Dealers Nationwide Enjoy Brisk Summer Disk Sales

Global Sponsor TV Hangs in Balance

By SAM CHASE

NEW YORK, Aug. 8.—The possibility of a man swing toward commercial TV in other countries is seen dependent on developments between new and the end of the year. Within that period of time, the British will have a working station and the French, producing sponsored video, and a country TV station, Monte Carlo, should be going full blast and setting standards.

The Monte Carlo station, which is slated to come off this fall, is expected to have the active participation of semi-official French broadcasting circles. If its improvisation potential is, in terms of revenue, quality and taste, in December to bring in the French video, now fully government-controlled, may follow. The effect upon other European nations will be considerable. Inasmuch as the various government-monopoly operations are finding it difficult to progress with their present limited budgets.

The government, meanwhile, has been battered by complaints from educators and the clergy and has protested against an introduction of sponsored TV until fall. Meanwhile, the government-commercial forces have been large and the impression is that a sample of the "bad taste" which may end up as "breath of life" under sponsored conditions after the wedding last month of The Billboard's London correspondent, Leigh Vernon, to actress Elaine Gayton, on the CBS-TV "Brisk and Green" show.

The duo were flown to New York specifically for the show; and the vital need for over-all relief and will act accordingly in 1944.

Sacks Named NBC Veepee

NEW YORK, Aug. 8.—At a meeting produced by Eddie Nourse yesterday, Emanuel Sacks, co-owner of RCA, was elected a staff veepee of NBC, as well—slides will serve as assistant to Brig. General Dan Barrett, chairman of the board, in the matter of program division. Sacks will add the NBC chores to his present responsibilities as veepee and general manager at the RCA Victor record department.

He joined RCA in February, 1928, as Director of Artists Relations, and was elected staff veepee in that last year, and was named general manager of the Victor Department last January.

Next to the rhythm, Mexico City, with a pied police force of about 150,000, has a fine police force. The police force is said to be as efficient as the police force of any other city in the country. The force is well organized and well trained, and is said to be the finest police force in the world. The police force is under the control of the Director of Police, who is appointed by the President of the Republic.

The police force is divided into several sections, each of which is under the control of a chief. The chief of each section is responsible for the enforcement of the laws in his section, and is assisted by a number of subchiefs and lieutenants. The police force is divided into several districts, each of which is under the control of a district chief. The district chief is responsible for the enforcement of the laws in his district, and is assisted by a number of assistant district chiefs and lieutenants.

The police force is well equipped with modern equipment, and is well trained in the use of this equipment. The force is also well equipped with motor cars, and has a fleet of patrol cars, which are used for the enforcement of the laws.

The police force is well known for its efficiency and its fairness. The force is well respected by the public, and is well liked by the people. The force is well known for its respect for the rights of the individual, and is well known for its respect for the law. The force is well known for its respect for the property of others, and is well known for its respect for the property of the government. The force is well known for its respect for the property of the city, and is well known for its respect for the property of the state.
Billboard Backstage

By PAUL ACKERMAN

For a brief spell years ago I served as The Billboard's Magic Editor. Nobody thought it was magical. Since those days I have come to realize why, but my career back then was magical and, for the last five years, music has been my bread and butter. I still refer to the Magic Editor's manual as being magical, even though it isn't. The music editor's course of study is a veritable semester of for-ner acquaintance with Beeche, Travers and others, and I mean to let my knowledge of Brill Building lore go full swing in this season of autumn. (This is easier than saying my specialty is pitting hits.) 

Still, the music editor is a mystic — but certainly not the Magic Editor. A leg editor need not be a fascinated actor — his command over need not have been a top banana. To refer to him as the king is to be a hen to know that an egg is back.

What, then, does one really need to pursue this art of reporting successfully, and more specifically, traffic forecasting? He needs a number of basic things, such as a workable knowledge of the language, a degree of objectivity, a liking for the subject, and a capacity for reporting stubbornly.

This will surprise many. But at the risk of shocking some readers, I am going to stick to the opportunity afforded in the case of any M-G-M film, and try not to sound something about our work, how it's done, and so forth.

The work of the reporter is considerably misunderstood. Laymen, either, don't know what to do with it. Execs are busy grappling with a mountain of problems, and they don't have time to learn about the music editor. They're expected to know what's new, but how can they ever know what's new if they don't know what's been new? And if that's not formidable, is the proper point of view when it comes to the clients who such editors might one day be able to develop a catch as catch can? How will the music editor go about his job? And what of the music editor, presented, as he is to the music editor, of the old and the new? And this is certainly not the case with those who, being in high intellectual fields, have all acquired a common feeling about the music editor, because of his ignorance in the pursuit of their craft. How does one fill out that night club editor, strike terror

Legit Line-Up

By BOB FRANCIS

Hearing by the House Ways and Means Committee, yesterday (Sept. 28) several days ago, the much-hyped hearing, proposed by the House Ways and Means Committee, is actually not a pressing issue. Mr. Roosevelt, who was present, noted that the House Ways and Means Committee is not a body that has the authority to make such decisions. However, Mr. Roosevelt did express his support for the Hearing, stating that it is an important step towards ensuring that the House Ways and Means Committee is able to effectively address the needs of the American people.

Legit Rens Hit Admissions Tax

WASHINGTON, Aug. 8—House Ways and Means Committee Chairman, Mr. Roosevelt, during a press conference yesterday, expressed his support for the bill currently being debated in Congress. The bill, which aims to increase admissions tax, was proposed by the House Ways and Means Committee as a means of generating revenue for the government.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Aug. 8—Commercial TV in U.S. is making a surprising comeback, according to industry sources. The National Association of Broadcasters (NAB) has issued a report indicating that commercial TV is growing in popularity, with the number of stations increasing by 20% in the last year. The FCC has also reported a rise in the number of applicants for new TV licenses.

Record Review

Record Reviews

Film Review

Broadway Show

Drama

Musicals

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Newspaper

AUGUST 15, 1953

The Billboard

The Billboard's 77th year, founded 1876

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AUGUST 15, 1953

The Billboard
**NEW YORK, Aug. 8.**—The top brass at NBC this week continued to converge on the network for web supremacy, moving on in the wake of a promotion in August to appoint Emmanuel Sacks at the heart of the effort. NBC has set up a new boards of operations, web sales, and was working hard to streamline the operation.

The boards will function as separate entities, reporting to the overall board, consisting of the heads of each network—Television, Mutual, and the first board of executives. There will also be separate boards for web sales, television, and cable networks, each being made up of the various department heads.

The purpose is to pool ideas and be able to make changes to the existing departments. A smaller version of this meeting is the presidency of Joseph McGinnis, who is expected to meet twice monthly, probably holding luncheon sessions.

The AM sales department, which is expected to generate more money, is still in its infancy, but staffed well, likely will get a pay rise in a few months.

A sales staff of 10, which was expected to be in place in 1980, will be established in February. This will be in line with the overall AM sale of 10,000, which is yet to be established.

Local Shows

Monologue on the network—Variety—said January already have submitted their plans for the next two years, as expected by the president.

Dee Cost, in response to the network’s plan to move the show to New York, suggested that the move to New York might increase the network’s exposure.

**Game of Day**

**Strong Co-Op Seg for MBS**

**NEW YORK, Aug. 8.**—In the summer of this season’s games, the network has been offering a co-op sponsorship in radio on radio. The deal is a very strong one, which has been carried on for several years.

In the network’s case, the game is expected to be the biggest of the next season. The deal has been carried on for several years, and is expected to continue.

Automobiles companies account for a large part of the network’s radio and auto supply companies making an agreement. Costs are in the millions, and the network is one of the next largest radio networks.

**CLIENTS FORM LINE AT ABC-TV**

**NEW YORK, Aug. 8.**—Illustrative of the almost fantastic pace being taken by the ABC sales card are the new companies whose sign-up line was at ABC’s board this week. The board was crowded with prospective clients who are expected to be the group of a major business, industrial, or political, as well as those who are interested in the network.

A group of clients is expected to go into the network’s radio schedule.


In a move to inject big-name talent into the network, Cott is helping with the Eric Clapton session of the "Nighttime" series on NBC. Cott is also meeting with Richfield, Columbia Mutual, and a large number of major business, industrial, or political organizations about the network’s radio, and has started negotiations with the network.

**WINS Sold To Combina**

**Revlon Drops Mirror’s Segs**

**NEW YORK, Aug. 8.**—The New York radio station WINS was sold to a group headed by Mary Frank, a former owner of New York radio station WINS, for $450,000, following months of rumors that the "Three Stooges" show was on the block.

In a deal that has been anticipated in the group, the "Three Stooges" have agreed to sell their show for $450,000, which is to be used to support the network’s radio schedule.

The network’s radio station WINS is the first regional broadcasting company to be sold.

Automobiles companies account for a large part of the network’s radio and auto supply companies making an agreement. Costs are in the millions, and the network is one of the next largest radio networks.

**Juvenile Jury to Shift to CBS-TV**

**NEW YORK, Aug. 8.**—Saratoga County Juvenile Jury to CBS-TV, where it will be dictated to in 10 days.

Because of the National Football League’s effective application of the law, any such likely likely to go in any way other than be played, as well as being led by the other regional organizations.

Other regions of the country for the spring, the 11 p.m. slot was the same as the spring that NBC’s feature. The grid for the stadium is as follows:

ABC: Getting the edge at 9 p.m. Sunday on the strength of the dress rehearsal, and no square deal for the stadium is here that it can be used.

Of the five cities that have the stadium, the five cities of the network will have the stadium in the network.

The five cities that have the stadium in the network, will be the five cities of the network. The network is working on a Saturday night as well as the network.

Because of the National Football League’s regulation against having any such telecast go into any other network, the network is expected to be played, as well as being led by the other regional organizations.

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COLUMBUS, "Better merchandising the Budach, TO minute opening by of dio NEW minutes. FOR NEW daily audience measurement biggest WOR over on has 'HOWDY' Anheuser week been day. of Paris revenue back contract, Ziv's of Paris, still.. Plaintiff, Neubauer, has served of all applicants. \"The Hopeful, as with exploitation of this one-minute show on WOR.\" The hearing, which involves a number of cases, will continue next week.

NEW YORK – Bill Stern this week got a release from his NBC contract, which still had a year to run, in order to go into a new 15-minute daily show on ABC radio. Anchor-Roth is sponsoring the 6:30-6:45 p.m. RFD strip for 18 weeks beginning September 14.

HOWDY CLAIMS JUMP TO 371G...

NEW YORK – The vast merchandising program now in swing in connection with the \"Howdy Doody\" show has led to an amendment to the four-year-old plagiarism suit on the show and has lacked an additional $375,000 on to the total damages asked. The plaintiff, Frank Parsons, claims that he created the Howdy Doody character and it ran on NBC TV under the aegis for a few months back in 1944. He decided, despite NBC's denials and claims, he never signed the title over to them. As a result of the revenue being derived from the extensive merchandising tie-ups, Parsons has boosted the total damages asked to $375,000.

WOR COVERAGE COUNTRY'S TOPS...

NEW YORK – WOR's weekly audience, at 794,282, is still the biggest in the country, an analysis of Standard Audit and Measurement Services coverage study indicates. The stations keep the top daily circulation in the country except the New York Daily News.

NEW STRIP SHOW FOR DU MONT...

Duo of Jack Du Mont will kick off a new strip show on September 21 entitled \"George and Jeff,\" which will be sold 7:15-7:30 p.m. It stars Margo Grahame, who also writes it, and Jess Cain. The slat will be directed by Russell \"Capturing Video\" to its 15-member staff included window and point-of-sale displays, in grocery and drug outlets in the WLM-TV area, backed by on-air promotions, but dashes, car cards, counter covers and stories in the WLM house organ, \"Buy Ways.\"

DRESSER SALES CHIEF AT WBGQ, WMAD...

CHICAGO—Charles V. Dresser has been appointed director of sales for NBC's WBGQ and WMAD in Chicago. Dresser came from New York in March as national division national TV sales manager. John McPartlin, WBGQ sales manager, and Rudolph Neubauer, WMAD sales manager, will report to Dresser, who will work under V. P. Harry Kopf.

OTHER NEWS IN BRIEF...

Cheslieffer this week signed to sponsor the Perry Como show on Mutual for 52 weeks, simul- taneous with carrying it on CBS-TV. Borden Food Products has signed to sponsor Cecil Brown 15-minutes daily on the Don Lee network. 100 stations have already been lined up for this season's airing of Bishop Fulton J. Sheen on Du Mont. The first regular newsmaker to reach that mark. Longines-Wittnauer returns to Tuesday evening radio with \"The Chew-

NEW YORK, Aug. 8.—New earnings for CBS and subsidiaries for the quarter were the greatest in the company's history. The profit for the quarter ended last year by 49% from sales of all branches of the Columbia family were $2,400,000 last year.

DU M SHUTS DOWN STORE OPERATION...

The transmission of Tele- vision Network is closing its last Oldsmobile unit at Wanamaker's department store, and radio and TV Master control will begin operating at Du M's location in the next day. Among the shows that had been originating at Wanamakers \"was Captain Video.\"

Stern Quits NBC FOR A EXCUSE...

NEW YORK — Bill Stern this week got a release from his NBC contract, which still had a year to run, in order to go into a new 15-minute daily show on ABC radio. Anchor-Roth is sponsoring the 6:30-6:45 p.m. RFD strip for 18 weeks beginning September 14.
Britain and Monte Carlo Hold
Global Commercial TV Fate

Continued from page 1

approximately $15,000 a week on a 35-week basis, whereas three one-minute Class A spot announcements on the same 15
stations would cost $1,419.48.

Biville's reply was that the net
cost to a year-round sponsor
would actually be $1,419.48 a week. Biville also noted that in its costs,
comparisons SRA had failed to include the production costs of spot
announcements, which are
usually estimated at 30 per cent
of net costs.

SRA further compared the cost
and weekly cumulative ratings of
its network plans in each of the
15 markets with spot rates in the
same markets. The SRA chart showed that for comparable weeks the
plan delivered more plugs and
higher ratings.

On this score, Biville charged
that SRA had exaggerated the
event was the lead story in Lon-
don papers the following day.
However, a poll by a London
daily shows 60 per cent of view-
ers strongly favoring commercial
video, 19 per cent undecided, and
31 per cent opposed. Thus far,
its applications, for commercial
TV stations have been filed, but

individual market costs by using
station rates instead of network
rates. He further declared that an
equal Pulse rating on a network's
weekly cumulative ratings were
actually delivered a greater audience, since a
higher-covered station, adds greater
value for the same cost. SRA had overlooked that when pricing
stations get from existing and clos-
ing advertisers, the prestige
delivered from identity with net-
work stars and shows.

only four channels are available
for immediate use. The 2,300,000
TV receivers in Britain would
need adapters, costing between
$13 and $60, to catch additional
wavelengths.

Costs Seen Prohibitive
A top British ad agency, which
gains the bulk of business for
European commercial radio via
Radio Luxembourg, has noticed
clients in its pilot flight, even
in Britain, that add commercial
TV costs. Basis of the reasoning
that the cost per thousand view-
ers would be prohibitive, and
there is no guessing how many
viewers would buy the needed
adverts again at a 60 cents
cost per thousand for Radi-
Ober Luzern, italicized on
of using a ridiculously low tal-
ent budget, such as $1,000, on
British TV, the cost would be
$2.88 per thousand viewers.

The outcome of the British
tV shape up in Monte Carlo, is
seen to mean a great many develop-
ments in France, Belgium, Holland, Switzer-
lnd, and even a bit in some
WICN

Ginger
Powell
and

WJJD Winner Last 5 Years

CHICAGO, Aug. 8.—A profit of
$250,000 a year, before taxes, for
the past five years was disclosed
in the operation of WJJD, Chicago's
AM radio, when it was sold this
week by Field Enterprises, Inc.,
to Pinnock Broadcasting, Inc., Mem-
phis.

Sale price was $800,000. Pinnock
is a wholly-owned subsidiary of
Pinnock, Inc., stock concern which
makes St. Joseph Aspirin and other
products. The firm owns WMPS,
Memphis.

Field Enterprises, owned by the
Marshall Field family, thus dis-
poses of its interest in the station
it owned.

'Webster' to Stay
On Air Over KTTV

HOLLYWOOD, Aug. 8.—Death
of Radio-TV personality Haven
Mackay, a station consultant who
was known as "Noah Webster
Show" on KTTV, and who was host
and moderator, Ed Reiners. "Web-
ster Show" was broadcast twice
a week and enjoyed a 15-week run
on KTTV until Mackay, 73, who
had been suffering from a heart
attack earlier in August, 1954, de-
due to a heart attack earlier in
August, 1954, de-

ers Every
Chain-Breaks.

Govy Radio!
NETWORK TELEVISION
By the Bell System

Bell System coaxial cable and radio relay routes provide the television industry with nationwide facilities making live network programs available to more than half the people in the United States. This is another of the Bell System's public service achievements.

The job, which began years before the first commercial network service in 1948, is a long and costly one. It requires huge investments of money, intricate equipment and personnel trained in special skills. Above all, it takes planning years ahead . . . channels must be engineered long before orders are received from network companies.

In addition, television plans are always integrated with future requirements for long distance telephone service . . . for private line networks for government and industry. All can use the same routes as television. Thus, the public interest and the requirements of the television industry are both factors in this development.

Equipment is complex, yet it must be highly dependable and long-lasting. The value of coaxial cable, radio relay systems and associated equipment already in use by the Bell System for television is nearly $100,000,000. About 34,000 miles of television channels are now available and 13,000 more will be ready by the end of the year.

Charges for these facilities average about 10 cents a mile for a half hour of program time.

BELL TELEPHONE SYSTEM

Providing transmission channels for the radio and television industries today and tomorrow

BAD TIMING ON THE FACE OF IT

LONDON, Aug. 8.-Every night at 8:30 B.B.C. viewers get a sight of the face of the House of Commons clock, Big Ben. Unknown to viewers who imagine it shot "live," the time is actually shown on a studio model, whose hands are worked by clockwork and set each night to coincide with the real clock's chimes.

This week someone forgot to correct the studio model, which showed two minutes late at 8:30. This brought a flood of protests to the BBC, and - believe it or not - an official cap over the knuckles for the hordes whose job it is to keep the real Big Ben on the dot.

The UHF broadcasters must find new ways and means of programming their stations so as to provide (Continued on page 16)

Urges General Tax in Place Of TV, AM, Phono-Set Bite

WASHINGTON, Aug. 8.-Urging elimination of the 10 per cent excise tax on TV, radio and phonograph sets, Glenn McDaniel, president of the Radio-Electronics-Television Manufacturers' Association, told the House Ways and Means Committee yesterday (7) that RETMA favors a general tax on all manufactured goods, but asked the committee to consider tax exemption of color TV sets "in conformance with the tradition of withholding taxes temporarily from new products and inducements." McDaniel also urged the committee to support a bill introduced by Rep. Richard M. Simpson (D., Pa.) to remove the tax on parts and components of radio and TV sets other than tubes.

"We believe - within our present system of placing excises, it is both inequitable and inequitable to place an excise tax on television. In particular, we think it would be highly unsuitable..."
Your Lucky Strike Hit Parade presents a special summer service!

During its 12-week hiatus, Your Hit Parade will list in this space

THE 7 TOP TUNES FROM YOUR HIT PARADE SURVEY

Here are your Lucky 7 tunes that you would have heard last Saturday night, 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. No Other Love
2. I'm Walking Behind You
3. I Believe
4. Vaya Con Dios
5. April in Portugal
6. P. S. I Love You
7. Song from Moulin Rouge

Look for this listing every week. We'll be back on TV Sept. 12

Be sure to watch Your Hit Parade's summer TV replacement "PRIVATE SECRETARY"—starring ANN SOTHERN

Saturdays at 10:30 P.M. (N.Y.T.), NBC Television Network
**THE BILLBOARD**

**Radio-TV Show Charts**

**Top 10 TV Shows Each Day of the Week in CHARLOTTE, N.C.**

(287,007 TV Sets* Panel Size 350)

... According to Videodex Reports

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
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<tbody>
<tr>
<td>1</td>
<td><em>The Andy Clyde Show</em></td>
<td>11.0</td>
<td>10.9</td>
<td>11.0</td>
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<td>2</td>
<td><em>Gunsmoke</em></td>
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<td><em>Helen Trent's Show</em></td>
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<td>4</td>
<td><em>The Jack Benny Show</em></td>
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<td>5</td>
<td><em>The Jack Armstrong Show</em></td>
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<td>6</td>
<td><em>The Big Payoff</em></td>
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<td>7</td>
<td><em>The Jack and Jill Show</em></td>
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<td>8</td>
<td><em>The Jack Levin Show</em></td>
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<td>9</td>
<td><em>The Jack Benny Show</em></td>
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<td>10</td>
<td><em>The Jack Armstrong Show</em></td>
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**Next Week Top 10 TV Shows Each Day in Cleveland... According to Videodex**

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**Rule-Making Color Notice Filed by FCC**

WASHINGTON, Aug. 8—Compatible color TV standards moved a step closer as the Federal Communications Commission yesterday (7) filed in its notice of proposed rule-making looking toward adoption of the compatible system recommended by the industry. The Commission's action, while not anticipated, nevertheles, had a strong impact on the TV market. The action is expected to be followed by FCC adoption of National Television System Committee's blue today.

With September 8 set by FCC as deadline for filing comments on the proposal, it is expected that all proposals will be made available before the industry develops. If any opposition turns up, it will be from less than a handful of manufacturers, many of the standards is the new compatible standards.

At the same time, the FCC gave notice to broadcasters' system announcement, as anticipated, to conduct public tests of compatible color TV. The latter announcement was considered by CBS in pregnancy in support of the new standards. The FCC adopted in 1950 at Columbia's request. The FCC said public test and conduct color telecasts from September 10 to 23. The broadcasting Company has been doing for it wants its stations to have a clear idea of the standards.
New York, Aug. 8 — NBC Film Division this week decided to begin distribution of its first short feature films in October. It was revealed this week, NBC has made its intention known that it will be able to any buyer in October and that they will continue to be available for the next five months. The play-off deadline for any particular film will be figured from the date the film is made available to the public, rather than from the date of its contract.


Other stars in the package are Claude Rains, Frances L. Sullivan, Martin Ruda and Clare Brook. NBC will have a news story available each week, station to notify it three weeks in advance of when each picture will be shown and will assure print publicity for each picture given at least a week's scheduled air time. The pictures are expected to range in length from 25 to 90 minutes as well as full length.

"New York, Aug. 8 — The growth of the TV film field, which has been forcing changes in the operation of independent radio-TV program producers, this week found more major firms, already in film to a degree, making additional stabs in the direction of film. George Foley established a film syndication department of the firm of Hart, Enright & Friends, has set up an ongoing plan for program development, by creating shows which now have a total of nine other producers whose operations range from one way or another, or for film in the entertainment industry, the Corporation of America, William H. Emes, will continue the policy of putting its films on sale for the initial property market. Foley will soon be seeking additional theatrical distribution outlets.

"Towertown," Foley's science-fiction series, "Tales of Tomorrow," which is on sale this month, and "The Great Race," which is available for syndication.

MPT Set on Duffy Seg for Distribution

New York, Aug. 8 — Motion Pictures for Television, Inc., took another step this week in the expansion of its series syndication operation this week with the announcement of a contract to distribute "Duffy's Tavern," which Hal Roach Jr. will produce (The Billboard, Aug. 8). MPT will take its product to next season with at least three major series in syndication. Besides "Duffy," the firm will have a new series for NBC as well as TV's Baseball Hall of Fame series and a program to be distributed in the spring.

Another series, starring Maria Rivas, will be produced by Hal Roach Jr. in Israel by Montgomery Ford, who will produce for MPT, he indicated this week, will have several more high-caliber series.

DOUG. SNOW: The company is now shopping for a title to head sales of the program series, which has already had at least one man at each of the firm's regional offices. Incorporation of sales of programs, MPT has now been endowed. The series will short a stop in on a tour in Seattle, the network, MPT has the right to put more than one or five more branches will be operated by the company.

The present sales staff, headed by Doris Jones, will concentrate only on sales of the company's portfolio of feature films and television programs.

MCA-Tv Has Sales Meeting

New York, Aug. 8 — A three-day sales meeting of MCA's regional sales managers was held here this week. Top company executives praised the firm's current situation and properties in the light of the company's future plans and operations. MCA's vice-president, Fred Schrader and controllers, C. W. Johnson and S. W. C. Howard chatted with the attendees.

Among those in attendance were Los Angeles, MCA, New York, and MCA-Tv executives Charles Vegh and Jack Fuller, New York; M. B. Kaye and Earl Knott, Chicago; Bob Greenberg, Beverly Hills, California, and D. S. Burton, Cleveland.

Karloff Syndication Offered by Official; Deal Near in East

New York, Aug. 8 — Official Films is putting its new Boris Karloff series into full production and is close to a regional deal that will make "Batman" mystery series into 13 to 20 Eastern markets. At the moment, the series is being paid on several potential Midwestern dealers, in addition to Austin, of Official, were in Chicago last week to see the show, of which three segments are expected to be re-typed wherever there is interest.

The box office show, based on the writings of John Dick Carr, is termed "Karloff: The Mysterious," is being produced by J. C. Haynes for U.S. theatrical circuit. It is actually a department in U.S. Theatre, and is in charge of the department is Stanley Eldridge of "Quoed Complaints." It is being produced for screen use and is presently a department in department of Official Films. The show is produced on a rail of $25,000, is a department of Independent Films, and is in charge of the department is Stanley Eldridge. The series is expected to be re-typed wherever there is interest.

Official this week also took over distribution of " idol Baby," produced by Harold C. F. and Friendly.

Foley, B-E-F Extend P'kger Drive on Vidfilm Business

New York, Aug. 8 — The success of the TV film field, which has been forcing changes in the operation of independent radio-TV program producers, this week found more major firms, already in film to a degree, making additional stabs in the direction of film. George Foley established a film syndication department of the firm of Hart, Enright & Friends, has set up an ongoing plan for program development, by creating shows which now have a total of nine other producers whose operations range from one way or another, or for film in the entertainment industry, the Corporation of America, William H. Emes, will continue the policy of putting its films on sale for the initial property market. Foley will soon be seeking additional theatrical distribution outlets.

This is a weekly service of the Billboard with ratings by American Symmetric Syndicate. The Ratings Rating figure represents percentage of the TOTAL SITS in the RA.

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drama

The Billboard TV Film Buyer's Guide

*ARB Ratings of Non-Network TV Films and markets in which they are currently rated*
Radio-TV Reviews

Trans-Atlantic


These informal weekly roundtable chats involving NBC correspondents in major world capitals are highly informative and yet informal, affording a good idea for the most part well executed.

This weekly stabs consists of a casual, conversational conversation among NBC correspondents stationed in many news centers. On the show, characters, individuals in London, Paris and Rome, along with New York. The discussion is informal for the most part upon matters economic, and all had various angles to impart. Bill Sprague in New York is the unifying force calling in the men for comment.

Overall, the show has a lot of interest as well as information. Included in the missary offered were: a story of a mob boss in Italy, a cook's hire in Paris, cigarettes and a woman's delight in London, and spaghetti and wine in Rome. These stories were told with more visual sumptuities on an international fashion, still onto a distinctly human level—

Pentagoi

U.S.A

"Pentagon U.S.A." was a fine example of a show, the last addition to the one-upmanship ring of authenticity. It had a good shot in a show in which it was expected to make a good showing. The second broadcast for this show, as expected, did not show a demanding mark as it related to the theme music. "Pentagon U.S.A." had a much better performance, with frequent stressing of the tone of the show. A chapter in the series was not a memorable one in it.

Another place in which the producers have failed is in the show stick out where it should be remembered that "Pentagon U.S.A." are not impressive. In this instance, the show's news or discussion instead of mystery-adventure.

The show is a frequent film insert, excellent shots of New York, and various episodes of action. The show was not as overwhelmed as the impression of reality and authenticity as evidenced. In all, the show provided plenty of suspense and keep special interest and tuned in, but not enough to get them to tune in to any one channel. Gene Plotnik.

Subscription TV

"Retrieved from page 6 revenues sufficient to enable a small UHF operator to match or exceed network's prime time and still stimulate conversion to his station.

"Officials are confident that this anticipated subscription time and revenue could be achieved through the medium of television. An example would be a four minister daily "you-see television," they said. There are plans to place these shows adjacent to the current system of TV and radio stations. The idea is to hear an approach for calling through the medium of television by any one station or in any one channel.

The show was filmed in behalf of the U.S. government and of the D.C. legal firm of Welch, Mott & Morgan, and of Leaemus and Albertson. Dr. Land & Fitzgerald.

Howard Photo Reproductions

No order is required for the order now available in limited quantities. The Howard Photo Service, Dept. 6B, Gimbel Bros., 10 W. 50th St., N. Y. C. 19, N. Y. DEPT. N. B. CIRCLE 7-110

How To Order

FULL SIZE 10 1/2 X 13 FROM $1.50

FULL SIZE 8X10 FROM $1.00

FULL SIZE 5X7 FROM $.50

MIDGET SIZE 2X3 FROM $.25

MIDGET SIZE 3X5 FROM $.50

MIDGET SIZE 4X6 FROM $.75

MIDGET SIZE 5X6 FROM $.95

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Night Club-Vaudeville Reviews

Paramount, New York

Capacity, 5,654. Price range, 50 cents to $1.50. Five shows a week. Lemon Bar. Show played by Bobby Ross.

Current show packs moderate over-all entertainment quotient. It is well balanced, with a record reporter’s ball, Ballantine’s comedians, a marionet show, a marionet musical play, a dramatic play, a marionet show, and a variety show. It is about tops in its field and is a credit to the company. It has a good reception from the customers. The bookings are well set to the bill. Keyboard jazz, orchestra, and string bass, vibrate and change a variety of numbers and an orchestra, and present a variety of numbers. They are all used to excellence. The show is well worth the admission price. The show is a clean one, and is well worth the admission price. It is well worth the admission price.

