

# The Billboard

AUGUST 23, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## Giant Orders Get Record Business Off to Early Boom

### New CBS Discount Structure Brings Peak Cuts Up to 30%

NEW YORK, Aug. 16.—Advertiser-agency pressure and the dog-eat-dog competition between the major radio networks resulted last week in the second substantial cut in radio rates in the past 14 months. The Columbia Broadcasting System, for the second time, led the way. The new cut, which is not 25 per cent, but an average of that figure, with some new slashes going as high as 30 per cent for nighttime rates, will be revealed in detail as soon as CBS is able to

complete revision of its discounts and the mechanics of its entire discount structure. As of The Billboard's pre-estimate this task had not yet been completed, but web executives were working frantically on the proposition.

The fact that the CBS cut would be achieved via a revamp of the discount structure was originally and exclusively revealed in The Billboard, July 26 issue.

Accompanying the reduction of nighttime rates is an increase of 11.11 per cent in daytime rates. When the new discount structure is completed, however, this increase will dwindle to roughly 5 per cent, and the increase in daytime rates, in any event, cannot go into effect for another six months.

#### Net Effect

The net effect of the revamped discount structure on CBS affiliated stations will be that the individual station income from the network will be reduced by about 15 per cent.

The National Broadcasting Company, the American Broadcasting Company and the Mutual Broadcasting System at the week's end were having great difficulty figuring out exactly what the new discount structure would do to CBS rates. For this reason none of them had completed plans for reductions of their own. It is considered a foregone conclusion, however, that the other webs would follow the CBS lead and cut rates. There was some talk, altogether uncon-

firmed, that one network might cut rates, but absorb the full cut themselves rather than pass it on to its affiliates.

CBS radio network president Adrian Murphy told The Billboard that he felt certain the CBS move would put an end to rate cuts and deals. That CBS brass will aggressively pursue and sell this conviction will become apparent as various CBS execs make pitches in various parts of the country Tuesday (19), for example, the web's vice-president in charge of sales, John Karol, will tell the St. Louis Advertising Club, in a talk: "We have re-established the medium—our part of it, anyhow—as a no deal, one price operation."

While the CBS affiliates "over-

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### Fall Season Spurts Ahead At Full Speed

Major, Independent Companies Both In New Upswing

By NEV GEHMAN and HOB ROLOSTZ

NEW YORK, Aug. 16.—The fall record season got off to a living start this week with the largest disk orders since early last spring. With all diskeries setting their sights for a bigger fall, the suddenness and early impact has surprised many record company execs. Normally the fall selling season starts into high gear during the first or second week of September.

The healthy nature of this sudden boom is reflected in the fact that all the major record companies as well as many independent ones have experienced sharp increases in sales during the past week. The RCA Victor pressing plants in Indianapolis and Canton, Ohio, are working into "round-the-clock shifts" this week and will stay open over this week-end. The main reason for this is the orders for Mario Lanza's new disk "Because You're Mine" came in for orders of more than 150,000. In addition, Perry Como's new record of "Love and Devotion" and "Sweethearts' Holiday" totaled 25,000 in re-orders during the week on top of the initial 50,000 shipment. Eddie Fisher's "Wish You Were Here" registered

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### Ill. State Fair Gate Over 1 Mil

SPRINGFIELD, Ill., Aug. 16.—Illinois State Fair, which tonight went into its next-to-the-last night, is a whopping success. A total gate count of slightly over the 1,000,000 mark loomed as every segment of the fair chimed in with reports of profitable business.

Paid attendance thru Friday (15), despite one day of rain, was running 10 per cent higher than last year. Parking—a big source of revenue inasmuch as between 14,000 and 16,000 cars are parked inside the 365-acre fairgrounds each day—was up 3 per cent over '51.

Four Overflow Crowds  
Grandstand business was running about 15 per cent over last year. The midway, which is this week's classified ad.

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### Braille Video Set Tested for Blind

NEW YORK, Aug. 16.—A newly developed TV set for the blind will be unveiled by WPIN here, Monday (18) in co-operation with the New York Guild for the Jewish Blind. The screeners set which already has been tested in several parts of the country is highly sensitive and is equipped with a small braille disk for the convenience of users. The set is made by Pyramid TV. Should the set prove practical it is expected to bring about a boom for Dagmar.

#### SPEAKING OF CARDS

These amazing Christmas cards speak for themselves. Buy out loud! That's right, talking Christmas cards. One of the many novelty bargains offered in this week's classified ad page.

But that's just one! This week you'll find over 100 more! Buy out loud! These sections carry scores of valuable offerings that speak for themselves in the language of SALES and PROFITS.

Scan these ads every week to find the bargains of the day. And use them yourself for sure-fire sales or buy thousands of different items and services—for as little as \$2 a week!

What Do You Want to Buy or Sell?

See pages 13, 45, 66

### SAUCER HUNT

### NBC to Scan Sky in Search With TV Eye

HOLLYWOOD, Aug. 16.—Starting next week, television will turn its eye skyward in search of flying saucers. National Broadcasting Company's newsmen here, Roy Neal, will keep a 35mm newsreel cameraman posted atop California's Mount Palomar and using special equipment developed by amateur astronomer Prof. George Adamski, will endeavor to give televisioners their first view of celestial crockery.

Adamski claims to have been researching winged table settings for some time and says he has been photographing the saucers in flight for the past three years. NBC, thru affiliate KNDD here, has concluded an exclusive arrangement with Adamski in an effort to capture a tele glimpse of the saucers. Neal cautiously said the web is taking no sides in the saucer talk, but will present anything filmed for what it's worth to the viewers.

### NY Theater League Equity Pact Stymied

Show Albums Rider Prevents Settlement; Issues in Basic Contract Agreed Upon

NEW YORK, Aug. 16.—The two-year agreement held by Actors' Equity Association and the New York League of Theatricals expired last night, but the two parties had been in negotiations for eight weeks. The stickler to the agreement was a rider concerning record albums of legit shows. On this score, Equity's stand was that it was in no position to bargain on the subject, but would prefer a joint committee to work out the issue. Theater managers, on the other hand, insisted on the rider, so at press time no agreement exists.

All other points in the parties' basic agreement have been settled, however, and Angus Duncan, executive secretary pro tem of Equity, made the following statement to the press late last night:

### YET A HEART IN MUSIC BUSINESS

PHILADELPHIA, Aug. 16.—Proof that there is still heart in the music business was demonstrated here by the A. P. Schmidt Company, publishers of some of the late Edward MacDowell's music. While the music is now in public domain and the local music publisher has no obligation to pay royalties, the Schmidt firm has never stopped sending a regular royalty check to the 91-year-old widow of the composer. The local pubby revealed that it had just sent out a check covering the 25,000 copies of his music sold during the first six months of 1952.

### "ANGELS" OKAY SAY BB CHARTS; NBC LIFTS BAN

NEW YORK, Aug. 16.—After learning that the disk, "It Wasn't God Who Made Honky Tonk Angels," was the top-selling country disk at the moment, the National Broadcasting Company decided to rescind its temporary ban of the tune.

Last week, a network official said that the tune had been banned as being "unacceptable because it would offend too many people" (The Billboard, Aug. 10). When The Billboard yesterday (15) pointed out that the Kitty Wells Decca disk was at the top of the hillbilly best-selling chart, the network exec agreed that apparently people do not object to the tune, and said he would remove the ban. The tune is published by Peer.

"We have reached an agreement on all points of the contract. The only dispute concerns a rider permitting the manager an option on the actor's services for the recording of show albums. There are many aspects of such a rider which must be examined and

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### AH! ELUSIVE IS FAME

### Kaye Hunts Nameless Vocalists on Record

NEW YORK, Aug. 16.—Fame is fleeting and hard to come by, particularly in the music business. It is necessary to seize the opportunity when it appears. As Shakespeare said, "There is a tide in the affairs of men which, taken in the flood, leads on to fortune."

Sammy Kaye may have been thinking this when he picked up a demonstration record someone had left in his office. Sammy played the disk—a Sounderoff Audition record—and went into raptures about the boy and girl vocalists on the demo. The unknown warblers' first names on the disk were "What Can I Do" and "When I'm Alone." Sammy thought the tunes were great, too. But the demo contained no writers names.

Kaye would love to use the tunes, would like to talk to the boy and girl singer and possibly work out a deal. All are missing.

Curiously enough, a similar incident happened to Kaye 10 years ago. Someone left a demo in his

office. After some trouble Sammy located the warbler on the disk. It was Billy Williams, and the tune on the demo was "When the Mountains Meet the Sky." Kaye cut a record, and Williams became Kaye's vocalist.

It could happen if those in question step out of the shadows.

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# The Campaign Comes To 18,000,000 Whistle Stops!

**I**N NOVEMBER we will hold the greatest mass demonstration of self-government by free men in the history of the world. More people will vote in the election of a President and Congress than ever before.

In the campaign leading up to the election, the candidates are going to take their story to the "whistle stops" of America. *But this time, the whistle stops will not be just little stations on railroads. They will be the 18,000,000 television sets now in the nation's homes.*

*For the first time, the candidates will be able to show themselves to 60,000,000 people, each in his own living room. Television has brought their government back to the people!*

In the early days of America, the average man was close to his government. He chose as his representatives men that he knew. They were familiar with his views, followed his wishes and reported back to him.

And we had our town meetings where each man had his own say as to how things should be run.

But as the country grew and the government became more complicated, the average citizen and his chosen leaders began to lose touch with each other; and the government began to grow away from the people.

It reached the point in recent years where many people thought that the American people had lost interest in their government, and had lost hope of playing any part in it.

*Then, just a month ago, a tremendous thing happened. The national political conventions of 1952 were brought into the nation's homes by television. Once again, as in the early days of America, the voters had an opportunity to know the candidates and understand the issues.*

*We discovered then that the interest of the American people in their government, and their determination to run it themselves, is greater than ever.*

## 60,000,000 Delegates To Chicago

For the first time in the 120-year history of political conventions, the American people got a clear, first-hand view of how presidential candidates are nominated.

18 million television sets were tuned in on Chicago — many of them until 2 and 3 o'clock in the morning.

60 million people had front-row seats and got a better picture of what was going on than any delegate or any reporter on the convention floor.

Because the delegates were conscious of the fact that the eyes of the nation were literally upon them, the vast unseen audience played a tremendous part in determining convention decisions.

*In other words, with the aid of television, we had what amounted to the biggest town meeting ever held.*

*This contribution of television to better government didn't cost the television audience or the political parties a cent; but it cost the television stations and their sponsors millions of dollars.*

The American public is still talking about the great job the television industry did. NBC has received many thousands of letters commenting on the network's 250 hours of outstanding radio and television coverage of the conventions.

All these letters reveal that the public has suddenly become aware of the fact that television has grown up; and that it has brought their government close to the people, where government properly belongs.

*Now, the political campaign is getting under way, and the American people will be able to see and hear and know the candidates — not through the eyes and ears and words of others — but through the wide open window of television.*

And because of television, American citizens will be better informed than they ever were before. They will be able to vote for men and principles, and not just for party labels.

That's one of the reasons why more people will want to vote in the November elections than in any other election in our history.

## How They Got There

Television's spectacular development as the greatest tool we have yet devised for self-government would never have happened if men of courage and vision had not worked long and hard to make it happen.

As early as 1923, Brig. General David Sarnoff, now chairman of the board of RCA, told the company's directors:

*"I believe that television, which is the technical name for seeing, as well as hearing, by radio, will come to pass in due course . . . it may be that every broadcast receiver for home use in the future, will also be equipped with a television adjunct by which the instrument will make it possible for those at home to see what is going on at the broadcast station."*

*Ever since that time, RCA has used all its resources and all its ingenuity to make that prediction come true.*

*While it took the best efforts of many great companies to put television over, we are proud of the fact that RCA and NBC have contributed so many "firsts" to the history of television's development.*

We offered the first regular television service to the American public. Our research scientists and engineers invented and developed much of the key equipment, without which television would have been impossible. For instance, RCA scientists developed the iconoscope, "eye" of television's camera; and the kinescope, the picture tube for receiving sets.

And after World War II, when we introduced the first postwar home television receivers, we launched television on its period of greatest growth.

*We devoted more than twenty years to scientific research and engineering development of television before we ever made a dollar's profit from it.*

Today, 18 million sets can be tuned into 109 television stations. Coast-to-coast networks of stations enable 60 million people to occupy front-row seats on all important occasions. In a few short years there will be 2,000 television stations serving every part of the nation; and television, together with radio, will be a reality in practically every American home.

## More And Better Television Coming!

**T**HERE are many more great television "firsts" just over the horizon.

It's bound to happen that some day — and soon — we will be able to sit in on sessions of Congress and perhaps even the deliberations of our Supreme Court. And it's a certainty that we will see television cross the ocean and give every television set owner a passport to the world.

*You will be able, at no cost to yourself, to go any place to which the press or the general public is admitted.*

Of course, television isn't going to be all political conventions and elections and world-shaking events. It shouldn't be, for life itself would be pretty dull if that's all it had to offer. Television will continue to be Toscanini and Milton Berle and Kukla, Fran and Ollie and the World Series and more and better programs of every type. It's going to be drama, religion and science and all the different things that appeal to all the different kinds of people that make up America.

As television enables us to look in on more and more thrilling events now beyond the reach of our eyes, it will help us understand better than ever before this wonderful age in which we live.

*We of RCA and NBC are going to do everything in our power to help television keep Americans the best informed people in the world. We will continue to make the best transmitting equipment and receiving sets, and to broadcast the best programs; and we will continue at our laboratories the scientific research on which rests all our accomplishments of the past and all our hopes for the future.*



**RADIO CORPORATION of AMERICA**

World Leader in Radio—First in Television



## CBS Discount Plan Means Cuts to 30%

Affils to Drop 15%; Full Impact Studied; Other Nets to Follow

Continued from page 1

whelmingly" (as the affiliates own release, following the Tuesday (12) meeting in Chicago, said) approved the Committee's recommendation that the cuts via revised discount structure be accepted, that a number of important CBS stations fought the move to cut rates thru any device, and that these same affiliates still believe that the present move will not solve the problem of rate cutting and deals.

### Agreements

By Friday (15) p.m. CBS had secured agreements and acceptances, either verbally or in writing, from more than the required 85 per cent of the affiliated stations required to put the new discount structure into effect by August 25.

However, The Billboard learned that actually the affiliates had little choice but to accept the revamped discount structure proposal. Some seven or eight months ago, when NBC was attempting to sell its now-defunct Economic Study Proposals to its affiliates, CBS persuaded more than 90 per cent of all its affiliates to sign an agreement virtually permitting CBS to adjust rates without further consultation with the affiliates. CBS, at the time, told the affiliates that was necessary to permit CBS to make a fast move to meet any cuts instituted via the NBC plan.

### Early Position

Thus, notwithstanding the fact that the NBC plan was eventually shelved, following an upris-

ing against it by that web's affiliates at Boca Raton, CBS was in a position to make any rate move it wished at this time, without affiliate approval. CBS, when faced with affiliate resistance to the present cut, in effect told the affiliates that a telegram announcing a flat 35 per cent rate cut was ready to go, unless approval for the revised discount structure was forthcoming.

CBS' position, it must be pointed out, was simply that while the NBC cut did not officially go thru, that network, nevertheless, was making efforts to snare important CBS shows and accounts via deals. To meet those threats, CBS itself was forced to take considerable business at rates from 25 per cent to 50 per cent under the card. CBS did this, its executives insist, to hold the all-important top-rated shows on the network. And since this obviously benefits the stations,

## CALLS AM RATE CUT TV BONUS

WASHINGTON, Aug. 16.—Gordon Brown, operator of WSAY, Rochester, N. Y., sent letters to members of the Columbia Broadcasting System's rate cutting negotiating committee this week warning that radio rate cuts would make AM stations only "network bonus stations to TV sponsors." Brown declared, "It is quite apparent that the networks have now written off their AM investment as only a bonus sale to their big stake in television."

they (the stations) must accept part of the reduced revenue emanating from such rate deals. Thus, by approving the present rate cuts thru revision of the discount structure, CBS stations are merely taking part of the loss represented by lesser income from nighttime advertisers. CBS affiliates, in effect, were simply faced with the choice of taking a straight 35 per cent cut, or the agreed upon discount structure.

The amendment to the affiliates' contracts, in which they accept the present revision, however, says that there shall be no more rate cuts for the life of the amendment, a period of one year.

## No Re-Integration Planned by CBS Web

NEW YORK, Aug. 16.—Frank Stanton, president of the Columbia Broadcasting System, this week told some of the web's affiliates who were concerned about the possibility, that CBS would not re-integrate its radio and television operation in the foreseeable future. During the rate cut discussions in Chicago last week

some CBS affiliates told Stanton that they felt integration of radio and television operations (as presently set up at National Broadcasting Company) could only result in lessening the effectiveness of the radio operation. Stanton indicated he agreed, and assured them CBS has no plans to re-integrate its two webs.

## NEWS CAPSULES—COAST TO COAST

### CBS Sweeps 10 Places in Nielsen Index; Godfrey Leads Parade

NEW YORK, Aug. 16.—The Columbia Broadcasting System swept all 10 places in the latest National Nielsen Television Index, which covered the week of July 12. The first five programs in the order of their ratings were "Arthur Godfrey and His Friends," "Pabst Blue Ribbon Bouts," "Talent Scouts," "My Little Margie," and the Chesterfield segment of "Godfrey and His Friends."

### WILDROOT RENEWS "THE SHADOW"

NEW YORK.—Wildroot renewed its sponsorship of "The Shadow" on the Mutual Broadcasting System this week, and purchased two other MBS radio shows. The two new Wildroot shows include a seg starring Parker Fennelly as a New England editor humorously interpreting the news, and a 15-minute segment of "Twenty Questions."

### "GILDERSLEEVE" SET FOR 12th SEASON

NEW YORK.—Kraft Foods has renewed "The Gildersleeves" for the 12th season. The program is aired over the National Broadcasting Company radio web. Needham, Louis 2 Brorby is the agency.

### 4A's COMMENT DENVER OUTLET

NEW YORK.—The American Association of Advertising Agencies commended KFEL-TV, Denver, for its prompt adoption of the 2 per cent discount shortly after it had gone on the air. WHIO-TV, Dayton, also recently adopted the 2 per cent credit safeguard recently.

### REVERE COPPER OUSTS "KUKLA"

NEW YORK.—The Revere Copper and Brass, Inc., has ousted "Kukla, Fran & Odie" from the Sunday 6 p.m. slot on NBC-TV. Revere takes over the time period for its "Meet the Press" property in early October. The advertiser had learned that Sunday afternoon viewing habits reach peaks

at 6 p.m. St. George & Keyes is the agency.

### UTAH BROADCASTERS HEAR SUMMARY

SALT LAKE CITY.—The Utah Broadcasters Association here called a special meeting Wednesday (13) to have members hear a resume of the activities of the Broadcast Music, Inc., Summer Seminar, which was held August 3 to 9 at Denver University. Jim

## Survey Shows Mutual Top in Non-TV Areas

NEW YORK, Aug. 16.—The Mutual Broadcasting System is preferred by two out of every five radio listeners in non-TV sections of the nation, according to a special survey conducted for the web by J. A. Ward, Inc., of New York City. At the same time, a repeat study of "Hometown America," shows that the web raised its audience share an additional 11 per cent in the last three years.

In the share-of-audience division, the Ward study shows Mutual leading with 41 per cent, topping any two other networks combined. In listener preference in the non-TV areas, the survey shows Mutual first with 10.8 average, almost twice as high as the number two web with 5.9.

The Ward findings were gathered by means of more than 1,000,000 interviews (telephone coincidental method) in 151 non-TV markets. The Ward study and the "Hometown America" audit are incorporated in a statistical report "Radio Listening Thruout non-TV America," which will be released by the network shortly.

Cox, BMI's field representative, presented a digest of ideas given in the seminar. Forty members of the association attended.

### COLUMBIA OFFERS RADIO, TV STUDY

NEW YORK.—Columbia University now makes it possible to major in radio and TV. Its program of study leads to a bachelor of science degree in general studies. Among the new courses which are conducted in co-operation with NBC are "TV Program Techniques" given by William C. Hoda, and "Special Video Effects," given by James A. Glenn.

### CANADIAN PICK ARTVE

MONTREAL.—The 1,750 employees of the Canadian Broadcasting Corporation thruout Canada have voted over 60 per cent to be represented by the Association of Radio and TV Employees of Canada. The losing union was the Employees Council. The new union does not represent technical employees who are NABET.

### WOR-TV BUYS ANTENNA

NEW YORK.—WOR-TV, here, this week bought one of the most powerful high band TV antennas in the world from Standard Electronics. Application has been made to the Federal Communications Commission by the station to increase its power. When placed in operation, the new amplifier is estimated to make WOR-TV's radiated power of 100 kilowatts stronger than any of the 38 other high band stations in the country.

### KXLW SHOWS PULLING POWER

ST. LOUIS.—The pulling power of radio was strikingly demonstrated recently at KXLW here when the station broadcast a spot announcement for "a female electric overhead crane operator." It expected few results. Within a few hours 60 to 75 phone calls were received, 18 of which were (Continued on page 2)

## EDITORIAL

### The New CBS Cut

In the past 14 or 15 months nighttime network radio rates have been cut by from 30 per cent to 45 per cent. This is the simple sum total of the reduction in costs of from 20 per cent to 30 per cent to nighttime advertisers via the present revamp of the Columbia Broadcasting System discount structure, plus the 10 per cent to 15 per cent cut inaugurated by CBS (and quickly followed by other networks) a year ago April.

CBS radio network President Adrian Murphy told The Billboard (see accompanying story) that he believes the CBS move will put an end to network rate cutting and deals. If we owned a network or a radio station we couldn't hope more fervently that Murphy is right. If there is anything a trade-newspaper may do to prove him right, we will do it (as we have tried, by pointing up to advertiser and agency readers, and indeed to radio men themselves, at every opportunity, that radio is still the best cost-per-thousand buy of any medium. Certainly at the reduced rates instituted by CBS it is more the best buy on any provable basis than ever before).

It is also presumed by some network officials and station men that the fact that the CBS cuts are being achieved thru a revision of the discount structure, rather than by cutting the present card rates as such, will prevent local advertisers and buyers of national spot advertising from making demands for cuts in the rates they have been paying stations. We hope, as fervently as we hope, there will be no more network cuts, that this also turns out to be true.

But we would be considerably less than honest if we said that we believe with Murphy and CBS that the present cuts will end rate cutting and deals; or that there will not inevitably be cuts of local and national spot rates. It is a foregone conclusion that the National Broadcasting Company (not to mention the American Broadcasting Company and the Mutual Broadcasting System) will cut their rates (via discount structure revamps or otherwise) to meet the CBS cut.

We recall, with no satisfaction at all, that we predicted over a year ago that the first CBS rate cut of 10 per cent to 15 per cent wouldn't halt rate cutting and chiseling, notwithstanding CBS executive insistence that the move would then stabilize radio rates. We made that unhappy prediction on the basis of a cold look at some rock-hard facts. Those same rock-hard facts exist today, and some to a greater extent than 15 months ago.

(1) The CBS cuts, of course, apply to scores of stations in non-television markets, as well as to those in television markets. The TV freeze has since thawed and television will come, before the end of 1953, to many of those presently voiceless markets. When it does, there is little doubt advertisers will point to alleged vanishing radio audiences and demand further reductions in rates.

(2) Television programming is certain to improve, both in nighttime and daytime, particularly in daytime. If television programming constantly improves, and radio programming doesn't, how can radio fail to continue to lose audiences (and thus lead to advertiser demands for further reductions)?

(3) With network income reduced by 30 per cent to 45 per cent as against a year ago, how can radio network programming be improved to successfully compete with television. With less money, this can obviously only be done if a whole army of new programming geniuses, very few of whom are handy today, concentrate all their talents on radio.

(4) The present CBS rate cut is a direct result of that network's effort to hold important shows and accounts in the face of "better deals" offered those accounts by rival networks. What assurance does CBS have that, come next spring and the same battle for business, those rival networks won't again offer "better deals" to those same accounts? And if they do, will CBS stand pat on its present rates?

(5) How much more of a reduction in network income (and an inevitable subsequent reduction in local and national spot income) can stations take? Next year, or the year after, or the year after that?

We recognize that CBS and any other network which decides to cut rates does so only because it believes that cutting the rate is the most advisable, most profitable, most business-like move to make under the circumstances.

We recognize, too, that when a network's affiliates sit still for a rate cut, they do so only because they feel there is no better, no more profitable solution.

But we continue to insist that the networks, and those affiliates who do so lazily, too spineless, too short-sighted to sell their medium on a firm, cost-per-thousand-compared-to-any-competitive-medium basis, and on no other basis are seriously damaging a great business. Someone, somewhere, someday is going to have to stand pat. And it had better be soon.

## All Industry Affiliates Stirred by New Cuts

NEW YORK, Aug. 16.—Revamp of the Columbia Broadcasting System radio network rate structure to achieve rate cuts up to 30 per cent has stirred telephone activity among key members of the All-Industry Affiliates Committee, headed by Paul (Fritz) Morency, WTIC, Hartford. The Committee may call a meeting in the near future to discuss the CBS move, and the anticipated similar cuts due at other networks.

In the meantime, a number of stations affiliated with the National Broadcasting Company, American Broadcasting Company and the Mutual Broadcasting System have been trying to find out from their respective webs, what rate cut plans are being cooked up. No meeting between these webs and their respective affiliates, however, has yet been set up. NBC-TV affiliates have a meeting scheduled for August 27 with the web's brass to discuss adjustments in the TV contracts. If no other meeting is set before that date, it is possible that NBC affiliates may take up the radio rate situation at the August 27 meeting, since many

members of the TV group are also key NBC radio station operators.

## ZIV TO RELEASE PUBSERV SPOTS

NEW YORK, Aug. 16.—The Frederick W. Ziv Company is readying a series of "I Like America" public service spots by Tyrone Power which will be aired over stations carrying the film star's new transcribed Ziv series "Freedom, U.S.A." The gimmick is a non-partisan lark off on the politico's current "I Like Ike" and "I Like Adlai" campaign slogans. Ziv's executive vice president John L. Sinn expects the stations will give the spots good play, because the copy is designed as a triple-threat item, plugging America's Ziv series and at the same time, for instance, Atlanta, where WCST bought "Freedom, U.S.A." Power's lines read, "I like WCST."

ARB STUDIES SHOW

WDGY Tops Papers By 7-1 in Total Sales

MINNEAPOLIS, Aug. 16.—The Advertising Research Bureau, Inc., recently completed one of its studies for radio station WDGY here. The study again points up the tremendous strength of radio as a retail ad medium.

The study was pulled on two stores. Sears Roebuck in Minneapolis, and the Emporium in St. Paul. For the study Sears spent \$296 to advertise its lawnmowers in a Minneapolis newspaper, and the same amount to advertise the same products over WDGY.

ARB found that of the 129 consumers who visited the Sears lawnmower department following the ads 46 or 43.4 per cent came as a result of the radio ads alone, while only 12 or 9.3 per cent came as a result of the newspaper advertising alone.

Of the radio traffic, 82.5 per cent made purchases, and they accounted for 57.9 per cent of the dollar value of sales. Of the newspaper traffic, 41.7 per cent made purchases, but they accounted for only 8.4 per cent of the cash sales.

Five U. S. Segs Among 23 Set For Canada TV

TORONTO, Aug. 16.—Of 23 programs already scheduled for Canadian TV from here, five will be of American origin. One of the latter will be kinescopes of a couple of TV shows.

American programs include: an unspecified U. S. drama; "Studio One"; a one-hour American musical show; kinescopes of several unannounced American TV shows, and the "Aldrich Family."

The Canadian shows include: A half-hour news magazine; Leslie Bell Singers for a half hour; a one-hour round table discussion; a one-hour variety show; one half-hour dramatic show; a documentary of social significance lasting an hour and a half; sports show and a quiz show; an hour and a half dramatic presentation; amateur program; another variety musical show; celebrity show; children's drama and hockey in season, otherwise some other spectator sports.

FCC Approves Series Of Station Transfers

WASHINGTON, Aug. 16.—Million and a half dollar transactions involving Marshall Field radio station interests in the Far West headed a series of station transfers approved by the Federal Communications Commission this week.

In Racine, Wis., the commission approved the transfer of WRJN and WRJN-FM from the First National Bank & Trust Company, executor of the estate of Frank R. Starbuck, to Harry R. Lepore, Devin, to the Journal-Times Com-

The customers who didn't see or hear any ads were responsible for an even greater portion of the total sales than the newspaper customers. They spent 21.4 per cent of the total dollars spent for lawnmowers at Sears during those days. Only two customers claimed they both saw the newspaper ads and heard the radio ads.

The WDGY brochure points out that the newspaper ads sold five lawnmowers, while the WDGY ads sold 35 lawnmowers. Another 13 lawnmowers were sold without advertising.

The Emporium spent \$225 to advertise a \$19.95 chair in a St. Paul paper and the same amount to advertise the chair over WDGY. The newspaper ad brought in almost as much traffic as the radio ad, but no sales were made to any of those brought in by the newspaper alone.

The customers who came in after only hearing the WDGY commercials spent 21.7 per cent of the total amount spent on the chairs during the test period. The other 78.3 per cent of the cash sales were made to customers who both saw the newspaper ad and heard the radio commercials.

All sales in this case were attributable to advertising. No sales were made to persons who hadn't noted any ads.

In both cases, the type of store visitor that was most likely to make a purchase, and to make the largest purchases at that, were those who had noted both the newspaper and the radio ads.

FCC Speeds Grants For AM Applications

WASHINGTON, Aug. 16.—The Federal Communications Commission continued to speed grants for new AM stations this week in a new AM station rush (The Billboard, August 9) with approval of construction permits for 10 new AM outlets throughout the nation. Construction permits also were okayed for two FM stations, while two other AM applicants were notified that they are in line for hearings.

New AM station construction was authorized for the Friendly Broadcasting Company, Woonsocket, R. I., Grand Island Broadcasting Company, Grand Island, Neb., Memphremagog Broadcast-

D. C. HAND HOLDING

Tele-Movie Promotion of Mutual Benefit to Theaters, Stations

WASHINGTON, Aug. 16.—A successful coupling between TV and movie theaters has been quietly ripening here for more than a year in a succession of promotion deals between WTOP-TV, owned by Columbia Broadcasting System and the Washington Post, and three different theater interests. The wooing has taken place without trade fanfare, but parties on both sides are jubilant over the love-test.

Figuring in tie-ins with WTOP-TV have been Warner Brothers, Warner and Ambassador theaters, RKO Keith Theater and the Ontario Theater here. One of the most elaborate and original exploitations came with "Alice In Wonderland" which ran at Keith's. A contest picking D. C.'s "Miss Alice in Wonderland" was staged at Glen Echo Amusement Park. Clever arrangements were piping movies of run-offs in context from the park to big-screen TV at Keith's in newsreel fashion, with WTOP-er Mark Evans

emceeding. Winners were picked by theater audience applause registered on applause meter superimposed on screen.

Temple Featured "Robin Hood," run at Keith's, produced another successful tie-in July 6-22, with Pick Temple, WTOP-TV star, featured in trailer promotions on the screen, and on his TV program he staged a "Why I would Like to be in Robin's Merry Band" contest. Turnout of contestants included even a fellow who figured to qualify for Robin Hood's band because he was a piano-player.

"Where's Charley," starring Ray Bolger, found WTOP-TV humorist geared in a Charley's Aunt costume for style show appearances at Hecht Company, local department store. Contest to guess identity of the costumed lady brought Allan Jeffery's show on WTOP-TV into the stunt playing up the contest, while Hecht Company assured plenty of addi-

Hallmark Film Commercials on Churchill Seg

HOLLYWOOD, Aug. 16.—Hallmark Greetings Cards will forsake live commercials on its Sarah Churchill TV show, awarding a contract for film blurbs to Cascade Productions. Starting August 25, Cascade will film between 16 to 20 spots from 30 to 90 seconds duration at the Hal Roach lot in Culver City. Joe Cunningham, director of Foote, Cone & Belding's broadcast operations, will work with Cascade's Bernard Carr in producing the commercials. Showbiz celebs will be featured in the commercials.

Hallmark has delivered store set, complete with fixtures and dressings, to serve as backdrop for the spots. FC&B's Hallmark account exec. Hugh Lucas, and assistant account exec. Eunice Vubney, will arrive here Monday to be on hand during the production. Arthur Plerson will serve as a director.

STEVENSON ACTS

Dem Candidate Seeks Withdrawal From TV

WASHINGTON, Aug. 16.—Gov. Adlai Stevenson, of Illinois, Democratic candidate for President, listed his net assets at over \$50,000 in a brief filed this week with the Federal Communications Commission requesting the right to turn over his 100 shares of stock in the Sangamon "teley Television Corporation, Springfield, Ill. Stevenson is withdrawing his 2 1/2 per cent interest in the proposed TV station because he doesn't want to be party to any transaction pending in a federal agency while running for a job that would put him in charge of all government agencies (The Billboard, August 9).

Stevenson, who subscribed for 100 shares of the stock at \$10,000, assigned it back to Station WTAX for a token payment of \$1. The Illinois governor listed his yearly

income for 1950 and 1951 as over \$25,000 and he claimed no liabilities. His sister and her husband, Mr. and Mrs. T. R. Ives and their son own 7 1/2 per cent of the TV company stock. The brief also listed Stevenson as a 24.7 per cent stockholder in the Pentagraph Company, Bloomington, Ill., which owns 90 per cent of WJBC. Mr. Ives is listed as holding 18 1/2 per cent of the Pentagraph Company stock. A proposed program for the TV station included a suggestion for broadcasts on important Illinois issues by the governor and other State officials.

Can. TV Sets Hit 103,454

TORONTO, Aug. 16.—Television sets in operation in Canada have passed the 100,000 mark, according to the monthly report of the Radio-Television Manufacturers' Association of Canada.

The figure at the end of May was 103,454, an increase of 6,593 units over the previous month. Of the total, 40.2 per cent of the sets are in the Toronto-Hamilton area.

national promotion in daily newspaper ads. Stunt brought Robert G. Lewis some promotion since he had played "Charley's Aunt" in summer stock and is subbing in Arthur Godfrey's CBS spot. Separate trailers in theater played up Lewis and Bolger.

"Beautiful Legs" Contest For Rita Hayworth's "Affair in Trinidad," which ran at the Ontario Theater, WTOP ran a "beautiful legs" contest. Sid Zins, regional Columbia Pictures exploitation man, staged the competition which consisted of filming legs of contenders who walked past a Dutch door, with finals of contest on Ontario stage emceed by Allan Jefferys, whose TV show pitched in. Contest winner goes on to compete in national competition run by Columbia Pictures.

"The Greatest Show on Earth," which ran at the Warner and Ambassador theaters last March, produced a successful tie-in via movie trailer heralding 14 WTOP-TV local stars and lobby display, while station gave free spots.

"The Story of Will Rogers," run at the Warner and Ambassador, was accompanied by theater trailer hailing Rogers as "America's favorite humorist" and Gene Klavan as D. C.'s favorite humorist. Further tie-in came from appearance by Will Rogers Jr. on Ed Sullivan's TV show. For the film, "Francis Goes to West Point," which just wound up its run at Keith's, a rubber mask of the talking mule appeared on Klavan's TV show midnight to 2 a. m. Monday thru Saturday, and Klavan was highlighted in movie screen trailer and lobby display. A "Why I Hate Klavan" contest helped the promotion, too. For "Jim Thorpe, All American," Jim Thorpe was staged at the

"Freedom USA" Sets Hot Pace

NEW YORK, Aug. 16.—The new Frederic W. Ziv Company radio package, "Freedom USA," this week was setting a hotter sales pace, especially in TV markets, than any other of the programs created by the transcription firm. The show stars Tyrone Power as a young U. S. Senator, and features Francis A. Bushman. Narration is by Edwin C. Hill.

Among the recent sales were those to the Capitol Life Insurance Company, Denver; the Perpetual Building Association, Washington; and radio stations WKOD, Cleveland; WSVY, Syracuse; WGST, Atlanta and KJAR, Phoenix—all TV markets. At the same stage of selling "I was a Communist for the FBI," Ziv had sold only three video cities.

Finance companies have taken to the property in large numbers. Two recent sales—City National Bank, Centralia, Ill., and Amarillo National Bank, Amarillo, Texas—bring the finance companies sponsoring the show to 20. The program also has unusual merchandising opportunities, because Tyrone Power will tour the country this year doing "John Brown's Body." Many tie-ins are being arranged by local stations carrying the show.

FCC Names Examiners To Speed TV Hearings

WASHINGTON, Aug. 16.—To speed handling of TV hearing cases, the Federal Communications Commission this week announced appointment of two new hearing examiners and prepared to name five more preparatory to the start of TV hearings in October. Congress authorized the addition of seven examiners so as to break a logjam of TV hearing cases and thereby help speed the spread of TV throughout the nation. The commission will bulkwark each examiner with a team of lawyers, engineers and clerks.

Named as hearing examiners who will be assigned directly to TV cases were William G. Butts and Herbert Sharfman, both of whom are on the FCC staff. Butts has been chief of the tariffs and rate classification branch of the commission's common carrier bureau telephone division since 1950. He headed the rates and tariffs division of the accounting department from 1934 to 1950, and had been with the Inter-State Commerce Commission from 1929 to 1934. Sharfman has been with the FCC since 1946. Prior to that for two years he was with the Office of Price Administration. At the commission he has been an attorney in the office of opinions and review the last two years.



# Your Lucky Strike Hit Parade

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



Your Lucky 7 tunes  
that you would have  
heard last week

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

1. WALKIN' MY BABY  
BACK HOME
2. AUF WIEDERSEH'N,  
SWEETHEART
3. DELICADO
4. Blue Tango
5. Half As Much
6. I'M YOURS
7. Somewhere Along the Way

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



See your Lucky Strike Hit Parade Summer TV replacement

**"ASSIGNMENT: MAN HUNT"**

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

(N. Y. Time)



## CBS Finalizing TV Service Grid Sked

NEW YORK, Aug. 18.—The Columbia Broadcasting System's TV sports department this week started wrapping up its schedule of football contests which it will program on Saturday afternoons this fall against the NCAA's restricted collegiate schedule. The off-season game is expected to be the-

San Diego Naval Training Center against the Great Lakes Naval Station at Great Lakes on September 20.

CBS-TV figures the service pigskin battles to be a hot sales prospect because it can be bought for under \$750,000 in contrast to the NCAA's \$2,500,000 tab on the National Broadcasting Company's TV web. But problems must be solved before CBS-TV puts together a schedule satisfactory to the services.

Schedules must be balanced so that it includes teams from all the services. The fact seems to be the Marine teams have the strongest units. California service teams also line up as possibly better than others from other sections. Naturally, restricting telecasts to those games, does not mean the approval of top service brass in other areas. California games carried on the web must also be started earlier so they can fit into the 2 to 4 (EST) programming time on the network.

There are indications, however, that these headaches will be solved. Plans are also being drawn for a post-season game between the top service teams in the nation. The CBS-TV service games last season achieved strong ratings. No sportscaster has as yet been named to handle play-by-play.

## CKLW to Air Spartan Tilts

DENVER, Aug. 16.—Bootleg television sets are being funneled into TV-hot Denver from spots all over the country, the Better Business Bureau declared here this week. Dan Bell, director of the BBB office here, said he has received numerous complaints—from both purchasers and retailers—that sets received by them were old or damaged, with the serial numbers filed off so that tracing was impossible.

The BBB official said some sets could easily be stolen property, shipped in here from other points for quick, high-profit sales. Set sales have been jumping here since July 11, when KFEL-TV, headed by Gene O'Fallon of Denver, was granted Channel 2 by the Federal Communications Commission and went on the air almost immediately.

It was estimated by dealer sources that as many as 4,000 sets were sold within the first few days after KFEL-TV won the channel. There has been little, if any decrease in sales, and most dealers are having difficulty keeping a supply even with the demand.

Second area station, KVOU-TV, is slated to take the air by September 29. A third station, KDEN, expects to be telecasting on Channel 26 by Thanksgiving Day.

## Court Allows Fair Comment

NEW HAVEN, Conn., Aug. 18.—Superior Court Judge Thomas J. Molloy this week upheld a Meriden, Conn., radio station's defense of "truth and fair comment" as an answer to a \$50,000 slander action. The action was filed by a Meriden industrial firm as an aftermath of the 1949 mayoralty campaign.

The Charles Parker Company, Meriden, Conn., had attacked defenses of the Silver City Crystal Company, operator of radio station WMMW, Meriden, and of Joseph DePaola, the Democratic mayoralty candidate, as being "insufficient" under the law.

Judge Molloy said in denying the company's petition, that "there is a field of questions of fact which may determine what aspects of this somewhat intricate subject of slander and libel law, as applied to radio publications, is pertinent in this case."

The trial of this case may set a precedent on the question of permitting a recovery of state law in a case of alleged slander, when the Federal law expressly forbids censorship.

## WAS RELUCTANT IN 1949, TOO

WASHINGTON, Aug. 16.—Columbia Broadcasting System is claiming a scoop in predicting the nomination of Illinois Gov. Adlai Stevenson as Democratic presidential candidate as far back as January 19, 1949. Chester Bowles, then governor of Connecticut, now United States ambassador to India, named Stevenson as his second choice for Democratic candidate for president, after President Truman, when he appeared on a CBS program with Stevenson. Stevenson demurred then, as he continued to do almost up to his nomination.

## 'Little Margie' Stirs Interest Of Bankrollers

HOLLYWOOD, Aug. 16.—"My Little Margie," TV film summer replacement series for Phillip Morris' "I Love Lucy," is enjoying active interest from potential buyers, according to co-producers Roland Reed and Hal Roach Jr. Reed's exec producer, "Gut Taper," told The Billboard that "Margie" will have 12 episodes completed by the time "Lucy" takes over in mid-September, but that show's continuing top ratings (No. 3 in the last Nielsen) has stimulated considerable buyer interest, with deals currently being weighed for show's sale.

## Map WTOP DC Structure

WASHINGTON, Aug. 16.—Construction will start soon on a \$1,750,000 five-story building to house WTOP radio and TV, owned 85 per cent by The Washington Post and the balance by Columbia Broadcasting System. The new structure will be completed next summer. It was announced by John S. Hayes, president of WTOP, Inc. The building will be located at 40th and Brandywine streets, N. W., a few miles from the present downtown headquarters in the Warner Building.

The new 60-foot high structure will contain more than 75,000 square feet of floor space. It will house all facilities and personnel of WTOP's radio and television operations, with the exception of its 50,000-watt AM radio transmitter which will remain at Wheaton, Md.

## Pontiac Sets UM Football

WASHINGTON, Aug. 18.—The Pontiac Dealers of Washington and Baltimore this week signed with stations WMAL in Washington and WBAL in Baltimore for exclusive 1952 radio coverage of University of Maryland football games. The contract was approved at a Washington luncheon in honor of the two city dealers.

(Continued on page 9)

## D. C. May Legislate On TV-AM Campaign Costs

WASHINGTON, Aug. 16.—Campaign expenditures legislation being drafted by a Senate privileges and elections subcommittee may make allowances for high TV-radio spending, if a current subcommittee survey of spending by political candidates shows unusually high TV-radio expenditures. It was learned today. The new legislation is expected to cover primary election spending by candidates for na-

tional office, which up to this time has had no limit. The subcommittee may attempt to issue a report before the election, but light primaries in a number of States makes a report more likely after national elections in November.

In formation questionnaires, which went out to presidential and senatorial candidates, call for listing of all amounts spent on TV-radio. Although campaign expenditure legislation tentatively worked out by the subcommittee before the Congressional recess, set provisional limits on expenditures by House and Senate candidates, with those from highly populated States allowed to spend more. Capitol Hill officials said the questionnaires may reveal that big State candidates spent more than the limit provided in the bill. In this case, consideration will be given to raising the limit, especially if increased TV-radio expenditures make the original figure impossible to maintain. Also candidates are not now required to include spending by independent political committees on their behalf under the limit allowed by law, the Senate subcommittee questionnaire also asks for this information. Candidates are asked to list all contributions over \$50 and all expenditures above \$10.

## ASEA IN POLITICS

## NARTB Issues Book To Guide Stations

WASHINGTON, Aug. 16.—Latest in political campaign booklets issued to guide the conduct of TV-radio broadcast is a Political Broadcast Catechism put out by the National Association of Radio and Television Broadcasters to "alleviate the woes" besetting station managers who are besieged with requests for air time by political hopefuls.

In direct question-and-answer style, the Catechism explains to broadcasters that Federal Communications Commission rules require them to make time available even to the Communist Party if it is requested, "if the Communist Party is a legally recognized party in the broadcaster's State, and if time has been allotted to candidates of other parties for the same office." The booklet issues a reminder that the McCarran Act requires inclusion of the announcement that the program is sponsored by a Communist organization.

The Catechism stresses that a broadcaster may refuse time to all candidates, but that if time is made available to one candidate, "equal opportunity" must be

made available to all other candidates for the same office. In answer to the request for time from minority candidates who are running with no hope or possibility of being elected, the Catechism states "... The law requires the candidates of many splinter and lunatic fringe parties who put forth legally qualified candidates for the Presidency to be given 'equal opportunities' with the candidates of major political parties."

## Ford Group to Back 'Omnibus' Over CBS-TV

NEW YORK, Aug. 16.—When the Ford Foundation unveils its TV presentation, "Omnibus," November 9 in the 4:30-6 p.m. slot on the Columbia Broadcasting System's TV network, the philanthropic organization will have \$2,000,000 ready to insure the program's cost for a 26-week run. The program is being peddled to either one advertiser for \$65,000 weekly, or to five for \$13,000 each solely for talent. Should the Ford Foundation find no sponsors available, it will pay for both talent and time. No profit will be made by the Foundation.

The program is unique in that each of its five segments runs only so long as its inherent quality demands. Some of the material scheduled in the forthcoming "Omnibus" includes "Alone With Beatrice Lillie," an eight-minute feature with Miss Lillie as Carmen, having a well-known comedian describe a cricket match (eight minutes); "What Is An Orchestra," in which Leopold Stokowski narrates the art, past and present, of conducting (15 minutes); and "The Great Trial of Willie Moretti," a 28-minute script written exclusively for TV by Maxwell Anderson.

Among other segments of the program will be "Invitation to the Dance," as demonstrated by the Sadler's Wells Company, and "Your Name in Lights," which describes the rise of a typical star of the theater. A special feature is expected to be "Mr. Lincoln," an autobiography in five episodes of 28 minutes each.

Presenting material such as this, the program is expected to be a showcase for the industry. Part of the reason for the underwriting of the video magazine by the Ford Foundation is to give video a chance for bold experimentation. Allister Cooke will handle the creative commentary. Robert Saudek is executive producer.

## CBS to Take Option Hour

NEW YORK, Aug. 16.—The Columbia Broadcasting System's radio network will take over an additional hour of daytime station option time next fall from its affiliates. CBS-AM started its commercial programming on Saturday mornings at 11 a.m. in former years, but next season begins at 10 a.m.

The network already has sold most of the hour. The probable line-up will see Galen Drake 10:10-11 for several entities; a kids' show for Mrs. Grass Noodle Soup 10:15-10:30 and Smiling Ed McConnell 10:30-11 a.m. for Brown Shoes.

## IBC Will Hike Garden Fees For Fighters

NEW YORK, Aug. 16.—The International Boxing Club this week offered to hike the fee for main-entrants at Madison Square Garden from \$3,000 each to \$3,600. Offer was made to the New York Boxing Managers Guild which is conducting negotiations with the IBC. The Garden fights are seen Friday nights on the National Broadcasting Company's TV network and are sponsored by Gillette.

IBC recently increased the minimum fees for out-of-town bouts from \$1,250 to \$2,000 each fighter. Lew Burston heads the N. Y. Boxing Managers.

## Miles Cancels NBC "Family"

NEW YORK, Aug. 16.—Miles Laboratories this week cancelled its alternate week sponsorship of "One Man's Family" leaving the National Broadcasting Company's TV network out on a shaky limb. The web had made a special deal with Procter & Gamble to take over the other half of the program only last week, it is alleged by trade sources.

Miles, however, learned of it and asked the same concessions from NBC-TV and when they were not forthcoming, dropped the show. NBC-TV has another sponsor standing in the wings ready to pick up the 7:30-8 p.m. Saturday time period early in November.

## Philly Beer Firm Airs 7 TV Shows

PHILADELPHIA, Aug. 16.—The addition of three more TV periods to make it a total of seven shows a week on local video stations was announced by Robert M. Brown, advertising manager of Esslinger Premier Beer. Handled by the J. Cunningham Cox agency here, Esslinger is now rated the biggest buyer of AM and TV time in the Philadelphia market, and may soon add three more.

The local brewery already sponsors the hour-long "All-Star Wrestling" on WPTZ Friday nights and the "TV Thriller" film on Saturday nights. On WCAU-TV, Esslinger has a half-hour "Boston Blackie" film on Tuesday nights, and sponsors "John F. Kennedy and the News" on the same station later that evening. Facenda's news commentaries will be presented on Friday and Saturday nights as well. And on Tuesday nights, WPTZ adds the half-hour "Premium Theater" dramatic films.

Your Top TV Sales Opportunity

# WDEL-TV

Wilmington, Delaware

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

Represented by

## ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

# WWJ

NBC AFFILIATE in DETROIT

Owned and Operated by

## THE DETROIT NEWS

National Representatives  
DE, GEORGE F. WOLLAUGHAN, CHAIRMAN







PRODUCER ACHES

Galloping Pic Prints Put Them in a Tizzy

HOLLYWOOD, Aug. 16.—"Case of the Wandering Prints" is beginning to irk TV film producers. Telepix makers are annoyed by the countless number of audition prints called for by ad agencies but never returned to the producers. According to producers who don't want to be identified, an ad agency will call for an audition print of a show

that's up for sale. Scramble starts for an available print and is immediately shipped out.

However, a few weeks later, producer will get another call from the same agency for an audition print of the same show. Rather than endanger the success of a possible sale, the producer won't ask questions but will shoot out another print. After investigation, the movie maker will often find that the same agency should have accumulated a number of prints of the same picture.

Prints cost producers \$31 each. With a number of shows up for sale and countless audition reels spinning around the country, this indiscriminate demand for reels is running up producers' sales costs. Since profit margin is slim as it is, this boost in selling expense is hurting producers. Trouble is they must stifle their cries of pain for fear that agency relations may be marred.

CHART SHOWS

"Blackie" Is Near Top in "Adventures"

NEW YORK, Aug. 16.—"Boston Blackie" had very impressive ratings in July, the Videodex chart shows. The show hit its stride in Atlanta, Chicago and Detroit, where its ratings had been shown down in June by the competition of the Walcott-Charles Championship Fight. (See pages 12 and 13).

In Baltimore, "Blackie" had a greater share of the audience than the competing "What's My Line?" in the July report. The mystery film also overcame strong competition in Columbus, Dallas-Fort Worth and Washington. In Dallas-Fort Worth, however, "Blackie's" rating is less than what it was there in June, due to the fact that a change in slotting brought it up against stiffer competition. The show was also hit badly by a time change in Dayton where it followed "Danger" in June and followed "Keep Posted" in July, with the result that the competing "Boss Lady" got the better share of the audience. In most cases, tho, "Boston Blackie" has chalked up bigger ratings in the Videodex cities than the other syndicated films in this or the "adventure" category. It almost consistently gets good evening slotting.

"Detective" Up

"Front Page Detective" scored a tremendous increase in its audience in Baltimore, where it bucked the Walcott-Charles fight during the June rating week. It also scored increases in Los Angeles. (Continued on page 14)

Packard Seen Renewing Fall 'Rebound' Pix

NEW YORK, Aug. 16.—Indications this week were that Packard and Motors would renew its "Rebound" film series which is produced and owned by Bing Crosby Enterprises. The dramatic program is placed on a spot basis on 24 stations throughout the country, and is now taking a seven-week hiatus which will probably be extended by several weeks. There are nine films in the old "Rebound" contract yet to be programmed.

But Packard expects to give Crosby the green light to go ahead with production of new film. Maxon is the agency.

Shoe Co. Backs Kid Newsreel

NEW YORK, Aug. 16.—International Shoes will sponsor the "Fox Movietone Children's Newsreel" film series in 10 TV markets this fall. The 52-week contract marks the first sale of Twentieth Century-Fox's new kid news package. The agency is Westheimer-Block, St. Louis. The deal was handled thru the movie outfit's national T sales exec Phil Williams and TV consultants Wyatt and Scheibel. New York agency for Westheimer-Block.

Prestone Buys Second Year Of "Football"

NEW YORK, Aug. 16.—Prestone Anti-Freeze this week, for the second consecutive year, purchased Norman Sper's "Football, This Week" from Station Distributors, Inc. The quarter-hour series of football predictions will be spot programed in 47 markets for 10 weeks beginning September 26 by the sponsor.

Most of the time has already been cleared, and 80 per cent of it is Class A on the Thursday and Friday evenings preceding the games. William Esty is the agency. Jay Williams, national sales director for Station Distributors, wrapped up the sale.

Sunoco Seeks Drama Films

NEW YORK, Aug. 16.—The Sunoco Oil Company this week was searching for a half-hour filmed dramatic series for spot scheduling. The advertiser, however, has allotted \$5G weekly for both time and talent and is finding difficulty in getting the kind of property it wants. Hewitt, Ogilvy, Benson & Mather is the agency.

Bisno Denies Reports He's Exiting Snader

HOLLYWOOD, Aug. 16.—Henry Bisno, who with brother Alexander, holds controlling interest in Snader Telecriptions, denied reports that he's winging to New York to discuss sale of Snader stock to a syndicate composed of the firm's founder, Louis Snader, and his Eastern sales head, Oliver Unger. According to the report, stemming from the Snader camp, Snader and Unger, in addition to outside money, have formed a syndicate amounting to \$1,000,000, to buy out the Bisno

SWG Strike Vs. Alliance Threatens to Rip Open ALA

HOLLYWOOD, Aug. 16.—Screen Writers' Guild strike against the Alliance of TV Film Producers is backfiring after one week with its effectiveness coming apart at the seams and threatening to rip open the Authors' League of America, the guild's parent organization. A new television writers' union, embracing both live and filmed TV, is taking form here and intends to remain divorced from the Authors' League. In the meantime, Radio Writers' Guild's Western region this week voted to flout ALA Prexy Rex Stout's strike call by

voting not to participate in the SWG action. As an affiliate of ALA, RWG's defiant action can lead to its ouster from the parent writers' organization. In the meantime, SWG's strike against the Alliance seemed to show little effect during its first week in force. Survey of producers showed little concern by the telepix makers over the SWG action. All said they have a substantial backlog of story material. Nearly all said that their source for script material still remains open with countless scribes eager for a break in the new medium.

Since survey was made before the RWG vote not to participate in the strike, this means the producers' position is further strengthened in that they can look to radio writers for new script material when present backlogs dwindle. Said one producer in commenting on the effectiveness of the strike:

"We usually get 35 scripts a day. Today we only received 34."

New union, tentatively titled Independent Television Writers' Union, reportedly has the support of a substantial number of RWG members as well as SWG membership engaged in TV film writing. Group is being formed around the nucleus of the RWG separation committee, formed last July to study problems involved in divorcing TV from radio writing. Committee, headed by Dick Powell, and retaining its same membership, has now become the organization committee of the new union.

Its first meeting in the new capacity will be held Wednesday (20) to start the ball rolling. State charter will be sought and its first action, after an intensive membership drive, will be to initiate National Labor Relations Board elections to establish jurisdiction. Couop seeks to remain out of the Authors' League orbit, since that body gave its blessings to the SWG strike.

Some of the RWG members expressed disdain at the SWG and Authors' League strike action. Claim is that ALA's Prexy Stout acted unconstitutionally in calling the strike without properly polling members. Strike action demands two-thirds approval. Ballots were mailed to members after strike ball was started rolling. It is claimed some radio writers are opposed to SWG's "high-handed manner" in conducting the strike by picking on an isolated group of employers to enforce its demands rather than take an industry-wide action. They feel it's unfair to let some producers continue in operation while others face a strike. RWG here is also smarting because it wasn't consulted on the strike action, but called only after strike was started to apprise the radio scribes of the issues involved. RWG refused the invitation.

RWG resolution was passed this week calling for a committee composed of radio and screen writers to survey the entire TV field. Committee, however, will ignore the existing strike.

Lever Bros. Re-Names "Big Town" Seg on CBS

NEW YORK, Aug. 16.—"Big Town" will be re-named "Heart of the City" for second and third

runs this season by Lever Brothers, the owner of the property. The program is on the Columbia Broadcasting System TV web, but sales rights for non-network cities are handled by United Television Programs.

UTP is expected to sell "Heart of the City" this season to clients in multiple station cities where it will battle the network first runs of "Big Town" for audiences. Lever Brothers, of course, in all cases has first rights to its property.

N. Y. Film Plug Producers Plan SAG Meeting

NEW YORK, Aug. 16.—The New York producers of filmed TV commercials are preparing to meet with the Screen Actors Guild shortly. The major producers met at the Transfilm offices earlier this week to appoint a negotiating committee. Ad agency and station rep people were also there.

Appointed to the negotiating committee were Pete Mooney, Dave Pincus, Ed Lamm, Walter Lowendahl, Leslie Rousch, Mel Gold and Ralph Cohn.

SAG has proposed an agreement to cover performers in all TV film commercials.

WNBT to Test All-Night Movie Show Potential

NEW YORK, Aug. 16.—In a move to survey the audience potential of all-night video programming, WNBT here has decided to schedule a second screening of its "11th Hour Theater" feature movie every night. First showing of the film (11:30 p.m.) will be followed by a new "Short Subject Theater" package, then the same movie will be run again.

All current "11th Hour Theater" advertisers will be given plugs on the second screening at a minimum price. The film short seg will be peddled to agencies as a separate show. Idea stems from success of WNBT's Satur- (Continued on page 46)

Ovaltine Buys Up Old Films

NEW YORK, Aug. 16.—The Wander Company, for Ovaltine this week bought a series of old cliffrangers from Hollywood TV Services for spot booking in about 35 markets. The half-hour serials have been pieced together and revamped for TV showing by Hollywood TV Services, which is a subsidiary of Republic Pictures. The Grant Agency, Chicago, handles the Ovaltine account.

'Passport' May Be Syndicated By CBS Dept.

NEW YORK, Aug. 16.—The Columbia Broadcasting System's TV program department this week turned over a new potential film project, "Passport to Adventure," featuring Caesar Romero, to its syndication operation for consideration.

The drama show would be filmed in Hollywood should CBS-TV Film Syndication feel it has sales possibilities. Indications are that Tangiers, which is being filmed in New York at Caravel Studios, will also move into the CBS-TV Film Syndication's sales sphere.

Major Video Film Deal Pending Between CBS and 20th Century-Fox

NEW YORK, Aug. 16.—Top brass of the Columbia Broadcasting System and Twentieth Century-Fox have been huddling here together on a big film deal for the last few weeks. Plan reportedly involves a large scale exchange of film services, with CBS taking over rental syndication operation of Fox's stock film library, (largest in the world) and distribution of some of the movie outfit's TV packages. ("Crusade

in Europe," "Children's Newsreel," "Fox's Family Quiz" and, possibly, the United Press-Movietone News TV series.)

If deal jells, it will put CBS-TV on a strong competitive basis with the National Broadcasting Company's TV film library, and strengthen the web's news programming considerably. In line with this, it's considered likely that Twentieth Century-Fox would handle a sizable portion of CBS-TV's film production with

emphasis on documentary-type news packages.

Earlier this month, CBS-TV signed one of the biggest film processing deals ever negotiated by a TV web with the Fox-owned De Luxe Laboratories here. Five-year part calls for De Luxe to handle a minimum of 1,500,000 feet of film for the network. Negotiations on the current film plan were still on, at press time, with money agreements yet to be ironed out.

Ready Catalog, Data Service Re TV Films

NEW YORK, Aug. 16.—Unity Television Corporation this week began distribution of a 50-page catalog of films for TV. The book contains cast and story data on over 1,000 titles, mostly features, Westerns and cartoons. In announcing the publication of the catalog, Arche Mayers, Unity's president, said that he expected that new stations in multi-channel markets would probably have to depend on film packages for as much as 50 to 70 per cent of their air time.

Another film data service, this one contracted for on a yearly basis, is put out by the Thomas L. Milana Company here. Milana announced this week that his Television Program Availability and Research Service had gotten 40 clients in over 26 cities in the past few months. The Milana service gives data on all types of TV film packages.

Advertisement for ZIV-TV featuring a picture of a television set and text: 'The FIRST name in outstanding television production. ZIV-TV. ZIV TELEVISION PROGRAMS, INC. 1529 Madison Road, Cincinnati 6, New York, Hollywood. Read about ZIV PROGRAMS in "Market Place" on Page 12.'

THE BILLBOARD TV-Film Directory

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

Videodex Ratings of Syndicated TV Films

and markets in which they are currently appearing

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

Table with columns: Series Name, Length of Program, No. Repeats Available, Videodex Rating. Categories include Drama, American Wit & Humor, Counterpoint, Electric Theater, Hollywood, The Jonathan, Little, Pulse of the City, Televidio, This is the Story (Historical).

WARNING • WARNING • WARNING

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

NEXT WEEK

Videodex ratings and current distribution of syndicated TV films in the following program categories:

- WESTERN
DOCUMENTARY
QUIZ
RELIGIOUS
MISCELLANEOUS

MUSICAL

Table listing musical programs like De France, Concert Hall, Enchanted Music, Holiday in Paris, Music of the Masters, Musical Sketchbook, Old American Barn Dance.

TV Station Film Buyers Pick

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

THEATRICAL

Table listing theatrical films such as Action for Slander, Adventures of Martin Eden, American Empire, Arson Squad, Blockade, Brewster's Millions, Brief Encounter, Captain Caution, Convoy, Fall of the House of Usher, Quilley, Married a Witch, Jack of Diamonds, Jostling, Man from Frisco, Perilous Waters, Red Stallion, Successful Failure, Swamp Fire, The Creeper, The Ghost Goes West, The Stars Look Down, This Wreck Case, Topper, Turnabout, Under Secret Orders, Women in Brown.

OTHER

Table listing other programs like Battleground, Funny Bunnies, Kyoto Saturday Afternoon, Let George Do It, Speed & Spokes, The Big Idea, This is Minnesota.

Main table with columns: Series Name, Length of Program, No. Repeats Available, Videodex Rating. Categories include The World's Immortal Operas, Big Town, Mystery, Boston Blackie, Jockey Tones, The Vienna Philharmonic, The World's Immortal Operas, Big Town, Mystery, Boston Blackie, Jockey Tones, The Vienna Philharmonic.

Materiale protetto da copyright

Table listing market data for various cities including Boston, Los Angeles, Philadelphia, St. Louis, and Washington. Columns include Station Name, % in Market, % of Revenue Available, and Rating.

Table listing current and future TV programs for various cities. Columns include Station Name, Program Name, Time, and Rating.

THE MARKET PLACE for TELEVISION FILM INDUSTRY. The National Weekly Exchange for Films Suitable for TV Programming. Features sections for Adventure, Educational, Feature Films, Adventure-Mystery, "BOSTON BLACKIE", Children's, Comedy, Drama, and Musical.

CLASSIFIED ADVERTISING. News, For Washington Coverage, Washington Spotlight, Services, Sports, Stock Shots, Studio Facilities, Western, and TOP SELLING FORCE. Includes contact information for various TV-related services.

Glossy Professional 8x10 PHOTOS. Feature low price, guaranteed quality, and free home delivery. Includes contact info for MULSON STUDIO.

ADVERTISING RATES. Details rates for Regular-Classified and Display-Classified ads. Includes information about minimum charges and contract terms.

all the news of your industry every week in The Billboard... SUBSCRIBE TODAY. See page 3 for rates.

NEW SERIES AND FIRMS

Firm Plans Series of Low-Cost Documentaries

NEW YORK, Aug. 16.—Low budget films of the documentary type will be produced by a new firm calling itself Television Snapshots, Inc. The firm was formed by Babette Doniger, formerly of the Kathi Norris office, and John McGowan, industrial film maker. Their office is at 50 Park Ave. They intend to direct their pitch to clients who have so far felt TV film beyond their budget.

TRANSAMERICAN ADDS FILM DEPT.

NEW YORK — Transamerican Broadcasting and Television Corporation, packagers of "The Greatest Story Ever Told" and "The Plainclothesman" this week instituted a film division. John Clark, the firm's proxy, said they expect to produce industrial film as well as TV shows and commercials. Hampton W. Howard, formerly vicepres of Hartley Productions, Inc., has been brought in as exec producer of Transamerican's new film division.

FIN'ISH 13 SECS OF 'CHINA SMITH'

HOLLYWOOD—Tableau Television, Ltd., has completed shooting the first 13 installments of "China Smith" starring Dan Dur-yea. KECA-TV here and KGO-TV, San Francisco, have already contracted for 26 weeks of the series thru the distributor, PSI-

TV. Release date is September 15. Robert Dennis scripted the show, and Arthur Piersoff and Edward Mann directed.

FLYING SAUCER DOCUMENTARY . . .

NEW YORK — Sterling Films is distributing a 12½ minute documentary on the flying saucers produced by Telenevs Productions, Inc. The show is an expansion of the short Telenevs released for theatrical showing in 1950.

LUTHERAN CHURCH COMPLETES SERIES . . .

ST. LOUIS — The Lutheran Church, Missouri Synod, will launch a series of 26 30-minute TV films in October. Entitled "This Is the Life," the show dramatizes typical Christian family life. It was produced in Hollywood by Family Films, Inc.

START FILMING ON PLAY SERIES . . .

NEW YORK — Enterprise, Inc., is filming Aubrey Wisberg's "Theater of the Doomed," 13 half-hour plays by the screen writer. The Paul Kohner agency set the deal.

RUDITSKY PIX IN PRODUCTION . . .

HOLLYWOOD — Round the World TV Film Productions, Inc.,

Frank Exits MPPP Post

WASHINGTON, Aug. 16.—Nathan D. Golden, director of the Motion Picture & Photographic Products Division of the National Production Authority, this week announced the resignation of James Frank Jr., deputy director of that division, effective next Friday (22).

Frank, who joined the National Production Authority in 1950 as chief of the Motion Picture and Photographic Equipment Branch, is entering private business in New Orleans.

has begun shooting "Roaring Twenties—U. S. A." The half-hour series will be based on the adventures of Barney Ruditsky, famous New York detective. The newly formed Round the World firm has elected Jack Schwartz president and Maurice Kosloff vice-president.

LOUIS HAYWARD AS 'REX MORGAN' . . .

HOLLYWOOD — Hafner-Halpern, Inc., is putting "Rex Morgan, M. D." into production with Louis Hayward in the title role and Coleen Grey playing the fem lead. The producers have hired Willis Golubeck to write the series, which is based on a nationally syndicated comic strip. Hafner-Halpern have completed the first installment on their "Kerry Drake" series starring Sterling Hayden and will start peddling it soon.

Quick Takes

New York

Bernice Coe has been appointed vice-president in charge of TV station sales for Sterling Television Company, by the company's board of directors. Miss Coe joined Sterling in March, 1949, to set up the TV sales department at a time when the company's business was mainly in the educational field. . . . On his "Children's Theater" over WNBT, Ray Forrest showed films he shot during an overnight training cruise aboard the submarine, USS Becuno. . . . Nat V. Donato has joined Guild Films as Eastern sales manager. It was announced by Reuben Kaufman, Guild's proxy. Donato was formerly sales manager for C. P. MacGregor, Hollywood radio packager. . . . Screen Gems has signed Leigh Jason to direct "Jr.," first in the Ford Theater series. . . . United World has placed in production "Mission to Mademoiselle," which will be the ninth in their "Fighting Man" series of half-hour films. George Blair is directing. . . . PSI-TV, Inc., has engaged Robert L. Kingsley, as production supervisor of the firm's new film center here. Kingsley was formerly production chief for the Associated Press' "Spotnews" video series. . . . Guild Films has signed papers with S. W. Caldwell, Ltd. of Toronto, making latter exclusive distributors of Guild's TV films in Canada. . . . The Department of the Army certificate of achievement has been awarded WORT-TV for its presentation of

"The Big Picture" over the past 26 weeks. The films show the war in Korea and other Army activities.

Hollywood

According to present indications, Gross-Krasne and Don Sharpe Productions will set up shop at RKO-Pathe lot in Culver City. Gross-Krasne is currently based at General Service. Bill Brody is winging eastward on a big junket. . . . Louis Snader is remaining in Gotham for an additional week in his current efforts to form a syndicate that will buy out controlling interest of the firm bearing his name, now owned by the Bismo Brothers. Screen Gems has inked Elizabeth Fraser, Helen Brown, Fay Roopa, Mary Newton, Mabel Paige, Grandon Rhodes, Raymond Largay, Gail Bonney, Edward Earle and Earl Lee as principals in the supporting cast of "Jr." Edward Arnold-Arthur Franz co-starrer. Film is first in the Ford Motor Company telepic series produced by SG. . . . Charles Brown, vicepres in charge of sales for Bing Crosby Enterprises, planes to New York to continue sales conferences with CBS-TV sales. United Television Productions and General Amusement Corporation on fall sales of BCE product.

TV FILM PURCHASES

Prestone Anti-Freeze has again purchased "Football This Week" from Station Distributors, Inc., for spot booking in 47 markets. . . . Packard Motors will probably renew its contract with Binc Crosby Enterprises for the "Rebound" series. . . . Sunoco Oil Company is looking for a half-hour dramatic series for spot placement. Hollywood TV Services has sold a series of old films to The Wander Company, which will spot them in serial form for Ovaltine. . . . KNXT, Hollywood, has paid \$165,000 to Motion Pictures for Television, Inc. for 200 feature films for their "Late Show." The station also made a deal with M. and A. Alexander Productions, Inc., for another 50 theatricals. . . . KFTV, Hollywood, recently bought another 300 oddies for their "Jackson's Theater." . . . WFIL-TV, Philadelphia, has acquired 40 recently made feature films for the Saturday night "Ford Film Playhouse."

Chart Shows

Continued from page 11  
ges and Philadelphia, where it was handed only negligible audiences by the preceding shows. In New York, "Detective's" audience was down, with the number of sets in use at the time about the same as it was in June, a great portion of the audience having shifted over to sportscasts on New York's indie stations. "Hollywood Offbeat" got good ratings in Boston and Dallas-Fort Worth, but in both places it was outpulled by competing wrestling shows. In New York, the Melvyn Douglas program got even heartier competition from a couple of network shows, and so didn't score too strongly. "Jeffrey Jones" "Files of Jeffrey Jones" is covered for the first time for this chart in Chicago, Columbus and Los Angeles. It pulled very well in the latter two cities against heavy competition, but in Chicago it got only a minor share of the audience. "Your Hit Parade" being the big attraction in that slot. Among the musical films "Old American Barn Dance" showed improvements over its June standing in Atlanta and St. Louis. The show does quite well in Atlanta, considering that it's up against some big-time Saturday-night network competition. In Charlotte, however, Saturday audiences in July were way down, and "Barn Dance's" audience went along with the trend. "Pulse of the City," the 15-minute dramatic film, made a marked increase in its Pittsburgh audience from June to July. But in Philadelphia, and more so in Detroit, it suffered setbacks. "Little Theater," another 15-minute drama, made out better in Detroit the night after "City," increasing its rating by three points.



what tv-film buyers say about The Billboard TV-Film Quarterly

NORMAN S. LIVINGSTON Dir. Radio & Television Operations Servation Company

"... facilitated our buying . . . we would like to find exactly what I wanted. . . . Billboard will become the film bible in our film file."

WALTER CRAIG VP 1/c Radio & Television Dept. Benton & Bowles, Inc.

"... an ideal source for much of the type of information I need."

DON McCLURE Mgr. of Prod., Radio-TV Dept. McCann-Erickson, Inc.

"... a great job. . . one of the few times we have been able to find up-to-date information on so many factual items on film."

ROGER PRYOR VP, Radio & Television Foote, Cone & Belding

"... really hit it right on the button for factual, workable TV film information that I find myself using from day to day. . . . Packaging the sales messages of producers and distributors into a useful vehicle like the Billboard's Film Quarterly serves an important function for all of us who are so vitally interested."

DERRICK DYATT Film Director WTOP-TV, Washington, D. C.

"... data which is so essential to buyers like myself."

WM. A. BATES WDAF-TV, Kansas City, Mo.

"... the most valuable film information yet gathered for the TV industry. . . answered lots of questions, will undoubtedly guide us in the future."



The Billboard's 2nd TV-Film Quarterly . . . coming in the September 6 Issue







# GUY MITCHELL



**VARIETY**  
**Guy Mitchell Boosts Palladium to Top July**  
 London, Aug. 5.  
 The Guy Mitchell fortnight which ended at the Palladium last Saturday (2) has given the theatre the best July season since Jack Benny's engagement at every final week was capacity at every performance, and the entire house was sold solid by the early part of the week.  
 The second week spurt in business, beating the initial week's gross of around \$28,000, followed the broadcast from the theatre on the first Saturday night. Big crowds waited for the boxoffice to open the next Monday morning. Arrangements are now being set for Mitchell to return next year for a comprehensive vaude tour.

### LONDON DISPATCH —By LEIGH VANCE (Billboard)

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

### VARIETY, London, July 22

"There can be no two opinions about the impact made by Guy Mitchell on his Palladium debut. With a reputation made solely on the sale of his disks, he hits the top bracket on his first entrance here and stays there throughout, giving the customers a non-stop performance and eliminating the time-wasting speeches that too frequently characterize the work of first-timers."

"It's an act astutely designed to please the fans, but equally entertaining for those not familiar with his past achievements. All his noted hit songs are there."

"Mitchell's ovation at the opening maintained the renowned Palladium tradition. His first appearance was greeted with ecstatic delight, and the delirium remained throughout his 10 numbers. The fans were still clamoring for more when he begged off."

Exclusively

## COLUMBIA RECORDS

Current Release  
**FEET UP**  
**JENNY KISSED ME**

Publicity  
 Great Britain: Maltby and Warner  
 U.S.A.: Marvin Dreyer  
 West Coast: Heloise Lane

**Moss' Empires Ltd.**  
 Registered Office: 4 CHARLOTTE SQUARE, LONDON  
 Please Reply to: Administrative Offices:  
 Cranbourn Mansions,  
 Cranbourn Street,  
 London, W.C.2.  
 2nd, August, 1952.

Telegrams and Cables:  
 MESS' 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

FROM THE MANAGING DIRECTOR'S OFFICE

Guy Mitchell Esq.,  
 The London Palladium,  
 Argyll Street,  
 W.1.

Dear Guy,  
 At the close of your two weeks' engagement at the London Palladium, I would like to congratulate you on the enormous success you have made, and to thank you for two terrific weeks' business.  
 The audience reaction at the end of every one of your performances, must have made it most clear to you that you will be more than welcome to pay us a return visit.  
 All good wishes and kindest regards.  
 Yours sincerely,  
 For MOSS' EMPIRES LIMITED,  
 Managing Director.

**GAC** GENERAL ARTISTS CORPORATION  
 New York • Chicago • Beverly Hills • Cincinnati • Dallas • London

Personal Manager  
**EDDIE JOY**  
 1619 Broadway, New York 19, N. Y.



## EDITORIAL

## The FTC Investigation

An arm of the government, the Federal Trade Commission, is now investigating the books of record dealers—and promises to do the same with manufacturers and distributors—in an effort to determine whether there is justification to allegations of discriminatory pricing (see separate story). The government started its probe as a result of a formal complaint filed by a dealers' organization. A spokesman for that dealers' organization queried this week, stated in effect: "To hell with the FTC investigation. Let us sit down with the manufacturers and try to make the Fair Trade workable. . . . We filed the complaint with the FTC before we knew that a Fair Trade law would be passed."

However, the FTC investigation cannot be lightly dismissed. The government will not be called off once it has undertaken an investigation. Perhaps the probe will be retaliatory; perhaps it won't.

But this much is certain. The fact is that the dealers who precipitated the action are sorry now; the fact that they would now like to sit down with the manufacturers and work out a solution to cut rating—all of this is a measure of their irresponsibility. Segments of this business should think carefully, and act cautiously, before inviting outside agencies in for a general look-see.

The record industry's chief business is the selling of records. All segments of that business—manufacturers, distributors and dealers, should apply themselves to that proposition. It is clear that ill will among the segments of the business can lead to frivolous actions which can be embarrassing and create great hostility on all levels of the business.

The fall season is upon us. It would be better at this time to bury grudges and apply ourselves to the business at hand, which is the selling of disks. It is unfortunate that a small band of willful dealers should, at such an inopportune time, set the stage for the promotion of disunity. The fact that they are sorry now is the measure of their stupidity, but in no sense excuses their action.

## Cap Annual Report Shows Steady Gain

HOLLYWOOD, Aug. 16.—Capitol Records continues its steady climb which started in 1949 according to its yearly financial report released this week. For the third consecutive year the local waxery topped a

previous year's volume, with the fiscal year ending June 30, 1952, showing a total of \$13,976,768, an increase of \$942,538. Recalling the firm's current 10th anniversary, Glenn Wallichs, diskery presi, recalled that the first full year of operation in 1943 showed \$750,000 as total sales. After federal income taxes and all other charges, net income was \$424,717, which, after preferred dividends, was equal to 82 cents per share on \$418,230 common shares. In the preceding year, net income totaled \$419,414, equal to 74 cents per share. Earnings per share increased despite substantially higher federal income stipends. Common share earnings this year amounted to \$1.10 compared to 85 cents the year before.

Net income for common shares was hyped during the past year because the firm purchased 10,360 preferred shares in the 12 months ending June 30, 1952. A total of \$68,250 was paid on preferred shares the previous year, while only \$33,624 was required the past year.

Among the top-selling Capitol (Continued on page 24)

## Columbia, Decca Give Quarterly Royalty Totals

NEW YORK, Aug. 16.—The Columbia's royalty payments on tunes to Harry Fox, publishers' agent and trustee, were 20 per cent under the first three months of this year, the label's payments on the tunes controlled by Fox's office were 7 per cent greater than the April thru June period of 1951. At the same time Decca's second quarter royalties to Fox were 25 per cent behind the same period last year and 30 per cent under the first three months of this year.

While Decca's second quarter payments to publishers represented by Fox were off from last year, the diskery's consolidated net earnings for the first six months of this year dipped 22 per cent from the first half of 1951. Decca netted \$550,097 thru June 30 of this year, with \$279,174 of that amount being set aside for taxes. These earnings are equal to 35 cents per share on the 776,650 shares of capital stock. These earnings compare with the \$705,966 netted by the label before taxes of \$343,762 during the first six months of 1951, or 47 cents per share.

## 3 Percentage Dates By Cole

HOLLYWOOD, Aug. 16.—The King Cole Trio racked up three excellent percentage dates last week-end. Grosses were: Auditorium, Stockton, August 8, \$2,800; Auditorium, Sacramento, \$2,810; and Auditorium, Oakland (10), \$9,600.

On the last date Cole was packaged with Louis Jordan's Tympany Five, while local bands worked the first two stops. Cole is set for one-nighters at San Diego and Balboa, September 5 and 6, respectively.

## MUSIC

## FTC Probes Dealers on Price Discrimination Plaint

Diskers, Distrib Next; NY Group Plea Pre-Dated Fair Trade Act

NEW YORK, Aug. 16.—The Federal Trade Commission has initiated an investigation of the record industry as a result of a complaint filed some months ago by the Association of Record Dealers, Inc., Metropolitan dealer group, which claims it represents 125 retailers. The FTC probe is based upon allegations of price discrimination from manufacturers and/or distributors to dealers. This would include the matter of co-op advertising allocations. Some dealers in the

Metropolitan area have already been queried by representatives of the FTC. It has been ascertained that the FTC reps will query manufacturers and distributors as well as dealers. The FTC probe is being handled by Louis G. Greenfield, attorney examiner, whose headquarters are in New York. Information pertaining to the case, however, must emanate from FTC headquarters in Washington.

The allegations in the complaint, in the event they are true,

would constitute violations of Section 2 of the Clayton Act, an anti-trust statute which is commonly known as the Robinson-Patman Act. In case of such violations the FTC issues a Cease and Desist order. Injured parties may sue for triple damages and court costs in a civil suit.

Section 2F of the Clayton Act specifically points out that dealers, as well as manufacturers or distributors, could be declared guilty. The section states:

"That it shall be unlawful for any person engaged in commerce, in the course of such commerce, knowingly to induce or receive a discrimination in price which is prohibited by this section."

A dealer, it was stated, could (Continued on page 22)

## Cap Joins Modern With 7-Inch 78's

Semi-Flex Microgrooves Aimed For DJ's; Other Firms May Follow

NEW YORK, Aug. 16.—A seven-inch 78 r.p.m. semi-flex promotion disk, which will play up to three minutes of music, is being pressed by Capitol Records for its deejay platters. It is also believed that Columbia Records is readying a similar type of semi-microgrooved seven-inch promotion disk. The date when these new platters will be introduced is not known, it is expected that they will be ready for September deejay mailings. Modern Records, West Coast indie r.&b. firm, introduced this type of seven-inch promotion platter a few weeks ago (The Billboard, August 2).

The new Capitol disk is for promotion use only, as is the Modern platter. The reason for the forthcoming introduction of the small disk by the firm is an economic one. New platters will cost Capitol about 8 cents to 10 cents a disk to press, much less than its current costs for 10-inch deejay platters. Current prices for semi-flex deejay platters range from 17 cents to 22 cents, depending upon quality and quantity of disks pressed. Since the new disks are thin and lightweight, it is expected that savings of up to 50 per cent will take place in over-all costs of deejay platters for the firm, considering lower costs for pressings, shipping and packing charges. Costs for masters will be extra, but this is more than overcome by other savings.

The new seven-inch disk being shipped by Modern Records takes up to three minutes of music and can be played on regular 78 r.p.m. machines, with a standard 78 r.p.m. needle. They are semi-microgroove, with about 160 to 180 lines per inch.

Tho the seven-inch 78 r.p.m. semi-groove disks are not a new development, this is the first time they have been utilized for pop promotion records but major diskeries have utilized the technique for 10-inch disks in order to place two pop tunes on each side of a record. The coming Capitol promotion disk is fabricated by the same type of hydraulic presses on (Continued on page 24)

## Russ Morgan Comes Back To Alexander

NEW YORK, Aug. 16.—Following a shift from the Willard Alexander Agency to the McConkey office, the Russ Morgan ork last week returned to the Alexander fold for bookings. The mix-up with McConkey came when the agency was unable to fill open dates immediately after July 4, because the ork had previously been booked in and around Chicago.

Thus, when the 60-day exclusive period in the McConkey-Morgan contract expired, the ork leader pulled out and returned to the Alexander office for future bookings.

## Evans Predicts Int'l Copyright Pact Okay

WASHINGTON, Aug. 16.—Approval of an international copyright pact—five years in the making—at the International Copyright Conference, which opens Monday (8) in Geneva was predicted this week by Dr. Luther Evans, librarian of Congress, on the eve of his departure as head of the American delegation. Delegates from more than 25 nations are scheduled to attend the copy-

right conference, sponsored by the United Nations Educational, Scientific and Cultural Organization.

Dr. Evans said universal acceptance of the pact became much more likely when England and the United States developed the basic idea that each country give foreign writers the same copyrights it gives its own citizens. Before this number of nations had been trying to write a universal copyright law without much general success. Some countries like France still protest that they would give more than they get, since their generous copyright laws provide writers protection for life, plus 50 years, while other nations, like the United States guarantees copyright protection for only 28 years, "some have" suggested that a foreign writer should receive only as much protection as he would get if (Continued on page 24)

## Block Booking Promoters Hype Coast 1-Night Outlook

By JOHNNY SIPPPEL

HOLLYWOOD, Aug. 16.—The forthcoming fall one-nighter situation on the Coast is the most promising from the standpoint of dates booked, in several years. Optimism stems from the resurgence of the promoter, who block books a number of dates. During the past postwar years this type of buyer, who accounted for a large number of dates, had been supplanted by local promoters and ballroom operators. The re-entry of the block-booking promoter, however, will not be fully established until about the first of the year. At this time, if all goes well as to weather and crowd appeal, the big promoter will either have disappeared or will take over much of the Coast business.

Leading factor in the block-booking deal is still Brisk Enterprises (The Billboard, July 5). The Lester Sill-Red Baldwin-Ralph Bass-Frank Padrone-George Oxford coalition started in early July with a tentative 25-dated tour on Lionel Hampton. Since that time the new promoter group has increased the Hampton tour to 40 dates and has added two separate 21-date packages on Charlie Brown and the Smarties

and Roscoe Gordon and the Clovers. The group are sticking their necks out by being off all the dates August 29, with Hampton starting in Vallejo; Brown in San Diego and the Gordon-Clovers package in Seattle. The projected package, starring Ruth Brown and Willis Jackson, fell out when Miss Brown and Jack-

## Coral Sets Canada Decca

TORONTO, Aug. 16.—The sales and distribution of Coral Records in Canada is to be looked after by the Decca Company, taking this function over from the Phillips Radio subsidiary. Coral is a subsidiary of Decca Records.

In Ontario, this will be looked after by Compo Records' subsidiary, Apex Records, which is headed by George Opter. Opter will be in charge of Coral for Canada, but sub-distributors will (Continued on page 24)

son were married recently and decided to remain in the East. According to reports, Abe Turchin, Woody Herman's manager, was here this week seeking to set about three weeks of concert-dance combinations on the Coast, starting about September 10. At last report Turchin and Herman may promote the tour themselves, with Dan Washington getting co-featured billing.

On the country and Western side, indie promoter Marty Landau and Steve Stebbins, of Americana Corporation here, may get competition from Oscar Davis, former big talent promoter thru the South and Southeast. In addition, Tom Parker, manager of Eddy Arnold, is on the Coast setting Arnold's first arena-auditorium swing, which they are promoting themselves for mid-September. Landau has Webb Pierce for 10 August dates. His commitment for Hank Williams fell out this week when Williams and WSM, Nashville, split. It's reported that Williams may join WICK, Shreveport. Carl Smith may play September here and Ernest Tubbs, originally slated for November, may move up to October. (Continued on page 24)

## ADAPTATIONS

## Take Your Shoes Off Ludwig

NEW YORK, Aug. 16.—In recent months there have been a flock of pop disks of tunes that have been adapted from their classical origins. A few that come to mind include "You" (Musetta's Waltz-Carmen), "Carmen's Boogie" (Habenera-Carmen) and "Mine and Mine Alone" (Samson and Delilah). Not to be outdone by their city cousins, the hillbilly writers have now moved into the same league of operations. The recent Coral disk of "I'm Leavin' Town," by Dewey Ritter and the Pinetoppers, is an adaptation of "Gertrude's Dream Waltz." The composer, Ludwig Beethoven.

# Giant Orders Get Record Business Off to Early Boom

### Majors and Indies at Full Speed as Sales Hit Highest Peak Since Spring

Continued from page 1

orders of 20,000 on Thursday alone.

Columbia re-orders were reported to be the biggest since early June. Last week the plant was open Saturday for the first time in many months. Heading the label's order lists were Jo Stafford's "You Belong to Me" and the Rosemary Clooney-Margene Dietrich disk of "Too Old to Cut the Mustard," both hitting for 100,000 platters this week. Frankie Laine's "High Noon," already out for several weeks, racked up a healthy 35,000, along with a similar sale for "Botch-A-Me," with Rosemary Clooney.

Capitol also reported the biggest week in recent months. Activity was heaviest on the new Les Paul-Mary Ford waxing of "Meet Mr. Callaghan" and "Take Me in Your Arms and Hold Me," which was released only a week ago. Re-orders amounting to 55,000 were received on top of the 105,000 initial orders shipped on the platter last week.

Five plants are now pressing the new Patti Page dishing of "I Went to Your Wedding," which Mercury reports to be nearing the 200,000 sales mark in a little over a week. According to the diskery this is the heaviest activity on a new disk in many months. Decca and its subsidiary Coral also registered sharp increases. The former's lead items on the re-order list were the Four Aces' "Should I" and Kitty Wells' country ditty "It Wasn't God Who Made Honky-Tonk Angels." The latter record is now pushing 300,000. Coral wrote re-orders of 40,000 on "It Takes Two to Tango" by Pearl Bailey. London, too, was highly pleased with the sales activity on the new Vera Lynn record and the Harry Grove Trio's platter of "Meet Mr. Callaghan" plus continued healthy business on "Auf Wiederseh'n Sweetheart."

This past week's activity was in sharp contrast with most of the preceding summer weeks when sales on the whole have been fairly lethargic. Of the tunes recorded during the summer, only two can be classed as smash hits. Heading these is the London "Auf Wiederseh'n Sweetheart" by Vera Lynn which has edged past the 600,000 mark. Rosemary Clooney's "Botch-A-Me" comes in next at about 500,000.

In commenting on this sudden upsurge record company execs cite that they have been rushing out some of their strongest artists with tunes which they consider to be particularly strong in an effort to kick off the fall season to a good start. The immediate reaction to these new platters on the part of distributors and dealers has been a pleasant surprise and according to company brass justifies their expectations for a solid selling season for the industry.

## Garland, Faye, Cantor Inked For Cap Pops

HOLLYWOOD, Aug. 16.—Capitol Records here added to its pop artist roster, coming up with Judy Garland, previously reported as going with the Wallicks waxery; Eddie Cantor and Frances Faye. Miss Garland, according to Alan Livingston, a.s.r. chief, will wax her first album for release after January 1. Cantor will get the diskery going as his first release a series of songs from his forthcoming Warner Bros. film autobiography. Pic as yet has not started shooting. Miss Faye, veteran nitery entertainer, will be utilized as a singer, playing her own accompaniment, backed by full band. Her first release is expected in mid-September. Margaret Whiting has been reported to a long term by Capitol.

## Cap Tunes Big Drum For Folk 1-Nighters

HOLLYWOOD, Aug. 16.—Capitol Records here, currently on an extensive country and Western campaign, is prepping the most comprehensive publicity campaign ever given a one-nighter tour in setting up its first of two tours by a troupe of its rustic artists. Starting September 6, Steve Stebbins, of Americana Corporation here, has set the Capitol troupe on 13 dates in Wyoming, Colorado, New Mexico, Texas and Oklahoma. Cast includes Jack Hunt and his band, Rod Morris, Terry Preston, Gene O'Quinn and Skeets McDonald. Bonnie Blue Bell, a non-Capitol diskie, is also making the tour. Three of the four days will be taken off so that Hunt can cut platters.

Joe Matthews, regional Capitol flack here, leaves August 22 on a two-week promotion sweep, advancing the tour. Capitol is making up a special two-sided 10-inch r.p.m. disk which will contain recorded interviews with all artists on the tour. Disk will be shipped, together with five new special releases, to over 200 d.j.'s in the areas to be covered by the tour. In addition, Capitol salesmen in the area will give over 1,500 window and counter cards to record retailers. Pillsbury Flour, which bankrolls Hunt on a daily et. series, has arranged with Capitol, thru Jack Phelps of the Leo Burnett Agency, Chicago, which handles the Hunt show, to send out another counter card to all its retail dealers in the area, announcing the one-night date in that vicinity. In addition, promoters are sniping their territories with cards, obtained from Stebbins. Cap and Pillsbury sales personnel will give out two free

copies of the Capitol record to each of the dealers in the area. The Capitol salesmen will also attempt to get top d.j.'s in each area. A number of dates, a local d.j. is acting as promoter.

Capitol has also prepared a complete file of 25 four-by-five glossy photos, which will carry complete discographies of the artists on the back of the pic. These pictures will be sold for 50 cents each at the dates by members of the troupe.

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# RCA Brass Kicks Off Fall Sales Drive

### '4-Point Merchandising Program' to Be Outlined at Distributor-Dealer Meets

NEW YORK, Aug. 16.—Using the slogan "Music is Big Business," 22 RCA Victor execs next week begin a nationwide series of 52 distributor-dealer meetings to announce the record company's fall plans. The Victor brass will be split up into 10 teams for the one-day confabs which begin on Monday (18) and extend over a two-week period.

The meetings will be divided into two parts: a sales training clinic for dealers and a merchandising session at which the firm's fall product plans will be disclosed. The new product lines will be presented as a "4-point merchandising program." Included in these is the new low-price LP and 45 r.p.m. Bluebird classical line. This line, customer-priced at \$2.95 plus tax on each record, will be kicked off with 25 different items. Full details of this new line were reported in the last week's issue.

A second new product line to be introduced is the 45 r.p.m. "extended play" record. This new disk will include up to eight minutes of playing time per side. Details were previously reported (The Billboard, August 9). To be released initially as classical singles, the new disks will carry a suggested list price of \$1.50 plus tax.

## List Top Hits In New Zealand

WELLINGTON, New Zealand, Aug. 16.—The top eight records during the past year in New Zealand, according to a competition sponsored by the Lifebuoy Hit Parade program on the New Zealand commercial network, are as follows in the order named: Capitol's Les Paul-Mary Ford disk, "Mockin' Bird Hill"; Mario Lanza's "Loveless Night of the Year," released thru HMV; The Weavers' "On Top of Old Smokey"; Decca; Guy Mitchell's "My Truly, Truly Fair" on Columbia; Nat "King" Cole's Capitol disk, "Too Young"; Rosemary Clooney's "Beautiful Brown Eyes" on Columbia; Dinah Shore's "Sweet Violets" on Victor; and Guy Mitchell's "The Roving Kind" on Columbia.

Program, sponsored on five stations of the network by Lever Bros., is a half-hour show broadcast Tuesday nights. Eight tunes are programmed. Once a year, the show's anniversary program plays the top eight tunes of the preceding 12 months. These are chosen by popular vote.

on both 45 and 78 r.p.m. in four-color folders. The list price is set for \$1 plus tax for both speeds. The 45 r.p.m. sets will contain one record while the conventional speed sets will have two 7-inch 78 r.p.m. disks. Each of the 78 r.p.m. disks contains the equivalent in playing time to one side of its 45 r.p.m. counterpart. The 12 titles in the new kiddie series include three Walt Disney sets, two Captain Video items, two of Kukla, Fran and Ollie, two Little Nipper sets, Robin Hood, Hansel and Gretel, and Aladdin. At the meetings, the diskery will also disclose its "Best-Buy" program, a listing of all the company's entire album release schedule for the rest of the year as well as its advertising and promotional plans for both the national and local levels.

## Eckstine Unit Sets Itinerary Thru November

NEW YORK, Aug. 16.—The majority of dates were set this week for the Billy Eckstine concert package which features the singer, the George Shearing combo and the Count Basie orchestra. The unit, which will play about nine weeks of one-nighters in concert halls and theaters throughout the country this fall, tees off on September 12 at a concert in Los Angeles and will finish up in Washington on November 23. Shaw Agency is booking the unit, the third concert tour for Eckstine handled by the firm. Prices for the package range from \$3,700 to \$4,500 guarantee per engagement, against 50 per cent over double the guarantee.

Here is the list of cities booked to date for the Eckstine-Basie-Shearing unit. Los Angeles, September 12; Long Beach, Calif., 13; Oakland, Calif., 14; Vancouver, Canada, 17; Seattle, 19; Portland, Ore., 20; San Francisco, 21; Richmond, Calif., 22; Los Angeles, 23; Denver, 25; Wichita, Kan., 30. In October the package will play: Oklahoma City, October 1; Tulsa, 2; Omaha, 3; Des Moines, 4; Kansas City, Mo., 5; Montreal, 10; Toronto, 11; Buffalo, 12; Peoria, Ill., 16; St. Louis, 17; Cincinnati, 18; Indianapolis, 19; Louisville, Ky., 21; Bloomington, Ill., 22; Davenport, Ia., 23; Milwaukee, 24; Minneapolis, 25; Rochester, Minn., 26; Columbus, O., 28; Dayton, O., 29; Flint, Mich., 30.

November 1 the unit will be in Detroit; Chicago, November 2; Cleveland, 5; Pittsburgh, 6; Philadelphia, 7; Newark, 8; Hartford, 9; Brooklyn, 14; New York, 15; Boston, 18; Providence, 17; Norfolk, Va., 21; Richmond, 22, and Washington, 23. The package may play a few more dates after this, but no more engagements are set.

## Disk, Sheet Music Sales In 18% Drop

WASHINGTON, Aug. 16.—June sales of records, sheet music and instruments dropped 18 per cent below those of the previous June, with sales for the first six months of this year 9 per cent below those for the same period last year, according to Federal Reserve board figures released this week. Records, sheet music and instrument stocks this June also fell 12 per cent below stocks in June of last year. Sales of TV, radio sets and phonographs climbed 2 per cent this June over those of the previous June, but sales for the first six months of the year fell 27 per cent below those for the same period last year. June stocks of TV, radio sets and phonographs were 64 per cent below those of the previous June.

## Rackmil Salary 80G With U-I

NEW YORK, Aug. 16.—Milton R. Rackmil, Decca proxy, will receive a stipend of \$80,000 per year, for seven years, under the terms of his new contract as head of Universal Pictures Rackmil will have supervision of the affairs of the flicker firm and will be chief executive officer. He will continue to receive a salary from Decca, the new contract with Universal limits his participation as an officer with the diskery to less than half of his regular business time. Provisions of the Universal contract permit Rackmil to continue to hold any directorship, executorship, or trusteeship, and can add to his directorships with subsidiaries of Decca as necessary, but he cannot assume any new jobs of this type without an okay from the Universal board. Other terms of the Rackmil-Universal contract include a one-month vacation, and a handsome expense account for traveling, entertainment, and other business expenses. Rackmil's contract started on July 15.

## Army Releases Leroy Anderson

NEW YORK, Aug. 16.—After a year and a half in the service, Leroy Anderson, composer, conductor and Decca artist was released Thursday (14) from the army. Anderson, who served in army intelligence during the second World War and has the rank of captain, plans a Broadway musical. Decca is prepping immediate recording session for Anderson who among other tunes, clefted "Blue Tango" and has the top-selling disk version of the tune. His record which has appeared on The Billboard best-seller chart for 33 consecutive weeks has easily passed the million mark in sales.

## Crosby 'Rider' Hottest in Italy; Other U. S. Hits Repeat Clicks

ROME, Aug. 16.—Bing Crosby's two-year-old dishing of "Riders in the Sky" is currently the hottest selling American disk in this area, according to Angelo Alati, who operates Italy's largest record shop which bears his name. Among the other "new" American disks riding the crest of popularity here are "Jezebel," Frankie Laine; "My Foolish Heart," Victor Young; "Too Young," Nat King Cole; and "Would I Love You," Cole. Another top song on Italy's hit parade is "Beaucoups of You" but it has taken an Italian version by a native favorite, Teddy Reno to push it up. (Tony Bennett's waxing of the tune which hit over 1,000,000 in America could not do it.)

"Temptation," Bing Crosby; "Begin the Beguine," Frank Sinatra; "Old Man River," Frank Sinatra; "All the Things You Are," Dick Haymes and "Gloria," the Mills Brothers. According to disk sales Alati says the following are the most popular American recording artists in the Rome area: Male vocalists — Bing Crosby, Frank Sinatra, Danny Kaye. Female vocalists — Doris Day, Ella Fitzgerald, Lena Horne. Vocal ensembles — Mills Brothers, Andrews Sisters, Ink Spots. Orchestras — Louis Armstrong, Harry James, Xavier Cugat, Duke Ellington, the New Orleans Wanderers. Pianists — Carmen Cavallaro, Jose Iturbi, George Shearing. Organist — Ethel Smith. Guitarists — Les Paul, Arthur

Alati also reports heavy sales on the following American standards:

NO MORE DUPLICATES?

Leeds Tightens Up On Loose Russian Tape

NEW YORK, Aug. 18.—Leeds Music this week sent a sharply worded note to a number of classical diskeries concerning the alleged unauthorized release of diskings made from Russian-made tapes or waxings.

The firm warned that it will hold to account any diskery which sells Russian-made diskings without license from Leeds and that legal proceedings against any unauthorized use will be instituted.

The reason for the strong letter from Leeds to diskeries stems from the unusual situation that has recently arisen with regard to Russian-made waxings released in the U. S. Many Russian tapes have been issued here without permission from Leeds.

RCA Studies Fair Trade Law

NEW YORK, Aug. 16.—RCA Victor, yesterday (15) issued its first official statement about the new Fair Trade Act.

Basically the Victor position is similar to that taken by Columbia. Welcoming the passage of the new law, Barkmeyer said that certain problems had to be solved before it could be effectively applied to the record business.

The complete text of the statement follows: "The RCA Victor Division of Radio Corporation of America welcomes the protection given brand names by the new Fair Trade Law.

"Before the principles of this new law can be applied to the sale of records, however, a number of important problems must be solved. Of particular interest is the necessity to clarify the operation of the new Fair Trade Law in relation to the record business and to price ceilings set by the Office of Price Stabilization.

"RCA Victor is now giving this entire problem careful study. In the meantime other major diskeries maintaining their silence with regard to the law.

Ray to Spread Out Into Italy

MILAN, Italy, Aug. 16.—America's recording phenomenon, Johnnie Ray, will get the test in Italy commencing November 1, Columbia Records executives announced here.

Italian music men, who have observed Ray's mounting popularity in Great Britain, are anxious to see whether Mr. Emotion's fame can spread to Italy and other points on the Continent.

Jazz Roundtable Scheduled Sunday

LENOX, Mass., Aug. 16.—Fourth Roundtable on Jazz gets underway tomorrow and lasts until Sunday (24), under the chairmanship of Dr. Marshall Stearns. Some 30 musicians and music scholars from the Eastern United States will take part in the eight-day program which will have as its central theme, "Jazz and the American Popular Culture."

Double Diskings

Early this year (The Billboard, February 2), two recordings of Shostakovich's "Song of the Forester" were released, one by Vanguard Records and the other by Colosseum Records.

Because of this situation, Leeds, which has had an agreement with Russia for the last few years as

Opry Bounces Hank Williams

NASHVILLE, Aug. 9.—Because he has failed to appear on a number of personal appearance dates and Opry programs in the past few months, hillbilly star Hank Williams has been released by WSM Grand Ole Opry.

Although the immediate plans of Williams are not known, it is believed that the singer will return to his home in Montgomery, Ala.

Bannister Asks \$275 From D. Washington

TRENTON, N. J., Aug. 16.—George L. Bannister, local disk jockey and rhythm and blues dance promoter, filed a lien for \$275 this week with the American Guild of Variety Artists against singer Dinah Washington for her reputed failure to fulfill a contract to appear July 5 at the Three Towers Inn at Somerville, N. J., for a dance promotion date.

In his complaint, Bannister added that a riot followed the announcement that the songbird would not appear, and the disturbance required the service of State policemen to quiet the virtual bedlam.

LYRICISTS RUSH TO 'CALLAGHAN'

NEW YORK, Aug. 16.—A new instrumental tune "Meet Mr. Callaghan," which has recently been waxed by Les Paul for Capitol, the Harry Grove Trio for London, Melachrino Strings and Chet Atkins for RCA Victor, the Peter Todd ork for MGM, the Mitch Miller ork for Columbia, and the Carmen Cavallaro for Decca, has been receiving a lot of attention from songwriters.

Leeds Music, who publishes the English import, has been receiving lyrics on the tune ever since it was released. The only trouble is, according to the firm, that all the lyrics are of the romantic type.

TRIBUTE

Iowa Station Will Honor Glenn Miller

WATERLOO, Ia., Aug. 16.—KWVL, Mutual outlet, here is planning an unusual promotion titled Glenn Miller Week. In the week starting September 23, there will be record store co-operation with windows and displays. The Miller wax will also be in the juke boxes.

According to Ray Starr, station's promotion manager, a special program, "Tribute to Glenn Miller," will be aired September 30, 9-10 p.m.

In addition, diskeries accuse the union of failing to uniformly police the r.&b. field. In many cases, vocalists have been linked by the diskeries on special singers' pacts, worked out by their attorneys.

RIAA-RTMA Revive Accent on TV-Phonos

NEW YORK, Aug. 16.—As a result of talks between representatives of the RIAA, Phonograph Industry Committee and the Radio-Television Manufacturers Association, plans have been laid for a co-operative effort to promote the inclusion of either record playing equipment or hono jacks on all television sets.

The plan entails early reactivation of the RIAA's Phonograph Industry committee and for a survey to be made among television manufacturers to ascertain the number of TV sets now being made with phono jacks.

R.&B. Waxers Mull Own Artist Union

Diskers Hot Over AFM Business Methods; Want Relief From 1-Cent Royalty

HOLLYWOOD, Aug. 16.—Tremors, resulting from r.&b. diskeries' brass here being dissatisfied with the American Federation of Musicians' business methods, are setting off a movement by the waxers to set up their own musicians' group.

The blues and jump diskers are miffed by what they feel is indifferent treatment from the AFM, because boys point out that in order to stay in the good graces of the totem's org they've periodically been accounting for a large number of new members.

In addition, diskeries accuse the union of failing to uniformly police the r.&b. field. In many cases, vocalists have been linked by the diskeries on special singers' pacts, worked out by their attorneys.

Starr states the program will be available to other stations after KWVL has run the show.

filed the diskery, which had a singer's pact, that this agreement is null and void, because another waxery has filed a standard AFM instrumentalist's pact on the singer, who has been found to also play a musical instrument.

Capitol Plugs Kidisks at Canadian Fair

TORONTO, Aug. 15.—Something new in the way of a promotion is being offered by Capitol Records, that of selling kiddie records at the Canadian National Exhibition.

The scheme, believed the first time ever tried, is being tied in with Byng Whittaker, local disk jockey who has a kiddie program on the Canadian Broadcasting Corporation.

Capitol is putting up part of the rental of a booth, which will be located in a children's section, and where an estimated 1,000,000 people will pass.

In addition, during the two-week period of the exhibition, Whittaker will broadcast Capitol record kiddisks exclusively, although he won't mention the company's name on the air, since his show is a sustainer.

Canadian Decca Reprs Hold Meet

TORONTO, Aug. 16.—Twenty sales representatives of Decca of Canada gathered together here for a sales meeting under the direction of Red Roberts of the Compo Company at the King Edward Hotel.

The Brant Inn also was the scene of a large gathering of deejays, who hopped over to listen to Dorsey, as well as the recipients of Dorsey albums, courtesy of Decca.

Mahalia Jackson Sets Europe Tour

NEW YORK, Aug. 16.—Gospel singer Mahalia Jackson has been signed for a European tour thru the New York office of Harry Lenetska. Jaunt is for six weeks, starting October 17.

Last week, the religious warbler, in preparation for the tour, cut a three-minute interview transcription for use by the government-owned Danish State Radio. Disk was etched at a request of Danish Radio, which is arranging a special Mahalia Jackson program to be heard on all Scandinavian stations.

MUTUAL ORK REVIVAL

Radio Band Remotes on Upbeat; To Sked 14-20 Pickups Per Week

With Music Corporation of America, General Artists and other talent agencies, The stations will handle local arrangements and also a new pickup service.

include some one-nighter pickups. Mutual has never completely discontinued band remotes programming, but Abramson hopes to revitalize the web's remote picture via concentrated push on big name bands with strong audience appeal.

fact that the airwaves are cluttered up with too many small combos and no-talent outfits. In line with this, he plans to center his efforts on the promotion around 10 or 12 of the most show-wise aggregations only.

# FTC Probes Price Plaint

Continued from page 19

not hide behind the fiction that he did not "knowingly" receive a discrimination in price.

### Exploratory

The FTC, in guarded comment on the case, pointed out that the probe, now concentrated in the Northwestern section of the country, is "exploratory" in nature. The FTC said there is as yet no basis for a cease and desist order, and that perhaps the probe will not reveal any basis. The FTC has also given the Record Industry Association of America a clean bill of health, pointing out that there has been no collusive condition existing in the disk industry. The FTC even went so far as to say that a story published in a magazine other than The Billboard, indicating that the RIAA might be treading on Federal law, was "entirely without basis."

There was some speculation in the trade as to what degree the FTC could be considered as having jurisdiction in the case. Some legal talent stated the FTC was clearly in the picture as far as interstate business was concerned, but that FTC did not have jurisdiction in cases where the disks did not cross State lines.

An FTC man indicated it was a technical question.

Late this week an interesting aspect of the situation came to light when the dealer organization which had filed the original complaint revealed it was sorry the FTC had acted upon the matter. A spokesman for the dealer group said that the complaint had been filed prior to the passage of the Fair Trade Act, in fact, when the complaint was filed, the dealers had no idea a fair trade law might be passed. Now that there is a Fair Trade Act, the dealers would prefer to enter into a harmonious relationship with manufacturers—a relationship wherein the dealer would be protected. With a probe of books and accounts underway, however, this harmonious relationship would seem harder to achieve.

### Harold Smith Joins Capitol in Canada

TORONTO, Aug. 16.—Harold Smith, formerly general manager with Sparton of Canada, distributors of Columbia in Canada, has switched over to the Capitol organization. He will hold the same position with that company.

# No More Duplicates?

Continued from page 21

American representatives for music from that country, set up a new agreement to cover Russian-made recordings. Leeds' Russian agreements on music and tapes have been cleared by the State Department. According to the Leeds' office, all waxings of Soviet-made disks released here will have to be licensed by Leeds.

### Ways and Means

There have been, in the past, many methods of obtaining Russian tapes for release here. One way has been to purchase them from Leeds music. Another, the cloak and dagger method, has been to buy them in Europe, after they have been smuggled out from behind the Iron Curtain, according to a well-informed distributor of classical waxings. A third way has been to dub them off shellac records released in France or elsewhere on the Continent. This last method has been abandoned lately due to the unsatisfactory nature of the reproduction. Few firms have used the last named methods, but these few pay no royalties on their Russian diskings.

Leeds Music believes that with the new agreement with the Russian Export Agency they will be able to stop the unauthorized re-

lease of Russian disks. If successful, this could set a precedent for the entire "hot tape" situation, in which many unauthorized waxings of European orchestras reach these shores.

### Colosseum Six

The many independent LP labels have issued Russian-made wax, the largest producer of these disks is Colosseum Records, which has released 35 sets to date. This firm has a release schedule of three to five Russian disks per month set for the fall season. Colosseum has no agreement with Leeds on disks and, according to Bruno Rony, head of the firm, "We will not pay royalties that will go to an unfriendly country."

The Leeds contract covers only disks made in the Soviet Union, Satellite countries, such as Czechoslovakia also are areas from which tapes eventually reach the U. S. Whether this practice can be stopped remains a moot question.

Leeds Music says that the issuance of an unauthorized disking from original Russian wax is a violation of a property right, as distinguished from a violation of the copyright law. This distinction is an important one in that since Russia and the United

States do not have an agreement concerning each other's copyrights, some diskeries hold the belief that they can wax Russian works without paying royalties. But a property violation, such as the issuance of a foreign disk without authorization, can be prosecuted, according to the music firm.

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**DECCA DATA**

YOUR WEEKLY GUIDE

TO AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES

Vol. II

Published In the Interests of Decca Dealers and Music Operators

No. 34

TO BUILD PROFITS

**NEW RELEASES—SINGLES**

MY LOVE AND DEVOTION JUST SAY THE WORD Gordon Jenkins 28361*	YOU COULD MAKE ME SMILE AGAIN THIS IS THE BEGINNING OF THE END Tommy Dorsey 28353*	COUNTING MY TEARDROPS HONEYMOON WALTZ Al Dexter 28345*
I GOTTA HAVE YOU DON'T BELIEVE EVERYTHING YOU HEAR Red Foley and Roberta Lee 28313*	SOMEONE TO KISS YOUR TEARS AWAY YOU'RE MORE LIKE YOUR MOMMY EVERY DAY Dick Todd with Anita Kerr Singers 28352*	ROCKIN' RHYTHM POLKA OKLAHOMA WALTZ Bernie Roberts 28331*
MADMOISELLE JAMBALAYA (On The Bayou) Musie by Camarata 28367*	CARMEN'S BOOGIE—Based on "The Habanera" from "Carmen" ONE SWEET LETTER FROM YOU Spade Cooley 28344*	GOODBYE LITTLE DARLIN' NO. 2 (Just Met No. 3) HONKY TONK SWEETHEART Lonzo and Oscar 28363*

\*Also available on 45 RPM (add prefix "9" to record number)

**TOP SELLERS**

...based on this week's actual sales

**COUNTRY**

7	IF WASN'T GOD WHO MADE HONKY TONK ANGELS I DON'T WANT YOUR MONEY, I WANT YOUR TIME Kitty Wells	28232*
**	FORTUNES IN MEMORIES SO MANY TIMES Ernest Tubb	28310*
15	SO USED TO LOVING YOU THAT HEART BELONGS TO ME Webb Pierce	28091*
17	WILD SIDE OF LIFE IT'S SO LONG AND GOOD-BYE TO YOU Burl Ives and Grady Martin	28055*
38	WONDERING New Silver Bells Webb Pierce	4636*
61	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
3	WHO DO YOU LOVE JUST SMILE AS YOU GO BY Aury Inman	28290*
9	(The Angels Are Lightin') GOD'S LITTLE CANDLES SOMEBODY BIGGER THAN YOU AND I Red Foley with The Anita Kerr Singers	28252*
4	FIND 'EM, FOOL 'EM AND LEAVE 'EM ALONE THESE TRIFLIN' WOMEN Charlie Monroe	28281*
2	LONESOME SO LONESOME THERE'S A MULE UP IN TOMBSTONE, ARIZONA Burl Ives with The Anita Kerr Singers	28299*

**RHYTHM AND BLUES**

4	BABY, YOU'RE ALWAYS ON MY MIND SHUFFLIN' AND ROLLIN' Buddy Johnson	28293*
4	THE LAST MILE OF THE WAY IN THE GARDEN Sister Rosetta Tharpe with The Anita Kerr Singers	28282*
4	(I'm A) SENTIMENTAL FOOL SCHOOL OF LOVE Arthur Prysock	28270*
10	JORDAN FOR PRESIDENT OIL WELL, TEXAS Louis Jordan	28225*
**	SPELLBOUND MIDNIGHT SUN Coleman Hawkins	28311*

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

**BEST BETS**

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

POSITION THIS WEEK

1.	WALKIN' TO MISSOURI ABSENCE MAKES THE HEART GROW FONDER (For Somebody Else) Russ Morgan	28351*
2.	YOU LIKE? SUNSHOWERS Guy Lombardo	28352*
3.	TWO-FACED CLOCK JAMBALAYA (On The Bayou) Rex Allen with Nashville Dixielanders	28341*
4.	ADIOS CARMEN'S BOOGIE Andrews Sisters	28342*
5.	WAITING IN THE LOBBY OF YOUR HEART TOO OLD TO CUT THE MUSTARD Dick Todd and Grady Martin	28314*
6.	ALL OF ME THERE GOES MY HEART Louis Jordan	28335*
7.	ROCKIN' RHYTHM POLKA OKLAHOMA WALTZ Bernie Roberts	28331*
8.	SYMPHONY POINCIANA (Song Of The Tree) Bing Crosby Bing Crosby with John Scott Trotter	28303*
9.	A MIGHTY PRETTY WALTZ PIKE COUNTY BREAKDOWN Bill Monroe	28356*
10.	OING-DONG BOOGIE PREVIEW Ella Fitzgerald with Sy Oliver Ella Fitzgerald	28321*
11.	BECAUSE YOU'RE MINE THE SONG ANGELS SING John Raitt and Music by Camarata	28337*
12.	OLICAODO POINCIANA (Song Of The Tree) Ethel Smith	28304*
13.	STRIKE UP THE POLKA BAND—POLKA STELLA WALTZ Eddie Habat	28340*
14.	SORRY YOU SAID GOODBYE A BUNDLE FROM HEAVEN Bill Kenny of The Ink Spots	28289*
15.	PRETTY GIRL MY NAME IS MORGAN BUT IT AIN'T J.P. Don Cherry	28292*

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

**TOP SELLERS**

...based on this week's actual sales

**POPULAR**

WEEKS ON LIST

3	SHOULD I THERE'S ONLY TONIGHT Four Aces	28323*
30	BLUE TANGO Belle Of The Ball Leroy Anderson	27875*
7	AUF WIEDERSEHN SWEETHEART HALF AS MUCH Guy Lombardo	28271*
**	BLUE AND SENTIMENTAL (Why Have A Falling Out) JUST WHEN WE'RE FALLING IN LOVE Mills Brothers with Sy Oliver	28309*
**	WISH YOU WERE HERE HONKY TONK SWEETHEART Guy Lombardo	28308*
**	TRYING Sweet Jannie Lee Grady Martin	28322*
11	LOVER You Go To My Head Peggy Lee and Gordon Jenkins	28215*
4	ZING A LITTLE ZONG Bing Crosby and Jane Wymen The Maiden of Guadalupe Jane Wymen	28255*
7	TILL THE END OF THE WORLD JUST A LITTLE LOVIN' (Will Go A Long Way) Bing Crosby and Grady Martin	28265*
5	KISSES ON PAPER Are You Trying To Tell Me Goodbye Red Foley	28288*
5	WALKIN' MY BABY BACK HOME ONCE IN A WHILE Guy Lombardo	28277*
2	A TRUMPETER'S LULLABY FIDDLE-FIDDLE Leroy Anderson	28300*
4	ONCE IN A WHILE CONFESSIN' (That I Love You) Louis Armstrong	28306*
15	I UNDERSTAND I'M YOURS Four Aces	28162*
3	JUST ONE OF THOSE THINGS I'm Glad There Is You (In This World Of Ordinary People) Peggy Lee and Gordon Jenkins	28313*

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

**NEW DECCA ALBUM**

**MY ISLE OF GOLDEN DREAMS**

**ANDREWS SISTERS**  
and **ALFRED APAKA**  
with Danny Stewart and His Islanders  
Vocal with Instrumental Accompaniment

SELECTIONS: My Isle of Golden Dreams  
• Nalani • King's Serenade • Cockeyed  
Mayor of Kounakakai • Fai Hawaii  
• Ke Kali Nei Au • Malihini Mele •  
Good Night Aloha

9-356—\$3.75 • DL 5423—\$3.00

**GUY LOMBARDO**  
**YOU LIKE?**  
and  
**SUNSHOWERS**

**DECCA RECORDS**

DECCA 28352 (78 rpm)  
and 9-28352 (45 rpm)





# 'A GUY IS A GUY'

AND WE WANT TO OFFER  
CONGRATULATIONS  
TO A GREAT GUY!

# HOWIE RICHMOND

- BOTCH-A-ME
- EARLY AUTUMN
- GOOD FOR NOTHIN'
- HONKY TONK SWEETHEART

*Fred Weis and Roy*

# A Delight to Hear!

A beautiful story in song . . . .



# BILL HAYES

Singing

"MY SEARCH FOR YOU IS ENDED"

MGM 11296 (78 rpm)—K 11296 (45 rpm)

b/w  
"SAY YOU'LL WAIT FOR ME"

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE., NEW YORK 35, N. Y.

KEEP MGM-MINDED—IT'S GOOD FOR YOUR BUSINESS

## THE BILLBOARD Music Popularity Charts

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

### HONOR ROLL OF HITS

#### The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a special tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received August 23, 24, 25.

Last Week / This Week

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

By Parson & Stern—Published by Hill & Range (BMI)  
RECORDS AVAILABLE: Ames Brothers, Coral 42722; L. Barlow, Grammet 608; L. Baxter, Cap 2143; Chano Butler-P. Faith, Col 34976; DeMarco Sisters, MGM 33278; Ken Griffin, Col; E. Howard, Mercury 5831; G. Lombardo, Dec 28271; V. Lynn, London 1227; Shurey & Bard, Cap; B. Szeperd-M. Winterhalter, V 20-4972.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Julian Gould, Long-Worth; George Sirova, Associated.

2. **2. Half as Much**

By C. Williams—Published by Acuff-Rose (BMI)  
RECORDS AVAILABLE: R. Clooney, Col 34910; G. Lombardo, Dec 28271; G. Marini, Mercury 5836; C. Williams, Col 34974; H. Williams, MGM 17203.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; Loom Payne, Long-Worth; Earl Shelton, Associated.

4. **3. Botch-A-Me**

By Eddie Y. Stanley, R. Morebail, L. Astaire—Published by Melita (BMI)  
RECORDS AVAILABLE: P. Clooney, Col 3 767  
ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus.

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

By Ray Furr & Fred Ahert—Published by De Siva, Brown L. Henderson (ASCAP)  
RECORDS AVAILABLE: Nat King Cole & B. May, Cap 2138; G. Lombardo, Dec 28277; D. Martin April 1388; F. Newman's Oct; Top Ten '48-135; J. Fay Col 34975; C. Sullivan, London 1391; A. Stafford, Cap F-956.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Jan Arnold Oct, Standard Radio; Henry Busse, Long-Worth; Earl Shelton, Associated.

5. **5. Here in My Heart**

By Genaro Levinson Borrelli—Published by Melita (BMI)  
RECORDS AVAILABLE: J. Bennett, Col 34975; A. D'Amico, Coral 40746; V. Garone, Mercury 5838; V. Billard, Sang 821; D. Hayden, Andrew Sinton, Dec 2323; W. Jackson, 48-14 467; A. Marini, BRS 101; B. Project, King 6543.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Crosby, Standard Radio; Dolly Dawn, Thesaurus; Julian Gould, Long-Worth; Earl Shelton, Associated.

7. **5. Wish You Were Here**

By Harold Rome—Published by Ciappelli (ASCAP)  
RECORDS AVAILABLE: J. Cantley, V 14 0617; P. Croso and E. Fisher, V 20-4810; J. Freeman, Cap 2154; G. Lombardo, Dec 28101; F. Warren, MGM 31278.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Long-Worth; Earl Shelton, Associated.

8. **7. Delicado**

By Melody Azavedo and Jack Lawrence—Published by Remick (ASCAP)  
RECORDS AVAILABLE: L. Almeda, Coral 40720; J. August, Mercury 5817; Arlene Orr, Dec 28044; B. Costello, 23-5481; R. Falbo-S. Freeman, Col 34970; R. Flanagan, V 20-4706; S. Gordon, Cap 2040; G. Lombardo, Dec 28179; Lou Music, MGM 31254; F. Mitchell, Mercury, F. Myers Oct, Top Ten 28 135; Orquesta de la Alegria, Pampa 11019; E. Rex, London 1351; G. Pax, Clifton D. Shore, V 20-4710; B. Smith, Dec; Three Stars, V 20-4677.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Vinegar Leece, Thesaurus; Billy Mills Oct, Standard Radio; Earl Shelton, Associated.

6. **8. I'm Yours**

By Robert Melita—Published by F. Gougeon (BMI)  
RECORDS AVAILABLE: J. Arden, Col 34937; L. Baxter, Cap 2102; D. Cornell, Coral 4340; V. Dillard, Savoy 831; E. Fisher-M. Winterhalter Oct, V 20-4580; F. Flanagan, V 20-4705; Four Aces, Dec 28182; B. Harlow, Coral 2328-R; Marlene, BRS 2.  
ELECTRICAL TRANSCRIPTION LIBRARIES: George Barrows, Associated; Mervyn Jerome, Long-Worth.

9. **Maybe**

By Alton Fosse and Frank Madden—Published by Robbins (ASCAP)  
RECORDS AVAILABLE: P. Croso-E. Fisher, V 20-4744; Ina Soper, Dec 23634  
ELECTRICAL TRANSCRIPTION LIBRARIES: Ralph Norman, M. Downes.

10. **10. Blue Tango**

By LeRoy Anderson—Published by Mills Music (ASCAP)  
RECORDS AVAILABLE: L. Anderson, Dec 27615; T. Barlow, V 20-4878; L. Baxter, Cap 1945; P. Carter, V 20-5811; G. Cassiano, Dec 28008; K. Cantley, Mercury 5837; M. Dick, Aladdin 3148; D. Hayden, Mercury 5740; G. Lombardo, Dec 28031; A. Thomas, Mercury 8268; H. Winterhalter, V 20-4518.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; Freddy Martin, Thesaurus; Leo Reisman Oct, Billy Mills Oct, Standard Radio; Dave Torry, Associated.

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# Buyboard

## TOP SELLERS—POPULAR

Based on Actual Capitol Sales Reports

	Record No.
1. WHAT DOES IT TAKE SOMEWHERE ALONG THE WAY..... N. Cole	2069
2. KAY'S LAMENT FOOL, FOOL, FOOL..... K. Starr	2151
3. WALKIN' MY BABY BACK HOME FUNNY..... N. Cole	2130
4. IN THE GOOD OLD SUMMERTIME SMOKE RINGS..... I. Paul M. Ford	2123
5. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME..... L. Paul M. Ford	2193
6. SAY YOU'LL WAIT FOR ME I'VE NEVER SEEN..... A. Martino	2185
7. TAKE MY HEART I NEVER CARED..... A. Martino	2122
8. LOVE IS JUST AROUND THE CORNER GIN AND TONIC..... B. May	2157
9. MALE CALL A-SLEEPIN' AT THE FOOT OF THE BED..... E. M. Morse	2186
10. SLAUGHTER ON TENTH AVENUE, PART I SLAUGHTER ON TENTH AVENUE, PART II..... R. Anthony	7-2085
11. TUXEDO JUNCTION IT'S A BLUE WORLD..... Four Freshmen	2152
12. ADIOS DARLIN', YOU CAN'T LOVE TWO..... G. MacKenzie	2156
13. I'LL WALK ALONE WITH A SONG IN MY HEART..... J. Froman	2044
14. YOU BELONG TO ME HOMINY GRITS..... D. Martin	2165
15. BOOGIE WOOGIE RAG STUMBLING..... J. Carr	2187

## BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. WITH A SONG IN MY HEART..... Jane Froman	309
2. BIG BAND BASH!..... Billy May	329
3. A BAND IS BORN..... Billy May	349
4. ROBERTA..... Gordon MacRae Lucille Norman	334
5. DIZIELAND DETOUR..... Pee Wee Hunt	312
6. TODAY'S TOP HITS..... B Top Artists	9106
7. CLASSICS IN JAZZ—WOODY HERMAN..... Woody Herman	324
8. CLASSICS IN JAZZ—BOBBY SHERWOOD..... Bobby Sherwood	320
9. BEN LIGHT'S JUKE BOX FAVORITES..... Ben Light	330
10. CIRCUS PARADE..... Ringing Bros. and Barnum & Bailey Band	313
11. HOUSEPARTY HOP..... Ray Anthony	292
12. LEGEND OF THE SUN VIRGIN..... Tama Sumax	299
13. SONGS BY KAY STARR..... Kay Starr	211

ON BOTH 45 and 33 1/3 rpm

### An All-Star Entertainment Package



The sixth of this successful Capitol series with eight of the newest record hits of the day... (text continues)

- TAKE MY HEART..... Al Martino
- ONCE IN A WHILE..... Dining Sisters
- KAY'S LAMENT..... Kay Starr
- WALKIN' MY BABY BACK HOME..... Nat "King" Cole
- SOMEWHERE ALONG THE WAY..... Nat "King" Cole
- WISH YOU WERE HERE..... Jane Froman
- SMOKE RINGS..... Les Paul and Mary Ford
- AUF WIEDERSEHN, SWEETHEART..... Les Baxter

## BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

- ROBIN HOOD Cap(78)DBX-3138; (45)KDXF-3138
- TEDDY BEARS' PICNIC & I'M A LITTLE TEA POT Cap(78)KAS-3083; (45)KASF-3083
- TWEETY PIE Cap(78)KAS-3074; (45)KASF-3074
- I TAUT I TAW A PUDDY TAT & YOSEMITE SAM Cap(78)KAS-3104; (45)KASF-3104
- HOPALONG CASSIDY & THE STORY OF TOPPER Cap(78)KAS-3110; (45)KASF-3110
- I'M POPEYE THE SAILOR MAN & THE LITTLE WHITE DUCK Cap(78)KAS-3105; (45)KASF-3105
- BOZO ON THE FARM Cap(78)DBX-3076; (45)KDXF-3076
- RUSTY IN ORCHESTRAVILLE Cap(78)DC-115; (45)KCF-3007
- SPARKY'S MAGIC PIANO Cap(78)DC-78; (45)KCF-3003
- HOPPY'S HAPPY BIRTHDAY Cap(78)KAS-3114; (45)KASF-3114
- WOODY WOODPECKER'S PICNIC Cap(78)DBS-3091; (45)KDSF-3091
- THREE ORPHAN KITTENS Cap(78)KAS-3096; (45)KASF-3096
- PORKY PIG IN AFRICA Cap(78)KAS-3113; (45)KASF-3113

IT'S A SMASH!

**BLACKBERRY BOOGIE**  
and  
"TENNESSEE LOCAL"

**TENNESSEE ERNIE**

Capitol Record No. 2170

## TOP COUNTRY and HILLBILLY

Based on Actual Capitol Sales Reports

	Record No.
1. BLACKBERRY BOOGIE TENNESSEE LOCAL..... T. Ernie	2170
2. HOW COLD HEARTED CAN YOU GET IT'S BETTER TO HAVE LOVED A LITTLE..... H. Thompson	2169
3. THE WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA..... H. Thompson	1942
4. SAYING MY TEARS WHAT CAN I DO WITH MY SORROW..... F. Young	2171
5. DON'T MAKE ME CRY AGAIN WAITING IN THE LOBBY OF YOUR HEART..... H. Thompson	2063
6. HIGH NOON GO ON! GET OUT!..... T. Ritter	2120
7. COLD, COLD CORNBREAD DON'T PUT OFF TILL TOMORROW..... R. Morris	2173
8. HILLBILLY HEAVEN DEVIL'S HEART..... W. Tuttle	2091
9. WHEN I SAY GOODNIGHT THERE'S THAT SAME OLD LOVELIGHT IN YOUR EYES..... J. Wakely	2172
10. SATISFIED NIDE ME, ROCK OF AGES..... M. Carson	1900

## LATEST CAPITOL RELEASES No. 332

	Record No.
YOU BELONG TO ME TOSSIN' AND TURNIN'..... J. Garber	2198
SOME FOLKS DO REI MIM BIST DU SCHON..... J. Christy	2199
IT WASN'T GOD WHO MADE HONEY TOON ANGELS BIM BAM BABY..... J. Gayle	2200
IF WE SHOULD NEVER MEET AGAIN OVER SOMEBODY ELSE'S SHOULDER..... J. Holiday	2201
THEY GO WILD, SIMPLY WILD OVER ME I KEEP HER PICTURE HANGING UPSIDE DOWN..... J. Lewis	2202
LAST CALL GOIN' TO CHICAGO BLUES..... J. Lee	2203

**LES PAUL AND MARY FORD**

— give you the year's most unusual song!

**"MEET MR. CALLAGHAN"**

— coupled with an all-around favorite

**"TAKE ME IN YOUR ARMS (AND HOLD ME)"**

Capitol Record No. 2170

THE BILLBOARD Music Popularity Charts

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

Records Most Played by Disk Jockeys

Based on reports received August 13, 14 and 15

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country...

Table with columns: POSITION, Weeks Last This to date/Weeks, Record Title, Artist, and Record Label/Info. Includes records like 'AUF WIEDERSEHN, SWEET-HEART' by V. Lynn and 'WALKIN' MY BABY BACK HOME' by Nat (King) Cole.

VOX JOX

By GENE PLOTNIK

Chatter

Ray Schreiner, WRNL, Richmond, Va., conducted a mail poll among his listeners and found Eddie Fisher favorite male vocalist in the Richmond area. Johnny Ray was second...

Grips and Opinions

Curt Whitcomb says many big names don't get a spin on his "Dreamers' Serenade" over WHGB, Harrisburg, Pa. because the show is confined to quiet, relaxing music...

Gimmix

Nick Barry recently announced on his "Top Tunes" show via WCMW, Canton, O., that the first two persons to show up at the studio the next morning would each get two tickets to see Vaughn Monroe at the Moonlight Ballroom there...

Best Selling Sheet Music

Based on reports received August 13, 14 and 15

Tunes listed are the additional best sheet music selection. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales...

Table with columns: POSITION, Weeks Last This to date/Weeks, Record Title, Artist, and Record Label/Info. Includes records like 'AUF WIEDERSEHN, SWEETHEART (R)' by Mill & Range and 'WALKIN' MY BABY BACK HOME (R)' by DeSylva, Brown & Henderson.

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on program heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Reardon's Audience Coverage Index...

(F) indicates tune from a film; (M) indicates tune from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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Table with columns: Rank, Song Title, Artist, and Agency. Includes records like 'Am I In Love?' by Frances and 'Auf Wiederseh'n, Sweetheart' by Mill & Range.

Top 10 in Television

Table with columns: Rank, Song Title, Artist, and Agency. Includes records like 'A Four-Lined Friend' by Frances and 'Auf Wiederseh'n, Sweetheart' by Mill & Range.

England's Top Twenty

Table with columns: POSITION, Weeks Last This to date/Weeks, Record Title, Artist, and Record Label/Info. Includes records like 'AUF WIEDERSEHN, SWEETHEART' by Mill & Range and 'BLUE TANGO' by Mills.

(Continued on page 45)

# up and down the lists - Columbia has the hits



HALF AS MUCH

BOOTH A' ME



YOU BELONG TO ME



TOO OLD TO CUT THE MUSTARD

JAMBALAYA



BIMBAM BABY



HIGH NOON



HAVE A GOOD TIME



ROSES OF YESTERDAY

FEET UP

WALKIN' MY BABY BACK HOME



WALKIN' TO MISSOURI



HENRIETTA'S WEDDING



DELICADO

SUGARBUSH



YOU DON'T NEED MANY TO MAKE MONEY! COLUMBIA GIVES YOU FEWEST RELEASES, MOST HITS, GREATEST TURNOVER

# COLUMBIA RECORDS

THE BILLBOARD Music Popularity Charts

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

Best Selling Pop Singles

Based on reports received August 13, 14 and 15

Records listed are those selling best in the nation's top volume retail record stores...

Table with 4 columns: POSITION, Weeks [Last This to date], This Week, and Record Title/Artist/Label.

DEALER DOINGS

Aftermath of MAMM

J. B. Bradburn, who owns the Houston radio-TV disk store of his own name...

The MAMM solicits the record dealer's membership dollar, the revenue from exhibit space for records...

"Compare the Federal Excise take from the 'canned music' against band instruments...

Chatter

Alma Keys, department manager for plush Haines-Griffin in New York...

Best Selling Children's Records

Based on reports received August 13, 14 and 15

Records listed are those records selling best in the nation's retail record stores...

Table with 4 columns: POSITION, Weeks [Last This to date], This Week, and Record Title/Artist/Label.

Best Selling Pop Albums

Based on reports received August 13, 14 and 15

Because all labels are not listed on all stores it is difficult to conduct a true album survey...

Table with 2 columns: Best Selling 33 1/2 R.P.M. and Best Selling 15 R.P.M.

Classical Reviews

Table with 4 columns: Title/Composer, Rating, Artist/Orchestra, and Comments.

Best Selling Classical Albums

Best Selling 33 1/2 R.P.M.

Table with 4 columns: Rank, Title, Artist/Orchestra, and Label.

Louis Prima Is Not Disbanding His Ork

NEW YORK, Aug. 16.—Louis Prima is not disbanding his band as had been previously reported...

BEILA BARTON: THREE RONDOS 67

FOLK TUNES—Rumanian Folk Dances (111 discs, plus CD-107) Decca (33) DL 4031

LSZET: SONATA IN B MINOR—Andor 68

Fields, piano (3-107) Gram (33) DL 3538

the Big **NEW** Hit!



# 'A MIGHTY PRETTY WALTZ'

recorded by

**HENRI RENE**

with  
**LOU DINNING**  
20-4886—47-4886

**PEE WEE KING**

Vocal by  
**REDD STEWART**  
20-4883—47-4883

This week's

## New Releases ... on RCA Victor

Release 83-71

Ships Coast to Coast, Aug. 24

### POPULAR

LISA KIRK

How Come You Do Me Like You Do  
If Your Heart Is Breaking  
(Like My Heart Is Breaking) 20-4890—(47-4891)\*

RALPH FLANAGAN

I Should Care  
Tiptoe In 20-4885—(47-4885)\*

THE MELACHRO STRINGS

Meet Mister Callaghan  
La Bolla 20-4891—(47-4891)\*

FREDDY MARTIN

You Bring to Me  
Ain't It Grand to Be Bloomin' Well Dead 20-4892—(47-4892)\*

BINGO SENTERI WITH ORCHESTRA

Whispering Serenade (Aveiro ou Portugal)  
One Night in Paris 20-4884—(47-4884)\*

### SACRED

THE GOLDEN CHORUS FEATURING JIMMY CARROLL

Known Only to Him  
The Mystery of His Way 20-4893—(47-4893)\*

### COUNTRY — WESTERN

CHET ATKINS

Meet Mister Callaghan  
Chinatown, My Chinatown 20-4886—(47-4886)\*

TEX WILLIAMS AND HIS ORCHESTRA

Menace Waltz  
Sweet Little Bungalow 20-4891—(47-4891)\*

### RHYTHM-BLUES

TAMPA RED

Look a There, Look a There  
True Love 20-4888—(47-4888)\*

JIMMY LEWIS

Dark and Lonesome Moon  
Cherry Wine 20-4889—(47-4889)\*

### COLLECTORS

LOWELL HAMPTON AND HIS ORCHESTRA

On the Sunny Side of the Street  
10th Street Bug 20-4816—(47-4816)\*

### RED SEAL SPECIAL

MARIO LANZA

The Song the Angels Sing  
Because You're Mine 10-3916—(49-3916)\*

© 1952 RCA VICTOR

Going Strong...

\$ indicates records, which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold out" stage.

- ⑤ The Hand of Fate/Wish You Were Here  
Eddie Fisher 20-4830—(47-4830)\*
- ⑤ Vanessa/Somewhere Along the Way  
Hugo Winterhalter 20-4691—(47-4691)\*
- ⑤ A Mighty Pretty Waltz/Two-Faced Clock  
Pee Wee King 20-4883—(47-4883)\*
- ⑤ Maybe/Watermelon Weather  
Perry Como and Eddie Fisher 20-4744—(47-4744)\*
- ⑤ Since You Went Away/A Mighty Pretty Waltz  
Henri Rene and Lou Dinning 20-4884—(47-4884)\*
- ⑤ I'm Yours/Just a Little Lovin'  
Eddie Fisher 20-4680—(47-4680)\*
- ⑤ Sweethearts Holiday/My Love and Devotion  
Perry Como 20-4877—(47-4877)\*
- ⑤ Got You on My Mind/One Mint Julep  
Buddy Morrow 20-4868—(47-4868)\*
- ⑤ I Laughed at Love/Father Time  
Sunny Gale 20-4789—(47-4789)\*
- ⑤ Doodletown Fifers/Azure-Te  
Sauter-Finegan Orch. 20-4866—(47-4866)\*
- ⑤ Hot Lips/Hotter Than a Pistol  
Spike Jones 20-4875—(47-4875)\*
- ⑤ Night Train  
Buddy Morrow 20-4693—(47-4693)\*
- ⑤ A Full Time Job/Shepherd of My Heart  
Eddy Arnold 20-4787—(47-4787)\*
- ⑤ Some Day/Luna Rossa  
Tony Martin 20-4836—(47-4836)\*
- ⑤ Lady's Man/Married by the Bible, Divorced by the Law  
Hank Snow 20-4733—(47-4733)\*

Coming Up...

★ indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- ★ SOMEDAY  
Tony Martin 20-4838—(47-4838)\*  
Most Played DJ Records: Most Played  
Juke Box Records, Billboard, August 16  
Issue
- ★ TIC TAC TOE  
Hugo Winterhalter 20-4851—(47-4851)\*  
D.J. Pick, Billboard, August 16 Issue
- ★ STRANGE SENSATION  
Juno Valli 20-4788—(47-4788)\*  
Most Played DJ Records, Billboard, Au-  
gust 16 Issue

**TIPS** BECAUSE YOU'RE MINE/THE SONG THE ANGELS SING  
Mario Lanza 10-3916—(49-3916)\*



### HE WHO HESITATES IS WINTERHALTER

The orchestra leader who is making a big thing out of HESITATION is RCA Victor's Hugo Winterhalter. There's an old saying that "he who hesitates is lost," but Hugo Winterhalter is out to prove that no statement was ever less accurate.

Hugo Winterhalter's latest recording for RCA Victor is his own composition, HESITATION. It is a side with a special gimmick that justifies the title and makes for some amusing listening.

The flip is called TIC-TAC-TOE, and is played in the familiar and enjoyable Winterhalter manner.

We have no HESITATION in stating that Hugo Winterhalter is one of the best arrangers in the music business. For quite a while now, his name on a record has been a guarantee of real quality. In his capacity as an RCA Victor recording director, however, he is responsible for the success of a number of records which do not bear his name.

A recording director, as you probably know, is a guy who is a genius when he makes a good record, and a member of the unemployed when he makes a bad one. Or, to put it more precisely, a recording director is a guy who must know as much about music as the men in the orchestra, as much about engineering as the engineer at the controls, and as much about what the public wants as a member of the public. We think Hugo Winterhalter's thorough knowledge of all the problems involved in recording helps to explain the consistent success of his records. For recorded evidence to substantiate this claim we suggest you get your copy of the Hugo Winterhalter RCA Victor recording of HESITATION and TIC-TAC-TOE.

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RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

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# "I WENT TO YOUR WEDDING" AND "YOU BELONG TO ME"

BY THE FABULOUS

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## THE BILLBOARD Music Popularity Charts

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

### • Best Selling Pops by Territories

... Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the overall local picture being unduly influenced by the report of a single store.

- #### NEW YORK
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  2. HERE IN MY HEART—A. Martino—BBS
  3. BOTCH-A-ME—R. Clooney—Columbia
  4. HALF AS MUCH—R. Clooney—Columbia
  5. DELICADO—P. Faith—Columbia
  6. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
  7. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
  8. HIGH NOON—F. Laing—Columbia
  9. KISS OF FIRE—G. Gibbs—Mercury
  10. BLUE TANGO—L. Anderson—Decca

- #### CHICAGO
1. BOTCH-A-ME—R. Clooney—Columbia
  2. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
  3. SUGARBUSH—Doris Day—F. Laing—Columbia
  4. HIGH NOON—F. Laing—Columbia
  5. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  6. HALF AS MUCH—R. Clooney—Columbia
  7. YOU BELONG TO ME—J. Stafford—Columbia
  8. FOOL, FOOL, FOOL—K. Starr—Capitol
  9. VANESSA—H. Winterhalter—Victor
  10. TOO OLD TO CUT THE MUSTARD—M. Dietrich—R. Clooney—Columbia

- #### LOS ANGELES
1. HALF AS MUCH—R. Clooney—Columbia
  2. HERE IN MY HEART—A. Martino—BBS
  3. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  4. BOTCH-A-ME—R. Clooney—Columbia
  5. VANESSA—H. Winterhalter—Victor
  6. WALKIN' MY BABY BACK HOME—Nat (King) Cole—Capitol
  7. I'M YOURS—E. Fisher—H. Winterhalter—Victor
  8. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
  9. DELICADO—P. Faith—Columbia

- #### PHILADELPHIA
2. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  2. BOTCH-A-ME—R. Clooney—Columbia
  3. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
  4. HALF AS MUCH—R. Clooney—Columbia
  5. YOU BELONG TO ME—J. Stafford—Columbia
  6. BAYBE—E. Fisher—P. Cole—Victor
  7. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
  8. DELICADO—P. Faith—Columbia
  9. HERE IN MY HEART—A. Martino—BBS
  10. SUGARBUSH—Doris Day—F. Laing—Columbia

- #### DETROIT
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  2. HALF AS MUCH—R. Clooney—Columbia
  3. IT'S A BLUE WORLD—Four Freshmen—Capitol
  4. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
  5. YOU BELONG TO ME—J. Stafford—Columbia
  6. SLAUGHTER ON 10TH AVENUE—R. Astor—Capitol
  7. BOTCH-A-ME—R. Clooney—Columbia
  8. HAVE A GOOD TIME—Y. Bennett—Columbia
  9. VANESSA—H. Winterhalter—Victor

- #### CINCINNATI
1. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
  2. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  3. BOTCH-A-ME—R. Clooney—Columbia
  4. WALKIN' MY BABY BACK HOME—Nat (King) Cole—Capitol
  5. VANESSA—H. Winterhalter—Victor
  6. BAYBE—E. Fisher—P. Cole—Victor
  7. HALF AS MUCH—R. Clooney—Columbia
  8. TRYING—Hittoperty—Dot
  9. HERE IN MY HEART—A. Martino—BBS
  10. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol

- #### BOSTON
1. YOU BELONG TO ME—J. Stafford—Columbia
  2. INDIAN LOVE CALL—S. Whitman—Imperial
  3. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  4. LUNA ROSSA—A. Dean—MGAM
  5. HIGH NOON—F. Laing—Columbia
  6. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
  7. ROCK OF GIBRALTAR—F. Laing—Columbia
  8. DELICADO—P. Faith—Columbia

- #### PITTSBURGH
2. YOU BELONG TO ME—J. Stafford—Columbia
  2. SHOULD I—Four Aces—Decca
  3. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  4. BLOCKING BIRD—Four Lads—Dinah
  5. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
  6. HIGH NOON—F. Laing—Columbia
  7. BOTCH-A-ME—R. Clooney—Columbia
  8. FUNNY—Nat (King) Cole—Capitol
  9. MAYBE—E. Fisher—P. Cole—Victor

- #### ST. LOUIS
1. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
  2. FOOL, FOOL, FOOL—K. Starr—Capitol
  3. BOTCH-A-ME—R. Clooney—Columbia
  4. HIGH NOON—F. Laing—Columbia
  5. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  4. YOU BELONG TO ME—J. Stafford—Columbia
  7. VANESSA—H. Winterhalter—Victor

- #### WASHINGTON, D. C.
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  2. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
  3. YOU BELONG TO ME—J. Stafford—Columbia
  4. DELICADO—P. Faith—Columbia
  5. BOTCH-A-ME—R. Clooney—Columbia
  6. HALF AS MUCH—R. Clooney—Columbia
  7. VANESSA—H. Winterhalter—Victor
  8. LOVER—P. Lee G. Jenkins—Decca


- #### SEATTLE
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  2. BOTCH-A-ME—R. Clooney—Columbia
  3. HALF AS MUCH—R. Clooney—Columbia
  4. HERE IN MY HEART—A. Martino—BBS
  5. HIGH NOON—F. Laing—Columbia
  6. DELICADO—P. Faith—Columbia
  7. MIGHTY PRETTY WALTZ—P. W. King—Victor

- #### NEW ORLEANS
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  2. BOTCH-A-ME—R. Clooney—Columbia
  3. HIGH NOON—F. Laing—Columbia
  4. HALF AS MUCH—R. Clooney—Columbia
  5. ADIOS—E. Marfey—Capitol
  6. DELICADO—P. Faith—Columbia
  7. TOO OLD TO CUT THE MUSTARD—M. Dietrich—R. Clooney—Columbia

- #### ATLANTA
1. WALKIN' TO THE MISSOURI—S. Kay—Columbia
  2. HALF AS MUCH—R. Clooney—Columbia
  3. DELICADO—P. Faith—Columbia
  4. BOTCH-A-ME—R. Clooney—Columbia
  5. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
  6. YOU BELONG TO ME—J. Stafford—Columbia

- #### DALLAS-FORT WORTH
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  2. DELICADO—P. Faith—Columbia
  3. HERE IN MY HEART—A. Martino—BBS
  4. HALF AS MUCH—R. Clooney—Columbia
  5. HIGH NOON—F. Laing—Columbia
  6. WALKIN' MY BABY BACK HOME—Nat (King) Cole—Capitol

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# MARIO LANZA

sings the Title Song  
from his forthcoming MGM picture

**"BECAUSE YOU'RE MINE"**  
and  
**"THE SONG ANGELS SING"**  
also from the same picture

10-3914

 **RCA VICTOR**  Records

# THE BILLBOARD Music Popularity Charts

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

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

... Based on reports received August 13, 14 and 15

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

POSITION	Weeks Last This to date/Week/Week	Record	Artist	Label
19	1	1. WILD SIDE OF LIFE	Hank Thompson	Capitol
14	4	2. ARE YOU TEASING ME	Carl Smith	Capitol
12	3	3. ALMOST	G. Morgan	Capitol
12	3	3. WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson	Capitol
5	7	5. LADY'S MAN	Hank Snow	Mercury
14	9	5. HALF A MUCH	Hank Williams	Mercury
3	7	7. IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Mercury
2	10	8. INDIAN LOVE CALL	Slim Whitman	Imperial
5	2	9. THAT HEART BELONGS TO ME	W. Pierce	Capitol
24	10	9. DON'T JUST STAND THERE	Carl Smith	Capitol

## FOLK TALENT AND TUNES

By JOHNNY SIPP

### Artists' Activities

Bill England, only person manager of Hank Williams, and more recently associated with WSM, Nashville, has moved to the Doane Advertising Agency, Nashville. He has been a radio-TV director for the agency for the past five months. . . . The Marvin Townsends (he's head of Capitol Records' country and Western

promotion department) are expecting. They already have two daughters and a son. . . . Walter and Johnnie Bailes, once of the Bailes Brothers, are back in the business at KCRV, Baytown, Tex., doing a religio show. . . . Holly Hanburg, KLIX, Twin Falls, Idaho, reports that he is still plugging the live troupe at the station, "the Double H. Buckaroos. . . . Bob Andrews, WHBO,

Tampa, is doing four hours of country disks daily. . . . Dewey Groon has purchased Bob Willis Ranch House, Dallas. Willis is being sued for \$20,000 damages by Eames Bishop, Beverly Hills, Calif., personal manager, who alleges that Willis owes him the amount on an unexpired management pact (The Billboard, August 9). . . . Bill Hutto has inked with King, with Bernie Pearlman cutting his first session recently.

Bill Carlisle has taken a regular morning spot on WOOD, Chattanooga. . . . R. M. (Jabbo) Arrington Jr., young guitarist once with Jimmie Dickens, Moon Mullican and others, died July 28 in Nashville of a rheumatic heart condition. . . . Al Miller, head of Victor's country and Western sales, is reportedly set to take over Coast & R. for the Camden firm. Miller reported last week that he'd be on the Coast August 27 for a sales confab, but didn't confirm the a.&r. appointment. The Tennessee Ernie Ford's are expecting next month.

Jack Holden (Victor) who doubles as singer and d.j. at WEAS, Decatur, Ga., according to Bill Martin, has conducted a weekly popularity poll as part of his mike duties. Carl Smith and Bill Monroe topped the first week's polling. Holden has opened his own record store in Atlanta, which will also do mail order business. His wife and singing partner, Frances Kay, is handling the store. . . . Bobby Williamson, new Victor singer, reports that the Big D Jamboree, KRRLD, Dallas, over which he ap-

## • Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received August 13, 14 and 15

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on reports from weekly survey among a select list of over 100 disk jockeys specializing in Country and Western tunes.

POSITION	Weeks Last This to date/Week/Week	Record	Artist	Label
6	1	1. FULL TIME JOB	E. Arnold	Mercury
12	3	2. THAT HEART BELONGS TO ME	W. Pierce	Capitol
12	2	3. ARE YOU TEASING ME	Carl Smith	Capitol
6	4	4. IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Mercury
24	5	5. WILD SIDE OF LIFE	H. Thompson	Capitol
2	10	6. JAMBALAYA	Hank Williams	Mercury
3	-	7. INDIAN LOVE CALL	S. Whitman	Imperial
19	7	8. ALMOST	G. Morgan	Capitol
10	6	9. LADY'S MAN	Hank Snow	Mercury
7	7	10. WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson	Capitol

## • Best Selling Retail Folk (Country & Western) Records

... Based on reports received August 13, 14 and 15

Records listed as Country and Western records that sell best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION	Weeks Last This to date/Week/Week	Record	Artist	Label
5	2	1. IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Mercury
20	1	2. WILD SIDE OF LIFE	Hank Thompson	Capitol
5	5	3. FULL TIME JOB	E. Arnold	Mercury
8	4	4. LADY'S MAN	Hank Snow	Mercury
14	7	5. ARE YOU TEASING ME	Carl Smith	Capitol
17	3	6. ALMOST	G. Morgan	Capitol
4	10	7. INDIAN LOVE SONG	Slim Whitman	Imperial
1	-	8. JAMBALAYA	Hank Williams	Mercury
9	8	9. WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson	Capitol
7	6	10. THAT HEART BELONGS TO ME	W. Pierce	Capitol

### C&W Records to Watch

In the opinion of The Billboard's music staff the following record has the best sales and performance potential among the country and Western records released this week:

I WENT TO YOUR WEDDING  
THE BOOGIE WOOGIE FLYING CLOUD  
New Show. RCA Victor 100 No. Available


pears, is going to get full air time starting August 2. Williamson's wife is expecting a second arrival in October. . . . Mickey Barnes, who wrote Two Cents, Three Eggs and a Postcard, is leading a band at an American Legion Post, Atlanta, for Saturday night dances. The Owen Sisters (Peach) are working with him. . . . Jimmy Smith (Victor) is leaving his Joe Cotton Ranch for a three-month tour of the South and Southwest. . . . Mrs. Neva Starnes reports that her hubby, Jack, injured himself while assisting in the drilling of an oil well in Oklahoma recently, but left the hospital several days after the accident. Blackie Crawford, Johnny Rector (Corn) and the Western Cherokees start a four-weeker in West Texas August 10. They'll work Saturday nights at Lucky Moeller's Trianon Ballroom, Oklahoma City. The Cherokees have added three fiddlers, the Farris Brothers, formerly with Hank Thompson. . . . Danny Brown has formed his own band, the Dandies, playing thru Louisiana and Texas.

Denver BILL WFMJ, Youngstown, O. became the father of a son, Billy Jr. He is working a new show, "The Pine Yellow Jamboree," Saturday nights. Arthur (Guitar) Smith has added Don Reno, five-string banjoist and comedian, once with Bill Monroe. Reno cut 16 sides for King recently. . . . Hank Thompson is now doing 30 days of touring for Americana Corporation thru Colorado, Montana and Wyoming. He has added Bill Carson, take-off, and Bill McGee, ex-Willis drummer. . . . Bill Lippert has rejoined the 101 Ranch Boys on bass at WBSA, York, Pa. . . . Smiley Burnette has returned to his home in Studio City, Calif., after doing 31 days of drive-in

appearances in the Northeast. . . . F. Robinson, Johnny Horton's personal manager, reports that Horton, the new Mercury warbler, is working Thursday nights at the Reo-Palm, Longview, Tex. . . . Sonny James, who recently inked with Capitol, has joined Slim Whitman's troupe at KWKH, Shreveport. The ex-Korean vet has two new sides, "It's Nice to Make Up" and "Shortcut."


Ree Marshall, Hollywood agent, has made a deal with Mac Makula, personal manager for Slim Whitman (Imperial), whereby he'll book approximately a month's tour thru the Coast and Western States, starting September 23. The tour will be Whitman's first in the West. Sonny James, new Capitol warbler, is working with Whitman's band. . . . Bill Martin, Atlanta, reports that Tex Anderson, fiddler at the Lucky Seven Club, Atlanta, has inked with the new Peach label there. He reports that J. G. Baker, Atlanta promoter, put on a big all-star country show August 3 at Ponce DeLeon Ball Park, Atlanta, doing 25,000 for two shows. Cast included: Hank Thompson, Martha Carson, Aubrey Innman, Kitty Wells, Johnny and Jack and Tommy Jackson and Grady Martin. H.b. d.j.'s from that area, including Jack Holden, Warren Roberts, Bill Lowery, Dan Ross and Tom Nolan, attended. . . . Pee Wee King is dickering with NBC for a remote show from WAVE, Louisville, which would follow the "Grand Ole Opry" seg on Saturday nights. . . . Duke Martin takes his revue into Marty

Landau's Riverside Rancho, Los Angeles, August 28, indefinitely. Martin follows the record stand of Tex Williams and his band, who spent over four years at the Rancho. . . . Charley Wright, Dallas booker, reports that the first annual Western musical caravan at the War Memorial Stadium. (Continued on page 36)



# HANK SNOW

And The JORDANAIREs



## Newest RECORD RELEASE

# "I'M IN LOVE WITH JESUS"

Religious folk with Western Cowboy "Tang"

**R. C. A. VICTOR** 20-4856 (47-4856)

"A Spinner and a Winner"

JOHN T. BENSON PUB. CO. NASHVILLE, TENN.



The Meeter Bros. "ME AND MY BUSTED HEART" and "WHAT HAS HE GOT, THAT I AINT GOT" Columbia 20987

**TANNEN MUSIC, INC.**  
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# THE BILLBOARD Music Popularity Charts

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

## Best Selling Retail Rhythm & Blues Records

Based on reports received August 13, 14 and 15

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records.

POSITION	Weeks Last	This	Artist	Title	Label	Price
13	1		LAWDY, MISS CLAWDEY	L. Price	Specialty 420-8811	
14	2		HAVE MERCY, BABY	Dominos	Federal 78112068 (45)45-12068	
5	3		TING A LING	Clovers	Atlantic 969-8M1	
5	4		CALL OPERATOR 210	F. Dixon	Aladdin 3135	
3	6		MY SONG	J. Ace	Date 102	
6	5		MARY JO	Four Blazers	United 314	
4	10		MY HEART'S DESIRE	Jimmie Lee	Modern 870	
3	-		EASY, EASY, BABY	V. Dillard	Savoy 847-8M1	
16	8		GOIN' HOME	Fats Domino	Imperial 7815100 (45)45-5190	
4	-		I'LL DROWN IN MY TEARS	Sony Thompson	King 7814527 (45)45-4727-8M1	

## Most Played Juke Box Rhythm & Blues Records

Based on reports received August 13, 14 and 15

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

POSITION	Weeks Last	This	Artist	Title	Label	Price
6	7		MARY JO	Four Blazers	United 314	
13	1		HAVE MERCY, BABY	Dominos	Federal 78112068 (45)45-12068	
15	2		LAWDY, MISS CLAWDEY	L. Price	Specialty 428	
14	3		MOODY MOOD FOR LOVE	King Pleasure	Prestige 781924 (45)45-924	
5	3		TING A LING	Clovers	Atlantic 969-8M1	
1	-		CALL OPERATOR 210	F. Dixon	Aladdin 3135	
17	4		GOIN' HOME	Fats Domino	Imperial 7815100 (45)45-5190	
4	5		DON'T YOU CRY	J. Turner	Atlantic 970-8M1	
17	9		ONE MINT JULEP	Clovers	Atlantic 963-8M1	
1	-		MY HEART'S DESIRE	Jimmie Lee	Modern 870	
2	-		EASY, EASY, BABY	V. Dillard	Savoy 847-8M1	

## RHYTHM & BLUES NOTES

By BOB ROLOITZ

Johnny Ace's waxing of "My Song," now riding high on The Billboard r.&b. charts, has caused a flock of cover waxings of the hit tune. Okeh has cut the song with truck-hedd Brooks, Mercury with juke-box "Queen" Dinah Washington, and Peacock with Marie Adams. This is the first r.&b. ditty that has spurred this many versions in a long time.

Savoy Records has added a number of new artists to its talent stable over the past few weeks. Hal Cornbread Singer, who waxed his big hit "Cornbread," with the label three years ago, is back on Savoy. Dolly Cooper, a blues singer from Philadelphia, Carlton Coleman, Tampa blues shouter, and Calvin Frase, singer and guitarist from Detroit, are the other new additions.

George Shearing has been set for a week at the Trocadero Club, Cleveland, starting September 1. On September 12, Shearing starts one-nighting with the Billy Eckstine unit featuring the singer, the Shearing group and the Count Basie orchestra. The Cecil Young combo has been packed by the Show agency for location dates and one-nighters. The group has already been set for eight weeks of bookings over the next few months. The newly formed Milt Buckner Trio starts touring early in September. Buckner was formerly with the Lionel Hampton orchestra.

Alan (Moondog) Freed, Cleveland's well-known r.&b. deejay, threw another of his radio-promoted dances a few weeks ago at Summit Beach Ballroom, Akron. Stars were Charles Brown and

the Clovers with the jock broadcasting his regular radio show from the ballroom. Paid attendance was 3,007, with a few thousand being turned away.

### R&B Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the rhythm and blues records received this week:

HEY NOW  
Ray Charles.....Swingtime 297  
BODY AND SOUL  
Eddie Jefferson.....Mills 2413

Shirley Haven joined Charley Brown's band for the vocalizing at the Showboat, Philadelphia, while Dottie Smith left Coatesville Harris to handle the vocal chores for Louis Jordan, joining the band this week at the Beachcomber, Wildwood, N. J. Herb Gordy has taken the Met, Philadelphia, erstwhile Metropolitan Opera House, to promote a jazz concert at the Met session, September 14, featuring his own 38-piece inter-racial orchestra. A battle of music between Lynn Hope and Ames Milburn will be staged outdoors, Sunday (17), at Rosedale Beach, Millsboro, Del. Al Harrison, former side-man with Paul Biscombe, Hal King and J. C. Higginbotham, has taken a partnership in the operation of the Ebony Inn, Rose Hill, Del. Tiny Grimes is back in Philadelphia at Club Bill and Lou, and in the game town, the Harry (Doc) Bagby Trio moves from Spider Kelly's to The Web.

## Rhythm & Blues Record Reviews

### RHYTHM & BLUES Record Reviews

ROY MILTON ORK  
NIGHT AND DAY ..... 83-84-80-85  
SPECIALTY 436—Milton usually comes up with good recordings and he has another mighty strong one here as this new blues effort. The warbler sells it with much feeling and the strong orchestra arrangement helps a lot. In all a recent plus plate for the singer.

AM I WASTING MY TIME? ..... 74-76-73-79  
This one is pleasant, and that's the way Milton sings it. But it is unexciting. The flip is the powerful entry.

B. & KING ORK  
YOU KNOW I LOVE YOU ..... 82-82-81-83  
RPM 368—The water turns in a powerful vocal on the slow wiper, giving it a lot of feeling, while the orchestra supports him in busy fashion, showing some good ideas. This one could burst out for S.B.

YOU DIDN'T WANT ME ..... 74-75-73-74  
A fly little ditty is sold stylishly by the singer, with the orchestra driving along behind him and supplying a strong beat.

### RHYTHM & BLUES Record Reviews

JIMMY WARELY  
THERE'S THAT SAME OLD LOVELIGHT IN YOUR EYES ..... 77-80-75-76  
CAPITOL 2132—The singer hands this pretty country-mercer, a strong, likable read, putting a lot of feeling into the tune. A good find.

WHEN I SAY GOODNIGHT ..... 78-75-74-73  
Warely has another good item here, and he gives this one, too, a very persuasive work in his smoothest style.

HOUSTON BOINES  
MONKEY BUSTON ..... 77-79-75-77  
MODERN 363—Driving blues item in what a solid play by the rhythm section behind Boines. The singer, too, comes thru in fine style, his vibrant voice setting the vocal forcefully. A fine Southern blues dishing.

SUPERINTENDENT BLUES ..... 75-76-74-75  
Slow blues item has a pounding beat and includes some wild action by the guitar and harmonica. Vocal by Boines is a strong one.

(Continued on page 45)

**BIG HIT of 1952!**  
**SMILEY LEWIS**  
5194 "THE BELLS ARE RINGING"  
45x5194 "LILLIE MAE"  
**IMPERIAL RECORDS**  
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**A BRAND New HIT!**  
**FATS DOMINO**  
5197 "POOR, POOR ME"  
45x5197 "TRUST IN ME"  
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**Best Selling Atlantic Rhythm & Blues Records**

1. TING-A-LING	The Clovers	Atlantic No. 949
2. DADDY DADDY	Ruth Brown	Atlantic No. 973
3. DON'T YOU CRY	Joe Turner	Atlantic No. 970
4. ONE MINT JULEP	The Clovers	Atlantic No. 963
5. BALD HEAD WOMAN	Joe Morris with Billy Mitchell	Atlantic No. 974
6. 5-10-15 HOURS	Ruth Brown	Atlantic No. 962
7. THE BUMP	The Cardinals	Atlantic No. 972
8. HUG ME BABY	Soldier Boy Houston	Atlantic No. 971

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# THE BILLBOARD Music Popularity Charts

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

## Record Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
60-69 SATISFACTORY  
0-59 POOR

### How Ratings Are Determined

Each rating is on the basis of nine key categories of points, within which new releases are rated as follows:

Records are rated four ways: (1) over-all; (2) as to their value for disk (3) as to their value for radio; (4) as to their value for TV. Each category is assigned a maximum number of points, within which new releases are rated as follows:

**The Categories** Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's art performance potential, 10; exploitation (record ads)—promotion items, legit and other "plug" work, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

**POPULAR Record Reviews**

REVIEWED BY  
MUSIC STAFF

**PATTI PAGE**  
I WENT TO YOUR WEDDING... 90-90-90-90  
MERCURY 9288—Patti Page has a potent story in this new ballad and she gives the song a wistful, tender, and a touch of performance, setting it in her best "Fennelon-Waltz" style, over a classy orchestra backing. This could be a real hit—grabber for push.

YOU BELONG TO ME... 83-85-80-84  
The thrush sings a top-flight cover job on the tune now moving up via the Jo Stafford singing. This platter could certainly share part of the spot.

**MARIO LANZA**  
BECAUSE YOU'RE MINE... 89-87-81-89  
V 10-3941—Lanza comes thru with a belting vocal of the title tune of his forthcoming MGM film. It's a stirring performance that includes a full and belting first and the velvet sound of the Jeff Alexander Choir. This has all the earmarks of a big record for the singer.

THE SONG THE ANGELS SING... 80-80-80-80  
Another tune from the same plot is treated in a tender fashion. The choir and orchestra are in the color.

**DORIS DAY-PERCY FAITH ORK**  
MY LOVE AND DEVOTION... 87-87-87-87  
COLUMBIA 39117—A lovely new tune, with a reverent quality, receives a tender, very warm reading from the thrush, as she sings it from the heart. The backing is mighty rich. This should be a winner for "Daddy."

MAKE IT SOON... 83-85-81-83  
Doris Day turns in a stately reading of the pretty, fragile French tune, with the Percy Faith orchestra contributing a luring and charming arrangement. This side too could best out.

**PERCY COMB**  
MY LOVE AND DEVOTION... 87-88-86-87  
V 20-1377—The lovely new ballad is getting some heavy trade action via powerful name drawings. For Comb, it's a chance to set across the lyrics in his big-voiced manner. The lyrical feeling in the song and the reading should call for heavy customer action. Too much this.

SWEETHEART'S HOLIDAY... 84-85-83-84  
This is Comb at his light-hearted best. He tackles a fitting and airy waltz-chorus item as he had some fun in doing it. Could be that the good humor of it all will be passed on to the consumer. This is in the vein of his "Woo-De-Dee" click of some moons ago.

**EAL HEFTI-FRANCIS WAYNE ORK**  
JAMBALAYA... 83-85-79-85  
CORAL 42314—Hefti-Francis Wayne crew hand the rhythmic, exciting new song a solid performance, with the thrush setting the stage in first-rate fashion, over a bright, pulsating orchestra arrangement. This platter should grab lots.

TWO PACED CLOCK... 78-81-76-77  
Clever novelty, recently added by Pee Wee King in the C.M.W. field receives a good vocal by Francis Wayne, while the orchestra plays the tune with a lot of spirit. This is another strong side and could break out.

**PEARL BAILEY**  
TAKES TWO TO TANGO... 83-87-79-83  
CORAL 60817—This is one of the best discs Pearl Bailey has had in a long time. Sure she has a cute, humorous novelty with a fine beat and the thrush gives it a such performance with her vibrant personality coming through brightly. Ork backing is first-rate. If exposed, this heavy item could break out.

LET THERE BE LOVE... 73-74-73-72  
The thrush gives the lovely side a nice read, then singing it in her own special style over a good orchestra arrangement.

**DICK LEE**  
ETERNALLY... 80-81-80-79  
ESSEX 306—Dick Lee's ballad is sung with great feeling by Lee, whose rich voice has excellent timbre. A large orchestra under the direction of Frank Hunter produces a standout backing. This is a disc that could break out into something big if given a push.

INFATUATION... 79-80-79-78  
An exciting tune is given a big-minded interpretation by the young tenor. He shows excellent voice control and much heart. A standout arrangement which builds to a climactic finish, makes this another good side. An auspicious start for the new artist.

**POPULAR Record Reviews**

REVIEWED BY  
MUSIC STAFF

**AL MARTINO**  
SAY YOU'LL WAIT FOR ME... 84-85-80-86  
CAPITOL 2185—Martino lets his voice go with a big reading of the tender new ballad. The Nelson Riddle orchestra adds a lush backing. It's another good disc for the singer who has established a name in a few short months.

I'VE NEVER SEEN... 80-80-79-80  
Another nice effort by Martino. It's a "big" ballad but it also gives the singer a chance to show his crooning style as well. Another standout Riddle arrangement helps out.

**JEANNE GAYLE-CLIFFIE STONE'S ORK**  
IT WASN'T GOD WHO MADE... 80-81-79-80  
HONEY TUNE ANGELS... 80-81-79-80  
CAPITOL 2200—First disc recording of a tune that has broken big in the country field. Miss Gayle sings it like she means it. Cliffie Stone's band adds a country-style backing. If merchandised right, it could pick up some and possibly break out overseas. Should get spots.

BIM BAM BABY... 78-79-77-73  
Heavy duty is rendered brightly by Miss Gayle. Ork backs with a solid beat and lays it on in a jamfest between vocals.

**JOHN RAITT**  
BECAUSE YOU'RE MINE... 80-80-80-79  
DECCA 28337—Title tune from the forthcoming MGM picture is sung strongly by legit singer Raitt who starts with Decca on this disc. Raitt's finely-trained voice comes thru excellently. Should the potential strong disc break thru, this disc should share in the loot.

THE SONG THE ANGELS SING... 76-76-76-75  
Another lovely tune from the same picture gets another fine performance from Raitt. Backing by the Camarata orchestra is excellent on both sides. A good start for the new artist.

**GORDON JENKINS ORK**  
MY LOVE AND DEVOTION... 80-83-78-79  
DECCA 28364—The Gordon Jenkins orchestra turns in a rich, lush rendition of the lovely new ballad, featuring vocals by Don Burke and the chorus. Arrangement is smooth and warm sounding. If the tone makes it, this version should share some coin.

JUST SAY THE WORD... 75-76-75-74  
The orchestra does another good job on this new tune, with Don Burke and the chorus singing it with style over an interesting orchestra backing.

**THE MELACHRINO STRINGS**  
MEET MR. CALLAGHAN... 80-81-80-79  
V 20-4891—A beautifully springy version of the haunting new English tune. A hot harpichord takes the melody and is backed by a full string section that really adds a little to the single run and strings. This is a dangerous record.

LA ROSITA... 74-76-70-73  
This little tune is given a very lush and dreamy arrangement by the English band.

**THE FOUR KNIGHTS**  
THAT'S THE WAY IT'S... 78-78-78-78  
GONZA OF... 78-78-78-78  
CAPITOL 2195—RAB time is sung lightly by the quartet. Their style registers with a solid beat. Ork adds a powerful backing. If exposed, it may do okay in the P.B.B. field.

SAY NO MORE... 77-77-76-77  
Fast and bouncy novelty is sung brightly by the Four Knights. It's a verse and chorus disc and includes easy-style singing as well as smooth harmony. Ork adds backs solidly. A good disc.

**JACKIE JOCHO**  
LOVER COME BACK TO ME... 78-80-76-78  
MERCURY 5889—Jackie Jocho sings on Mercury with a strong and exciting rendition of the oldie, dressed in a driving, fast-tempo arrangement, which the singer sets with a lot of power. Jocho has a bright, individual style and is a member to watch.


YOU CAN'T GET TOO FAR... 75-78-75-75  
The warbler sets this side forcefully, giving the ballad a hard-fist performance over a too loud orchestra backing. On this side too, the singer displays some fine vocalizing.

**JOHNNY PROPHET-HARRY GELLER ORK**  
WHERE IN THE WORLD... 77-77-76-76  
KEM 2713—Prophet shows a lot of warmth in his tender reading of a Geller ballad. Geller's orchestra features a fine string backdrop. Disk could get off the ground.

ANGELINE... 74-75-73-74  
The singer attacks this one in his vocal style. It's a strong vocal. The orchestra, setting a Latin beat, backs solidly.

(Continued on page 40)

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MERCURY 5898-5898X45

Walter Winchell says

# "CHANTALIZING"



# PEARL BAILEY

sings

# TAKES TWO TO TANGO



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with Orchestra directed by DON REDMAN

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and  
9-60817 (45 RPM)

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## THE BILLBOARD Music Popularity Charts

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

### • Most Played Juke Box Records

... Based on reports received August 13, 14 and 15

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,550 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Titles shown in this chart other available records of tunes listed here will be found in the Major Role of Hits Music Popularity Chart, Part 1.

POSITION  
Weeks | List | This  
to date | Week | Weeks

9	1	AUF WIEDERSEH'N, SWEETHEART	V. Lynn	London 781227; (45)45-1227-BMI
13	2	HALF AS MUCH	R. Clooney	Capitol 397710; (45)44-39770-BMI
7	3	BOTCH-A-ME	R. Clooney	Capitol 397677; (45)44-9767-BMI
13	5	WALKIN' MY BABY BACK HOME	J. Ray	Capitol 397550; (45)44-39750-ASCAP
11	4	MAYBE	P. Como-E. Fisher	V78120-4744; (45)47-4744-ASCAP
14	6	HERE IN MY HEART	A. Martino	885178-101; (45)45-101-BMI
7	9	AUF WIEDERSEH'N, SWEET-HEART	E. Howard	Mercury 7815671; (45)587145-BMI
3	16	WISH YOU WERE HERE	E. Fisher-H. Winterhalter	V78120-4630; (45)47-4630-ASCAP
15	7	DELICADO	P. Faith	Capitol 397080; (45)44-39708-ASCAP
9	11	ONCE IN A WHILE	P. Page	Mercury 1215962; (45)58677-45-ASCAP R. Armitage Ori. Decca 28106; G. Lombardo Ori. Decca 28273
8	18	SUGARBUSH	Doris Day-F. Laine	Capitol 39653; (45)44-39653-ASCAP L. Martin and Miranda, Decca 28287
4	14	ALL OF ME	J. Ray	Capitol 397880; (45)44-39788-ASCAP L. Jordan Ori. Dec. 28355; F. Laine, Mercury 5592
16	9	I'M YOURS	E. Fisher-H. Winterhalter	V78120-4680; (45)47-4680-BMI
4	13	AUF WIEDERSEH'N, SWEET-HEART	G. Lombardo	Decca 28271; (45)9-28271-BMI
2	18	AUF WIEDERSEH'N, SWEET-HEART	Ames Brothers	Capitol 396073; (45)49-6073-BMI
18	8	KISS OF FIRE	G. Gibbs	Mercury 7815823; (45)582345-BMI R. Brown Ori. Coral 60749; L. Armstrong, Decca 28177; J. Quince, Kansas Fiddle Quartet, His 1404; L. Barber-D. Bowers, Capitol 2107; T. Arden, Columbia 39737; G. Lombardo, Decca 28138; T. Martin, Victor 20-4673; B. Eckstein, MGM 11825; J. Crawford, Decca 28234
3	12	SHOULD I?	Four Aces	Decca 28233; (45)49-28233-ASCAP G. Horne, MacGregor 1031
2	28	YOU BELONG TO ME	J. Stafford	Capitol 39811; (45)44-39811 D. Thompson, Mercury 6467; W. James, MGM 13245; E. Barlow-B. Greco-Pinetoppers, Coral 60753; P. Page, Mercury 9244; J. Barber Ori., Capitol 21982
9	24	LOVER	P. Lee-G. Jenkins	Decca 28215; (45)49-28215-ASCAP C. Parker, Mercury 11009
1	-	HAVE A GOOD TIME	T. Bennett	Capitol 39764; (45)44-39764-BMI R. Brown, Atlantic 923; B. Eckstein, MGM 11291
2	-	I WOULD RATHER LOOK AT YOU	G. Hart	Mercury 4515881; (45)588145-ASCAP
4	14	SOMEWHERE ALONG THE WAY	Nat (King) Cole	Capitol 39809; (45)49-39809-ASCAP T. Bennett, P. Faith Ori., Columbia 39695; A. Gray Ori., Decca 28143; M. Winterhalter Ori., Victor 20-4691; G. Ammons, Decca 28212
6	17	WALKIN' MY BABY BACK HOME	Nat (King) Cole	Capitol 39823; (45)49-39823-ASCAP
1	-	FEET UP	M. Miller-G. Mitchell	Capitol 39822; (45)44-39822-ASCAP
1	-	FOOL, FOOL, FOOL	K. Starr	Capitol 39215; (45)49-215
14	-	I'M YOURS	D. Cornell	Coral 7816060; (45)49-6060-BMI
1	-	STRING ALONG	Ames Brothers	Coral 7816080; (45)49-6080
2	20	HALF AS MUCH	G. Lombardo	Decca 28271; (45)9-28271-BMI
4	24	SMOKE RINGS	L. Paul-M. Ford	Capitol 392123; (45)49-2123 L. Tilman Trio, MGM 11289
1	-	DELICADO	S. Kenton	Coral 7812040; (45)49-2040-ASCAP
1	-	INDIAN LOVE CALL	Slim Whitman	Imperial 8126-ASCAP

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Does it Again...

**ELLA MAE  
MORSE**



**'A-SLEEPIN'  
AT THE FOOT  
OF THE BED'**



CAPITOL 2186 (78 rpm)  
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b/w "MALE CALL"





JAN AUGUST

# "MEET MR. CALLAGHAN"

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## JERRY MURAD'S HARMONICATS

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"CALL  
OPERATOR 210"  
MERCURY 8289-8289X45

JOHNNY OTIS  
WITH  
MEL WALKER

"ROCK ME ALL  
NIGHT LONG"

THE  
RAVENS

AND  
"ONE SWEET LETTER" MERCURY 8296-8296X45



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Continued from page 37

POPULAR Record Reviews	POPULAR Record Reviews
<p><b>STEVE LAWRENCE</b> SUDDEN FEAR ..... 78-79-77-78 KING 15199—Title tune from new RKO pic is set to a very high arrangement by the Broadway orchestra with the aid of a chorus. Slow take by Lawrence builds in interest as it progresses. Singer, tho, does not show to the advantage he did on first two disks. But with the people exploitation behind it, it leaves nothing.</p> <p>ALWAYS LOVE ME ..... 74-75-73-75 Slow sentimental tune is created nicely by the young singer. He's best in the closing passage where he coaxes up and belts. Nice ending sets off his effort.</p> <p><b>APRIL STEVENS</b> THAT NAUGHTY WALTZ ..... 78-80-77-77 V 20-678—Miss Stevens is back with more of her intimate whispering. On this old favorite the harmonicas with herself in an effective multi-dubbing. The horns here add a dreamy backing thru the use of muted strings. Could catch on.</p> <p>I LIKE TO TALK TO MYSELF ..... 72-73-72-71 More sexy whispering by Miss Stevens, this time by herself. The disk behind her sets a luscious rhythm.</p> <p><b>ELLA MAE MORSE-NELSON RIDDLE ORK</b> A-SLEEPIN' AT THE FOOT OF THE BED ..... 78-79-77-78 CAPITOL 2196—Country hit of several years ago with clever lyrics it gives a punchy rendition by Miss Morse. Ork under Nelson Riddle supplies a rousing brass backing.</p> <p><b>MALE CALL</b> ..... 72-72-71-72 Directed naturally to jump exuberantly by the chorus. The ork again accompanies with all steps out. There's some good jangling between vocals.</p> <p><b>RALPH FLANAGAN ORK</b> I SHOULD CARE ..... 77-79-75-77 V 20-585—Harry Price, the ork's vocal group and the band combine on smooth reading of the title from the books of the Tommy Dorsey band of some years ago. Fact is, it all sounds like the T.D., the Pied Pipers and Shiloh. Good war.</p> <p>TIPPIN' IN ..... 77-78-77-77 Oster Flanagan is spotted on the piano in this easy-going reading of the Ernie Hinkle favorite of a few years back. Of course the original Hankins version is still available. The Flanagan version, tho, is a good one.</p> <p><b>HENRI RENE ORK LOU DINNING</b> A MIGHTY PRETTY WALTZ ..... 77-78-76-78 V 20-686—The ditty which has been dominating quite a bit in the trade is handled an attractive interpretation by the multi-talented French singer. The multi-dubbing and other electronic devices it all comes off on a version which should catch a good share of any action according to the song.</p> <p>SINCE YOU WENT AWAY ..... 73-73-70-75 Here's another verse chorus waltz from the pen of the prolific Bob Merrill. The Rene ork, Miss Dinning and the vocal chorus team for a listenable reading.</p> <p><b>ART MOONEY ORK</b> HESITATION ..... 76-78-73-77 MGM 11306—The new semi-instrumental effort penned by arranger Hugo Wintherer receives a good performance by the Mooney ork with the Cleverettes on the sparse vocal. If the winner-haver wailing catches, this disk will catch some of the best.</p> <p>YOU'RE THE ONE I CARE FOR ..... 76-75-73-74 Alan Foster and the Cleverettes are very listenable on this ballad helped by some work from the Billy May-styled Mooney band.</p> <p><b>XAVIER CUGAT ORK</b> SUNNY BABE ..... 76-78-72-78 MERCURY 5893—Disk opens on the oerle side via some satanic laughter. It then settles down into a first-rate performance of the Latin tune. The ork generates a fine-voiced jazz and sets a solid beat. Vocal in Spanish and gang singing by ork members is strong. Deejays who favor the Latin tunes will like. Ditty for exp.</p> <p>OOON ..... 73-75-72-71 Band comes thru with a fine effort on number. For the most part the arrangement is restrained but it has its moments of wildness.</p> <p><b>JUNE CHRISTY-PETE HUGOLD ORK</b> SOME FOLKS DO ..... 75-77-73-75 CAPITOL 2198—More crass commercialism here—but good. The material, the reading and the instrumental passages are all out of the best-selling rhythm and blues book 'Here' of the staff from Miss Christy could get her plenty of new action.</p> <p>BEI MIR BIST DU SCHOEN ..... 72-74-70-72 Both Miss Christy and Hugold here for all the while of the original Stan Gardner cover from which they both came. Instead, they team on a neat version of the title which sounds much like the original Benny Goodman-Martin THTC dubbing.</p>	<p><b>LAWRENCE WELK ORK</b> COCONUT GROVE ..... 76-77-76-75 CORAL 8033—Law receives a melodic play from the Welk ork with its particular style. Roberta Linn adds a bright vocal. Welk's map West Coast fans will like it.</p> <p>RUSTIC DANCE ..... 75-74-73-73 First time given a pleasant listening play by the ork. Very danceable.</p> <p><b>GEORGIA CARR</b> SOFTLY ..... 76-78-75-75 CAPITOL 2194—First disk by the thrush for the label is a good one, with the singer handling this pretty, quiet ballad a tender, husky-voiced rendition over a lush string ork backing. The gal sings with feeling.</p> <p>I'M NOT GONNA LETCHA IN ..... 75-78-72-75 A happy novelty, with a sharp ork arrangement and a good beat, is well brought by the thrush. Cole Greenwich and to the winning.</p> <p><b>DICK TOOD-ANITA KERR SINGERS</b> YOU'RE MORE LIKE YOUR MOMMY EVERY DAY ..... 76-77-75-75 DECCA 2855—Tood should strike a soft spot in every one with a daughter. Tood sings it tenderly and the Anita Kerr Singers add melodious with their background harmonizing. Deejays should sigh.</p> <p>SOMEONE TO KISS YOUR TEARS AWAY ..... 72-73-72-71 Ballad is sung with feeling by Tood. The choir and ork add a quiet and melodious backing.</p> <p><b>SPIKE JONES &amp; HIS COUNTRY COUSINS</b> HOT LIPS ..... 75-75-70-78 V 20-679—There's obviously no problem in selling the ditty in this instance. The tricky trumpet solo, which sounds like a group of regular Capitol horns in a ditty performance.</p> <p>HOTTER THAN A PISTOL ..... 72-73-70-73 This is a Tom Glazer ditty with some folk appeal which gets another glimmering trumpet reading and includes an Eddie Work vocal as on the top side.</p> <p><b>SUGAR CHILE ROBINSON</b> WHOP, WHOP ..... 78-78-73-77 CAPITOL 2197—The younger Robinson's showing on this rhythmic boogie side, bounding out some good piano and occasionally vocalizing. Combo adds a beat. Might be on the boss.</p> <p>MUM-DRUM BOOGIE ..... 73-72-70-73 A quiet, slow-tempo boogie by Robinson with good support from the rhythm combo. Tune doesn't go anywhere, however.</p> <p><b>ROYE GOODRICH</b> TO YOU ..... 76-77-72-73 KING 13387—Roye Goodrich, earlier just packed with the label, sings the title with a lot of persuasiveness, over a good ork arrangement, on his first release. Singer has a bit more voice and can sell a tune. Deejays can use.</p> <p>JUNGLE DRUMS ..... 69-70-70-69 Singer is quite effective on the fine number, giving it a big, max-sized performance. The backing is overdone by the chorus and ork.</p> <p><b>PETER TODD ORK</b> MEET MISTER CALLAGHAN ..... 75-75-72-72 MGM 30646—The "big" instrumental one from the ditty which seems to be headed for big things at the Jax Stafford platter. Rex Cordell handles the vocal capably.</p> <p>TOSSIN' AND TURNIN' ..... 71-73-70-71 Ray Cordell and the trio handle the vocal on a nice boogie reading of a light-weight ditty. Good deep material and of interest to the many Carber fans.</p> <p><b>RAY SHAW-XAVIER CUGAT ORK</b> THE WORLD IS MINE ..... 70-72-68-70 MERCURY 5890—Lively ballad is arranged in pretentious style. It's on the "big" side but the Shaw, a big personality, isn't always clear. He's backed up by the Jack Halloran Choir. The Cugat ork adds a fine arrangement.</p> <p><b>TODAY, TOMORROW AND ALWAYS</b> ..... 68-68-68-68 This ditty is set to a slow tempo. Cugat again set a standard ork backdrop and the Halloran Choir sings harmonically. Vocal by Shaw is without merit.</p>

(Continued on page 44)

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# THE BILLBOARD Music Popularity Charts

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

## • The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

BECAUSE YOU'RE MINE.....Mario Lanza.....RCA Victor 20-3914

Mario Lanza does a tremendous job on the title tunes from his new film, singing it with warmth and feeling and showing off his outstanding set of pipes. This should be a solid winner for the Red Sea singer. John Raitt, on his first Decca platter, also does an outstanding job on the track.

MY LOVE AND DEVOTION.....Perry Como.....RCA Victor 20-4877

The lovely new ballad he handed a smooth, passionate performance by Como that should charm all his fans. The flip, "Sweetest Holiday," is a lively, swing tune. Gordon Jenkins Ork does beautifully with "My Love and Devotion" on Decca.

IT TAKES TWO TO TANGO.....Pearl Bailey.....Coral 60817

A bubbling and effervescent Pearl Bailey tells this cute, bright, new novelty in a rock style that should bring a lot of laughs. The thrush has come up with a fine disk, helped via a punchy Ork arrangement by Don Redmond.

TRYING.....Ella Fitzgerald.....Decca 26375

A new ballad, originally kicked off via the Billboards on Dot Records, receives a mighty fine performance from Ella Fitzgerald, with warm chords and orb superb. Flip "My Bonnie," is a calypso arrangement of the oldie that could create some action.

## • The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. FOOL, FOOL, FOOL.....Ker Starr.....Capitol 2351
2. HESITATION.....Hugo Winterhalter Ork.....Victor 20-4851
3. RAIN.....Sater-Finegan Ork.....Victor 20-4867
4. MEET MR. CALLAGHAN.....Les Paul.....Capitol 2193
5. CARMEN'S BOOGIE.....Andrew Sisters.....Decca 26342

## • The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. JAMBALAYA.....In Stafford.....Columbia 39836
2. MEET MR. CALLAGHAN.....Les Paul.....Capitol 2193
3. JAMBALAYA.....Perry Faith Ork.....Columbia 39790
4. I WENT TO YOUR WEDDING.....Patti Page.....Mercury 5899
5. HESITATION.....Hugo Winterhalter Ork.....Victor 20-4851

## • The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the juke box operators think tomorrow's hits will be:

1. ADIOS.....Ginny MacKraie.....Capitol 2156
2. I WOULD RATHER LOOK AT YOU.....Gloria Hart.....Mercury 5881
3. TODAY, TOMORROW, ALWAYS.....Ray Shaw.....Mercury 5890

## • The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. BLACKBERRY BOOGIE.....Tommye Ernie.....Capitol 2370
2. TWO-FACED CLOCK.....Pre-Wee King.....Victor 20-4863
3. FORTUNES IN MEMORIES.....Ernest Tubb.....Decca 26310
4. JAMBALAYA.....Moon Mullican.....King 1386
5. WOMAN DRIVER.....Catalina.....Mercury 6400

London gave you the zither hit, "The 3rd Man Theme",  
London now gives you the oboe-hammond organ smash,

*The haunting hit...*

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MR. CALLAGHAN"**

backed by "Intermezzo"

**The Harry Grove Trio**

1248

45-1248



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**Popular**

**STEVE LAWRENCE**  
MINE AND MINE ALONE  
ALL MY LOVE BELONGS  
TO YOU  
15190 and 45-15190

**MARY SMALL**  
EVERYTHING YOU SAID  
CAME TRUE  
IMMEDIATELY  
15149 and 45-15149

**BILLY KEITH**  
NICH NOON  
THE FOUNTAIN OF  
YOUTH  
15194 and 45-15194

**Folk/Western**

**MOON MULLIGAN**  
JAMBALAYA  
A MIGHTY PRETTY  
WALTZ  
1106 and 45-1106

**WAYNE RANEY**  
I'M REALLY NEEDIN' YOU  
BEATIN' ROUND THE  
BUSH  
1017 and 45-1017

**DELMORE BROS.**  
MUDDY WATER  
GOT NO WAY OF  
KNOWING  
1019 and 45-1019

**Rhythm/Blues**

**THE SWallows**  
BEHIND YOU  
YOU LEFT ME  
4525 and 45-4525

**SOMMY THOMPSON**  
I'LL THROW IN MY YEARS  
CLANG-CLANG-CLANG  
4527 and 45-4527

**LET'S CALL IT A DAY**  
BLUES MAMBO  
4541 and 45-4541

**EARL BOSTIC**  
MOON GLOW  
AIN'T MISBEHAVIN'  
4550 and 45-4550

**TODD RHODES**  
ROCKET 59  
POSSESSED  
4528 and 45-4528

**WYMONIE HARRIS**  
NIGHT TRAIN  
OH IT AGAIN, PLEASE  
4555 and 45-4555

**Federal**

**THE DOMINGOS**  
HAVE MERCY, BABY  
DEEP SEA BLUES  
12068 and 45-12068

**THE ROYALS**  
MOONRISER  
FIFTH STREET BLUES  
12081 and 45-12081

**LITTLE ESTHER**  
RAMBLIN' BLUES  
SOMEBODY NEW  
12090 and 45-12090

**JIMMY WITHERSPON**  
FOOLISH PRAYER  
TWO LITTLE GIRLS  
12095 and 45-12095

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**THE BILLBOARD**  
**Music Popularity Charts**

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

**Record Reviews**

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

Continued from page 40

**POPULAR Record Reviews**

**GORDON MACRAE**  
THERE'S A LULL IN MY LIFE, 74-73-74-74  
CAPITOL 2196—MacRae hands the older a pleasant and listenable run-thru doted by a bright chorus and arr. arrangement.

**BLAKE IT ON MY YOUTH**, 72-74-72-73  
A warm little ballad about a dog in love, is given an easy reading by the author, with satisfactory orchestra support.

**THE GREAT ARTURO**  
JENNY DARLING, 72-76-68-70  
MERCURY 583—This is a weird one. The song stays in straight, but the Great Arturo is singing and talking in a language of his own. Fun listening despite what you'll find it odd.

**THE RED ROSE WALTZ**, 68-70-69-65  
Arturo's own plays the waltz very melodiously with the accents on the strings. Tempo is on the slow side and arrangement lacks color.

**GOLDEN GATE QUARTET**  
RAIN IS THE TEARDROPS  
OF ANGELS, 71-73-70-71  
OCEAN 1087—The arr. arr. would give tracks a new, semi-religious item which should add some pop action. Nothing special happens in the reading—it's just okay O.K.

**JUST TELEPHONED**  
UPSTAIRS, 70-73-70-71  
Somewhat late, but still in time for scope of the chart, is this present entry in the semi-religious specialties.

**ALFRED NEWMAN-HOLLYWOOD SYMPHONY ORK**  
JAWAICAN PHUMBA, 71-73-73-65  
MERCURY 582—Hollywood arr. gives this one a good ride and maintains a most beautiful arrangement in very modern. Could do some business with hours of semi-classical music.

**BANJO AND FIDDLE**, 70-72-72-65  
Ditty is given a buoyant play by the Hollywood Symphony under the baton of Newman. Arrangement is on the synchronic side. Good program fare for jockeys.

**RAY BLOCH ORK**  
SOME DAY, 70-70-70-70  
CORAL 4048—A beautiful arrangement by the Bloch arr. sets the backdrop for an adequate vocal by Blanche DeLuxe. Her voices comes thru best when he sings out. Most of the time her warbling on the subdued side.

**WITH EVERY BREATHE I**  
TAKE, 69-69-69-69  
The lovely evensong is given a whipsaw reading by DeWille. Lush backing by Bloch is up to his usual high standard.

**ROYE GOODICH**  
THE BIG SKY, 70-73-70-69  
516G 1519—Dramatic story ballad about the big sky and the great outdoors. It's told strongly by the singer, with solid support from the chorus and arr. Singer handles it well. Tune sounds like a production number from a musical.

**THE SHOW IS OVER**, 65-65-65-65  
Warblers' performance on this new ballad is accurate, with the arr. showing close support.

**JOE COSTA**  
THE WORLD IS A WOMAN, 70-73-70-67  
V 20-485—New singer on the label makes an impressive bow as he tells about the woman behind the man on this blues effort. Singer has a good voice and quite a few things with the right material. Girl's chorus work on the disk is superb.

**ALL THE THINGS YOU ARE**, 65-65-65-65  
Gotta convey the truth with another good warbling on the disk, but the jump arrangement doesn't fill the tune.

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**POPULAR Record Reviews**

**CECE BLAKE-BOB COLE ORK**  
O-O, O-O, C-C-B-B-O, 68-68-68-68  
VERNON 129—Though given a sweetly a light-hearted backing while the Cole ork adds a melodious reading.

**OUR LOVE**, 65-65-65-65  
The theme from Schwartz' "Unfinished Symphony" has been given pop lyrics. The Cole ork sets a slow tempo while Miss Blake's vocal fits on the sad side.

**LARRY DARNELL**  
BETTER BE ON MY WAY, 68-68-68-68  
OKEN 692—The tempo here is sung brightly by Darnell. Ork sets a mild backing and is full of extra produced by a man working thru a radio changer.

**WHAT'S ON YOUR MIND**, 62-62-62-62  
Darnell puts his heart into the ballad with his vibrant voice, but ork behind him is unexciting.

**JOHN BULLARD**  
OF YOU I'M DAT TRASH, 65-65-65-65  
PERFECT 2002—Another classic item, with an infectious beat, is sold with originality by the author, while the ork contributes an exciting backing for the polytones.

**CONCH SALAD BAR**, 62-62-62-62  
Clear capsule item is given an effective sound from Bullard over a stylish calypso rhythm played in jittery style by the ork.

**JOE SALVATORE**  
EYESY CAROLAN, 65-65-65-65  
EMERALD 5118—New ditty is sung attractively by Joe Salvatore, with strong support from the ork.

**MINE**, 69-70-68-69  
Salvatore does a nice job with this ballad, selling it warmly, with fine help from the ork. Singer has a good style and a strong pop vocal.

**ALLAN WIDDER-EMIL COLEMAN JR ORK**  
SITTING AND THINKING  
OF YOU I'M THE BEST, 62-62-62-62  
ART 105—Allan Widder shows off a pleasant set of tunes on this item, really novelty, with little backing from the ork.

**I CARE TOO MUCH FOR YOU**, 55-55-55-55  
The waltz sound does it hands more like on this ballad.

**BLIND BLAKE**  
RUN-COME-SEE, 60-60-60-60  
JERUSALEM, 60-60-60-60  
Blade sets the story of a she that takes in a storm, as has over the last while, while the ork adds nice with a chant. Blake's performance helps the material go over.

**STAND IN THE NEED**  
OF PRAYER, 55-55-55-55  
Blake and his Calypso do an interesting job with this semi-religious item, sung to a near calypso beat.

**LYN BALLARD**  
SUMMER LOVE, 55-55-55-55  
GENOBEL 98—Bouncy ditty is full of gimmicks, set up by the organ and drums accompaniment. Vocal by Ballard is okay.

**AUF WIEDERSEHN**  
SWEETHEART, 40-40-40-40  
Unexciting recording of the big hit is a little late.

**SPIRITUAL Record Reviews**

**BERNICE DOTSON**  
ONLY A LOOK, 50-60-60-MS  
CSALVARY 302—Sweet spiritual is read eloquently by Miss Dotson and the group.

**TELL THE ANGELS I'M ON MY WAY**, 68-68-68-67  
The singer lays balls of approaching death and the glory to follow. Performance is adequate.

**THE SALLEE MARTIN SINGERS**  
BROTHER JOE BAY  
HOLD TO GOD'S UNCHANGING HAND, 65-65-65-65  
Specialty 83—The leading of Brother May with the Sallee Martin from church group results in a driving reading of a fine spiritual song.

**I'M BOUND FOR THE PROMISED LAND**, 65-65-65-65  
Tempo here is a bit slower, but the result is the same.

**THE PILGRIM TRAVELERS**  
LORD, HELP ME CARRY ON, 83-83-83-83  
SPECIALTY 83—One of the finest spiritual singing groups comes thru with another strong disk set inspired by a big and steady beat and a fine lead chorister.

**BLESSED BE THE NAME**, 63-63-63-63  
Disc.

**SPIRITUAL Record Reviews**

**REV. RELSEY SHINE**  
FOR JESUS, 80-80-80-80  
DECCA 28339—The Reverend and his Washington, D. C. congregation rock and sock across a rousing but sincere sermon and religious chant.

**WHERE IS THE LION IN THE TRIBE OF JUDEA**, 80-80-80-80  
More of the same here.

**THE DAVIS SISTERS-CURTIS DUBLIN**  
BY AND BY (Part 1 & 2), 78-79-79-76  
GOTHAM 718—An intense performance by the sisters, full of feeling and sincerity, is etched on both sides of this picture. Part 1 is slow, with the full 4-part harmonic vocalization full of excitement.

**THE GOLDEN EAGLES**  
MY GOD CALLED ME THIS MORNING, 76-77-77-74  
FEDERAL 12091—The a cappella tones is heard in an effective bit of harmonizing. Ours has a compelling rhythm.

**ANYWHERE ANYTIME**, 72-73-74-69  
Slow, moody hymn is sung with sincere feeling by the male group. Both sides of this disk should be welcomed in Southern territories.

**THE SWAN SILVERSTONE SINGERS**  
THE DAY WILL SURELY COME, 76-77-76-75  
SPECIALTY 826—The male quartet group has a strong sense of rhythm and harmony. In this jubilee-style wailing they build to a powerful climax.

**JESUS CHANGED THIS HEART OF MINE**, 80-81-80-79  
Here again, with a stronger piece of material, the Swan Silverstone Singers turn in an intense and affecting reading.

**BROTHER JOE BAY**  
I'M GOING THROUGH, 75-76-76-73  
SPECIALTY 830—Brother Joe, one of the best of the spiritual singers, does an excellent vocal on this new picture. A good gospel disk.

**MERCY, OH LORD**, 79-80-78-79  
To a solid, slow beat, the chorister turns in a strong reading of this musical plea for forgiveness. A fine performance.

**YOUNG GOSPEL SINGERS**  
THE DAY WILL SURELY COME, 75-76-76-73  
V 20-4824 — A free swinging spiritual is chorused vigorously by the lead soloist to choral and organ backing.

**AT THE CROSS**, 78-79-79-76  
The group turns in a convincing reading of the traditional hymn on this side. Unfitted male and female lead voices project powerfully.

**ST. PETERS GOSPEL SINGERS**  
OUR FATHER, 75-76-75-MS  
CALVARY 306—This is the Lord's Prayer. Male lead sings in a leading style while the group repeats "Our Father" through. A very effective reading.

**LET'S TALK ABOUT JESUS**, 73-73-73-MS  
This another well-done spiritual. Group repeats little while lead shifts around between ballad and bass.

**THE ANGELIC GOSPEL SINGERS**  
BREAD OF HEAVEN, 68-68-68-68  
GOTHAM 712—The religious song is projected with emotion by the chorist as planned backing.

**MILKY WHITE WAY**, 72-72-72-72  
Repetitive lyrics carry impact on read by the group here. However group has done better.

**Like Nobody Else Could Sing...**



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# On the Stand

## Lenny Herman

(Reviewed August 13 at the Roosevelt Hotel, New York)  
**ACCORDION, VIOLIN:** Lenny Herman  
**SAX, CLARINET:** Alan Shurz  
**BASS, TROMBONE:** Leo Friswold  
**PIANO, ORGANO, SOLOVOX:** CELESTE: Charles Shaw  
**DRUMS:** Roy Seymour  
**VOCALISTS:** Lenny Herman, Leo Friswold, Alan Shurz, The Herzmanians  
**ARRANGERS:** Lenny Herman, Charles Shaw  
**MANAGER:** Harry Weinstein  
**PUBLICITY:** David O. Alber  
**Associates:** Gene Shefria  
**BOOKING AGENCY:** Associated Booking Corporation

The accent at the Roosevelt is on dancing. Billed as "The mightiest Little Band in the Land," the five-member Lenny Herman ork presents the intimacy of a small group and at the same time achieves the fullness of a much larger unit. The combination results in good and highly danceable music.

The band itself has been together as a unit since 1943. All had previously been members of the Dick Kuhn ork. Starting as a relief band, the group has advanced to a top-billed orchestra in the hotel circuit.

The key to the band is the versatility of its members, all but the drummer doubling up on at least two instruments. In addition to the instrumentation mentioned above, Herman also plays a small electronic harp which due to engineering problems was not hooked up the night reviewed. By switching instruments the effect of a much larger group is simulated. Added fullness is added to the ork thru the organo, an electronic keyboard attached to the piano. This was the first band to add the organo attachment. Thru it both electric and pipe organ effects are possible. More important, however, the piano, solovox and organo can be

blended together, adding roundness to the over-all presentation.

**Sweet Side**  
 Musically, the band is on the sweet side, with colorful but uninvolved arrangements which always remain flexible. At all times the stress is on smooth dancing whether it's fox trot, waltz, novelty or Latin tune. One number sequels into another, and tempos are set for the clientele of class hotel spots. The figures apparently justify this approach. According to hotel personnel, the ork is ahead 35 per cent over last summer and last month was the first black July in the last few years.

The band's repertoire is endless, all played without scores. Current tunes and oldies are mixed nicely. A Requesto Tune Table is used on which customers can write the number of several hundred listed tunes or request any other tune desired.

Visually the band is good for a medium-size room. Interest is maintained by the changing of instruments and the shifting of vocalists, Herman, Friswold and Shurz take solos, and the three blend nicely as The Hermanians. **Neve Gehman.**

## Ray Anthony

(Reviewed at the Palladium, Hollywood, August 8. Booked by GAC. Personally managed by Fred Benson.)

The Ray Anthony ork is maintaining its heavy portion of the late Glenn Miller stylings in its library, scorer George (The Fox) Williams is continually broadening the musical arrangements of the ork.

Major change comes from the insertion of more vocals into the dance crews approximating the choral sound of his Capitol disks with his new choir. Five sidemen from the band, plus chirps Marel Miller, Pauline Dunne and Irene Miklys and vocalist Tommy Mercer, give the ork a fine combination to work with. Anthony and his ork have made frequent gal changes, with Miss Miller, now linked to a long-term pact, as choice for the same build-up, which has been given Mercer. Niverville and Miss Miller get a fine blend, which gets its first wax exhibit on the forthcoming release, "Loaded With Love."

Anthony himself is playing more trumpet and the ex-Cleveland tooter is a much improved instrumentalist. He's developed his own sound, with the trumpet insets an important part of the scorings. **Johnny Sippel.**

# VOX JOX

Continued from page 28

the first hour to hits of yesterday, the second to new releases as the hits of tomorrow, and the third, using The Billboard's charts to hits of today. ... Don Gay, KRUL, Corvallis, Ore., has asked all five-year vets (in age, marriage, armed service, etc.) to help the station celebrate its fifth anniversary by letting it know their favorite tunes of five years ago. ... Chuck Corfield couldn't get a mail pull for the sponsor of his jazz show over WHKK, Akron, by just asking, so he tried putting one or two hillbilly disks into his sessions. His listeners didn't like that, and they wrote in to say so. Mail jumped 20 to 30 per cent to about 60 pieces a day. ... Dick Mills, deejay of WPTR, Albany, N. Y., was recently greeted at KIOA, Des Moines, with a barrage of flying saucers dropped from airplanes.

### Personnel Notes

**Johnny (Seat) Davis, WXYZ, Detroit,** has gone down to New Orleans to absorb some local color for his "Jazz Nocturne" show. ... **Russ Mulholland,** formerly of CKLW, Detroit, has returned there and taken over a two-hour stance on WWJ called "Mulholland Makes Music." ... **Rex Dale** just got back to WCKY, Cincinnati, from three-week vacation in Vegas, Nev., where he spent a day with Doris Day and Marty Melcher, visited Rosemary Clooney at Paramount and went around to see the deejays and record people on the Coast. ... **Dennis Murphy, KIND, Independence, Kan.,** is taking his first vacation in six years while his wife catalogs his 10,000 records.

**Carl Ide** has renamed his two-hour jazz disk show over WNJR, Newark, N. J., "S. S. Cool." ... **Paul (Grandpappy) Estess, WTKL, West Springfield, Mass.,** says while up in Toronto recently he heard a pop vocalist whose last name is Reynolds and would like to know what label he's on.

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# Rhythm & Blues Record Reviews

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

Continued from page 35

## RHYTHM & BLUES Record Reviews

- CHARLEY BOOKER**  
 MOON RISE BLUES ..... 76-77-78-75  
 MODERN 870—Slow Southern blues is so pervasively by the singer. Rhythm accompaniment features a leaping guitar and an eerie harmonica. Fine for the new South.
- CHARLEY'S BOOGIE WOOGIE** 74-74-74-74  
 Driving boogie beat set by the ork is scouted brightly by Booker. Good Southern stuff.
- TEX RITTER**  
 HAVE I TOLD YOU LATELY  
 THAT I LOVE YOU.....75-77-74-74  
 CAPITOL 2176—Ritter does a substantial job with this weeper, adding to the dulcet effect by singing it with a voice full of sorrow.
- BOLL WEEVIL SONG**.....73-76-72-71  
 Traditional, humorous folk-tune, about a homeless boll weevil is performed with a lot of charm by Ritter. Deejays may spin.
- RED ROONEY SECKET**  
 REDS RAMBO.....74-74-71-77  
 OKEM 4899—The Rooney ork, with Red tapping out an accented vocal, tear into this wild, pulsating number, and perform the

## RHYTHM & BLUES Record Reviews

- reminiscent item fortuitously, featuring some brain-drum solos.
- DIG THIS MENU PLEASE**.....59-60-61-62-60  
 OKEM 6889—In spite of the title this is a rather unapologetic, warm, Red blues hard on the vocal but the material is just so. Ork work is good.
- TERRY TIMMONS**  
 ALL NIGHT LONG.....74-75-73-74  
 V. 10-488—Thruout tells the ballad well with her lanky style. The ork gives the tune a slow ride.
- THE SAME OLD THRILL**.....73-74-72-73  
 The ork sets a driving backdrop that is punctuated by a strong prominent beat. Miss Timmons lets go with a persuasive vocal.
- JIMMY MCCRAKIN ORK**  
 SHE'S GONE.....72-72-72-72  
 PEACOCK 1645—Singer shows his way thru the ballad in nice style. Ork riffs away behind him.
- MY DAYS ARE LIMITED**.....69-70-68-69  
 Slow blues item is sung with feeling by McCrackin. Ork is good in spots but elsewhere the backing is confusing.

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# DISK PLASTIC PRODUCTION UP

WASHINGTON, Aug. 16.—Production of disk-making plastics will more than double its 1951 level by 1955, the Defense Production Administration announced this week. Forty-two other important chemical materials also are expected to increase their production capacity more than 50 per cent by 1955. DPA said the National Production Authority's chemical division is making a number of additional chemical expansion goals.



## Don't be a VOMBIE

A Vombie is a person who, though living, is dead as far as his country is concerned, because he isn't registered and isn't voted.

(The way to bring a Vombie back to legal life is to get him registered. Tell him WHEN, WHERE and HOW. Then hunt him until he does.)

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 (Phone: Capital 7-0966)

## Hoff Elected IAAM President; 50 Attend Miami Beach Confab

### Chicago Selected for '53 Meet; Full Business Schedule Heard

By TOM PARKINSON

MIAMI BEACH, Fla., Aug. 16.—About 50 members of the International Association of Auditorium Managers and as many guests met at the swank Sans Souci Hotel here Sunday thru Wednesday (10-13) for their annual convention.

Clarence Hoff, manager of the Kansas City Municipal Auditorium was elected president to succeed C. W. Van Lopik, manager of the Detroit Masonic Temple.

Chicago was selected as the site for next year's convention, where M. E. Thayer of the International Amphitheatre, Arthur M. Wirtz of the Chicago Stadium and Harry E. Radix of the Chicago Arena will be host members.

District vice-presidents elected at the final business session were James E. Walsh of Grand Central Palace, New York; Winifred E. Corey of Kleinhan's Music Hall, Buffalo, N. Y.; Axel H. Reed of Mayo Civic Auditorium, Rochester, Minn.; Thayer, Chicago; William A. Coker of Municipal Auditorium, New Orleans; E. M. Race of the Will Rogers Memorial Auditorium, Fort Worth, and Lindsay Lueddecke of Municipal Auditorium, Oakland, Calif. Charles A. McElravy of Memphis was re-elected secretary-treasurer. New director at large are Theo Genest of Palais Montcalm, Quebec; H. Niebrugge of Municipal Auditorium, Atlanta, and William L. Peterson of Memorial Hall, Racine, Wis.

**Business, Social Events**  
Discussions at two and a half days of business sessions covered a broad variety of auditorium management problems. These were interspersed with a full schedule of social events, tours of the Miami area and swimming sessions at the hotel pool.

Following a directors' meeting Sunday (10) was a cocktail party given by the hotel and hospital committee. On Monday afternoon (11) the group took a two-hour boat trip to Crandon Park, where Miami Beach Auditorium and Dade County Auditorium were hosts for a cocktail hour and barbecue.

Miami Municipal Auditorium and Dinner Key Auditorium entertained the convention at a Cracker breakfast Tuesday morning (12). George D. Tyson and "Holiday on Ice" were hosts for a banquet and entertainment Tuesday evening at Dinner Key Auditorium.

The local committee in charge of arrangements included Claude D. Ritter of Miami Beach Auditorium, Elizabeth Bush of Miami Auditorium, Walter C. Clewis Jr. of Dinner Key Auditorium, Jerry Donovan of Dade County Auditorium, and W. H. Pepples of the Coral Gables Coliseum.

In his report on the year, Van Lopik said IAAM membership had been increased 25 per cent, reaching an all-time high of 98. He also summarized his publication of a newsletter, conferences and correspondence with all

members and national publicity for the organization.

Ed A. Furl of the St. Paul Auditorium opened the series of discussion with a talk on leases. Many auditorium contracts, he said, are becoming so complicated they frighten away potential business. But warned that the buildings must continue to require liability and insurance protection in the contracts. Some road-show contracts are "old-fashioned" and should be replaced, he said, and there are extra and unnecessary provisions in some building contracts.

Charles W. Bauer Jr. of the Cincinnati Music Hall declared auditoriums should make a pitch to have large television spectacles for which TV studios are too small.

Managers feared radio without reason, Bauer said, and he predicted television was likely to work out the same way in the long run. But such TV events as Senate Crime Committee hearings and similar local events reduce auditorium gate takes, he said. Bauer cautioned managers to watch the development of educational television stations, for which 209 channels have been set aside. Adult education projects could reduce auditorium business each fall, he said, but the effect will lessen as interest in the courses declines during the winter.

**Tyson Hoff Speaks**  
Tyson spoke briefly about his ice show "Holiday on Ice and 'Ice Vogues'" in this country plus an overseas unit of each.

Hoff traced the success of his building in dealing with automobile companies' sales meetings to introduce new models. He described this business as an excellent revenue source, the subject of strict and thorough planning by the companies and an example of lavish showmanship.

James Walsh of New York urged members to encourage development of new trade shows and expositions. He predicted that each industry eventually will have an annual exposition. Walsh explained that today's trade shows had their beginning with the European market place and developed into fairs and then expositions. Advertising media offer only a "one-way story," Walsh said, because the customer cannot examine the product and ask questions about it. Trade shows, he said, permit questions, trials and demonstrations.

George Wood, Detroit exposition equipment supplier, led a discussion about the advisability of an auditorium owning its own booth equipment. Winifred Corey of Buffalo described the independent audit recently completed at Kleinhan's Music Hall and recommended the procedure to other building managers.

**Concession Controls**  
Atwood Olson of the Minneapolis Municipal Auditorium said his concession operation was controlled thru use of daily reports taken from cash register records. Managers should not allow shows to take over concessions, Olson said. He pointed out that if a building didn't have concession revenue the rental rates would have to be raised in proportion. Several members said they had been faced with the problem of soft drink companies giving away refreshments at their booths during trade shows. Concession business dropped as a result. Among the solutions which have been reached are an arrangement for the companies to pay the concessionaire the regular sale price for each bottle given away and an agreement under which the bottler gives the concessionaire a number of cases of the product in return for the give-away privilege.

Dee Fuller of Oklahoma City Municipal Auditorium told the convention that girls clubs at seven high schools provide ushers for events at the Oklahoma City building. One man is available to train the girls and the students receive school activity credit for their work.

Louis J. Gualdoni of Kiel Auditorium, St. Louis, spoke briefly about new services which the IAAM might offer members. In a discussion that followed it was suggested that the association prepare a brochure about the organization and its history for distribution to new members.

**Race Suggests TV**  
There's no saturation point beyond which there are no events which can be booked for auditoriums to Race of Fort Worth. He suggested that managers sell sponsors on the idea of staging live TV broadcasts from auditoriums, and he pointed out that the set-up would give sponsors an opportunity to see public reaction to their TV shows. Race also pointed out the possibilities of developing sub-contractors' trade shows, renting extra facilities for storage purposes, leasing ground to operators of kiddie rides, selling industrial meetings and parties in the building and starting farming trade shows.

A resume of program booklet problems, presented by Fred McCullum of Birmingham Memorial Auditorium, led to a discussion in which most managers reported their buildings receive a percentage of the gross from sales of show programs.

At the Tuesday afternoon session, Chauncey Barbour of Memphis Auditorium listed brand products for keeping pigeons from buildings, washing walls, vacuuming floors and of stairs and lifts for buildings. Hoff described a scrubbing machine used at Kansas City.

New products for marking stair-steps and basketball floors were mentioned. Removal of odors by the use of defogging machines, blowers and other systems was discussed, and managers also compared notes on obsolete fire regulations governing use of gasoline engines in large buildings.

Peterson of Racine urged members to contribute news to the association for use in its bulletin. The bulletin also was discussed at a later session and referred to the publications committee for new plans. Van Lopik was urged to continue writing his monthly news letters, and this also was to be taken up with the publications committee, headed by Charles Bauer.

Limitations on the number of customers which can be served in a brief time by vending machines prevent their replacing personal concession sales in auditoriums, according to H. H. Niebrugge of Atlanta. But he pointed out that a wide variety of items can be vended by machine and recommended that managers consider several types. He cited statistics which showed that the highest per capita sales may be achieved when there is a vendor for each 1,000 persons and the vendor offers a single brand of soft drinks.

The New Orleans building's insurance program was outlined by William Coker, who strongly recommended that all auditoriums carry the fullest possible coverage.

At the Wednesday morning session, E. J. French of Norfolk Municipal Auditorium described his system for preventing unauthorized entry during and between building events. Reed described the Rochester, Minn., building's rental rate policies. He advised managers to keep out of politics, determine actual cost of operation, set rates high enough to cover costs, avoid extra charges and back up the rates by providing good service. Tommie Thompson of Chattanooga Memorial Auditorium led a discussion of current dealings with stagebands, musicians and other unions.

In the final business session, Nathan Podoloff of The Arena, New Haven, Conn., presented reports of the budget and legislative committees. A proposal to allow assistant managers to join the association and to vote in the absence of their managers was not recommended by the legislative committee and was voted down by the membership.

## BIG TOUR LOOMS BUT—

### Erratic Weather Mars First Date of 'Vanities'

ASBURY PARK, N. J., Aug. 16.—Harold Steinman's "Skating Vanities" roller show, which opened here August 1 after a hectic sojourn in Germany, got off to a slow start due to erratic weather. A heat wave greeted the first week of the 24-day stand and then the rains came. Attendance began to build after this, however, and the gross for the stay should be healthy, Steinman says.

Olsen and Johnson and their company join the "Vanities" in Quebec City, Que., Tuesday (26) to begin dress rehearsals for the combined skate-vaude show which opens there three days later.

The combined troupe, numbering 200, will include such O&J stand-bys as Marty May June and Chickie Johnson, Maurice Millard, Billy Kay, Ciampi the Gorilla Man and the Norma Miller Dancers (12).

Gae (Roxby Theater) Foster will again stage the entire production, one which will not be unlike the "Hellzapoppin'" revues of recent years. While not skedded to work on skates, O&J and their zanies can be expected to do almost anything that pops into their heads at the time. Both units will be integrated in the product numbers, according to Steinman's office, which also said that the show will work to a \$3.60 top.

**Long Tour Set**  
After closing at Quebec September 7, the show plays Montreal September 9-14, then goes

### Up to Paer

Continued from page 15

thing on the show. The rest of the half hour was devoted to three dull, albeit well-primed contestants—who faced the camera with suspicious ease and glissness of tongue.

The supposedly unrehearsed trio included a policeman, a Danish singer, and an airline stewardess. Latter staged a non-stop conversation with Paer that lasted more than 12 minutes—or, as Paer himself dourly remarked, "more time than a Toscanini NBC Symphony." Her thick Southern accent, nervous gestures, and frantic air of coquetry were tantamount to Gracie Allen playing Scarlett O'Hara. The interview might have been funny if there had been a spark of real spontaneity to it.

Paer wore an expression of apologetic belligerence thruout, as the well aware of the show's deficiencies but grimly determined to see it thru regardless. In a desperate try for a sock finish, the Goldberg budget broke once in a rash of American flags and march music at the end. However, even the late George M. Cohan couldn't have made this stodgy sustainer a success.

June Bundy.

### Toast of Town

Continued from page 15

voice and got due bravas from the studio crowd.

The minor acts were also sold. Following the opening Latin American production, the Maxwells went into their slow, lazy comic-act act. Next was Valentine's birds, a clever little act in which a white cockatoo does simple arithmetic problems by ringing a bell with its claw.

**Dubliners Week**  
The weakest point in this strong show was the Dublin Players doing the "Rain in Spain" scene from "Pygmalion." Possibly because the scene was lifted clean out of context, the acting appeared stiff and lifeless, and the comedy missed entirely.

The Lincoln-Mercury commercials are now brighter than most. The features of the Lincoln were set forth with piano accompaniment by Johnny Andrees. And the Mercury spiel by Sullivan's recorded voice was worked into a Punch and Judy routine.

Going thru the summer with such a strong parade of talent plus a line-up of top-flight guest emcees, the relative standing of "Toast of the Town" ought to improve while most ratings wilt in the heat. Gene Plotnik.

to Eastern States Exposition, Springfield, Mass., for the following week.

Following dates in New Haven and Boston, the show heads to the Midwest, then on thru to Denver and Salt Lake City, and finally to San Francisco. After several dates on the West Coast, the units swing around and trek back East.

Current bookings will carry them to March and possibly into June. The "Vanities" management has a two to three-year option on Olsen and Johnson's services, predicated on the success of the current tour. The billing will be shared equally between the companies.

## Air Conditioning To Revive Philly Convention Hall

PHILADELPHIA, Aug. 16.—City-owned Convention Hall here looms as a real showplace for the first time with the announcement of the City Planning Commission's intention of air-conditioning the structure's main hall, ballroom and smaller rooms.

Impetus for the \$400,000 undertaking came as a result of the publicity given to the air-conditioned Chicago Amphitheater which housed both the Republican and Democratic conventions last month.

The gigantic building has a capacity of about 23,000 with the main auditorium able to seat nearly 15,000 people. Heretofore it had been used sparingly, even tho it was centrally located.

## WNBT to Test

Continued from page 11

day afternoon film show "Continuous Performance" (12-4:30 p.m.) which repeats the same feature film and short subjects three times in succession, ala the movie house grind.

This series chalked up an accumulative Pulse rating of 9, and general manager Ted Cott hopes that the late evening repeat showings will have equally high audience appeal. Advantage to advertisers, of course, is that he reaches two audiences, via sponsorship of the same film. Audience-pull is also greater because dialers can tune in late and catch up with the story by watching the second screening.

## Dramatic & Musical Routes

Bill, Book and Candle; (Lyceum) Minneapolis; Call Me Madam; (War Memorial) Opera House, San Francisco; Four Poster; (Orpheum) San Francisco; Good Night Ladies; (Elm) Buffalo; Oly and Dollie; (Shubert) Chicago; Sullivan; (Orpheum) San Francisco; Mood in Blue; (Billmore) Los Angeles; South Pacific; (Phillimore Auditorium) Los Angeles; Strag 17; (Metropolitan) Seattle.

### Auditorium Managers:

Help us build a list of promoters who are capable of properly promoting and conducting attractions in your building. The increased availability of large attractions and better shows will increase the number and quality of local promoters. That is why it will be to your advantage to aid in the compilation of a complete list of local sponsors/promoters in your area. Send us the names of the promoters in your territory. Write: Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Booking New "Sensations of '53" and other Units



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### PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible underwriting. Write: Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Use The Billboard classified pages for RESULTS!

# Hocus-Pocus

By BILL SACHS

GEORGIE W. PUGHE (Walter George Pughe), who died recently of a heart attack at his home in Fresno, Calif. (see Final Curtain, last issue), was widely known in magic circles from coast to coast, both as a performer and as manager of magical attractions. Some 20 years ago Pughe was associated with the late Howard Thurston in a managerial capacity and in recent years piloted an all-star magic show comprised of West Coast talent on one-night stands thru California and other Western States. He was one of the pioneers in the walkathon type of endurance shows and for years was a successful promoter in the outdoor show field. In recent years he promoted indoor dates with the Ward Bros' Circus in association with his partner of the walkathon days, Archie Gayer. Pughe is survived by his wife, Eddie, who resides at 440 North Van Ness Avenue, Fresno.

Johnny Egan, operator of a magic shop in Palm Beach, Fla., is enjoying a business holiday in Denmark, where he is highly rated in magic circles. Howard McLeod has just concluded a week at the Romy Theater, Montreal.

Arthur Schalek our faithful Montreal magic correspondent is on a 10-day holiday at a St. Margaret's resort. He reports that he feels as good as new again after a lengthy illness with a heart ailment.

Magicians Anonymous San Antonio magic org piloted by George O. Jones, recently celebrated its affiliation with the Society of American Magicians with a mystery jubilee. Magicians from Dallas and Houston participated. Tommy and Jeanne Windsor, highlighted the entertainment at the joint picnic held

recently by Cleveland Ring No. 23, International Brotherhood of Magicians, and the Akron Society of Magicians at Brecksville, O., near Cleveland. Some 200 attended the shindig.

**JOHN MULHOLLAND, Dr. Jaks.** Ken Allen, Milbourne Christopher and Mr. and Mrs. Percy Abbott were at the docks in New York to greet Eddie Joseph, of Bombay India, when the Coronica landed August 8 Joseph will be the top feature at Abbott's annual Magic Get-Together to be held at Colon, Mich., August 20-23.

**H. M. Cook,** veteran member of the International Brotherhood of Magicians and who haek in the circus, teamed up with his own mystery unit, now has the pleasure of watching his two sons, James and Billy, 11 and 7 years old respectively, score successfully with their own pro magic unit. The lads are currently playing theaters, army camps, elve clubs and employe's recreational groups thru the South, with headquarters at Jackson, Miss. According to Cook the show is a large one with over \$5,000 invested in props and equipment.

Milbourne Christopher played another repeat engagement, his sixth on the Garry Moore Show over CBS-TV Tuesday (19).

Recent mails brought us inquiries as to the whereabouts of Mardon and Louise Leroy Gerber, the Cochrans, Dall O'Dell and Charles Carrer, Plato and Jewel, Ray Amy, Paul LePaul, Charles Hoffman, Earl Mardon, John Calvert, Marlin Sunshine (Kiamet), McReid Birch, Russell Swann and Ralph Rabold. How about a line telling us where you are and what you're doing?

Joan Brandon scored in bang-up fashion with her straight and drink magic at the Palace Theater, New York, last week. Lady Frances (Frances R. Francis) current at the Wivel Restaurant, New York, on her return date leaves soon on a South American cruise working a ship to and fro and a party date upon her arrival in Buenos Aires. Before her recent return to New York, Lady Frances played for the G.I.'s at Camp Pickett and Port Lee in Virginia.

## New York Probes

Continued from page 18

decisions about two months ago, said the spokesman, that it started check on talent spots. Such a drive wasn't possible until the courts had settled the question.

While no estimate of back taxes is available where entertainers are concerned, a division exec said that the top tax any music buyer might have to pay would be \$81 per man per year back to 1947, and that only if the musician paid \$3,000 in that one year.

The state-wide survey is now underway with State auditors calling on cafes, theaters, hotels, etc., to determine whether taxes have been paid.

The argument of employees versus independent contractors which has been going on between talent buyers and AGVA threatens to become even fiercer in the coming months. There's a considerable body of actors who prefer to be listed as independent contractors because they don't want deductions from their salaries. Yet in practically every case but one (Gautier's Stoopchase which involved the Radio City Music Hall) referee's decision in unemployment tax cases held that actors are taxees no matter what they agreed to or the contractor they signed.

**Buyers Object**

One of the chief objections by talent buyers to listing actors as employees is the Workmen's Compensation Law. Under this law, an employer is taxed on his highest payroll. Where clubs may use talent some weeks that cost \$50,000 and in other weeks, only \$8,000, under the law, the highest payroll would be the tax base.

Some effort is planned by AGVA to ask State authorities to permit employees to use the AGVA form of accident insurance in lieu of Workmen's Compensation. So far, however, this is all in the talking stage.

# Senes Units Work West

NEW YORK, Aug. 16. — Two Frank Senes units move westward as "Deep Shows" hit Michigan early today (16), and the Minsky Follies opens in Yiko, Nev., Tuesday (19).

"Peep Show" will carry 24 persons, including the Albins, and will play Michigan, Yuma, Ariz., Reno, Nev. and Las Vegas, Nev. The Minsky Follies will carry 27 persons, including Sherry Brito, Maxie Rosenbloom and Raul and Eva Raves. It is due to open in Elko, Nev.

The Senes "Follow the Girls" package now in rehearsal will headline Willie Shore and Louise Hoff, and is due to open here at the Holiday Theater early in September.

## Extra Added

Continued from page 16

wooden N. J., to handle the emcee chores at the Club Esquire there.

When Si and Joe Zaliner re-open their midtown basement room in the fall, it will be known as Kalliner's Original Little Rathskeller, going back to the original billing of the room. Kenyon Shaffer, who once headed the Western Trio, is now doing a single at Orsati's.

Rose Lombardo the singing nurse, resigned from the staff of Philadelphia General Hospital to devote full time to show business.

Dick Jones, local American Guild of Variety Artists chief, is planning a drive among the town's 135 unions to have an labor organizations put on shows packaged by AGVA. Vocal coach Artie Singer is authoring a book to supplement his teaching of nitery canaries.

**Here and There**

Gus Sun, head of the circuit bearing his name, with headquarters in Springfield, O., and his right arm of many years, Bob Shaw, occupied prominent spots in a word-and-picture story by Ernest Loggrand in a recent issue of The Columbia (O.) Citizen.

## Dandridge Fuss

Continued from page 18

claiming it wasn't policing the territory properly. We notified AGVA in proper form when the first check bounced, and that's all we are supposed to do."

AGVA National took a parting poke at MCA and Artists Representatives Association. "Agents know they're supposed to file booking slips or contracts with us before our members get to MCA. In its customary high-handed manner seldom sees fit to do so. They come yelling when they're in trouble and blame us. Then ARAs steps in and botches things up some more."

MCA, as its parting shot, said, "It's AGVA's job to get bonds up for members. We won't do their job."

Incidentally, Schrier said that MCA had collected about \$200 from the Club Alhambra. The latter is now closed.

## Quebec Org

Continued from page 18

ent QAVA membership, that their local branch is headed by Armand Marion, well-known French-Canadian radio and variety artist, and all local executives are Canadian citizens. AGVA said that all its members are protected from discrimination by the Quebec Labor Relations Act, and that they need apply for recognition or certification, until they are proven to be in the minority.

Several performers have decided to play safe, joining, both orgs because they feel that national headquarters of AGVA is not too aware of the threat and may lose out thru indifference.

The new group is keenly Canadian-minded, has many good arguments, a clear headed organization group, substantial funds, and will likely apply for recognition on the first chance it has a majority. This is expected to come to a head within the next 60 days.

# Burlesque Bits

By UNO

Diase Ross, touring with the Gooding Greater Shows, has just closed another monkey and now uses two, Squeaky and Twinkle, in her strip routine which will be the feature on the midway at the Michigan State Fair in Detroit beginning August 29. While passing thru Louisville, Ky., recently Miss Ross visited with her sister, Toni Ross, a vocalist at the 5 O'Clock Club there.

Bob Collins and Harry Beasley opened at the Gayety, Norfolk, Va., August 17 for two weeks thru Lou Miller. The last time they comes worked on the same bill was in 1924 in "Step Lively Girls." Bentley's own show Lily Christine and Bonny Blue are featured in poses and stories in the September issue of "Night and Day," a Halho Corporation mag.

The sudden passing of Mike Sachs, 62, on August 11 in Boulevard Hospital, Long Island City of a stroke, renewed another old-time clever and favorite comedian from the burly arena. Mike started his stage career in vaude in the early 1890's and then became associated for a long time with the Abe Marcus shows. Teamed with him for 19 years in burlesk was his wife, Alice Kennedy, who survives, and who also acted as his seeing eye when he became, totally blind seven and a half years ago. He had lost the sight of his right eye first. This was at the age of five when a blank cartridge exploded while he was at play. Also surviving are a daughter, by another marriage, Mrs. Belle St. Pierre of Boston, and a sister and a brother in Providence. Burial was in the family plot in Boston. Both Mike and Alice were set to open the season at the Howard, Boston, on August 23.

Amy Fane, moved from the Paper Doll Club, Tampa, Fla., to the 400 Club, Daytona Beach, Fla. thru Kaplan and Frankel. Bob Winkler, her husband, is now talker at Cavalcade of Variety show, Coney Island, N. Y.

Nick Tala, talker-stripper, following a Hirst wheel tour and a vacation, is current at the Globe, Atlantic City.

Sammy Spears, ushers in the season at the Palace, Buffalo, September 4 thru Mill; Schuster.

La Bonnie, Midwest strip, moved to the feature spot at the Club Paradise Atlantic City after closing at the Rialto, Chicago.

Dolly's Bowery nitery, Los Angeles, has Jo Anne Michaels and Shirley Stanger. Charging that Charles J. Fox, operator of the Embassy, Milwaukee, and other burly houses in Toledo and Minneapolis had "diluted" the value of her trademarks and slogans, Evelyn West filed suit in Milwaukee Federal Court for damages of \$50,000. Pointing out that she has toured her charms via Lloyds of London for \$50,000 and has by constant heavy expenditures publicized and billed herself as "\$50,000 Treasure Chest," "Evelyn Treasure Chest West," "\$50,000 Charms" and "Hubba Hubba Girl," she claims Fox has endangered her billings by pinning her labels on an unknown artist appearing at his theaters. Attorney Harry J. Zaldinis, representing Fox in the suit, claimed that his

client would deny any liability and that Miss West had no exclusive right to the use of the disputed adjectives and phrases. ... Charlie Schwartz will return as stage manager and his wife, Vickie McNeely, as house talker woman, at the Casino, Boston.

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Jacobs Death Writes Finis to Broad Career

DETROIT, Aug. 18.—The sudden death of Irving L. Jacobs in New York, reported in last week's Final Curtain, marked the passing of a man who came to be well known nationally in skating circles, although he was generally identified by the public and other branches of show business with the legitimate theater, in which he was an important producer.

of emphasis upon skating, together with wrestling and fights. During the summer months in recent years, it had been utilized on a number of occasions for religious revivals. Only a month ago he supervised the installation of a new floor in the rink. Another Jacobs specialty at the Garden was basketball.

Jacobs became a member of the Roller Skating Rink Operators' Association in January, 1942, and was host to the American Championships, sponsored by that group, on two recent occasions, 1950 and 1952. Similar championships were scheduled for Mammoth Gardens in 1945, but plans were canceled upon the request of the then Office of Defense Transportation.

Jacobs operated the rink personally, with James Lorelo as house manager, and came to be well known to throngs of young skaters in the Denver area. He was a familiar figure on Broadway as well as in his home town, and well liked, as evidenced by newspaper obituaries in local papers. Jacobs, who was 44, died of a heart attack. His widow, Mildred, survives. Services were held August 18 in Riverside Memorial Chapel, New York.

DUAL-PURPOSE GAG TICKETS AT PLA-MOR

KANSAS CITY, Mo., Aug. 18.—Plam Roller Rink here is giving gag admission cards to patrons entitling them to come in and watch the annual floor sanding and vacuuming of the interior.

The rink's L. E. Guthrie says there is usually a let-down in attendance for a couple of weeks after the annual close-down for renovations. By using these cards, the management hopes to keep the interest of skaters alive.

"It also occurred to us that the skaters may be a little more considerate of the floor and the building in general if they realize how much work is involved in giving them a good surface," said Guthrie.

'Texas' Comes To England

LONDON, Aug. 16.—The first performance of the Western spectacle, "Texas," played at a nearby capacity house at Harringay Arena here recently. Headline attraction was Tex Ritter, with his horse, White Flash.

Also appearing were Buff Brady, trick rider and roper; Rex McCool, Buck Ryan, Cal McCord, from Grand Rapids, Mich.; Jerry Portwood, the Don Zapatas Troupe, Muriel Gregory, Patricia Dyer, Phyllis Cornell, Betty Barton, Tessa Dalton and Elizabeth Leach.

Music was provided by Bobby Howell and his orchestra.

Drivin' Round The Drive-Ins

LEON ROBBE, former 16mm. circuit operator in Michigan and now owner of the Elsie Theater, Elsie, Mich., is building a new 350-car drive-in to be called the North Side, two miles north of Lansing, Mich. Opening is set for August 27. Robbe will manage the spot, while Mrs. Robbe continues to run the Elsie house.

Plans for construction of the US 27 Drive-In North of Lansing, Mich., have been dropped by Jerome E. Vincent, who will continue to operate DeWitt Theater, DeWitt, Mich. Vincent's two sons have been recalled to military service, making further expansion plans inadvisable.

Roadshow Rep

A. H. JACQUES has a trailer-novelly unit working around Livingstone, Mont., to reported good business. . . T. G. Teacher writes from Malone, N. Y., that he will begin a tour of the West Coast soon with his novelty and puppet show. His wife helps him pull the strings.

H. G. (Doc) Leeman pens from Kalamazoo, Mich., that he again will take his indoor solo and lecture show on the road. He also plans to present some amateur shows under auspices in a few spots.

ROY FARNSWORTH writes from Baltimore concerning the recent letter in this corner from Ernest Tipton. "Most of the old-time stock" and rep show owners Tipton inquired about are still alive. Mrs. Williams, of the Ed Williams Stock Company, makes her home in St. Louis and the others are out of the business and either doing other work or living in retirement.

E. L. CHALMERS has been working to only fair business since moving into Castleton, Vt., from Ontario. He's currently preparing for his fair trek. . . F. G. Varney has a solo show playing around Lockport, N. Y., while his son has the Tyler-Varney Players, once considered among the best "10-20-30" shows on the road.

AL LEVER, city manager at Houston for the Interstate Theater Circuit, has announced plans for enlarging the South Park Drive-In Theater there. Space will be provided for an additional 200 cars, and new projection equipment, screen, speakers and a concession and snack bar will be installed.

CALEDONIA PARK-IN, near Gettysburg, Pa., is giving away with each paid admission a return pass good for any of the next six nights in an attendance-getting promotion. Three new drive-ins were added to the Eastern Pennsylvania open-air scene with the opening of the 350-car Garden Drive-In near West Nanticoke; the Temple Drive-In at Williamstown, and the Harvest Moon Drive-In near Linden.

Varney plans to move West gradually because he spends most of his winters on the West Coast. He'll play schools and other dates en route. . . Chester Irving has been working an outdoor platform show around Alexandria, La., to mild results. He reports that he has a number of fairs and celebrations booked and hopes that they will help. Irving says that tent-rep shows are on the wane and that they don't offer rep or drama, but simply radio and vaudeville and that at its worst.

W. J. ROLLINS comes thru spots with a new bill that they obtained recently. They will move toward the West Coast soon. . . Forest Lance, who has a solo busking show working around Trinidad, Colo., to okay returns, will head for New Mexico engagements soon.

WARREN TALBOT pens from Clearfield, Pa., that this summer was the first he was forced to lay off in July. Old Sol flattened him, he says, and forced him to put away the trailer for 10 days. He's at it again, however, and will move into Canada because business in Pennsylvania has been knocked out by strikes and a general business let-down.

AL LEVER, city manager at Houston for the Interstate Theater Circuit, has announced plans for enlarging the South Park Drive-In Theater there. Space will be provided for an additional 200 cars, and new projection equipment, screen, speakers and a concession and snack bar will be installed.

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CURVECREST RINK-COTE The skating surface for wood and machine floors. The ultimate in cleanliness and traction. PERRY B. GILES, Prop.

WANTED Experienced rinkside men at once. Plan to take portable rink to South Georgia or Florida for winter.

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AOW Expands In N. Y. State To Peekskill

ELIZABETH, N. Y., Aug. 16.—America on Wheels announced recently the latest addition to its chain of roller rinks, an installation at Peekskill, N. Y. The new rink, No. 11, adds a second New York State rink to the chain and extends AOW influence 30 miles north of its other Empire State spot at Mount Vernon.

In addition to its regular population, Peekskill has the advantage of being situated in the heart of a large and popular summer resort and camp area, which increases Peekskill's population and the number of potential rink patrons during the summer months.

West Farnum To Remodel

OMAHA, Aug. 18.—Mr. and Mrs. Floyd Taylor's West Farnum Roller Palace here will be closed August 24-September 2 for remodeling, principally on the lobby, reports Jack L. Browne, Palace professional. During the summer Browne has been giving private instructions. Class instruction is scheduled to begin in mid-September.



# NYLT-AE Pact Stymied

Continued from page 1

studied before a solution can be mutually determined. We have, therefore, offered to refer the unresolved demand from the League to a joint committee. Since we have negotiated all points of the contract in good faith, we have advised the League that we are prepared to put all points of agreement into immediate effect and continue our basic agreement."

## Crux of Difference

The crux of the difference between Equity and the League in regard to the show albums is that the managers insist they be allowed to sign an actor to an album when he is signed to the show. If no deal is made with a record company for the album, the manager is under no obligation to the actor.

Equity's view is that the actor shouldn't be signed until an album has been arranged, and that the actor should have a guarantee if the deal for the album falls thru. However, the union insisted upon the committee's investigation before reaching any conclusion on the matter.

One of the union's reasons for

the committee study was that the whole subject was brought up too late in negotiations for it to be an investigation on its own. The wording in the old contract simply states in effect that an actor must be paid for making an album.

## Expresses Doubt

An Equity spokesman expressed doubt that any agreement would be reached over the week-end. However, the union definitely plans no walk-outs. The only re-course the union has is that if by Tuesday (19) no contract has been drawn, Equity's Council may direct its legal battery to draw up the basic agreement, minus the rider, for signatories from individual producers, thereby ignoring the League.

# London Dispatch

Continued from page 2

nightspot managements to go to the wall. Since the King's death in February, business generally has been terrible. Seventy-five per cent of the cabaret trade has been tourists, few of whom visit the country later than September. With rising costs and lack of homegrown money, it looks as if several more of the club owners will join the Barkers.

## SHAW FUND PLAN TAKES FLOP ...

A \$700,000 George Bernard Shaw Memorial Fund, launched to help keep Shaw's country home open to the public, has been a dismal failure. Less than \$3,000 has rolled in for the fund. Now the appeal chairman, drama critic Forster, has announced the Fund will end. The only problem is what to do with the money already collected. Meanwhile, there is trouble at the theater which gave Shaw his first chance as a playwright. The whole 'Theater Council' of the Royal Court Theater, Chelsea, resigned this week after ructions in the board room over policy.

This week some 5,000 posters advertising the 20th Century-Fox film "We're Not Married," starring Fred Allen and Ginger Rogers, have been pasted up in London. Now after a protest by playwright J. B. Priestley, billposters are sticking slips across the notice to read: 'This riot of fun is not connected in any way with J. B. Priestley's play and film, "When We Are Married." Priestley's point is the Fox film might jeopardize a second transfer of his play to the screen. The first was made during the last war. The film rights have now reverted to the author. Fox denies audiences might confuse its picture with his, but has taken the precautionary action listed above to avoid trouble.

# Marriages

**JOHNSON-MONTEGOMERY**—Clarence Johnson, drummer with Jimmy Tyler's orchestra at the Club Harlem, Atlantic City, and Dick Montgomery, leader of the Hotcats at the same club, August 2 in Atlantic City.

**FROELICH-SCHWARTZ**—Wolfgang A. Froelich, soprano and Barbara Schwartz, singer with "Shaking Family" and professionally known as Roberta Lee, recently in West Berlin, Germany.

# Paris Peek

Continued from page 2

lured the opera "Faust," Serge Lifar's ballet troupe and Edith Piaf with Jacques Pills for one-night stands. Special attraction last week was the traditional *Baillie de Fleurs* as the opening of the flower season of perfume on the Riviera.

Cannes, too, keeps to the Casino for its night life with Almi Barelli's *ork* and Chiquita Sereno for rumba holding sway. Miss Piaf marked this as her concert spot, along with Jean Babillet's dancers and a hold-over for June Richmond. Both Miss Piaf and Miss Richmond have headlined about every town's ritzy night on the Côte. At the Theater aux Etoiles Cannes stars Lina Renaud and Leo Fuld. Perhaps the most amusing cabaret, "Three Bells," headlines Claude, one of the best female impersonators we have ever seen, with a style that is a cross between Hildegarde and Dietrich. The Club 1830 stars Andre Salvador, and Maxim's has Jack and Paul.

## COTE D'AZUR CITIES ALIVE ...

In Grasse, besides the usual touring stars, are Eddy Constantine with American Hector Ponton, Fred Clifton and the composer Jack Collow. Cannes has Beaulieu's Casino with Maurice Any with his crazy show. Carnoules of Paris has opened a very lush spot off the Cap d'Antibes, with Annabel as mistress of ceremonies and Mexican singer Marga Liengo as star. Zina Ragewsky, of the Cafe de Paris, has opened a beautiful hill top eating and entertainment place in Mougins called the "Mas de Fleuri" and Menton is featuring a week of concerts including people such as Benjamin Britten and Peter Pears, the *ork* of Hamburg, Andre Segovia, and the *ork* of Milan. Monte Carlo instigated an all-English-speaking film house, changing its bill daily. At the Casino this week are Rosario and Antonio. Two operettas and a host of guest stars.

# Births

**COLEFER**—A daughter, Catherine Ann, August 8 to Memorial Hospital, Urbana, Ill. to Mr. and Mrs. Les Collier, operators of kiddie rides on the American Eagle Shows.

**McANN**—A daughter to Mr. and Mrs. Jim McAnn, August 13 at University of Pennsylvania Hospital, Philadelphia. Father is staff announcer at WFIL and WFL-TV in that city.

**ROSB**—A son, Barry Edward, to Mr. and Mrs. William Robb, in San Antonio recently. Father is program manager of KERV-TV there.

**ROMANOWSKI**—A daughter, Denise, August 11 in Mariettaville, Ind. to Mr. and Mrs. A. J. Romanowski. Father is a concessionaire with the O'Hara & Wilson Shows.

**IN MEMORY**  
Of Our Dear Son  
**Lieut. Billee L. Hamilton**

**ILLIE GARNAU**  
Who was killed in action in Italy  
August 23, 1942.

Wife, Nancy; Brother, Tommy, and Mother.

**MIMI GARNEAU**  
He never leaves his legs too much  
as his feeters are so small, who dare  
not put it on the touch to win or  
lose it all.

---

**In Loving Memory**  
of one Husband and Father  
**L. Houdin Reilim**  
Who left us 5 years ago, Aug. 25, 1947  
"We Miss You So Much"  
CRACE-LOYCE-MITL

# The Final Curtain

**ARCHER**—Abraham, 73, father of Joe J. B. and M. J. Archer, August 8 in Chicago.

**BARNES**—Marshall Albas, 18, son of Howard G. Barnes, president of the General Entertainment Corporation, recently in Denver.

**BERG**—Lee E., 67, father of actor-dancer Gene Nelson, August 8 in Santa Monica, Calif. Also survived by his wife.

**BREWER**—Mrs. Adelaide Laery, 51, assistant chief of domestic production, International Motion Picture Division, Department of State, August 11 in New York. She had been the original Betty Crocker on radio from 1929 to 1934 and was also associated with the National Association of Broadcasters at that time. Her experience in the film industry began in 1917. Her mother and two sisters survive.

**BROWN**—J. B. (Jimmy), 47, owner of the Swamp Lookout House, Corning, Ky., in a plane crash near Atlanta August 3. Widely known in the night club field. He was the father of the late Ben W. Brink, former general manager of the night club. He was the father of the Midwest's outstanding pianists from a prohibition-day roadhouse. He also held financial interest in the Hills Country Club and the Yorkshire Club, Newport, Ky., and the Kentucky Club, Corning, Ky. He died August 10 in The Billboard, August 10. His widow, Marian, a daughter, Marilyn, and mother, Mrs. Edna Hark, survive. Burial August 11 in St. Joseph's New Cemetery, Cincinnati.

**COLEY**—Madison W., 80, theatrical manager and producer, August 10 in Dundee, Pa. In connection with Henry W. Savage, he brought to the U. S. from Europe such hits as "The Merry Widow," "Prince of Wales" and "Madame X." He also served as U. S. recreation director in France during the first World War.

**CRAWFORD**—Giuseppe, 25, Italian horn player, recently in New York August 18. He came to this country in 1927 and his fame rivaled that of his contemporary, Joseph Basso. His last public appearance was as guest conductor at the Tri-Boro Pop Concert at Randall's Island, New York, in 1947.

**DRAHMANN**—Charles W., 36, manager of the Lookout House, Corning, Ky., night club in a plane crash near Atlanta Tuesday (6). His widow, Ann, and a daughter survive. Funeral services Tuesday (7).

**DINCAV**—Joseph, 51, a past secretary-manager of the Yorktown (Pa.) Agricultural and Industrial Exhibition Association at Conowingo, Md., August 1. Survived by his widow, a daughter and a son. Burial was at Yorktown, Pa.

**FEILOS**—Diane A., 67, at her home in Miami Beach, Fla., August 13 following an illness of several months. Known as Miss Davis, she was a dancer in the first Ziegfeld Follies. She is survived by her husband, Cornelius Feilos, former owner-operator of St. Nicholas Dining Room, New York. Mrs. Feilos, after her "Follies" engagements, had spent several years in vaudeville. Her final stage appearance was in 1926 in the Morris Gest production of "Appropriate."

**GARNEY**—Jack, 28, dancer, August 8 in Detroit. He was in ballet and musical shows and danced the lead in "City of Freedom" at Detroit's 25th birthday Fete; last year.

**GAYE**—Frank A., 88, former secretary of the Adair County Fair, Adair, Ia., and secretary-treasurer of the Iowa Fair Managers' Association, recently in Adair (Iowa) in Fair Notice.

**GRONOFF**—Antonio, 88, retired violinist and orchestra leader, August 4 at his home in Philadelphia. He made concert tours in Europe as a child prodigy at the age of nine and then came to the United States. At the age of 12 he played in an orchestra during the Philadelphia Centennial Exposition in 1876. Fifty years later, during the Sesqui-Centennial Exposition in Philadelphia, he directed his own string orchestra in which 18 of his children played. He retired in 1937 after many years of directing orchestras at social functions and celebrations in the Philadelphia area. He is survived by his widow, Carmela M.; six sons who are all musicians, as are his three daughters and a brother. Burial August 8 in Philadelphia and burial in Holy Cross Cemetery there.

**HARRIS**—Edgar, 48, clown, last season with the Clyde Beatty Circus, of a heart attack in Cody Hospital, Cody, Wyo., August 8. His widow and one son survive.

**HUNTER**—L. S., father of Clarence Hunter, concessionaire with the American Circus Company in America, August 3 of a heart attack in Orlando, Fla.

**INSLEY**—William Lewis ("Bill"), 48, concessionaire with the Sterling Circus Shows, August 9 in Henderson. He had been married with a number of other carnivals in the past and Cole Bros. Circus. A native of Burlington, Conn., services were held there August 12 at the Rich & Thompson Chapel, with burial in Pine Hill Cemetery. Survived by four sisters, Mrs. Adeline Perry, Mrs. Mamie Bridges, Mrs. Edna Wilson, all of Burlington, and Mrs. C. B. Brady, Charlotte, N. C., and three brothers, Ben R., Rock M., E. C., and A. A. and Lee E., Burlington.

**MARTIN**—Blairde, 71, one of the greatest American tenors to sing leading roles at the Met Opera, August 11 in New York. He began his opera career at the French Opera House in New Orleans in 1909 and the following year moved to the Met where he sang for nine seasons. He wrote the family plot in *Camille*. Survived by a daughter, Mrs. Beth de Wardener.

**METCALP**—Mrs. James S., 27, actress at the height of the century known as Elizabeth Tyne, August 9 in New York. She studied at the American Academy of Dramatic Art, New York, under David Belasco and M. C.

Denille, and accepted her first stage assignment in "The Charity Ball," later appearing in such successive hits as "The Amazons," "Trilby" and "The White Goddess" and numerous plays of Daniel Frohman's Lyceum Theater Company. Later Mrs. Metcalfe produced her own plays, the last of which was "The Earl of Panlucier." She retired from the stage in 1906. Her husband, James Metcalfe, last drama critic for *Life* mag.

**NEVER**—Robert G., 25, son of Max Meyer, company manager for the Theater Guild, August 13 in New York. His mother and a sister also survive.

**PHILLIPS**—Bertha, 80, old-time vaudeville performer, August 7 at his home in Philadelphia. Known professionally as "Big Red," "The Dancing Crab," he had played the Krich Circuit for many years.

**POSTAK**—Marr, sister of William (Wild Bill) Postak, 25, concessionaire August 10 at her home in Fort Reading, N. J. She is survived by her mother and father, three brothers and four sisters.

**ROGERS**—Lester, 82, member of the "Peanut King," August 13 in Oll's Hospital, Stevensonville, O., at one time he was with Cole Bros. Circus and for many years worked fairs. Services at Elliott Funeral Home, Stevensonville.

**SCHUR**—Michael, 63, prominent burlesque comedian, August 11 in New York at her home in Illinois. Making his stage debut at the age of 5, he performed for over 35 years as a comedian. (See Burlesque Bits for details.)

**STALEY**—Richard F., 82, former old-time vaudevilian who astonished audiences with his trick transformations of sets from a blacksmith shop to an elegant drawing room, August 2 in Rochester, N. Y. Performing with his wife, Belle Staley, as Staley and Staley, he began his sons and dance act in one act and in a quick blackout managed the complete trunk formation. The pair toured the U. S., Europe, South Africa and Australia and at one time his troupe toured with a second edition. He retired from vaudeville about 15 years ago. Burial in Holy Sepulchre Cemetery, Rochester, N. Y.

**THIFRE**—Hered, 86, member of the Tourville Troupe, circus act, for years in Burbank, Calif. A native of Germany, he came to this country in 1906. Survived by his widow, a son and a brother. Robert.

**THOMPSON**—R. W., 53, concessionaire with the C. A. Stebbins Show the past four years, August 3 in Kilauea, N. C. of a heart attack. In past years he had trouped with such organizations as the Walter E. Sibley, Con T. Kennedy, Morris Miller and J. J. Page shows and had also operated a concession with his surviving widow, Ann, at a Michigan City, Ind. amusement park. He is also survived by several sisters and a brother of Macon, Ga. Burial in that city August 5.

**WEBER**—Leo, 47, organizer, August 8 in Broadbridge, Pa. He had been organizer for Loer's and the Paramount REG 58th Street, Philadelphia and the Coliseum Theaters, New York, and appeared in acts known as Wiltona and Weber, Leo and Eddy, and Leo and Arlo. He had been on the staffs of the Columbia Broadcasting System, the National Broadcasting Company and the Music Hall, New York. His widow, Thelma, survives. Burial in St. John's Cemetery, New York.

**WINSTON**—Gus, 84, silent screen actor, playwright and songwriter, August 12 in Portland, Me. He appeared in films with Thomas Meighan and Richard Barthelmess, wrote many sketches, some of which were the "Elegant Police," and penned such songs as "These Are Moments When One Wants to Be Alone" and "Gill Wanted." His stage career covered the period from 1909 to 1930 and included such productions as "The Children of the Orchestra," "The Burgomaster," "The Life of Blue," "The Forbidden Land," "The Lady Slavey," "The Oligarchical Man," "The Mink and the Maid," "The Land of Nod," "The Song Birds," "The Alaskan," "Miss Dudehead," "See My Lawyer," "A Tailor-made Man," "Friendly Enemies" and "Spanish Love."

**WITWORTH**—W. W., father of Eula Drew, wife of James H. Drew Jr., owner of the James H. Drew Blood Bank, August 16 in an auto crash on the outskirts of Covert, Ind. He had been connected with the Drew organization the past four years. Body was sent to Rosemary City, N. C., for burial. (Details in Covert section.)

In Loving Memory  
**TYANA**  
**BABETTE SCHUETZ**  
Who Passed Away Aug. 23, 1952

"You will always live in our hearts, Mother."  
**FRITZ and BETTY HUBER**  
and Your Grandchildren

---

In Loving Memory  
of our beloved father  
**Abraham Archer**  
Who passed away Aug. 8, 1952,  
Chicago, Ill.  
His Sons in Shaw Business  
**JOE ARCHER**  
**J. B. ARCHER**  
**M. J. ARCHER**

In Loving Memory of My  
**DEAR HUSBAND**  
**PHIL G. LITTLE**  
WHO PASSED AWAY  
**AUGUST 21, 1949**  
**MRS. KATHERINE LITTLE**

## SPRINGFIELD, ILL., FAIR CHALKS UP BANNER RUN

Paid Gate Up 10%; Grandstand Biz Rises 15%; Midway Slightly Over '51

Continued from page 1

Amusement Company of America provides the rides and shows, was scoring slightly higher grosses than '51; a notable achievement as carnivals generally have been reporting lower takes this season.

Bumper grandstand business caused four overflow crowds with some 1,500 chairs placed on the race track to augment the 11,900 capacity of the stand. Fair execs pointed out that heretofore the record had been two overflow grandstands for any one run here. Sock business was scored by "Ice Vogues of 1952," which was originally set to give two-a-night for nine nights. Ice's biz was so good that it was decided to hold the unit over for the closing day, and thus squeeze in two more performances and bring the number of his performances to 20.

### Eye 50G Gross

Bob Johnson, company manager for the Ice show, said today that with four shows to go, the unit appeared certain to run up a \$54,000 gross after taxes, and probably will hit \$60,000.

Ice Vogues is presented open-air style in front of the 3,800-seat bleachers. It is priced at \$2.50, \$2 and \$1.50. The second show each night invariably has been a sell-out, while the early show, which starts at 7 p.m., has been getting fair crowds, with the combination of the two averaging a nightly gross of about \$6,000 after taxes.

### Concessionaires Score

Fair sold more concession and commercial exhibit space than ever before. Income from this source was placed at \$114,917, as compared with \$109,680 last year.

Eat-and-drink concessionaires reported brisk business, matching if not surpassing that of last year. On the main midway, there are fewer concessionaires. Amusement Company of America execs decided that fewer concessionaires

and more walking space for patrons would yield bigger concession takes on peak days. This has proved the case. It has also given the fun zone the neatest appearance of any recent year.

### Use Name Talent

Of all the grandstand night programs, only the opener, Friday (8), proved a Larry Rex Allen, Western star, was the headliner for that one, but the blame was not placed upon him for the relatively weak business. Hubert Elliott, fair manager, pointed out that the grandstand seats for that

show had been set too high at \$2.50 and \$1.80.

A revue, plus circus acts, booked in by Barnes-Carruthers Theatrical Enterprises, Chicago, showed in front of the grandstand five nights, with the stand then priced at \$1.50 per seat. The revue closed Friday (19) after recording three overflow crowds and drawing raves from press and patrons.

Radio Station WLS (Chicago) talent provided the program Saturday night (9) and it accounted for the other overflow crowd.

A society horse show—traditionally a big feature here—proved stronger than ever. Nine performances, two of them matinees, were sellouts in the 3,700 capacity Coliseum, with standees at some shows bringing the crowds to 4,000. New wrinkle this year was the use of an orchestra—Ted Weems—at some performances. The Weems aggregation was in two nights and Elliott figures the Weems band more than paid for itself.

Another new twist dreamed up and executed by Elliott was the use of name talent as walkarounds. Jerry Colonna was in for five days, with instructions to serve as a greeter, autograph signer, shoulder-rubber and picture subject. Colonna made every department of the fair, and was photoed in a variety of poses.

Dizzy Dean also was in for one day, charged with the same assignment, and Dean mugged his

(Continued on page 14)

## Aqua Follies Grosses 222G

SEATTLE, Aug. 16.—Al Sheehan's "Aqua-Follies" wound up a 16-performance run here Wednesday (13) after grossing a record \$22,780.25 and playing to a total of 86,091 patrons. Two extra midnight performances were held to care for the overflow crowds.

According to Walter Van Camp, head of Greater Seattle, Inc., who sponsored the show, a single-day ticket sale record was hung up Tuesday (5) when \$22,391 came into the box office. Show was scaled at \$2 to \$3.50 including tax.

## PNE MILLION \$ BLDG. GETS TENTATIVE OKAY

VANCOUVER, B. C., Aug. 16.—The city council has given tentative approval of plans for a new \$1,000,000 exhibition building to be constructed on the grounds of the Pacific National Exhibition here. The structure, to be named the British Columbian Building, will be used to greatly expand the expo's cramped exhibit space.

A large relief map of the province and the Edward Lipsitt Indian museum will occupy space in the structure as permanent, year-round attractions.

PNE officials have also requested that the city include the fair's proposed coliseum in its long-range planning. They said it would take up to \$3,000,000 and would seat 10,000 persons. The big building is planned for conventions, sports events and other attractions.

Dr. J. C. Berry, PNE livestock chairman, announced this week that due to outbreaks of sleeping sickness in Alberta, horse show entries from that province have been barred from competing here.

## Carnival Workers' Union's Charter Revoked by AFL

Exec Council Makes Request; Holds Local "Outside Natural Jurisdiction"

ATLANTIC CITY, Aug. 16.—The local charter of the Carnival & Amusement Workers Local 450, International Jewelry Workers' Union, St. Louis, was canceled here Friday (15) by the executive committee of the American Federation of Labor.

George Meany, council secretary-treasurer, said that the charter granted to Harry Karsh, of St. Louis, was revoked by the International Jewelry Workers' Union "at our request."

Meany added that the council members told officers of the international union that they felt the

issuance of the charter to Karsh, purportedly to organize carnival workers, was irregular and outside the natural jurisdiction of the union.

If the international had not followed the request of the council, revocation of the charter to the carnival and amusement workers local could have been taken forcibly at the AFL national convention to be held in New York opening September 15.

At the time Meany made his announcement here, Karsh was in Springfield, Ill., visiting the Amusement Company of America, one of five railroad shows which had signed contracts. Three truck shows also had lined contracts.

Karsh began efforts to organize carnival workers in February, when he visited the Royal American Shows. Subsequently, Carl Sedlmayr, Royal American owner, announced he "would go along." Other rail shows who signed were Amusement Company of America, Cavalcade of Amusements, Model Shows, and Cetlin & Wilson, in that order.

Truck show organizations, which signed were Gooding Amusement, Happyland Attractions, World of Pleasure and the W. G. Wade Shows.

## 500G Blaze Hits Tulare Fairgrounds

TULARE, Calif., Aug. 16.—Following the \$500,000 fire that leveled six buildings on the grounds of the Tulare County Fair here Wednesday night (13), Alfred J. Elliott, secretary-manager, asked his directors to hold the event under big tops. Annual is scheduled to open September 9 for a six-day run.

The cause of the fire which raced thru the structures is undetermined but believed to have been caused by faulty wiring. Most of the buildings were of the original plan, some being constructed 35 years ago. Newest of the lot was the Commercial Exhibits built three years ago.

Elliott called his directors in a special session Thursday and proposed that the 43,000 square feet of space lost in the flames be replaced by canvas for the 1952 run. He pointed out that the educational, livestock and administration buildings were unharmed as was the grandstand at which pari-mutuel equipment has been installed for the opening of the fair.

The damage was estimated on the basis of replacement costs.

## Oregon Events Share in 685G Mutuel Melon

SALEM, Ore., Aug. 16.—Oregon fairs this week received State checks as their shares of \$685,194, income from the State tax on pari-mutuel wagering at horse and dog races. Of this total, \$269,194 goes to the State general fund and the remainder is apportioned to the fairs and exhibitions.

A similar distribution will be made in October after close of the racing season at the State fair and other tracks.

Of the August apportionment, each of the 36 counties received \$8,644 for use in support of county fairs. Funds going to other exhibitions were:

- Eastern Oregon Livestock Show, \$7,500; Northwest Turkey Show, \$2,500; Pendleton Round-Up, \$7,500; Pacific International Livestock Exposition, \$35,000; Oregon State Fair, \$35,000; Mid-Kolumbia Livestock Show, \$5,000; Klamath Basin Round-Up Association, \$5,000; Spring Lamb and Dairy Show, \$3,500; Pacific Coast Turkey Exhibition, \$2,500; Oregon State Corn Show, \$2,500.

## DALLAS FAIR INKS HOPPY

DALLAS, Aug. 16.—William (Hopalong Cassidy) Boyd will make a personal appearance in the Cotton Bowl stadium on Friday, October 10, Elementary School Day at the State Fair of Texas.

Fair execs plan to build a show around Hoppy for the 4 p.m. matinee. Cowboy star's appearance at the fair was made possible by Goldman Baking Company of Dallas, bakers of Holsum Bread, which Hoppy enterprises endorse.

School Kids Day is usually one of the biggest at the Dallas fair. Attendance on this day last year was 215,000. School kids are admitted to grounds free.

Fair officials predicted the Hoppy show might almost fill the 75,504-seat stadium.

## Sacramento Sets Benny, Cugat To Divide Run

SACRAMENTO, Calif., Aug. 16.—Jack Benny will headline the grandstand show at the California State Fair here for the first five nights. Xavier Cugat will follow the comedian with a five-night engagement.

Altho the talent cost on the show was announced as \$37,500 (The Billboard, August 2) with Music Corporation of America getting the contract, the late signing of Benny will not affect the budget, a fair exec said. Total cost of the 10-day shows will be \$37,500, with the money over the talent cost going for special lighting costumes, and stage help.

Benny's stanza will be titled, "An Eye-ful of Paris." Acts on the bill will include the Cycling Villenaves, Julie and Pierce, Wier Bros., the Rudells, Mazonne Abbott Dancers, and Tulara Lee.

## RINGLING, RAS SET DAY-DATE AT JOPLIN, MO.

JOPLIN, Mo., Aug. 16.—The two biggest outdoor shows in the nation, Ringling Bros. and Barnum & Bailey and the Royal American Shows, will play day and date here next month and their lots will be on opposite sides of the street.

Royal American has contracted to play five days starting September 14 under Elks Club auspices. Ringling-Barnum will be in for September 15.



EIGHT TRACKLESS TRAINS which were driven overland from Dayton, O., to Toronto this week are shown during a stop at Toledo. Thomas Holmes, who will operate the fleet as a concession at the Canadian National Exposition, is shown with Karen de Lhorbe Jr. of National Amusement Device Company, Dayton, builder of the trains. The convoy, valued at about \$90,000, received much publicity from newspapers along its route.

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No. 1 Cards, heavy white, black back, 50¢/100. No duplicate cards. These sets complete with Calling Numbers, Tally Cards, 25 cards, 10.50; 50 Cards, 24¢/100 cards, 10.50; 100 Cards, 50¢/100 cards, 10.50 to 2000 in 50 per 100. Fibre Calling Numbers, 75¢ Wood Calling Numbers, 51¢ Printed Tally Cards, 14¢ Colored Heavy Cards, 23¢ Small weight as 21¢ in Green, Red, Yellow, 10¢ per 100. 100 BILE CARDS, No. 1 Size, 51¢/100, 10¢/100.

### 3000 KENO

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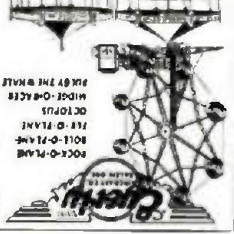
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## Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Ala Ming, tight wire, was in Chicago last week where she signed to play four weeks of major fairs thru the Zenater office. Included are the Canadian National Exhibition, Toronto, and the annuals at Hamburg, N. Y., and Reading, Pa. Shows are booked by the Hamid office.

Los Arcos, high act, closed at the Nashua, Ill., fair and headed for the Greenfield, Ind., and Freeport, Ill., fairs. Act will also play the Streator, Ill., Labor Day celebration for Tommy Sacco, Chicago booker. Three Mills, high act, closed with Tom Poles in Boston and went to Buckeye Lake Park, Ohio for a week.

Texas Tommy and his pony, White Queen, have been signed for the Sunday (24) Super Circus TV program, which is aired via ABC from Chicago. Also on the bill are Del Rios, inverted perch and trapeze; Varnell Coriell, juggling and head slide, and Ed and Sandy, trampoline. Set by Vic Brown for the following Sunday, are the Victoria Troupe, cyclists, and Terry Ray, unsupported ladders.

Valentino Sisters will take their portable trap equipment to the Berne, Ind., centennial celebration August 17 and will follow with the Firemen's Circus at Detroit, August 23-24. George Valentino, manager, reports. The Detroit date was booked by the Betty Brydon agency. Capt. Roy Stevie, swappole, played the Steele County Fair, Owatonna, Minn., last week along with a grandstand show booked by the Voorhees Agency, Chicago.

Talent at the Wautoma, Wis., fair included Accedeses, wire; Sonny Moore and his canine circus; David and Sylvia, comedy; Ted Miller and Smiler, comedy; and Capt. Jimmy Jamieson, high diver. Joe Lemke, who has his chops on the Polack show, reports that Sonny Albright, who formerly had his own dog act, out, recently paid him a visit from Moffett Field, San Jose, Calif., where Albright is stationed with the U. S. Air Force.

Acts set for the Lead, S. D., Labor Day celebration, which is sponsored by the Homestead Mining Company, will include Ted Thomas, unicycle; Barker and Friel, hand balancing; Nimble Bros., comedy knockabout; Wilkie and Dars, dancers; Bobby Marvells, teeterboard; Saturn, high act; Tommy Sacco booked the date.

Bernie George emceed the grandstand show at the Presque Isle, Me., fair, which included Pauline Leslie, songs; Wilfred Mae Trio, hoop juggling; Fran and cine Volante, aerial; Pedro and Durand, acro dance; Bobby Whalen and Yvette, cyclists; Victor Hyde, novelty instrumental; and Gaudsmith Bros., dogs. Nia Yu, wire, was out of the show due to an injured wrist. Roxyettes, 16-gal line, backed the performance.

While playing an industrial picnic in Columbus, Ind., Jim Lamont, of bird act note, reports one of his cockatoos was bird-napped. Before leaving to return to Chicago, he put the matter in the hands of the sheriff, who nabbed the culprit and shipped the bird back to Lamont.

Clown Roy Barrett visited the Ringling show at Vincennes, Ind., when he was playing the fair at nearby Bicknell, Ind. Barrett was visited there by Gertrude Scott, who now lives in Bloomington, Ind. He will play the Caro, Mich., fair for Barnes-Carruthers the week of August 18.

Jack Knoll, high act billed as the Great Knoll, has launched a five-week fair route for the Hetzer Agency that will include annuals in Ohio, Kentucky and Tennessee. He will then join an industrial show until the holidays. In addition to his act, Knoll is

now carrying a walk-thru animal show that includes four boas, one anaconda, lizards, three monkeys, a leopard, three ringtails, and a tapir.

Philadelphia's Willow Grove Park has added a Wednesday night show to its open-air music pavilion. Mac McGuire, disk jockey and Western recording star, will be featured with his Harmony Rangers. String band concerts on Sundays will be continued.

The Aerial Alcides, Edna, Louie and Wilfred, who closed with Coleman Bros.' Shows recently, are working parks and celebration dates.

Doris and Vern Orton, high sway pole act, were obliged to buy a truck in order to make jumps in England. Following a string of gala dates—mostly one-day stands—they play September at the Festival Gardens, London.

Ed Sullivan, New York columnist, recently visited Copenhagen inognito to view the remarkable dog act of Victor Julian, which is playing the season at Circus Schumann. The act is booked solidly for nearly two years, but Sullivan is trying to arrange for a showing on his TV show. Few people knew the columnist was in town—and none of the circus directors or personnel was aware of his reputation in America or the importance of his TV show. . . . Lorana Hagenbeck, director of the Hagenbeck Tiergarten (Zoo) in Hamburg, has been in Copenhagen consulting with the director of the Copenhagen Zoo about a big modernization project of the Danish zoo, which has more than 2,500 animals on display.

Marlene Whaling, daughter of the cycling team of Bobby Whaling and Yvette, celebrated her 15th birthday while the family act was appearing at Northern Maine Fair, Presque Isle. Occasion resulted in a surprise party under the stars following the Friday night (18) show. Wilfred Gregory (Wilfred Mae Trio) presided over the sumptuous buffet and there was a pit of live coils for the wicker roast. Members of the George A. Hamid unit presented Marlene with a wide variety of gifts. . . . Nio Yu, Chinese girl contortionist, broke her left wrist early in the week and was out of the show. . . . Two next-generation mites of performing families are appearing with the Hamid unit. They are Rudy Whaling, aged six, who rides a junior-sized unicycle on stage in her dad's cycling turn and Pedro Morales Jr., aged five plus, son of one of the principals in the Pedro and Durand team, who does some tumbling and balancing on his own. Both moppets register well, audiencewise.

### COMING EVENTS

- Illinois**  
 Levington—Annual Homecoming, Aug. 23-24  
 39 Y. M. Patton  
 Ridge Farm—Tomato Festival, Aug. 16-20  
 Del Smith  
 Windsor — Harvest Festival, Aug. 25-30  
 Ralph Neal
- Tennessee**  
 Hixley — Colored Labor Day Celebration, Sept. 1-8  
 Rev. J. D. Johnston
- Virginia**  
 Abingdon—Burying Tobacco & Farm Show Oct. 18-19  
 J. B. Collins  
 Fort Hunt Mount Vernon Community Celebration, Aug. 23, Mrs. Carter, Davis

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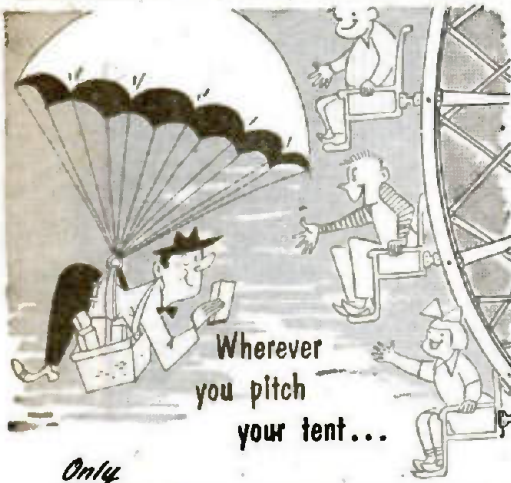
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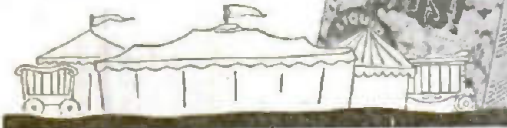


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**Out in the Open**

**Art Peets**, who for five years was in charge of special events for Wilson & Company, Chicago meat packers, has joined the staff of the Charles Zemater Agency, Windy City booking office. Among other duties, Peets managed the packing firm's six-horse draft team which annually plays many Midwest fairs. . . Phil Darling, secretary of the Lake County Fair, Crown Point, Ind., was a guest on the Tom Duggan sports TV program Tuesday evening (12). The stanza originates in Chicago via outlet WNBQ.

**Dr. Bell-Concord** (Byrnes) **Ely Ardelty**, single trapeze, has been signed to replace the **Bazzettis** at the Lancaster (N. H.) Fair, to be held August 29-September 1.

**Robert K. Templeton**, manager of Walled Lake Park, Detroit, is in Harper Hospital convalescing from a serious eye operation. . . **Harry and Evelyn Currie** now operating games at Long Beach, L. I., N. Y., after five seasons with **Louie Wish** at Edgewater Park, Detroit, report they have had nothing but rain all season. . . **Donald Wish**, concessionaire at Summit Beach Park, Akron, O., for the third season, reports business off by 30 per cent.

**Dr. Max Thorek**, physician for the Showmen's League of America, was honored Wednesday (13) in Chicago by the International College of Surgeons, who awarded him a bronze plaque for his

contribution to the progress of Negro surgeons. The organization was founded by Dr. Thorek in 1935.

**Johnny Anderson**, of Enquirer Printing Company, Cincinnati, and family are vacationing in Petoskey, Mich.

**Pat Purcell** reports from his Daytona Beach, Fla., headquarters that he is on the luncheon circuit, extolling the virtues of the National Association for Stock Car Auto Racing to civic clubs.

Visitors to the Northern Maine Fair, Presque Isle, included **Ray Crowdon**, secretary-manager of Frederickton (N. B.) Exhibition, and **Malcolm Neill**, owner-manager of Station CFNB, who is director-in-charge of publicity at Frederickton.

**E. D. Kolmans**, president of the new Westchester County Fair, Peekskill, N. Y., visited Middletown (N. Y.) Fair Wednesday (6). Accompanying him were **Al Hayes** and **Jules Logelka**, Westchester directors.

**Owatonna Gate Close to 1951 For First Half**

OWATONNA, Minn., Aug. 16.—Steele County Free Fair here Friday morning (15), at the half-way point in its run, was running close to '51 in attendance, with grandstand business up slightly and rides and show grosses on the midway about 15 per cent higher.

Only spending at concessions, both of the games and eat-drink variety, were off, according to secretary **Stan Muckle**, who attributed the drop in that department to the tighter dollar.

The 20th Century Shows, playing on the midway for the first time, scored brisk ride and show business. **Jole Chitwood's** thrill show, set for one matinee and one night show, turned in fair and good grandstand crowds, respectively. Stock car races staged by **Frank Winkley** also accounted for a good grandstand.

A revue, with 14 gals and eight acts, booked in by **Reg Voorhees** of Chicago, chalked up a good grandstand Thursday night (14) in the first performance of a four-night stand. **Buck Steele's** rodeo, in for two matinees, played to a fair Friday (15) grandstand.

**Ferndale, Calif., Tabs Okay Run; Pays 19G Purse**

FERNDALE, Calif., Aug. 16.—The 52nd annual Humboldt County Fair, which closed a six-day run here, urday (10), exceeded all expectations and paid \$19,990 in purses for thoroughbred and quarter horse races. Paris-mutuel events were held for five days.

**Dr. J. N. D. Hindley**, secretary-manager, went all out on the ever progressing lumber industry in the region and devoted more than half of the exhibit tent to this field. Lumbering contests, including log rolling, log bucking and high climbing events were featured with the **Hansen Sisters** of Longview, Wash., challenging each day's roller champion.

**Mel Venter** and his **Breakfast Gang** were featured in afternoon and night shows Wednesday (8). **John Billsbury**, Hollywood agent, booked the acts that appeared between racing events in the afternoon and in the night grandstand performance. Acts included **Cepler Troupe**, **Homer Snow** and **His Marine Animals**, **Cy Ritter** and his **Blitz Buggy**, **Johnson** and **Diehl**, the **Cyclonians**, **Lynn** and **Linda**, **Dolores** and **Don Graham**, **The Butters Girls**, **The Waldrons**, **Dick Lewis**, **The Grahams**, and **Will Larson**, and his electric organ, **Log Moran**, Hollywood stunt man, emceed, **Victor Heisler's** balloon ascension and parachute jump was a matinee feature.

**William Meyer** and his **Frock** and **Meyer Shows** were again on the midway.

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**Calif. Execs To Study CNE, State Fairs**

SACRAMENTO, Aug. 16.—A study of exhibits, fairground layout, customer area attraction and entertainment features will be made by a group of California officials and **John B. Knight**, whose firm is making a survey of events within the State.

**Knight**, whose contract for Customer Opinion Surveys was recently renewed by the Department of Finance, will visit the Canadian National Exhibition, Eastern States Exposition and the State Fairs of Minnesota, Iowa and Texas.

**Fred Links**, assistant director of finance, will attend the Canadian National with the statistician while **Sen. Verne Hoffman** of San Joaquin County will go with him to the Minnesota and Iowa events. Kern County Assemblyman **H. W. (Pat) Kelly** is to accompany **Knight** to the West Springfield annual.

While attending these events, ideas will be studied for utilization in this State. Special attention is to be paid to layout in view of the proposed new State Fair location.

**Knight** polling has been to obtain information that would assist fair managers in planning and operation of 1953 fairs, and to provide exhibitors with facts about the State's annuals that will permit proper evaluation as a legitimate and profitable advertising medium.

Events that have been checked and to be checked under the long-range program include county fairs of San Diego, Sonoma, Contra Costa, Humboldt, Merced, Monterey, San Joaquin, Santa Clara, Riverside; California Midwinter Fair, Imperial; California State Fair, Sacramento; and the Farmer's Fair and Festival, Hemet.

**Foam Lake, Sask., Receipts Dip \$300**

FOAM LAKE, Sask., Aug. 16.—Gate receipts at the annual one-day fair of the Foam Lake Agricultural Society totalled \$1,500, about \$300 below the record take of last year. Cattle, sheep and swine were not shown because of the danger of hoof and mouth disease but the entries in light and heavy horse classes were strong and of good quality, as were entries in all competitions. Horse racing, a horse parade, a baseball tournament and a tractor rodeo were featured.



# Springfield, Mo., Hit By Rain, Threatening Skies After Drought

Attendance Down 8%; Grandstand Off Sharply; Midway Drops 10-15%

SPRINGFIELD, Mo., Aug. 16.—Drought conditions prior to its opening, followed by rain—or the threat of rain—hurt the Ozark Empire District Fair, which closed its seven-day run here Friday night (15).

Attendance going into the final day was placed at about 8 per cent under last year to the same point, by Glen Boyd, veteran secretary. Grandstand attendance was off sharply, due not only to the drop-off in the fair's gate but to fact that the fair operated with a temporary grandstand, a replacement of a larger stand than was lost to fire since the '51 event.

One night show—Monday's (11)—was rained out. At some of the other shows, there were turn-aways at the canvas-topped temporary stand that seats 3,500. Grosses on the midway, where the Royal Crown Show held forth, were reported down from last year by between 10 and 15 per cent. The midway operation started strong, and the first two days yielded a gross that was

virtually the same as the corresponding days last year—a scant 18 cents higher.

Intense rains Monday and a rain-out Monday night cut deeply into midway business, and the Royal Crown shows and rides in the remaining days failed to overcome that loss. Surprising part of the midway operation was that the rides were up from last year, with lower grosses by the shows sending the total take down. Shows finished in the following order as money-getters: Vanities, Renton's Reptiles, Jimmie Chevanne's Side Show, and Speedy Sayres' Motordrome.

Jole Chitwood's thrill show, in Saturday (9), opening day, provided good grandstand crowds both afternoon and night that day, usually a light one. Frank Winkley's big ears were raced to a good turnout Sunday. Running horse races were staged three afternoons, ending Wednesday. Aut Swenson's Thrillride played to a fair matinee stand Thursday and a full stand that night. Closing day grandstand features were big car racing in the afternoon and stock car races at night, both programs under the direction of Winkley.

A circus booked in by Boyle Woolfolk, Chicago, was in for three night shows, but the first of them, Monday's performance, was lost to rain. Other night bill was a horse show that played to a packed stand Thursday.

Fair's livestock and agricultural exhibits were stronger than last year. Commercial exhibits also took more space and yielded more money.

# Superior, Wis., Paces '51 Gate In Strike's Wake

Grandstand, Royal American Midway Gross Climbs 15%

SUPERIOR, Wis., Aug. 16.—Tri-State Fair here Friday morning (15), half-way point in its six-day run, was showing amazing strength, holding up to its record-breaking 1951 attendance pace despite the fact that it opened on the heels of a 52-day steel strike that had idled the docks and shut down most of the railroad activity in the area.

Grandstand and midway business meanwhile rose to new peak levels, both being up about 15 per cent, according to Seeger Swanson, who is serving his second year as fair secretary. A Gertrude Avery revue, booked thru the Barnes-Caruthers office, is the night grandstand feature. The Royal American Shows again hold down the midway.

A powerful finish was expected for the fair, as the first payday since the outset of the steel strike more than two months ago was scheduled for Friday (15). Moreover, continued good weather was promised for the last three days of the event, traditionally the big ones of the fair.

A record livestock show is one (Continued on page 55)

# Quincy, Calif., Pulls 26,633

QUINCY, Calif., Aug. 16.—The four-day Plumas County Fair pulled 26,633 people to beat its 1951 mark by 2,402, Tulsa E. Scott, secretary-manager, said. Premium money was up for an additional \$524 with this year's awards totaling \$18,500. The event closed Sunday (16).

The fair emphasized the region's lumber industry. The Pacific Coast Loggers Championship was filmed by a newsreel company.

Thursday (8) was designated as Appaloosa Day with the National Appaloosa Horse Show being featured.

Superior Shows, under the general management of Wyatt Shepherd, was on the midway.

# DALLAS SEEKS IKE, ADLAI AS SPEAKERS

DALLAS, Aug. 16.—State Fair of Texas has invited Gen. Dwight Eisenhower and Gov. Adlai Stevenson to speak on two different days at the exposition in October.

Fair President R. L. Thornton sent letters to both presidential candidates offering them the fair's facilities, including the 75,504-seat Cotton Bowl. At the same time, Alvin Lane of Dallas, a leading Eisenhower Texas supporter, sent a letter to the General urging him to accept the invitation.

"We hope both candidates will accept," Thornton said. "Either or both speeches will be of great interest to the whole Southwest." In his letter, Thornton made it clear that both candidates were being invited.

"We wouldn't think of inviting one without inviting the other," he said.

Thornton said a free gate would be put into effect on the nights the candidates spoke to remove any hint of mercenary motive on the fair's part.

Thornton listed October 7 and October 9 as open dates on the fair's program when the Cotton Bowl would be available. His letters of invitation were addressed to the candidates' managers. Wilson Wyatt for Stevenson and Arthur Summerfield for Eisenhower.

The letter pointed out: "Our only interest in making these facilities available is to make it possible for thousands of Texans to see and hear the two presidential candidates before the November election."

Eisenhower's visit to Texas has already been tentatively scheduled for late September or early October. Also plans have been made for Stevenson to campaign in Texas, no dates have been mentioned yet.

# Presque Isle Registers 10% Gain as Spud Market Booms

PRESQUE ISLE, Me., Aug. 16.—A strong 10 per cent increase cutting across all departments was noted for the Northern Maine Fair as the 1952 edition closed here Saturday night (9).

Big reason for the bolstered business was found in the current potato market. A year ago growers in Northern Maine faced the prospect of seeing their product rot at \$2 a barrel. Deers and acreage in 1952 coupled with dry and unfavorable growing conditions in other parts of the country, however, are taken to mean that the Northern Maine spud will probably turn to gold before the autumn and winter are out. This kind of local optimism made its impression on the ticket boxes here.

Tuesday (5) was partially lost to rain. This meant that a scheduled five days of harness racing had to be crowded into four afternoons, but all events had been run by closing day. Pari-mutuel betting went to a new high, the three days, ending with Friday (8) afternoon, ringing up a total of \$105,000. This compares favorably with the \$93,000 bet in five days a year ago.

25,000 on Wednesday  
General admission ran \$1.20 until 4:30 p.m. and 90 cents thereafter. Student admissions remained at 50 cents "through the day, Wednesday's (6) admissions running above 25,000 making that the best single day of the week. Pari-mutuel betting that day alone was \$39,000.

Grandstand admissions ran 90 cents, and boxes \$1.20 afternoon and night. At this scale the 3,200-seat stand had overflow crowds Wednesday, Thursday and Friday nights. Late-comers were accommodated with folding chairs on the track.

Showtime Revue, presented by George A. Hamid, included George Ventry's band, Wilfred Mae Trio, hoop jugglers; Bobby Whaling and Yvette, cyclists; Gaudsmith Brothers, coast by dogs; Fydey and Durante, balancing and knockabout;

Francine Volante, single trapeze with breakaway finale; Vic Hyde, musical novelties, and Bernard George, encee and soloist. Joe Hughes managed the show for the Hamid's office.

Midway Shows Gain  
The 10 per cent gain pattern held true on the midway where Frank Bergen's World of Mirth shows again held forth. Among the shows, top money winners appeared to be Club 18 and Streets of New Orleans, altho Dick Best's Side Show turned many big tips. It seems safe to forecast, however, that the oft-attempted wedding of circus and carnival will not be celebrated on the World of Mirth midway. Carnival and Barnes Bros' Circus unit execs acknowledge that business for the one-

# SKOWHEGAN HEADS FOR A HOST OF NEW MARKS

SKOWHEGAN, Me., Aug. 16.—Barring a bad break in the weather, which could hurt the final showing today, the Skowhegan Fair seemed to be well on its way to registering new records in virtually every department.

The George A. Hamid grandstand show, "Fantasies of 1952," presented by Joe Hughes, has played to capacity audiences nightly, with turnaways the rule beginning with Wednesday night (6). In view of the acceptance of the production by the audience, Hughes was awarded a contract for the '53 date by mid-week.

The King Reid Shows on midway were also reported to be ahead of last year's gross. With some of the best business yet to be counted, it was thought possible that Reid might set a new record for the event.

Weather Good  
Weather has been near perfect, with the exception of a trace of

# DAVENPORT TOPS '51 IN ALL DEPARTMENTS

Gote Up 9,000 in First Three Days, Grandstand, Midway Bests Last Year

DAVENPORT, Ia., Aug. 16.—Mississippi Valley Fair, thru Friday, its fourth day, was romping well ahead of '51 figures at its front gate and with its two biggest days to come, expected to far outpace last year. In addition to the outside gate, grandstand shows substantial increases and midway business where Don Franklin Shows holds forth, is up close to \$1,000 for the first three days.

Total attendance thru Thursday night was 49,142 compared with 40,307 to the same point last year, according to Frank Harris, veteran secretary-manager. Night grandstand crowds for the same period totaled 12,926 against 9,429 a year ago. Afternoon turnouts Wednesday and Thursday, totaled 3,300 compared with 2,800 in '51, he said.

The night grandstand show, booked in thru Ernie Young Agency, Chicago, is playing to

strong crowds. Sam Howard's water show was the featured attraction the first three nights with a revue taking over Thursday evening for the balance of the run.

Afternoon grandstand attractions included the Jimmy Lynch thrill show, which pulled an estimated 1,800 on Wednesday and big car sprints by Frank Winkley on Thursday, which were run before an estimated 2,000. Jole Chitwood thrill show was in Friday, a 250-mile Winkley stock car race Saturday and a Western round-up jamboree for Sunday afternoon.

Kid's day, Wednesday, saw the biggest crowd of the week pour into the grounds when a total of 31,142 came in thru the big outside gates. The small fry swarmed over the Franklin fun zone and all departments of the show racked up big grosses.

All exhibit space was sold out prior to opening day and many outdoor space applications were turned down, Harris said. Live-stock entries were tops with overflows in the cattle classes. Altho only Iowa pigs were allowed to be shown, the number on hand was of near record size.

# Hemet, Calif., Cancels Horse Show, Exhibits

HEMET, Calif., Aug. 16.—Appearance of sleeping sickness in horses caused the cancellation of the horse show and the exhibition of registered breeding animals light horse division of the 4-H Club department at the Farmers Fair of Riverside County scheduled to open August 27 for six days. Harry Hoffman, secretary-manager, said that 200 animals had been expected to participate in the two-day equine display.

The equestrian competition was called off following a conference attended by J. C. Loomis, 46th District Agricultural Association president; Dr. Jay C. Wallis, veterinarian, and Bob Sawyer, horse show manager. Move was said to be precautionary as most of the animals in the country have already been vaccinated against encephalitis.

Hoffmann said that 3,000 square dancers are expected to participate in the Festival scheduled for Friday and Saturday (28-30). On hand for the event will be 22 guest callers from the nine Western States and five square and round dance exhibition teams.

Frank W. Babcock's United Shows, managed by Larry Ferris, will play the midway. Show moves from this date to the Los Angeles County Fair in Pomona where the rides will be on the permanent midway now being constructed by Harry A. Illions.

ringer has been no more than fair. L. D. Bearce is fair president; C. L. Stimson, general manager, and Robert D. Andrews general secretary.

# Turlock, Calif., Pulls 63,319 For New Record

TURLOCK, Calif., Aug. 16.—Pulling a peak attendance of 63,319, the Stanislaus District Fair set a new gate record. The mark was 61,040 set last year, C. A. Rigsbee, secretary-manager, said. Event closed its six-day run Saturday (9).

Foley & Burk Combined Shows were featured on the mid-way.

The grandstand show was a radio quiz program called "We're From the Country," produced by H. B. Marks, Modesto. Featured on the show, broadcast over KMOD, Modesto, were the Whip-orwill from the Roy Rogers radio program, Ford and Harris, dancers and comedians, and Jack Marshall, emcee. Strolling entertainment was furnished by Popo (deBath), clown; Russell Bradshaw, show, escape artist, and an organ grinder and monkey. Walk-around acts were booked directly by the fair.

Finale of the annual was the Stanislaus District Horse Show, highlighted by the appearance of the California Rangemites, all-girl drill team from Parlier. Horse show was held in the grandstand arena the two last nights.

A short program of afternoon entertainment was given in the auditorium. This was headlined by the House Brothers, Western musical trio from KTRR, Turlock.

Plans were reported underway for the erection of a grandstand along with other improvements. A larger entertainment program is to be featured next year.

Bill Pence handled the press for the 1952 fair.

# Penn Yan May Call It Quits

PENN YAN, N. Y., Aug. 16.—What may be the last annual Yates County Fair closed its three-day run here Saturday (9) to good crowds.

Yates County Fairgrounds will be cut up into a real estate subdivision soon. Unless fair officials can come up with a new location, area residents will be without a fair in 1953.

Eighty-one of the 113 fairs have been held on the present site, which has also served as a carnival and circus lot.

## St. Paul Space Sales Top '51 201G Record

ST. PAUL, Aug. 18.—With one record already set, the 91st annual Minnesota State Fair is setting its sights at cracking another as last-minute preparations are being made for the Saturday (23) opening.

Already in the books is a new all-time high on exhibit and concession space sold. Harry Frost, concession superintendent, reported to Douglas K. Baldwin, fair secretary, that preliminary auditing indicates that sales of exhibit and concession space has passed the \$201,124 peak set at the 1951 fair.

Record No. 2 being aimed at is attendance, with Baldwin hoping the weather breaks are such that the fair can go over the one million mark for the first time in history.

Despite rain on seven of the 10 days in 1951, attendance was 900,399. All-time high was 908,563 set in 1950 when it rained on two of the 10 days.

Big feature of the '52 exposition, according to Baldwin, is the gigantic atomic energy exhibit built at Oak Ridge, Tenn., which will occupy 50,000 square feet of space in the swine barn which has been emptied out because of cancellation of the swine show.

Premium list in 14 divisions is \$187,000, Baldwin said. It had been \$203,179, but with cancellation of the swine show, \$16,173 in cash awards for this division were voided.

Sam Nunis' AAA drivers will compete in the big car races the first three afternoons of this year's expo. IMCA stock sprint races by Frank Winkley's late model stock cars are set for Wednesday (27) while the 100-mile stock car run under Winkley's direction will be on Thursday (28). Three IMCA-sanctioned big car auto race meets are skedded for the last three days of the fair.

Aut Swenson's Thrillade will be presented in front of the grandstand opening night, then Tuesday (26) and Saturday afternoon (30). Also on the opening night card is the International Night Air Patrol precision drill.

competitions between official U.S. and Canadian teams. Motorcycle races, under AMA, are set for the second Saturday afternoon.

Starting Sunday night, running thru the end of the expo will be the Barnes-Carruthers State Fair Revue in front of the grandstand. Theatrical Duffield fireworks will conclude the grandstand shows on each of the 10 nights. Royal American Shows, as usual, has the midway this year.

An innovation drawing farmer interest and participation is the plug horse derby races for draft animals, sponsored by the St. Paul District and Pioneer Press which is putting up prizes. Prelim races with 10 heats, will be held Friday (22), with finals Labor Day afternoon on the fair race-track. Races will be one-quarter mile each. First place will get \$250, second place \$100, with \$50 to the owner of each horse in the final race.

A light horse show, representing leading U.S. stable of saddle horses, hunters, jumpers, roadsters and ponies, with a \$35,000 pot full of stakes, purses and trophies, will be staged in the Hippodrome six nights, August 24-30, plus Sunday and Friday matinees.

## Lincoln, Ill., Racks Up Top Postwar Gross

LINCOLN, Ill., Aug. 16.—Logan County Fair closed its six-day run here Friday (8) after racking up its biggest receipts since 1945. W. E. Layman, veteran secretary, announced. This year's grosses were surpassed only during the war years when the near-by Illinois State Fair was inoperative.

Actual gate and grandstand receipts were up 3 per cent over '51. On the midway, Buff Hottle Shows, virtually equaled last year's earnings, according to Layman.

Grandstand attractions included a Boyle Woolfolk revue, square dancing and baton twirling contests and a calf scramble which saw merchants donate prize money.

A new exhibit building, which housed some 50 exhibitors, and a first-aid station, was used for the first time.

## Iowa State Advance Up 10 Per Cent

DES MOINES, Aug. 16.—Advance ticket sales for the Iowa State Fair here are topping last year by a full 10 per cent, according to Lloyd Cunningham, secretary. Mail orders are running especially heavy for the fair's thrill days and two stock car race programs, he said.

New children's days are being scheduled this year, with cut-rate ride prices to prevail on Monday, August 25 and Saturday, August 30. The reshuffling is due to the early opening of schools in many localities.

The fair has canceled its annual baby health championship contest because of the difficulty in obtaining doctors to examine the youngsters. Usually 17 to 18 doctors give one to two days of their time to examine the infants but according to Cunningham, the doctors are too busy this year to participate.

### Superior Paces

of the highlights. There are no swine classes as a result of the ruling of the State of Wisconsin banning them this year, but the space which normally is used for swine was made available to cattle and sheep, and enabled the fair to house the largest cattle and sheep shows in history here.

Plant improvements made since last year include the installation of new cyclone fencing around the grounds, the re-location of some buildings, and the painting of a number of buildings in strong, bright colors that add much to the general appearance.

## Fair Dates

Copyright 1952 The Billboard Pub. Co. The following corrections and additions to the list of Fair Dates were received during the week ended August 16.

The complete list of Fair Dates was published in the issue dated July 22. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 1140 Patterson Street, Cincinnati 23, O. See each issue of The Billboard for corrections and additions.

**Arizona**  
Phoenix-Arizona State Fair, Nov. 7-14, George W. Blake.

**Georgia**  
Atlanta-Southeastern Fair-A-Ganss, Oct. 2-11, Mike Benton.  
Barnesville-Lamar County Kwanan Fair Assn. Oct. 6-11, Kelly D Bowman.  
Franklin-Herald County Fair, Oct. 20-27, R. L. Armstrong.  
Jacksonville-Clay County Fair, Oct. 6-11, R. L. Armstrong.  
Pembroke-Heyan County Fair, Sept. 20-27, D. B. McJeters.  
Springfield-Mifflinham County Fair, Sept. 22-27, D. B. McJeters.  
Sylvester-North County Fair, Oct. 13-18, Cecil Johnson.  
Waycross-Warr County Colored Fair, Nov. 2-8, C. M. Black.

**Kentucky**  
Owensville-Polk County Fair Assn. Aug. 28-30, Joe R. Thompson.

**New Mexico**  
Farmington-St. Francis County Fair Association, Sept. 8-8, Joe Granddromms.  
Alamogordo-Otero County Fair Association, Sept. 19-20, Walter Wade.

**North Carolina**  
Kings Mountain-Bethware Community Fair, Sept. 10-15, Russell Jr.

**South Carolina**  
Charleston-Charter County Fair, Oct. 6-11, G. H. Goldsmith.  
Conway-Berry County Fair, Oct. 6-11, G. H. Goldsmith.  
Orangeburg-Orange County Fair Assn., Oct. 26-25, J. L. Schwab.

**Texas**  
Lubbock-Panhandle South Plains Fair, Sept. 28-30, M. C. Luck.

**Virginia**  
Ooehland-Goochland-Powhatan Fair, Sept. 1-4, Mrs. J. T. Hamner Jr.  
Martinsville-Stafford County Agricultural Fair, Sept. 8-12, O. B. Bensenly.  
Norfolk-Tri-County Fair, Oct. 1-13, Samuel D. Brant.

**West Virginia**  
Yassaway-Lions Club Free Fair, Sept. 8-13, D. Clyde France.

## Napa, Calif., Hits New High; Draws 37,000

NAPA, Calif., Aug. 16.—The Napa District Fair shattered all previous attendance marks by pulling an estimated 37,000 people in its five-day run which closed Sunday (10). Lowell Edgington, secretary-manager, said. Fair offered all free attractions with a 50-cent gate for adults and children under 12 admitted free.

Edgington gave the 1951 turnstile clikker figure as 25,000. With a new 1,600 seat grandstand being debuted this year, the event was able to accommodate the increased attendance.

Entertainment included, in addition to the horse show, acts booked by Eugene Browne, local agent. Amateur shows were featured with one hour nightly performances auditioning the acts for the finals on Sunday. Fran O'Brien, KPDX announcer, served as emcee and did a major turn while Thomas Handforth, organist, was featured on dual organs. Wind-up was a \$1,000 fireworks display on closing night.

Crafts' Exposition Shows, owned by Orville N. Crafts and managed by Roger Warren, were featured on the midway for the fifth consecutive year.

Publicity was handled by Astrid Elby.

## Melville, Sask., Gets OK Turnouts

MELVILLE, Sask., Aug. 16.—Billed as Saskatchewan's "first street fair," a two-day program of grandstand acts and midway entertainment here was regarded as a success. Event was promoted by Hugh Vassos, Melville businessman, and featured Bob di Paolo acts and Ga. Lord Shows on the midway. The di Paolo show was presented at night in Melville Stadium and the midway operated in the vicinity of the stadium. Attendance at the indoor show on the first night was on the slim side but the house was filled on the second night.

Show marked the third time di Paolo acts have appeared in Melville, his units having provided grandstand entertainment at summer fairs here in 1950 and 1951. No fair was held this year.

## Slow Opening Overcome at Middletown

MIDDLETOWN, N. Y., Aug. 16.—At week's end, officials of Orange County Fair were thinking and talking in terms of a record gate, even though the annual got off to an inauspicious start Sunday (10). Optimism came to the fore after a Wednesday (13) turnout of 7,310 paid, a record for the day.

Attendance Tuesday (12), Children's Day, was off. Some fair participants blamed the prevalence of polio for the slump "in mopet trade."

Even the attendance may set a record, it is unlikely that gross earnings will hit a new high. Considerable revenue was lost because of the weather on Sunday and the lack of patronage Tuesday.

### Horan Gets Wet

Sunday, the Irish Horan Lucky Hell Drivers showed to a scant audience at night after postponing their scheduled matinee performance. Last year the Hell Drivers scored a big date here. Col. Jim Eckert's JE Ranch Rodeo, nightly grandstand feature, suffered similarly by staging a performance in the rain to a scant audience.

The rodeo presentation, however, has been drawing hefty, and even capacity houses when good weather prevailed. Stock car races drew a large crowd Wednesday afternoon (6). Big car races are today's closing feature, and a capacity audience is expected. Fireworks were featured nightly.

Coleman Bros' Shows on the midway reported early business under par, but owner Tick Coleman said that there was a good possibility of picking up the early losses.

Fair puts on a free gate after 10 p.m. and this is beneficial to the midway since crowds of 2,000 or more flock into the fun zone to participate in the final hours of frolic.

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## Night Attendance Improves for R-B

Indiana Towns, Toledo Give Big Show  
Good String of Near-Capacity Crowds

TOLEDO, Aug. 18.—Ringling Bros. and Barnum & Bailey corralled much improved business this week, with most night performances hovering near capacity. The two-day Toledo stand paid off with a near-capacity evening crowd Wednesday (13) and a three-quarter finale Thursday (14). Both matinees were half full.

The Wednesday night show was delayed a few minutes by a last-minute rush by patrons for tickets. Auspices there had an advance sale of only 5,000 tickets and had used virtually no advertising space. An estimated 35,000 persons were laid off at various

Toledo industrial plants. Show moved from Toledo to Detroit for a three-day run.

Earlier, Indiana stands had done well by the show. At Evansville (6), the night show had a near-capacity crowd and the matinee was slightly better than half-filled. The following day at Vincennes brought out another half and near-capacity combination.

### 2 Big Houses

At Terre Haute, the Friday (8) stand made business was much stronger than at the other spots, giving the show two near-capacity houses for the day. Newspapers devoted considerable space to the show.

While going to the runs at Terre Haute a Ringling tractor and a city police car collided. For about a week recently a number of persons on the show have been ill with virus infection.

In Chicago, where the show plays three days starting Friday (23) for the shortest run in Ringling-Chicago history, attention is focused on the new lot being used this year. Previously, the show has played at the lakefront. This year the lot is at Cleo and Roosevelt streets on the West Side. Trains will be unloaded at 16th Street and 54th Avenue, Cleo, Ill., about a mile from the lot.

## Wallace Bros. Plays to Big Helena Crowds

THREE FORKS, Mont., Aug. 16.—Fair business has been the story for Wallace Bros. Circus at recent stands but the date in Helena, Mont., brought two big crowds into the top.

Show played Helena Friday (8) under Lions Club auspices. Siebrand Bros. Circus & Carnival is billed for Helena starting August 18. A water shortage which prevented sprinkling there left the lot extremely dusty. Wallace Bros. was in during the North Montana State Fair at Helena.

At Townsend on Saturday (9), the show had a half house for the matinee and nearly three-quarters for the night performance. Joint auspices of Chamber of Commerce and Rotary Club was used.

Three Forks gave the show a three-quarter matinee and a fair night house despite rain. No auspices was used here.

## Model Builders Set Convention

MARTINSBURG, W. Va., Aug. 18.—Indications are that displays at the 1952 convention of the Circus Model Builders & Owners' Association, to be held August 30-September 1 in Hershey Park, Hershey, Pa., will be of record proportions, said John D. Martin, association publicity man.

The park management is turning over to the association its theater for business meetings, to be presided over by Joe Washburn, Chicago, CMBOA president. The park Sports Arena will house model displays. These will run from the last variety to cross cage wagons, said Martin. Pop Barrett, Essington, Pa., will be on hand with his 60 by 80-foot animal display. Circus movies will be shown nightly.

## Rogers Takes Fair in Pa.

HUNTINGDON, Pa., Aug. 16.—Rogers Bros. Circus played to twin three-quarter houses here Saturday (9) under Kiwanis auspices. The show was first in for several years and had a good lot at the airport with adequate parking space. Weather was overcast and warm.

In Altoona on Thursday (7), the Rogers show had a half house for the matinee and a three-quarter night turnout. Optimist auspices was used and weather was good.

Fred Meek, air calliopiist, who closed with Lee Hinckley's band at the King-Cristiani Circus, has joined Barnes Bros. Circus unit on World of Mirth Shows.

## CFA Selects Wichita, Kan., For 1953 Meet

GAINESVILLE, Tex., Aug. 16.—The 1953 convention of the Circus Fans Association will be held in Wichita, Kan., it was announced here today by A. Morton Smith, president.

Smith has just concluded a mail ballot of the 23 members of the executive board of CFA. He said Wichita received 15 votes and the others were divided among St. Louis, Norfolk, and Wadsworth, Nev. Invitations to meet in each of the four cities were presented at the 1952 meeting held in Gainesville.

Dates of the 1953 session will be determined when it is learned the date on which a circus will be in Wichita.

## Wirth to Book Toledo Circus

TOLEDO, Aug. 16.—Frank Wirth has signed a contract to produce the 1953 Annual Grotto Circus here. It was announced this week by Riley Miehahn, chairman of the Toledo event. The circus will open February 1, 1953, at the Sports Arena.

Orrin Davenport formerly booked the circus acts. This marks the first time that Wirth is handling the booking.

## Beatty Takes Weather, Polio Blows in Canada

BRANDON, Man., Aug. 18.—Business for Clyde Beatty Circus in Canada this week dipped as the show bucked strikes, election time and polio. In Brandon the show had a one-quarter and half houses on Monday (11).

In both Calgary (6-7) and Lethbridge, Alta., (8), business was fair. Each town's health department asked that children not be admitted because of a polio outbreak. Despite this, Calgary gave a three-quarter house at night

and half houses for the matinee. Other Calgary factors included a provincial election campaign, high wind and rain. Dale was sponsored by the zoological society.

Wetaskiwan, Alta., (9) was cancelled by the show because of "strikes and other difficulties." In Brandon, the show played day and date with Irving Grossman's revue which has been playing fairs. It drew about 3,500 persons. Rotary Club sponsored the revue and Beatty used no sponsor.

## Mills Attendance Holds Strong In N. Y. Towns

GLEN FALLS, N. Y., Aug. 16.—Mills Bros. had a near-capacity matinee and three-quarter night house here Wednesday (13) under Odd Fellows auspices.

There were two near-capacity houses on hand for the show at Cooperstown, Monday (11) where more than 100 members of the CFA were present for a two-day regional meeting. Jack Mills spoke at the CFA meeting and Mills acts provided entertainment. It was the first show in the city in several years. Rotary Club reported it cleared about \$1,000.

Half and three-quarter houses attended at Herkimer (7). The show date came during the annual vacation period observed by the two largest factories in the area.

## Beers-Barnes Business Off

PLYMOUTH, N. H., Aug. 16.—Beers-Barnes Circus played to only small turnouts here Friday (8), with the show management unable to explain the sudden drop. Business generally has been strong.

Merideth, where the show played on Thursday (7), had a near-capacity night house, while the matinee was about half filled. Walter Davis, trick rider and horse trainer, fractured an arm at North Conway (6).

## KING-CRISTIANI WINS CAPACITIES

New Jersey Stand Gives Turnaway;  
Full House on Hand at Most Towns

CHAMBERSBURG, Pa., Aug. 16.—Floyd King this week had the King Bros. & Cristiani Circus routed into another series of towns that hadn't had a major show in years. And again the show ran up big turnouts at most spots. The street parade also attracted large crowds.

Chambersburg, the Wednesday (13) stand, came up with two capacity houses. The show was credited with being the first big one in town in 25 years and created much interest. A chair truck overturned en route to the stand, causing no injuries but considerable damage.

New Jersey spots, including resort areas, gave big business. Perth Amboy (6) gave two near-capacities despite a drizzle. Long

Branch produced a capacity matinee and a turnout at night on Thursday (7). At Neptune, near Asbury Park, on Friday (8), the show had a three-quarter matinee and near-capacity at night although it rained most of the day.

## Kelly-Miller Tops Go Down In High Wind

PAYNESVILLE, Minn., Aug. 16.—Al G. Kelly & Miller Bros. Circus was struck by high winds here Sunday (10) during a matinee which had about a half house on hand.

The wind blew down one end of the big top. Two center poles came down. There were no serious injuries altho the audience was forced to run for shelter from the rain.

The Side Show top also was blown down. Camel Ditch NarSKI and Preacher received lacerations from falling poles there. Damage to either tent was slight, and since only a matinee had been scheduled for the stand, all equipment was loaded immediately after the blowdown. The show was ready to roll in about one hour.

## Mills Show to Play Fairfield

FAIRFIELD, Conn., Aug. 16.—This city's Exchange Club has pledged in Mills Bros. Circus for a September 5 benefit show on behalf of the local Cerebral Palsy Fund.

Since the event will mark the first time any circus has played here, a suitable lot has not yet been secured. The club had hoped to use a special tract on Black Rock Turnpike, but the town zoning board denied permission. Protesters from residents whose homes border the land were said to be responsible for the board's refusal.

## HAGAN-WALLACE FINDS DEEP SOUTH ONLY FAIR

BRUNSWICK, Ga., Aug. 16.—Hagan-Wallace Circus, first to return to Southern territory this season, found business fair this week. At Brunswick on Monday (11) the show played to a half house at the matinee and three-quarters at night.

Brunswick auspices, the Optimist Club, said it was pleased

with its proceeds. Weather was hot and several plants have laid off employees recently.

Savannah, Ga., was a two day stand for the show. On Friday (8), the matinee drew a half house and the night performance had a full house. The second day drew a strong matinee and a half house at night. Optimist Club was the auspices. King-Cristiani paper was up for its September 22 stand there under Knights of Columbus sponsorship.

## Kelly-Morris Night Strong In Pa. Town

QUAKERTOWN, Pa., Aug. 16.—Kelly-Morris Circus scored a big turnout here Thursday (7), with the night show delayed while blues for an additional 500 persons were erected. Matinee also was good. Strong advance sale and downtown blues were credited with success of the stand.

All-day rains at Emmaus (8) and Souderton (8) cut the attendance there. Harrisburg, York, Reading and Allentown were other recent stands.

Bill Morris still is ahead of the show. Ayres Davies continues as superintendent. The Charles Allen concert act recently joined. Earlier in the season, Allen was with Rogers.

is a federal offense, Williams declared that the department would be lenient. However, he emphasized that the longer the act waited to obtain clearance, the smaller the leniency.

Rigging for the DeWayne Troupe was released late Saturday (9). Also having props that have cleared but were still unclaimed was Herbert Weber.

Frank Flatt of Albert Lea, Minn., wonders who remembers Jed McCallister, who was with the Ringling show out of Baraboo, Wis., years ago.

## Fernandez Tangle Unwinding; Acts Post Freight on Animals

LOS ANGELES, Aug. 16.—Financial and legal entanglements that impounded the All American Circus, promoted in Japan and the Philippines by E. K. Fernandez, are being unraveled, with some of the acts paying part of the allegedly unpaid \$6,252 freight bill and obtaining their equipment. Delivery was made possible by the granting of consent for release by Fernandez' sister in Honolulu and payment of some \$3,600 more on the account.

Fernandez is expected to arrive here soon. He is now in Tokyo, where the show played a month before touring Japan. The stand in Manila was five weeks.

The shipment from Manila was consigned to the All American Circus here. As Fernandez is recognized as the legal owner, no equipment could be released without his approval. However, the Java Pacific Line, which had ordered the stock and rigging impounded at the World Jungle Compound with the customs approval, obtained consent from the showman's sister, Adelaide, in Honolulu. With this legal barrier hurdled attention was turned to that of the finances.

The cargo cost was set at \$10,500, including wharfage fees. After the Sarangan left Manila for the States about July 15, a steamship representative said, approximately 35 per cent of the money was paid.

Another 34 per cent was paid early this week by Bob McDermott of the Pico Novelty Com-

pany here. Money was received from unused airplane tickets. This amounted to approximately \$3,600.

Dolly Jacobs paid \$1,659.05, or 31 per cent of the \$5,351.76 total, for her elephants and equipment while Si Otis paid \$208.25 for the transportation of his mule, a stall and five crates of props. Also to be paid were the charges for a guard, feed and other charges during the impounding at the World Jungle Compound.

Selling of the 31 per cent charge to release the animals was based upon computing the money paid against that claimed due. A steamship representative said that all shipments had to be remeasured to arrive at the cubic tons charges on a percentage basis.

Otis said he was confident that Fernandez was unaware of the impounding here. He praised the showman for the treatment accorded him and declared that Fernandez could straighten it out in a few minutes were he here. Otis said, too, that he felt sure that he would be reimbursed for the transportation he had paid—and that he was ready to play again for the Hawaiian impresario.

Miss Jacobs left the Coast late Tuesday (12) for the East, where she had booked dates. She had previously said that she had to pay off for her inability to open for Al Martin in Baltimore on Monday (11).

One act was reported to have bolted the ship upon its arrival. Russell Williams, assistant collector of customs, stated that word had been sent to the performers to clear with customs. While failure to clear the customs



# Dressing Room Gossip

### Tom Packs

Show grounds at Williamsport, Pa., was one of the best of the season and crowds turned out in good numbers. Final stand of the season is scheduled for Saturday (16) at Braves Field, Boston.

Personnel destination is as follows: William (Luck) Nelson, Jack Leontini and Ray Goldsmith, St. Louis; Prof. George W. Bert Castle, Ohio State Fair, Columbus; Barretts, Salema, Mass.; Milos, Buckeye Lake, O.; Simrus of the Sky Peaches Revue, Ostry, Fla.; Del Morales Trio, Dayton, O.; Bill Buschomb and Company, Centerville, Ia.; Fox and LaNorma, fairs for the Barnes office, Franklin and Astrod, TV and then fairs; Weid's Bears, fairs for Barnes.

Will Hill and Company are heading for fair dates at the George Hanford riding act, Zachchinis to Coney Island, Cincinnati; Flying Valentines and Nato, fairs; Unus, New York and then to Sarasota; Bob White and Bandmaster Shankman, New York; Miss DeLong and Primo, St. Louis; Clowns: Bill Bottage, St. Louis; Reita and Grover O'Day, Clarkburg, W. Va.; fair; Jack Kipple and Jack Crippen, Chicago; Henry Borien, Terre Haute, Ind.; Bill O'Dell, St. Louis; Slim Collins, New York; Jo Jo Lewis, Peru, Ind.

Recent visitors included Ira Mellicie, Joe Minchin, Frank and Stella Wirth, George Bedell, Anna Veleza and Will Hunt.—JO JO LEWIS.

### Ringling-Barnum

The Indiana tour last week gave us heat, rain and also some nice cool days. Terre Haute was a big day for Laura May Petrelio, with local papers running features about their hometown girl. Norma Wright's parents toured with us thru the week, as did Mikey Freeman. George Piercy visited and showed the folks his interesting circus photo album. Arky Scott celebrated his birthday and as a surprise the band played "Happy Birthday" to him during the elephant number. Indianapolis lot was located at the Fairgrounds and business was good over the weekend. An all day rain greeted us in Kokomo. Fort Wayne lot was handy for performers with the third section right on the lot. Congratulations to Anne McCarthy and John Hayes on their recent marriage in Evansville.

Visitors: Ed Rayercraft, Sam Stern, C. D. Curtis, Kitty Van Orman, Mr. and Mrs. O'Reilly, Mr. Renner, Chalmer Condon, Melvin Oson and family, Bobbie Peck McGough, Mr. and Mrs. Schwartz, Nick Carter, Grayci Gender's relatives, Bob Raupler and his mother.

Soldier gag is one of the funniest clown bits. Harry Nelson had a moaning sergeant and Prince Paul, Paul Jung, Walter Guice, Freddie Freeman, Paul Jerome, Myron Orton and Al Schwartz play the misfit soldiers. Frankie Saluto makes up the finale as the battered and torn version of Prince Paul shot from the cannon. The sewing bug has hit the girls with many purchases of portable sewing machines. Patty Malone, side show ringer, is all ears about a new bit of postage stamp clothing. Agnes Stewart keeps the girls happy with home cooked meals each night at the trains. Willie Krause is doing a swell job singing the production song numbers. Murphy, ringstock mascot for years now, shows a way around any lot better than many of the show folks.

### Clyde Beatty

The train made good time on our jump of 535 miles from Medicine Hat, Alta., to Brandon, Man. Trailers had a much longer jump since they went back into the States and then returned to Canada to reach Brandon. Con and Willie Colleano led the mob. Billy and Rene Pape brought up the rear. Several visited the United Exposition Shows and Great Northern Carnival in Montana.

Zekalen Walsh did a fine job as driver, baby sitter and dog tender en route from Vancouver to Medicine Hat, about 2,500 miles in two days. Harold Hall and the pie car staff efficiently fed the entire working crew dukie meals en route and prepared excellent meals for the performers and staff. Sam Alexander received numerous congratulatory messages upon his promotion to co-manager of the Side Show with Charley Conroy.

Dorothy Pina joined after being with the Fernandez show in the Orient. George Hubler rejoined but is devoting full time to driving his station wagon and is not in the bar act. Due to police restrictions children couldn't attend the show at Calgary so we took part of it to four hospitals. Those making the hospital shows included A. W. Kennard, Milonga Cline, Collean Alpaugh, Tex Johnson, Eddie Dullum, Rube Simonds, Gene Warnke, Len Keebler, Jim Linn, Johnny Mitchell, Blinky Hoffman, Charley Hilderbrand and Mingo.

We were happy to hear Charley Swinney is recovering at Spokane from injuries received in a truck accident when the show was there. Fractured ribs are the vogue; Johnny Cline and Eddie Dullum were both recent victims. Mr. and Mrs. Ross Henderson visited after entertaining Mr. and Mrs. Clyde Beatty and staff, Rube Simonds and Eddie Dullum at their home in Calgary. — EDDIE DULLUM.

### Polack Eastern

The Bloomington, Ill., Shrine children pulled strong turnouts. Al La Dieu, of the Henry F. Barrett crew, handled the date.

Mr. and Mrs. Herb George of the Henry Kyes Tent of CFA, drove over from Springfield, Ill., to visit and photograph Kyes. Gene Handow motored from Chicago to visit before hitting the fair circuits. The Valentine Sisters were going to start opening night and did their double act routine. Kayletta, high act, joined the show.

Jack Bray, who is working at Tilden Hall, Bloomington, renewed acquaintances Mrs. Nina Holmberg came over from Springfield to visit her brother, Henry Kyes. Mrs. Poro, who is the mother of Antonio C. Cline, in and Mickey King, visited Frieda Wiswell. Earl Shippely dropped in and had a few laughs backstage with the gang.

Al Ackerman has joined clown alley. Sheriff Earl Richards extended a visit to the men's dressing rooms and learned a lot about circus life. Other visitors included Gene Engel, Nina Holberg, Jack Bray, George Valentine, Bert and Agnes Doss, Happy Hunt, Ed Rayercraft, Harold Ramage, Dr. Mark Foutch, Mr. and Mrs. Hank Robbins; Clyde Noble, of the Flying Fishers, and Mrs. Noble; Carl Hatcher, and Lorraine and Helen Lyons.—BOB LORRAINE.

the government located a new air base there.

Tommy Doran of Philadelphia is back on the show, spending his vacation grinding on the Side Show. Several of the folks have been suffering from poison ivy, including Magadore and Corky Budd, Red Dingler, and Jack and Ruddy Landrus. Magadore and Corky were out of the show for several days as a result. Shotgun is back among the butchers after an attack of shingles. Mrs. Tommy Ward has also been on the sick list and is out of the show. Mrs. Floyd King and the King children spent two weeks recently with Louisville relatives. Visitors included Dutch Hoffman and William Backell from Philadelphia; Sam Dock, retired showman, and Mr. and Mrs. Loyd Warner from Carlisle, Pa.—COL. HARRY THOMAS.

## Under the Marquee

Bobby Peck McGough, former elephant performer, motored to Indianapolis from Dallas to join her husband, Bill, inside reserve ticket man with the Ringling-Barnum show. Bobby has been operating a ranch at Mesquite, Tex., since retiring from the road two years ago. Hi-Brown Bobby Burns, former minstrel, comic and circus advance man, finished the opera season at Central City, Colo., recently. He's currently working on the "Mrs. McThing" show. Henry Kyes, bandmaster on Polack Bros' Eastern Unit, was entertained by members of Circus Fans of America Tent No. 31, of Springfield, Ill., recently. The Springfield tent is named after Kyes.

Wallace & Clark Circus, which played Wisconsin Delis, Wis., (Continued on page 74)

### Kelly-Miller

Tex Clayton, pony ride operator and ticket seller, and Dolores Cagle of Greenville, S. C., were married at Wadena, Minn., (6), and will live at Covington, La., after the close of the season.

Phillip Colleano celebrated his 12th birthday in Baudette, Minn. Mrs. Isla Miller has been on the sick list. Larry Carlton dislocated a shoulder and has been out of the skating act for several days. Frank Cain received a sprained ankle but Jimmy and Benny Rossi carried on with the trampoline act without him.

Agent Art Miller with his wife and daughter visited. Tommy Thompson has a new sedan delivery truck, and since he also bought back a truck he recently sold he's got two vehicles to move his menagerie with.—FRANK CAIN.

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Robber, capable Act/Star. Also Circuit Merchants. Work in all departments. Pay every night. Dinkie and Helen Sawyer (Mrs.) Address: **BOB CAPELL, Mgr.** Pawhuska, Okla., Aug. 21; Tonkawa, 23; Muskogee, 21.

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GROSS CIRCUIS OF GREATER PHILADELPHIA  
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### Mills Bros.

George Duffy's traditional children's Circus Party and parade at Fort Plain and the CFA Eastern Division convention at Cooperstown proved two of the season's highlights: Some 2,000 kids, Duffy's guests, marched to the lot along with show's bulls and mounted riders, plus several local bands. Show placed wreath on grave of William Linney, former CFA, at Fort Plain.

Eastern fans spent Sunday and Monday with us at Cooperstown. Several showed movies and slides Sunday night at party in Otesaga Hotel ballroom. Eddie Carlton, Maurice Droggett, Grant Trumbull, Three Kentons, Wang Schuss, Jimmy Walker, Pat Kirby, Maria Louisa Gonzales, Kathleen O'Reilly and the writer, as emcee, entertained guests at the Baseball Hall of Birthdays were celebrated by John Lower, Harry Mills, Jake Mills and Gerhard Wang. Alfred DePasquale bought a beautiful new sousaphone. Bert Cole and niece spent the day with us at Utica. Billy Hammond and several others drove from Johnstown to Gloversville. Several hospital shows were given, including one at Utica. Red Maynard is selling reserved seats. Kenneth Van, Sid Foote, Bruce Souter, Ralph Weir of the Little Falls Times, Bill Bronk and Edwin Gerbent were among Fort Plain visitors. There was plenty swimming at Herkimer, with a pool right in backyard, just a short dive from the cookhouse.

Birthdays were celebrated by John Lower, Harry Mills, Jake Mills and Gerhard Wang. Alfred DePasquale bought a beautiful new sousaphone. Bert Cole and niece spent the day with us at Utica. Billy Hammond and several others drove from Johnstown to Gloversville. Several hospital shows were given, including one at Utica. Red Maynard is selling reserved seats. Kenneth Van, Sid Foote, Bruce Souter, Ralph Weir of the Little Falls Times, Bill Bronk and Edwin Gerbent were among Fort Plain visitors. There was plenty swimming at Herkimer, with a pool right in backyard, just a short dive from the cookhouse.

### King Bros.-Cristiani

Quite a few greeters were on hand when we moved into Chambersburg, Pa., including Clark Queer, friend of circus people, and Billy Barton, trapeze and swing performer. Charles F. Miles, circus photo from Hagerstown, was also there with his camera and took plenty of shots.

The show's younger set are spending a sad last week before heading for school. Show's personnel were saddened by the death of Nick Carter's brother in Peru, Ind. Latest word from that circus center is that the population is increasing sharply since



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With near appearance. Must be able to sell (not just an order taker). Auspices dates and also agent auspices, in securing lighted stadiums and Ball Parks. as we do not exhibit under canvas.
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Unless you are sober, reliable and can really be depended upon to fill any of the above positions asap, this Circus does not desire your services.  
Write, Wire or Phone Immediately.

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5TH ANNUAL SHRINE CIRCUIS  
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c/o R. F. C. SAVANNAH, GA.  
Fred Brunett, "Romeo" Mullins, Eddie DeBoid, Steve Lewis, L. T. Moser and Charlie Phillips, contact us.

## SEPTEMBER SONG

# Post-Labor Day Gimmicks May Stretch Park Season

NEW YORK, Aug. 16.—Eastern park ops, whose operations are running about the same dollar-wise as in 1951, are planning to keep their funspots open a week or two after Labor Day in an effort to better a so-so season.

Most of them have gimmicks on tap, ranging from beauty contests to carnivals, in an effort to stretch the season another couple of weeks. Some of the pressure for post-Labor Day operation has come from concessionaires, who feel that the extra two weeks' business will help them.

Here is what some of the parks along the Eastern Seaboard are doing to hype post-Labor Day business:

### Mrs. America

**Palisades (N.Y.) Park** The Mrs. America eliminations set for September 4-7, provide the gimmick that will attempt to keep them coming back. After that the park closes.

**Irving Rosenthal, Palisades head,** said that attendance is running about 12 per cent ahead of last year, with rides about 100,000, their own and food concessions topping the 1951 figure by 14 per cent.

**At Rockaways Playland** and **Queer N. Y.,** plans call for the park's shutting down its seven-day operation September 6, will the playspot remaining open week-ends thru the winter.

### Mardi Gras

In a drive to wind up the season with a blaze of greenbacks, Playland and the mercier Legion have scheduled Mardi Gras to be held September 2-6. On the last day a firmen's competition is planned.

Despite a bad break from the weatherman during June, July business was hefty enough to put the park all "above" 1951 at the end of the month. However, two wet week-ends in August

have put Playland behind 1951 totals. The success of this year's operation may well be determined after Labor Day.

**Coney Island** is not making any records this year, as June and the first two weeks of August were reported as poor. With July strong.

### Balloon Parade

Post-Labor Day plans call for a balloon parade and carnival September 6. Plans for the latter will be announced soon. After that, rides and concessions will fold for the season piecemeal, with ops hanging on as long as they think it is worth the effort.

**At Rye (N. Y.) Playland,** park officials said they expected to be open week-ends thru September, with seven-day operation shutting down September 7. An extensive radio and newspaper campaign is

planned for the month, with accent on local papers.

**In Irvington, N. J., Olympic Park,** officials said they were running about even with 1951, which was pretty good considering the weather. Park officials said they would continue a seven-day operation through September.

### Indian Point

**At Indian Point Park, Peekskill, N. Y.,** officials plan to keep going until September 6. With attendance holding up pretty well this year, park officials said they stood a fair chance of finishing ahead of 1951.

The Westchester Fair takes place at the park August 30-September 6, and fireworks, roller skating and the selection of a Harvest Queen are expected to keep things humming until closing day.

## Coney Island, N. Y.

By UNO

Another rainy week-end (9-10) cut attendance and lowered hopes of ops for a profitable season.

The four girls shows that had their licenses suspended secured court injunctions and reopened Saturday (9), pending a hearing in the License Commission's office Thursday (14). Tizza, thru her attorney Murray Cutler, got her stay in Supreme Court. Brooklyn, from Justice Anthony J. DiGiovanna and annulled oodles of daily paper publicity. As a result, she and her show were engaged by the James E. Strates Shows, starting August 25 at New York State Fair, Syracuse, and continuing for the remainder of the season. Murray Hahn was the lawyer for U. Carman and Garbo

shows. All shows did banner biz as a result of the notoriety Fred Sindell of the Cavalcade of Variety show, had his opener spoiled because of the death of his mother Mrs. Gussie Sindell, 67, Sunday (10) in Bethel, N. Y.

**Dave Katz,** owner-operator of an immense Arcade corner Surf and Kensington Walk; a Greyhound Racer on Kensington; a Bat-Em and cigarette game, together with a carnival game concessioned out to Morris Goldman on the Bowers; a second Arcade on the Boardwalk and a third, Pennsylvania on Broadway. New York is anxious to retire and sell his entire amusement possessions known as All-Star Amusement Company. Personnel include Fanny and Lilly Katz, souvenir dispensers; Gerald Katz, chief mechanic; Stanley Super, general manager; Arthur Aron, Greyhound manager; James Donlon, Shuffle Alley; Irving Feldman, Pokerinos; Anna Berger, cashier; Mildred Eisenberg, photos and records; Jack Sachs, cigarette game; Ernest Zeisheck, Bat-Em (Continued on page 74)

## Free Act Series Hypes Cedar Point Attendance

CEDAR POINT, O., Aug. 16.—Residents of Northern Ohio cities have become free act conscious at this Lake Erie resort. Free outdoor attractions were practically non-existent during past seasons but this year several have been used with increasing success, according to E. S. Starr, park manager.

The Kimms, aerial act, opened in early July, followed by the Great Fusner, aerial rolling globe the Silver Condors, high wire trapeze and sway pole, Nancy Forbush Cleveland, with her Merry-O-Netts was in this week (11-17) while Linderman's dogs and ponies wind up the free acts next week.

Starr said that attendance grew each week indicating that the public was getting acquainted with the attraction policy. The Silver Condors drew exceptionally well. Moppets flocked to see

the Merry-O-Netts and dog and pony routines.

### Films, Dances Click

William Evans, public relations man for the resort, said free Monday night movies have been attracting capacity crowds with "name" 16mm films.

The only night that resort-goers are charged for dancing is Saturday when Vern Walter and his Kampus Kings play in the ballroom. This orchestra is drawing larger crowds than polka and semi-name bands did during past seasons. Vaughn Monroe's orchestra was in for a one nighter Wednesday (20) the only name used this year.

D. M. Schneider, president and general manager, expressed surprise at the number of women who have been turning out each Monday morning to hear book reviews. Schneider was skeptical of the reviews as a free attraction but now 100 or more attend, many staying at the resort for lunch and card games in the afternoon.

Starr reports that midway spending has picked up since settlement of the steel strike. He adds that reduced rate tickets which have been distributed in neighboring towns have been showing up at stands and rides in increasing numbers. Since early August each Wednesday has been "bargain day" with rides and other concessions cut in price.

## Conklin Spots Tab Increases Over '51 Takes

TORONTO, Aug. 16.—Business at all of the Conklin brothers' operations is up this year, according to J. W. (Patty) Conklin. He said improved facilities, operation and promotion brought about the increases.

At Crystal Beach across the border from Buffalo, a 17 per cent increase has been scored, with many patrons coming from the States, side of the border. Although rained out for five week-ends, Sunnyside Park in Toronto is up ten per cent, he said.

The Montreal spot, Belmont Park, was reported up five per cent, while Burlington Beach is up 20 per cent despite closure of an important highway leading to it. Conklin interests at Springfield, Mass., are showing an increase of between 10 to 20 per cent, although prices are down.

Conklin is here to set up operations at the Canadian National Exposition.

## WEATHER AGAIN TURNS ON EASTERN FUNSPOTS

NEW YORK, Aug. 16.—Eastern amusement parks took another licking from the weather over the past week-end. The wash-out added up anywhere from Wednesday (8) to Saturday (9) depending upon geographical factors.

On Sunday (10) violent storms with winds of hurricane force ravaged parts of New Jersey. Only a few miles away in New York rain fell, but the destructive winds were lacking and the skies cleared in mid-afternoon.

Saturday (9) was mostly cloudy, and the forecast of showers came true early in the evening to wash out operations at many funspots. Sunday started out dismal, and by noon it was obvious that the exodus from the cities to shore and funspots was practically curtailed.

### Beach-er Suffer

With the sun in hiding, the beaches took the biggest licking. The picnic spots were also hurt badly, with the exception of those

that had bus parties booked long in advance. While a late afternoon and night operation on Sunday was possible at many parks, the resultant business was held to be only a token of the expected week-end earnings.

While July was big for most endeavors, the fact remains that some lucrative week-ends, and a bad closing Labor Day week-end, needed to pile up the kind of gross that will keep managers happy. The reason is that the loss of many week-ends to rain, throughout the first third of the season had many funspots using prodigious amounts of red ink and it has been tough making up for the loss of earnings in that period.

August has more than once turned the tide in favor of locations that struggled from May thru July and, even with the bad start, the hope exists that this month will yet contribute its share to the season's earnings.

## 24 Detroit Concerts Attract 100,000 to Jefferson Beach

DETROIT, Aug. 16.—Jefferson Beach this week attracted 100,000 additional persons were brought into the park by the 24 concerts of the Detroit Symphony Pops Orchestra. The series of tri-weekly concerts ended Saturday (9). Most of the attendance, it was felt, was made up of persons who were not regular park patrons previously. It was believed that the series will serve to build regular patronage for the park.

The concerts did near-capacity business for each event, with

about 3,500 persons in the pavilion and additional crowds in the open grove and on the beach. Even on rainy nights, including one which the park normally would have closed down, about 2,000 turned out for the concerts.

Total park attendance at Jefferson Beach has been considerably ahead of last year, but spending has not shown a proportionate increase. Symphony patrons have not yet become good park spenders, and the beach has been closed (Continued on page 74)

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down to handle this depression-ridden business will get at least \$35,000 this year. Over 100 million feet of sheet metal liners will stay in inventory for 1952. Price has been down 20% since only 3 months operation. These months full operation. Aggressive purchaser can increase net. Write  
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Get on our mailing list  
—Each week The Billboard receives inquiries asking for names of individuals who might be interested in promoting an attraction to audiences and areas. We can refer to us from your territory to you.  
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October 1952

## Bergen Unit Clicks At Valleyfield, Que.

### World of Mirth Scores in Initial Try; Presque Isle Awards Unit 1953 Pact

VALLEYFIELD, Que., Aug. 16.—Showing the Valleyfield Exposition for the first time, Frank Bergen's World of Mirth Shows registered strong grosses thruout the week. Unit got off to a big start Tuesday (12), Children's Day, when the moppets were obviously captivated by the show's attractions, many of which were new to the area.

Only a few of the units were in the air and operating on opening Monday night (11). The delay was occasioned by the 600-mile haul from Presque Isle, Me. The first wagons did not come off the train until 1 p. m., Monday. Tractor-trailer units which haul considerable show equipment, including

all of the front-end stands, also found the going slow.

Bergen expressed considerable satisfaction with the business in this French-speaking sector. In former years the show has used this week for an abbreviated still date prior to entering Canada for Central Canada Exhibition at Ottawa. The move from here to Ottawa, big event on the show's card, will be an easy one, and all units are expected to be ready to operate well in advance of the fair opening.

Last week at the Presque Isle Fair the Bergen forces racked up big gains over last year. The show was awarded the 1953 midway contract at that event before conclusion of the run. The previous week the Bangor (Me.) Fair, first on the route, also awarded Bergen a '53 contract.

Bergen said that the show's Maine route was very good. With any luck at all, every show unit ought to be in excellent shape at the conclusion of the Ottawa run. Bergen said, despite a spotty early season when earnings were sparse.

The Barnes Bros.' Circus, a principal show unit, will be retained thru the season. Bergen  
*(Continued on page 62)*

## H. P. Hill Opens Fair Trek in S. D.

RAPID CITY, S. D., Aug. 16.—Hill's Greater Shows moved into its first fair of the season here at the Pennington County Fair this week. Stand marks the seventh consecutive year on the midway here.

Org trucked here from Hardin, Mont. where it opened to poor crowds but got big turnouts midweek and ended up with good gross stakes.

Mrs. Cleone Johnson, sister of Owner H. P. Hill, paid a surprise visit at Deer Lodge, motorizing up from Odessa, Tex. Mr. and Mrs. Johnson are sporting a new 33-foot house trailer and Papa Nick Evans a new trailer and car. Pete Siebrand, owner of the show bearing his name, was a visitor at Anaconda, Mont., driving over from Butte. Mrs. Louise Cowart and her infant daughter planned in from Arkansas Pass, Tex., to visit the Dixons. Dixie Dixon has been on the sick list most of the year.

Tommy and Rachel Wells received their first letter from their son, Richie, who recently joined the U.S. Coast Guard. The Well's daughter, Sally, will fly back to Omaha soon to resume school. C. O. Hill, brother of the owner  
*(Continued on page 67)*

## Coleman Gross Off At Middletown, N. Y.

### Slump Follows Record Runs at Boonville And Norwich; Outlook Continues Bright

MIDDLETOWN, N. Y., Aug. 16.—After two weeks of record-breaking grosses at New York annuals, Coleman Bros.' Shows ran into a box-office slump this week at the Middletown Fair. Owner Dick Coleman attributed the drop in earnings to polio, pointing to Tuesday (12), Children's Day, as an example. The moppets, harnessed by parental fears, stayed away in droves and the gross tumbled about \$4,000 on that day alone.

However, by Thursday (14), there was evidence that the youth of the area was again on the prowl. While parents were obviously anxious to keep their small fry from participating in major kid gatherings, it appeared that they were succumbing to likely pleadings and allowing the youngsters to attend in the cool of the evening when adult patronage is predominant.

Despite the poor start, Coleman regarded the outcome optimistically. Something of a native by virtue of having played this spot since 1930, Coleman said that a big surge in spending was possible. In former years the fun zone has been in action as late as 2 a. m., and he expects that tonight's closing will be delayed until about that time.

Boonville, Norwich Big Coleman's fair season started off big at the Boonville (N. Y.) Fair where all midway records were shattered. Last week at Norwich (N. Y.) Fair, the earnings were equal to those garnered at Boonville and the personnel was assured that the earnings at annuals, which are more important this year than last after a spotty still-date season, will at least hold up.

To date all units have been sharing equally in the earnings, upsetting patterns of the past when area tastes often resulted in only a few units getting all the best of it. Certainly the Coleman aggregation looks healthy from front end to back, as it has for many years.

Back-a-Wheel, a unique and obviously popular ride highly praised by Coleman, is a midway feature. Designed, and reportedly patented by Paul Smith, a member of the show's personnel, the device consists of four Looper-like cars attached to sweeps, which form an upright cross attached to a center pole. The ride revolves in the manner of a Ferris Wheel, while the patrons control the motion of the caged cars which can be made to turn in a complete circle.

The capacity of eight, which might conceivably be doubted with moppet patronage, the small, does not stop the new unit from out-grossing all other upright rides, regardless of its location, Coleman said. Near midnight on Thursday (17), when most of the midway was shuttered, patrons were lined up waiting their turn with quarter tickets in hand.

Coleman reported his ride interests at Ocean Beach, New London, Conn., considerably ahead of last year as of the middle of last month when he last studied the books. The excellent weather thru the remainder of July and usually good prospects in August lead him to believe that the dollar and percentage gains will be increased even more.

## ONLY A MIRAGE

### H-Bomb \$\$ Fail to Boom In Augusta

AUGUSTA, Ga., Aug. 16.—Despite the dumping of millions of dollars of federal funds into this area and the employment of an estimated 30,000 workers in the construction of the nation's first H-Bomb plant, multiple outdoor show endeavors that have routed thru here this season have found the pickings slim.

Dollar-loaded defense workers are either saving their money—an unlikely pattern—or they are much too concerned with the earnings potential of the moment to give much thought or time to the kind of frivolity dispensed by outdoor shows, some owners believe.

The weather has had an adverse effect, being much too hot to lure patrons to the dusty lots. However, owners-managers believe that the fall season will bring an upsurge in attendance and spending.

This week the Carolina Shows, Royal Exposition Shows, and Fundland Park were finding the lure of defense dollars only a mirage, as did the mammoth James E. Strates Shows and all other units which played here earlier in the season.

## Whitworth Dies In Auto Crash

CONVERSE, Ind., Aug. 16.—H. W. Whitworth, father of Eula Drew, wife of James H. Drew Jr., owner of the James H. Drew Shows, was killed in an auto crash on the outskirts of Converse at 7 a. m. today. Whitworth had been associated with the Drew Shows the past four years. His remains were sent to Bessemer City, N. C. for burial.

The show had just completed an engagement at the local fair and was en route to Parkersburg, W. Va., to play the fair there, when the accident occurred.

## Seek to License Ride-Game Ops

CAPE MAY, N. J., Aug. 16.—A measure calling for the licensing of various types of amusement rides and devices operating at this South Jersey resort is scheduled for a public hearing and final passage next week.

Introduced by the City Commission, the measure would establish a fee of \$25 for each ride and game of skill other than coin-operated ones.

Commissioner Sol Needles Jr. recommended the ordinance and said that his discussions with various operators indicated that they were willing to be licensed.

## Illinois Annual Gives ACA Red One

SPRINGFIELD, Ill., Aug. 16.—The Illinois State Fair is giving the Amusement Company of America a big gross. ACA went into Friday (15), the ninth day of the 10-day event, holding a \$1,000 lead over its 1951 gross to the same point.

With a big throng on hand today and prospects for an equally good turnout tomorrow, the show was expected to hold its increase, and possibly add slightly to it.

The thumping gross for the first eight days was registered despite a rain Monday that was so heavy it forced the cancellation of the matinee grandstand show and slashed the anticipated fair's gate for the day.

Rides Up, Shows Off The higher gross was due largely to a sharp rise in ride patronage. Shows did not pull as well as last year, but the brisk ride business more than offset the dip in show takes.

Of the rides, biggest grosser was the Velare Bros. Sky Wheel, repeating in the spot and operating with a 35-cent price. The Kiddieland, with a battery of eight rides, was second highest money-getter, with the Scooter in third spot.

Two gal shows, "Paris After Dark" produced by Jack Montgomery, and "Parade of Stars," managed by Eddie Lloyd, were leading the shows, followed in order by Charlie Taylor's Minstrel Show and Milo Anthony's Side Show.

Fewer Concessions Considerable less space was devoted to games concessions than last year, but those working all reported satisfactory business. Last year, concession ops did not fare well here, being hurt by over-crowding and too many concessions. Games line-up is much neater than in 1951 and the reduction in the number opened up much-needed walking space for patrons. Concession space carries a higher price tag than last year, but the increased business offsets that.

Show provided some units for the annual Knights of Columbus picnic two days prior to the fair's opening, here, and racket; up-business comparable to 1951.

From here, ACA goes to Des Moines for the Iowa State Fair. The Velare Sky Wheel also goes to Des Moines for what will be its first appearance there.

Visitors on the show midway here included P. T. (Pa) Strieder,

manager Florida State Fair, Tampa; Morgan Smith and Doc Baidauf, assistant manager and grounds superintendent, respectively, of the Alabama State Fair, Birmingham; Bill Moore, Lash La Rue and Charlie Sheesley, all of the Cetlin & Wilson Shows; Bob Parker, Cliff Wilson, Bill Carasky and George Johnston.

## FEW RECRUITS

### Help Remains Short Despite High Wages

NEW YORK, Aug. 16.—The cry for help this year (meaning workmen, like in the classified ads) is as loud as it ever was—even during the war when guys with all of their appendages were in the armed forces.

All the inducements are perhaps greater than ever with \$100-a-week being talked about and offered with abn lon for capable ride operators. But the supply continues well below the demand and most units are making do with less than the desirable minimum manpower.

A shortage of labor always mirrors the competition within industry generally for the available manpower. In turn, the demand is concerned to reflect lush times with folding money plentiful and the public in a spending mood.

#### Earnings Below Costs

While many ops concede that work has been plentiful and earnings high along their routes, they mean that they have not yet been able to corral their anticipated share of the wealth. And, they add crucial times are stalking them when they have to dig deep for high salaries without benefitting to any appreciable extent at the box office.

The lack of sufficient help becomes even more important as the shows head into their fairs. At still dates, a couple of rides could be left in the wagons or on the trucks to the economic advantage of the shows, since there is a better than even chance that the trou will fail to pay its way. At annuals, however, it's the earnings power that counts. A unit down means real money lost, with never a chance of making it up at some later date.

The deals made with ride foremen include a good salary and

## Superior, Wis., Surprises RAS; Gross Rises 15%

### Sedlmayr Reports 27% Hike in West Canada

SUPERIOR, Wis., Aug. 16.—Dame Good Fortune and the Royal American Shows continue to make it a twosome.

The RAS wasn't figured to match last year's business at the Tri-State Fair here this week. The reasoning was quite simple: the fair had opened in the wake of a 32-day steel strike that had stilled dock activities and drastically reduced railroad employment. It was generally figured that most of the natives would be tapped out—or close to it.

But at the end of three days of business, the Royal American gross was up from last year—a banner one—by about 15 per cent. And the fair's three big days, ending Sunday (17) were still to come. So, too, was the first payday since the outset of the strike for the many dock and railroad workers who had been out of work. The payday was set for Friday (15) and was expected to give midway business an added push up.

The fair here has amazed showmen by the way it has pulled after such an extended  
*(Continued on page 62)*

## Wisconsin Fairs Up 10% For Ernie Farrow

WISCONSIN RAPIDS, Wis., Aug. 16.—Ernie Farrow's Wallace Bros.' Shows was here this week still-dating after playing three Wisconsin fairs to excellent success. Darlington, Monroe and Jefferson fairs, played in that order, gave the show business that topped 1951 by 10 per cent, according to Owner Farrow.

The increase was chalked up even the one day of each week was lost to rain.

The still date here, which winds up tonight, was satisfactory, but show execs look for one of its biggest grosses at the Manitowoc (Wis.) County Fair, which opens Tuesday (19).

Org's four shows, which are playing fairs this week, will re-

join at the last named fair. This includes a Monkey Show, Motor-drome, Wild Life and Mechanical unit. Ride line-up here includes 11 major and kid devices, with four rides not set up due to lack of space.

Prior to moving into its Wisconsin fair route, the Farrow show trekked for six weeks on Michigan's Upper Peninsula where, despite rain and cool nights, it racked up good grosses.

Manitowoc fair will be followed by Elkhorn and Beaver Dam, Wis., fairs, and show will jump from the latter spot to Greenville, Miss. Show's Southern route is the strongest yet, according to Farrow.



# Midway Confab

Mabel Brown has returned to Los Angeles following a vacation and a visit with several members of the Ladies Auxiliary of the Pacific Coast Showmen's Association at Mission Beach, Calif. Ruth Woods has returned to Los Angeles from a trip to Las Vegas, Nev., and a visit with Mabel Stark. Tom A. Mahl closed as manager of Festival of Fun Shows in Martinsville, Ind., August 16 and will visit his folks in Middletown, O., before joining another show.

Grady Bingham, formerly with Mad Cody Fleming Shows, is operating a taxi stand in Hahira, Ga. Ronde Rondell joined Bob Randi's Nature's Mistake Show as an attraction in Marion, Va., recently. Norman (Fronchie) Brooks is operating his snow cone stand at the tobacco market in Hahira, Ga. Mrs. C. A. Stephens, of the C. A. Stephens Shows, is sporting a new cookhouse, which is reported to be twice as large as the grab stand she formerly operated.

Bill Quinn, who has his photo gallery set up in Hahira, Ga., plans to return to Belle Glade, Fla. in October. Lucille and Dick Riley have returned to Bishop, Calif., from the East Coast and are visiting Riley's parents in the Sierra Mountains. Eddie and Grace LeMay, former cookhouse and ride operators, have returned to their Gibsonton, Fla., headquarters from a month's vacation at Boca Grande and Boca Celesia Islands. Their son, Phil, and daughter, accompanied them. Next month they plan to visit a number of shows in the South, accompanied by T. W. (Slim) Kelley. Grace and Eddie then will return to Gibsonton to open their restaurant, cottage court and trailer park. Gypsee Gans has been joined on 20th Century Shows by her mother and sister, Ruby and Judy Gans. They are working concessions on the midway.

A. R. (Mac) Maxwell is vacationing in Gibsonton, Fla., before joining Jack Fitch's house on the Cetlin & Wilson Shows. Recent visitors on Mickey Parcell's Pioneer Shows included Don Fox, Mr. and Mrs. Lopes, Dick Coleman, Joe Newman and George and Harry Hanson. Rodger and Nancy Young, retired showfolk, are operating a cabinet shop in Gibsonton, Fla.

Leo Feldman is now operating three new Gordon monkey games at Rockaways Playland, Queens, N. Y. The animated and illuminated units are played by 15 customers at a time. Feldman uses half and whole coupons and is offering prizes valued up to \$50.

Earl Purdie, operator of motor-drome units at Palisades (N. J.) Park and on the Cetlin & Wilson Shows, reports that the loss of 12 Saturdays and/or Sundays to rain has kept earnings at the funspot under par. Except for the weather, business would at least be on a par with last year, Purdie said. The park unit is now on the market due to the illness of Purdie's wife, Ethel. Earl will travel with the C&W unit after the Labor Day closing at Palisades.

Mrs. B. M. (Babe) Scott, who with her late husband, C. D. Scott, operated their own carnival organizations, has opened a small business in Norfolk and is placing her various rides on lease for the remainder of the season. She fails to relate what her latest business venture is.

Arthur E. Campfield, Gotham tent maker, caught the James E. Strates Shows last week at the Cortland (N. Y.) Fair. He reported Owner James Strates and Manager Art Lewis in good spirits after a big week at Clearfield (Pa.) Fair.

Ralph Miller, Westernville, Okla., concessionaire, joined Midwest Shows in Vernal, Utah, recently. Members of Alamo Exposition Shows held memorial services at the grave of Mrs. Viola Fairly in Leavenworth, Kan., Friday (8). Jack Ruback, show's owner, assisted by Eddie Clark and Harry Lamon, placed a blanket of roses on the grave. Dick Byls has taken over the office-owned cookhouse on Midwest Shows. Tommy Fox, veteran concessionaire, has been transferred from Allegheny Valley Hospital, Tar-

antum, Pa., to the U. S. Veterans' Hospital, Aspinwall, Pa. He's suffering with a serious leg injury and may be hospitalized for another four months. Tommy has toured with such orgs as Zeidman & Pollie, Krause, West Bright Light, World of Mirth and Cetlin & Wilson shows, and Johnny J. Jones Exposition and Mighty Sheesley Midway. He's in Room 3048 and would like to read letters from friends.

Bennie Weiss will present his skillo unit at Westchester County Fair, Peekskill, N. Y., August 30-September 6. Deal was set by Westchester Prexy Ed D. Kalmans last week at Middletown (N. Y.) Fair where Bennie was showing.

Bertie Perrot, wife of Bill Perrot, Royal American Shows concessionaire, joined the show at Superior, Wis., to visit her husband and attend the wedding of her sister, Connie Austin, assistant talker on the "Moulin Rouge" show with RAS. Latter was to be married Sunday (17) to Earl Curtis, who is in the paint business in Chicago.

West Coast showfolk were saddened to hear of the death of Abraham Archer, 75, father of Joe J. B. and M. J. Archer, who died Friday (8) in Chicago. Joe who makes his home in Burbank, Calif., was unable to go East for the funeral due to plans to enter a hospital for surgery. The other two brothers were in Chicago for the last rites.

Sue Dan Zeno, annex attraction, has joined Al Altredo's back-end unit on Capitol City Shows.

Moe Levine and M. M. Buckley were honored on their birthdays at a party given by their co-workers on the Monte Young Shows in Soda Springs, Idaho. Madge Buckley served dinner to the honored guests and other show personnel, including Nina Levine, Doris and Bob Benington, Bert and Nevine Clawson, Maxine and M. H. (Musby) Ellison, Beas and Bob Hurlbut, Ann and Earl Wilson, Dorothy and Earl Payton, Clark Wiley, Sammy Coomas, Adam (Dutch) Phaff, Mary V. Taylor, Lola and Grant Danilson, and Gwen Christy. Buckley and Levine reversed the usual procedure of receiving gifts by giving them. Madge Buckley was presented with a new automobile and Nina Levine with a new trailer.

Harry (Doc) McCollough, former greeter at the Pacific Showmen's Association in Los Angeles, marks his 91st birthday next month. Harry LeMack, Pacific Coast Showmen's Association greeter in Los Angeles, is on the sick list. He is confined to his home but expects to be back at the club to shake hands before long.

Jack Hughes, Pacific Coast Showmen's Association chaplain, is confined to his home in Los Angeles by illness. He was a patient in the Veterans' Hospital in Sawtelle for several weeks. The many friends of Philip (Bull Moriana) Walker will be glad to know that he has been discharged from the Methodist Hospital at Los Angeles. He is now at his home in Venice, Calif.

Roy Shepherd, ride foreman for the Crafts Shows, is now in Sacramento getting things ready for the show to open at the California State Fair. All of the Crafts shows—20 Big, Exposition and Fiesta, will be combined for the 11-day run.

Max Cohen, secretary of the American Carnivals Association was a recent visitor to Jones' Bingo at Sea Breeze, N. Y.; Gaiety Shows at Cheektowaga, N. Y., and Carl Ferris Shows at Batavia, N. Y.

R. L. (Bob) Lohmar, general agent for Royal American Shows, spent Thursday (14) in Chicago.

Mozley's bingo stand on the Kaywood Shows was the scene of a reception August 12 for Mary Lois Haywood, daughter of owners Mr. and Mrs. Lee Haywood, who was married earlier in the day to Britton Ross, of Shreveport, La. Event took place while the shows were in Fowler, Kan. Guests included Mr. and Mrs. Haywood and their twin daughters, Mr. and Mrs. C. R. Mozley and family, George Fortune, Mr. and Mrs. Albert Turner, Mr. and Mrs. (Continued on page 62)

W. R. GEREN Presents

# MIGHTY HOOSIER STATE SHOWS

"INDIANA'S FINEST CARNIVAL"

## WANT FOR BALANCE OF SEASON

Hanky Punks, Dip, Pitch-Till Win, Jewelry, Fish Pond, Ball Games, Ice Cream, Concessions, or what have you?  
SHOWS—That can set on streets.

Denver, Indiana, Fair, Aug. 25-30; Gos City, Indiana, Glass Festival, Sept. 1-6; Ohio County Fair, Rising Sun, Ind., Sept. 8-12; Franklin, Ind., 129-year Celebration, around Court House Square, Sept. 15-20; Versailles, Ind., Pumpkin Show, Sept. 24-27; Aurora, Ind., Farmers' Fair, Oct. 1-4; Columbus, Ind., Pioneer Days, Main Street, Oct. 7-11; Rushville, Ind., Mechanical Corn Pickers' Celebration, around Court House Square, Oct. 14-18; season ends. Play these and you can say "I've played the cream."

All replies: W. R. GEREN, Bremen, Indiana, Fair

# PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

Now Booking for Our 13 Outstanding Fairs

<b>INDIANA COUNTY FAIR</b> INDIANA, PA. AUG. 25-30	<b>TO FOLLOW</b>	<b>CAMBRIA COUNTY FAIR</b> EBENSBURG, PA. SEPT. 1-6
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CONCESSIONS—Novelties, Age and Scales, Photo, Derby Race, Eating and Drinking Stands, Long and Short Range Gallery, all kinds of Hinky Punks, Custard, American Palmtree, Penny Arcade.  
SHOWS—Unbear, War Show, Girl Show, Fun House, Glass House, Wild Life, Mr. Hotel, get in touch, Hawaiian Show, Grand Shows with more.

RIDE—Kiddie Rides, Octopus, Fly-a-Plane, Spitfire, Dark Ride, Will back or leave, RIDE HELP of all kinds, all our old Hinky Punks, Long wheel's work, Professor Valzala wants Performers and Musicians, Lemie and Fred Hood, Tompkins Waits and one good Tompkins Player, Date Barren, get in touch John Barro wants Girl Rider, Anita Sharp, answer.

All Answer: JOE PRELL, CUMBERLAND, MD.

# JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

WANT  
BIG LABOR DAY CELEBRATION, GREENVILLE, S. C., WEEK OF SEPT. 1, AND FAIRS THROUGH ARMISTICE WEEK.  
TO JOIN AT ONCE—HIGH CLASS COOK HOUSE

Legitimate Merchandise Concessions of all kinds, Custard, Jewelry, Novelties, High Striker, Hot and Peanouts, and Hinky Punks of all kinds. Have complete outfit for Minstrel Show, including saw panel front, Wont Organized Show for the best Big Show route in the South, Monkey Show, Side Show, Wild West, Illusion or any clean money-earning Attraction, Can place Scooter, Dark Ride, Fun House, Concessions, Sky Fighter or any new or novel Ride. Want one more sensational High Act to join at Elberton, Ga., Fair, week of Sept. 8.

NOTICE: Despite rumors to the contrary, conditions in the South this fall will be good, the drought has been broken and experts predict a bigger cotton crop than last year. The mills and factories are all working full time. All address: JOHNNY T. TINSLEY SHOWS, Seneca, S. C., This Week

# ROSS MANNING SHOWS

CAN PLACE FOR THE FOLLOWING FAIRS

WOODSTOCK, VA., FAIR AUG. 25-AUG. 30	ASHEBORO, N. C., FAIR SEPT. 1-6	MARTINSVILLE, VA., FAIR SEPT. 8-13
HIGH POINT, N. C., FAIR SEPT. 15-20	STATESVILLE, N. C., FAIR SEPT. 22-27	LEXINGTON, N. C., FAIR SEPT. 29-OCT. 4
LAURENSBURG, N. C., FAIR OCT. 6-11	KAMLET, N. C., FAIR OCT. 13-18	LANCASTER, S. C., FAIR OCT. 20-25

CONCESSIONS: Long and Short Range Gallery, Novelty, Can Rack, Ball Games, Glass Pitch, Custard, French Fry, Eats, Drinks.

SHOWS: Wildside, any Grind Show, Motor-drome, Le-Ola can place for Side Show, Help in all departments, Jerry Lipke, Penny Lou, Lucky, and Bill Malone, contact at once. Girls who have worked for Rex Allen, come on. Also Canvas Man, Mr. Froms, please contact.

Write or Wire ROSS MANNING, Geo. Washington Hotel, Winchester, Va.

<b>INDIANA STATE FAIR</b> Aug. 27th to Sept. 5th Inclusive Indianapolis, Ind.	<b>GREAT READING FAIR</b> Sept. 8th to 14th Inclusive Reading, Pa.
---	--

WANT—Two Mule Drivers and Train Hands, Polers, Chaulkers, etc.  
WANT—Little Dipper to join immediately on account of disappointment.  
CAN PLACE all legitimate Merchandise Concessions. At Indianapolis: Shooting Galleries, Basket Ball, Balloon Pitches and Eating and Drinking Stands. All Hinky Punks open from then on until the middle of November.

All Address this week

# CETLIN & WILSON SHOWS

Missouri State Fair, Sedalia, Mo.

**NEW**  
**WORLD OF PLEASURE SHOWS**  
 MICHIGAN'S FINEST AND LARGEST MIDWAY!

**WANT WANT WANT**

For Wyandotte, Mich., August 25 through August 30. First Permit in 15 Years. Followed by Wauzeon and Montpelier, Ohio; Then the Big One Downtown, Warren, Ohio. Two Weeks From Court House.

**WANT Shows**—Grind Shows, Glass House, Motor Drome. Can use one or two Feature Rides, Octopus, Roll-o-Plane, Fly-a-Plane, Rock-a-Plane or any other Rides not conflicting.

**SANDUSKY, MICH., THIS WEEK.**

**James H. DREW SHOWS**

**Cleanest Finest Most Dependable**

**GREAT PENNSBORO FAIR, PENNSBORO, W. VA., AUG. 25 TO 29 INCLUSIVE; WEST VIRGINIA A & I FAIR, CHARLESTON, W. VA., AUG. 30 TO SEPT. 7 INCLUSIVE; With Long Circuit of Southern Fairs to follow.**

**SHOWS WANTED**—Will place any Grind or Bally Show. Low percentage. Note: Will place Girl Show at Pensboro (Wonderful Fair for same).

**RIDES**—Can use another Eli Wheel at Charleston, and one other Major Ride.

**CONCESSIONS**—Will place legitimate Concessions of all kinds that work strictly for stock.

Address all this week, c/o Western Union.

**JAMES H. DREW SHOWS**  
 PARKERSBURG, W. VA., FAIR

**W.G. WADE SHOWS**

**LAST CALL ★ ★ ★ LAST CALL**

**MICHIGAN STATE FAIR, DETROIT**  
 AUGUST 29-SEPTEMBER 7

**10 DAYS** **10 DAYS**

Have location for major Novelty Rides such as **ROCK-O-PLANE, SCREWBALL, WHIP, ETC.**

Due to disappointment can use Roto Whip, Sky Fighter, Bulgy the Whale or Kiddy Wheel.

Have room available for one more outstanding Grind or Bally Show. Must be tops.

**W. G. WADE SHOWS**  
 Caro. Mich. Fair all this week.

**GLADSTONE EXPOSITION SHOWS**

**WANT WANT WANT**

For Hodgenville, Ky., Fair, August 25-30; Canton, Ky., Fair, September 1-6; Savannah, Tenn., Fair, September 8-13; Charleston, Miss., September 15-20; Yazoo City, Miss., White Fair, September 22-27; followed by the best Fair in Mississippi Delta—Cortadale, September 29-October 4; also Indiana, Bolzoni, Canton and Jackson, Miss., all fairs.

**CONCESSIONS**—Hanky Panks of all kinds; no exclusive of these Fairs. Especially want Buckets, Swinger, Ball Games, String, Derby, Bumper, Nickel Roll, etc.

**SHOWS**—Arcade, Two House, Animal Show, Glass House, Wax Show.

**RIDES**—Can place extra Major Rides after Labor Day not conflicting with Tilt Wheel, Jenny, Comet, Swings.

**WANT**—Ride Help who can drive; come on.

**F. POOLE, Mgr.** **J. OLIVER, Gen. Agt.**

Claresville, Tenn. Colored Fairs all this week.

F.E. Floyd Aldridge wants Six Car Agent.

**SPLINTER ROYAL WANTS FOR ROYAL EXPOSITION SHOWS**

**STARTING AT LINCOLNTON, GA., FAIR, SEPT. 1, WITH SEVEN MORE GEORGIA FAIRS TO FOLLOW; THEN TWO FLORIDA FAIRS**

**WANTS CONCESSIONS**—Custard, Photos, Harold Grubb, answer. Hanky Panks of all kinds, Jewelry, Age and Scales, Novelties.

**WANTS SHOWS** with own outfit and transportation of all kinds, Ten-in-One, White Sutton, what can you offer now? Two Girl Shows, Lou Pease, Mack and Kitty Martin, Yellow and others, contact. Motordrome, Big Snakes, trained Animal Show, Monkey Show, Glass and Fun House, Lee Houston, Dan Riley and others contact. H. Rowlett for Bingo, and all others be in Lincolnton by August 27.

**WANT AGENTS** for Six Cats, Joe Buffington, come on. Also Buckets, Count and Peck Store Agents.

All answer Western Union  
**SPLINTER ROYAL, ROYAL EXPOSITION SHOWS**  
 Augusta, Ga., until August 23; then Lincolnton, Ga.

**Midway Confab**

• Continued from page 61

Mrs. Bill Harry, Mr. and Mrs. Chisholm, Mr. and Mrs. Jack B. Harvey and family, Mrs. Reta Yagle and son, Mr. and Mrs. George Steen, Mr. and Mrs. Carroll Marlett, Vick Harrold and Blackie Cram... Zora Blaire sustained a fractured collar bone when her trailer and truck overturned while en route to Axtel, Neb., last week. The trailer was demolished. She says that she's capable of working a concession but not her show.

Mrs. Babe Stone, who closed with Mighty Hammonree Shows in Paris, Ky., has left the road and is doing hotel work with Stanley Reed. Harry and Maria LaRoy, with their trained baboon, Mike, closed with Happyland Shows to join Glen Fortfar's Side Show for the latter's Canadian fair dates.

Franchise Randall joined American Eagle Shows in Mansfield, Ill., with his Mechanical Show. Dutch Radcliff also joined the org there.

**FOR SALE**

1 30-PT. Prechaut Tandem Van Trailer \$1,200.00  
 1 30-PT. Graham 1946 Simple Axle Van Trailer 1,200.00  
 1 1946 K27 International Tractor 1,200.00  
 New Paint Above Equipment Has Good Rubber.  
 Near Sears for Tractor.  
 1 24-PT. Push Cart, Term Good, Make, New, Never Seen Up. \$300.00  
 1 Set Aluminum Fly-catchers 200.00  
 Wind-up Good as New 100.00  
 1 1946 P1. Commercial Tonne, Make, New, Never Seen Up. Back 100.00  
 1 24-Number 215 Beaco Platform. Each 50.00  
 4 21-0-Plane Cars, Term Good. Each 15.00  
 Bonus Not So Good. Each 15.00

**HARRY BEACH**  
 Pavilion Park Myrtle Beach, S. C.

**JACK GALLUPPO WANTS**

Girls for broad-over Girl Show. Long season. Also opening for Candy Man who can make second speeches. Also places one or two Western or Walk races for Cookhouse.

**JACK GALLUPPO**  
 Prof's Broadway Shows  
 Cumberland, Md., Fair this week; Indiana, Pa., Fair next week.

**Few Recruits**

• Continued from page 59

some managers, is the lack of good young recruits to train as ride bosses. To car them tell the old time, prewar, ride foreman was a muscular guy who could get it up and down in record time in all kinds of weather and be ready for a 9 o'clock call on kids' day at a fair after a 400-mile jump. What's more, he knew every part down to the last nut and bolt, and could fashion duplicate and precision parts by hand in an hour's time. When the crowds came he was, of course, logged out in fresh slacks and a clean shirt, with his whiskers just shaved and his hair slicked down, showing proper pride in his gleaming, pulsating, mechanized steel.

Now, they say, just give 'em a guy with arms and legs and before you worry too much about how much he knows about a ride, make sure that he can drive a truck, especially a tractor job.

When an owner-manager is lucky enough to find a capable foreman for one of his units today his rejoicing is tempered in part because he knows that his gain is somebody else's loss, and that the constant switching around of help only heightens the competition and increases the costs.

**FOR SALE**

Complete Show—6 Rides, Octopus, No. 8 Eli Wheel, Chaperone, Ferris Wheel, Merry-Go-Round and two Kid Rides. One 30" by 60" Top, one 32" by 36" and one 30" by 40" seven Trucks. Blurredwood Trailer House 25 ft. long. Will sell or separately. Ready to roll! See us at any time.

**COUNTY FAIR SHOWS**  
 EARL D. JOHNSON

**WANT FOREMEN**

1st Ferris Wheel and Merry-Go-Round Second Man on all Rides. Top wages.

**A. J. SUNNY AMUSEMENTS**  
 2006 E. 129th St. Cleveland 30, O.  
 Phone: WASHINGTON 1-6277

**For Sale—Reasonable**

1-Car Whip on location and in good form. Must clear premises.

**Speed Amusements, Inc.**  
 600 East Ave. Cayuga Island, N. Y.  
 Tel: BR 2-4124, Mr. Clamborne

**FOR SALE**

**Ferris Wheel No. 5 Eli**

Now operating in Chicago lots for information write.

**Monaco Outdoor Amusement**  
 1055 Warren St. Chicago 22, Ill.

**FOR SALE**

**One Kiddie Rocket Ride**

**MR. EDWIN BANK**  
 113-12nd St., N. W. Canton, Ohio  
 Phone: 6-7790

**Permanent Location in Park Wanted**

For 25 Ferris Wheel, Merry-Go-Round, Kiddie Auto and Carousel for 1953 season.

**JOHN KING**  
 R. 13, Box 1524, Dun Perre, Mo.

**Bergen Unit Clicks**

• Continued from page 5F

said. Like all other endeavors, it expects a big week at Ottawa and big earnings; at all fairs to follow.

The show was well received here with the local press going all out to lallyhoo its presence and the stage of the fair.

Betty Lou Williams, four-legged girl, joined here. A new top was added to the Merry-Go-Round.

**DAISY STANLEY PARR**  
 CONTACT **VIVIAN RICHBY**  
 AT CANTON, MISSOURI.  
 Address: c/o ROYAL CROWN SHOWS  
 Trenton, Missouri, 64578.

**OUT in the FIRST ROUND**

In every election fight, the first round is Registration. You'll be OUT then, with no chance to vote, unless you register. Find out WHEN, WHERE and HOW by phoning the office in charge of elections, or your City Hall or County Court House. And remind your friends so you'll be in on that exciting final round.



C. C. (SPECKS) GROSURTH presents

# BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT  
WANT WANT

## For the Southern Illinois State Fair at Du Quoin

9 BIG DAYS STARTING SUNDAY, AUGUST 24 THRU LABOR DAY,  
AND FOLLOWED BY THE MONTGOMERY COUNTY FAIR, CLARKSVILLE, TENN.

**CONCESSIONS** Merchandising Concessions of all kind.  
**SHOWS** Can place non-conflicting Shows with own equipment and transportation.  
**HELP** Experienced Ride Help for all Major Rides, both Foremen and Second Men. Also can place experienced Cotton Candy Operator. Good proposition. Floyd Woolsey wants strong Mind Reading Act. Babe Kieling, answer. Joe Lewis and Norman, get in touch with us. Ticket Sellers and Bally Girls, wire.  
**RIDES** Can Place two Major Rides for Du Quoin and balance of season.

SOUTHERN ILL. STATE FAIR DU QUOIN, ILL. AUG. 24 THRU LABOR DAY	MONTGOMERY COUNTY FAIR CLARKSVILLE, TENN. SEPT. 3 TO 6	WILSON COUNTY FAIR LEBANON, TENN. SEPT. 8 TO 13	MID-SOUTH FAIR MEMPHIS, TENN. SEPT. 18 TO 27	AMERICAN LEGION FAIR CARUTHERSVILLE, MO. OCT. 1 TO 5
NORTHWEST ALABAMA FAIR JASPER, ALA. OCT. 6 TO 11	WASHINGTON COUNTY FAIR SANDERSVILLE, GA. OCT. 13 TO 18	ELKS FAIR MILLEDGEVILLE, GA. OCT. 20 TO 25	CRENSHAW COUNTY FAIR LOVERNE, ALA. OCT. 27 TO NOV. 1	BOAZ MERCHANTS' ANNUAL FAIR BOAZ, ALA. NOV. 3 TO 8

Address C. C. GROSURTH, Carmi, Ill., this week

## ALAMO EXPOSITION SHOWS

**LAST CALL LAST CALL**  
FOR 10 MORE BONA FIDE FAIRS COMMENCING WITH DODGE CITY FAIR AND RODEO,  
SEPT. 1 TO 6

**CONCESSIONS**—Want Cookhouse, Penny Arcade, Novelties, Frozen Custard, Juice and Grab and all Hanky Panks. **SHOWS**—Side Show, Athletic Show (Jack Newberry), are you coming? Wild Life, Drome, Bludon and others that do not count. Nappy Rice wants organized Colored Minstrel Troupes. **RIDES**—Little Dipper, Fire Fighter, Boat Ride. This Show has Fairs booked until November 1st, others pending.

All Contact **JACK RUBACK**

EMPORIA, KANSAS, FAIR, AUGUST 19 TO 23; SALINA FAIR (SOLDIERS' BIG PAY-DAY), AUGUST 25 TO 30th.

## BOB'S MODERN SHOWS

For LEWISBURG FAIR, LINDEN FAIR, GAINESBORO FAIR, CAMDEN FAIR and MCMINNVILLE FAIR, followed by our route of Georgia Fairs.

Can place High Act, Want Sit-Down Grab, Feet Long, Popcorn, Snow, Cists, Novelties, Jewelry, Ball Games, Lead Gallery, good Bingo territory. Shows—Monkey, Wild Life, Fanhouse, Glass House, Snake Show, any Grand Show with own outfit. Agents for Buckets and Swinger.

All replies **BOB LEEDY**, Lewinburg, Tenn.  
P.S.: Will book one or two Major Rides.

## WILDLIFE EXHIBITORS! Here's something NEW!

Cash in on the craze for pet Monkeys!  
Add a traveling Pet Shop to your Show!

Let us supply you with some young Monkeys and Birds at low prices:  
5 Squirrel Monkeys, \$100.00; 12 Parakeets, \$48.00; 8 Cinnamon Ring-bills, \$135.00; 12 Baby Alligators, \$15.00. 50 per cent cash with order.

**TROPICAL HOBBYLAND** 1525 N. W. 27th AVE., MIAMI, FLORIDA

## BELIEVE IT OR NOT!! FOOTS REEVES WANTS

Ride Help. Good proposition. Playing long-staple cotton country—out all winter. Call or wire:

Ranger Hotel, Albuquerque, N. M. Call early morning or late night.

## \$100.00 WEEK AND BONUS

Eclectic Dance to feature young, attractive; flashy wardrobe. Other Dancers, \$75.00  
Pay out of office. June Carter, Linda Lee, Nancy Kelly, contact.

**EDDIE MILLER**

HAPPYLAND SHOWS MIDLAND, MICH.

## MOUND CITY SHOWS WANT WANT

For West Plains, Mo., Big Fair, Aug. 26-30, and Palmyra, Mo., Sept. 1-5, Big Fall Festival, on the streets.  
Concessions of all kinds, no exclusives. Can also place good Ride Men.  
Address **BEVIER, MO.** THIS WEEK.

## GEORGIA AMUSEMENT CO.

TWO BIG WEBS—IN THE HEART OF GEORGIA, GA.  
Will book Concessions of all kind that work strictly stock. Sell on Bingo, Apple, Corn and Mill Camels. Lewis, Wright, contact. Our Fairs start in September. Shows—Want for Fairs: 10-in. Jive Show, Fat Silver, Monkey, or what have you? Will book all Fairs for 25%. Mr. Fee, get in touch. Rides—Will book Octopus, Tilt, Fly-a-Plane, Radio-Plane or any non-conflicting Ride or Fun Show for 25%. Mr. Creason, if train is ready, let me know.  
Yes, this week and next in Hocking, Ga., right up town. Firm in this year. All replies: **H. H. SCOTT, Owner and Manager**

## LION MOTORDROME FOR SALE

Account of sickness of **ETHEL PURTLE**  
Finest Drome and equipment ever built. Seven overhead signs, including one large animated unit over bally and one on-and-off flasher 30 feet in air, all in neon. New top and side wall last year. 3 auto-riding boys. 2 special drome cars. 2 portable bally cages. 1 20-foot cage wagon. Enclosed ticket box. Plenty motorcycles. Drome has to be seen to be appreciated. Show here for 8 seasons and can be reboked for '53. Act now. Closing, Labor Day.

**EARL PURTLE**  
Palmdale Amusement Park  
Palmdale, N. J.

## WANTED Motordrome Riders

Lady or man. Also talker. Salary plus tips.

**LUCKY JONAS**  
O. C. BUCK SHOWS  
SANDY CREEK, N. Y.

## WANT PHONE MEN

Durham and Raleigh, N. C.  
Book and UPC.  
Contact

**THERON C. POWER**  
Washington Duke Hotel, Durham, N. C.

## AGENTS WANTED

For Buckets, Swingers, Hanky Panks, For Du Quoin, Ill., Fair, next week, and road Fairs to follow. Contact

**PAT FARRELL**  
c/o Blue Grass Shows  
Carmi, Ill., this week  
P.S.: Everett C. Truman, contact.

## LIONS CLUB

Barbourville, Kentucky, desires Rodeo for date between September 13 and 27. Write or contact

**H. M. TYE**  
BARBOURVILLE, KENTUCKY

## FOR SALE

On Account of Death  
**FUN HOUSE  
GMC TRACTOR**  
Perfect condition. Can be seen at 706 Duval St., Mobile, Ala.  
**MRS. RAY DRUMLEY**

## KIDDIE RIDES

Will book two for balance of season.

**Sunset Amusement Co.**  
Merritt, Iowa, Fair, this week;  
Waukon, Iowa, Fair, Aug. 25 to 28;  
Pottsville, Iowa, Fair, Aug. 29.

## WANT AGENTS

FOR SIX CATS, BUCKETS, BALLOON DARTS  
**ROY T. DUFFY**  
c/o Blue Grass Shows Carmi, Ill.

## Percell's PIONEER SHOWS

McConnellsburg, Penn., Fulton County Fair, August 26 to 30; Milton, Penn., Fair, Labor Day Week; Then McClure Boon Soup.

Want Shows of all kinds. Concessions of all kinds. All Eating and Drinking Stands open, also P.C. What have you? Long Southern route.

**HELP**—Bingo Clerks, Ride Help, "Stretch" Rice wants Agents for Buckets, Cat Rock, Raffle, P.C. Come on or wire.

**MICKY PERCELL, Mgr.**  
Troy Penn., this week.

## MARK'S SHOWS

MILE LONG PLEASURE TRAIL  
WANT FOR

The Great Roanoke, Va., Fair, Week of August 25th; Covington, Va., Fair, Week of September 1st, and All Fairs UNTIL the Middle of November.

Legitimate Merchandise Concessions of all kinds.

**SHOWS**—Place capable Operator with Girls for Gals Buses; have beautiful, elaborate outfit for same.

**RIDES**—Tilt-a-Whirl, Dark Ride, Ride Help on all Rides.

All Replies To **MARK'S SHOWS**

This week Galax, Va.; then Roanoke, Va., Fair

## LEO LANE SHOWS

**WANTED "THE SOUTH'S FINEST" WANTED**  
For 9 Southern Fairs, starting Allendale, S. C., Sept. 6, 2 Saturdays; then all Georgia Fairs. Will sell K on Cookhouse, Bingo, attention Pearl Vanner, Sandy Bears. Good opening for Custard, Pop Corn and Apples, Long and Short Range, High Striker and Novelty, etc. All Hanky Panks open. No flats or raffles. Jerry and Kevin Reynolds, this is your chance. Can use one or two Clean Shows. No Girl Shows.

**WANT RIDE HELP NOW**  
A-1 Foreman for late model Fly-O-Plane, Tilt Foreman, Second Man on Wheel, Merry Go-Round, Tilt, Roll-O-Plane, Fly-O-Plane, and Kid Hides who can drive. If you drink, stay where you are. **FREE ACT**

Want outstanding Free Act starting Sept. 22 at Claxton, Ga. Billie Shaffer, boy about 17. Want now, experienced, reliable inside Man for Monkey Motor Drome or experienced Manager Operator. Lloyd Williams, of Providence, Rhode, Island, please contact Earl Miller, telephone for more information. Other Useful Agents: come on. Contact at once, John Cox or Greenwood, Ark. Grounds laid out Aug. 28th; see there, we will place you. The **FLOYD O. KILE**, Manager, Alexandria, Louisiana, Hill Ave. 14th; then Greenwood, Ark.

## FLOYD O. KILE SHOWS

ALL FAIRS—TILL NOV. 15TH—ALL FAIRS

Beginning with Sebastian County Free Fair, opening Labor Day, Greenwood, Ark., Sept. 14, followed by Polk County Free Fair, Manila, Ark.; Nevada County Fair, Prescott, Ark.; Calhoun County Free Fair, Mendenham, Ark.; 2 more in Arkansas, 4 in Louisiana. Our fourth year to give more. There must be a reason. Watch this route. Join now. Can place Cook House or Grab, Custard, Biggers, Snow, Pop Corn, Plum All Cakes open, hot cold, Pine, Palmistry, Long or Short Range, Glass Pick, House of Water Games, Book Gallery, Cokes, Pan of Hot Stock. Stores of all kinds will place you for all Fairs. Grand States for stock only, come on. Pre-linger is right. Will book Octopus or Charplane, Fun House, Big Snake, or any clean Grand Show to feature. 25 percent plus insurance. Merry Go-Round, Foreman and second Men who drive. Terry Lanham, advice. Man to handle two Kid Hides, two Bingo Counter Men, other Useful Agents, come on. Contact at once, John Cox or Greenwood, Ark. Grounds laid out Aug. 28th; see there, we will place you. The **FLOYD O. KILE**, Manager, Alexandria, Louisiana, Hill Ave. 14th; then Greenwood, Ark.

Lyndonville, Vermont, Fair, August 21-23; Chatham, N. Y., Fair, August 29 to Labor Day

WANT CONCESSIONS—Pop Corn, Long or Short Range, Eating Stands, or what have you?

## CONTINENTAL SHOWS

**ROLAND CAMPAGNE**  
DARLING INN LYNDONVILLE, VERMONT

# WADE GREATER SHOWS

<b>BERLIN FAIR</b> Marne, Mich. Aug. 25-29	<b>ALPENA COUNTY FREE FAIR</b> Alpena, Mich. Aug. 31-Sept. 3	<b>PURCHONING STREET FAIR</b> Purchasing, Mich. Sept. 5 and 6
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Can place one more major ride such as Caterpillar, Octopus, Rolloplane or Coaster for these excellent fairs.

Mechanical, Mouse, Animal or Bally Show will do well.

Concession privilege open on all legitimate Games. Food and Outright Sales.

WADE GREATER SHOWS  
Mount Pleasant, Mich., Fair all this week.

# CAPITAL CITY SHOWS

Want for Blount County Fair, Maryville, Tenn., August 25 to 30  
Followed by Solid Route of Fairs Until Nov. 15

**CONCESSIONS** Hunky Punks of all kinds, no X of Fans, French Fries, Custard, Chocolate Dip, Derby Racer, Can use Two Moxie.

**WHOLESALE** JOE EXLER CONTACT, Long and Short Range, American Mitt Game, NO CYPRESS, PLEASE, GOOD OPENING FOR GADGETS AND PITCHMAN.

**RIDES** Arcade Wild Life, Unknown, Fat or any Show not conflicting.

**SHOWS** Kiddie Auto Train, Little Dipper, Live Ponies, Cans, Acrobats, Will book Dark Ride.

**HELP** FLY-O-PLANE FOREMAN, Second Man on all Rides who drive semi. MR. VEMNER WANTS BINCO COUNTER MEN. Counter Man for Cook House ONE MORE WHEEL FOREMAN FOR SECOND WHEEL. V. L. COLLIER WANTS STORE AGENT AND PERCENTAGE AGENTS.

**J. L. KEEP**  
KNOX COUNTY FAIR GROUNDS, BARBOUVILLE, KY.

# MAD CODY FLEMING SHOWS

WANT FOR 11 MORE FAIRS

Bingo, \$75 a week. Agent for Short Range or will sell.

High Striker Agent. Tiger Mack, Cliff Guest, W. McMin want Stock Store Agents. Good Electrician and capable Eli Man, both must drive semi. Jasper, Ga., this week; Hiawasee, Ga., Fair, August 25 to 30.

# CAMEL CITY SHOWS

Want for 7th Annual Labor Day Celebration, Spencer, N. C., August 26 thru Sept. 1. Also Harvest Jubilee, Reidsville, N. C., Sept. 3 thru 6.

**CONCESSIONS** Small Cook House or Sit-Down Crab, Bingo that works for work, HI Striker, Amelitz, Penny Pitch, Cotton Candy, Photos, French Fries, Ace and Whirligig, All Hunky Punks open. Shows: Monkey, Animal, Snake, any show with own outfits.

**RIDES** Book one Flat Ride balance of season. Also Kiddie Train, Auto, Swings, any Kiddie Rides. Want Foremen for Merry-Go-Round, Wheel, Charlane. Also other Ride Help, must drive.

Address: This week, Norwood, North Carolina.

# GEORGE CLYDE SMITH SHOWS

Want Ball Games, Fish Pond, Duck Pond, Candy Floss, Six Cats, Penny Pitch, Glass Pitch, Hoop-La, Swinger, Buckets, Photos, High Striker, Pitch-Till-You-Win, Cork Gallery, Short Range. Wanted Truck Mechanic, Girl Show, Monkey Show, Snake Show, Truck and Tractor Drivers, General Ride Help. All replies to George Clyde Smith Shows, Scalp Level, Pa., this week; Saltton, Pa., next week.

# MIGHTY MIDWEST SHOWS

Want for annual Caribbee Celebration, Bangor, Mich., August 21-24; then one of Michigan's biggest Labor Day celebrations, the 10th annual celebration at Clinton, Mich.

Hunky Punks, all kinds; Glass Pitch, Photos, Ball Games, Fish Pond, Seales, High Striker, Hoop-La, Novelty, Jewelry, Spindle, Cork Gallery, Six Cats, String Game, Buckets, Hinky Skiddle Sw., contact.

**Want Ride Help:** Ferris Wheel Foreman at once, reliable; Second Men, also Seal Drivers.

**Want Shows:** Animal, Girl, Frocks, any good Show. Committee money only. Book any Ride not conflicting. All bookings now given preference for Fair dates and low season 1952.

**D. M. Murphy, Con. Mgr., Bangor, Mich., this week**

# SHAN BROS. SHOWS

Want Side Show Manager with acts; will furnish complete outfit or will book organized Side Show with own outfit. Sunny Barton wants Riders for Motorcars Manager for Animal Show. Want Talker for Minstral Show. Pop Hartley, answer. Want Trumpet for Minstral Band, also Comedian and Dance Team. Horatio Ballard, answer. Need stoker Ride Help who drives semi. Want Stock Concessions of all kinds.

Clintwood, Virginia, Fair, this week; Pamington Co., Virginia, Fair, next week.

# CAROLINA SHOWS

Wilmington, S. C., Aug. 25 to 30, followed by 10 Virginia and North Carolina Fairs.

Do not need any Rides but can place Foremen for Octopus, Fly-o-Plane, Ferris Wheel and Roll-o-Plane. Above are Rides just taken out of storage. Place Second Men all Rides, semi drivers. Want Girls for newly framed Girl Show, top salary plus bonus. Also Girls for Colored Show; Vonnie Brown, contact. Place Agents for Razzle, Pin Store and Skillo. Girls for Ball Games. Useful Carnival Help.

All address or come on: Barnwell, S. C., this week.

# C. A. STEPHENS SHOWS

Morganton, North Carolina, this week, followed by West Jefferson, Mount City, Danmangan in that order.

Concessions working for stock. Any worth-while Grind Show. Place Monkey Show, Wild Life. All Fairs and Celebrations follow. Savor Showwater, get in touch with Jack Harro. General Concession Help. Need Guldman and Counter Men. Rides: Fly-o-Plane, Octopus or Seafire. Use Second Men who drive.

**LAST CALL—ROMEO PITCH FESTIVAL**  
Bessemer, Mich., Aug. 30-Sept. 1. Three Big Days & Nights. 50,000 attendance last year. Can place a few more Merchandise Stands, space is limited. A-1 Ferris Wheel Foreman for now and long run sought.

**All replies LEONARD GOULD**  
4583 W. BOSTON PHONE: TEXAS 4-2460 DETROIT, MICH.

# From the Lots

## Midwest

**VERNAL, Utah, Aug. 16.**—Shows have played to better business than last season. Several new trucks, trailers and rides have been purchased. This date proved one of the best of the season thus far. One will remain on the road until late in November.

Personnel includes Mr. and Mrs. Ed Lundgren, owners; Jimmy Lundgren, general agent; Thomas H. (Red) Crosby, concession manager; F. Forest, publicity and banners; Charles Bray, top superintendent and electrician. Rides: Ferris Wheel, Ernest Ehler, Foreman; Bam Garvin, clutch; Rolloplane, J. Lundgren, owner; Edgar Sillman, first man; D. Brown, second man; Merry-Go-Round Ernie Mathes, first man; Billy Hix, second man; L. Smith, tickets.

Charles Spencer is foreman of the four kiddie rides.

Shows: Snake, Jerry Mathes; C. Brown, tickets; Girl From Mars, Fang the Wolf, Bow and Twister, F. Forest. Concessions: T. H. (Red) Crosby, blower, Jack Stien and Bob Benington, agents; Big Tom, Jimmy Nixon and J. Powers, agents; hoops, Bernard Dah, agent; horseshoe pitch, J. Ryan, agent; rat game, Rosemary Crosby and Lucky Bission, agents; pronto pups, Onions Johnson; palmistry booth and cork gallery, George John and family.

Novelties, Mom and Pop Cotton; glass pitch, Lefty Tempelton; jewelry, ballcoo, darts, Walling McCallister; chip game, Slow Freight Bob; candy floss, snow cones and popcorn, Mr. and Mrs. Mike Hunt, assisted by Mr. and Mrs. Frank Hunt; fish pond, Mr. and Mrs. Tex Gandy.—W. W. BODE.

## Alamo Expo

**LEAVENWORTH, Kan., Aug. 16.**—Local stand proved a winner and all departments clicked. Front end, under management of Harry Lamson, did especially well. George Lane added a duck concession.

Advance Children's Matinee, handled by Jackie Ribson, was the best of the season thus far. New trailers were purchased by Benny Hyman and Jack Oliver. Members were grieved to learn of the death of Perry Oliver, long employed by the shows as ride foreman.

Eddie Clark left for Houston to look after some business interests there. Ruth Saunders' hoop-la is doing well. Mrs. Miller's concessions are being spruced up for the fair tour. Enma Carr is handling the front gate.—PAUL WYATT.

## American Eagle

**MANSFIELD, Ill., Aug. 16.**—Mrs. Lee Collier was honored a stork shower August 5 by Mrs. Lee Palmer. Guests included Beth and Machele Arnett, Rose Palmer, Mrs. Roy Little, Dena Welsh, Mary Edwards, Mrs. Willard Barnett, Gladys Western, Betsy Wray, Mrs. Tom Questell, Grace Blue and Dorothy Hockett.

Weather has been ideal and business fair. Joe Edwards just chased a new truck. Willard and Jackie Barnett took delivery on new house trailer recently. Glen Hockett added two more trucks to his fleet giving him a total of seven. Les Collier purchased a new truck for his three kiddie rides.

Recent visitors included Morris and John Francis, Russell Emons, Mrs. Barnett's daughter and family, J. W. Western's brother and nephew, Allen Brewer, Richard and Dena Welsh's relatives. Curly Wray is handling bingo to good business. —DOROTHY HOCKETT.

## Crafts Expo

**NAPA, Calif., Aug. 16.**—Org. pulled in here in plenty of time for the opening of the Napa Fair, which closed its five-day run Sunday (10). Opening was slow but business gained enough momentum Thursday and Friday to satisfy almost everyone on the org.

Manager Roger Warren installed a new candy floss machine in his concession trailer. Nell Harring and Guy Warren joined here with their popcorn concession. Eldon Short booked three concessions here and Ray Leefer reported that he is building two more stands.

Mrs. Pauline Matthews celebrated her birthday Sun. ay (13) and received many cards and gifts. Hoppo the Frog and Pigma Albino joined the Side Show here.—VINCENT KUROPOTWA.

## Pioneer

**DEPOSIT, N. Y., Aug. 16.**—Local stand and those in Windsor and Kirkwood, N. Y., were winners. After this engagement the shows play fairs in Troy, McConnelburg and Milton, Pa., and the Bean Soap Picnic and Desquiquennial at McClure. Following those dates the org. plays Southern fairs and tobacco markets until November.

Personnel remains the same as at opening. Free gate policy proved profitable. Mrs. Sireth Rice, Mrs. Ethel Nichols and Mrs. A. Percell spent three days in New York. They will vacation in Miami after the shows close for the season.—MICKEY PERCELL.

## Virginia Greater

**SNOW HILL, Md., Aug. 16.**—After a short jump from Salisbury, Md., the show opened here Monday (4) to good crowds and satisfactory business. This marks the third straight year show has played its town, and the American Legion, sponsor, co-operated wonderfully well. The folks here wait for this show, according to the word passed around.

Business Wednesday night (6) was marred by rain altho a small crowd did visit the midway.

Thursday rains also slowed up attendance but Friday and Saturday plays were good, the kiddie matinee on the latter going over big. Sponsor gave away gate prizes nightly to help pep up grosses.

Several of the showfolk are in the hospital due to a mysterious virus bug which seems to prevail in this section of the Eastern Shore. . . . Some of the folks paid a visit to the Vivona Bros. Shows, playing near-by at Cambridge, among them Rocco Masucci, Paul Cross and Mr. and Mrs. Louis Augustine. . . . Bob Milliken and his crew busy repairing minor breakdowns on the Whip and Ferris Wheel. . . . Leo Matina and his twin brothers, Mike and Ike, on fishing parties every day in back of the lot. So far, haven't heard any tall ones from the boys.—H. W. (HAP) ARNOLD.

## FOR SALE—FOR SALE

A beautiful Fordor Cadillac in all detail, equipped for Florida, Candy Apple, Popcorn, Hot Dogs, plenty of cream and moon signs, a bargain, \$7500.00. Fire 325 Center Joint, completely equipped for Florida, 1951 Cream Dress, Foot-Light Hot Dogs, Snow Balls (Exhibits new No. 2 mechanic) blue canopy, a bar at \$400.00 each. Long Range Gallery, mounted on Dodge truck, just rebuilt. A beautiful outfit, plenty of guns and shells available, a bargain, \$2000.00. Short Range, also available, a new wheel trailer. A flashy outfit with guns and targets. Price \$800.00. 20 cubic foot Deep Freezer, \$225.00. Low Light Plant, \$400.00. Perfect shape. 1952 Royal Dishwasher, five weeks of use, price \$650.00. Going on the farm, price for selling. Act quick as this equipment is limited and will not stay long to **K. L. TAYLOR**  
R. R. 2, Box 104, Decatur, Illinois

## Wanted Clean Carnival

For 140 hours Paid Permit and Home Concessions, Best 29 Miles. See exhibit. Sponsored by Lubicon Fire Dept. and Kewanee Club. Contact **HARRY TURNER or MAX TIMMONS**, Lubicon, Me.

## CONCESSION MANAGER WANTED

Experienced Man capable of handling concession. Unusually good opportunity. **Beam's Attractions**, Fairgrounds, Gettysburg, Maryland

## AMERICAN MIDWAY SHOWS WANT

Stock Concessions of all kinds. Have opening for several shows. Ride Help (Flat Drive), Buckets, Agent for Stock (Flat Drive), Ring Game, Ring Game, Bounce, Box, Frog, Fish, this week; Richardson's Fair, this week; with the best seller every day last week Sept. 1.

## WANT TRUCK MECHANIC

With tools to join immediately. Top salary. **SHAN BROS.' SHOWS**, Clintonwood, Va., this week; Pamington Co., Va., Fair, next week.

## LOU PEASE

Wants Dancing Girls. Enlarging my show for 11 fairs. Salary to adjust. Bert Johnson, Jess Rogers, Peggy, come on. **Care of KEYSTONE ATTRACTIONS**, Ties, Pa., this week; Gettysburg, Pa., next week.

## Molordrome Operator

Want experienced Rider to take over drama business. exceptionally good. Fair until closing. Contact **Beam's Attractions**, Fairgrounds, Gettysburg, Md.

## WANT TO JOIN AT ONCE

Girl Show Manager with two or more Virginia Greater Shows. **Paromake City, Md., this week.**

**Lady!**  
you don't have to tell your age!

You can just say "over 21" That's all the officials have to know about your age when you register. Tell all your friends this little secret—you don't have to tell your exact age!

Right, isn't it? But so is everything else about registering. If you have any questions about the WHEN, WHERE and HOW of it, simply call your office in charge of elections, your City Hall or County Court House.

## CONCESSIONS ACTION—MONEY

### 3 BIG SPOTS IN 2 WEEKS

Appleton City, Mo. Diamond Jubilee (Streets) Mon.-Tues.-Wed., Aug. 25-26-27

Columbia, Mo., Labor Day Fri.-Sat.-Sun., Labor Day

Maryville, Mo. Jayce Harviesta (Streets) Sept. 3-4-5-6

Then South to Oklahoma's Best

#### ALL CONCESSIONS OPEN

For space write **F. C. BOGLE SHOWS** Columbus, Kansas, this week.

WANT WHEEL FOREMAN Seber—Must Drive—Top Salary

**FOR SALE—FOR SALE**

A beautiful Fordor Cadillac in all detail, equipped for Florida, Candy Apple, Popcorn, Hot Dogs, plenty of cream and moon signs, a bargain, \$7500.00. Fire 325 Center Joint, completely equipped for Florida, 1951 Cream Dress, Foot-Light Hot Dogs, Snow Balls (Exhibits new No. 2 mechanic) blue canopy, a bar at \$400.00 each. Long Range Gallery, mounted on Dodge truck, just rebuilt. A beautiful outfit, plenty of guns and shells available, a bargain, \$2000.00. Short Range, also available, a new wheel trailer. A flashy outfit with guns and targets. Price \$800.00. 20 cubic foot Deep Freezer, \$225.00. Low Light Plant, \$400.00. Perfect shape. 1952 Royal Dishwasher, five weeks of use, price \$650.00. Going on the farm, price for selling. Act quick as this equipment is limited and will not stay long to **K. L. TAYLOR**  
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## WANT TO JOIN AT ONCE

Girl Show Manager with two or more Virginia Greater Shows. **Paromake City, Md., this week.**



# STERLING CROWN Shows

## Eddie Young's

FAIRS A SOLID STRING OF FAIRS—COTTON CROP EXCELLENT. PLENTY OF MONEY— FAIRS UNTIL MIDDLE OF NOVEMBER—FLORIDA FAIRS STARTING IN JANUARY FAIRS

**MID-STATE COLORED FAIR**  
MURFREESBORO, TENN., NEXT WEEK

**HAYWOOD COUNTY FAIR**  
BROWNSVILLE, TENN.

**NATIONAL SOYBEAN FESTIVAL**  
PORTAGEVILLE, MO.

**PONTOTOC COUNTY FAIR**  
PONTOTOC, MISS.

**MONROE COUNTY FAIR**  
ABERDEEN, MISS.

**UNION COUNTY FAIR**  
NEW ALBANY, MISS.

**LEGION FAIR**  
SHEFFIELD, ALA.

**D.A.V. FAIR**  
HATTIESBURG, MISS.

### CONCESSIONS

**WANT** Open Midway. Will book two Wheels and a few Grind Stores (no Skillets), must have at least one Hanky Pank. also abide by orders given. No drunks or habits wanted. Also want Cookhouse, Grab, Floss, Snow, Ice Cream or Custard, Photos, Glass Pitch, Ball Games, Datts, Duck, American Mitt Camp, any other Hanky Pank.

### CONCESSION AGENTS

For Office Stores, Count, Peek, Buckets and Six Cans. Also Caller and Countermen for Bingo. Agent for Short Range Gallery.

### SHOWMEN

Capable Girl Show Operator for office-owned show. Must have 2 or 3 Girls, p.a. sets and wardrobe. Must abide by orders given. No drinking tolerated.

### SHOWS

Will book Girl Show, Posing Show, 18-in-1, Jig Show or Colored Girl Show (will be very big next week at Murfreesboro), Motordrome, War Show, Wild Life, Dog and Pony, Mickey Mouse, or any well-framed Show not conflicting. Must have own equipment and transportation.

### RIDES

Tilt, Loooper, Octopus, Roll-O-Plane or any Ride not conflicting. Kiddie Train, Boats, Live Pony.

### RIDE HELP

Foreman and Second Men for Fly-o-Plane and Merry-Go-Round, Second Men for other Rides, must drive trucks, no drunks. Long season, top salaries and you get it.

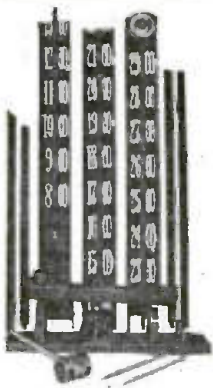
### TRUCK MECHANIC

A-1 Man for small fleet. Must have tools and keep trucks moving. Must drive shop truck. If you drink, do not answer. Must join at once.

E. L. YOUNG, GEN. MGR.

JACKSON, TENN. THIS WEEK; THEN MURFREESBORO.

GLEN OSBORNE, BUSINESS MGR.



## EVANS' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

SEND FOR CATALOG  
**H. C. EVANS & CO.**  
1556 W. CARROLL AVE.  
CHICAGO 7, ILLINOIS

## FAIRS CELEBRATIONS FAIRS

Sperryville, Va., Annual Firemen's Celebration, Aug. 18-23; Burno Vista, Va., always a good one, Aug. 25-30; Martinsville, Va., & County Fair, Sept. 1-6; Apex, N. C. Firemen's Tobacco Festival, Sept. 5-13; Smithfield, N. C., VFW Festival (Tobacco Market Open), Sept. 15-20. THEN SOUTH TO LATE NOVEMBER.

**WANT COOKHOUSE BALANCE OF WORKS—HIGH FREE ACT TO START SEPT. 1ST**  
Opening for Custard, French Fries, Mat Workmen, Mopias, String Camos, Bowling Alley, Blewer, Clothes Pins, Basket Ball, Cans Pitch, Want 2 Six-Cat Agents. 12 RIDES AND SHOWS—TWIN WHEELS

## WOLFE AMUSEMENT

Replies to **REN WOLFE**  
SPERRYVILLE, VA., THIS WEEK

### Due to Disappointment

## BINGO

A credit to any Midway. What have you to offer? Write, wire or phone

## LEO OR HARRY MAMAS

Care Jimmy Chanos Shows  
Carrollton, Kentucky

## AGENTS WANTED

For Wisconsin Fairs, Phil, Jim, Freddie and Sol, contact,

### DAN EVANS

Mason City, Iowa, this week; then St. Paul, Minn., State Fair, Novo St. Paul, Minn., State Fair again this year.

### WANTED

Any location's Stock Concessions for Jerryville, Ohio, August 31-25; Junction City, Ohio, August 29-30; on the streets. Ride Help on five rides. No drunks. Walter Khan wants Agents for Hanky Pank, Ed Overshaw, contact

## JACK CARLIN SHOWS

Box 791 Buckeye Lake, Ohio  
Phone: 2271

## WANTED

**GALLERY OPERATOR**  
for long-range Shooting Gallery. Must drive truck.

### W. H. BROWNELL

Care 20th Century Shows,  
Albert Lea, Minnesota

## WANT-AGENTS-WANT

For Slum Stores for Minnesota and Iowa; Preston, Minn., Aug. 18-24; Cresco, Ia., Aug. 28 to Sept. 1.

### For Missouri

3 Agents for Roll Downs, 2 Agents for Skillo, 1 Post Agent, Unionville, Mo., Sept. 2 to 5; then South—Mississippi, Tennessee, Alabama, Florida, Will also work in Florida all winter.

### S. B. WEINTROUB

Care Grand American Show  
Preston, Minn., this week.

## WANTED RIDES

ONLY  
For Centennial, October 2-3-4  
Mowqua, Ill.

### W. B. KRANZ, Secy.

## Annual Celebration

Want Concessions and Shows  
American Legion—Starts This Week  
Aug. 21-22-23  
Elmore, Ohio

Pemberville, Ohio, Fair  
Aug. 28-29-30

Want Concessions and Shows. Exhibits of any nature. Animals, stock, prizes to be given away. Legion property located in center of town.  
In co-operation with  
**W.B.J. SHOWS**

## MOOSE FAIR

Want Carnival—Ferry Wheel, Rides, Side Shows. We'll set date your convenience between Sept. 16 and Oct. 18.

### Alta Vista Lodge 1433

Loyal Order of Moose  
P. O. Box 932 Alta Vista, Va.

## Thomas Amusements Co.

Want Rides, Shows and Concessions

Can use Ride Men all departments. Warren Central Fire Dept. Exhibits, Aug. 18 to 20, Indianapolis, Ind.; Summitville, Ind.; Lions Club Fair, on street, Aug. 25 to 30, Labor Day Celebration, Goldsmith, Ind.; Old Settlers, Sept. 2, 4, 5, 6; Shaker, Ind.; Sept. 8 to 12; Indianapolis, Ind.; Street Fair, first in years, Sept. 15 to 20. Other good spots to follow.  
Write **MANASSE** at post route.

## BIG CELEBRATION

**SHARON, PA.**  
Aug. 27 thru Labor Day  
Want Hanky Pank, clean Shows. Call  
**JOHN R. LEWIS**  
201 National Ave., R. 11, or see on grounds  
Aug. 26-28.

## WANTED

Carnival or Independent Rides and Concessions  
**FOR ANNUAL HOME COMING**  
BLOOMFIELD, MO., SEPT. 8-13  
Sponsored by Chamber of Commerce  
Contact:  
**CHARLES R. CORBIN, Sec.**  
BLOOMFIELD, MO.

## WANTED

**ONE GOOD HANCKY PANK AGENT**  
for established stock store. All Fairs till Nov., including 4 State Fairs. Must have license and drive truck. All those who worked for me before, contact  
**HERB PENCE**  
Petersburg, W. Va., week Aug. 18.

## WANTED

Combination Mechanic and Electrician to join at once. Also due to disappointment we need some Kid Rides for balance of season, which ends in October. Have 6 Fairs in Arkansas to play.  
**MESSLER'S GREATER SHOWS**  
Washington, Ind., August 18-23; Grayville, Ill., August 25-September 1.

## WILL PLACE

Merry-Go-Round, Also Fish Pond, Scales and Age, Whiskey Bottles, Hi-Striker, Stock Concessions not conflicting.  
**HAGENSBICK RIDES**  
Hagerstown, Md., August 18-23; Allenton, Mo., Aug. 23-24; Watauga, Ohio, Swisher, Days, Aug. 26-28; Newryville, Ohio, on Labor Day Celebration.

## LABOR DAY CELEBRATION

JACKSONVILLE, OHIO, 15TH ANNUAL OLD SETTLERS' REUNION, AUGUST 30-31-SEPTEMBER 1

Want Ball Games, Cigarette Shooting Gallery, Crab, Photo, Novelties, Stock Wheel, Duck Pond, Dart or any legitimate Concessions. Three big days—Saturday, Sunday and Parade and Contesta Labor Day.

## HOWARD BROS.' SHOWS

Millfield, Ohio

## MOTOR STATE SHOWS

Want for the Big Port Jefferson, O., Street Fair, Prizes, Bands, etc.  
August 28 thru Labor Day

Hanky Pank of all kinds, Mag. Hi-Striker, etc. All Fairs and Celebrations following thru October. Want Merry-Go-Round Foreman for Little Valley, 32 ft. Also Help on their-owned super deluxe Bingo. No phone call.

Write at Hicksville, Ohio, Fair Grounds new till August 23.  
**JOE FREDERICK, Owner-Mgr.**

## RIDE FOREMEN WANTED

Tilt, Wheel, Caterpillar, Flying Scooters, Loooper, Hurricane. Also Helpers. Good salary, best of treatment. Long season South. You must be reliable. Drunkards, chasers and walking delegates, stay away.

Address inquiries to

## GOODING AMUSEMENT CO., INC.

1300 Norton Ave. Columbus 8, Ohio

## FOR SALE SHOOTING GALLERY

**LONG RANGE AND SHOTY RANGE**  
Due to illness will sell beautiful Gallery mounted on 2-ton Truck, low mileage. Cost nearly \$10,000 to build. 10 different airplane targets, paratroopers, squirrels running up trees, two rows of slide birds, "Big Ben" bell targets, stationary bird racks, water duck pond—tand ball length of truck for water. Various other targets too numerous to mention. Also has new canvas top. If you want the best available on the road, this is it. Can be seen in operation at Indiana State Fair, Aug. 26 to Sept. 3. Price—\$4,900.00.

## HELP WANTED

**INDIANA STATE FAIR**  
FOR LONG AND SHORT RANGE GALLERIES ALSO HANCKY PANK AGENTS  
**BILL CORHETT**  
c/o Thomas Javland Shows  
Crown Point, Ind., Aug. 18-23; c/o Ferrisgrounds, Post Office, Indiana State Fair, Indianapolis, Ind., Aug. 26-Sept. 5.

## LAST CALL

## LAKESIDE FAIR

Aug. 25, 26, 27, 28  
Wanted—Any Show of merit, 16-in-1, Monkey Show, Motor Drummer, etc. Hanky Pank, Stock Wheels, American Palm-Gallery, Photo Gallery, Assistants on P.C. Come on, no time to waste

## Manhattan Amusements

Lakeside Park, Honesville, Pa.  
(Located on Route 43 between Tamaqua and Mahanoy City)

## FOR SALE

**KELLY KING'S MYSTERY ANIMAL SHOW**  
Complete, ready to set up.  
Reason—Death of owner.

## ART STIRES

Rt. 2, Nelsonville, Ohio

## FRONTIER SHOWS

### WILL BOOK

For 9 Fairs and Celebrations in Colorado and Arizona, including Coolidge and Casa Grande, Aztl. Bingo, Candy, Floss, Photos, Pop Corn, Long and Short Range, any legitimate Concessions.  
Shows with own transportation.

Ride Help—Foreman for Ferris Wheel or Merry-Go-Round. Help on other Rides.  
Mantroze, Colo., Aug. 18-23; Rite, 18; Sept. 2; Metchuska Fair, Sept. 16-20; Cores 23-26.

**JACK WILLIAMS, Concession Mgr.**

## FRONTIER SHOWS

## WOLF GREATER SHOWS

### WANT

Operators for Furhouse, Snake and Monkey Show, also Dixie Ride, per se. Want Concessions of all kinds. St. James, Minn., Aug. 23-26; Fair—Caledonia, Minn., Aug. 27-30; Winona, Minn., Labor Day Celebration, Aug. 31-Sept. 1st; Redwood Fair, Minn., Fair, Sept. 4-7.

### STANLEY WARWICK

## FOR SALE-TRADE

### OR PARK LOCATION

In Midwestern preferred. Ell No. 3 Wheel, Spillman's-Abroad Merry-Go-Round, 7-Ton 231, Hot Waxen with a 75 lb. Transformer, Cable Junction Boxes, 7 Trucks all in good shape, 4 gas cars. Will ride with or without transportation. Cheap for cash or will give terms to reliable party. Call or see at per route. Will trade for a good Kidie Park.

**BOX ST. L.-36**  
Arcade Bldg.  
St. Louis 1, Mo.

### START YOUR FAIRS with DE LUXE PLASTER . . .

No Order Too Large—No Order Too Small for Deluxe One Day Service.



No.	Description	Pkd.	Each
44	14' Elephant	4	75
45	16' Elephant	10	45
46	18' Elephant	12	30
47	20' Elephant	12	30
48	22' Elephant	12	30
49	24' Elephant	12	30
50	26' Elephant	12	30
51	28' Elephant	12	30
52	30' Elephant	12	30
53	32' Elephant	12	30
54	34' Elephant	12	30
55	36' Elephant	12	30
56	38' Elephant	12	30
57	40' Elephant	12	30
58	42' Elephant	12	30
59	44' Elephant	12	30
60	46' Elephant	12	30
61	48' Elephant	12	30
62	50' Elephant	12	30
63	52' Elephant	12	30
64	54' Elephant	12	30
65	56' Elephant	12	30
66	58' Elephant	12	30
67	60' Elephant	12	30
68	62' Elephant	12	30
69	64' Elephant	12	30
70	66' Elephant	12	30
71	68' Elephant	12	30
72	70' Elephant	12	30

Never has there been better Plaster manufactured, finished and packed at these prices. We Can Give You Immediate Delivery.

WRITE FOR FREE CATALOG Show Your Business and Save Time 25% Deposit, Balance C.O.D.

WISCONSIN DE LUXE COMPANY 19021 360 3rd St. Milwaukee, Wis.

### KLEIN AMUSEMENT COMPANY WANTS

Fair House, Animal Show or other good Grand Show. Also want Long Range, Photos, Basketball and two other Concessions. All have ex. Tyler, Minnesota Fair, August 22-24, followed by 10 other Fairs and Street Celebrations, including Flow Bay, Windom, Minn., Closing Sept. 27, Corn Palace, Mitchell, S. D.

### OSARK EMPIRE SHOWS WANT

Foreman for Jenny and Wheel, also Second Men and Help for Gate and Towers. All Hunky Punks, \$15. Brookfield, Mo., this week; Salina Co. Fair, Marshall, Mo., August 27-30.

### CENTRAL AMUSEMENT COMPANY

Want for 12 Fairs starting Windsor, North Carolina, August 25-30, with 11 more Fairs to follow and all winter in Florida. These Fairs are the same ones we have played for 15 years. Want Hunky Punks of all kinds. Can place P.C. Agents. Want Couple to take over Bingo or will book nice, flashy Bingo. Want Ride Help on Spitting Merry-Go-Round, Ferris Wheel and Charplane. Can place Riders in 12 weeks. Want Shows with or without own outfits. Want organized Minstrel Show. We have complete new outfits. Also have tops for Girl Shows for both units. All contact SHERMAN HUSTED, Manager Jackson, N. Car., this week; then at per route.

### THIS IS IT!!!

Get your winter bank roll, the biggest celebration in the East ON THE MAIN STREET, ULLICH, N. Y., AUG. 25 TO SEPT. 1, SUNDAY INCLUDED 8 MO DAYS AND NIGHTS. Featuring Jimmy Brown's Opera's Caravan. Have Wyoming Cherokee Rodeo and Chief Wild Cloud and his Indian Powwow booked. Wanted to book any or lease Riders of all kinds. Will clean Showrooms. Can place Concessions. Can place Hot Cook and all others who have worked for me, contact at once. All apply: JIMMY BROWN McKennell Baseball Photo, 327 N. Tennessee St., Ullich, New York Telephone 3-9277

### WANTED For Cowbell Carnival, Wayland, Mich., Aug. 26-30 HUNKY PUNKS—SHOWS—RIDE HELP Contact

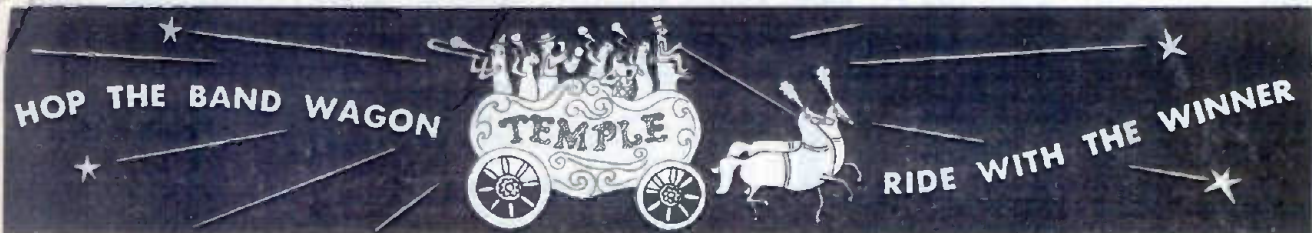
### Roy Williams Shows

2524 CASS AVE. DETROIT, MICH. FAIRS GREATER MIDWAY SHOWS Want for 100 Fairs starting first week in September in Mountain, North Carolina, with Elm City, Standenburg, Sharpshoot, Baller and Princeton, all North Carolina, in the heart of tobaccoland. Tobacco raising high. Plenty money here, come and get it together. Place all Show Concessions and Drink Stands, Howard Jettel, manager. Can place Shows with own outfits. One or two more Riders. Can arrange over Ride Help. FRANK DICKERSON General Delivery, Jackson, North Carolina, this week; then Windsor next.

### Carnival Routes

Continued from page 53

Drew, James H.: Parkersburg, W. Va., 19-22; (Fair) Pennsylvania 28-30. Demott, Mount Holly, N. J., 19-22. Dyer's Greater: Bount. Ia.: Hanover, Ill., 19-22. Eastern Amuse.: Union, Mo., 19-22. Edging's Expo.: (Fair) Washington, Pa.; Standenburg 25-Sept. 1. Emshoff: Fox Lake, Va., 21-24; Appleton 28-Sept. 1; Westby 8-1. Evans United: (Fair) Stritham, Kan., 19-22. (Fair) Olasco 25-27; (Fair) Horton 28-30. Ferris Carl: Uthace, N. Y. Fleming, Med. Codr.: Jasper, Ga.; Hillsdale 28-30. Franklin, Don, No. 1: Greenfield, Ia., 19-22; Creston 22-27. Franklin, Don, No. 2: Harlan, Ia., 19-22. Frontier: Montrose, Col.; Rifle 10-Sept. 2; O. A. Riders: Gratton, W. Va.; Oakland, Md., 25-Sept. 1. Gem City: Pleasant Hill, Ill. Genesch, J. A.: Packard, Miss. Georgia Amuse.: Moultrie, Ga., 18-21. Gladstone Expo.: (Fair) Clarksville, Tenn.; (Fair) Hendersonville, Ky., 25-30. Gold Road: Rice Lake, Wis., 20-28. Gold Medal: Mattoon, Ill.; (Fair) Olney 28-30. Gooding Amuse. Co. No. 1: (Fair) Lima, O. Gooding Amuse. Co. No. 2: (Fair) Marshall, Mich. Gooding Amuse. Co. No. 3: (Fair) Wellington, O. Gooding Amuse. Co. No. 4: (Fair) Wellington, O. Gooding Amuse. Co. No. 5: (Fair) Wellington, O. Gooding Amuse. Co. No. 6: (Fair) Wellington, O. Gooding Amuse. Co. No. 7: (Fair) Wellington, O. Gooding Amuse. Co. No. 8: (Fair) Wellington, O. Gooding Amuse. Co. No. 9: (Fair) Wellington, O. Gooding Amuse. Co. No. 10: (Fair) Wellington, O. Gooding Amuse. Co. No. 11: (Fair) Wellington, O. Gooding Amuse. Co. No. 12: (Fair) Wellington, O. Gooding Amuse. Co. No. 13: (Fair) Wellington, O. Gooding Amuse. Co. No. 14: (Fair) Wellington, O. Gooding Amuse. Co. No. 15: (Fair) Wellington, O. Gooding Amuse. Co. No. 16: (Fair) Wellington, O. Gooding Amuse. Co. No. 17: (Fair) Wellington, O. Gooding Amuse. Co. No. 18: (Fair) Wellington, O. Gooding Amuse. Co. No. 19: (Fair) Wellington, O. Gooding Amuse. Co. No. 20: (Fair) Wellington, O. Gooding Amuse. Co. No. 21: (Fair) Wellington, O. Gooding Amuse. Co. 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number only. For our household necessities, write for details. Floray Services, 7812 97 Ave., Woodhaven 21, N. Y.

**WHERE TO GET WHOLESALE ELECTRICAL**  
Appliances, Novelties, Costume Jewellery, Combs, etc. Write: Central Mail Exchange, 100 Broad, New York, N. Y.

**YOUR OWN MAIL-ORDER BUSINESS**  
Selling great Art Photo. We supply the greatest plans and sample art photo, \$2.50. Don't Tread Products, Box 888, Rome, N. Y.

**1000 TO 5000 A DAY FOR CRACK**  
"Hot" and "cool" working latex and other heavy traffic spots. Load Drains details American, 3550 West 24th St., Los Angeles 4, Calif.

**COSTUMES, UNIFORMS, WARDROBES**

**WE ALIKE RED VELVET DRAPE**  
Curtains (120"), pattern, 100% Cotton Red new White, 84" bundle Crown only, \$1.50. Band Co., 2000 N. Dearborn, Chicago, Ill. a238

**FOR SALE SECONDHAND GOODS**

**ABOUT ALL MAKES POPCORN MACHINES**  
available from \$35. Candy Corp. Machines, Peavey House, 1550 N. Dearborn, Chicago, Ill. 1st. Chicago, Ill.

**MINO TENT, 10'x12', ALMOST NEW.**  
Peavey House, 1550 N. Dearborn, Chicago, Ill. 1st. Chicago, Ill.

**CALUMET COACH CONVERSION TRAILER**  
with double axles, top cream, leather, hat box, heater, grill, color, etc. L. O. Beach 1-8043, 4819 N. Western, Chicago, Ill. a238

**FOR SALE—HOUSE RUN, EXCELLENT**  
condition. Will accept offers. Write: Write Wally, c/o Joe Ketter, New Braunfels, Ohio.

**FOR SALE—SIX NEW BAZOOKA GUNS,**  
complete with compressor. Original cost, \$25. Each only \$12.00. Write: Complete Walking Charlie, new top, \$60.00. Write: Complete Walking Charlie, new top, \$60.00. Write: Complete Walking Charlie, new top, \$60.00.

**ICE MAKING REFR. MACHINE—10 HP.**  
100 lb. capacity. Write for details. Arch, Butler, N. J.

**DID THIS AD ATTRACT YOUR ATTENTION?**

It employs the use of display type and white space . . . a sure way to attract more attention to your ads in this column.

For details  
**SEE PAGE 75**

**JUST OFF THE PRESS! NEW CATALOG**

for Engravers • Demonstrators Fair Workers

**WRITE FOR YOUR COPY OF CATALOG No. 107**

Containing complete solution of jewelry especially for the engraver, demonstrator and fair worker

**Also CATALOG No. 56**

Contains most everything in merchandise for the jeweler

**ESTABLISH YOUR BUSINESS!**

All Orders Shipped Same Day Received

**BIELER-LEVINE**  
5 No. Wabash Avenue Chicago 2, Illinois  
ALL PHONES: Central 6-7966

**FOR SALE—SECONDHAND SHOW PROPERTY**

**AERIAL RIDING—LADDERS AND PERCH**  
Bridges. Complete information and details for quick sale. All first-class. 80-10000 Cord's Ward, Broadview, N. Y.

**ALL NEW SOUND—3000 WIRELESS**  
Featuring 45 watt, some 85 watt Projectors, 128 M. Covert, Memphis 4, Tenn.

**BLEACHING—'UNIVERSAL' PORTABLE**  
perfect. 40 lbs. 100 lbs. 200 lbs. 300 lbs. Write: Tom Rogers, 317 North 8th, East St. Louis, Ill.

**RIGHTEOUS T-DRIVE MOTOR BOATS—**  
Kraft 3 or 2 1/2 HP. Bridge-structure Gas Motors; motors completely overhauled this season. Can be used in recreation, Olympic Park, Irvington, N. J., or write: Rides, Inc.

**FOR SALE—ALLAN HERSEHELL LOOPER**  
New operating in 10 seconds. Write: 2073M, immediate possession. Driven throughout the U.S. Write: Sealed First.

**FOR SALE—KIDDE FIRE ENGINE RIDE**  
good condition; price, reasonable. 2000 lbs. weight. Write: 2000 lbs. weight. Write: 2000 lbs. weight. Write: 2000 lbs. weight.

**FOR SALE—GENERAL ELECTRIC ANTI**  
freezer. 40 lbs. 100 lbs. 200 lbs. 300 lbs. Write: 40 lbs. 100 lbs. 200 lbs. 300 lbs. Write: 40 lbs. 100 lbs. 200 lbs. 300 lbs.

**FOR SALE—KIDDE TYPE ARCADE**  
city machines plus Chevrolet Transfer, complete and overhauled. Can be used in recreation. Write: 2000 lbs. weight. Write: 2000 lbs. weight. Write: 2000 lbs. weight.

**KIDDE PARK 3 RIDES CIGARETTE**  
Carousels and Salsburg. Can be seen in operation. Write: 2000 lbs. weight. Write: 2000 lbs. weight. Write: 2000 lbs. weight.

**YOU CAN EASILY SEE HOW A SPACE LIKE THIS**

will enable you to put your selling story over to

**BETTER ADVANTAGE**

resulting in

**BIGGER PROFITS**

Complete information on page 75

**MINIATURE STEAM TRAIN—WEIGHT 4**  
lb. almost new, used in park for train. Write: 2000 lbs. weight. Write: 2000 lbs. weight. Write: 2000 lbs. weight.

**ELGIN • BENRUS • GRUEN**

**BIULOVA • WALTHAM Watches**

for Men and Women

**\$9.95**

New model watches, case and dial, Remounting, Complete with leather strap.

**Men's Brand New Imported Jeweled \$3.25 Watches**

Swiss chronograph or chrome case a chrome watch with removable link. Complete with leather strap. Lots of \$3.95 ea.

**RUTLE the "Titanium" Gem**

**\$9.95**

MORE BRILLIANT THAN DIAMONDS. But a man-made "Gem" in a class by itself. It is clear in color and has much more brilliancy than a diamond.

Men's sets mounting. \$15.00 each! Ladies' gold 14k sets setting. \$15.00 each!

**FREE New Gift 1952 Wholesale Catalog**

Wholesale only—\$1 additional for shipping. \$25.00 with order. C.O.D. \$5.00. Money back guarantee if not satisfied.

**JOSEPH BROS. CO.**  
155 Wabash Ave., Chicago 4, Ill.  
"The Watch and Diamond Store"

**JUST OFF THE PRESS! NEW CATALOG**

for Engravers • Demonstrators Fair Workers

**WRITE FOR YOUR COPY OF CATALOG No. 107**

Containing complete solution of jewelry especially for the engraver, demonstrator and fair worker

**Also CATALOG No. 56**

Contains most everything in merchandise for the jeweler

**ESTABLISH YOUR BUSINESS!**

All Orders Shipped Same Day Received

**BIELER-LEVINE**  
5 No. Wabash Avenue Chicago 2, Illinois  
ALL PHONES: Central 6-7966

**hingo**

**SUPPLIES and EQUIPMENT**

7 & 10 Color Specials  
4.5-8 & 7 cups  
Midgots 8,000 series—7 colors  
Paper & Plastic Machinery  
Wire & Rubberband Cages  
Pencils—Crayons—Chips  
5 x 7 Heavyweight Clogs  
Electric Blowers & Flashboards  
Laptop Boxes made to order

**JOHN A. ROBERTS CO.**  
817 Broadway, Newark, N. J.

**SPECIAL!**

Full Size, 17 1/2" x 11 1/2"

**HORSE CLOCK**

In Two-Toned Bronze or Gold Finish with popular electric movement.

**\$5.60** Ea. Lot of 6 \$25.00

Send for free 1952 catalog, 25¢ deposit, with C. O. D. F. O. D. Brooklyn, N. Y. Open account to valued customers only. If not for resale add federal tax.

**HOUSE OF BRONZE**  
1402 Myrtle Ave., Brooklyn 37, N. Y. GLRmora 4-5420

**Hill on Fairs**  
• Continued from page 59

and a former co-owner of the show; reports the fishing is good in Arkansas Pass, where he and Mrs. Hill are operating a motor court.

Personnel shows little change. Staff here, in addition to H. P. Hill, owner, includes Mrs. Thelma Hill, secretary; White Dixon, legal adjuster; Bill Johnston, chief electrician; Speedy Johnston, assistant electrician, and Glynn Joplin, ride superintendent.

Concession row folk include Bill Harper, rolldown; Billie Dixon, raffle dazzler; Joe Rosen, bird wheel, pet shop and set joint; Dwight Bazinet, six cat, buckets, pitch-till-you-win and coke joint; Mr. and Mrs. Jean Haddad, blower and two balloon darts; Mr. Lea, popcorn, candy apples and nut cones; Tommy Wells, diggers; Mr. and Mrs. Jimmy Davis, Penny Arcade; Mrs. N. L. Dixon, penny pitch; Jackie Shore, ham and bacon wheel; Mr. and Mrs. J. C. Carter, cookhouse, and Nick Evans, mitt camp.

**JOHNNY DENTON'S GOLD METAL shows**

**WANT FOR RICHLAND COUNTY FAIR, OLNEY, ILL., CLOSING LABOR DAY, AND THE FOLLOWING SOUTHERN FAIRS—**

DYERSBURG, TENN.      GASTONIA, N. C.      MARIANNA, FLA.  
JACKSON, TENN.      CHEROKEE INDIAN FAIR, CHEROKEE, N. C.      PANAMA CITY, FLA.  
DOTHAN, ALA., CHAMBER OF COMMERCE FAIR

**WANT**

CONCESSIONS: Hat Outfit, Scales and Age, High Striker, Fish Pond, Juice and Grab Stands, Ice Cream, French Fries, Popcorn and Candy Apples or any other legitimate Concession.

**WILL BOOK FLASHY PENNY ARCADE**

RIDES: Will book Rock-O-Plane, Fly-O-Plane, Pretzel or any other major Ride not conflicting with what we have.

SHOWS: Will place two or three Grind Shows of merit. Have opening for Minstrel Show with own equipment. Will book for committee money only.

Bertha Bert wants to enlarge Side Show for Southern route of fairs. Wants Impersonator to work strong annex attraction. Master of ceremonies, good proposition, Ticket Sellers and Ball Girls, Salary and Grade A Cookhouse. Tickets if I know you.

HELP: Ride Men who drive semis, welcome at all times.

**All Answers To: JOHNNY J. DENTON, Gen. Mgr. GEORGETOWN, ILL., THIS WEEK; THEN PER ROUTE**

**RIDE HELP WANTED**

First and Second Men for all Rides. Extra mileage money for driving semis. Can use a few Women Ticket Sellers. Apply **ROY SHEPHERD**, Ride Supt., California State Fairgrounds, Sacramento, Calif., Wednesday, August 20. Other Fairs to follow until November 20

**CRAFTS 20 BIG SHOWS**

7283 Bellaire North Hollywood, Calif. Telephone SUNset 2-3131

**FLEMINGTON FAIR**

AUGUST 26-SEPT. 1 Inclusive

**WANTED—SHOWS FOR FLEMINGTON AND MINEOLA MINEOLA FAIR—SEPT. 9-13 INCLUSIVE.**

CONCESSIONS: All kinds—Manky Panks only. Will be on grounds at Flemington, Sunday, August 24th, all day.

**Phil Isser, Gen. Mgr., I. T. SHOWS**

1539 East 29th St. Phone: NAvarra 8-8960 Brooklyn 29, N. Y.

**VIRGINIA GREATER SHOWS**

**West, Va., Fair, August 25-30  
Well Point, Va., Fair, Sept. 8-13**

Want at once. X on Contract, Phone, two Grab Concessions only, open Midway on all Manky Panks. Want Ten-in-One Manager with Acts; we have equipment. Umbros, Snake Show, Funhouse. Want 25 Ferris Wheel, Chairplane, Tilt-a-Whirl, Comaf, Pony Ride, Fly-o-Plane "Red" Underwood and "Massachusetts Slim" answer.  
Pocomoke City, Md., this week. All mail and wires to **WM. C. (BILL) MURRAY**.

**ANCHOR TENTS**



CONCESSION, BINGO TENTS, RIDE TOPS, MOTORCYCLES, SHOW TENTS  
**ANYTHING IN CANVAS**  
Manufacturing Show Canvas for Over Fifty Years.  
Underwriter's Approved Flame Resistant Materials Available.  
5 DAYS SHIPMENT ON MOST SIZES.

**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**

**HARRY BURKE SHOWS**

Wants for following Fairs: Custard, Candy Floss, Coke Bottles, Basket Ball, Derby Racer, Watch La, Novelty; also Grind Shows. Harry Harris, Andy Rasmussen, Nat Fryns, write if coming. Braze Bridge, La., Aug. 18-24; Annapolis, Aug. 25-Sept. 1; Shrimp Festival, Morgan City, Sept. 2-8; Breville Fair, Plaquemine, Sept. 9-15; Port Allen Fair, Sept. 16-22; Sugar Cane Festival, New Iberia, Sept. 23-28; Tangipahoa Fair, Amite, Sept. 29-Oct. 6; Pointe Coupee Fair, New Roads, La., Oct. 7-12; Dairy Festival, Abbeville, Oct. 13-19; Rice Festival, Crowley, Oct. 20-26; Poultry Show, New Orleans, Oct. 27-Nov. 3. All replies per route.

**PARK SUPERINTENDENT WANTED**

Must Be Well Qualified to Handle Rides of All Kinds and to Build and Repair Buildings. All Year Job With HOUSE Located in Park. References Required.

**FRED W. PEARCE & CO., INC.**

13224 E. JEFFERSON DETROIT 36, MICH.

**STOCK TICKETS**

One Roll ..... \$ 1.50  
Five Rolls ..... 6.50  
Ten Rolls ..... 12.50  
100 Rolls ..... 48.00

We Manufacture **TICKETS** of every description  
**THE TOLEDO TICKET CO.**  
3945 Catewa St  
Toledo 12, Ohio

**SPECIAL PRINTED**  
Cash with Order, Prices

10,000	10.00
25,000	15.00
50,000	20.00
100,000	35.00
200,000	65.00
1,000,000	250.00

**WANT**

Skills Agents, Count Store Agents for 12 Fairs in Virginia and North Carolina, August 18 to 23.

**D. C. CUNNINGHAM**  
VIVONA BROS., SHOWS  
Craze, Pa.

**HELP WANTED**

Jackie's Bingo can use 4 Counter-men, 2 Callers. If you are capable, come on.

**PALMYRA, N. