.)	145.00	145.00	145.00	145.00
Star Candy (408 col.)	145.00	145.00	145.00	145.00
Star Candy (414 col.)	145.00	145.00	145.00	145.00
Star Candy (420 col.)	145.00	145.00	145.00	145.00
Star Candy (426 col.)	145.00	145.00	145.00	145.00
Star Candy (432 col.)	145.00	145.00	145.00	145.00
Star Candy (438 col.)	145.00	145.00	145.00	145.00
Star Candy (444 col.)	145.00	145.00	145.00	145.00
Star Candy (450 col.)	145.00	145.00	145.00	145.00
Star Candy (456 col.)	145.00	145.00	145.00	145.00
Star Candy (462 col.)	145.00	145.00	145.00	145.00
Star Candy (468 col.)	145.00	145.00	145.00	145.00
Star Candy (474 col.)	145.00	145.00	145.00	145.00
Star Candy (480 col.)	145.00	145.00	145.00	145.00
Star Candy (486 col.)	145.00	145.00	145.00	145.00
Star Candy (492 col.)	145.00	145.00	145.00	145.00
Star Candy (498 col.)	145.00	145.00	145.00	145.00
Star Candy (504 col.)	145.00	145.00	145.00	145.00
Star Candy (510 col.)	145.00	145.00	145.00	145.00
Star Candy (516 col.)	145.00	145.00	145.00	145.00
Star Candy (522 col.)	145.00	145.00	145.00	145.00
Star Candy (528 col.)	145.00	145.00	145.00	145.00
Star Candy (534 col.)	145.00	145.00	145.00	145.00
Star Candy (540 col.)	145.00	145.00	145.00	145.00
Star Candy (546 col.)	145.00	145.00	145.00	145.00
Star Candy (552 col.)	145.00	145.00	145.00	145.00
Star Candy (558 col.)	145.00	145.00	145.00	145.00
Star Candy (564 col.)	145.00	145.00	145.00	145.00
Star Candy (570 col.)	145.00	145.00	145.00	145.00
Star Candy (576 col.)	145.00	145.00	145.00	145.00
Star Candy (582 col.)	145.00	145.00	145.00	145.00
Star Candy (588 col.)	145.00	145.00	145.00	145.00
Star Candy (594 col.)	145.00	145.00	145.00	145.00
Star Candy (600 col.)	145.00	145.00	145.00	145.00
Star Candy (606 col.)	145.00	145.00	145.00	145.00
Star Candy (612 col.)	145.00	145.00	145.00	145.00
Star Candy (618 col.)	145.00	145.00	145.00	145.00
Star Candy (624 col.)	145.00	145.00	145.00	145.00
Star Candy (630 col.)	145.00	145.00	145.00	145.00
Star Candy (636 col.)	145.00	145.00	145.00	145.00
Star Candy (642 col.)	145.00	145.00	145.00	145.00
Star Candy (648 col.)	145.00	145.00	145.00	145.00
Star Candy (654 col.)	145.00	145.00	145.00	145.00
Star Candy (660 col.)	145.00	145.00	145.00	145.00
Star Candy (666 col.)	145.00	145.00	145.00	145.00
Star Candy (672 col.)	145.00	145.00	145.00	145.00
Star Candy (678 col.)	145.00	145.00	145.00	145.00
Star Candy (684 col.)	145.00	145.00	145.00	145.00
Star Candy (690 col.)	145.00	145.00	145.00	145.00
Star Candy (696 col.)	145.00	145.00	145.00	145.00
Star Candy (702 col.)	145.00	145.00	145.00	145.00
Star Candy (708 col.)	145.00	145.00	145.00	145.00
Star Candy (714 col.)	145.00	145.00	145.00	145.00
Star Candy (720 col.)	145.00	145.00	145.00	145.00
Star Candy (726 col.)	145.00	145.00	145.00	145.00
Star Candy (732 col.)	145.00	145.00	145.00	145.00
Star Candy (738 col.)	145.00	145.00	145.00	145.00
Star Candy (744 col.)	145.00	145.00	145.00	145.00
Star Candy (750 col.)	145.00	145.00	145.00	145.00
Star Candy (756 col.)	145.00	145.00	145.00	145.00
Star Candy (762 col.)	145.00	145.00	145.00	145.00
Star Candy (768 col.)	145.00	145.00	145.00	145.00
Star Candy (774 col.)	145.00	145.00	145.00	145.00
Star Candy (780 col.)	145.00	145.00	145.00	145.00
Star Candy (786 col.)	145.00	145.00	145.00	145.00
Star Candy (792 col.)	145.00	145.00	145.00	145.00
Star Candy (798 col.)	145.00	145.00	145.00	145.00
Star Candy (804 col.)	145.00	145.00	145.00	

D. C. GUILD SETS JUKES TO FIGHT DELINQUENCY

WASHINGTON, D. C., Aug. 2.—The Washington Music Guild, which started out as an organization to "promote a more widespread use of phonographs, coin-operated music systems... and public good will," has been extending its activities into other areas.

Under the leadership of Leonard Abrams, president, the Guild has become one of the staunchest foes of juvenile delinquency in the Washington area. Abrams believes that "to keep youth off the streets is to keep youth out of trouble."

In accordance with this policy, the Guild has donated juke boxes to the Southeast Settlement House, the National Training School for Boys, the Police Boys' Club No. 2, the Greenbelt Recreation Center of Greenbelt, Md., the Bakers Dozen and the Juanita K. Nye Council House.

Sizeable cash donations also have been made to the Junior Police & Citizens Club, the Boys' Club of Metropolitan Police, the D. C. Tuberculosis Association and The Evening Star Summer Camp.

GROWS LIKE TOPSY

Chi Operator Runs Finance Company

CHICAGO, Aug. 2.—Like Topsy, a small loan business run by juke box operator Frank Padula of Melody Music has grown until today it is a full fledged loan agency, the Leyden Acceptance Corporation.

Total loans made by Leyden now amount to tens of thousands of dollars annually and the firm bids fair to outstrip Melody in its scope of operations.

Judging by Padula's experience, the incursion of juke box operators into the finance field seems to be a fairly recent, altho, a natural development. There is at present one other such firm, the Financel Service Corporation, headed by Ray Cunliffe of the Automatic Amusement Company, in the Chicago area.

Padula's Start

Cunliffe's firm, which closely parallels Leyden, is now more than two years old and preceded Padula's company by six months. Padula's experience started some 10 years ago during the early war years. Most of the money was loaned to locations for short terms and Padula said he soon found himself getting involved "deeper and deeper."

These loans were secured only by judgment notes and were not backed by collateral. Fortunately, Padula said, most of the loans proved to be good but it became obvious that a more re-

liable system had to be found. This resulted in the chartering by the State of the Leyden Corporation on November 1, 1950. All Melody employees, plus three outsiders, hold stock in the company. Padula is president; Sammy Farruggia, his assistant is vice-president, and Al Andreoni is secretary-treasurer.

The other three are retired juke box operator Alan H. Ward, who formerly headed A. H. Ward & Company; Angelo Angeleri of the AA Swing Time Music Company, and Herbert Beck of the Main Street Bank, who serves as the firm's adviser.

Firm Chartered

Chartering the firm proved to be its salvation, Padula said. Now all loans are secured by chattel mortgages. Interest rates vary between 8 and 12 per cent, depending on the type of collateral.

The length of the loans vary between three and 18 months and the amounts normally do not exceed \$5,000. Approximately one-third of the money now outstanding has been loaned to locations and the remainder to others.

Some trouble was experienced shortly after the chartering because of government restrictions and regulations regarding credit. Now that these controls have been relaxed, Padula foresees a considerable period of expansion ahead.

In line with these developments, the firm plans to expand into new quarters. A one story building, designed solely for the use of the firm, will be erected shortly in the area now used by Melody as a parking area.

The biggest problem by far, Padula said, is the investigation of prospective borrowers. Altho by their nature, small loans involve more risk, all are checked thoroughly. Special firms now handle these matters for Leyden.

Padula said that since the firm has been chartered, not a single loss has been suffered. Because of the successes of the venture, he said "we're 100 per cent for it and we feel we're on the right track."

While Leyden's business is with locations, Cunliffe said that his firm's business within the juke field is with operators financing new equipment and routes. However, Cunliffe said his firm currently has been diversifying its business more and expansion into other fields was being planned.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the Music and other departments up front in this issue of The Billboard are:

NAMM SHOW ACTIVITY BRISK. Bullish predictions for a healthy fall season in the music industry were confirmed this week at the 51st annual music trade show.

SAM GOODY TESTS FAIR TRADE LAWS. He is filing suit against Cotra-Soria Records, the only diskery thus far to set a minimum price under the terms of the act.

MERCURY INKS DETROIT SYMPHONY TO THREE-YEAR PACT. This marks the fourth signing of major symphonic groups by this label in the last 18 months.

VICTOR TO DISTRIBUTE EXTENDED PLAY 45'S. National distribution of the longer-playing 45's will begin at the end of August.

And other informative news stories, as well as the Honor Roll of Hits and pop charts.

Manufacturers Set Financial Support for MOA Convention

Miller Says "Liberal" Cash Donation Assures Success of Annual Meeting

OAKLAND, Calif., Aug. 2.—The Automatic Phonograph Manufacturers' Association has made a "liberal" cash donation to the Music Operators of America convention, it was announced this week by George A. Miller, MOA president.

(Editor's Note: Neither Miller nor R. C. Roling, APMA head and president of Wurlitzer, would define what was meant by the word "liberal." In Chicago, however, trade circles estimated each of the four manufacturers in the association had contributed \$1,000, or a total of \$4,000. Members of APMA are AML, Rock-Ola, Seaburg and Wurlitzer.)

Miller cited the donation as evidence of "the continued good will and co-operation" between operators and manufacturers. He said "good public relations" between the Music Operators and the Manufacturers organizations "have paid dividends in the way of a greater understanding" and that the support received from the manufacturers "assures the success of the convention."

Praises Manufacturers

Miller further praised the manufacturers for their "outstanding role" in defeating legis-

lation detrimental to the operating industry. He said the manufacturers had assured MOA officers that they would continue to work with the operators in fighting unfair taxation, royalties and other problems.

The convention will be held in Chicago's Congress Hotel September 11-13. Because of the response, Miller feels confident that more operators will attend than ever before. Exhibit space requests were received by Miller, Ray Cunliffe and Phil Levin of Chicago in increasing numbers recently.

The H. C. Evans Company will exhibit as it has in the past, Miller said, but it was understood the other major phonograph manufacturers would not display their lines. Requests for space

have come from record firms and other allied industries. At least four local associations, Wisconsin, New York, California and Chicago plan to use exhibit rooms as headquarters for their delegations.

Large Delegations

Miller said he understood leading operators in Illinois, New Mexico, Texas, New York, Washington, D. C., Pennsylvania, South Dakota were working for large delegations to represent their States.

Plans currently call for two congressmen and authorities on industry, public relations and legislation to address the convention. Manufacturing and record company executives are expected to take part in the sessions.

Sidney H. Levine will make a report on what can be expected in the way of future copyright legislation and representations from a public relations firm in the motion picture and record industries will speak on the value of a national MOA publicity program, it was announced.

MICHIGAN OPS PRESENT DISK GIFT TO VETS

DETROIT, Aug. 2.—Maj. Thomas O. Weir has accepted on behalf of the Percy Jones Veterans Hospital at Battle Creek, Mich., some 1,500 records presented to the institution by the Michigan Phonograph Owners' Association.

The records were a follow-up to the donation of eight juke boxes to the hospital by the music machine trade organization. Participating in the formal presentation ceremony were Morris A. Goldman, association president; William J. Patterson, a board member, and Irving B. Ackerman, association attorney.

Plans for a permanent system of distributing records to worthy institutions are being formulated by the association to continue aid to needy groups and stimulate greater interest in popular music.

Cafe Manager Plans Appeal Of NLRB Rule

LOS ANGELES, Aug. 2.—A National Labor Relations Board decision dismissing charges against Local 1052, International Brotherhood of Electrical Workers, and the union's business agent, Hal Sherry, will be appealed shortly to the NLRB general counsel in Washington.

The appeal will be made by William J. Walsh, attorney for Mrs. Artie Bray, a local cafe manager who charged the union and Sherry with employee coercion, secondary boycott, featherbedding and the use of a picket line in an extortion attempt.

The NLRB dismissed the charges on grounds the scope of business operations involved was not sufficiently broad to justify application of the Taft-Hartley Labor Act (The Billboard, August 2). The board's general counsel can uphold the local decision or order further investigation.

Central State Group Plans Summer Fete

PEORIA, Ill., Aug. 2.—Plans for the annual summer banquet of the Central States Phonograph Operators' Association were discussed Monday (28) at the organization's monthly meeting here.

The banquet will be held August 27 at the Jefferson Hotel and more than 150 invitations will be mailed this week. Attendance is expected to top the 50 mark, Les Montooth, association president, said.

Bill Fleming, of Peoria, was named chairman of a program committee, consisting of Ralph Hagerman and John Bush, both of Peoria.

Montooth said operators from a wide territory have been asked to attend the banquet because the association hopes to pinpoint the necessity of a strong organization at this time and the common problems faced by all operators. The possibilities of dime play also will be discussed.

Milwaukee Co. Designs Plastic Record Pouch

MILWAUKEE, Aug. 2.—A transparent plastic container for use in storing phonograph records is being marketed by Milprint, Inc., one of the nation's largest package manufacturing firms.

The disk pouch was developed by Milprint in co-operation with a group of local record dealers. It fits snugly over records and also can be used inside regular paper jackets and album covers.

Promoters claim the dust proof jacket affords greater protection of finer grooved long-playing waxings.

Wurlitzer Nets \$242,631 Profit In 1st Quarter

CHICAGO, Aug. 2.—The Rudolph Wurlitzer Company showed a net profit of \$242,631 or 29 cents per share of common stock, after all reserves and taxes for the first quarter ended June 30, it was announced this week by R. C. Roling, president.

The figure included profit realized from the sale of real estate and was \$75,858 over the \$166,793, or 20-cents-a-share profit, for the same period a year ago. Sales for the first quarter this year totaled \$6,886,713, a jump of \$1,473,496 over the \$5,413,287 sales for same period last year. Roling said the firm's production of pianos, accordions, electronic organs and juke boxes continued on a reduced basis because of government limitation orders. He also said the steel strike had affected production schedules of both civilian and defense products.

The production of defense items was on the upswing, Roling said. The firm had unfilled orders for these items, totaling \$16,000,000 at the end of June. He reported also that negotiations for another defense contract of approximately \$9,000,000 were underway.

Charter Dalton Music

COLUMBIA, S. C., Aug. 2.—The Jimmie Dalton Music Company, Inc., has been chartered here by the State as a general music equipment firm. The new firm was capitalized at \$5,000 and the president is R. E. Morris.

Set OPS, Dime Play Hearing for Aug. 11

LOS ANGELES, Aug. 2.—After several delays, a hearing of two local juke box operating firms, charged with violating Office of Price Stabilization regulations, has been set for Monday (11) in U. S. District Court here.

A motion for dismissal of the charges as filed and a formal petition for dismissal was being drawn up by Harrison W. Call of Sacramento, defense attorney. The charges were filed against the Hawley Distributing Company and the Phono Music Company by Federal Attorney Walter S. Binns. Both are accused of

violating OPS Regulation 34 pertaining to ceiling prices and filing and keeping record.

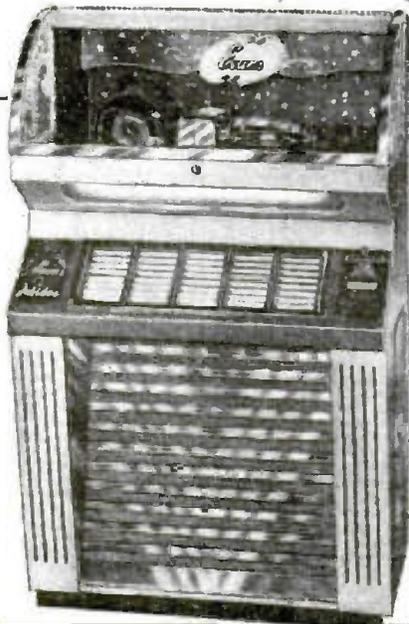
The case is believed to be the first of its kind to reach the court stage and the final decision possibly could set a precedent affecting dime play across the nation.

Call has indicated the defense would be based on grounds the automatic music machine business is a luxury service and does not fall within the scope of Regulation 34. He also said he would contend the music machine industry has no bearing, inflation-wise, on the general economy.

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• Advance Record Releases

• Continued from page 40

CLASSICAL

- Haydn: Symphony No. 88 in G Major and Mozart: Symphony No. 36 in C, K. 425 (1-12") Danish State Radio Symphony Ork. Fritz Busch, Cond.—RCA (53) LHMV 1016
- Haydn: Symphony No. 84 in G Major and Mozart: Eine Kleine Nachtmusik, K. 525 (1-12") Vienna Philharmonic Ork., Wilhelm Furtwängler, Cond.—RCA (53) LHMV 1018
- Holst: The Planets Suite, Op. 32, Album (1-12") NBC Symphony Ork., Sir Adrian Boult, Cond.—RCA (53) LHMV 1002
- List: Mephisto Waltz: Concerto No. 5 in D Flat Major, Spanish Rhapsody (1-10") György Szeged, piano—Columbia (53) ML 2309
- Mozart: Concerto No. 20 in D Major, K. 466 and Concerto No. 24 in C Major, K. 493, Album (1-12") Arthur Schnabel, Philadelphia Ork., Walter Susskind, Cond.—RCA (53) LHMV 1012
- Mozart: Concerto No. 23 in G, K. 503, Album—Edwin Fischer, Philadelphia Ork., Josef Krips, Cond. and Bach: Concerto for Three Pianos in C Major (1-12") Edwin Fischer, Ronald Smith, Denis Matthews—Philadelphia Ork., Edwin Fischer, Cond.—RCA (53) LHMV 1004
- Mozart: Highlights from Immortal Album (1-12") Symphony Festival, Ork. & Chorus, Fritz Busch, Cond.—RCA (53) LHMV 1001
- Mozart: Symphony No. 40 in G Major, K. 550, Album and Brahms: Variations on a Theme by Haydn, Op. 56a (1-12") Vienna Philharmonic Ork., Wilhelm Furtwängler, Cond.—RCA (53) LHMV 1010
- Nielsen: Symphony No. 4, Album (1-12") Danish State Radio Sym. Ork., Laury Green, Cond.—RCA (53) LHMV 1006
- Paganini: Concerto No. 2 in B Minor, Op. 7 and Violentinos: Concerto No. 4 in D Major, Op. 31, Album (1-12") Thadé Mephisto, Philadelphia Ork., W. Scialoja & A. Fisselardi, Conductors—RCA (53) LHMV 1015
- Prokofiev: Sarcas: Symphonic Overture (1-12") The Paris Philharmonic Ork., Rena Lebowitz, Cond.—Esterle (53) ES 510
- Roy Edda Trank: Symphonic Allegro; Capricorn; Mithras: Overture & Allegro (1-10") M. V. Philharmonic Ork., Dimitri Mikropoulos, Cond.—Columbia (53) AAL 36
- Roscoe: Reviews: Album (1-10") Virgil Fox, Ork., Walter Furtwängler, Philadelphia Ork., Greig, Gossard, Mendelssohn—Columbia (53) AAL 35
- Schubert: Symphony No. 8 in B Minor, Album (1-12") Vienna Philharmonic Ork., Wilhelm Furtwängler, Cond.—RCA (53) LHMV 1020
- Shostakovich: Symphony No. 7 in G, Op. 105, Album and Rubens: Symphony No. 5 in F, Op. 63 (1-12") Halle Ork., Sir John Barbirolli, Cond.—RCA (53) LHMV 1011
- Schumann: Dichterliebe, Op. 48 (Poets Love) Album (1-10") Clara Berman, baritone; Robert Casadesu, piano—Columbia (53) ML 2210
- Shostakovich: Symphony No. 5, Pt. 47 (1-12") Vienna Symphony Ork., Jascha Horenstein, Cond.—Vox (53) PL 7610
- Tchaikovsky: Symphony No. 4 in F Minor, Op. 36, Album (1-12") Vienna Philharmonic Ork., Wilhelm Furtwängler, Cond.—RCA (53) LHMV 1008
- Tchaikovsky: Symphony No. 5 in E Minor, Op. 64, Album (1-12") La Scala Ork., Guido Carlini, Cond.—RCA (53) LHMV 1003
- Wagner: Der Feuerschatz-Overture; Oberon Overture Album (1-10") Philadelphia Sym. Ork. of B. V., George Szell, Cond.—Columbia (53) AAL 35
- William Walton: Four Dances From "Façade"; Leonard Bernstein: Three Dances From "Fancy Free" (1-10") Alexander Hiltberg, Cond., Philadelphia Ork.—Columbia (53) AAL 17

SILENCE HURTS, LOCATIONS PAY JUKE LICENSES

PEORIA, Ill., Aug. 2.—The dependency of locations upon the trade drawing power of juke boxes was illustrated recently when the Central States Phonograph Operators' Association resisted efforts of small community near here to impose music machine licenses.

Rather than pay the \$10 licenses passed by Farmington, Ill., a community with only some seven locations, association members decided to leave their machines stand idle. Within two weeks, a number of the locations paid the licenses because of a trade loss.

Les Montooth, association president, cited the incident as an example of the growing consciousness among location owners of how much juke boxes are needed.

Diskeries Poo-Pah Color Strip Import

NEW YORK, Aug. 2.—Four weeks ago (The Billboard, July 12), Carl T. McKelvey, vice-president and director of sales for the J. P. Seeburg Corporation charged that the use of colored title strips is jeopardizing the earning power and appearance of juke boxes and their use should be stopped for the good of the music industry.

Last week (The Billboard, July 28), Hirsch De La Vez, Washington operator and reputedly an official of Hit Parade, Inc., took umbrage at McKelvey's charges and launched a spirited defense of the colored title strip industry.

A third chapter in the title strip controversy was written this week when The Billboard polled leading record manufacturers.

Six or One
Consensus of the record manufacturers seems to be that colored title strips, if used judiciously, don't do any particular harm. On the other hand, not one manufacturer seemed to think they did any good.

One executive, who prefers to be unnamed, puts it this way: "Strips, smip, if a tune's a hit the music-lovers will drop their coins in the

juke box to play it. If a tune's a lemon, no colored title strip in the world will make it sell. I have nothing against title strips, a few of them dress up the machine, but when almost every one is colored, it looks like hell."

At Columbia, Art Schwartz said virtually the same thing. Here's the way he put it: "Color strips may be helpful if used sparingly. They had some value at the outset, but with everyone using them, they tend to lose their value."

Another Comment

To this, Walt Maguire at London added "amen." Maguire pointed out that "with all the colored title strips, the white ones really stand out."

All told, the record manufacturers don't seem excited about the title strip controversy. They doubt that the use of colored strips affects their play much one way or the other. It looks as tho the great controversy isn't much of a controversy after all.

Coinmen You Know

Detroit

John Petroski, Buffalo manager for King Records, is moving into new offices at 814 Main Street. Ed Bugal, formerly Capitol Records salesman in Detroit, has been named Buffalo salesman for King, succeeding John Mischel, who has taken a government job. Harry and Louise White, of the veteran White Novelty Company, are taking a well-earned vacation at home.

Joe Galecki, Polonia salesman, just returned from a golf vacation, touring the available greens. Jim Wilson, district manager for King, is leaving for Mayo Clinic at Rochester, Minn., with Mrs. Wilson, who has been in poor health.

Joe L. Cook, of Detroit Amusement Company, is planning an expansion of his activity in the coin machine field, in addition to his electrical appliance business.

Washington

Sid Lotenberg, head of Westway Vending, recently installed more ice cream machines at his Bureau of Standards location. Lotenberg is dividing his time between business and the golf course. He adds that the experimental coffee machine he placed in the University of Maryland has been a success and that he will add another before fall.

The Washington Music Guild will hold its monthly meeting the first Thursday of August. There was no July meeting because of the heat. Max (Waxie) Silverman, owner of the Quality Music, believes Kay Starr's recording of "Kay's Lament" will be a tremendous hit with operators. (Continued on page 105)

Seaboard Moves To New Quarters

HARTFORD, Conn., Aug. 2.—Seaboard Distributors, Inc., headed by Ralph Colucci, has moved from 110 Ann Street here to larger quarters at 796 Albany Avenue.

The new location is in the rear of the warehouse of the Atlantic-New York Corporation, Seeburg distributors, and, according to Colucci, will provide better parking facilities for the firm's customers.

Marvin Ginsberg, who has been with Seaboard for five years, was promoted to general sales manager. He succeeds Leonard Berens, who resigned recently to resume his former position of sales manager for the Stern & Company's Columbia Records division.

SOMEWHERE IN THE WORLD ...

There's a buyer for your talents — services — or merchandise.

Choose one you'll find him among the 57,000 who read THE BILLBOARD classified columns every week. And finding him is quick, easy and can cost as little as \$3 — 1

MILESTONE

\$1,300 Home Organ Built By Wurlitzer

NORTH TONAWANDA, N. Y., Aug. 2.—The Rudolph Wurlitzer Company, juke box manufacturer, has this month chalked up another milestone in the production of organs.

The Buffalo Courier-Express, in an article featuring the long history of Wurlitzer, described the marketing of the new organ, designed specifically for home use at a retail price of approximately \$1,300.

Tracing the history of the organ from its origin in a Greek barber shop in 284 B.C. to Wurlitzer's entrance into the field in 1908, the article pointed out the firm now is the second largest maker of organs in the world, employing 2,350 persons. Since World War II, space inside the plant has increased 35 per cent and now totals 750,000 square feet.

Wurlitzer's early successes were scored with theater organs, called unit orchestras, and large multiple keyboard machines, bearing the trade name Mighty Wurlitzers. Both were pipe organs. At the end of the war, after 17 years research, the company produced its first compact electronic organ. This is the organ that has been refined into the new home product called the Wurlitzer Spinet.

The article stated Wurlitzer's North Tonawanda plant is the world's largest wood-working plant devoted solely to cabinets for musical instruments and that it has produced "60 per cent of the commercial phonographs now operating in the country."

VOX JOX

• Continued from page 30

way home now from a three-week vacation trip to the West Coast. . . . The first annual summer shindig of Leo McDevitt's "1230 Club" drew about 500 listeners to WBSM, New Bedford, Mass. . . . George Wilson recently replaced Howard Hull at WOLF, Syracuse, and added to the staff were Warner Herlya, Wally Bradley and Phil Burrell. . . . Gil Henry, KING, Seattle, has been working a fine summer promotion by having three pretty gals sit on cakes of ice at a lakeside park. The gals sport portable radios and signs reading "I'm cool! I'm listening to KING!" Around town signs are up reading "Listen to King's Open House for the Coolest Music This Side of Anypace."

ROCK-OLA
Super Rocket

OPERATORS with their feet on the ground choose the one phonograph that's out of this world for performance!
ROCK-OLA SUPER ROCKET

ROCK-OLA MFG. CORPORATION
800 North Kedzie Avenue
Chicago 51, Ill.



“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: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Table with columns for Model, Issue of August 2, Issue of July 26, Issue of July 19, Issue of July 12. Rows include AMI, MILLS, PACKARD, ROCK-OLA, SEEBURG, WILLIAMS, WURLITZER.

Record Reviews

POPULAR Record Reviews

Continued from page 36

LANCERS QUARTET RHYTHM CAN'T BE WRONG... SERENADE 50... TEARS IN MY HEART... TONY BENNETT YOU COULD MAKE ME SMILE... RAY CURA ME BELLA MIA... LYN HALLARD YOUR VOICE TO ME IS MUSIC... EILEEN BARTON YOU LIKE... WOODY HERMAN ORK JUMP IN THE MEWE... VOICES OF WALTER SCHUMANN LUNA ROSSA... GUY LOMBARDO ORK WISH YOU WERE HERE... AMES BROTHERS STRING ALONG... ABSEWE MAKES THE HEART GROW FONDER... GISELE MARENZIE OARLIN YOU CAN'T LOVE... MARIAN MCARTLAND IT MIGHT AS WELL BE SPRING... THE GYPSY IN MY SOUL... HERB SMITH LOVELY TO LOVE... PUTTING ON THE BOD... GOOD FOR NOTHING...

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 60-69 SATISFACTORY 0-39 POOR

POPULAR Record Reviews

RAY CURA ME BELLA MIA... LYN HALLARD YOUR VOICE TO ME IS MUSIC... EILEEN BARTON YOU LIKE... WOODY HERMAN ORK JUMP IN THE MEWE... VOICES OF WALTER SCHUMANN LUNA ROSSA... GUY LOMBARDO ORK WISH YOU WERE HERE... AMES BROTHERS STRING ALONG... ABSEWE MAKES THE HEART GROW FONDER... GISELE MARENZIE OARLIN YOU CAN'T LOVE... MARIAN MCARTLAND IT MIGHT AS WELL BE SPRING... THE GYPSY IN MY SOUL... HERB SMITH LOVELY TO LOVE... PUTTING ON THE BOD... GOOD FOR NOTHING...

POPULAR Record Reviews

GUY MITCHELL-WITCH MILLER ORK FEET UP... JENNY KISSED ME... EDDIE CRONET ORK GENERAL'S POLKA... POLITICALS POLKA... JOHNNY PECOR ORK TAKE BACK YOUR HEART... POLKA CAPITOL 2147... THROUGH THE LONELY PART OF TOWN... SAUTER-FIREGAN ORK RAIN... WOODY HERMAN ORK JUMP IN THE MEWE... VOICES OF WALTER SCHUMANN LUNA ROSSA... GUY LOMBARDO ORK WISH YOU WERE HERE... AMES BROTHERS STRING ALONG... ABSEWE MAKES THE HEART GROW FONDER... GISELE MARENZIE OARLIN YOU CAN'T LOVE... MARIAN MCARTLAND IT MIGHT AS WELL BE SPRING... THE GYPSY IN MY SOUL... HERB SMITH LOVELY TO LOVE... PUTTING ON THE BOD... GOOD FOR NOTHING...

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Post War Music Equipment Bargains. SEEBURG 1485L \$249.00, 147M \$149.00, 146M or S \$129.00. Hideaways H148M \$229.00, H146M \$139.00. WALL BOXES 3W7-L56 \$39.50, 3W2-L56 \$17.50, W1-L56 \$5.00. MUSIC SYSTEMS, INC. DETROIT, MICH.—10217 LINWOOD, LANSING, MICH.—1224 TURNER, CLEVELAND, OHIO—2600 EUCLID, TOLEDO, OHIO—1302 JACKSON

TV IS ALL OF SHOWBUSINESS ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!

SPIRITUAL Record Reviews

CECIL YOUNG QUARTET FINE AND DANDY... THE EVANGELISTIC TRIO SOUND FOR THE MINGWOOD... LOUIS PRIMA ORK ONE MINT JULEP... TONI ARDEN-CHAMP BUTLER ONE LOVE TOO MANY... ROSEMARY CLOONEY-WARLENE DIETRICH TWO OLD CUTS... MUSTARD... GOOD FOR NOTHING...

CECIL YOUNG QUARTET FINE AND DANDY... THE EVANGELISTIC TRIO SOUND FOR THE MINGWOOD... LOUIS PRIMA ORK ONE MINT JULEP... TONI ARDEN-CHAMP BUTLER ONE LOVE TOO MANY... ROSEMARY CLOONEY-WARLENE DIETRICH TWO OLD CUTS... MUSTARD... GOOD FOR NOTHING...

United Ships

Continued from page 94

to 9 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 backglass is 4 all players whose final score ends with 4 are winners. With this feature it is possible for all players to have a different score such as 114, 134, 144, 154, 204, and 224 (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 an illuminated star which lights up after play is completed. When this star lights up above the matched digit it indicates a double winning score. When players match the digit correctly, a bell rings. In instances where the digit and star are matched a bell rings twice.

WILL SACRIFICE!

We will entertain offers for an AUTOMATIC HOTNESS SYSTEM. Includes 30 Location Units, 3 Ten-Channel Music, 4 Five-Turntable Records, Microphones and Diagrams. SEABOARD PENNSYLVANIA CORP. 910 N. Broad St., Philadelphia 13, Pa. P.O. Box 1-1233

NEW PITCHER SET TO BOW

CHICAGO, Aug. 2.—The growing importance of coin-operated baseball pitching machines is drawing new manufacturing blood to the field on a stepped-up basis. Trade circles here were buzzing with the news that Coin-O-Matic Manufacturing Company, headed by Frank Roelke and Harry Katz, would soon market a unit called Pitch-O-Mat.

A long time favorite with sports enthusiasts, the pitching units are rapidly reaching the popularity of golf driving ranges and frequently are operated in conjunction with them.

Thatcher Glass Sales Largest in History

NEW YORK, Aug. 2.—Thatcher Glass Manufacturing Company net sales for the 12 months ended June 30 were \$23,432,964, largest in the firm's history. Net profit after taxes and all charges was \$793,047.

For the same period ended June 30, 1951, net sales totaled \$22,103,436, with a net profit of \$1,317,659.

Milw. Ops Plan Charity Drive

MILWAUKEE, Aug. 2.—A group of civic-minded game and music operators have banded together as industry representatives of the Community Chest drive.

The group thus far includes Jim Stecher, Len Capar, Sam Hastings, Clyde Nelson, Doug Opitz and Ken Kulow. They have pledged to line up the city's operators and encourage either direct donations or special fund raising promotions thru coin-operated equipment.

Simon Eyes Horse Reps

NEW YORK, Aug. 2.—Albert Simon Inc., national distributor for the Gallop'n Beauty mechanical horse, reported this week shipments had been increased and therefore the firm was lining up territory representatives.

The horse is made of Selectron, measures 48 by 24 by 56 inches from floor to mane, weighs 375 pounds and has a slug reactor on its hitching post. The horse requires no lubrication and has a 1-2 hp sealed ball bearing speed motor.

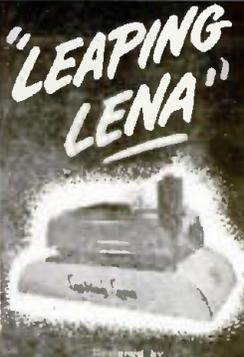
D. Friedman's Father Passes

BRIDGEPORT, Conn., Aug. 2.—David Friedman, 71, father of Joseph (Red) Friedman, veteran coin machine man and owner-operator of Crystal Palace here, died July 26 in New York. Burial took place July 27 in Loyalty Cemetery, Fairfield, Conn.

Friedman is also survived by his widow, Rose; a daughter, Mrs. Molly Kesselman of Pennsylvania; six other sons, Harry of Bridgeport, Conn.; Bernard, Norwalk, Conn.; Irving, U. S. Army; Murray and Isadore of California, and Isaac, New York; three brothers, Jack and Max, New York, and Isadore, Philadelphia, and a sister, Mrs. Anna Shelber, New York.

PEORIA, Ill., Aug. 2.—The Watson and Waugh Phonograph Service Company, a juke box operating firm owned by Kit Watson and Jimmy Waugh, has been sold to Charles Siney, of Telematic Music, secretary-treasurer of the Central States Phonograph Operators' Association.

Watson plans to concentrate on a tavern business he owns, and Waugh plans to retire. The route was described as one of the best, collection-wise, altho it is not the largest in the Peoria area.



"LEAPING LENA"

World Famous Manufacturer of Amusement Rides

Sensational new coin machine for Dime Store and Super Market Locations. Auto goes thru all of the motions encountered in actual road conditions. Foot accelerator allowed the child to increase the motion to any desired speed. Our large factory and modern production methods allow us to sell at sensible prices. Write today for full information.

KING AMUSEMENT CO.
Mt. Clemens, Mich.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

Help Wanted

Pin Ball Mechanic wanted: good pay and good working conditions; must be sober. Write Box 547, Billboard, 188 W. Randolph St., Chicago 7, Ill.

Parts, Supplies & Services

Attention, Bulk Vender Operators. Now you can prevent spoilage from dampness; our new patented aluminum dehumidifier for "Victor" and "Acorn" bulk vendors keeps merchandise fresh in the dampest weather; guaranteed to keep salted nuts crisp; fits under machine's cover; no installations required; out of sight; harmless to merchandise. Leave machine interior in one piece; will last for years; when indicator shows unit needs recharging simply place in kitchen oven for 30 minutes; change your salt; weather headaches into an easy, profitable operation; unit complete \$1 each postpaid Franklin Products, P. O. Box 2850-B, Washington 13, D. C.

Shelflife Aflay Packs for manufacturers and distributors; we have the finest two-sided pack in the market for use on all Shelflife Aflays. It's highly polished and plated; guaranteed the finest in the world; and we offer it at the lowest price in the field. Write, wire, phone for quantity prices and samples. Goodyear Products Corp., 410 N. Broad St., Elizabeth 3, N. J. Elizabeth 2-0009

Best buys in bulk orders and supplies write for literature "Cameo Vending Service, 432-B W. 42nd St., New York 18, N. Y."

For Sale—10,000 used Phonograph Records; make offer; sell any amount; A & G Amusement Co., Hannibal, Mo.

USED (e.g.) CANDY, NUT, BALL GUM VENDERS BOUGHT, SOLD, EXCHANGED. All Parts, Coin Wrappers, Coin Counters, Tab Gum, Panned Candies, Cast Iron Stands, Top Plates for 2 Vendors, Top Plates for 3 Vendors, Ball Gum \$10, 170, 190, 24c per lb. in case lots (25 lbs.), Lumbo Size Ball Gum, 25c per lb. in case lots (25 lbs.), Chocophly Ball Gum \$10, 170, 190, 24c per lb. in case lots (25 lbs.), Choc. Treats, 300 count, 45c per lb. in case lots (25 lbs.). All prices f.o.b. factory. Write: King & Co., Distributors of Northwestern Model 49 and Tab Gum Vendors, 2700 W. Lake St., Chicago 12, Illinois

Sensational Girl Art Model Movies for your Panoram; all new titles, sample 100-ft reel \$4.25. Elsa Publications, Box 566, San Diego 12, Calif.

NEXT TIME TRY A DISPLAY-CLASSIFIED AD

This sized ad will cost you only \$28 for 1 insertion. . . One half this size will only cost you \$14! For complete information see the Handy Order Blank.

DO IT . . . TODAY!

Stamp folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LC10247-7-1448.

Routes for Sale

Booming 24-hr. Las Vegas; juke boxes. Slots; net \$1,000 plus per month; plenty room for expansion. \$25,000. 1/2 down. Box 542, c/o Billboard, Chicago 1, Ill.

For Sale—Business that has been going for 20 years, same owner; 50 music, 25 tables on location, Philadelphia, Pa. Apply: Box M-17, Cincinnati, O.

Used Coin-Operated Equipment

A-1 Bargain: Cigarette and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2932 Milwaukee Ave., Chicago, Ill.

Antique music in perfect condition, equipped with 10 coin chutes; operating piano, Seeburg piano equipped with Hupé, Mason, Wiggins piano, xylophone and drums; 24-selection Edison tubular records. Regina with 43 discs, Mills single Edison record equipped with fortune telling, Mills Violano; write for prices on all the above; Metal Strooper, Metal Typers, Lifters, and many other arcade pieces, write for list. Wilson Operating, P. O. Box 1271, Tulsa, Okla.

Cee-ett IQ-Ball Machine, like new, \$50 each f.o.b. Norfolk, 117 Nelms Ave., Norfolk 2, Va.

OPERATORS

DON'T MISS THIS SALE!

50 Master and Northwestern Ig Nut and Ball Gum Vending Machines; guaranteed as new; used only 1 month; while they last, only \$7.95; full cash with order; order from this ad; first come, first served; orders shipped same day received.

Dialo Will Treat You Right. DIXIE VENDING COMPANY, P. O. Box 1370, Lakeland, Fla.

For Sale—Bally Coy Island, Bright Spot, Spot Lite \$400 each; A-1, used four weeks; Atlantic City, used three weeks, \$450 each. Rotar Dist. Co., 1606 Elmwood Ave., South Bend 28, Ind.

Rock-Ola 1428, Blonde, Very Clean	\$300.00
A.M.I. Model C	450.00
Chicoin Hit Parade and Stand	175.00
Like New	300.00
Exhibit Shoona-Ling, Like New	300.00
Exhibit Sea Shooter, Good as New	200.00
Edico, Star Bowlers, Wood	600.00
Balls, \$225.00; 3 for	350.00
Chicoin Derby	400.00
Seeburg Bear Gun	275.00
Willya, 800 Records	150.00
Approx. 800 Records	150.00
United 5-Player Bowlers, For 265.00	
United De Luse 6-Player Bowlers	375.00
South Pacific	99.50
Madison Square Garden	139.50
Camel Caravan \$94.50 El Paso	54.50
Camel Caravan 73.50 Thing	73.50
All Pin Tables Very Clean—Have Had Little Use	
Bally Special Entries	\$ 40.00
Bally Champion	75.00
Chicoin Bowling Classic	75.00
WOLF DISTRIBUTING CO.	
8600 W. Colfax Denver, Colorado	
Phone: Belmont 3-4074	

For Sale—2 postwar Phonomatics, excellent condition; coin chute takes only silver quarters for one framed picture; plenty extra frames and supplies; will deliver and set up ready to operate within 20 miles of Philadelphia; \$500 each; \$1000 per. Tri County Amusement, 307 Nica Ave., Jankintown, Pa.

For Sale—Wilton Coy Berardelli with stand, \$95 each; Williams All Stars, \$45; Williams Star Series, \$69.50; Exhibit Jet Gun, \$185; Semifinals location Peckering, \$40. C. C. Nugger Skee Ball, \$115; Keeney Submarine, \$85; Pitchem & Balam, \$135; Exhibit Gun Parrot, \$195; Western Baseball, \$45; Game Whiz, \$10. King-Fin Equipment Co., 826 Mills St., Kalamazoo, Mich.

For Sale—Mills Jennings, Pace, Waring Betts, Double Ups, Super Bonus, Singlet-Twins; beautifully reconditioned; Evans Games, \$100; used; Closest Betts General Coin Machine Co., 225 N. 9th St., Philadelphia 7, Pa. Walnut 2-4378.

For Sale—New Colt Driver, or will trade on coffee or multiple drink machine; make offer. The W-B Co., 57 Vesper St., Akron 10, Ohio.

Packard Wall Boxes, late type, chromed, \$7; Seeburg WS22, good condition, \$1.50 each. Advance Music Co., 1606 Grand, Kansas City, Mo.

Will take best offer: 1 each Gold Ball, Step Up, Honey, Chicoin Baseball, Big 60, Havana, Flamingo, Opportunity, Oscar, Flat Top, Rio, Laura, Nevada Battle Card, Barrel Roll, Skee Ball, Advance Roll; 2 each Bally Carnival Chateau, Packard Manhattan, Seeburg Voguees, Cems; Rock-Ola Supers, Standards; Seeburg Hi-Tone, Classics, Cammie; Algon Concoets, E & R Sales Co., 813 College Ave., N. E., Grand Rapids 5, Mich.

Will buy consoles or slots for export or sell same in Kentucky or Nevada or export Eugene Porter, 2600 South Belmont, Ashland, Ky.

Will trade Turb Rings (like new) for music, cigarette or any other coin machine equipment. Rutyon, 123 West Runyon St., Newark 8, N. J.

15 five Bells; 4 Phonographs, \$600. Mills, 121 Dutch Rd., Charleston 2, W. Va.

Wanted to Buy

Will buy up to million used juke box Records; must know accurate quantity of each make; some must be packed ready for shipment. Southern Vending Co., 904 Sixth Ave., N., Birmingham, Ala.

Wanted to Buy—Advance 4-Columa Cigarette Machines; how many, what price. T. O. Thomas Co., Paducah, Ky.

Wanted—100 Ball Gum Vendors and Grippers; write price, make how many, Ingram, Box 1032, Greenville, S. C.

16 MM. and 35 MM. Sound Projectors, portable. Box 114, The Billboard, 654 Broadway, New York.

Admen of every kind Endorse The Billboard as a TOP SELLING FORCE

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

Display Classified
 Regular Classified

2: Now check off the classification you want your advertisement to appear under:

Agents and Distributors Wanted
 Help Wanted
 Parts, Supplies and Services
 Positions Wanted
 Routes for Sale
 Used Coin-Operated Equipment
 Want to Buy

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:

Next 6 issues Next 4 issues Next 3 issues Next issue only

\$ _____ Payment enclosed Bill me

Name _____

Address _____

City _____ Zone _____ State _____

ADVERTISING RATES

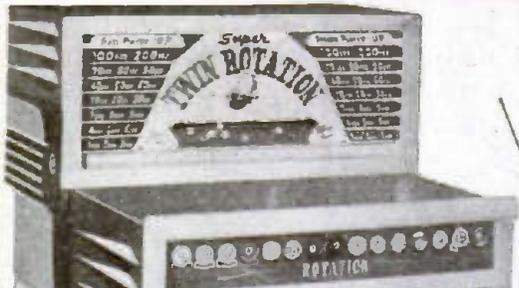
REGULAR-CLASSIFIED	DISPLAY-CLASSIFIED
Usual word ad, one paragraph, no display first line set in 6 or 8 pt. bold, balance a 10 pt. regular type	Any advertisement using display make-up or white space. Figures space between boxes of 100 characters normally only on ads of 20 lines or more.
Per word	Per word line
2 or more consecutive or 14 insertions, per word	1st word line
25 consecutive insertions, per word	2nd word line
Minimum \$5.	3rd word line
	4th word line
	5th word line
	6th word line
	7th word line
	8th word line
	9th word line
	10th word line
	11th word line
	12th word line
	13th word line
	14th word line
	15th word line
	16th word line
	17th word line
	18th word line
	19th word line
	20th word line

Pieces include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 7, ILL.

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!

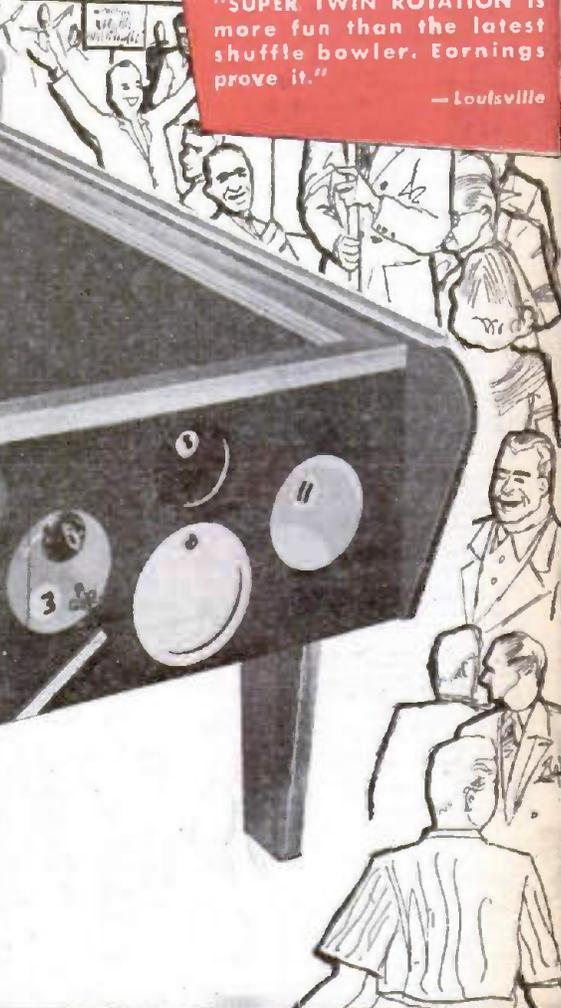


EXHIBIT SUPPLY

OF THE PARTY!

ROTATION

THE ELECTRONIC SENSATION!



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.

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

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."

**SEE IT!
PLAY IT!
ORDER
YOURS
TODAY!**

- ALBERTA VENDING MACHINES, LTD.
109 Seventh Ave., E. • CALGARY, ALBERTA, CANADA
- ATLAS MUSIC CO.
221 Ninth St. • DES MOINES, IOWA
- BANNER SPECIALTY CO.
199 Girard Ave. • PHILADELPHIA, PA.
- BANNER SPECIALTY CO.
1508 Fifth Ave. • PITTSBURGH, PA.
- BIRMINGHAM VENDING CO.
540 Second Ave., No. • BIRMINGHAM, ALA.
- BORDER SUNSHINE NOVELTY CO.
2919 N. Fourth St. • ALBUQUERQUE, N. M.
- LYN BROWN CO.
1909 West Pico Blvd. • LOS ANGELES, CALIF.
- BUSH DISTRIBUTING CO.
286 N. W. 29th St. • MIAMI, FLA.
- BUSH DISTRIBUTING CO.
60 Riverside Ave. • JACKSONVILLE, FLA.
- CLEVELAND COIN MACHINE EXCHANGE
2021 Prospect Ave. • CLEVELAND, OHIO
- COPELAND DISTRIBUTORS
900 N. Western • OKLAHOMA CITY, OKLA.
- EMPIRE COIN MACHINE EXCHANGE
1014 Milwaukee Ave. • CHICAGO 22, ILL.
- FIRST DISTRIBUTORS
1750 W. North Ave. • CHICAGO, ILL.
- GENERAL DISTRIBUTING CO.
2814 Main St. • DALLAS, TEXAS
- GENERAL VENDING SALES CORP.
245 W. Bidella St. • BALTIMORE 1, MD.
- GINSBERG MUSIC CO.
ROSWELL, NEW MEXICO
- T. B. HOLLIDAY CO.
727 Main St. • COLUMBIA, S.C.
- LIEBERMAN MUSIC CO.
257 Plymouth Ave., No. • MINNEAPOLIS, MINN.
- MODERN DISTRIBUTING CO.
3222 Tapan St. • DENVER, COLO.
- MIKE MUNVES CORP.
577 Tenth Ave. • NEW YORK, N. Y.
- REDD DISTRIBUTING CO. INC.
298 Lincoln St. • ALLSTON, MASS.
- REDD DISTRIBUTING CO. INC.
611 Union St. • WEST SPRINGFIELD, MASS.
- A. P. SAUVE & SON CO.
7525 Grand River Ave. • DETROIT 4, MICH.
- SOUTHERN AUTOMATIC MUSIC CO.
735 So. Brook St. • LOUISVILLE, KY.
- SOUTHERN AUTOMATIC MUSIC CO.
240 Jefferson St. • LEXINGTON, KY.
- SOUTHERN AUTOMATIC MUSIC CO.
3011 E. Maumee Ave. • FT. WAYNE, IND.
- SOUTHERN AUTOMATIC MUSIC CO.
129 W. North St. • INDIANAPOLIS, IND.
- SOUTHERN AUTOMATIC MUSIC CO.
1000 Broadway • CINCINNATI, OHIO
- DAN STEWART CO.
140 East Second South St. • SALT LAKE CITY, UTAH
- UNI-CON DISTRIBUTING CO.
3410 Main St. • KANSAS CITY, MO.
- UNITED DISTRIBUTORS, INC.
513 E. Central • WICHITA, KAN.
- UNIVERSITY COIN MACH. EXCH.
852 N. High St. • COLUMBUS, OHIO
- VARIETY DISTRIBUTING CO.
585 Grant St., S.E. • ATLANTA, GA.
- W. B. DISTRIBUTING CO.
1012 Market St. • ST. LOUIS, MO.
- WESTERN DISTRIBUTORS
1226 S. W. 10th St. • PORTLAND, ORE.
- WESTERN DISTRIBUTORS
3126 Elliott Ave. • SEATTLE, WASH.

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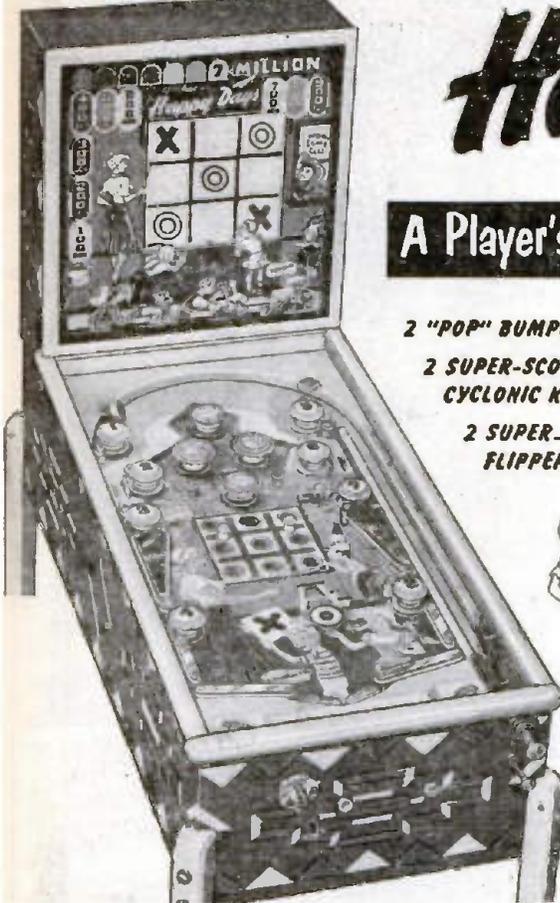
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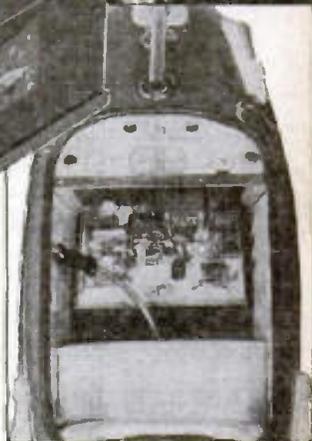
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Atomic Jet is a handsome realistic model of a super-sonic jet plane. Specifications: Base—24"x48"; overall length—72". Weighs 325 lbs. (Approximately). Operates on standard 110 volt AC current.



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All parts are removable with thumb screws, switches, and Jones plugs—making Atomic Jet unequalled technically. A schematic diagram of its electrical construction is shipped with each machine.

ATTENTION OPERATORS!

**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 . . .

**Active Amusement
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 Choice Territories
 Are Now Open!

SEE ATOMIC JET — THEN ORDER IT! AVAILABLE FOR IMMEDIATE DELIVERY!

Manufactured by NASCO exclusively for
CONAT SALES CO., INC.

EXCLUSIVE WORLD WIDE DISTRIBUTORS

631 10th Avenue, New York 36, N. Y. • Circle 6-4100



IT'S HERE! COMBINES MORE ATTRACTIVE PLAY-INCITING FEATURES THAN EVER TO LOAD UP YOUR CASH BOXES!



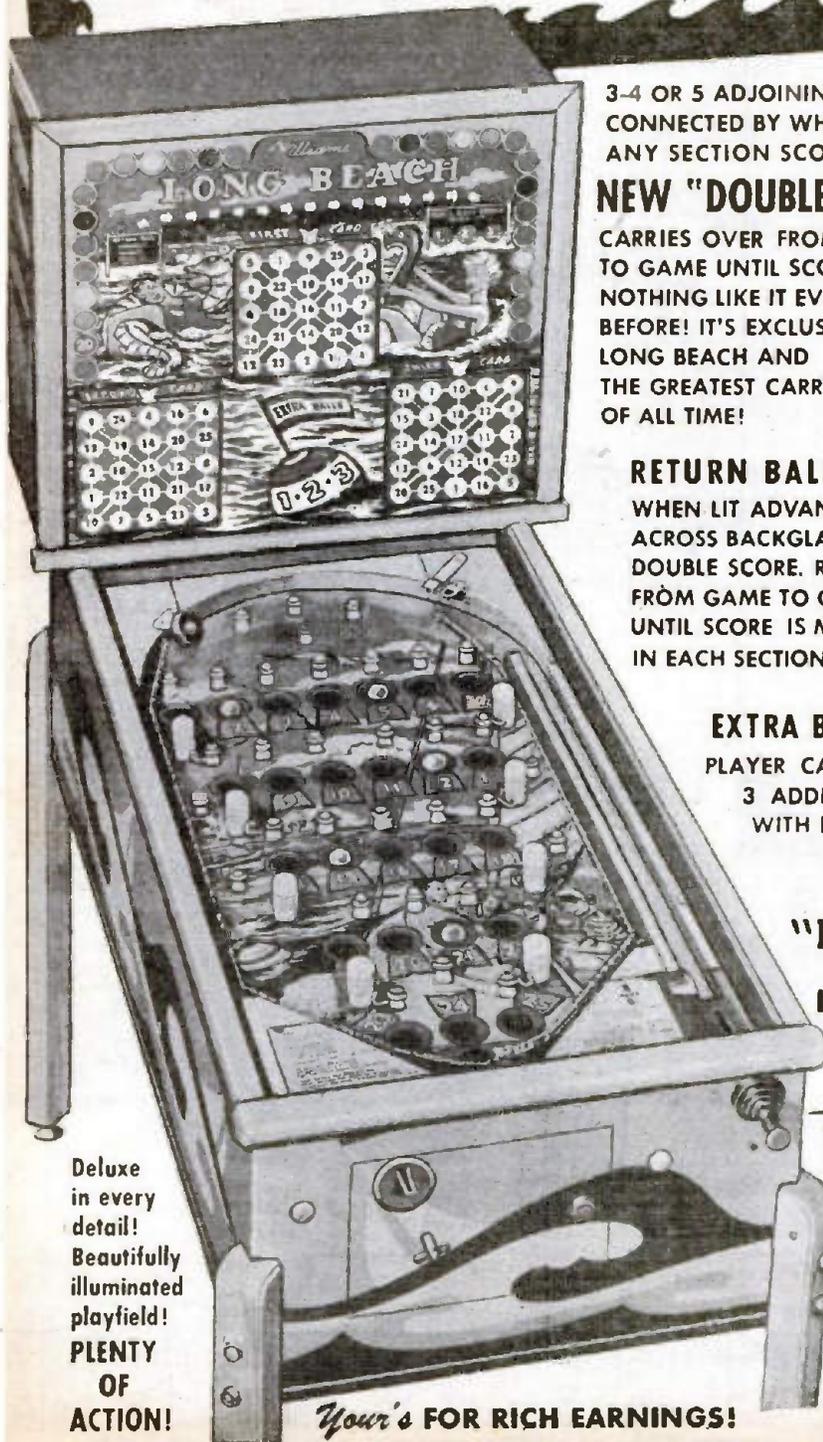
New!

Williams

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!

Your's FOR RICH EARNINGS!

CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILMORE ST. CHICAGO 24, ILL.

Ride THE CHAMPION

by Bally®
GREATEST MONEY-MAKER

IN THE ENTIRE AMUSEMENT INDUSTRY!

TRADE MARK REGISTERED

- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

10¢
A RIDE

RETRACTABLE CASTERS FOR EASY MOVING

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-hole . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

RIDE THE CHAMPION 10¢

REQUIRES ONLY
22 IN. BY 44 IN.
FLOOR SPACE
110 VOLT
A. C.



THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.

Typical crowd of junior cowboys and cowgirls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety store.

Through canyons of canned goods, a junior cowboy rides THE CHAMPION Ballyhorse in a Texas grocery store.

CHAMPION is a registered trademark

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

PALM BEACH
See Page 112



6
PLAYER

Chicago Coin's
10th FRAME BOWLER

**"JUST LIKE"
REGULATION BOWLING**



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.

- Features*
- HIGH SCORE OF THE WEEK
 - INDIVIDUAL SCORE DRUMS
 - 7-10 SPLIT PICKUP
 - JUMBO "FLY-AWAY" PINS
 - FORMICA PLAYFIELD
 - REBOUND 20-30 SCORING

**IT'S TIMELY! — TERRIFIC! —
— THRILLING!**



Chicago Coin's
**5-BALL HIT
BIG HIT**

HOME TEAM
vs VISITORS
with
FAST
"CROSS FIELD ACTION"

5
BIG
WAYS
TO
WIN

2 "HOME RUN"
TARGETS
2 POWER
FLIPPERS

HIT SCORING
LANES LIKE
EXTRA SPECIAL
KICKOUT POCKET!

Chicago Coin's
BAND BOX
AN ANIMATED SPEAKER



Play HIT TUNE OF
THE WEEK

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

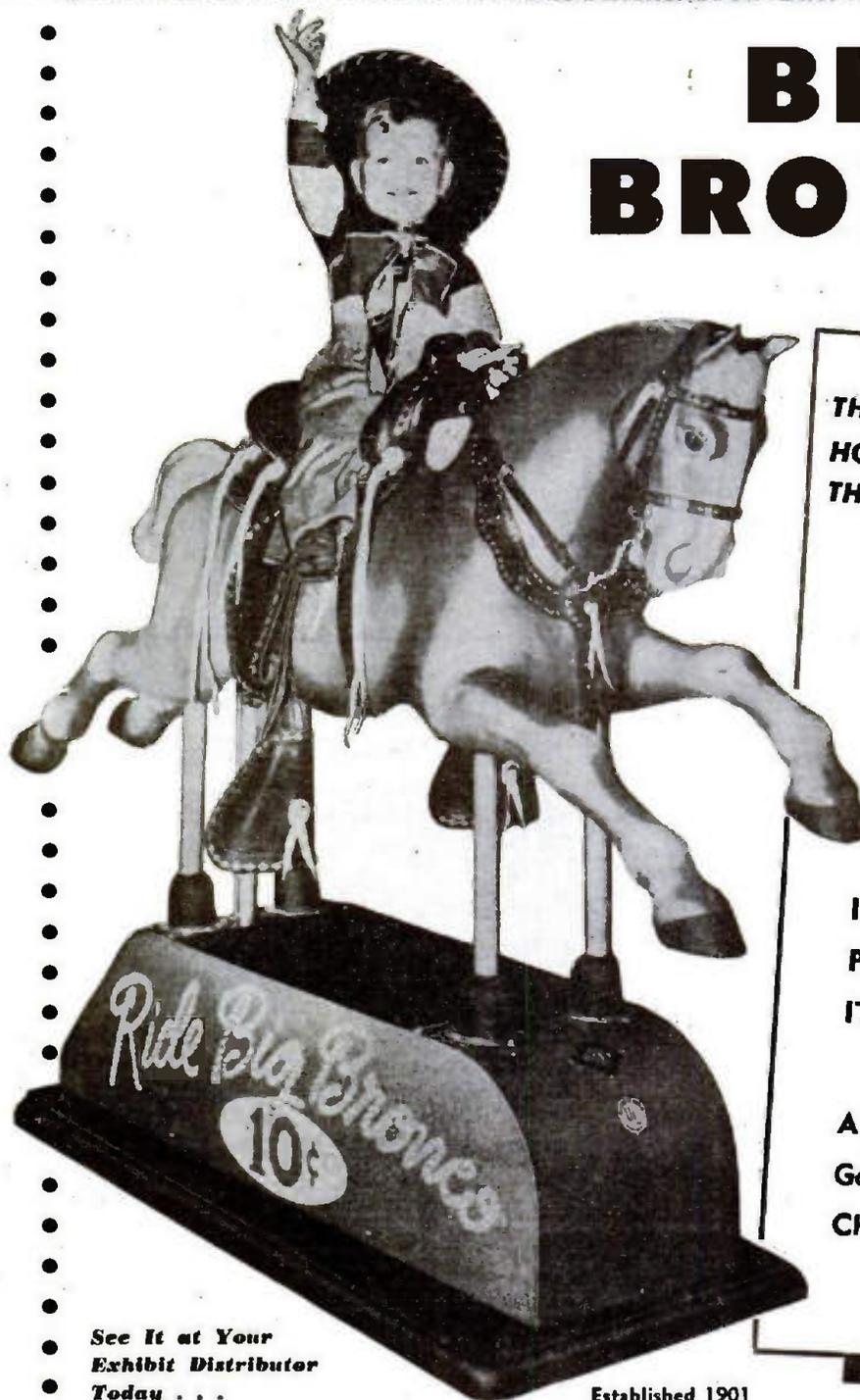
SIZE: 2 FT. x 4 FT. x 2½ FT.
SEE YOUR DISTRIBUTOR

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

SPECIALLY 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 . . .

Established 1901

EXHIBIT SUPPLY

4218-30 W. LAKE STREET

CHICAGO 24, ILLINOIS

UNITED'S

Stars



Spottem Feature

SPOTS 1 TO 6 NUMBERS FOR EXTRA COINS.

Double Score Feature

DOUBLE SCORE ON FIRST, SECOND OR THIRD CARD OR ALL THREE CARDS FOR EXTRA COINS.

Extra Ball Feature

1, 2 OR 3 EXTRA BALLS CAN BE PURCHASED AFTER ONE OR MORE OF THE FIRST 5 BALLS HAVE BEEN PLAYED.

Method of Scoring

THREE, FOUR OR FIVE IN-LINE-SCORING...
DIAGONAL, VERTICAL AND HORIZONTAL.

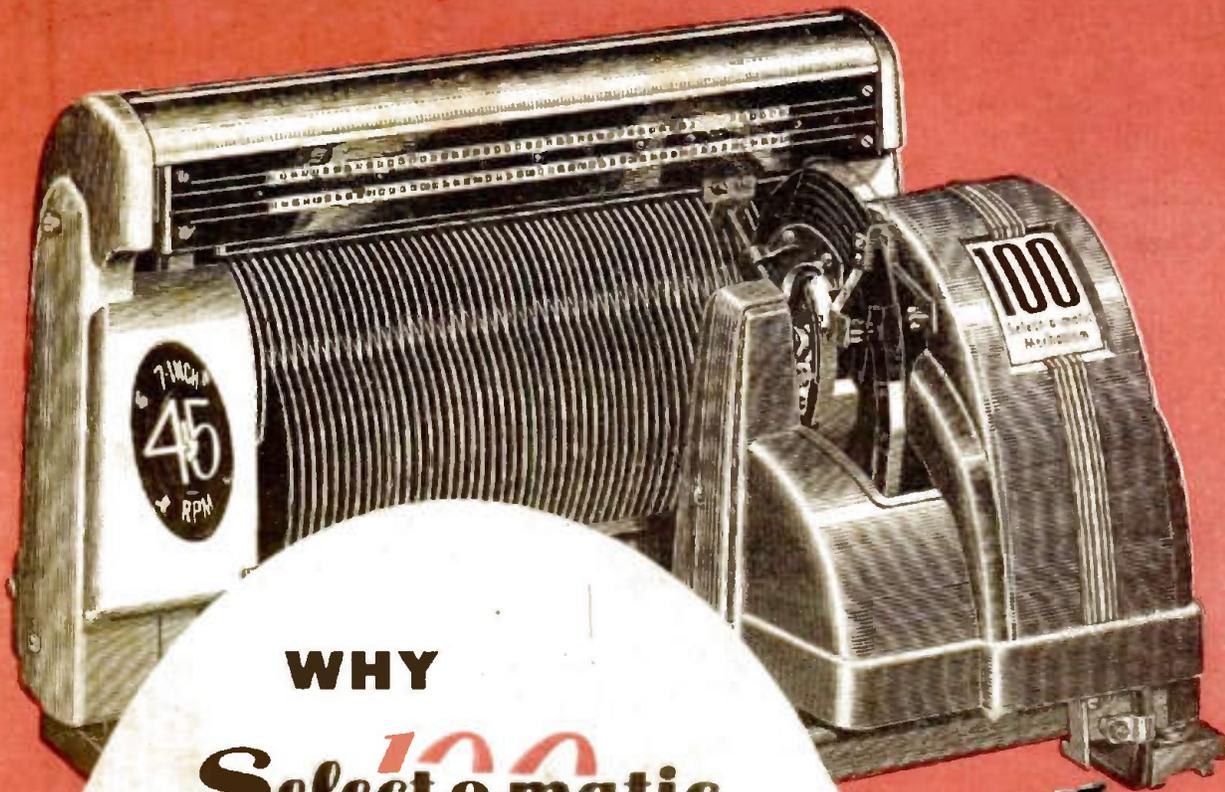
SEE
YOUR
DISTRIBUTOR

Serviceability

EASY TO SERVICE...
MECHANISM LOCATED
IN BACK BOX AND ON
HINGED BACK DOOR.

STANDARD PINBALL CABINET SIZE.

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."



COMPLETELY EQUIPPED FOR:

- Remote Control
- Scientific Sound Distribution
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Nothing to Adapt!
 Nothing to Convert!

100

Selections at the phonograph



100

Selections anywhere in the location



THE BEST MUSIC PRODUCED BY
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 50th ANNIVERSARY
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
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