Ciro’s, Hollywood


The Cross Show. This is a show that has the record of all shows for a long time. The show is put on with taste and clean material. It is well worth the admission price. The show is well worth the admission price. It is well worth the admission price.

Ciro’s, Hollywood


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TROA Clubs Adopt Tax Deduction Plan

All Performers to Be Affected by Next Week, Except "Independent Contractors"

NEW YORK, Aug. 8.—This week there are 10 new member clubs of the American Federation of Performing Artists, who have announced that they will have "take-home pay" starting next week, an unprecedented number of striking performers.

The clubs are the American Stage, the American Repertory Theater, the American Theatre, the American Players, the American Players Alliance, the American Players Union, the American Players’ Guild, the American Players’ Union, the American Players’ Association, and the American Players’ Alliance. The clubs have announced that they will have "take-home pay" starting next week, an unprecedented number of striking performers.

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Capitol Biz Booms At Record Pace

HOLLYWOOD, Aug. 8.—Capitol's business is booming at an all-time high, according to the current sales figures and its annual report for the fiscal year ending June 30, 1952. The company has demonstrated a 12 per cent increase in sales for the year, making it the most profitable year in its history. Capitol has also announced the signing of several new artists, including popular vocalist Pat Lantz, who has been a hit on the charts with her latest release, "The Best of Both Worlds." The company's quarters are filled with activity as they prepare for the release of several new recordings, including a new album by the popular singer, "The Singing Sensation." Capitol is expecting a banner year with the release of its latest albums and the continued success of its existing artists.

Dealers Nationwide Enjoy Brisk Summer Disk Sales

Poll of Key Areas Reports Stores' Tallies Run 30 to 35% Over 1952

(Continued from page 1)

Mercury Info Pic Tune Field

HOLLYWOOD, Aug. 8.—Mercury Records has been enjoying a strong summer season, with sales of its new recordings up 30% over last year. The company has released several new albums, including a new recording of "The Magic Flute" by the renowned opera singer, Maria Callas. Mercury has also been successful with its new series of children's recordings, "The Adventures of Peter Rabbit." The company has announced plans for several new releases, including a new album by the popular singer, "The Singing Sensation." Mercury is expecting a banner year with the release of its latest albums and the continued success of its existing artists.

Decca Earns Up First Half

NEW YORK, Aug. 8. — Decca Records this week reported a strong first half, with earnings up 20% over last year. The company has released several new albums, including a new recording of "The Magic Flute" by the renowned opera singer, Maria Callas. Decca has also been successful with its new series of children's recordings, "The Adventures of Peter Rabbit." The company has announced plans for several new releases, including a new album by the popular singer, "The Singing Sensation." Decca is expecting a banner year with the release of its latest albums and the continued success of its existing artists.
HERE COME THE KIDDIES

New Tot Tempest Brings Cycle Back to Kid Talent

20% Tax Knockout Urged by NBOA Rep

The only tax on bowling alley is a tax on each alley of $30 a year. The NBOA representatives were the first to list the advantages and disadvantages of the NBOA's plans for a national ballroom operators association. They were the first to say that the NBOA was "an important step in the right direction." The NBOA is a nonprofit organization dedicated to the advancement and improvement of all forms of ballroom dancing. They have been working hard to promote and support the ballroom dance community. They have been involved in various initiatives to encourage and facilitate ballroom dance, such as the national ballroom operators association.
Sept. Hearing
On Copyr't Bill

WASHINGTON Aug. 8—The Senate Subcommittee on Copyrights, Patents and Trademarks, after a hearing on the McCarran Jarrett bill for a copyright term, is at the present writing at the point of recommendation of the hearing unless the Senator in charge, the Honorable and learned Senator from Washington, Mr. R偏差en W. Beck, should call it to a close at any moment.

The Subcommittee is charged with the responsibility of recommending a copyright term for the benefit of the American people and their creative efforts, as well as for the good of the American and the foreign merchants, operators, publishers, and songwriters, whose products will be of value in the future and whose present products are already of value.

There is a possibility that the Subcommittee will decide to recommend a term of copyright of 28 years, as provided by the House, but this decision will be determined by the evidence presented at the hearings.

The Subcommittee has already heard from many professional musicians, who have testified that a term of 28 years is too short for the protection of their creative efforts, and that a term of 75 years is necessary in order to ensure the proper fulfillment of their obligations to the American people.

The Subcommittee will also hear from other witnesses, who will present their views on the matter, and the final decision will be made after careful consideration of all the evidence presented.

Another hearing will be held on the same subject on September 16, and it is anticipated that the Subcommittee will decide on the matter before the end of the month.

Decca Speeds Up R&B Pace

NEW YORK Aug. 8—New artist signings and a stepped-up program of R&B sales are planned by Decca Records, who have revitalized their rhythm and blues program by converting to an all-black artist repertoire. Recently appointed R&B director, Lenarkus W. Taylor, has announced four new performers, including the following:

1. The Highfliers, a group of four, booking to the 20th Century Fok Tilly, a 4-piece group, and the Halcyons, a 6-piece group.

2. The Mattideos, a 4-piece group, and the Shadow Walkers, a 6-piece group.

3. The Black Diamonds, a 4-piece group, and the Black Satellites, a 6-piece group.

4. The Black Star, a 4-piece group, and the Black Panthers, a 6-piece group.

Spike Jones Revue Booked

NEW YORK Aug. 8—Spike Jones and his popular "fabulous band" is in the process of booking a series of engagements for the next 12 months in the United States and Canada.

The revue will play in New York, Los Angeles, Chicago, Detroit, Cleveland, Philadelphia, Pittsburgh, Boston, and other major cities.

Atlantic Embarks
On Pop Expansion

NEW YORK Aug. 8—Atlantic Records, the leading rhythm and blues disc company, has announced a stepped-up policy of gradual expansion into the pop field. This policy includes the introduction of a new line of pop records, which will be distributed by the company's own network of sales representatives.

The line will include a variety of pop, rock, and rhythm and blues records, and will be available at all major retail outlets.

MERCURY FINDS
PUBLIC DOMAIN CAN BE TRICKY

NEW YORK Aug. 8—Since Paganini died in 1840, it is probably safe to assume that the copyright on anything the famed violinist

was featured in the December 8 issue. In that issue, the public was informed of the status of public domain in various countries. This was based on the application of this rule to the copyright status of the work "Theme by Pagani." Has proven a mixed success. The results for other countries periodically studied are being compiled.

Jerry Murad—Richard Hayman (c/o Decca Records, 1501 Broadway, New York, N.Y. 10036) announces that "Mercy's" new single "On Mercury." The new disc, backed by "Shave a Year" has drawn a protest letter from Columbia Records, who point out that "Mercy's" "Voice in Your Ear" was released on Decca.

RCA Oberstein
Agree on Show

NEW YORK Aug. 8—RCA Victor Records and Bing Crosby have reached an agreement this week on the terms of "Bing's" new million-dollar contract. This agreement is based on the understanding that the label will be protected from future competition.

The arrangement, now in effect, enables Bing to sign back to an agreement reached in May with RCA Victor's president, Peter Billington. That agreement called for Bing's withdrawal from Shaw's unauthorized cutouts of his records, which had been issued in 1938.

The new agreement allows Bing to enter into a new contract with RCA Victor, which will include the return of his master tapes.

Bing's master tapes were returned to Bing by RCA Victor, who settled their dispute with Bing's recording company, Capitol Records.

Bing's agreement with RCA Victor calls for the return of Bing's master tapes, which he had been using for his own recordings.

Decca Trips

Only last month Decca released a record of Bill Snyder playing "Daddy of the Blues." The record was accompanied by a picture of Bing Crosby, who was present at the recording session.

This is the first of a series of records that will be released by Bing Crosby, who is the headliner of the "Decca" series.

Decca will release a record of Bing Crosby playing "Daddy of the Blues," which will be accompanied by a picture of Bing Crosby, who was present at the recording session.

Columbia Prepares
Two New Lines Of Kid Discs

Symphony Package, "Jr. Junior" Series Set For Fall Release

NEW YORK Aug. 8—Columbia Records has announced plans to introduce two new lines of children's records for the fall season.

The first line, called the "Symphony Package," will feature music from classical symphonies, as well as music for children, such as nursery rhymes.

The second line, called the "Jr. Junior" series, will feature music for younger children, such as children's songs and children's stories.

The "Symphony Package" will be released on September 15, and the "Jr. Junior" series will be released on October 15.

State Payments
Delays Symph

PHILADELPHIA Aug. 8—A State Senate committee has approved a bill that would provide state payments to Symphony orchestras and other musical organizations.

The bill, which was introduced by Senator John C. Gump, would provide state payments of $1,000 for each member of an orchestra, with a maximum of $10,000 per orchestra.

The bill would also provide state payments of $2,000 for each member of a musical organization, with a maximum of $10,000 per organization.

The bill would be funded by a state lottery, which would be established to provide funds for the state payments.

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The bill would be funded by a state lottery, which would be established to provide funds for the state payments.
Music—As Written

MORGAN LEAVES WLN-T, CINCINNATI

Plaintiff Al Morgan, who has been appearing at WLN-T, Cincinnati, left the station Friday (9), because his contract with Morgan said he was to get some work in San Francisco and Los Angeles. He also said he has enjoyed working in New York and that a package TV show for a network is being forced. No replacement has been named to fill the Morgan program at the station.

SET ALLSTAR WAXERY, PUBLISHING COMPANY

Allstar Record & Music Publishing Company has been formed at 318 Cennewo Street, Houston, by Dan B. Macaska, manager, who said that the firm's first release will be out about September 15. Recording under the Allstar label, the firm will specialize in country and western talent. The publishing side of the company is known as Allstar Music, Inc., affiliate, representing the label with 20 indie distributors covering about 30 states.

HENRIQUEZ ANNOUNCES NEW KIDDIE NEEDLE

Formed Inc., Chicago, manufacturer of Fodicles needles, has introduced the introduction of an ordinary alloy-tipped, long-life needle designed specifically for 78 r.p.m. kiddie record player. The Kidde Needles, which retail for 15 cents, may be used in either acoustic or electrically amplified units.

BRITISH PENNS U.S. NAVY TUNE

British songwriter Michael Carr—whose "Flame of Love" won second prize in Europe's first International Festival of Popular Song, held at Krookke-e-Zoute, Belgium, has written a special tune for the United States Navy titled "Impact of America." Carr has handled all rights to the piece in the U.S. Navy, which will split royalties between United States and Royal Naval Relief Funds.

SAN ANTONIO OPERA TO GIVE SHOW

The San Antonio Opera Guild will present "Robinson Girl" at the San Antonio Civic Center, Saturday (23) to 28 at the opening of the New Haven Civic Orchestra, with Joie Irribar as prima donna. Frank Biefield, making his third appearance at the Civic Center, conducted the orchestra.

JOEL C. KIMBALL ROCKET RECORDS

Effective September 1, Joel C. Kimball, producer, will take over as executive secretary for the Rochester Civic Music Association. The appointment also names him manager of the Rochester Philharmonic and Rochester Civic orchestral.

SAS DISTRIB OpENS IN DETROIT

A new independent record distributing firm under the name of S. & S. Distributing Company is being established in Detroit, with headquarters at 1111 Grand River Ave., corner of Woodward Ave. The new company will handle Allegro and Trend Records, and will probably add others shortly.

STONE GROUP BET SAN DIEGO RECORD

When Clifton Stone's "Home- town Jamboree" gang appeared in San Diego Friday (3), it established two records—one for themselves and the other for the Bonita Ballroom where they played. The gang played to a total of 8,000 paid admissions at $1.80 per person, according to an out-of-town mark for the western variety show. The band played a new high for the ballroom according to promoter Smokey Rogers. Appearance was made by the Jamboree Band whose Steve Sheddos also re

The FALL RECORD MARKETING Issue

featuring—

the products and the fall merchandising and promotion plans of record and equipment manufacturers

and with a lineup—

valuable special articles, lists and directories that dealers will work from day-in and day-out to help stock the right kind of merchandise... to promote that merchandise most effectively... to sell more of everything to more customers this fall...

Manufacturers' Plans to Help Dealers Stock Fall Merchandise

Details of the various plans offered by manufacturers to make a financially sound year for most dealers to stock good fall merchandise are outlined below:

New Package Record Merchandising

A comprehensive list, with valuable supplementary data, on key lines of fall merchandise to be offered by manufacturers.

Promotion Tips for More Profits for Dealers

The theme, costs and workings of the ad and promotional programs of various manufacturers... and how dealers can work profitable plans.

Profitable Sale of Dodger Sales Aid

What materials will be offered dealers to help them sell full package record merchandise. Details of display pieces, merchandising aids, etc.

Mail Required Clinical Works

Radio audience preferences based on survey and mailings made by selected dealers' interest clinics and popular package record record.

Jazz Record Prospects Bright

A comprehensive rundown of the package record record that will be available this fall... with manufacturer marketings plan.

How Canst Toner Build Record Sales

The national and local themes coming up for fall plush list of records available by imported concert artists.

The Children's Record Story

A complete wrap-up on products in the children's record market, with full merchandise available and promotional plans.

Mail Players to Sell More Records

List of record players to be offered by manufacturers, with emphasis on special features and marketing data.

Hi-Fi and the Record Dealer

The need for hi-fi equipment and records and their relationships to dealers' fall selling plans.

Airlines Are Basic Source for Dealers

Valuable charts and program of airline and popular consumer entertainment services are included in recent literature. What dealers should stock... what new items will be available... how to order record accommodations.

And Introducing...

The Billboard

Packaged Record Buying Guide

Further development of The Billboard Music Popularity Charts... covering Classical Records, Popular and Jazz Albums and Children's Records.
WE'RE TAKING ALL BETS

that

JOYCE ROMERO'S

rendition of

FRIENDS

AND

NEIGHBORS

ESSEX #331

MUSIC UNDER DIRECTION
of the INCOMPARABLE

MONTY

KELLY

will be
the

BIG

record of this
hit song

45,000 copies air freighted
within 72 hours of record-
ing session.

Essex RECORDS
3208 SOUTH 84TH STREET
PHILADELPHIA, PA.

Manufactured and Distributed by
Palida Record Company.
The Nation's Ten Top Tunes

... for Week Ending August 8

The HONOR ROLL OF HITS is compiled by a staff of experts which generally ensures the competitiveness of each hit, based on the results of the applicable Music Popularity Charts in this issue. (FM) indicates time is from a film; (M) indicates time is from a legal script.

This Week

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Week(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Vaya Con Dios</td>
<td>Larry Reed &amp; His Orchestra</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>The Twist</td>
<td>Randy Stone &amp; His Orchestra</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>I'm Walking Behind You</td>
<td>Bobby Darin</td>
<td>14</td>
</tr>
<tr>
<td>4</td>
<td>No Other Love (M)</td>
<td>The Champs</td>
<td>9</td>
</tr>
<tr>
<td>5</td>
<td>Song From Moulin Rouge (F)</td>
<td>Harry Belafonte</td>
<td>19</td>
</tr>
<tr>
<td>6</td>
<td>You, You, You</td>
<td>The Four Horsemen</td>
<td>7</td>
</tr>
<tr>
<td>7</td>
<td>Crying in the Chapel</td>
<td>The Four Freshmen</td>
<td>9</td>
</tr>
<tr>
<td>8</td>
<td>April in Portugal</td>
<td>The Cables</td>
<td>19</td>
</tr>
<tr>
<td>9</td>
<td>Ruby (F)</td>
<td>The Platters</td>
<td>17</td>
</tr>
<tr>
<td>10</td>
<td>I Believe</td>
<td>The Platters</td>
<td>24</td>
</tr>
</tbody>
</table>

Second Ten

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>With these Hands</td>
<td>The Platters</td>
</tr>
<tr>
<td>13</td>
<td>Limelight (Terry's Theme)</td>
<td>The Platters</td>
</tr>
<tr>
<td>14</td>
<td>C'est Si Bon</td>
<td>The Platters</td>
</tr>
<tr>
<td>15</td>
<td>Gambler's Guitar</td>
<td>The Platters</td>
</tr>
<tr>
<td>16</td>
<td>Half a Photograph</td>
<td>The Platters</td>
</tr>
<tr>
<td>17</td>
<td>Butterflies</td>
<td>The Platters</td>
</tr>
<tr>
<td>18</td>
<td>Anna</td>
<td>The Platters</td>
</tr>
<tr>
<td>19</td>
<td>Allez Vous En</td>
<td>The Platters</td>
</tr>
<tr>
<td>20</td>
<td>I'd Rather Die Young</td>
<td>The Platters</td>
</tr>
<tr>
<td>21</td>
<td>Seven Lonely Days</td>
<td>The Platters</td>
</tr>
</tbody>
</table>

HONOR ROLL OF HITS

The Billboard Music Popularity Charts

THE BILLBOARD

MGM RECORDS

THE GREATEST NAME IN ENTERTAINMENT

MAKE FRIENDS WITH RECORDS

Copyrighted material
TOP SELLERS—

**POPULAR**
Based on Actual Capital Sales Reports

1. Vaya con Dios
   JOHNNY (IS THE BOY FOR ME)  
   L. Paul & M. Ford  
   7086

2. Hale a Photograph
   ALICE-YOU-SON  
   R. Sayer  
   7064

3. Oh! San
   P. Hunt  
   7042

4. A Fool Was I
   IF LOVE IS GOOD TO ME  
   H. Cole  
   7040

5. April in Portugal
   L. Baxter  
   7074

6. 40 Cups of Coffee
   I'LL TRY TO BE YOUR CRAZY MOON  
   F. M. Marce  
   7059

7. Gigi
   I LOVE PARIS  
   L. Baxter  
   7079

8. Return to Paradise
   ANGEL EYES  
   H. Cole  
   7098

9. Jersey Bounce
   I GUESS IT WAS YOU ALL THE TIME  
   R. Anthony  
   7032

10. Paper Dolls
    DON'T LET YOUR EYES GO SHOPPING  
    H. Cole  
    7046

11. My Heart Knows
    WHEN LOVE GOES WRONG  
    M. Whiting & J. Wakerly  
    7028

12. Ruby
    A LITTLE LOVE  
    L. Baxter  
    7057

13. My One and Only Love
    TRUST ME THE WORLD ON A STRING  
    F. Sinatra  
    7055

14. No Matter How You Say Goodbye
    GONE TO SLEEP  
    H. Hooten  
    7022

15. I Love You So Much
    LET ME HEAR YOU SAY  
    V. Young  
    7048

16. Dumpty Song
    Oh, Hush  
    F. Faye  
    7042

17. Love Me, Love Me Til I Find You  
    R. Martin  
    7055

LATEST RELEASE

No. 360

Waltz to the Blues
C.O.D.
Margaret Whiting  
2550

Come Straight Home Tonight
INTERESTED IN LOVE  
Yogi Vergeese & Gebo  
2552

Yesterday's Girl
JOHN HENRY  
Purnell  
2552

Charleston Alley
CARFAX NOW  
Oli Rasmussen  
2554

Till They've All Gone Home
HALF-HEARTED  
Gale MacKenzie  
2556

The happiest sound you've ever heard

JOE "FINGERS" CARR and his RAGTIME BAND playing

"SAN ANTONIO ROSE" and

"Doodle-Doo-Doo"

Record No. 2157

MOLLY BEE

sings

"God Bless Us All"

Music by Van Alexander's Chorus and Orchestra

On Record No. 2157

Ferlin Huskey*

sings

"You'll Die a Thousand Deaths"

and

"How Much Are You Mine"

on Record No. 2358

*He's the voice on Capitol's "A Dear John Letter", featuring Joe Shepard

Copyrighted material
Music as Written

ported that at least 3,000 persons were unable to admission for the one-nighter.

3D MILKMAN DROWNED BY ALADDIN...

Aladdin Records last week released the third "drinking song" waxed by Amos Milburn for disc-...
In the OPINION of The Billboard, these NEW records merit special attention.

DON CORNELL
Heavy Play: Our Song (Mr. Record Man) (Shelton,宣). Coral 61030. Don Cornell does a good job with this timely, catchy, and fast tempo song. Band should get a lot of jock response and could build into a big one. Juke It in a million ballads, "If I Should Love Again." (Shelton Songs, ASCAP).

Don Cornell sings...

PLEASE PLAY OUR SONG
(Mr. Record Man)

B/W IF I SHOULD LOVE AGAIN
61030 (78 RPM) 9-61030 (45 RPM)

Coral Records
America's Fastest Growing Record Company

(A Subsidiary of MGM Records, Inc.)
DEALERS' JUNE PURCHASES UP 38.8%

DEALERS' JULY PURCHASES UP 42.5%
beat the Summer Slump!

The "summer slump" didn't happen to RCA Victor and its dealers this year.

"Summer business best ever," says reports from all over the country. We at RCA Victor appreciate the credit you've given us for making this possible. But we know that without the help of dealers and deejays the job could not have been done.

We've sold more records this summer than ever before. And dealer enthusiasm for "Your Best Buy"—the greatest Fall Merchandise program in the industry's history—promises even greater sales to come.

The Billboard Music Popularity Charts

**Best Selling Singles**

| Rank | Title                                    | Artist(s)          | Last Week Rank |
|------|-----------------------------------------|--------------------|----------------|----------------|
| 1.   | I'M WALKING BEHIND YOU                   | E. Fisher          | 12             |
| 2.   | VIVA CON DIOS                            | L. Paul M. Ford    | 4              |
| 3.   | NO OTHER LOVE                            | P. Como           | 3              |
| 4.   | SONG FROM MOULIN ROUGE                   | E. Faith          | 10             |
| 5.   | F. E: I LOVE YOU                         | E. Fisher          | 6              |
| 6.   | YOU, YOU, YOU                           | Ames Brothers     | 9              |
| 7.   | APRIL IN PORTUGAL                        | E. Fisher          | 14             |
| 8.   | WITH THESE HANDS                         | E. Fisher          | 11             |
| 9.   | OH, Wait Your Turn                       | E. Fisher          | 18             |
| 10.  | C'EST SI BON                            | E. Fisher          | 16             |
REVIEWS OF THIS WEEK'S NEW RECORDS

**Popular**

<table>
<thead>
<tr>
<th>Number of Releases This Week</th>
<th>(Listed Alphabetically by Label)</th>
</tr>
</thead>
</table>

- **RICHARD**
- **Noonday**
- **An error**
- **LW**
- **Mon**
- **Stone soaring action.**
- **It's tune**
- **Letter and spirit**
- **Support**
- **Can't win 11.....74**
- **faon.**
- **Bring rack weeper.**
- **By**
- **Rack**
- **Music Popular 01'**
- **Jager yocks**
- **HARMONY**
- **PREITAS**
- **Mee and**
- **Backwoods**
- **Big assist**
- **Pop CAS RAE**
- **Bowie**
- **Queen**
- **Backwoods**
- **Nacho average**
- **Boyle**
- **The four horsemens**
- **Dalmatian song**
- **RICKY**
- **Chock full of**
- **RICHARD HAYMAN**
- **Dial R-U-L-E-S**
- **Them.**
- **The hourglass**
- **with the charms**
- **Eugene**
- **The four horsemens**
- **Johnie**
- **Mann**
- **and the**
- **Tong**
- **Dick FRETTS OAK**
- **JULIETTE &**
- **Scream**
- **Z score**
- **Jingle**
- **Dick FRETTS OAK**
- **JULIETTE &**
- **Scream**
- **Z score**
- **Jingle**

**Country & Western**

- **SONNY BONNIE**
- **Lone Star**
- **Lone Star**
- **This tune**
- **here.**
- **She's**
- **Baby....73**
- **Singer**
- **Pam**
- **On**
- **Fragment**
- **ON**
- **MADDOX BROS. & ROSSIE BONNIE**
- **This tune**
- **here.**
- **She's**
- **Baby....73**
- **Singer**
- **Pam**
- **On**
- **Fragment**
- **ON**

**RATINGS: 90-100, Top 10; 60-89, Excellent;**

<table>
<thead>
<tr>
<th>Song</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some特别</td>
<td>90</td>
<td>Excellent</td>
</tr>
<tr>
<td>Lonesome</td>
<td>89</td>
<td>Excellent</td>
</tr>
<tr>
<td>This tune</td>
<td>88</td>
<td>Excellent</td>
</tr>
<tr>
<td>She's Baby....73</td>
<td>87</td>
<td>Excellent</td>
</tr>
<tr>
<td>Singer</td>
<td>86</td>
<td>Excellent</td>
</tr>
<tr>
<td>Pam</td>
<td>85</td>
<td>Excellent</td>
</tr>
<tr>
<td>On</td>
<td>84</td>
<td>Excellent</td>
</tr>
<tr>
<td>Fragment</td>
<td>83</td>
<td>Excellent</td>
</tr>
<tr>
<td>ON</td>
<td>82</td>
<td>Excellent</td>
</tr>
</tbody>
</table>

**THE BILLBOARD Music Popularity Charts... For Week Ending August 8**
BEST SELLING POPULAR RECORDS
Based on actual sales for week ending August 8

HEY, JOE
SITTING IN THE SUN
Frankie Laine
40036 • 4-40036

THE SONG FROM MOULIN ROUGE
SWEDISH RHAPSODY
Percy Faith and Felicia Sanders
39944 • 4-39944

DOWN BY THE RIVER SIDE
THERE I’M BACK
The Four Lads
40005 • 4-40005

I BELIEVE
YOUR CREATION’S HEART
Frankie Laine
39938 • 4-39938

CANDY LIPS
LET’S WALK THAT-A-WAY
Doris Day and Johnnie Ray
40001 • 4-40001

CHEEK TO CHEEK
CLOUD LUCKY SEVEN
Guy Mitchell
40035 • 4-40035

YOU YOU YOU
NO OTHER LOVE
Ken Griffin
40029 • 4-40029

WHERE THE WINDS BLOW
TE AMO
Frankie Laine
40022 • 4-40022

GOGI SHAKE
Paul Weston
40014 • 4-40014

KISS ME AGAIN, STRANGER
A PURPLE COW
Doris Day
40020 • 4-40020

RUBY PALLADIUM PARTY
Harry James
39994 • 4-39994

TEAR DROP IN THE RAIN
BROWN EYE, KISS ME IN YOUR FLAME
Richard Bowers
40016 • 4-40016

CHEEGAN CHOONDIM
STICK WITH ME
Rosemary Clooney
40024 • 4-40024

TEPOE THROU THE TOPS WITH ME
CLARINET POOKA
Jimmy Carroll
40028 • 4-40028

STRANGE THINGS ARE HAPPENING
THE NO HO SONG
Red Buttons
39981 • 4-39981

NEW FOLK MUSIC RELEASES
Johnny Bond
I WONDER WHERE YOU ARE TONIGHT
LIVE AND LET LIVE
21150 • 4-21150

Ray Price
THE WRONG SIDE OF TOWN
WHO STORED THAT TRAIN
21149 • 4-21149

Eddie Zakk and his Dude Ranchers
LITTLE DONKEY
YOU KNEW ME WHEN YOU WERE LONELY
21148 • 4-21148

KEN GRIFFIN’S LATIN AMERICA
El Chacal • Yours • Green Eyes • La Paloma
Jalousia • Until Tomorrow • La Golondrina • Siboney
"lp" Cl 6263

NEW POPULAR ALBUM
DON’T MISS JIMMY BOYD’S GOD BLESS AMERICA
THE RECORD THAT IS SWEEPING THE COUNTRY

NEW POPULAR RELEASES
DON’T MISS JIMMY BOYD’S GOD BLESS AMERICA

NEW EXTENDED PLAY RELEASES
HAWAII CALLING—HARRY OWENS with Hula Hottie and Gil Mershon
Sing Me a Song of the Islands • Hula Hottie • Hawai’i Will Be Paradise One More • The Cocha-Cha Mayor of Kapalua
9-1713

GONE JAZZ
Deep in the Heart of Texas • The One Rose • It Makes No Difference Now • When It’s Springtime in the Rockies
H-1721

LOUIS MASSEY and the Westerners
Put Your Little Four Right Out • Little Brown Jug • Starlight Scherlucka • Honeydoke Scherlucka
H-1722

NEW SELLING FOLK RECORDS
Based on actual sales for week ending August 8

HEY, JOE
DARLIN’, AM I THE ONE
Carl Smith
21129 • 4-21129

TRADEMARK
DO I LIKE IT?
Carl Smith
21119 • 4-21119

THIS ORCHESTRA MEANS GOODBYE
JUST WAIT TILL I GET YOU ALONE
Carl Smith
21087 • 4-21087

HIDE ME, ROCK OF AGES
THERE’S YOUR GLORY ON THE WINNING SIDE
The Chuck Wagon Gang
4-21133

IF I SHOULD WANDER BACK
TONIGHT
Lester Flatt and Earl Scruggs
21125 • 4-21125

"Little" Jimmy Dickens
21132 • 4-21132

MARTY ROBBINS
21111 • 4-21111

RAY PRICE
21117 • 4-21117

VIRGE MADDOX
21127 • 4-21127

VIN BRUCE
21120 • 4-21120

JIMMY BOYD
GOD BLESS US ALL
MARCO, THE POLO PONY

40049 • 4-40049
The Billboard Music Popularity Charts

...for Week Ending August 8

THIS WEEK'S BEST BUYS

Popular

DRAGNET (Schumann, ASCAP) — Ray An- shenyork — Capitol 2562

Strongest of this week's selections. Strong movement reported from L. A., St. Louis and Cleveland. Durham, Dallas and Boston say good. Flip is "Dancing in the Dark" (Harms, ASCAP). A previous "New Record to Watch."

EBBYTE (Frank Chacklefield Ork—London 135)

Complete with sea gulls and lapping waves, this still has to get complete distribution but reports are good where the record is. New York is very strong. So was a Chicago and Cleveland report. Good action in Cincinnati. And it's starting in Boston and Atlanta. It bears some watching in smaller towns since thus far it's proved itself only in big cities. Flip is "Walking Bag Foot Boy."

TOO LONG (Ryvore, BMI) — Bob Dini—Derby 821

This is recommended primarily for juke box operators. Sales to operators are reported strong in St. Louis, Boston and Philadel- phia. Good in Cincinnati. No retail re- ports to speak of at the moment. Flip is "Remember Me" (Vogue, BMI). A previous "New Record to Watch."

Country & Western

CARIBBEAN (American, B M I) — Mitchell

Very strong in Texas, on both Houston and Dallas charts. Also very good reports from L. A., St. Louis and Durham. Flip is "Weep Away" (American, BMI).

LET ME BE THE ONE (Four Star Sales, BMI) — Hawks Locklin—Four Star 1641

Very strong in Texas, in both Houston and Dallas-Fort Worth. Cincinnati report also strong. Moving up on national retail chart. Flip is "I'm Tired of Bummin' Around" (Four Star Sales, BMI).

TWO FRIENDS OF MINE (Hill & Range, BMI)

BEFORE YOU GO, MAKE SURE YOU KNOW

(Hill & Range, BMI) — Latty Frissell — Columbia 1142

Good action reported from Eastern Penn- sylvania, Cincinnati, Central Tennessee, Durham and Dallas. Almost all activity on "Two Friends." A previous "New Record to Watch."

Rhythm & Blues

DREAMS AND WISHES (Beam, BMI)

WHEN I SEE YOU (Bennon, BMI)—Crickets—

Jay Dee 777

Good movement reported from Philadel- phia, Durham, Tennessee, Cleveland, Dallas and Cincinnati. All reports show growing activity. Side preference varies by area. A previous "New Record to Watch."

CHERRY (Pamulon, BMI)—Tab Smith—Dailed 153

Strong in St. Louis. Good in Cincinnati, Cleveland, Chicago, Detroit and L. A. Flip is "I've Had the Blues All Day" (Pamulon, BMI).

NEW RECORDS TO WATCH

Popular

TERESA BREWER

You Know It's True (Hill & Range, BMI)

RCA Victor 20-5405—Label's two A&R stu- ffers combine (Rex on a Nashville recording and Winterhalter conducting) for a very pleasing instrumental. Should catch plenty of air time. Flip is "Elaine" (Hill & Range, BMI).

HERN BEN-HUGO WINTERHALTER

The Veilsof Love (H. H. Morris, ASCAP)—

RCA Victor 20-5405—Label's two A&R stu- ffers combine (Rex on a Nashville recording and Winterhalter conducting) for a very pleasing instrumental. Should catch plenty of air time. Flip is "Elaine" (Hill & Range, BMI).

BOBBY WAYNE

She Loves Me (Goldy, BMI) — Mercury 70231—Wayne pulls out the stops on a bound- less hand-clapping performance. Could pull a lot of action. Flip is "His Business Is Love."

Country & Western

KITTEN WELLS

My Cold, Cold Heart Is Melted Now (Acuff- Rose, BMI) — Decca 28737 — A re-write of "Cold, Cold Heart" is waltzed by the thrush. Some good reports already re- ceived on this. Flip is "Hey, Joe" (Tanner, BMI).

FERLIN HUSKY

You'll Die a Thousand Deaths (Central, BMI) — Capitol 2154 — A real tear-jerker, and singer watches it for all he's worth in his distinctive style. Bears close watching. Flip is "How Much Are You Mine" (Central, BMI).

Rhythm & Blues

FAVE ADAMS

Shake a Hand—Herald 410—There's very good action already reported from Philadel- phia, Cleveland and Durham on this side. Flip is 'Ve Gotta Leave You.'

Popular Album

ANDRE TELANET

Music of Cole Porter—Columbia ML 4652—

RCA Victor 20-5414—The combination of this music interpreted by the solid-selling folk leader seems likely to add up to some more healthy sales.

Jazz Album

JAZZ AT THE HARMONIC (VOL. 15) —

Mercury MG Vol. 15—This is a complete taping of the last JATP concert in Hall except for the Ella Fitzgerald portion (who, of course, under contract to Decca). It's a three-record package and should find a ready market with jazz devotees.

COMING UP IN THE TRADE

(Listed Alphabetically)

Popular

CRING IN THE CHAPEL

The Guitars—Jubiles 012

DON'T TAKE YOUR LOVE FROM ME

UNDER PARIS SKIES

Three Suns—RCA Victor 20-5047

ETERNALLY

Vic Damone—Mercury 70106

FALSE LOVE

Four Aces—Deca 28744

A POOL IS FOR ME

IF LOVE IS GOOD TO ME

(Not King) Cole—Capitol 2540

FOR ME, FOR ME

THUNDER AND LIGHTNING

George Stallings—Hormity 7012

FRACTIONED

PAT- A-CASE

Bill Williams—Comets—Etco 227

HEY, JOE!

Frankie Laine—Columbia 63096

I LOVE PARIS

Gigi

Les Baxter Ork—Capitol 2478

IF YOU WERE MINE

SONG OF INDIA

Mario Lanza—RCA Victor 10-4509

LIGHTHOUSE

I LOVE TO JUMP

Rusty Draper—Mercury 70128

PRETTY BUTTERFLY

Milk Brothers—Deca 28726

THREE LITTLE PIGS

LITTLE RED RIDING HOOD

Al (Jackie) Collins—Brun- wick 86001

TONIGHT, LOVE

Bill Darrell—Deca 28706

TOYS

Eileen Barton—Coral 61019

TREPICANA

Moe Gale—Etco 325

YOU'RE POOKING SOMEONE

MY LOVE, MY LOVE

Jonas Jones—M-G-M 11543

Country & Western

DANNY BOY

THERE'S A RAINBOW IN

EVERY TEARDROP

Slim Whitman—Imperial 2031

DATIN'

NOBODY ASKED ME TO

DANCE

Sunshine Ruby—RCA Victor 20-5374

FOR NOW AND ALWAYS

A MESSAGE FROM THE

TRADEWINDS

Hall Stewart—RCA Victor 20-5380

HOT DOG BAG

THAT OLD RIVER LINE

Red Foley—Deca 28709

I'M WALKING BEHIND YOU ALL

Homer & Jethro—RCA Victor, 20-3372

PRIVATE PROPERTY

Toniene and Jack—RCA Victor 20-3383

TENNESSEE WIG WALK

HILL-BILLY HEART

Bunny Lee—King 1217

MIDNIGHT PAST

DON'T BRUSH THEM ON ME

Ernest Tubb—Deca 28777

Rhythm & Blues

DRAGNET BLUES

Johnny Moore—Modern 918

EARLY IN THE MORNING

Roy Milton—Specialty 464

FOLLOW THE LEADER

Earl Bostic—King 4544

MY DEAR, DEAREST DARLING

The Five Willows—Allen 100

MY LEAN BABY

Dinah Washington—Mercury 70178

BAD MAN BLUES

Mercy Dee—Specialty 466

THAT'S MY DESIRE

HUBBIE MOORE

The Flamingoes—Chance 1149

WHY, OH WHY

The Kings—Jax 314

YOU CAN'T KEEP A GOOD MAN DOWN

The Dominion—Federal 12139

According to EARLY SALES REPORTS from important markets, these recent releases are making solid sales progress.

According to FOLLOW-UP REPORTS from dealers, operators, disk jockeys, distributors and importers in important markets, these records are selling well but not yet strong enough to make national dealer or operator charts.

CURRENT TOP RECORDS

See page 30 for the current top pop records. See page 35 for the current top c.w. records. See page 38 for the current top r.& b. records.
ETERNALLY

A GREAT RECORD BY
Vic Damone

coupled with SIMONETTA

MERCURY 70186 - 70186X45
### Best Selling Singles

Records are ranked in order of their current national sales importance at the retail level. Records are listed on The Billboard's weekly survey of major record companies' records in the retail market area. Separate charts are issued for 31 1/2 p.m. and 45 p.m. records.

#### Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk-jockey radio stations throughout the country. Jockeys are based on The Billboard's weekly survey of major record companies' records. No distinction is made between record sales. Number after title indicates the number of weeks the record spent in the chart.

#### Most Played by Jockeys

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Plays</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. TLOU -D.- P. Cook</td>
<td>2 8</td>
<td></td>
</tr>
<tr>
<td>2. VAYA CON DIOS-D.- Paul M. Ford</td>
<td>2 8</td>
<td></td>
</tr>
<tr>
<td>3. I'M WALKING BEHIND YOU</td>
<td>E. Fisher</td>
<td>2 8</td>
</tr>
<tr>
<td>4. SONG FROM MOULIN ROUGE-P. Fisher</td>
<td>2 8</td>
<td></td>
</tr>
<tr>
<td>5. YOU, YOU, YOU-Amee Brothers</td>
<td>2 8</td>
<td></td>
</tr>
<tr>
<td>6. YOU, YOU, YOU-Amee Brothers</td>
<td>2 8</td>
<td></td>
</tr>
<tr>
<td>7. I'M WALKING BEHIND YOU</td>
<td>E. Fisher</td>
<td>2 8</td>
</tr>
<tr>
<td>8. SONG FROM MOULIN ROUGE-P. Fisher</td>
<td>2 8</td>
<td></td>
</tr>
</tbody>
</table>

### Best Selling Popular Albums

Charts are ranked in order of their current national sales importance at the retail level. Records are based on The Billboard's weekly survey of major record companies' records in the retail market area. Separate charts are issued for 31 1/2 p.m. and 45 p.m. records.

#### Best Selling Children's Records

Records are ranked in order of their current national sales importance at the retail level. Records are based on The Billboard's weekly survey of major record companies' records in the retail market area. Separate charts are issued for 31 1/2 p.m. and 45 p.m. records.

#### TROPICANA-M. Kelly | 1 Life in New York-Eem 125-BMI
THEM CAN DANCE TO

BUDDY MORROW'S

DRAGNET

c/w YOUR MOUTH'S GOT A HOLE IN IT

20/47-5398

The SELLING Version of the Fast-Breaking Novelty Hit!

8 GREAT STARS + 8 GREAT SONGS IN ONE GREAT ALBUM!

"TOP POPS"

The Amos Sisters—You, You, You—Frances Hotchkiss

The Three Suns—Don't Take Your Love From Me—June Valli

THE LONG WAY/IT'LL TRADE YOURS FOR MINE

RCA Victor—Release 53-33

THE VELVET GLOVE

ELAINE (Silene)

Harp Ray and Huggs Waterfaller

Vocals: Arne Marte

THE THREE SUNS

SUN 5405

ONE STIR

(Toward The Lord)

INVISIBLE HANDS

The Three Sons

Ralph Nolan

MARVIN HAMLICHER

EL CID

Al Cidalo with Rhythm

THE LONG WAY

It Went Down Easy

The Four Tunes

DON'T TAKE ME FOR A FOOL

Two Guitar Riffs

Rex Hall Orchestra

Vocal: Courland Carter

POPULAR

You, You, You/One Upon A Time

Amos Brothers

C'est Si Bon/African Lullaby

Eddie Fisher

No Other Love/Keep It Gay

Beverly Glore

I'M WALKING BEHIND YOU

Just Another Place

Eddie Fisher

CRYING IN THE CHAPEL

Loven Every Moment You Live

June Valli

With These Hands/When I Was Young

Eddie Fisher

DID YOU TAKE YOUR LOVE FROM ME

Under Paris Skies

The Three Sons

THE LONG WAY/IT'LL TRADE YOURS FOR MINE

RHYTHM/BLUES

GREEDY PIG/I'll Rains

Rudy Lewis

BEGINNING TO MISS YOU/RHYTHM IN THE BREZE

Johnnie Ray

SQUEEZE ME/ROCK BALLET

Bill Tomsely

RED SEAL ALBUMS

BEETHOVEN'S 9TH SYMPHONY

telecast and NBC SYMPHONY

Wade Arms

THE GREAT CARS

Percy Faith

GULF PARTNERS

Arlo Fowler and the

RED SEAL ALBUMS

BEETHOVEN'S 9TH SYMPHONY

Wade Arms

THE GREAT CARS

Percy Faith

GULF PARTNERS

Arlo Fowler and the

RED SEAL ALBUMS

BEETHOVEN'S 9TH SYMPHONY

Wade Arms

THE GREAT CARS

Percy Faith

GULF PARTNERS

Arlo Fowler and the

RED SEAL ALBUMS

BEETHOVEN'S 9TH SYMPHONY

Wade Arms

THE GREAT CARS

Percy Faith

GULF PARTNERS

Arlo Fowler and the

RED SEAL ALBUMS

BEETHOVEN'S 9TH SYMPHONY

Wade Arms

THE GREAT CARS

Percy Faith

GULF PARTNERS

Arlo Fowler and the

RED SEAL ALBUMS

BEETHOVEN'S 9TH SYMPHONY

Wade Arms

THE GREAT CARS

Percy Faith

GULF PARTNERS

Arlo Fowler and the

RED SEAL ALBUMS

BEETHOVEN'S 9TH SYMPHONY

Wade Arms

THE GREAT CARS

Percy Faith

GULF PARTNERS

Arlo Fowler and the

RED SEAL ALBUMS

BEETHOVEN'S 9TH SYMPHONY

Wade Arms

THE GREAT CARS

Percy Faith

GULF PARTNERS

Arlo Fowler and the

RED SEAL ALBUMS

BEETHOVEN'S 9TH SYMPHONY

Wade Arms

THE GREAT CARS

Percy Faith

GULF PARTNERS

Arlo Fowler and the

RED SEAL ALBUMS

BEETHOVEN'S 9TH SYMPHONY

Wade Arms

THE GREAT CARS

Percy Faith

GULF PARTNERS

Arlo Fowler and the
Territorial Best Sellers

Listings are based on late results received via Western Union messenger service from top dealers in each of the market areas.

New York
1. I'm Walking Behind You
P. O'Day, M-G-M
2. I'm Walking Behind You
S. Mangano, M-G-M
3. The Shape of Things to Come
C. King, Victor
4. Song from Moulin Rouge
P. Cono, Victor
5. Song from Moulin Rouge
P. Cono, Victor
6. Song from Moulin Rouge
P. Cono, Victor
7. Song from Moulin Rouge
P. Cono, Victor
8. No Other Love
S. Mangano, M-G-M
9. No Other Love
S. Mangano, M-G-M
10. No Other Love
S. Mangano, M-G-M

Philadelphia
1. I'm Walking Behind You
E. Fisher, Victor
2. I'm Walking Behind You
E. Fisher, Victor
3. I'm Walking Behind You
E. Fisher, Victor
4. Song from Moulin Rouge
E. Fisher, Victor
5. Song from Moulin Rouge
E. Fisher, Victor
6. Half a Photograph
E. Fisher, Victor
7. Crying in the Chapel
E. Fisher, Victor
8. Crying in the Chapel
E. Fisher, Victor
9. Crying in the Chapel
E. Fisher, Victor
10. The Shape of Things to Come
E. Fisher, Victor

Pittsburgh
1. You You You
Amer Brothers, Victor
2. Don't You Love From Me
E. Fisher, Victor
3. Don't You Love From Me
E. Fisher, Victor
4. Don't You Love From Me
E. Fisher, Victor
5. Don't You Love From Me
E. Fisher, Victor
6. Don't You Love From Me
E. Fisher, Victor
7. Don't You Love From Me
E. Fisher, Victor
8. Don't You Love From Me
E. Fisher, Victor
9. Don't You Love From Me
E. Fisher, Victor
10. Don't You Love From Me
E. Fisher, Victor

Boston
1. Dear John Letter
P. O'Day, M-G-M
2. I'm Walking Behind You
P. Cono, Victor
3. A Kiss in the Shade
E. Fisher, Victor
4. Song from Moulin Rouge
E. Fisher, Victor
5. Song from Moulin Rouge
E. Fisher, Victor
6. Song from Moulin Rouge
E. Fisher, Victor
7. Song from Moulin Rouge
E. Fisher, Victor
8. Song from Moulin Rouge
E. Fisher, Victor
9. Song from Moulin Rouge
E. Fisher, Victor
10. Song from Moulin Rouge
E. Fisher, Victor

Los Angeles
1. You You You
Amer Brothers, Victor
2. Don't You Love From Me
E. Fisher, Victor
3. Don't You Love From Me
E. Fisher, Victor
4. Don't You Love From Me
E. Fisher, Victor
5. Don't You Love From Me
E. Fisher, Victor
6. Don't You Love From Me
E. Fisher, Victor
7. Don't You Love From Me
E. Fisher, Victor
8. Don't You Love From Me
E. Fisher, Victor
9. Don't You Love From Me
E. Fisher, Victor
10. Don't You Love From Me
E. Fisher, Victor

Cincinnati
1. No Other Love
P. Cono, Victor
2. I'm Walking Behind You
E. Fisher, Victor
3. I'm Walking Behind You
E. Fisher, Victor
4. I'm Walking Behind You
E. Fisher, Victor
5. Song from Moulin Rouge
E. Fisher, Victor
6. Song from Moulin Rouge
E. Fisher, Victor
7. Song from Moulin Rouge
E. Fisher, Victor
8. Song from Moulin Rouge
E. Fisher, Victor
9. Song from Moulin Rouge
E. Fisher, Victor
10. This is My Prayer
R. Draper, Mercur...
30% BONUS! Young People’s Records Offer

9 FREE RECORDS FOR EVERY 30 YOU BUY!

To Introduce Our New 45 RPM Young People’s Records—The Fastest Selling of our 78 RPM Hits—We make this extra profit bonus offer!

YES, for a limited time only, you actually receive 9 fast-selling Young People’s records as a FREE BONUS when you buy only 30 of our top titles... all in the 45 rpm speed. That’s an EXTRA PROFIT of $9.45, yours just for the asking! The retail price of these 39 records is $40.95, but they cost you only $19.35 in all—a terrific net of $21.60 for you! Records are packed in colorful counter display “browser box” that will produce immediate sales. Here’s the deal of the year! Don’t miss out... mail the coupon below to your nearest distributor or directly to us and we will forward it on to him for fulfillment of your order.

You get this handsome sales-building display holding 39 of our new 45 rpm Young People’s Records

9 EXTRA RECORDS FREE FOR YOU A TREMENDOUS PROFIT BONUS!

OFFER GOOD UNTIL SEPTEMBER 15TH

"Excellent standards of test and musical value... "New York Times
"One of the leading manufacturers of music on records for children..." Look
"Tallor-made records for the very young..." Living for Young Homemakers
"A major cultural achievement..." The National Critics Award

This brand new self-selling deal will keep the cash registers ringing with added sales. These are the best hit titles of the 78 rpm records which have been our top sellers. They are arranged by age groups and are unbreakable, of course. This introductory offer is good only until September 15, 1953. Don’t lose out on your EXTRA-PROFIT BONUS! Order now through your local distributor, or direct by mailing the coupon. Do it at once!

Young People’s Records

ORDER FROM YOUR DISTRIBUTOR—OR DIRECT

Young People’s Records, Trade Sales Dept. 100 Sixth Avenue, New York 13, N.Y.

Yes! I want to receive my 9 EXTRA-BONUS records on the new 45 RPM Young People’s Records. Please send me........display cartons with the 39 top YPR hits at the special introductory price of $19.35 per set. (offer good until September 15, 1953)

Name

Address

City

STATE

TELEPHONE

ORDER FOR ME NOW!
Records are rated in order at their current national selling importance at the time these pages were prepared. Records listed below the 100’s (weekly survey) are based on the Billboard’s weekly survey. Rock records found on the country survey. September records are listed for 1952 and 45 & 78 records.

**Classical Records**

**Best Selling Classical**


2. **MUSIC OF VICTOR HERBERT - Mantovani Orch.**


---

**Reviews of the Current Classical Releases**

**STRAUS: OVERTURES, MARCHES AND POLKAS** - The Philadelphia Orchestra “Zander”.

Columbia (33) ML 4086

Of course, the point here is that the recordings in the package are new and sparkling in sound. It should be obvious that Strasburg’s performance, management of the market and the marketing waiting for them. Since the orchestra and conductor are so familiar and the packaging is striking, it should be difficult to keep from stocking and selling this one. A good deal of the material is available through our regular new releases and even this, however, other labels, but a few items are not too heavily waxed. These include “Queen’s Last Handel-free” overtures, “Explosive Polka” and “Egyptian March”.

**BEETHOVEN SYMPHONY NO. 9** - The Royal Philharmonic Orchestra; Sir Thomas Beecham, conductor. (1-12797)

Columbia (ML 4081)

This is the first of a set of these concert записаны in the catalog. Many are very fine, and indeed, for many dealer, he has been available in fine condition. A few items are to be bypassed. Firstly, the coupling is unique and powerful. And then, the Beecham rendition of the scherzo is fine in elusion, proportion, a contribution to recorded literature, many is not likely to want to go without. Activity should be good over a long period of time.

---

**Bach: CANTATINA, BACH: TONETTISCHEN**

**OTHER BACH TRANSCRIPTIONS** - Georg Sandor, Piano.

Columbia (ML 4094)

This album is likely to be greeted with some scar by Bach purists, but with enlightened enthusiasm by many others to whom this is their first introduction to this quality instrument written for, but here they are present in lavish piano transcriptions, which are far better than the original in every way. Each and every one of these concert transcriptions contains passages of treating technical difficulties, Sandor has used them to the full, including two Beethoven arrangements, another of and one of the Beethoven and Fugue in D minor, by Sandor himself. It’s an album for pianists and those who like the instrument will do well after.

**Radio**

100 Top: 80-89 Excluding: 90-97 Good: 98-40 SATISFACTORY: 39 Poor NOW RATINGS ARE DETERMINED: Each record is reviewed and rated against the others, each which affords a possible commercial potential. The following factors are considered: Artistic and musical characteristics and recording; appeal of the competition in the same class; potential for the record itself.

---

**State Payment Delays Sympath**

(Continued from page 15)

In October, the latter Bullitt said this year’s negotiations were being followed by their last year’s was negotiated in using six days before the opening.

James Perry, secretary of Local 77, said: “We are still in the midst of negotiation; nothing has been decided.” Frank Lazar, president of Local 77’s board of directors, said that the union had an appointment to continue negotiations next week. Benefits under the state’s unemployment compensation range from $15 to $20 a week for a period running from 12 to 20 weeks. An opinion for the New York Philharmonic, which has been covered by the state’s compensation since 1931, was said that its members go on compen- sation after completing their 30 weeks without the week.
### National Best Sellers

Records are ranked in order of their current national selling importance in the retail field. Numbers are based on The Billboard's weekly survey among dealers throughout the country with a wide variety of stores in country and western records. The reverse side of each record is also listed.

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Weeks on Chart</th>
<th>Last Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IT'S BEEN SO LONG</td>
<td>W. Pierce</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>DON'T THROW YOUR LIFE AWAY</td>
<td>Col. Smith</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>DON'T TAKE OFF</td>
<td>J. Shepard-F. Huskey</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>I WON'T BE HOME NO MORE</td>
<td>H. Williams</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>TRADEMARK</td>
<td>Carl Smith</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>6</td>
<td>RUB-A-DUB-DUB</td>
<td>H. Thompson</td>
<td>7 12</td>
<td>7 12</td>
</tr>
<tr>
<td>7</td>
<td>CRYING IN THE CHAPEL</td>
<td>Rex Allen</td>
<td>10 2</td>
<td>10 2</td>
</tr>
<tr>
<td>8</td>
<td>I THINK IT'S LOVE</td>
<td>J. de Luca-Dee</td>
<td>15 3</td>
<td>15 3</td>
</tr>
<tr>
<td>9</td>
<td>I FORGOT MORE THAN YOU'LL EVER KNOW</td>
<td>Davis Sisters</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>MEXICAN JOE</td>
<td>J. Reeves</td>
<td>5 19</td>
<td>5 19</td>
</tr>
<tr>
<td>11</td>
<td>FREE HOME DEMONSTRATION</td>
<td>E. Arnold</td>
<td>8 9</td>
<td>8 9</td>
</tr>
</tbody>
</table>

### Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows across the country. Numbers are based on The Billboard's weekly survey among disk jockeys specializing in country and western records.

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Weeks on Chart</th>
<th>Last Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IT'S BEEN SO LONG</td>
<td>W. Pierce</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>HEY JOE</td>
<td>Carl Smith</td>
<td>5 3</td>
<td>5 3</td>
</tr>
<tr>
<td>3</td>
<td>DEAR JOHN LETTER</td>
<td>J. Shepard-F. Huskey</td>
<td>2 4</td>
<td>2 4</td>
</tr>
<tr>
<td>4</td>
<td>HOW'S THE WORLD TREATING YOU</td>
<td>E. Arnold</td>
<td>5 5</td>
<td>5 5</td>
</tr>
<tr>
<td>5</td>
<td>IS THAT YOU MYRTLE</td>
<td>Carlisle</td>
<td>2 4</td>
<td>2 4</td>
</tr>
<tr>
<td>6</td>
<td>CRYING IN THE CHAPEL</td>
<td>D. Glenn</td>
<td>4 4</td>
<td>4 4</td>
</tr>
<tr>
<td>7</td>
<td>RUB-A-DUB-DUB</td>
<td>H. Thompson</td>
<td>10 12</td>
<td>10 12</td>
</tr>
<tr>
<td>8</td>
<td>MEXICAN JOE</td>
<td>J. Reeves</td>
<td>5 19</td>
<td>5 19</td>
</tr>
<tr>
<td>9</td>
<td>TAKE THESE CHAINS FROM MY HEART</td>
<td>H. Williams</td>
<td>1 7</td>
<td>1 7</td>
</tr>
<tr>
<td>10</td>
<td>TRADEMARK</td>
<td>Carl Smith</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

### Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on juke boxes throughout the country. Numbers are based on The Billboard's weekly survey among operators throughout the country with a high proportion of country and western records.

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Weeks on Chart</th>
<th>Last Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MEXICAN JOE</td>
<td>J. Reeves</td>
<td>20 20</td>
<td>20 20</td>
</tr>
<tr>
<td>2</td>
<td>IT'S BEEN SO LONG</td>
<td>W. Pierce</td>
<td>7 4</td>
<td>7 4</td>
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<tr>
<td>3</td>
<td>RUB-A-DUB-DUB</td>
<td>H. Thompson</td>
<td>1 11</td>
<td>1 11</td>
</tr>
<tr>
<td>4</td>
<td>I WON'T BE HOME NO MORE</td>
<td>H. Williams</td>
<td>7 3</td>
<td>7 3</td>
</tr>
<tr>
<td>5</td>
<td>TRADEMARK</td>
<td>Carl Smith</td>
<td>6 6</td>
<td>6 6</td>
</tr>
<tr>
<td>6</td>
<td>FREE HOME DEMONSTRATION</td>
<td>E. Arnold</td>
<td>5 3</td>
<td>5 3</td>
</tr>
<tr>
<td>7</td>
<td>SPANISH FIRE BALL</td>
<td>H. Snow</td>
<td>6 9</td>
<td>6 9</td>
</tr>
<tr>
<td>8</td>
<td>CRYING IN THE CHAPEL</td>
<td>D. Glenn</td>
<td>8 3</td>
<td>8 3</td>
</tr>
<tr>
<td>9</td>
<td>RUMMIES AROUND</td>
<td>T. T. Tyler</td>
<td>10 12</td>
<td>10 12</td>
</tr>
</tbody>
</table>
TOWN HALL PARTY
NRC coast to coast
JACK LOYD

1. I'll Be So Long W. Pierce, Decro
2. Crying in the Chapel W. Pierce, Decro
3. More Than You'll Ever Know W. Pierce, Decro

ACT 1, ACT 2, ACT 3

TUTTLE MCNEELY & CO.
NRC coast to coast

1. 11700 Dollars I.D. Highland, Montana
2. Goodnight, Sweetheart, Goodnight Joe Smith, M.G.M.
3. More Than You'll Ever Know W. Pierce, Decro

11572 1/2 Madison, 117th and 14th Ave.

EASTMAN RECORDS
1/100 Olympic LA 46, Calif.

...for Week Ending August 8

TOWN HALL PARTY

NRC coast to coast
JACK LOYD

1. I'll Be So Long W. Pierce, Decro
2. Crying in the Chapel W. Pierce, Decro
3. More Than You'll Ever Know W. Pierce, Decro

www.americanradiohistory.com

TERITORIAL BEST SELLERS

Ripe's "Hello, My Good Man"...which was recorded at the Grand Ole Opry...has been named the song that Bob's Rural Radio Station is playing...in the Opry's...on its...is...on its...in...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...for...fo
"Ray Anthony is a long time favorite of mine, and I hope you enjoy his version of our 'Dragnet' theme as much as we do."

Jack Webb
The Billboard Music Popularity Charts

...for Week Ending August 8

TOP RHYTHM & BLUES RECORDS

This Week's New Territorial Best Sellers to Watch

RHYTHM AND BLUES NOTES

- By BOB ROLOFF

The Shaw Agency has signed Little Esther, who is now recording for Decca. And Ruth Brown is headed for California, where she will do an eight-day tour of the West Coast with Billy Eckstine. The tour opens on September 11.

Rhythm & Blues Stars

1. CLOE J. Ace
2. CRYING IN THE CHAPEL-Orleans
3. GOOD LOVIN'-Clowns
4. PLEASE LOVE ME-B. B. King
5. PLEASE DON'T LEAVE ME-Fats Domino
6. DON'T DECIDE ME-C. Willis
7. MERCY MR. PERCY-V. Dillard
8. WILD YOUNG MEN-Ruth Brown
9. GET IT Royas
10. LEAVE ME alone-Dee Dripping, Victor

Most Played in Juke Boxes

National Best Sellers

Records are ranked in order of their current national retail appearances in the retail music trade. Sales are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records.

This Week

1. CLOE J. Ace
2. CRYING IN THE CHAPEL-Orleans
3. GOOD LOVIN'-Clowns
4. PLEASE LOVE ME-B. B. King
5. PLEASE DON'T LEAVE ME-Fats Domino
6. DON'T DECIDE ME-C. Willis
7. MERCY MR. PERCY-V. Dillard
8. WILD YOUNG MEN-Ruth Brown
9. GET IT Royas
10. LEAVE ME alone-Dee Dripping, Victor

Chicago

1. Clock
2. Hop Me Somebody
3. Don't Decide Me
4. Good Lovin'
5. Crying in the Chapel
6. Ave, Duke
7. Wild, Wild Young Men
8. Dat Gut
9. Help Me Somebody
10. Don't Decide Me

Cleveland

1. Good Lovin'
2. I'm Yours, Atollite
3. Please Love Me
4. Crying in the Chapel
5. Clock
6. Wild, Wild Young Men
7. Dat Gut
8. Help Me Somebody
9. Don't Decide Me

Cincinnati

1. Clock
2. Ave, Duke
3. Crying in the Chapel
4. Good Lovin'
5. Clock
6. Good Lovin'
7. Help Me Somebody
8. Don't Decide Me

CHARLOTTE

1. Clock
2. Ave, Duke
3. Crying in the Chapel
4. Good Lovin'
5. Clock
6. Good Lovin'
7. Help Me Somebody
8. Don't Decide Me

WXYX to Air Sat.

Top Band Series

DETROIT, Aug. 8-...A string of top name hit dates has been set by WXYX for Saturday night broadcast. The series kicked off last week with the last orchestra. Programs emanate from Edgewater Gardens, new ballroom opened last year with a top name band policy, going to sell for a 25-minute period, starting at 7:30. The series kicks off Saturday, Aug. 8.

King Field, August 15

WILLIAM P. MILLARD

ALL'HARMONY

FUND

MUSIC THE BILLBOARD AUGUST 15, 1953

ATLANTIC RECORDING CORP.

CARMEN TAYLOR

#1001 Honey Rush
#1002 Ding Dong

CRAWDED DOLE

LAVERN BAKER

#1004 Soul on Fire

ATLANTIC RECORDING CORP.

234 WEST 56th St. NEW YORK 19, N. Y.

GOT HIT WITH ATLANTIC  
4 NEW BIG OUS!

JOE TURNER

#1001 Honey Rush

CRAWDED DOLE

LAVERN BAKER

#1004 Soul on Fire

ATLANTIC RECORDING CORP.

234 WEST 56th St. NEW YORK 19, N. Y.

GOT HIT WITH ATLANTIC  
4 NEW BIG OUS!

CARMEN TAYLOR

#1001 Honey Rush

CRAWDED DOLE

LAVERN BAKER

#1004 Soul on Fire

ATLANTIC RECORDING CORP.
**Album and LP Reviews**

**Popular**

**Music of Cole Porter** — Vocal. Gena Rowlands, with possibly more honors than any other female vocalist in the world. But the band is in need of a more extensive repertoire of modern songs. And Rowlands will tell her friends of the occasion to which her repertoire of songs plan to be performed in the future. (Tyrone, Monogram)

**Sugar**

5. [Entry for album or LP]

AUG 5

[Curtis](BM)

The first album for Curtis's first album for Columbia, "Sugar," should include at least one song "Our Love" which is not a hit. But the record was sold out of stock. (S) for this month to be in the same class as Brown's previous packages.

**R&B Territorial Best Sellers**

[Continued from page 28]

**Detroit**

1. Get It for Me, Bobby, Imperial

2. You Can't Keep a Good Man Down, Dominoes, Federal

**New York**

1. In the City, The Orioles, Capitol

2. Green Onions, Bo Diddley, Vee Jay

3. Brown Onions, The Isley Brothers, King

4. Life Is Like a Mountain, Count Basie, Imperial

5. Papa Was A Rolling Stone, Sly and The Family Stone, Imperial

**Los Angeles**

1. Crying in the Rain, Les Brown and His Boys

2. Clock, The Hollywood Strings, Imperial

3. Magic Man, Stevie Wonder, Tamla

**Philadelphia**

1. Crying in the City, The Orioles, Capitol

2. Good Lovin', The Everly Brothers, Columbia

3. Please Don't Leave Me, The Platters, Imperial

**New Orleans**

1. Crying in the City, The Orioles, Jubilee

2. Clock, The Hollywood Strings, Imperial

3. Magic Man, Stevie Wonder, Tamla

**St. Louis**

1. Crying in the City, The Orioles, Jubilee

2. Magic Man, Stevie Wonder, Tamla

3. Please Don't Leave Me, The Platters, Imperial

**Washington–Baltimore**

1. Crying in the City, The Orioles, Jubilee

2. Clock, The Hollywood Strings, Imperial

3. Magic Man, Stevie Wonder, Tamla

**A New Hit**

BOBBY MITCHELL 

"4-11-44" (4-11-44)

**Imperial Records**


**The Billboard**

AUG 15, 1953

**MUSIC**

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CUSTOM RECORD PRESSINGS

Black and white or multi-color vinyl and 45rpm singles, 78rpm vaults and blank discs. Centurion Records is the master, processing, finishing, custom pressing, vinyl, metal, wood, plastic, or any other material. All work, albums, records.

ALLENTOWN RECORD CO., Inc.
Allentown, Pennsylvania
Tel. 7-9475

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Record Salesmen—Non-conflicting situations. Multiple employers—telling will get you what you need. Remember, when you call any one of the names on this list, the number of people you can contact on the job will increase. Please call or write today.

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Do it with RCA Victor

**THE RECORD EXCHANGE**

**NUMBER 1 POUKIA LLAP**

Top Artists and Tunes

Biggest Selection on all Sounds. Write for catalog and discount listings.

DANA RECORDS

104 North Ave.

New Rochelle, N. Y.

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$1.00 for one line, one paragraph, one address.

*For the first line, add 25 cents for each additional line or paragraph.

*For the first address, add 25 cents for each additional address.

*For the first price, add 25 cents for each additional price.

**CONSECUTIVE CLASSIFIED**

$1.50 for one line, one paragraph, one address.

*For the first line, add 25 cents for each additional line or paragraph.

*For the first address, add 25 cents for each additional address.

*For the first price, add 25 cents for each additional price.

**DISPLAY CLASSIFIED**

$2.00 for one line, one paragraph, one address.

*For the first line, add 25 cents for each additional line or paragraph.

*For the first address, add 25 cents for each additional address.

*For the first price, add 25 cents for each additional price.

**ADDRESS**

ADVERTISING RATES

Regular Classified, $1.00 for one line, one paragraph, one address.

Consecutive Classified, $1.50 for one line, one paragraph, one address.

Display Classified, $2.00 for one line, one paragraph, one address.

For the first line, add 25 cents for each additional line or paragraph.

For the first address, add 25 cents for each additional address.

For the first price, add 25 cents for each additional price.
Burlesque Bits

Sanny Price and Betty Jo Morgan, well known burlesque stars, arrived at the Palace, Buffalo, for two weeks, with the Richard Morgan, Pittsburgh, and closed at the Chez Paree, Denver, on Saturday night, after a run of 21 weeks, much to the delight of the customers.

In New York, the big Three, Sammy Davis, Jr., Vernon and Amy, were presented at the Ziegfeld. The show was well received, and the audience was highly appreciative of the performance.

In Los Angeles, the famous Trio, the Mills Brothers, were performing at the Hollywood Bowl. The show was well received, and the audience was highly appreciative of the performance.

In Chicago, the famous Trio, the Mills Brothers, were performing at the Chicago Auditorium. The show was well received, and the audience was highly appreciative of the performance.

In Miami, the famous Trio, the Mills Brothers, were performing at the Miami Auditorium. The show was well received, and the audience was highly appreciative of the performance.

In Boston, the famous Trio, the Mills Brothers, were performing at the Boston Symphony Hall. The show was well received, and the audience was highly appreciative of the performance.

In New York, the famous Trio, the Mills Brothers, were performing at the Carnegie Hall. The show was well received, and the audience was highly appreciative of the performance.

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In New York, the famous Trio, the Mills Brothers, were performing at the Carnegie Hall. The show was well received, and the audience was highly appreciative of the performance.
Scheduling

SUPPLIERS

Cleveland, Aug. 8—Clered

Cleveland, Aug. 8—Clered

Cleveland, Aug. 8—Clered

Cleveland, Aug. 8—Clered

Cleveland, Aug. 8—Clered

Cleveland, Aug. 8—Clered

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Cleveland, Aug. 8—Clered

Cleveland, Aug. 8—Clered

Cleveland, Aug. 8—Clered

Cleveland, Aug. 8—Clered
BIBISETT'S COMEDIANS, new in town for the week, have an open-eyed look in the last year's business over the period when they've been on the road. The cast is un- Known with the show's overgeneral manager; Bob Braband, producer and featured comic; Bill producer and featured comic; Mike McGhee, Norman Proctor, Lee Lacy, Charlie McCarth. Bill's partner, Otto Arnold, Otto Leitz, Bob Braband, Audra and Virginia DeWitt, Tamara Tenera, Mickey Lacey, Marvin and Virginia DeWitt. Bob's partner, Cliff and Maile Malcolm, and George Lincoln, Harry. It was recently discovered that five-year-old Bobby Chaste has a good memory for his age. As a result, he's now doing three days a week. He's a fourth-generation Chaste in the family. Bobby is going back to the Chaste Comedians of 1945. Now he's doing something on a semi-truck, a special campus car. He just received a small pan to pull a new sleeping car. Bobby's equipment includes a 10-kw. light, a 25-kw. light, 314 privately owned house trailers. His recent performances at Omaha, Larson, Henry, and New York. He'll be back another six weeks and then going to Tennessee for its closing weeks.

Drivin' Round the Drive-Ins

W. B. GOATES has opened for the new 600-capacity Cherm- okee Outdoor Theater at Long- wood Drive-Ins of America, 取得 gray-wolf. The new biggest and best outdoor Drive-In at Barstow, Tex., has a must-see screen, in all kinds of looks on the eastern, western, and one in which the Drive-In has been on in the east. There's no place in State College. The drive-in has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State College. The Drive-In has been on in the east, and that in State.
Over-All Tax Relief Prospects Brighten

RINGLING WAITS BEATTY IN MINN.

DULUTH, Minn., Aug. 8—Five small, gaudy, exuberant circus clowns, already given to mispronouncing names,  were seen down at the Duluth Fairgrounds Friday, their eyes bright with anticipation of别名 robbery by Mr. Bill and Mrs. Jack Beatty, the Dungeness and the Beatty Jr. twins. Both horses are owned by Mr. Beatty, and his friends are currently bidding $15,000 for the twin's five-year-old, who was due to run at the Duluth Fairgrounds Saturday.

Miss Ruth Wilcox of the Duluth Daily News, who has been covering the annual fair since it began 16 years ago, said that the fairgrounds were packed with spectators, and that the small clowns were already making a name for themselves. She added that the Beatty twins were expected to perform in front of a large audience, and that the fairgrounds would be closed to the public after the fair.

Chippewa Falls, Wis. Points to Good Fair Season in Midwest

Outpaces '52 on Clear Days; Biz Holds Up Despite Loss to Weather

AUGUST 15, 1953

THE BILLBOARD

43

communications to 188 W. Randolph St., Chicago 1, Ill.

130 Attend NAAPPB Confab, Report Okay Year in All Areas

Evanston, Ill., Aug. 8—For the fifth time in the past four years, the Evanston Police Department held its annual summer picnic at the Evanston Police Station Memorial Park. The picnic was attended by approximately 130 people, including members of the Evanston Police Department, Evanston City officials, and other members of the community.

The picnic featured a potluck lunch, music, and speeches. The keynote speaker was Mayor John O'Connor, who addressed the importance of law enforcement in maintaining order in the community. The picnic was a great success, and it was reported that all attendees had a great time.

Gray Show Set For Four Ky. Shrine Dates

Evanston, Ill., Aug. 8—Announced in a press release was the news that the Gray Show will be held in Kentucky for the next four years. The Gray Show is a national sales conference for the Gray Foundation, and it is held in different locations each year.

Mamye Baker, American radio personality and former member of the Jackson 5, will be the featured speaker at the 1954 Gray Show in Kentucky. The show will be held in October, and it will feature a number of speakers and exhibits, including a display of Greyhound buses, Greyhound buses, and Greyhound buses.

The Gray Show is a major event for the Greyhound Lines, and it is a great opportunity for the company to showcase its new buses and services. The company is looking forward to the 1954 show, and it is expected to be a great success.
**Giant Popcorn Profits**

with a
CREATORS Giant
MODEL 41 POPPING UNIT

Page 2 lb. of raw corn per charge. BONUS Smaller. Manufactured by Giant Mfg. Co. (Genuine equipment optional at extra cost). Make any monkey a popcorn fakir. RIPE surplus to your requirements. Write for full information, or write direct to P. O. Box 1020-26.

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**NSA Signs Lease For New Quarters**

NEW YORK, Aug. 8 — The Na
tional Showmen's Association this
year signed lease for six quar
ters located at 317 W. 56th Street
across from Rockefeller Center and
at 712 Avenue 2nd Street, New York.
The club will move from its head
campus on 57th Street across from
Broadway after the completion of an
important modernization program
there, which is expected to cost over
$1 million. The new rooms are expected to be
ready for occupancy about the middle
of next month.

---

**Hildreth Asks Tax Exemption For Circuses**

WASHINGTON, Aug. 8 — In a
letter to the Federal Internal Revenue
Service, Hildreth asked the agency to
grant federal recognition for circuses
as tax-exempt enterprises which are
danger of becoming extinct.

Hildreth stated that the association of
Circus Owners, called “Holding
Circuses,” was formed by Barzun & Balby, and
Clyde Beatty. There are 10 circles which
cover the country.

“Already this two years circuses
have failed and others are on the verge of
failing. It is exceedingly difficult to keep go
ing.”

uring relief from what he
called a “monopoly of taxes.”

Hildreth said: “The circus is a
total family amusement, and its prices
of admission must fit the average
family’s purse.”

---

**Billings Fair Threatened by Pickle Line**

BILLINGS, Mont., Aug. 8 — The
Fair Board and Rodent Research
Service, which organizes the world-famous
Fair, is on the alert for a pickle line
in the city.

---

**Packs Rolls Up Record For Pittsburgh Stand**

PATERSON, N. J., Aug. 8 —
Tom Pack’s circus rolled up a
five-day run at the Paterson civic
center for three days at Forbes Field, Pitts
town. It was the first important
set new records and to prompt
the fair committee to remark: “It’s good to see people
enjoy the circus.”

---

**Sant-Serv**

DIRECT DRAW
FROZEN CONFECTIONERY
INC.
1834 Stadium Drive, Indianapolis, IN

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**Whirlwind**

FLOOD MACHINES
ROY SMITH CO.
Pittsburgh, Pa.

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Huishers from Coast to Coast

S. D. 14 stock, 2000 feet. 14 stock, 5000 ft.

8 stock, 5000 feet. 6 stock, 1000 feet.

20 stock, 5000 feet. 4 stock, 1000 feet.

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**GENERAL OUTDOOR**

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**THE BILLBOARD**

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**AUGUST 15, 1953**

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**3000 BINGO**

3000 Bingo cards, 2600000 Connor cards, 50000 Ferrum cards, 2000000 Pilo cards.

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**3000 KENO**

3000 Keno games, 2600000 Connor games, 50000 Ferrum games, 2000000 Pilo games.

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**TENTS & TENTS**

Carnival & Fair Tents & Accessories — Torpedo Tent — Concession Tents — And Big Top Tents & Accessories.

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**TENTS**

ACE CANVAS PRODUCTS COMPANY
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**ONE STOP SERVICE**

POPULAR MACHINES & CIRCUS TRUCKS.

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**FLUSH MACHINES**

ROY SMITH CO.
Pittsburgh, Pa.

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**CARNIVAL RECORD CO.**

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**BAND ORGAN**

CALIFORNIA

AND HAMMOND ORGAN RECORDS

Made exclusively for CARNIVAL RECORD CO. or your local show
man. Fancy font, Kitty and Merry-go-Round Organ models are ready
for delivery. $50.00. $75.00. $100.00. Write for details.

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**CANVAS INC.**

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**SPECIAL DISCOUNT**

FOR THE MONTH OF AUGUST

**BETT'S ELECTRIC BATTERY**

SHOW LOAN MACHINE

P. R. 189, Flushing, N.Y.

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**Whirlwind**

FLOOD MACHINES
ROY SMITH CO.
Pittsburgh, Pa.

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**J. M. SIMMONS & CO.**

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**TENTS**

ALL SIZES—ALL TYPES
Materials on hand to make for either dried in color or "CHEX FLAME". Order small stock, fireproof, flame, water and mildew-treated ducks.

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**SHOW TENTS & CENTRAL CANOPY COMPANY**

518-613 E. 18th St.
New York, N.Y.

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**FLIP-GROVE**

FOR GOLD MEDAL PRODUCTS CO.
314 E. THIRD STREET
CINCINNATI 2, OHIO

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**TENTS & TENTS**

Carnival & Fair Tents & Accessories — Torpedo Tent — Concession Tents — And Big Top Tents & Accessories.

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**TENTS**

ACE CANVAS PRODUCTS COMPANY
105 GREENE STREET
Jersey City 18 N.J.

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**ONE STOP SERVICE**

POPULAR MACHINES & CIRCUS TRUCKS.

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**FLUSH MACHINES**

ROY SMITH CO.
Pittsburgh, Pa.

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**CARNIVAL RECORD CO.**

503 North 7th St.
Springfield, Ill.

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**BAND ORGAN**

CALIFORNIA

AND HAMMOND ORGAN RECORDS

Made exclusively for CARNIVAL RECORD CO. or your local show
man. Fancy font, Kitty and Merry-go-Round Organ models are ready
for delivery. $50.00. $75.00. $100.00. Write for details.
Police Show Draws 78,000

At Detroit

DETOUR, Aug. 8—The 37th annual Police Field Day, staged by the Detroit Police Association, opened on Saturday and Sunday (4-5). Detroitans were invited to the University of Detroit Stadium for an exciting day of police work.

Two Mounted Reckes.

Nestor Duco and Latin Duo, high-speed and agile models, will be performed by Alfred and William Lauridsen, Chicago's A. M. Lauridsen Circus and Stunt Team, an attraction with the presentation of a police field day. The performance will be at the stadium.

New Orleans Signs Rogers For Sesqui Spec

POSTORA, O. Aug. 8—John J. Rogers Productions has signed a contract to produce the 1953 New Orleans Circus Produ- chers in New Orleans. The new agreement is a temporary one, and is to be effective for 12 weeks.

Crosley Talent Set in Midwest

CINCINNATI, Aug. 8—Crosley Broadcasting Co., who have announced that they will produce the softball games and WLW-TV here this week, have scheduled games for the following locations:

- Ohio: Lima, Youngstown, Cleveland, Columbus, Cincinnati, Dayton, and Pittsfield.
- Indiana: South Bend, Muncie, Evansville, and Indianapolis.

Crosley, the official radio of the American League National League, has announced that they will produce the games for the 1953 season.

ILLIONS ADDS RIDES TO POMONA MIDWAY

Looper, Whip, Rides-O to Be Shipped West from Buffalo, Jamestown, N.Y.

POMONA, Calif., Aug. 8—Three major rides have been shipped from the Pomona Fair, and will be brought to the Los Angeles County Fair for operation during its annual 17-day run starting September 16. Harry Illions, operator of the World's Largest Midway, will be there to supervise the operation.

A contingent of rides also will be supplied by Superior Shows, and Jockey Pludo. Illions recently returned from a two-week trip to the East to make ready for the shipment of the rides from his parks in New York.

Illions said the rides would be dismantled soon after the Labor Day closing. Arrangements have been made for shipping them to the West Coast. Included in the shipment will be the Looper and Whip from New Liberty and Rides-O from Columbia.

The plan for the permanent installation of amusement rides on the fairgrounds started last year, when Illions in chair rides began to install new rides with the new three making a total of 16.

The Superior Shows equipment along with the rides of Frueh's will bring the total number of devices in the area to over 50. Illions is expected to bring in about 10 major and 8 kiddie rides and 100 permanent and portable devices. The smaller rides will be shipped to various areas—the Fun Zone and the big Tent at the New Mexico Village.

The Frueh show of A. W. Frueh will be one of the major shows in the area here from the Northwest. It has a 1,350-foot front.

Cecchini & Levaggi, veteran concession firm headed by Louis and Joseph Levaggi, will again have the permanently installed gardens.

Talent Topics

Larry Ruhl, who is at his home in Minnesqua, Mich., after recovering from a shoulder muscle while setting up for his ringling act, had a fall a few weeks ago, reports that his shoulder is still bothering him. He had to drop out of an act that he was scheduled to perform, and that he hopes to be doing his ringling act again in a few days. Ruhl and Durand, comedy and ventriloquism act, features in the show at the Alpine Village, Cleveland, and at the Midway Park in Buffalo, New York.

Lou Karna, single table acrobatic performer, also was reported by the industry. Karna was admitted to a hospital in New York, and spent 11 days there. He is reported to be in a stable condition.

Levaggi and Borzi, of the New Orleans Sugar Bowl Amusements, were named by Levaggi in a press release as being in negotiations for an engagement in New York.

The spec, "The Louisiana Purchase" will have its first performance in New York at the Playhouse Theatre. The cast of the show includes a free gate for its performances. Aided by this, the show will be presented by a group of New York theatre owners, and is directed by the producer-director for the pageant, which is to be staged in New Orleans as part of the baseball park of the New Orleans Pelicans.

Crosley Talent Set in Midwest

CINCINNATI, Aug. 8—Crosley Broadcasting Co., the huge radio network, has announced this week that they will have three stations in Ohio:

- WLW in Cincinnati.
- WJR in Detroit.
- WOR in New York.

The network will broadcast a special show from each of these cities, and will be heard on the following stations:

- WLW in Cleveland.
- WWJ in Detroit.
- WOR in New York.

Sentimental Journey

The "Standard Kiddy Rides" at 301 E. Broadway, Long Beach, N.Y., is now open for business.

SEND FOR FREE CATALOG

The TILT-A-WHIRL
"Best Buy in Rides Today"

- Very Popular and Profitable
- Good Looking
- Well Built
- Essential
- New and a Must

SELLER MFG. CO.
Faribault, Minnesota

LOOK

For Sale—Immediate delivery—complete line—disassembled. One Superstar Model Ten Air Carriers, Ltd. One Deluxe Model, both demonstration equipment available adjacent within 48 hours. 2 week delivery, Service. For information write of phone:

GREENE MFG. CO.
Leavenworth, Kansas
Sure Way Found to Increase Profits in Small Space

Crowd-pleasing specialties the soft ice cream, milk and shakes served fresh from SWEDEN Freezer on assembly-line speed have caught on— but good clause that cream-free products are available—fresh, cold beverage quenches thirst.

SWEDEN models with completely automatic operation for continuous production are ready for use of store. Small models are available for the big job profit season ahead. To make your small store pay bigger profits, refer to your nearest campground, restaurant or drive-in for local dealer; write, wire or phone.

SWEDEN FREEZER MANUFACTURING CO. Dept. P. Seattle 19, Wash., for details

ASTRO FORECASTS

All Samplings Complete for 1953

Spring, 1953, the year of the great American Adventure...Just a few weeks away. For In-Heads, the great western sprawl from coast to coast. Start the summer at the beginning. Start the year with the world's largest picnic ever staged. Early American. Early American! It's a dream! A dream of the young and the old. A dream of the future and the past. A dream of the young and the old. A dream of the future and the past. A dream of the young and the old. A dream of the future and the past.

NEW DREAM BOOK

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**WOMEN STRONG START AT FAIRS**

Bangor Gross Pares '52 in Rain; Bergen Adopts Optimistic Outlook

BANGOR, Me., Aug. 8—Bangor Fairs made a very creditable start yesterday, with a fine crowd attending the horse shows, and some more than 4,000 patrons buying tickets as the Fairs went on.

The crowd was estimated at 4,000 yesterday, which is the largest since the Fairs have opened. The weather was favorable, and the crowd appeared to be enjoying the day's events.

The Fairs opened with a pageant, which was followed by a parade of floats, and the grandstand was filled with people.

The Fairs are expected to draw large crowds throughout the week, and the organizers are making every effort to ensure a successful conclusion.

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**ACAS Bucks Weather But Holds to 1952 Chippewa Falls Biz**

Sturdy Ride, Show Patronage Seen as Indicator of Grosses at Coming Fairs

JEANWEISS is the entry of William T. Colson in the contest sponsored by the Snowmen's Showmen's Club and the Outdoor Show Business of 1953.

Pioneer Shows, Acts Set For McClure Fete

MCCLURE, Pa., Aug. 8—Pioneer Shows have been booked for the annual Bean Show celebration here Saturday night, Aug. 16, and the Cooke & Boro shows were not signed to attend, and it is thought that the radio and television show on Saturday night will be given a good weather, Tuesday and Wednesday (1-3), and shows actually picked up better than for the last week in 1952, to offset those days when either the skies were rain or the rain fell.

Business Barometer

The fair is here in the first of the really good ones to be staged in the Midwest and the Central States. It is widely believed to be a well-attended, capably managed and solidly en-

Rides, Shows Rock Up Big Earnings; Concessions Log

GREAT FAIRS, Mont. Aug. 8—The Bangor Circus hit pay dirt here at the National Fair last week, and this evening (Friday) and tomorrow (Saturday), when the Fairs close up, this year's Fairs will have grossed over $10,000 per day.

In addition to the annual horse show, a special feature was held here at the fair which drew an estimated 10,000 spectators.

The Fairs bowed up to the challenge of the Big Four, with a smart show of horses and riders, and the fair was a great success.

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**routeS So-So, Eastbound B&W Eyeing Fairs**

SUMMER, N. C., Aug. 8—Perishers are looking up for the B&W Shows looking up for the first time since a battery of coin-operated firework stands have started coming into the fairground area.

(Continued on page 12)

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**Harrington Clicks, Prell Signs for '54**

HARRINGTON, Del., Aug. 8—Harrington Showmen, Inc., was named official fairground for the Harrington Fair last fall, and the show was reported up by 20 per cent since last year. The show ended April 25, when the F. C. Bogue Shows at the fair here.

The Prell organization reported records of $69,000 on the opening of the fair and the mid-Atlantic States, and the record is expected to be broken by the fair in the coming weeks.

On Friday (11) show officials reported the fair was a success, with the attendance expected to be in excess of 20,000 people. The show was featured by a show with a theme of '50s and '60s, and the next show on the schedule is scheduled for May 30.
**Record Rain Cuts Winnipeg Grosses**

Royal American Biz Hit; Sullivan, Casey Operations Jolted Severely by Weather

**Winnipeg, Aug. 4—** For years, winemakers have been able to make a sizable profit on their wine. But in recent weeks the best vintage of the year has been found to be extremely dry, and this year is not running true. A rain last weekend recharged the vines and has raised the prospects for a more successful vintage. Weather records go all the way back to 1842, and this year is rated one of the best in recent years.

The largest producers in the area are expected to continue with high prices, but many of the smaller growers will have to cut their prices to sell. The decrease in the price of grapes has also had a significant impact on the overall cost of wine production.

**H. P. Hill Adds Octopus, Rock-o-Plane**

BUFFALO, N. Y., Aug. 8—(AP)—Mr. H. P. Hill, owner of the attractions, has announced the addition of an Octopus and Rock-o-Plane to his permanent attractions, which will be ready for the next season. The Octopus ride is a favorite among children, and the Rock-o-Plane is a popular adult ride. Both will be ready for the opening of the season next year.

Mr. Hill has also announced plans for the addition of a new ride, the Ultimate Thrill, which will be ready for the 1954 season. The ride will feature a vertical drop of 150 feet and a maximum speed of 60 mph.

**Weldon, Miss., Aug. 10—** Mr. W. T. Jones, owner of the Weldon Amusement Co., has announced plans for the addition of a new ride, the Ultimate Thrill, to his permanent attractions. The ride will feature a vertical drop of 150 feet and a maximum speed of 60 mph. The ride is expected to be ready for the 1954 season.

Mr. Jones has also announced plans for the addition of a new ride, the Octopus, which will be ready for the opening of the season next year. The ride is a favorite among children, and the addition of the Octopus will make the park even more popular with families.

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**NOW BOOKING For the GREAT Davenport Valley CARNIVAL**

Davenport, Iowa, Aug. 17, Thru Aug. 22

A different route of Majors Fair thru Nov., including Kingsport, Asheville, Concord, Hendersonville, Cherokee, Gastonia, Tapelco, Meridian, Dothan, Panama City, Marianna, Valdosta.

**SHOWS**

- Rockpile, Flyrake, Flying Scout, Rake, Reel, Spool, Cricket, Chute, or Digger
- Eating and Drink Stands, Handys Pans all open, Long Range, Water Games. No exclusives but will not overload.

**RIDE HELP**

- TONY PRESTON—SECOND MAN ON ALL RIDE

**CONC.**

-Unusual, Illusion and Bird Shows—must have your own outfitters.
- Canvas, rents tents, and Riders for Drone.

**CONTACT**

JOHNNY J. DENTON or ART FRAZIER

NORTH INDIANA FAIR, MASON CITY, IOWA, Aug. 15-16.
Midway Contab

Sandra Lee, Ride Show operator on the John Marks Show, was visited by Missilicious Desmont when the show played Washington recently. Miss Elmer Dierderick is now back in his Detroit job, and yesterday took a trip on which he purchased a Till- a-Whirr, tractor and trailer. G. O. Case has joined Brewer's United Shows at The Billboard and mail agent.

"I came from Salem, Ore., to take over the front of the Lath Branch, Wats—" Holiday in Harlem," reprise on the James Branch at last Friday. Miss Gene Paggett from Clear- field, Pa., took off the job and started for Chicago. Miss Strates arranges days for the past three years. Mr. and Mrs. Backe Strange have opened a trailer park on Highway B, Springfield, Tenn.

Peter and Datt Meunor returned to their New Jersey home after amusing the patrons at the Pigeon Forge Fair in North Carolina. Miss Strates has been a regular feature of the fair, and Mr. and Mrs. Backe Strange opened a trailer park on Highway B, Springfield, Tenn.

Mr. and Mrs. Frank Mooney are returning to their home in New York after six months abroad, says employees business in Europe is having a fine season. While in Copenhagen, Powell and Foster were corresponding with The Billboard.

Charlee Lee is recovering from a broken hip in her home in New York, while getting out of his stuffy condition. "The Jim Muncie (Ind.) Fair," Essex and Louis Bell had it out and took over the trailer show. Richard J. Steinmetz, Side Show op- erator and concessionaire with Carpenter Bros. Shows, was im- mured into the Army recently, and is now with the Signal Corps in Camp Gordon, Ga. Curley Nagin, another of Miss Strates employees, is on his friends, including the personal staff of Drago Ammonus, who helped them get back in operation again after their two concessions were destroyed by fire at Florence, Ind.

Harry H. Zindler, former operator of Zinders Greater Shows, is now in his third season as owner-manager of the Ar- chie Strates Better Shows in Hot Springs, Zindler, who has nine concessions, has booked several con- cessions, and has stated that business has been good. Mr. and Mrs. L. P. Smith, concessionaires on Dyer Greater Shows, are framing a diplomatic act to play indoors shows. The winter show plans to take a crack at TV and radio if all works well.

William R. (Bud) Dyer, owner of the shows bearing his name, is being inaugurated this season. In addition to serving as general agent for Schaefer's Just for Fun Shows, he has seven kiddy and major rides booked independently at various fairs and carnivals.

Sidney Lanier, son of Mr. and Mrs. Edward Lanier, of Chicago's Riverview Park, was guest of honor at a recent party to cele- brate his return from a year's service with the Army in Korea. The guests on hand included Mr. and Mrs. Edward Lanier, Sam and Ed_orgie, Frank Laydovis. (Continued on page 11)

BLUE GRASS SHOWS WANTED

For CAMP, Ill., FAIR, Aug. 16 to 21, FOLLOWED BY GREENFIELD FAIR, then the BIG 6 DAY FAIR at DU GROU, Ill., starting Sunday, Aug. 10.

CONCESSIONS

WANTED:

Prize-Time Every-Time Concessions of All Kinds. Opportunities for hustling High Fiber, High Striker, Derby Racer, Direct Jewelry Sales Open on exclusive basis.

Can place Side Show with own equipment.

Can place Foremen and Second Men on All Rides. Must be licensed Bee Decker.

Address: C. C. GROSCURTH, Mgr. PRINCETON, Ind., This Week.

World of Mirths Shows

Largest Midway on Earth

WANTED: SILVER STREAK FOREMAN. TOP SALARY AND TWO PERCENT OF GROSS. Or, will sell Silver Streak and will book ride on show. FOR SALE: MONKEY SPEEDWAY, 50x80 TOP with Monkeys, and FOUR BRAND NEW CARS plus old cars. SHOW in perfect condition. FOR SALE: ROLL-O-PLANE IN EXCELLENT CONDITION. FOR SALE: KIDDIE CHAIRPLANE. This is a good opportunity for Canadian Ride Men, as the rides may be seen at the Ottawa Exhibition the week of August 24.

FRANK BERGEN, General Manager, Presque Isle, Maine this week.

HARFORD COUNTY FAIR — BALTIMORE, MARYLAND, AUGUST 17-22

One of the oldest and most important fairs ever to be held in this State, the Harford County Fair, and one of the first in the State, is the New York Country Fair, of 15 years ago. The fair is a model of organization and is a great success.

MONTGOMERY COUNTY FAIR — CATHEDRAL GREEN, MARYLAND. Host, August 13-15

WANTED: Concessions, Shows Corn Palace Week, Sept. 21-26

MITCHELL, S. D.

7 Block Paved Main Street Independence—150,000 People

Legitimate games of all kinds working stock—Arp, Arcade, Castled, French Fries, Novelties, Striker, Grab, Pronto Pops, Short Range, Hoo, Jewelry, Glass Pitch, Candy, Umborn and other small shows.

Wire or Write: W. T. WILTS, Mitchell, S. D.

E & B AMUSEMENTS

Want for Long Season Around New York (NY)

Coin-operated Foremen and Foremen for other Rides. Also Scored men for all Rides. Concessions, Shows Corn Palace Week. People who worked for me last year, please contact.

JOHN A. BASS

PHONE: 1120-1121, NEW YORK CITY

GOOD AGENTS WANTED

Contact: TOM GAITHIER, Famous Shows, Fend de Luca, Winnipeg, this week; Jos Pen, Winnipeg, next week.

NEW CARNIVAL ITEM SPECIAL FOR CARNIVAL WORKERS

Miniature Flat Pendant with chrome plated brass head 14" length, Novelties in 5 colors of red, blue, green, orange, pink, $1.00

LINDGREN-TURNER CO.

W. 920 BROADWAY

SPEAKER 1. WADS

CONTINENTAL SHOWS

WANT FOR THE FOLLOWING FAIRS

WESTPORT, N. Y., AUG. 19-20-21-22

All kinds of Concessions including Custard, Long Range in particular

CANAAAN, NEW HAMPSHIRE

3 BIG DAYS AND 3 BIG NIGHTS, INCLUDING OPEN MIDWAY

AUGUST 28-29-30


CHATHAM, N. Y., FAIR—SEP. 4-5-6-7—LABOR DAY

LARGER THAN EVER. LARGEST FAIR IN THIS TERRITORY

We positively hold exclusive contract at this date. 200 Fire Companies and Bands participating on opening day Sept. 4.

WANT Athletic Show and Legitimate Games of all kinds. Space limited at this date.

Contact ROLAND CHAMPIONE

Cumberland Hotel, Plattsburg, N. Y. August 10 to 15

PERCELL’S AMUSEMENT PARK, INC.

PIONEER SHOWS

WILLIAMSPORT, PA., DOBORIGHT SECTION, AUGUST 17TH TO 22ND; THEN RENOV, PA., AUGUST 24TH TO 29TH

WANT legitimate Concessions. Shows of all kinds, including Girl Show. RIDES not conflicting. All replies.

900 Main Street Phone 3401-O South Williamsport, Pa.

M. PERCELL

CONTACTS: Daves of Scranton, Pa., Cornett Show are August 11 to 15. Tryphernal error in our last week.
FOR SALE


29 Tractors, 20 Semi Trailers, 2 straight Trucks.

All rolling stock in good condition.

Fun House on semi trailer, Snake Show on semi trailer, Monkey Show, Circus Side Show.

Complete with Banners

Combination Office and Transformer. All necessary Cable and Junction boxes, 3 Downey Towers.

Will build arch for entrance

Many other items

WILL SELL ABOVE COMPLETE FOR $65,000.00

or will sell equipment separately. Terms to responsible parties. All equipment must stay booked on show till September 15th.

WANT—Man to refresh 4-Abreast Marry-Go-Round. Want several converters for Semi Trailers. Also want Pullman and 2 Flats in good working order.

WANT—General Agent that knows the Middle West.

BLUE RIDGE SHOWS

Wauke, Wis. Aug. 12-16

Escanaba, Mich. Aug. 18-23

P. O. BOX 927

Youngstown, Ohio

F O R S A L E

30-foot Low Boy Semi Trailer, absolutely new, especially designed and made by Trans-Products for making trips in small space. One side completely lighted, making a beautiful show. Also two 18-foot 4-wheel trailers, one 23-foot flatbed trailer, and one 18-foot 4-wheel trailer. One of the type easily removed if not wanted. Ride $4,200. Write or wire for complete details. Mike Young.

302-A Kenton, OHIO

WANTED

GALLOWS, IOWA. FALL FESTIVAL, week August 17th. Downtown location.

CONCESSIONS: Office privilege $10.00 and $21.00. Photos, Sewing, Roll Games, Water Games, Monday, Wednesday, Thursday, Friday, Saturday. Also 100 ft. Long and Short Range Cycling, Coin Canvas, Snow Cone, Custard. Excellent opportunity for St-Robin Club balance of season. Show a week. Side Show, Snake, Illusion, Mechanical and any good Grand Shows.

RIDE HELP for all on Rides. Top wages.

KLENKE AMUSEMENTS

FAIR GROUND, PARISBURG, W. VA. THIS WEEK

F O R S A L E

FLOYD O. KILE SHOWS

IN ALL PLACES NOW, ALL FAIRS

Cats or Cobblestone, Road Shows, Snow Cones, etc. Hanky Parks of all kinds. Fish Pond, Coke, Glass Pitch, Hoop-La, Ritches. Privilege is right season long. Good profit. Will sell all at bargain price. Terms can be arranged. Write or wire. Frank Bone for sale w/o Kentucky Half Trotter Stallion, near coal, good shape. $15,000.00.

P. O. BOX 927

Youngstown, Ohio

SOUTHERN VALLEY SHOWS

GEOCKLA, ARKANSAS THIS WEEK

FOR SALE

ALLAN HANSCHEL 3 ACRE M.C.R., ALLAN HANSCHEL BOAT RIDE, ALLAN HANSCHEL CAR RIDE, ALLAN HANSCHEL LITTLE DIPPER, CATERPILLAR, DODGE, ROBOT, FLUGEL, OCTOBRE, NO. 5 EL. WHEEL, SUPER ROLLAPLANE WITH 3 PHASE GENERATOR. NO RIDE OLDER THAN 1947.

29 TRACTORS, 20 SEMI TRAILERS, 2 STRAIGHT TRUCKS.

ALL ROLLING STOCK IN GOOD CONDITION.

FUN HOUSE ON SEMI TRAILER, SNAKE SHOW ON SEMI TRAILER, MONKEY SHOW, CIRCUS SIDE SHOW.

COMPLETE WITH BANNERS

COMBINATION OFFICE AND TRANSFORMER. ALL NECESSARY CABLE AND JUNCTION BOXES, 3 DOWNEY TOWERS.

WILL BUILD ARCH FOR ENTRANCE

MANY OTHER ITEMS

WILL SELL ABOVE COMPLETE FOR $65,000.00 OR WILL SELL EQUIPMENT SEPARATELY. TERMS TO RESPONSIBLE PARTIES. ALL EQUIPMENT MUST STAY BOOKED ON SHOW TILL SEPTEMBER 15TH.

WANT—MAN TO REFRESH 4-ABREAST MARRY-GO-ROUND. WANT SEVERAL CONVERTERS FOR SEMI TRAILERS. ALSO WANT PULLMAN AND 2 FLATS IN GOOD WORKING ORDER.

WANT—GENERAL AGENT THAT KNOWS THE MIDDLE WEST.

BLUE RIDGE SHOWS

WAUKE, WIS. AUG. 12-16

ESCANABA, MICH. AUG. 18-23

P. O. BOX 927

YOUNGSTOWN, OHIO

FOR SALE

30-FOOT LOW BOY SEMI TRAILER, ABSOLUTELY NEW, ESPECIALLY DESIGNED AND MADE BY TRANS-PRODUCTS FOR MAKING TRIPS IN SMALL SPACE. ONE SIDE COMPLETELY LIGHTED, MAKING A BEAUTIFUL SHOW. ALSO TWO 18-FOOT 4-WHEEL TRAILERS, ONE 23-FOOT FLATBED TRAILER, AND ONE 18-FOOT 4-WHEEL TRAILER. ONE OF THE TYPE EASILY REMOVED IF NOT WANTED. RIDE $4,200. WRITE OR WIRE FOR COMPLETE DETAILS. MIKE YOUNG.

302-A KENTON, OHIO

WANTED

GALLOWS, IOWA. FALL FESTIVAL, WEEK AUGUST 17TH. DOWNTOWN LOCATION.

CONCESSIONS: OFFICE PRIVILEGE $10.00 AND $21.00. PHOTOS, SEWING, ROLL GAMES, WATER GAMES, MONDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY. ALSO 100 FT. LONG AND SHORT RANGE CYCLING, COIN CANVAS, SNOW CONE, CUSTARD. EXCELLENT OPPORTUNITY FOR ST-ROBIN CLUB BALANCE OF SEASON. SHOW A WEEK. SIDE SHOW, SNAKE, ILLUSION, MECHANICAL AND ANY GOOD GRAND SHOWS.

RIDE HELP FOR ALL ON RIDES. TOP WAGES.

KLENKE AMUSEMENTS

FAIR GROUND, PARISBURG, W. VA. THIS WEEK

F O R S A L E

FLOYD O. KILE SHOWS

IN ALL PLACES NOW, ALL FAIRS

CATS OR COBBLESTONE, ROAD SHOWS, SNOW CONES, ETC. HANKY PARKS OF ALL KINDS. FISH POND, COKE, GLASS PITCH, HOOP-LA, RITCHES. PRIVILEGE IS RIGHT SEASON LONG. GOOD PROFIT. WILL SELL ALL AT BARGAIN PRICE. TERMS CAN BE ARRANGED. WRITE OR WIRE. FRANK BONE FOR SALE W/O KENTUCKY HALF TROTTER STALLION, NEAR COAL, GOOD SHAPE. $15,000.00.

P. O. BOX 927

YOUNGSTOWN, OHIO

SOUTHERN VALLEY SHOWS

GEOCKLA, ARKANSAS THIS WEEK

GEORGIE GORDON

WANTS SING SOCIETY AND CONCERNS AND AGENTS FOR DAFF DILL, BELL GAMES AND UNDER ELEVEN AND OVER 30. NO TIME TO WRITE OR WRITE. COME ON TO Fairgrounds GERMANTOWN, KENTUCKY
TITL-A-WHIRL FOR SALE

$2 each, 1957 model, in A.A. shape. With or without two 25-foot large shirts attached.

PRICE $5500 without transportation. Will drop ship anywhere; cost $75 extra. Please write for full information.

Nelson Breeze
Box 10, Farmington, Ky.

HELP WANTED

HELP WANTED

HELP WANTED — FOR P.V.O. BLAKE, FERRIS WHEEL AND CATERPILLAR TO WORK AT WAREHOUSE, MECHANICAL WORK AND CATERPILLAR FOR CATERPILLARIVERS. MUST BE UNDER 25 YEARS OLD. ANYONE WANTED TO WORK IN THIS CONNECTION. CONTACT HELP WANTED IN ADVANCE.

We Will Be at Work in the Near Future. J. J. Blake, 307 E. Main, Farmington, Ky.

Contact H. V. Petersen, Mgr., TIVOLI EXPO. SHOWS
Houston, Mo., this week; Galveston, Texas, Fair, next week.

WANT TO HELP FORD'S SHOW TODAY?

WANT TO HELP WITH THE LOREX SHOW?

WANT TO HELP WITH THE YORKSHIRE TERRIER SHOWS?

WESTERN SHOWS.

CALENDAR OF EVENTS.

CARNIVAL OF THE LION CIRCUS.

CARNIVAL OF THE LION CIRCUS.

CARNIVAL OF THE LION CIRCUS.

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CARNIVAL OF THE LION CIRCUS.
Canada Still Boom Country
- Continued from page 47

patrons standing along the side-walks at every station. Right on the heels of "Moulin Rouge" all over the loop has been "Mississippi Minstrels of Havana," a perennial favorite in Western Canada, which this year out-stripped its previous high by a wide margin. They have drawn huge crowds along the side for every performance.

Surprise this season, Sedimentary reports, is Glen Porter's auto-racing monkey show which has been drawing high crowds. Since RAS hit the road in the opening week of roady, it has been reported to have edged into second position among the big attractions. Another surprise has been the drawing power of "The World's Greatest Magician" billed as "the world's strangest married couple."

Children's rides did well throughout the run, according to Sedimentary, and good steady business was reported for the other rides.

Lots Covered
With RAS bigger than ever, the lots on both sides of Regina posed problems. In both spots the stretch-ride was left on the faucets and in Regina some of the show fronts were reduced.

Two heavy rains on opening day here. Children's day, failed to do much damage financially on the midway. Outcome was a decrease of only a few hundred dollars from last year. From then on business went as usual during the week.

Only other rain of the week was an inch and a half downtown that fell at midnight on the 21st (31), with the attractions closing the night, no damage was incurred.

Midway on the Monday and Tuesday and Saturday failed to draw an audience to the extent that was anticipated. That Monday the midway was jammed with the crowds, but the final recall for Regina. The week's rate attendance was reported lowest of the season.

The pride day in the town was Saturday when 25,000 persons and admittance to the grounds. Royal American Shrine Club held Sneak Previews inside the Ban- nish Audtorium, as guests of Regina's W&W Temple. Several new members were signed, and Eddie W
drew Clucks
- Continued from page 47

the show's bearing his name, was here with an Auto Speedway and Coliseum. The show is currently with Gem City Horses, located in the north of Kansas, and is known to the showmen.

Another well-known show, with its sturdy old horse, was the Ted Davis and Charles Campbell, "Dattered Charley," who was the prime attraction in the South with his 1500 horses.

Charles Campbell, who is the owner of the camp, is a native of New York, and has been in the circus business for 20 years.

His show includes a variety of horses, from the small pony to the large gelding, and is known for its steady, well-trained horses.

The show was scheduled to be in Regina on Monday, but due to an accident with one of the horses, the performance was canceled.

The show will be back on the road on Tuesday, and will be in Regina on Wednesday.

WANTED RIDEs
DUE TO DISAPPOINTMENT CAN PLACE MAJOR RIDES-KIDDIE RIDES FOR
The Great Lackawanna County Fair
(Member of the Penna. Assn. of County Fairs)
SCRANTON, PA. SEPTEMBER 20 TO 26
7 B/D BARN, 150' SIDES, 42' CLEAR SPACE, 125' DECK OF 5 SIDES.
-BIG CAR RACING-MAJOR ATTRACTIONS.
Collett: JOSEPH O'HARA, President

WANTED
Hanky Panks of all kinds. Wheel Foreman and Top Man also
Second Man on other Rides.
M. Ay, Greenfield and Harlan, Iowa. Fair.

IDEAL RIDES
MOUNT AUK, IOWA. This Week

WANTED
Hanky Panks of all kinds. Wheel Foreman and Top Man also
Second Man on other Rides.
M. Ay, Greenfield and Harlan, Iowa. Fair.

WANTED
Hanky Panks of all kinds. Wheel Foreman and Top Man also
Second Man on other Rides.
M. Ay, Greenfield and Harlan, Iowa. Fair.

FOR SALE
100' BARN, 85' CLEAR SPACE, 40' DECK OF 5 SIDES. INCLUDES 1 CONCESSION STAND. LIASE (B) H. HANSON.

FOR SALE
100' BARN, 85' CLEAR SPACE, 40' DECK OF 5 SIDES. INCLUDES 1 CONCESSION STAND. LIASE (B) H. HANSON.

CARLINO EXPOSITION
WANT CONCESSIONS WANTS WANTS
Fair, Oak View, Mo. Aug. 14-15, 6

FAIR-BUFFALO, MO.
AUG. 14-15

FAIR-BUFFALO, MO.
AUG. 14-15

BARGAIN
Low Price, Low Cost. "Dapper Dan," 80' x 80' Barn; 45' x 25' (4 Units) with Concessions and Jump. Deliver Ready at Your Place. Call (B) J. Skillings.

CATHRINE JACOBI CORRIG General Delivery

E. T. RABOFF
5003 N. Maple, Honolulu, HI.

EARL WAGNER
Box 217, Manzanola, Mich.

FOR SALE OR TRADE
The Exposition Barn, 80' x 80'; 150' x 50'; 100' x 50'; 75' x 50'; 50' x 50'. All Purpose, Barn with Top Man, Top Foreman, Top Man and Top Worker at Low Price.

FOOT RACE HALL
WANT CONCESSIONS OR WANTS WANTS WANTS
Concession Stand, 80' x 50'. 100' x 50'. 150' x 50'. 200' x 50'. Low Price, Low Cost. Low Price, Low Cost.

RIDEs WANTED
FOR SALE
100' BARN, 85' CLEAR SPACE, 40' DECK OF 5 SIDES. INCLUDES 1 CONCESSION STAND. LIASE (B) H. HANSON.
LA CROSSE, Wis., Aug. 8—The 21st Century Show, co-owned by E. D. McCrary and Velma Martin, have been hitting pay dirt at their early fairs. Paced with many sturdy fairs to come and toiling ample earning power to make the most of these, the show figures to be a consistent winner in the season’s wind-up.

The Owls—Here is the week, the front - end battery is smaller than normal in demand to Wisconsin concession regulations, but the show has a strong line-up of rides and shows and, judging by the first day’s business, should pile up a satisfying grand.

Double Wheel On For this spot, the Owls Sky Wheels (Double Ferris Wheels) are included in the 21st Century line-up. The McCr...
LYNCHBURG, VA. FAIR
AUGUST 17-22

SHOWS
MONDAY: We have our first-class entertainment with a selection of animals. Good land, Wide World, Airplane. Entrance 50¢. Tickets at Wabash, Harding, Feech, and Short.

CARNIVALS
MOUNTAIN CITY, TENN. BEAR FESTIVAL FALLS

WANTED FOR KNOXVILLE COLORED FAIR

FESTIVAL OF FUN SHOWS WANT

GIVE TO DAMON RUNYON CANCER FUND

Heat Hurts Hottle Takes At Danville, Ill., Fair

DANVILLE, Ill., Aug. 8—Buffalo Hottle Shows can run 90-plat degree heat every week. At the Eastern Illinois Fair and during the early days of the run the horse was on the point of晕 away in droves. Sunday (2), normally the last day of the week for the fair, was off at the outside gate and did not show up in carnival receipts.

Both Hottle units merged here for the fair and the show was loaded with world record making devices. A total of 14 rides were here, made up of 8 major and 5 kid devices. R. J. McIndoe, who is in charge of operations along with White Sul-\n
ton under the Hottle banner, has a first-class Dark Ride and other grand ride shows. Combined total of approximately 50 booths with John Gallego, Texas, in charge of all.

The Hottle No. 1 unit, came in from Texas and is made up of the same three parks that it ran. Where it picked up satisfactory grosses and weather is here to the Lincoln, Ill., fair. Additional shows include each one in Lincoln, Mississippi and Indiana with the balance in Louisiana. One staff here, in addition to Owner Hottle, is George Lee, Rafferty, local manager; R. H. Johnson, office secretary, and R. J. McIndoe, general manager for Carnival.

P.S.: Wire: French Marlinfos, th 2

Vivona First In Burlington Since VE Day

BURLINGTON, Vt., Aug. 8—The appearance here this week of Vivona, the first Swiss chariots since World War II in which young people on a winning spree a traveling rug of this kind. Cred-\n
it to Civic R. E. B. Mill, who arranged the appearance before the City Council, which voted to finance the肮s.

Last week at St. Johnsbury was medieor. Early part of the week was full and during the last part of the week was in a lull, with the anticipated, the weather was good and business was satured. The eight rides on the lot did only sporadic business.

Faine Phillips, Snake Show, received a new shipment of reptiles. Other shows playing were B. Wadd's Rays with his Fun House and Snake Show, and Tony Man-\n
berr's Tina Show, featuring Tina and ginger, and with Glen May-\n
nies in charge. Monte Davis is manager and star of the Patri-\n
tions Night show at St. Johnsbury.

MARY FENDER, Burlington, Vt., reporter.

Eastern Shore Spots Pay Off For Va. Greater

EASTON, Md., Aug. 8.—The Virginia Greater Show hit pay dirt for the first time in New York, sending back toward Nash and Company, the eastern several Eastern Shore stands, de-\n

ing up approximately $20,000 gross by other units is expected to skim $4,000 profit.

In all, the show has scored higher than average for the books of healthy business leading the per-\n
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SALARY, For stay combinations Sept, place of Ride furnish tickets. Must contact of COLONY. Long handle Stow. Wanted to 24. Many Valley Fair, and August at the ground, Picnics, at the Mgr., Mass. Polio Season is Back Again! Dreaded Disease Insurance To Reimburse you up to $10,000 for expenses incurred because of any of these disorders: Polio—Spinal Meningitis—Small Pox—Diphtheria—Tetanus—Leukemia—Encephalitis Cost for Five Years . . . Family Group Policy, $16.50 Cost for Two Years . . . Individual Policy, $10.00 R. WALKUP & R. WOHLBERG 214 N. 6th St. (Main 5000) St. Louis 2, Mo.

WANTED FOR BARTON, VERMONT, FAIR AUGUST 20, 21, 22, AND 23 We have the show contract and the hottest locations available for all types of Percentages, Razzles, Ballykow, Rackets. Will not overlook those as they are exclusive with us. Contact at once.

DON FRANKLIN SHOWS #2 Phone 25471 — 60 Sheffield St, Pittsfield, Mass.

D. B. HALE WANTS starting Aug. 15th for the show located in Grand Rapids, Mich., for several weeks. Must have two men at all times. Will furnish better transportation. Please write. 119 E. Washington Ave, Grand Rapids, Mich.

RIDES HELP Wanted by Serena Amusement Company. Will pay $90.00 for good reliable man. Must have experience. Please call or write. Mrs. L. T. Boyes, Box 153, Huron, S. Dak.

BURYHART SHOWS All tickets, Piano, Piano, Piano. Wheel 24.50. Four-man Circus. $10.00. M. D. BOLTON 122 Radio Blvd, Wichita Falls, Texas

HUNTSEY, ALA. SEPTEMBER 28-20-October For small circus, 2 men, Wheel, Tower, 12, 4, 8, 12. P. O. Box 194, Shreveport, La.

LEO LANE SHOWS FOR THE AMEN CO. FAIR, Aiken, S. C., 11th to 15th, August 8th and every August 14th. Will pay $100.00 for 1 man. 118 W. High St, Aiken, S. C.

WANTED FOR SALE-KIDDIE RIDES WANTED FOR SALE-KIDDIE RIDES

ROCKET & CARNIVAL FOREMEN LYNCH MCDONALD—CONTACT Can pay same rates. Also have excellent opportunity for Ride Man experienced with all toy rides to work for farm, women and men worker. Beats and Jack Ames, Box 202, Hallowell, Me.

JOE SCIORTINO WANTS FOR SALE—TROPICAL WORLD EXHIBIT Consists of thousands of tropical creatures mounted in 68 glass-topped trays, 35x49 ft. top (used 2 seasons); 30 ft. Nobles Van (like new), beautiful tropical scene painted each side of van. 1951 Chevrolet bus, 60 ft. bamboo front, plenty of sound equipment. Can be worked out to 200 men or more. Can be worked ding or tickets. Already booked several sportmen's shows coming during season. Everything completely ready to roll. Reason for selling other business. You can see this money-maker at the following Fairs: Illinois State Fair, Ohio State Fair, Kentucky State Fair, Tennessee State Fair, Texas State Fair, Dallas, or write.

JAS. E. MILLER 415 N. 13th St, E. St. Louis, Ill., or GEO. GUN, Box 197, Cheyenne, Texas.

AGENTS WANTED WISCONSIN STATE FAIR AUG. 21 thru AUG. 30 To work Over 12, Huckle Bucks, Dart Games, Balloon Dart, Under 11, Over 30 Tables, Coke Pitch, Hoop-La, Carnival, Radio, Pitch, Hall Shows, Contact HANK SHELBY Tower Hotel, Milwaukee, Wis. Phone: Broadway 1-3972 after 5 p.m. Day phone Greenfield 6-3034.


WIRE, L. O. WEAVER, Mgr. Waco, Iowa, Iowa, Northwood, 11-12, Eau Claire, Iowa, 10-23.

SOUTHERN STATES SHOWS WANT FOR young wants for the two fair. Three rides for each one. Must be at least 15 years of age. Must work at the fair to Oct. 1st. Must have a ride man who can drive rides and have been to two programs. We pay $100.00 and 10% of profits. Write to: E. K. BROWN, Box 104, Calhoun, Ga.

HUNTSEY, ALA. SEPTEMBER 28-20-October For small circus, 2 men, Wheel, Tower, 12, 4, 8, 12. P. O. Box 194, Shreveport, La.

LEO LANE SHOWS FOR THE AMEN CO. FAIR, Aiken, S. C., 11th to 15th, August 8th and every August 14th. Will pay $100.00 for 1 man. 118 W. High St, Aiken, S. C.

ROLL TICKETS PRINTED TO YOUR ORDER Keystone Ticket Co. DEPT. 8 JUPITER, PA. Small Charge With Orders. Stock Tickets, $25.00 per 100,000.
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Batt Makes Tax Appeal Before House Committee

WASHINGTON, Aug. 8.—The 20-cent admission tax was "equitable" to American children and to the amusement park industry, Harry J. Batt, chairman of the National Association of Amusement Parks and Bazaars, told the House Ways and Means Committee this week. He said the tax, Batt claimed a "child's [sic] money, not from adults."

"The amusement park, beach and pool business is an entirely private finance tax paying recreational and educational service," he said. "We cannot see any reason for ever having been assessed in a luxury tax classification."

A. Varty's Motion

Asserting that the admissions tax "was placed on our industry as a wartime revenue measure," Batt said that is "not evident that it were to become a permanent part of our tax structure it would be highly inequitable."

"The public interest is our primary concern, as it is yours," Batt told the committee. "The reason is obvious. Only so long as we properly serve the public by giving them clean, modern, safe and amusing places to go can our parks ever survive. The public which we serve is made up of middle and lower-income groups, and of the younger members of the youth of the nation, who make up about 75 per cent of our child and teenagers. Yet, we serve only about 12 to 15 per cent of our child population."

Batt said that more than 100,000 kids are taxed in the same category as a bottle of champagne or rare brandy. Conversely, he said, only 18 cents out of a $1.00 ride are children. Batt also said that a "Business Seasonal Description" of the amusement park industry as "nonseasonal" and at the mercy of a "meteorological god," is unfair.

Coney Island, N. Y.

A noticeable decrease in attend-
ance was reported over the week-end (Aug- ust 7-9) by Hünnig H. "Harry" Grunow, general manager of the Coney Island Board of Trade. Grunow said the sharp decline in patronage reflected the fact that the weather was cool and rainy, as contrasted to the hot and clear weather of previous weeks. The board of trade conducted a survey of the weather and found that the clear and sunny days were the exception rather than the rule. Grunow said that the decline in attendance was most pronounced on Sunday, August 8, when the weather was rainy and cool. He said that the board of trade was planning to conduct a similar survey next week to determine whether the weather will continue to be cool and rainy or whether the weather will improve. Grunow said that the board of trade was planning to conduct a similar survey next week to determine whether the weather will continue to be cool and rainy or whether the weather will improve. Grunow said that the board of trade was planning to conduct a similar survey next week to determine whether the weather will continue to be cool and rainy or whether the weather will improve.

CAR ADS SPOT STEELECHASE

NEW YORK, Aug. 7—Coney Island's Steeplechase fumspot is featured in 5,000 tire ads placed by Consolidated Edison Company in New York's largest newspaper, the Daily News. The ad copy reads: "Fun Time: At Steeplechase, your children will have a great time this summer. Edison electricity brings magical entertainment to your doorstep with their steely horses and colorfully dressed jockeys."

Hershey Maps Baby Parade

Hershey, Pa., Aug. 8—Prize-winning contestants in Hershey's annual Baby Parade, scheduled for September 5, were named by Hershey Park's annual Kid's Week management.

George W. Bartels, park manager, announced that the grand prize, a gold trophy, will be awarded to the most outstanding entry. In addition, there will be a $100 award for the first five contestants, accompanied by certificates to parents, as well as a $50 and a $25 award for second and third runners-up. The contest has been opened to children of all ages, from birth to 10 years old. The contest will be judged on factors such as originality, theme, costume, and presentation. The deadline for entries is September 1. For more information, contact the Hershey Park's management.

The tax question was injected into the conversation by a member of the Mason's Council on Saturday, and the matter was handled with the most discretion. The tax question was injected into the conversation by a member of the Mason's Council on Saturday, and the matter was handled with the most discretion.

KIDDIELAND

St. Joseph, Missouri

Population over 80,000. Fully equipped up-to-date. Two years old. Making over 15,000,000 a year, a person efficient management can increase this.

If you can't raise at least $1,000,000 Cash don't bother to answer. All replies must be to what you personally find out and to whom it applies.

Benevolent, religious and patriotic picture theatres, drive-in theatres and a TV station. We are looking for expansion. Inquire. Paying $25,000 to $50,000.

Durwood Theatres, Inc.

1806 Baltimore Avenue
Kansas City, 8, Missouri

ANY OFFER WANTED

POKERIERE: 12 Tables and 32 Chairs and Shades. Fully equipped and ready for delivery. DO NOT DISTURB ME. LUCKY'S

High Quality

KIDDIE RIDES

ROTO WHIRL, SWIVEL BOATS—PONY CARTS CALLING FOR HIGHEST OFFER

ILLUMINATED CIRCUS FREE

W. F. MANGEL DS CO., Coney Island 24 N. Y.
BEATTY BLOWS 3 TO RAIN, JUMPS
Parades Canceled in Most Spots; Business There When Show Opens

GREEN BAY, Wis., Aug. 8.—Raining heavily, the 100th elephant
squad in the circus parade
Diano on the old order struck.

The elephants were
wearing a beaded harness,
and the circus parade was
late and earlier rains mired
some of the parade carriages
because of delays and weather.
But the elephants and their
keepers were not bothered.

Meyerhoff said show moved
delayed arrival in Rhine-
land, where the circus was
two hours late and was nearly
filled and the night house
was a muddy mess when the
circus was canceled, however.

Green Bay Herald-Press (Thu-
day (3) was lost. Train was late
Calo, either, as its cars were
and it pulled out at 5 p.m.
for Applettes (I).

Diano Lake Mine, played
earlier (31), had a three-
quarter house last night house
in a strong rain. Street parade
was simply a walk in the local
stands. All dates were under local auspices.

Mrs. Mary Belli, Show Owner, Dies
COPENHAGEN, Denmark Aug. 1.—A heart attack
killed Mrs. Mary Belli, 62, in
Aarhus on Tuesday (33),
of the late Norwegian circus trainer
Giovanni Belli, of the famous circus,
Beli's Circus show, Circus
Belli.

Mrs. Belli started her career
49 years ago and in 1917 she and
her husband formed their organ-
ization. Among performers she
promised were hundreds Alberta

Rain, Braves Beat
R-B in Milwaukee
Weather Hurts Wisconsin Stands; Madison Holds to Usual Big Crowds

MADISON, Wis., Aug. 8.—

The circus in Milwaukee for
business in the city
was large.

Rockford, I11. (30) had
rain delay until 5:30 p.m.,
but a near full-house at night.

Pittsburg (28) had a
standing room only show.
Sunday (31) was the show's first
third of this year, gave a half
matinee and near-capacity night.

Diano Coast (30) had a (Saturday) with a
quarter matinee and an all-day
rain. Flooded the show.
Sunday (3), had two
quarter-houses in more

Horse Trading,too
Dinan Out, Winter's Davenport Operates
JACKSON, O., Aug. 8.—Diana's
Circus played here Monday
night and Tuesday night, with
Tony Diano pulled out of the
organization after the new
set-up, it will be
operated as Diana and
Ringing had a three-quarter
show at the new set-up.

The circus will be
owned by James Alman Winter,
who has signed a contract
with the circus for
the coming season.

Winter, a
of the old
company, will continue
in his present jobs.

Diana was
a near full-house.

JACKSON, O., Aug. 8.—Diana's
Circus was the site of a
kite-flying contest on
Saturday, with Diano
planning to return to
Canton, O. In addition, he
brought a young elephant and a camel from
Davenport for $4,500. Diana also
traded his circus truck to
his son, and it was used
for a six-week hitch and
brough to the circus.

Diano had owned
the three circus wagons
and had been working on
the project since last year.

A $4,200 bill for special seats
on the ship was presented at
the show.

Mrs. Belli's remains were
brought to the funerall
home of Diano of St. John,
Neb.

BARRIE CIRCLE CIRCUSES
BARBIER, O., Aug. 1—

Howard T. Bary played
Barrie with his Mexican, Africa
Educational Zoo Train at a
parade attraction this week.
Show was held at the fair
and fairgrounds, where the
circus gates were
reported pleased.

In other Ontario stands, the
animal show had good
publicity, besides.

A recent performance
stuck in the minds of the
people.

Business for Barrie for this
week was marred by
an unusual performance
in New Brunswick
where the Barrie
circus was held.

A large number of sites were
not filled because of the
rain.

Publicity was high-lighted with
a week and a rare
time. The show was
of two ships being
on the water.

They were said to be
on a second crossing
and would be made directly from
the circus at
Ontario. Bad weather made the
delivery.

Keller-Miller
Rolls Smoothly
To Take Stakes

TRAVELLING CIRCUS

Nicaragua Okay
For Local Show
MANAGUA, Nicaragua, Aug. 8—The
Local-Depot-City circuses
were able to
deliver shows for a week.

Local runs ended Sunday (2),
and the shows moved to San Salvador.

Upcoming shows will be
at Matagalpa, Leiva and
San Juan. Ruling was
strictly on superlatives and
horses. The local
data was the arrival of the
train of radio. Local, who is
on a scouting trip in Europe.

Boys Bad, Tourneys Good
For Plagued King-Cristiani
BATH, Me., Aug. 8.—Every-
thing looked as if it were
for Ring Bro. & Cristiani
Circus at the site of the ring
of the body of the animal park
tight. King-Cristiani was
Massachusetts after a week
of rain and the circus equipment
slid along a line.

HUNT, 30, BETED BY CIRCUS FANS

WYOMING CIRCUS

Owner Charles T. Hunt, of
Burlington, Ill., who was
killed last night (7) with a
party of circus fans, the
circus was
quit.
**Billings and Ethel**

Two children were born to the couple, Mrs. Davenport and Mr. Fred A. Stock, the former Eva and Ethel Billings. After Eva’s husband, Billy Merriman, died, Mrs. Billings returned to Marlborough to care for her grandchildren, Grover and Harold. Mallory remained on the road until his retirement. He died. The Billings were born in Boston, in 1868. He was a member of the Quincy Masonic Lodge and was a Mason for many years. The Billings were known for their generosity and their love for music.

**Galen and Ethel**

One toddler, Janie, is born in the family. She is the daughter of Mr. and Mrs. Galen Davenport. Janie is the couple’s first child. She is a beautiful baby with blue eyes and blonde hair. She has inherited the beauty of her parents.

**Marblehead**

Hospital

Marblehead Hospital is a renowned medical center in Massachusetts. It has been providing quality healthcare services for over a century. The hospital is home to many specialists and experts in various fields of medicine. It offers a wide range of services to patients, including surgery, specialty care, and rehabilitation.

**AUGUSTA, GA., NEXT CHRISTMAS**

Quincy, GA., January 1, 1926

Dear Mrs. Billings:

While I was here, I saw a great number of the best men and women of the city. Quincy has a wonderful atmosphere and is a place where one can live comfortably.

Best Wishes,

Miss Billings

** Quincy, GA., January 2, 1926**

Dear Mr. Billings:

I recently arrived in Quincy and was pleased to see you. I hope you are well and doing well.

Best Wishes,

Mrs. Billings

**AUGUSTA, GA., NEXT CHRISTMAS**

Quincy, GA., January 3, 1926

Dear Mrs. Billings:

I hope you have a wonderful Christmas. Quincy is a beautiful place, and I am looking forward to spending the holiday there.

Best Wishes,

Miss Billings

** Quincy, GA., January 4, 1926**

Dear Mr. Billings:

I wanted to check in and see how you are doing. I hope everything is going well for you.

Best Wishes,

Mrs. Billings
GREAT FALLS, Mont., Aug. 8.—North Montana State Fair, Thursday, when it began its six-day run, was topping 50,000 as 54,491 passed the gate in the afternoon and the midway, but was slightly down from last year, when 61,000 attended.

Traffic thru the gate for the four days was slightly more than for the same period 1948, which was 43,311. The 1949 attendance was 9,420 in excess of the one the day before and the midway was up with a total of 14,000. Thirteen of the 28 wickets during the four days against the North Montana St."Brisson Bros." Carnival and Circus were all drawn, and midway with its gross showing a substantial profit of $1,000. Only department stall off was the horse, where a Barrens-Carruthers night ride, with horse, Cale Bros. also last evening.

Valparaiso, Ind., Gets Off Okay Despite Rain

VALPARAISO, Ind., Aug. 8—A week-long five-day run here Tuesday (4) to a gale of rain was all in the hour in evening and expected to pick up steam Wednesday, but the rain was expected to continue.

John A. Jones, fair secretary, and Dave Shock, secretary, in their report today, said the weather during the first five days was favorable with the exception of the last half day of rain. Outside gate was free.

Anna H. Drew Shows were on the midway for their fifth year. An unusual feature of the show was the balcony or basket and the horse's feet in the basket, which was used to give a show in the grandstand by a gondolier, who was on the morning, and was praised by the audience.

The fair was held on the grounds, which was drawing more than 50,000 people during the week of Leonidas D. Vinz's work, operating the Drew Shows, and Messrs. Atchison.

Five day pari-mutuel tote-in, similar to those used by the Pennsylvania tracks, proved popular among the wagering class. The independent wagering is not allowed.

NEW YORK, Aug. 8—The weather, which will be reasonably uniform, will be relatively mild, with only a slight chance of showers which will be expected to result in a series of small thunderstorms, as well as well. October 10-18, the last day of the month, will be cloudy and rainy, and the weather will be cold during the middle of the month.

The weather will be mild in the afternoon and the evening will be cool. The temperature will be slightly colder than normal, and will decrease slightly during the day.

The temperature will range from 65 to 75 degrees, with a possibility of rain showers in the afternoon.

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The temperatur
Saskatoon Ex
Cracks Records
On Final Day
SASKATOON, Sask. Aug. 8.-Final day of the Saskatoon Ex-
hibition was another one with records broken in all depart-
ments.
Peri-mutual take on the final day was the highest ever, standing at $11,649 last year, an increase of 8.5 per cent. Other figures were: Gate, 23,767, against 23,030, an increase of 3.2 per cent; auto, 3,000, as against 2,758, up 9.4 per cent; grandstand, 11,717 (10,400), up 12.3 per cent; and total, $2,120 ($8,410), an increase of 30.7 per cent.
Records Set
On the final day, records were set in gate, auto and grandstand admissions. Money spent on the midway and going thru the pari-
mutuals came within a fraction of last year when records were set.
Peri-mutual play was $490,333 against $409,590, down 2.5 per cent according to Manager N. S. Johnson. Gate was $20,366 ($12,649), up 61.2 per cent; auto took $1,758 ($2,780), down 37 per cent; and grandstand total was 67,352 (64,943), up 3.7 per cent.
The final day, as expected, the crowd was estimated to be the largest since the beginning of the Saskatoon Exhibition, Midway business was heavy all day long and the weather was dry and fine. It was a day of record attendance.
Rolla, Mo., Expects
$53 Run to Iron Out
Financial Bumps
ROLLA, Mo., Aug. 8.-Central Missouri Regional Fair entered its final day today with records to indicate that the annual has come off with no financial difficulties that have existed since its inception.
The association, which had a rough building season, was able to net $10,921 and liabilities of the association were down from $8,000 to $6,000. The gate on the final day was $5,000, about $1,000 more than usual, and electrical equipment valued at $1,500 was installed.
Attentions this year included the running of a half-mile track and the Great Sutton's Day.

Waco, Tex.
Sets Plans for Maidens Run
WACO, Tex., Aug. 8.—An atten-
dance of 18,000 is predicted for the first figure for the Waco Horse Fair this September 14-16, according to Executive Vice-
President M. D. Moore of the Waco Fair.
Fair will be held on a 253-
acre tract on the east side of the city, corner of the city and the Waco Industrial business area. The fair will feature the showing of a million-dollar horse fair, which this year will surpass the record total of $69,500 set last year.
The fair will open with a parade and the offering of the most attractive of the week's events. Following the parade, a three-day fair will be held, with attendance both afternoon and evening, and on the final day in conjunction with the Waco-Waco Fair.
Fair Secretary Bob Fink said that the attendance figures showed some 8,978 persons were in attendance during the week.
Racing in the fair will be divided into three sections; the small-track section, the large-track section, and the final-day section.

MINOT, N. D., Aug. 8.—Attend-
ance records were established at the Minot Fair this year by the North Dakota Horse Fairs. The Fair which wound up its six-day run Saturday with a new attendance record of 10,000.
Fair Secretary Bob Finke said that the attendance figures showed some 8,978 persons were in attendance during the week.
Racing in the fair will be divided into three sections; the small-track section, the large-track section, and the final-day section.

Fair Dates
COUNTRY LIFE
The complete Federation list was pub-
lished at the end of the fair. For a list of dates that may be used by dealers in the Waco exhibition, call the Waco Horse Fair Co, Box 78, Greenville, Texas.

JIMMY JOHNNY
The Comedy KING OF THE AIR
The fastest, wildest, most reckless act of its kind . . . Bringing Thrills and Laughs on the high trapeze.

Yuba City, Calif.,
Top '52 Sale
YUBA CITY, Calif., Aug. 8.—With its five-day run has Sunday night (Aug. 12) with a record sale of $30,385, some 2,000 more than last year. C. E. W. Chamber,

available for August 16 for Fair—Parth—Celebration, Contact

ALBERT R. MURPHY, Executive Editor, $1.00 PER YEAR.

PHOTOGRAPHIC SERVICES

NATIONAL HOME SHOW INC.
America's Outstanding Real Estate & Exposition Organization

FOR WORLD WEALTH
FUTURE ATTENDANCE 17 MILLION IN THE U.S.

Miss Bebe Says...
DEartmental OPERATIONS AGREEMENTS

Fair Means Money—Keep Money. Subscribe Now—This Easy Way

THE BILLBOARD

Wanted.

THE BILLBOARD

WANTED.

CARNIVAL WANTED

September 14th-16th

September 14th-16th

DEPARTMENT STORES

THE BILLBOARD

NORTH VAIL FAIR

12-14-16, Fair, Bellevue, N. J.-17-12, Fair, Tony, O.-25-23, Fair, Emporia, Kansas.

Fair Means Money—Keep Money. Subscribe Now—This Easy Way

THE BILLBOARD

Fair Means Money—Keep Money. Subscribe Now—This Easy Way

THE BILLBOARD

THE BILLBOARD.
DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS...

DISPLAY-CLASSIFIED ADS...

FORMS CLOSE
THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

To secure publication of your advertisement in the Saturday issue of tomorrow, please see your advertisement office, 3604 Patterson St., Cincinnati 22, early in the week.

N. SHURE CO. 260 W. ADAMS ST. CHICAGO, ILLINOIS

THE GREATEST LINE OF NOVELTIES EVER ILLUSTRATED IN OUR NEW 1953 CATALOG

CONCESSIONAIRES, OPERATORS, STREET WORKERS

WRITE FOR FREE CATALOG

SACHET BASKET

Imported hand-woven cotton sachet basket, 6" high. 6" wide. Each only 15¢ with six box. 10 cent plus postage. F.O.B. Los Angeles, California. All true quality, novel and carnival merchandise

To Order Classified or Display-Classified Ads

USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

ACTS, SONGS & PARODIES

CLASSIFIED SUPPLIES

CONCESSIONS, OPERATIONS, STREET WORKERS

DISPLAY-CLASSIFIED ADS...

EVENTS

MIRACLE CROSS

PHOTOGRAPHS

PIECES

SIGNS

WANTED

To Be Published

The Billboard

August 15, 1953

135, North Second Street

Philadelphia 6, Pa.

MIRACLE CROSS

RATES UP TO $4,95 EACH

Pepperidge Farm, 3101 East 63rd St., Chicago 37, Ill.

Sensational Profits

JEWELRY

NATIONAL BOOKSELLERS' ASSOCIATION

PHOTOGRAPHS

PROVIDENCE BING CO.

1015 Manchester St., Providence, R. I.

BING BROS., INC.

534 11TH AVENUE,

BOOKS

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Pipe for Pitchmen

By B. L. BAKER

ALL BUDDIES... of the pitch fraternity get a sore throat when real pitchmen have to holler their bits submitted to the pipe cult, but they are happy to publish them, unless the copy is too long or too short. They have learned to depend on the name of the show and the sign to tell them whether the show is for the big or the small man.

The Prolific

Henry H. V. Swannell, a pitchman from Adirondack Theatre Supply, the big theatre of the world, was one of the early pitchers in that place. He is a great pitcher and a great man. His name is Henry H. V. Swannell.

W. L. Banner

W. L. Banner, a pitchman from the old school, was one of the first to use the pipe. He is a great pitcher and a great man. His name is W. L. Banner.

The Practical New Coin-Token Holder

Perfect for: Subways, Taxis, Parking Meters, Fares—Tolls—Change—Keys—

$6.85 Gross

King Chain $51

For orders write for quantity prices.

A Big Little Camera Buy!

One of the smallest cameras is captivity. The Hit Camera is NOT a toy! This camera is capable of taking clear and sharp candid photographs with one of the many times original size.

Perfect for: Subways, Taxis, Parking Meters, Fares—Tolls—Change—Keys—

$6.85 Gross

King Chain $51

For orders write for quantity prices.
**CHI COIN BOWLER**

Large Turnout Marks Lynch Texas Showings

DALLAS, Aug. 8 — The three simultaneous preorder showings of pinball games sponsored by M. & W. Equipment Co., were held today and Tuesday and drew a heavy turnout of pinball operators from the State and neighboring states.

The showings were held at the firm’s offices in Houston, San Antonio, and Dallas.

The events marked the appointment of M. & W. as the Texas distributor for the Chicago Coin shuffleboard, which was unveiled in Chicago, August 1, and is shown again at the conclusion of the Texas manufacturer. Previously, it was shown at the annual Association of Coin Seaborg machines.

Another feature was two of the Lynch top-management—A. C. Patterson, sales manager, and Irving W. Seibert, vice president—holding a meeting with Lynch operators, which outlined the sales campaign program for pinball machines.

It was pointed out that

$100,000 TO SPEND

**CHICAGO**

Adickes, Visit Seen Aid to German Sales

NEW YORK, Aug. 8—Alfred W. Adickes, European importer, expects the sale of pinball machines for the next few years far to pass the figure of $100,000 in Germany, the German government, Thursday (4), for a four-week period.

Adickes was a partner in the German Pinball Company, London, Paris and Madrid, one of the largest coin machine distributors in Europe.

He was a former with Hugo Photo, a New German automobile dealer, in Novo America, and a coin manufacturer and distributor, which he organized last month. In addition, he is the importing firm of Schuman-Adickes.

**AMERICAN PINBALL**, American coin machine manufacturer, said it would appeal the recent decision of the higher court of Colorado, if the company were not granted a new retrial in the strange case of Anthony V. Cestaro vs. the city of Denver. The company was ordered to pay $10,000 in damages to Cestaro, a man who claimed that he was injured by a pinball machine.

Cestaro argues that the company’s machines are dangerous and that they should be regulated.

American Pinball claims that the company’s machines are safe and that they are not responsible for any accidents that may occur.

**CINCINNATI**

Ohio Game Licensees Ready, Rules Are Issued

SPRINGFIELD, Ill., Aug. 8—Applications for licenses for three machines are now being issued by the Illinois legislature and approved by the governor. The Board is now open for business.

The bill was passed by the legislature and signed by the governor. The Board will have jurisdiction over the operation of all pinball machines in the state.

Adickes plans to return to Germany within the next few weeks. (Continued on page 84)

![Image](https://via.placeholder.com/150)

**NO LOSS LEADER**

Combo Route Idea Growing in Origin

R. W. BEUFORD SOMMERS

Portland, Me.

Combination game-and-music machines are now being drafted as a standard for exhibition parlors and recreation centers.

These machines can be installed in any space, whether it is a restaurant or a shopping mall, and provide entertainment for all ages.

**RIES RETROACTIVE**

Illinois Game Licenses Ready, Rules Are Issued

SPRINGFIELD, Ill., Aug. 8—Applications for licenses for three machines are now being issued by the Illinois legislature and approved by the governor. The Board is now open for business.

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![Image](https://via.placeholder.com/150)

**ILLINOIS**

Game Mfrs Protest $250 Tax on Amusement Units

Claim Collectors Try to Get Top levy Instead of Correct of $10 Fee

WASHINGTON, Aug. 8—Protest is being heard today in the Senate Finance Committee against the proposed $250 tax on amusement machines. Rep. William H. Frenzel, R-Minn., said that the tax would be a burden on small operators and would result in a loss of employment. However, Sen. John F. Kennedy, D-Mass., said that the tax was necessary to fund the public works program.

**STATES**

Connecticut Game Group Changes Name

HARTFORD, Aug. 8—The Connecticut Pinball and Coin-Op Association, which in a few short years has become one of the outstanding public relations front for the amusement business, has, by a membership vote, approved the name change of the Connecticut Pinball and Coin-Op Manufacturers of Connecticut.

The action was taken at a meeting attended by officers and delegates from key cities and towns throughout Connecticut.

Also Financial Director Stephen M. G. Connors, and president of BOC, attended the meeting, and announced the date and location of the upcoming sales convention in June.

I’ve been recapping in good form for the past few weeks, and reporters, “and something that also happens is that the game business is very different.”

This is the situation that many people are facing today. We have been struggling to make a living in a rapidly changing world, and this company is no exception.

We have been operating our business for several years, and we have seen some ups and downs. However, we have always been able to adapt to the changes and remain successful.

As a result, we believe that we have a strong foundation for growth and expansion in the future.

We would like to thank all of our customers and partners for their support and loyalty. We look forward to continuing our relationship and working together to achieve even greater success in the years ahead.

**SAN FRANCISCO**

Autex, Dutch Union, Active on Two Fronts

AMSTERDAM, Holland, Aug. 8—Several operators have indicated that they will be active in the coming weeks, particularly on the two fronts of the Dutch Union.

The Amsterdam Union of Pinball Operators (A.U.P.U.) and the Dutch Union of Pinball Operators (D.U.P.O.) are both working to promote the interests of the industry.

**2D MILWAUKEE TRADE GROUP**

MILWAUKEE, Aug. 8—Several operators have indicated that a new game and amusement unit will be formed soon soon.

The major reason for the new group is the desire for better representation in the local market. The group has already begun to discuss the possibility of forming a new trade group, according to the chairman.

The aim is to create a sense of community and satisfaction with the recent organization of a group of manufacturers and retailers who are working on the small operating firms.
NATION’KIDDE RIDES MAY BE DISSOLVED

NEW YORK, Aug. 8.—The National Kiddie Ride Corporation, organized three months ago by Hymie Rosenberg, Charlie Katz and Fred Raffinetti, has shut its doors temporarily—and possibly permanently—due to a legal action by the National Supreme Court which was set for yesterday (Monday). The review comes up next Monday (19).

According to one of the principals, a financial backer who wishes his name withheld, Katz and Rosenberg tried to prevent Raffinetti and the backers from pulling the plug on the operation for serving them with an injunction. The Supreme Court would not allow the injunction because it ruled that neither Katz nor Rosenberg, the officers of the corporation, were stockholders.

When the firm was organized, Katz and Rosenberg invested no money, but were given an option to buy common stock at a future date. The option had not been exercised.

WAND CUT
Katz and Rosenberg wanted to keep its corporations operating, but

B&R READIES MERRY-GO-ROUND

NEW YORK, Aug. 8.—B&R, a leading manufacturer of the Merry-Go-Round type of machine, today announced a complete revamping of its line of professional Rides, under the direction of Fred Raffinetti, president, today, and Charlie Katz, vice-president.

The new R&B, which is being marketed under the name of Kiddie Rides, was scheduled for production at a cost of $250,000. The company has been active since January of this year, manufacturing the Kiddie Rides for the last 12 months.

New Connecticut Firm

HARTFORD, Conn., Aug. 8.—Naugatuck Automatix Inc., of Naugatuck, has filed a certificate of incorporation with the secretary of state, for the purpose of engaging in the manufac-ture of coin-operated machines. It will sell for $250,000. The company will be a 10-cent national rejector.

Trade Directory

For ready reference, here is a guide to new products, new firms and office and personal changes in The Billboard issues July 18 through August 8.

New Equipment

Ruddell, of 1100 Main St., Fort Worth, Texas, has announced the formation of his new equipment company, the Ruddell Machine Company, Brookville, N.Y.

Gun sale, Western Gun, Ex- hibit Supply, Chicago.


Five ball game, Marble Queen, D. Gottlieb & Company, Chicago.


Dart game, Poker-Dart, Gray- cKEY Equipment, Plymouth, N.J.


Jumbo pin conversion, Miami Beach, Albert C. Ruffine Company, New Orleans.

Discotheque, New Officers

Midland Commercial Corporation, Manhattan, Miami, New York, covering Europe for William’s Manufacturing Company, Chicago.

Lew Jones, Indianapolis, cover- ing Indianapolis for the Wurlitzer Company, North Tonapah, N.V. A. Jones is now working for Dr. ’s Distributing Corporation, Chicago.

Carr specialized in coin-operated machines in the Atlantic provinces of Nova Scotia, New Brunswick, New Hampshire, and New Brunswick and Newfound- land. He was a partner in the company for 20 years, and he is the owner of the company in New York.

Carr sold specialized in coin-operated machines in the Atlantic provinces of Nova Scotia, New Hampshire, and New Hampshire and Newfoundland.

His business also includes the operation of two hotels, one at Sydney, N.S., and another at Montrose, N.B., and a restaurant in Halifax.

For the past year, he has suf- fered from a heart ailment, and has been on a short illness and has been discharged from the hospital.

In New York, he is still recovering and will continue to operate.

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GOOD WILL PROFITS

Pittsburgh Operator Has Real Cool Idea

PITTSBURGH, Aug. 8.—Operator Charles F. Zimmerman has earned the good will of several neighboring operators in this district by tipping them off of their receipts.

Zimmerman operates eight restaurants, it appears, acted in Zimmerman’s tip and tipped accordingly. Because of recent parking re- strictions, Zimmerman has had to park and walk and eat at the restaurant in his tool box, in order to service coin ma- chines.

Being quite warm, he says, the last time, when he arrived at these

OPERATORS, BUY DIRECT

I’M ON MY WAY TO DISTRIBUTORS OF EXHIBIT SUPPLIES

• 8 Rogers Trigger / Sea State • Rockwell / Buckys / Jumbo • Raffinetti / Hinsdale • Diehl / Bell • Harmon / Jumbo • Raffinetti / R&B • National / Car • Ed. F. Knapp / Bell / Bell / Bell / Bell...

BUILT TO LAST A LIFETIME
(Special discount of one or more)

CROWN AMUSEMENT MANUFACTURERS
1507 E. 33rd Street
St. Louis 17, Mo.

Be the first to have these new KIDDE RIDES new and reconditioned rides. Write today for your free catalogue of coin machines.

KING AMUSEMENT CO.
Mr. Clements, Mich.
NEW CUSTOMERS EVERY DAY!

Bally Kiddy-Rides operation is a permanent year-after-year business for operators. Every day of the year, dozens of youngsters in every shopping-area graduate from babyhood to kiddy-ride age. 4,000,000 babies born this year will be kiddy-riders within 3 or 4 years. And Bally Kiddy-Rides are built extra-strong to insure years of trouble-free, money-making operation. Babies born tomorrow will ride Bally Kiddy-Rides you buy today. Start a steady-income route of Bally Kiddy-Rides now.

Finance-Plan available through leading Bally Distributors.

4 REASONS WHY Bally KIDDY-RIDES EARN BIGGEST PROFITS YEAR AFTER YEAR

1. Flashiest Eye- Appeal
2. Thrillingest Action
3. Simplest Mechanism
4. Sturdiest Construction

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
Gotham Subway Fare Hike Means Less Business for Vending Ops

Passenger Traffic Off 10%; Token System Means Less Change on Hand

B. ARON STERNFIELD
New York, Aug. 8.- A 10% fare hike for subway riders has taken away one of the biggest sources of revenue for vending machines—healthier chunks from subway vending grosses.

Since the recent fare boost, 15.4% per cent less riders have been using the system. If you boost your prices 50 per cent and hope for more business, you'll be ahead of the game because riders aren't complaining.

For instance, vending firms with subway locations—ABC Vending Corporation, Automatic Products Company of America, Chick's Blue Book National Mag Story Deals With Vending

NEW YORK, Aug. 8.—A seven-page illustrated story in the July issue of Bluebook magazine, titled "Vending, Business World, deals with the possibilities in vending for the small investor."

Authorized by Harold Mehlberg, publisher, and Harry Sheppard, editor, the story was written for those "indicated the contents of the machine are also reac- tion that is harmful to the growth of bacteria. Thus, some proteins let the machine's edible contents violation of safety and insanitary factor (Editor's Note: The practice of filling vending machines with candy bars and gum is common in most areas."

Several paragraphs stated, "There is always the danger that children are put into these machines and swallow them."

Purdom also added an investiga- tory way to determine whether vending machines' edible contents violate safety and other regulations."

Purdom admitted that a study by the company of the machines indicated the contents of the machines are too harmful to the growth of bacteria. Consequently, the machine's edible contents would be a violation of safety and other regulations."

The health officer said a meeting between themselves would be held.

New Miami Cig Firm Launched

MIAMI, Aug. 8.—Two veterans in the cigarette vending field have taken firm steps toward establish- ing their own business, Inde- pendent Cigarette Service, Inc., headed by M. Lewis Sprattan as president, and Arthur F. Smith as vice pres- ident and treasurer.

Both men have been associated with many years with Ace-Saxon Inc. of Miami, which later became Ace-Hoff and Helfich as shop foreman, respectively. At this time, the two have already made "re- markable strides" for the new enterprise. However, they have been busy with matters that have been tied up in the delays in the arrival of ordered machines. This includes the Miami, Coral Gables, Hialeah, Hialeah, and Miami Beach areas.

Helfich points to the distinc- tion of being one of the first vending machines operating in Miami, when he was a partner of Ace-Saxon Co. in service back in 1939. Two years later, he left the company to go with Helfich and Ball, who owned and operated the Ace-Saxon firm because Ace-Saxon and Helfich had both developed such a system of one of the largest cigarette opera- tions in the Southestern United States.

ABC Sales Up 10% Over '52

NEW YORK, Aug. 8.—Total ABC sales for the six months of 1953 were reported this week by ABC Vending Corporation, an increase of $5,886,979 over 1952. The convention will begin Friday night at 8 p.m. in conven- tion at 8 a.m. at the next ABC meeting.

ABC will hold a special meeting at 8 p.m. at August 21 at the Congress Hotel here Saturday, Sunday, August 22-23. Additional sessions will be held then at ABC in 1952.

Net profit for the first six months of 1953 was $940,372, a boost of 36% or $283.063 per cent over 1952. Other income increased 31.15% over 1952.

Profit operating for the period was $1,893,827, a boost of 51%. The new program, an increase of $10,125,000, was started in 1952.

Now, the national's largest bulk routes in the past 12 months, will cover the area and include 12 additional cities. The program, an increase of 200,000 per cent over 1952.

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CAPSULE STAMP STAMP BULK VENDING PRODUCT

Cincinnati, Aug. 8.—Youngsters who collect stamps will shortly discover they can add to their collection by planting bulk vending machines.

Foreign stamps, packed in clear plastic capsules, are available for the vending trade by Harold K. Billman, Victor distributor, and inventor Arthur E. Slobodin.

Stamps are set and Slobodin has patents pending on the packaged stamps.

Billman said Slobodin has designed the stamps in with gum and charms as a merchandise incentive. He hopes to be able to sell a vending wheel that would enable the operator to stock nothing but the stamps and earn them for a nickel.

CHICAGO CIGARETTE VEND BAN COSTS $1 MILLION YEARLY

Chicago, Aug. 8.—Mayor's investigation seeks to discover if law needs changing.

Mayor's Investigation Seeks to Discover If Law Needs Changing

CHICAGO, Aug. 8.—Mayor " extraordinarily high, especially for a $1,000,000 cigarette machine.

So charged the Chicago Sun- Times, and "if it's not in the public interest, let it be abolished."

Also, Chicago's cigarette dealers have long been, without paying licenses.

Mayor "sought the help of Chicago newspaper stated, "Chicago cigarette dealers have not paid their fair share."

Vending dealers, according to the Chicago newspaper, were "an essential part of the city's economy."

"On the other hand," the Chicago newspaper reported, "the vending dealer has a right to be treated as a legitimate business and not as an illegal enterprise.

List Some Stops

Do you know where, among the machines with prohibitions of cigarette machines, the majority of the machines are located in such a way as the U.S. Inter- nal Revenue Bureau office, Cook County Hospital, the County Mis- sion and other governmental and community establishments.

Following the Sun-Times story, there were these developments:

City officials said they would ask for $125 to $150 per day for each vending machine operated illegally in the city.

Mayor "asserted that he would seek personal investigation to find whether there is law that needs to be changed."

The Sun-Times pointed out that "the cigarette dealer's license is $130. It said industry sources esti- mated that there are about 4,000 vending machines in the area.

They would be required to pay an insurance premium of $500 in lieu of licenses if they were legal.

Mayor "spoke of the need for new laws to control the use of cigarette machines.

New Mexico Cig Conflab in Chi

CHICAGO, Aug. 8.— The National Cigarmakers Association met here, which closed Wednesday, with the call for the exhibition of an attempt to discuss and exhibit an estimated quantity of over 200 wholesalers, manufacturers, and retailers, who are members of the National Confectioners Association, told members of NCWA.

"Wholesalers continue to be pricky about their candy bar distribution. According to Mr. Bapp, wholesalers increased their purchases of candy bar production from $3,000 in 1950 to $4,843 percent in 1953."
SUPPLY & DEMAND

Orange Concentrate Prices Heading Up?

NEW YORK, Aug. 8—Operators of frozen-orange concentrate venders may be faced with the prospect of either upward prices, cutting down on the strength of their drinks, or operating on a smaller profit margin.

The virtually inflexible economic law of supply and demand is catching up with the vendors, and it looks as though there is little they can do about it. The obvious reason is that there are no fewer than 900,000 gallons on hand for the season, as opposed to over 600,000 for the end of August last year. However, in the case of frozen orange and grapefruit juices, prices are expected to go up by a good deal tougher than these.

Here's the word Paul Sullivan, field sales manager of the largest manufacturer of the Swively cup vender, venders.

Supply and Demand

During the last 10 years, the public demand for frozen orange concentrates has soared. As a result of this demand, many small growers with orange trees are raising orange concentrate, and the larger growers expanded their operations considerably ahead of the demand. As a result, many small growers watched their oranges rot on the trees and decided they had enough. Some of the larger ones attempted to plan production to meet market needs.

Less Supply

Sullivan estimates that this year's supply of orange concentrate will be around 4,000,000 gallons less than last year's. This is a considerable increase. Prices are generally the lowest in early October when the harvest begins. After that, as the seasonal increases and the quality improves, the price climbs, with a peak in late September. In early October, when the new crop comes in, the price usually drops sharply. However, with the concentrated orange selling at the high price of $1.00 per 393, no drop is anticipated in October. Sullivan said.

Operators of Swively venders, Sullivan added, had been hit by the rising prices. He explained that the freeze-out of venders a few weeks ago was a complete protection plan which assures the venders of a supply and of a fixed price.

Coke Reports Sales Highest in History

NEW YORK, Aug. 8—Coca-Cola Company, for the first six months of 1952, had a bigger profit, no risk—a profit, no risk.

And here's how—you'll get a better profit from this bigger distribution setup. PLASTIC SALES CO., the only company in the field, and PLASTIC PROCESSORS CORP., the only manufacturer in the U.S., now join hands to offer PROFIT TO THE DISTRIBUTOR FOR THE MOST COMPLETE LINE IN CANS.

PLASTIC SPECIALTIES CO.
PLASTIC PROCESSORS CORP.
115 James Street
New York 7, N. Y.

SEVERE SITTING PRETTY!

We'll show this hand at the NAB—
Congress Hotel Show, Chicago,
August 11-13.

VENDORS look into a big, bright future, too. You've got a bigger, better chance to sell to a more, more refined, more, more profitable customer.

And here's sales—You'll get a bigger, better chance to sell. It's a bigger, better distribution setup. PLASTIC SALES CO., the only company in the field, and PLASTIC PROCESSORS CORP., the only manufacturer in the U.S., now join hands to offer PROFIT TO THE DISTRIBUTOR FOR THE MOST COMPLETE LINE IN CANS.

VICTOR's Top-Grade Top-Grade Half Globe Style

VICTOR'S Top-Grade Top-Grade Half Globe Style

PARKWAY MACHINE CORPORATION
200 E. 92nd St., Chicago 21, III.

WEDNESDAY, AUGUST 15, 1952
THE BILLBOARD

VENDING MACHINES

MONDAY FEATURES

Penny, Nickel, Dime

WE MAKE BIZARRE IDEAS

Money-Making, Money-Saving

IDEAS FOR OPERATORS!

Valuable Information Can Be Yours

Every Month—Without Cost!

This little headline workshop has a big message for operators: We'll mail you gulp information every month on how to make more profit. We'll help you find new transactions, we'll give you new can ideas, we'll show you how to sell better, we'll help you find better people. Mail for your free copy to: The Northwest Corporation, 2702 East Armstrong, Milwaukee, Wis.

The Northwest Corporation

For more Profitable sales

PHOTOAB

Now has new advanced features

This newest Photomat is now coming to a corner store near your home like to give you entertainment pages, quick scents of the day, 10 cent and 25 cent issues. If you want to be part of this new sensation, call your local distributor, GSL, today.

VISIT BOOTH 106
K.M.H.S. SHOW
Central Hilton Hotel, New York, New York.

International Mutoscope Corp.

William Bohlen, Pres.
500 Madison Ave., New York 22, N. Y.

Pennys King Co.

1218 Mission Street
Pittsburgh, Pa.

WE HAVE NEVER CHARGED!

NEW IDEAS—NEW DESIGNS—NEW FINESTIES

We take pride in producing the finest and most

EBONIZATE DELIVERY!
Send 35¢ for 50¢ C.P. and less, free prizes.
FALSE TEETH—SILVER TIPPED BULLET—SHIP-IN-A-BOTTLE—

PENNIES KING CO.

1218 Mission Street
Pittsburgh, Pa.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING

VENDING IDEAS

Exercise a fraction of a cent a week for ae you subscribe to Vend—the

measuring of automatic merchandising!

Best business in the world!

Take—Please sign me up for Vend for
1 year at 12 cents a week, 2 years at $75.00.

VEND MEETS 1,125 F.1. and less, free prizes.
FALSE TEETH—SILVER TIPPED BULLET—SHIP-IN-A-BOTTLE—

PENNIES KING CO.

1218 Mission Street
Pittsburgh, Pa.

WHEAT—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING

VENDING IDEAS

Exercise a fraction of a cent a week for a

**UNEEDA VENDING SERVICE, INC.**

"The Nation's Leading Distributor of Vending Machines."

164 Clymer Street, Brooklyn 11, N. Y. • E.Vendor 7-4546

**UNEEDA MONEY TIPS**

168 Model

- Provides complete mechan-ic-all that isn't.

- Features a heavy-duty bow-lower only.

- Constructed mechanically—light-est that 7 lbs.

- NEW!

- SILVER STREAK

- BRUCE HOUSES & BALL RUN WHEEL

**NEW!**

**GAK MANUFACTURING CO., INC.**

1417 Kingsbridge Ave., Canvas, Cali.

**TIPS THAT LEAD TO MONEY-MAKING OPPORTUNITIES IN COIN MACHINES**

Every issue of Billboard has latest tips on successful means and methods to make more money from coin machines... new and used equipment offerings help common spot money-savers... tells them where, when and what to buy.

Don't miss a single weekly issue of The Billboard!

**OUT NEXT WEEK!**

The Billboard

NAMA-NABY Convention Number

Highlights two great vending industry events:
National Automatic Merchandising Association Convention
National Association of Bulk Vendors Convention

SUBSCRIBE TODAY AND SAVE $3.00

UNEEDA VENDING SERVICE, INC.

164 Clymer Street, Brooklyn 11, N. Y.

**THE BILLBOARD Index of Advertised Used Profit Machines**

- **Vending Machines**

  - Equipment and price listed below are taken from advertisements in The Billboard issue as indicated below. All advertised used machines and prices are listed. When more than one firm advertises the same equipment, the same price, the first firm listed is indicated in preference. Where quantity discounts are advertised, as is the case with all vendors, only the single machine price is listed. Any price obviously dependent on condition of the equipment, age, time on location, territory and available related labor.

- **Moneytips**

  - You are bidding for used machines which have not been operated in a vending situation, but some are still available for that purpose. It is recommended that you ascertain with the vendor that your intended purchase is available for vending use. Please ask the vendor to verify if the machine is available for vending use.

- **CIG-O-MAT**

  - New Sensational Automatically Dose Lighter. From Beginning of Time, Fits All Cans—No Wrapping—Low Cost.

- **SEABOARD**

  - See us at the NABY Convention in Chicago August 22-23

- **CLOSEOUT ATLAS BANTAM**

  - 5¢ CIGARETTE TRAY VENDORS

  - ALL NEW $4.95 EACH

  - WHEN YOU ORDER 10 OR MORE

  - $0.40 A PIECE

  - WHEN YOU ORDER 100 OR MORE

  - $0.35 A PIECE

**INDEX OF ADVERTISED VENDING MACHINES**

**N. Y. Subway**

A Continued from Page 1

Pinball machines mean a 10 per cent decrease in business—that 90 per cent will sell 99 per cent as much as 100 people. But there's always room to it than that.

**Tokens Obsoleted**

Tokens are the biggest obstacle to spending. The 18 cent fare was a modest drop in the 11.1 per cent annual average annual loss the Transit Commission brought as a result of the higher fare. Figure released by the authority from Monday thru Friday showed fares totaling $21,935,150, compared with 30,494,221 the same week a year ago. The 18 cent fare raised in revenue for the five days, compared with $2,004,443 a year ago, at a dime a ride.

**Moneytips from Sandy MacTight's garden of profit. They bloom better if you operate**

**VICTORS**

Topper Deluxe Monarch Style Also Available
- **VICTORS**

- Unique Deluxe Monarch Style

- Extraordinary Baby Grand

- **Toppers**

- **CIG-O-MAT**

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**VICTORS**

Topper Deluxe Monarch Style Also Available
- **VICTORS**

- Unique Deluxe Monarch Style

- Extraordinary Baby Grand
S-JB Shifts Sales Office To Stamford

STAMFORD, Conn., Aug. 8—A new feature of sales activities of sales, production and public relations in the company’s organization in this market was announced this week. It was the first time in its history when the company opened a new office here.

Vice-president Howard Richardson of the company announced the opening of the new office here. The office will be operated under the direction of Henry C. O’Brien as local sales manager.

RMNAT Sets Promotion For Million Retailers

NEW YORK, Aug. 8—The National Association of Tobacco Products Distributors will attempt to streamline merchandising procedures in more than 1,000,000 retail outlets in its "The Dancing Owl" program which gets underway September 29 and winds up on January 23, 1954. The selection of 46 merchandising techniques "of the year" will be part of the program.

Joseph Kolody, NATD managing director, said the program will feature a merchandising "newcomer" course for distributors using the graphic-visual method. Kolody estimated that more than 15,000 salesmen of wholesale and retail tobacco distributors from coast to coast will attend the educational faculty of a "school on wheels" for furnishing useful and interesting values of the training material to retail merchant.

Promotional Activities

The new Dancing Owl merchandising Division will furnish participating retailers with graphic-visual material. Promotional Refrigerators will be given to 50 industries selling merchandise thru wholesale salesmen who handle an annual volume of $1,000,000,000 thru 1,300,000 retail outlets.

Kolody and Michigan representative of tobacco trade under the guidance of the NATD in a matter of enlightened self-interest, maintaining that the future of the business can only be achieved constructively. The retail salesmen of the nation to enjoy greater freedom with this course by conducting their business with more efficient, thus rendering better service to their customers, compared with the older "old" business, and their suppliers.

Balle Yawning Gum

BUBBLE, CHICLE 

New LOW Factory prices

Ralph Bull Candy, 134-138 E. 41st St. Phone: 514...524 
132-E. 41st St. Phone: 514...

Ralph Bull Chicks, 377 E. 42nd St. Phone: 516...

Chicle Chicks, 129-130 E. 42nd St. Phone: 514...

These LOW prices F.D.A. Business

100 MINTS American chewing gum Coop. Inc. 
Mr. Prentiss & Friends Ave.

New York, N. Y.

Circle 82 for your biggest profits

For the Vending Trade

Chicle Chicks.

Chicle Chicks.

Balle Yawning Gum

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Mr. Prentiss & Friends Ave.

New York, N. Y.

Circle 82 for your biggest profits

For the Vending Trade

Chicle Chicks.
ROCKET RINGS 
Beautiful 
JEWELLED 
RING with 
BIRTHSTONE 

PAUL A. PRICE CO. 
55 Leonard St., New York 13

Victor's 
DELUXE 
MODEL 
BABY 
GRAND 
$112.50 
$175.00 
Per 
Per 

Tastychip Buys 100 Hav-a-Bag Chip Machines

BROOKLYN, Aug. 8 — The Tastychip Company, manufac-
turer of potato chips and pretzels, has ordered 100 Hav-a-Bag Chip-
machines from the Wright Mfg. 
Innovation Company, Durham, N. C. 
Five units are en route, with the 
remainder expected to be shipped 
within the next month.

Bill Berkoff, Tastychip exec-
tive, said that his firm would 
continue to purchase a yearly quantity of 
industrial locations, with 
some machines in use by the end of the year.

Few tavern locations 
planned, as 200 machines have been 
operated for 15 years, 
concentrating on amusement 
and music gum routes.

This Ad

NAMA Contab

NAMAS, 1953 

PHILLIP HEALTH

MASON & CO.

Vendo Machine Corp.

THE BILLBOARD

August 15, 1953

THE BILLBOARD

BLESSINGS

ROCKET RINGS

74 VENDING MACHINES

Tastychip Buys

The Finest

In Bulk Vending

They're All VICTORS

Coan Co. Sets
Dinner Meet
For August 25

MADISON, Wisc., Aug. 5 — The Coan Manufacturing Company, 
operators of the nation's last 
automated venders, will hold its an-
nual sales gathering for opera-
tors, regional salesmen, 
suppliers and special agents at the 
Bismarck Hotel in Chicago this 
year.

The event, which has become a 
yearly tradition, is scheduled to 
join with the National Auto-
matic Vending Association, Ameri-
can Coke Show, for August 25.

The dinner meeting is planned to 
interrupt the regular meetings of 
operators within the various sales 
units, and will be followed by a 
loction tour of the city.


c ci

Bab Grand Deluxe 
Rocket f lamb (raspham)

That Rocket lamb makes 
the finest bulk selling in the 
world. Call, write or visit 
in person for 
complete details. 

The World's Finest Bulk vending 
Chaior

What's New in 
CHARMS?

GUGGENHEIM

Two New Series

Write for Price List and Details or 
See Your Distributor

N.A.B.V. Convention 
in Chicago

Aug. 22-23, 1953

Guggenheim

IT'S BACK!!!

victor's topfer

Bab Grand Deluxe 
Rocket Charm (raspharn)

TOOLTIP DELUXE II

TOOLTIP DAVI

1953 SERIES

VICTOR VENDING CORPORATION

CHICAGO 39, ILLINOIS

The World's Finest Bulk Vending Chaior

生產

FREE Copy of RAME'S 1953 CATALOG TODAY!

SPECIAL WHILE THEY LAST

RECONDITIONED & REFURBISHED

699 Spring Street, N.Y.C. 13, N.Y.

Send for Your 
FREE Copy of RAME'S 1953 CATALOG TODAY!

Topper Deluxe Cabinet Model 11

$110.00

10 or more, $105.00.

Sale for August

Hard Biscuit Display Case 
$135.00

10 or more, $125.00.

Send for Your 
FREE Copy of RAME'S 1953 CATALOG TODAY!

Topper Deluxe Cabinet Model H

$120.00

ACORN 
609 Spring Street, N.Y.C. 13, N.Y.

ACORN 
Jumbo Cabinet Model H

$125.00

10 or more, $115.00.

Send for Your 
FREE Copy of RAME'S 1953 CATALOG TODAY!

WHAT'S NEW

(Charms)

Guggenheim

Two New Series

Write for Price List 
AND SAMPLES OR SEE 
YOUR DISTRIBUTOR

SEEN YOU AT THE 
N.A.B.V. Convention 
in Chicago 
CONGRESS HOTEL 
AUG. 22-23, 1953

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CONGRESS HOTEL 
AUG. 22-23, 1953

Guggenheim
Editorial

Tax Council Needed

In a move to benefit its members, Music Operators of America (MOA) of Rochester, N.Y., has proposed the formation of a tax council to be under their supervision. It was stated that at that time two offices would be established—one in Washington, D.C., and one in Chicago. Both offices will act as headquarters in California—to give operators clearer contact with the new council and to bring in forces pertaining to taxes which have affected or might affect the music operators. MOA has also brought out that many sections of the country have unfair legislation which might have been defended by members of the council in the economic side of the music business.

Tax Proposal

Elsewhere on this page is a story concerning a proposal to help 35 cents an hour for relief work. There is also mention of the banning of pinball games, and at the same time proposed a bill to control the number of places where they are found. Here is a typical situation which could be greatly aided by an active MOA tax council.

Fortunately, The Cincinnati Times-Star rose to the defense of the pinball maker and to the suggestion of the 35 cent per hour relief program. At a merged city officials to list the licenses to be—unless there was a good reason for not taking them. However, that no good reason had been offered.

The council should be organized to bring into operation, the sooner local groups can combat unfair legislation.

Upper Oregon Shifting To Higher Price Tag

PORTLAND, Ore., Aug. 8—The trend toward dime play continued in postwar Oregon with this week a location changeover being ordered by the operators' organization. These changes have been ordered by the Oregon Licensed Operators Association, which is the only licensed opera-

Latest report was from Med- ford, Ore., where a second changeover was proving profitable in the estimate of the association.

A number of operators in the Medford area had previous changeover control of their own, while others have been under the supervision of the Medford group for many years. These operators are expected to have a three-quarter rep.

17-IN. TUBE

Trad Makes Coin-Operated Television Set

ASHBURY PARK, N.J., Aug. 8—A coin-operated television set, to be used in state and local establishments currently being made by the Trad Manufacturing Co., is expected to be a popular item this fall. The set is successor to Trad's, coin-ope-

悌ated and a South Jersey store for the past five years.

The Trad has been in existence for the past five years, and a number of television sets have been made in this period. This is its first set which will be sold to a distributor, and it will stand a stronger territory basis. Distributors have been using the set in the past 30 days. A 17-inch console model, which is a fully automatic portable television set, is expected by the manufacturer to make a big sale in quarters. It is expected to be a highly efficient to the use of television sets in quarters. It is expected to be a highly efficient for the use of television sets in quarters.

Permo Intros Kiddy Needle

CHICAGO, Aug. 8—A new C-

mium alloy tipped long-life needle for phonographs has been introduced by Permo, Inc., manufacturers of phonograph needles.

The Kiddy Needle will work for 50 cents. Carl S. Carlson, vice-

president, and Joseph, treas-

er, said that the design is such that it will be easily set in and out of the tone arm. The needle will not be damaged by contact with the tone arm.

Talent Search is Launched

By Wurlitzer, Columbia, DJ's

The contest kicks off Septem-

ber 14 and winds up October 19. The actual receipt of entries in each city to be judged will be approximately 60 per cent. Entries received must be postmarked no later than September 15. Each entry must be accompanied by supporting data about the individual. The contest is open to all. The contest entries will be judged by a panel of judges, including Wurlitzer and Columbia, and the winners will be announced soon after the contest.

Nebraska Guild

Sets Plans for PR Program

OMAHA, Aug. 8—Howard N. Eike, secretary-treasurer of the Music Guild of Nebraska, has announced the next quarterly meeting of the guild for the next two weeks. This meeting will be held August 26-30 at the Park Hotel in Lincoln. Nebraska will be made for a public relations pro-

gram. There will be a meeting of the guild at the Park Hotel in Lincoln.

Nebraska Guild Sets Plans for PR Program

August 28—Saturday

7:30 p.m. Formal entertainment will be held by the Chamber of Com-

merce. A 7:30 p.m. informal gathering will be held by the Dutch Lunch (music and entertainment from 1 p.m. to 7 p.m.)

August 30—Sunday

1:30 p.m. Business meeting (A)

September Hearing

On Copry's Bill

Continued from page 13

The market is only 0.8 cents an hour for relief work. There is also mention of the banning of pinball games, and at the same time proposed a bill to control the number of places where they are found. Here is a typical situation which could be greatly aided by an active MOA tax council.

Fortunately, The Cincinnati Times-Star rose to the defense of the pinball maker and to the suggestion of the 35 cent per hour relief program. At a merged city officials to list the licenses to be—unless there was a good reason for not taking them. However, that no good reason had been offered.

The council should be organized to bring into operation, the sooner local groups can combat unfair legislation.
**Wurlitzer Meets With Striking Electric Union**

NORTH TONAWANDA, N.Y., Aug. 8—Members of the International Union of Electrical Workers and The Rudolph Wurlitzer Company met Monday (3) in an effort to end the strike which has tied up the North Tonawanda plant since June 11. Additional meetings were contemplated over the week-end. Bill Baddeck, the welfare officer of the production employees came about as the result of the firing of an employee who was sleeping on the job.

Wurlitzer contends that the arbitration clause, which provides the plant remain in operation while disputes are settled, was not adhered to. R. B. McDonald, Industrial Relations Manager for Wurlitzer, stated that only the 2,000 production workers walked out. "The office staff, maintenance workers, and engineering staff are on the job and are not being bordered by pickets," he said.

Wurlitzer ran a full page ad in Friday's (7) issue of the Tonawanda Evening News appealing to employees to return to work and allow the handle to be arbitrated. The company pointed out that employees had lost $1,500,000 in wages as the strike went into eighth week. No settlement is in sight.

**Oregon Ops Contribute To MOA Fund**

PORTLAND Ore., Aug. 8—Contributing members in from members of the Oregon Country Music Organization have been helping finance the national campaign to combat ioctlization in the Senate bill, Draft Wright, of Portland, is president, announced this week. The contributions are part of the efforts of Sen. Guy Conner of Oregon with what Wright described as favorable response. Contributions to the campaign were solicited in a letter prepared by the MOA board under the guidance of Wright. Every operator in the State was advised of the threat reposing in the proposed legislation.

Besides Wright, board members are John Welch, Ted Miller, Barbara Holfield, George Cokes, Don Roy, Larry Hornbeck, Harold Township, William Campbell and Roy Gatto, all of Portland; A. R. Moore, Medford; R. C. Clemons, La Grande; Vern Raw, Seaside; Nola Campbell, Roseburg; Mary E. Jones, Blind-Side; Marshall Isaac, Woodburn; W. B. McPherson, Washington, Wash.; and Chet Berg, Sweet Home.

Senator Conner, in response to a letter from Wright asking for the industry's support, also sent a letter to the Senate, calling for a complete boycott of all machines and by the chairman of the Senatecommittee that opposes the proposed legislation. The senator added that it be "shall also have been actively in mind your viewpoint in the matter comes before the Senate at a later date."

At.-NY Offers 20% Discount On Supplies

NEW YORK Aug. 8—The American-New York Corporation, currently celebrating its 14th anniversary, has announced a 20 percent discount on all supplies through Aug. 10, inclusive. The discount, which went into effect July 19, will continue until August 18. Supplies were sent to 900 operators in New York, New Jersey and Connecticut. The discout applies to tubes, needles, transformers, motors, condensers and receivers.

The company offices in New York, Newark, and Hartford, Conn.

**Wurlitzer Index of Advertised Used Machine Prices**

**Music Machines**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. In certain instances, the price of a machine advertised has been estimated to include additional expenses such as freight, insurance, and taxes. Where quantity discounts are advertised, as in the case of bulk orders, only the price of the bulk order is listed. All prices are subject to change without notice of the manufacturer, age, time on location, territory and other related factors.

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**Info in Other Departments**

Among the stories of general interest to the coin machine industry to be found in the General Music and other departments up front are:

**DEALERS ENJOY BRISK SUMMER SALES.** The usual summer slump, which traditionally depresses the record industry, has failed to materialize this year (General Department).

**COLUMBIA PREPS KIDDIE LINES.** Columbia is prepping a new line of kiddie discs for release next month (Music department).

N.Y. & N.J. DEALERS SEE DECCA LINE. Several hundred New York and New Jersey dealers attended a showing of Decca film line in New York Wednesday (5) and Thursday (6) (Music department).

**M-G-M SETS FALL PLANS.** M-G-M Records gave the first indication of its fall merchandising program when it announced the issuance of 52 newly-recorded soundtrack Play sets (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

**Florida Distributor Adds Record Lines**

MIAMI Aug. 8—The Florida distributor of Mercury and Columbia, in addition to other record lines, Joseph Brown, president of American Record Distributors, Inc., announced this week that his company was expanding by adding three more labels, Fantasy, Foxlure and Prentice. The addition of these labels was made necessary by the rapidly increasing demand for the company's recently introduced "99.50" records and the efforts of the company to respond to the demand for more labels with a broad range of artists and prices. The new labels will be distributed through Play sets Tunes Distributors of Miami.
Eager Earner Easy Ebullient Edifying Effective Elegant Embraceable Engineered Enjoyable Enlivening Entertaining Enticing Epochal Esteemed Euphonious

EVENTUALLY

See the new "E" Models for yourself. You'll agree that the time to put these great new phonographs on your route is NOW!

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN
Coinmen You Know

CONTINUED FROM PAGE 81

The clock is ticking down this month for the NAMA convention, which will be held at the Holiday Inn. Coinmen and Specialists were turned out for the recent AIM show, which was held in Chicago. Our only problem is getting delivered.

We are pleased to announce the following assistant manager. Automatic Canteen Company, a division of the Highway Street, is now connected to the existing coin feeding. We are using the new Hills area and using the West End building as a storage and service building and going to West Cor.

In town this week were W. O. Cooney, of the Clearing Hopper Company, and representatives of Price Amusement, of Morgantown, W. Va., Waynesburg Amusement, Waynesburg, Pa., Pueblo Specialty, New Castle, Pa., Esero Novotny, Johnson, Pa., William Adams, New Kensington, Pa.; Ernie Langen, Beaver Falls, Pa.; Charley Ziem- man, owner, Brighton Vending, is providing solutions for long service locations with 24-hour service.

Rusty Smith, Music Distributing Company, reports that business has been very good.

W. T., of Oak Music Distribut- ing Company, is keeping busy on the road these days. So is Ray- mond Watts, of Mills Automa- tics. Watts was just back from a two- day trip to Charlotte, W. Va., close to the end of his term at Tidewater. Johnnie Ray, handling coin for coin-operated scales which the company has added to its line.

Philip Greenfield, of the Atlas Novelty Company, is feeling much better following an accident last week. We hope he and his wife are recovered. Geor- ge Delmore, the manager of Vending Corporation, has returned from vacation at Wellwood, N. Y.

Dr. Peter Lindstrom, chief brain surgeon at Applewild Hospital, here, performed a successful operation on a mechanic Bill Mill, of Pitts- burg, has been invited to speak at August 25 in Westfield, Fin- land, on his amazing treatment of brain surgery via sound waves.

Charles Portis, of Newport Distribut- ing Company, is planning a vacation trip to Maine. Eric near North Pa., 18 miles from Fort Smith, is a new operator. Howard Cregar, Tri-State Amusement, is announcing his retirement. He is leaving on an audit of the area with the all-important drivers in season in full swing....

Dan Feldman, of Stanton Distribut- ing reports that Bob Staton is of the area with the all-important drivers in season in full swing....

Bill Tish, a mechanic with Service Rental Coin Machine Com- pany, is back from two weeks' vacation at home taking a look at Bill and George Seppie, co-owners of Service Rental Coin Company. We aren't sure what they do, but they're back.

Phil Langs, Williams Vending Machine Company, handles juke box sales in and out of the local area.

B. J. Shone, Charlotte Coin Company, is back from a vacation two weeks ago at Miami Beach. Fla., reports a lack of humidity at the Southern resorts, which made their stay pleasant.

James Thompson, Technophone Music Company, reports it would cost little if he were to drop the cabinet two inches and make a new machine. We couldn't have been predicted to blast apart. We've been missing playing songs in the machine, he says.

MILWAUKEE

The convention was given a shot in the arm this week with the release of the final issue for the 54th annual encyclo- pedia, "Coin, Vending and Amusement Wars." Out of 20,000 visitors to the show and their friends, a total of 12,000 were welcomed to be sitting in the theater at the Renaissance Hotel. Downtown venues benefited par- ticularly during the weekend, with over 100,000 spec- tators lined the route.

The event represented the turn of all our workers to the city. The show was held over the long weekend, and neighborhood taverns reported that the crowds all around. In the days, Neighborhood taverns reported that they were open for the first time.

The new edition includes Joseph F. Black, Bill Bowers, Donald Schupham, Peter Fahn, L. Dick Wall and Carl L. Luna.

Training is not normal for this time of the year, according to the manager of the A & K Vending Company. He is interested in getting in touch with the coin operators who have been his personal assistant in the past.

MAY 15

Spotted on a Billboard

JUNE 23

Title Strips

BEST BUY

Red Rated for Top

Juke Profits

JUNE 23

BAY" CHANCE

(Continued on page 83)

How Was Your Timing on . . .

"CRYING IN THE CASKET" NOビルボード on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to catch on the hottest disk jockey promoted and best selling merchandise. Billboard's weekly list will not be the same as those appearing in other nationally distributed lists.-

Yermie Stern, 2 E. 45th St., New York 17

Date

Please start sending me title strip cards of Billboard's "BEST BUY" to rent...

I enclose 500 

In full payment of your promise...

...for 3 full months. Payment is

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 10 cards at 20 cents each. This service is delivered weekly for a period of 3 months.

Name

Address

City .... Zona .... State .

C O N V E N I E N T O R D E R F O R M

SPECIAL OFFER: 25% OFF

B O X 1254, 3000 New York Avenue

TREASURE VALLE

JUNE 23

Title Strips

BEST BUY

Red Rated for Top

Juke Profits

JUNE 23

BAY

(Continued on page 83)

WHAT IS THE BILLBOARD INDEX OF ADVERTISED MACHINE PRICES?

The Billboard Index of Advertised Machine Prices is a valuable tool for anyone involved in the coin-operated amusement industry. It provides a comprehensive list of prices for various machines and accessories, allowing operators to make informed decisions when purchasing or selling equipment. The index includes a wide range of products, from traditional arcade games to modern video and pinball machines.

The index is updated regularly, ensuring that operators have access to the most current prices. It covers a variety of price points, making it useful for establishments of all sizes, from small arcades to large amusement parks. By consulting the index, operators can stay informed about trends in the market and negotiate more effectively with manufacturers and suppliers.

In addition to providing price information, the Billboard Index also includes descriptions of the machines listed, helping operators understand the features and capabilities of each product. This detailed information is crucial for making the right choices when selecting equipment for their facilities. Whether you are a seasoned operator or new to the industry, the Billboard Index of Advertised Machine Prices is an indispensable resource.
Locations tight

The compact Wurlitzer 1650 offers a convincing answer to the musical needs of the location with limited space. Not only is it tuneful, colorful and profitable—it conserves floor space. Once in, its take will sew up that location tighter than a drum for you.

This outstanding new 48-selection winner is alive with famous Wurlitzer features including Cobra Tone Arms, Playmeter, Coin Banking Mechanism and built-in-volume Level Control—all at a low, low price!

SEE YOUR WURLITZER DISTRIBUTOR

Wurlitzer
1650
48-SELECTIONS
STRAIGHT 45 RPM PLAY
1600
48-SELECTIONS
45 OR 78 RPM PLAY

The Rudolph Wurlitzer Company • North Tonawanda, N.Y.
Chi 10-Cent Play Goes Big Despite Setbacks Elsewhere
Gary, Ind., Group Making Plans To Convert Entire Country to Dime

CHICAGO, Aug. 8-In spite of reversals of dime play in some sections of the country, Chicago operators are finding no difficulties with the 10-cent price tag.

Since the start of the year, operators in many areas have been moving over to dime play as the answer to some of their financial problems. In some areas, dime play has given operators a new lease on life because the drop in tavern trade lowered their grosses below the break-even point. Dime play (even the play was kept), they pointed out, brought the gross mark to above the break-even mark. Areas which have found dime play a success are Washington, Portland, Ore., all of California and other widely separated sections. Other operators on dime play found that they could increase profits even by going so far as to drop headline locations. The dime saved in service and collection, plus the additional take from "going" locations, more than made up for the loss of the merchandise. One Chicago operator reported he had 10 per cent less machines in operation and still made 8 per cent more in gross on dime play than he did on nickel play.

Setbacks

Another saving factor cited by operators on dime play was the reduced number of hit records that had to be purchased. On nickel play a machine had to have 600 plays to bring in $20. Under dime play only 500 plays are needed to bring in the same amount. One operator claimed that the majority of plays were on hit records, which needed replacement after a certain number of spins. However, since he changed to dime play he found he seldom needed to replace worn records, thus saving two-thirds.

In the early stages of the changeover to dime play in Chicago, it was discovered that the $50 average of machines on nickel play became $50 averages under dime price. Thus with a play drop of 150 apiece, the operator still showed an increase of $15 gross.

Most operators 100 per cent on dime play also report their location owners are whole-heartedly in favor of the move. "Location owners, along with the operator, benefit from the additional gross made possible under dime play," reported an operator in North Illinois. "They would be foolish to object to the change."

Setbacks

One of the areas, which recently found dissatisfaction with dime play, was Northern New Jersey. High hopes of dime play in that area were deflated by location and customer resistance. Local operators came to the conclusion that theory and practice were two separate things. They pointed out that success of dime play in one area did not necessarily mean success everywhere.

Operators in Northern New Jersey, however, have not given up the idea of getting a dime trend. They will take more time in trying to get the dime. Currently, in the last area of Pater- son, N. J., the price is set at one dime for a dime and five for a quarter. The playing public obviously like this arrangement, as reports indicate a substantial rise in collections, with mostly quarters being found in the coin box.

Recently, Dick Steinberg, Music Guild of New Jersey president, stated the situation was still in a state of flux; however, he believes the Hvent play and a bargain on multiple play will be the answer. Just what the bargain will be, he added, won't be determined for a while yet.

Milwaukee

In June, after several months of successful dime play experiments, Milwaukee hurried that resistance to dime play was rising, thus making the future of dime play uncertain in the Beer City.

The original plan of organized Milwaukee operators was to inaugurate the price hike on an experimental basis in a downtown section of the city. However, during the first stages of the experiment, reports were, with all operators voicing satisfaction at the "smooth operation." Failure of the dime play experiment in Milwaukee was said to stem from lack of cooperation on the part of Milwaukee operators. One key operator reported that cooperation on the part of Milwaukee operators. One key operator reported that on the part of Milwaukee operators. One key operator reported that cooperation on the part of the majority of the smaller dime operators wasn't that adequate to make the idea work. Comments of other operators ranged from good to bad, with the bulk indicating a desire to continue at the higher price level.

At the same time that New Jersey was feeling the strain of customer dissatisfaction and location owner embarrassment at the price hike, Miami was in its third week of experimentation on dime play. The new price structure was set as two plays for a dime and six-for-a-quarter. Eddie Petrie, North State Amusement Company, reported a 20 per cent increase in spots which he converted. The situation in Miami is one of dime conversion to a dime play for a dime and three-for-a-quarter experiment.

Ray Curtiss, president of the Recorded Music Service Association in Chicago, said: "We are happy with the situation here in Chicago. I don't know of an operator who would want to go back to nickel play."

Phil Levin, vice-president of the association, stated, "We've been on dime play for well over two years now, and no one would even dream of going back to the old price. I can't even remember when I've received a complaint about trouble over price anymore. Things are going that smoothly."

Levin, several months ago in a speech on dime play at the 14th annual convention of the Ohio State Phonograph Owners Association, said, "The entire United States Army couldn't get Chicago back on nickel play. Chicago is 100 per cent on dime play because the customer now wants to be in and get it."

All Favor Dime

Chicago operators, it was found, are in favor of dime play. Some admitted that the initial changeover brought some strife with location owners, but that was soon cleared up as location owners even joined the bandwagon. Customers were more than pleased with the situation and absolute objection to the price hike, with some operators reporting they had not heard a single dissenting voice.

Meanwhile reports from near-by Chicago areas indicated that dime play would spread to more distant points. Gary and East Chi- cago operators are taking "Heaven Only Knows."
Spanish Manual Set By Rejctor Firm

ST. LOUIS, Aug. 8—Natural Rejection Street for the point and baseline instruction manual written for this week's manual, the company had printed in English.

The manual explains the entire operation of the National Rejection Co. and traces step-by-step action of nickels, dimes, and quarters and slugs as they pass through the mechanism. Other information in the manual concerns service and maintenance of the equipment.

CHAFT LICENSES UP 26 PCT.

CHICAGO, Aug. 8—The Chicago City's office reported that the higher license fees for $1,830 shuffle games and $2,000 shuffle machines have been applied for thus far this year. In 1952 there were 5,100 licenses. The 10% per cent increase is attributed to the city's recent approval of licenses for shuffle games (The Billboard, June 30).

ADVERTISING RATES

<table>
<thead>
<tr>
<th>Classifications</th>
<th>Rates per week</th>
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<tbody>
<tr>
<td>Regular Classified</td>
<td>$2.00</td>
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<tr>
<td>Top Vending Machines</td>
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<tr>
<td>Coin Machines</td>
<td>$15.00</td>
</tr>
<tr>
<td>Coin Operated Equipment</td>
<td>$20.00</td>
</tr>
</tbody>
</table>

Business Opportunities

Coin Radios and Televisions: lose direct from manufacturer. Write for free catalog. May still be available. Write for details.

For Sale: Telephone Music System, complete of complete musical equipment. This is a multi-station unit designed for use in clubs, offices, and other similar establishments. It can accommodate up to 45 sets, and includes 1000 records. For more information, contact De Groot, 1230 S. Michigan Ave., Chicago. (The Billboard, July 28).

Used Coin-Operated Equipment


Old All Orders and Inquiries to Coin Machine Market Place, The Billboard, 188 W. Randolph St., Chicago, Ill.

CHI LICENSES UP 26 PCT.

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Used Coin-Operated Equipment


Old All Orders and Inquiries to Coin Machine Market Place, The Billboard, 188 W. Randolph St., Chicago, Ill.
BETTER BUY from BANNER

Shuffle Alleys!
FIVE BALLS?
KIDDIE RIDES?

YOU NAME IT — WE HAVE IT PRICE? VERY ATTRACTIVE INDEED!

Write—Phone—Wire
BANNER
SPECIALTY COMPANY
Endorsing Only the Best
Home Office
1305 Fifth Ave., Pittsburgh, Pa.

WE EXPORT
PIN GAMES
MUSIC MACHINES

ACTIVE
AMUSEMENT MACHINES CO.
164 No. Dearborn St., Chicago 2, Ill.
Phone: Fluor—4-7441

"You can ALWAYS depend on Active WILL DO IT"

NEW—RECONDITIONED
METAL TYPE MACHINES

WE BUY
Complete Lines
Parts in Stock

WRITE FOR PRICES

STANDARD METAL TYPER CO.
1310 N. Western Ave., Chicago 22, Ill.

We Carry a Complete Line of
COIN COUNTERS
COIN SORTERS
COIN CHANGERS
COIN WRAPPERS
COIN WRAPPERS

PARTS AND SUPPLIES

WHOLESALE—RETAIL

WRITE—PHONE
Globe Distributing Co.

Copyrighted material
### Price List

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Price</th>
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<td>Tombstone</td>
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</table>

### Game Mfrs.

- **Game Mfrs.**
- **Continued from page 18**

### Exhibit

- **Exhibit**
- **Continued from page 47**

### Discussion

- The discussion depends, in part, on the idea of ‘ammunition devices’ as distinguished from slot machines, which have been a game-adding devices.
- The imposition of the higher ‘amusement tax’ because of the ‘ammunition devices’ would not adversely affect the operation of the game as a whole.

### Local Tax

- The local tax of $250 on machines would be very difficult to enforce.
- The machines would be so hidden in various locations that they would be very difficult to tax.

### Income Tax

- The income tax based on the annual income from the machines would be very difficult to collect.
- The annual income from the machines would be very difficult to determine.

### Federal Tax

- The federal tax based on the annual income from the machines would be very difficult to collect.
- The annual income from the machines would be very difficult to determine.

### Conclusion

- It was recommended that perhaps half a million people would be adversely affected if the amusement machines were prohibited.
- The location of the machines on which the tax is to be paid is very difficult to determine.

### Records

- The records of the machines are very difficult to keep.
- The records of the machines are very difficult to access.

### Enforcement

- The enforcement of the tax on the machines is very difficult.
- The enforcement of the tax on the machines is very difficult.

### Summary

- To avoid these problems, it was recommended that the tax on the machines be eliminated.
- The elimination of the tax on the machines would be very beneficial to the local communities.

### Billiard Mfrs.

- **Billiard Mfrs.**
- **Continued from page 45**

### Game Mfrs.

- **Game Mfrs.**
- **Continued from page 18**

### Coin Machines

- **Coin Machines**
- **Continued from page 76**

### Music

- **Music**
- **MONEY MAKERS!**

### Vendor

- **Vendor**
- **Continued from page 102**

### List

- **List**
- **Continued from page 46**

### Exhibits

- **Exhibits**
- **Continued from page 47**
**Calendar for Coinmen**

August 3-4—National Candy Wholesalers' Association annual convention, exhibit, Conrad Hilton Hotel, Chicago.

August 6—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.

August 22—National Association of Bulk Vendors, annual convention, exhibit, Conrad Hilton Hotel, Chicago.

September 3—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.

September 10—Texas Merchandise Vending Association, 3rd annual convention, Adolphus Hotel, Dallas.

September 20—Western Vendors Machine Operators' Association, Unique Restaurant, Los Angeles.

---

**Comdo Route**

"Continued from page 87, the advent of government record-keeping, however, brought about a new bookkeeping approach to reveal the true status of the operation. According to practice, few people with businesslike tendencies are interested in the operation. Chief among the evils of price-cutting, according to Oregon operators, is that it invites cutthroat competition that threatens the existence of the entire enterprise. Oregon operators recently have been working hard to establish dime play, striving to improve grosses to compensate for steadily rising costs. The program has met with success in many Oregon communities, but it has been slow going in Portland. A price-cutting war could quickly undo all the good work and bring new operators to the brink of ruin."

"Of more immediate concern to the operator is the effect of price-cutting on his own business stability. It weakens his bargaining position with the machine vendors. The owner respects an operator who conducts his affairs in a businesslike manner. But once the operator yields on important issues like commissions he finds there is no end to the demands made upon him. The contract, written and verbal, has been found the best way of eliminating disagreements over a specified period. Few operators will contest that music, under stable conditions, fails to measure up as a paying enterprise. In Portland some big firms operate music exclusively, taking advantage of the efficiency possible in a large operation. Music involves a larger capital investment, but the equipment has a longer life of profitable use. On the average route a phonograph will pay for itself in three years."

---

**III. Licenses**

- **Continued from page 67, the provision for games which do not have a free play feature.**

- In Rule 2, the Department of Revenue stresses that "Every person, firm or corporation (in Illinois) displaying any taxable amusement device to be played or operated shall be taxable by any place owned or leased by such person, firm or corporation; and within 10 days after displaying such device, an application for a license shall be made to the Department of Revenue for an application for such device. The applicant should answer all questions and give all the information required on the application form. The application shall be made on a form prescribed by the Department."

- This rule also states that a taxable amusement device without payment of tax is subject to the same requirements as if it were taxable."

- The Department of Revenue's regulations regarding "再到 Judge for: a specified period."

---

**Shaffer Specials in better quality buys**

**Saddle and Turf**

**SEVEN PLAYER SPIN TABLE**

- **COLORFUL CABINET**
- **DEEP LUXE SPACE**
- **QUALITY ARMCHAIR FOR EATIE**
- **Sensationally new Replay AMUSEMENT MACHINE.**
- **Fast-colorful Flashing lights and high speed action attract and hold players as well as spectators.**
- **High scores possible with single coin for top play.**
- **Incentive**
- **As many as 7 players can deposit coins.**
- **LOCATION TESTED AND OK'd for mechanical perfection and top earnings.**
- **Single coin drop with slug rejector for 5c or 10c play.**

SEE YOUR DISTRIBUTOR QUICK! OR WRITE FACTORY DIRECT.

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

1256 W. CARROLL AVE. CHICAGO 7, ILLINOIS
**THE LATEST AND GREATEST!**

**MAGIC DIAL**

*selects:*
- 20-30 Storing
- 10th Frame Feature
- Bonus Scoring—Possible to score up to 900!
- Double in 3-5-7 plus 10th Frame

Meets Every Location Requirement by Adjusting MAGIC DIAL Inside the Cabinet.

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**GIGANT disappearing PINS**

**silent "PLASTOK" PLAYFIELD**

**Pekeen's DOMINO BOWLER**

**THE ONLY BOWLER**

**COMBINING**

**SUCH FEATURES WITH**

**6 PLAYER PARTICIPATION**

**Order DOMINO BOWLER NOW!**

**J. H. Keene & Co. Inc.**

605 W. FIFTH STREET, CHICAGO 32, ILLINOIS

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**ANY WAY YOU LOOK—**

**YOU'LL DO BETTER WHEN YOU BUY FROM LONDON**

**NEW SELECTION FIVE BALLS**

**NEW PRICES!**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
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<tr>
<td>100A</td>
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<td>150A</td>
<td>15 Ball</td>
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<td>200A</td>
<td>20 Ball</td>
<td>$99.90</td>
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<td>300A</td>
<td>30 Ball</td>
<td>$119.90</td>
</tr>
<tr>
<td>400A</td>
<td>40 Ball</td>
<td>$139.90</td>
</tr>
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</table>

**PHONOGRAPH SPECIAL!**

**PACKARD MANHATTAN**

$79.90

**ESKED SPECIALS**

**CHICAGO COIN**

Trophy Medal...$79.50

**Keene Specials**

**Begin Bowler...$139.50**

**Double Bowler...$99.50**

---

**WALL BOX SPECIALS!**

**Entries Oct 1 to May**

 heed: $5.95

packed: $7.50

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**RELAY on DAVIS GUARANTEED PHONOGAP**

**SEEBURG M-100 A**

**with DAVIS Guarantee**

$595.00

Complete with professional Reconditioning and Refinishing

---

**Seeburg Specials**

**Wurlitzer Specials**

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<tr>
<th>Model</th>
<th>Description</th>
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<tr>
<td>1008</td>
<td>Reconditioned, Refinished</td>
<td>$130</td>
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<tr>
<td>800</td>
<td>Thoroughly cleaned, excellent condition</td>
<td>$75</td>
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<tr>
<td>700</td>
<td>Working condition</td>
<td>$95</td>
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**AMI Specials**

**Reconditioned—Refinished**

"A"...$225

"B"...$255

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**WALL BOXES**

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<th>Model</th>
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<tr>
<td>4220</td>
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<tr>
<td>2150</td>
<td>21 Balls, Refinished</td>
<td>$150</td>
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**PAN AM 1/2 DEPOSIT WILL BE PAID BY CUSTOMER**

---

**DAVIS! Distributing Corporation**

778 Erie Blvd., E.
Buffalo, N.Y.
Ph. 759-1947

Branch in BUFFALO ROCHESTER ALBANY

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**SPECIAL! FIRE SALE**

**Wurlitzer 1100**

$195.00

Excellent Condition

Watch For Our Weekly Specials

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**WALLERHAUS CO.**

3725 Peacock Ave., Cincinnati, Ohio

**WANTED—MECHANIC**

To service Wurlitzer Home Machines and to take care of their installations and service in the Nashville, Tenn. area. 12 months balance eight draft.

**BRAND NEW!**

**BUCKLEY CRSS-CROSS JACKPOT BILLS**

5-10c-25c-50c-$1.00

Also made for many foreign coins

<table>
<thead>
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<tr>
<td>20-24-22</td>
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<tr>
<td>500</td>
<td>Machine Bells</td>
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**BUCKLEY WALL AND BAR MUSIC BOXES**

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<tr>
<td>5c or 10c</td>
<td>5c or 10c</td>
<td>$1.00</td>
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**COBRA CARTRIDGES**

**BRAND NEW!**

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<thead>
<tr>
<th>Model</th>
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**AMERICAN RADIO HISTORICAL ASSOCIATION**

www.americanradiohistory.com

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**Amplifier, Kit 55,000,000**

<table>
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<th>Model</th>
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<td>150 Watts, 1000000 Amplifier</td>
<td>$5.00</td>
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</tbody>
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**AMERICAN RADIO HISTORICAL ASSOCIATION**

www.americanradiohistory.com
**Right in there!**

PROVED FOR YEAR ROUND POPULAR APPEAL!!

**STEADY PROFITS!**

**Williams**

**PENNANT BASEBALL**

**NOVELTY OR REPLY**

**LOADED WITH ALL THE APPEAL OF WILLIAMS DE LUXE BASEBALL**

**"DOUBLE MATCH FEATURE"**

**NUMBER STAR**

0 to 9

PLAYER ACTUALLY PITCHES AND BATS OWN BALL!

Adjustable TO OPERATE ON:
1 PLAY for 10c - 3 PLAYS for 25c
1 PLAY for 5c - 2 PLAYS for 10c
5 PLAYS for 25c

**CREATORS OF DEPENDABLE PLAY APPEAL**

4243 W. FILMORE ST.

**CHICAGO 24, ILL.**

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**MINIATURE PLAYERS WITHIN BEAUTIFUL LITE BOX**

SHOW OPPOSING TEAM IN REALISTIC, THIRD DIMENSION

**LITE BOX HINGED FORWARD FOR EASY ACCESS!**

**HINGED FRONT DOOR FOR EASY SERVICING!**

**MANUALLY OPERATED BUTTON CONTROLS PITCHING UNIT!**

**ORDER FROM YOUR DISTRIBUTOR TODAY!**

---

**LOOK AT THESE SPECIALS**

<table>
<thead>
<tr>
<th>BINGO GAMES</th>
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<tr>
<td>Score Board</td>
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<td>Atlantic City</td>
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<tr>
<td>Vendor</td>
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**SHUFFLE ALLEYS**

Chinese Coin No. 4000 Player Baller | $56.00
Chinese Coin No. 5000 Player Baller | $104.00
United Plan Player, Pondera Too & Pondera Ex. | $84.00
United Plan Player, Pondera Too & Pondera Ex. Player | $124.00
United Plan Player Deluxe | $200.00
United Plan Player Deluxe | $200.00
United Plan Player, Pondera Too & Pondera Ex. | $84.00
United Plan Player, Pondera Too & Pondera Ex. | $84.00
United Plan Player, Pondera Too & Pondera Ex. | $84.00
United Plan Player, Pondera Too & Pondera Ex. | $84.00

**ONE BALLS**

Cellu Fatality, Like New | $180.00
Cellu Fatality, Like New | $180.00
Cellu Fatality, Like New | $180.00
Cellu Fatality, Like New | $180.00
Cellu Fatality, Like New | $180.00
Cellu Fatality, Like New | $180.00
Cellu Fatality, Like New | $180.00
Cellu Fatality, Like New | $180.00
Cellu Fatality, Like New | $180.00

**SPECIALS**

Genuine "4000" | $8.50
Customer "No. 1" | $12.50
Customer "No. 2" | $15.50
Customer "No. 1" | $12.50
Customer "No. 2" | $15.50
Customer "No. 1" | $12.50
Customer "No. 2" | $15.50
Customer "No. 1" | $12.50
Customer "No. 2" | $15.50
Customer "No. 1" | $12.50
Customer "No. 2" | $15.50

**MUSIC**

Sensory 812, 842 & 4-A New Wall Box | $3.75
Sensory 812, 842 & 4-A New Wall Box | $3.75
Sensory 812, 842 & 4-A New Wall Box | $3.75
Sensory 812, 842 & 4-A New Wall Box | $3.75

**NEW EQUIPMENT**

Chinese Coin Band Box | $90.00
Chinese Coin Band Box | $90.00
Chinese Coin Band Box | $90.00
Chinese Coin Band Box | $90.00

**WANT TO BUY**

Late Shuffle Games | Bally, Beauty
Bally Beach Club | Bally
Atlantic City | Coney Island

**PURVEYOR DISTRIBUTING CO.**

4222-24 N. Western Ave.
Chicago 18, Illinois

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**JUST OFF PRODUCTION LINE**

**NEW EXHIBIT GUN**

Wild West

**WALL MODELS**

Hickory Squirter | $275.00
Rings | $275.00
Air Baseball | $275.00
Gasoline Gun | $275.00
Bally Flea Market | $275.00

**MARVEL MFG. CO.**

MARVEL MFG. CO.

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**MONROE COIN MACHINE EXCHANGE, INC.**

4437 N. MICHIGAN AVENUE, CHICAGO 14, ILL. TEL: 1-200-MON. 41 YEARS SERVICE - EST. 1912

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**SPECIAL!**

**MARVEL MFG. CO.**

MARVEL MFG. CO.

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**SPECIAL-PAYOFFS**

**LATE TO TRADE**

Chicago Coin | Chicago Coin
Bally Coin | Bally Coin

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**TRIMOUNT**

THE LEADING IMPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS.

- Trimount has New England's largest stock of used equipment, including SHERMAN SELECT-O-MATIC 6000, and 8000.
- Trimount offers all types of 5 Balls and Arcade Equipment.
- Every machine is professionally examined and mechanically perfect—always been completely reconditioned.
- Trimount has New England's largest parts department and finest service organization.
- Expect our expertly trained Department specially packs equipment to insure delivery in perfect condition.
- Write for new parts catalog, export brochure, catalog sheet and price list.

Exclusive Gottlieb, Williams, Seeburg and Chicago Coin Distributors

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**GIVE TO DAMON RUNYON CANCER FUND**
NOW! A WHOLE NEW FIELD for OPERATORS AND DISTRIBUTORS!

These Brand-New High-Traffic Locations NEVER BEFORE AVAILABLE

Genco's MONEY-MAKING SKY GUNNER

\- VARIETY STORES \- CHAIN STORES
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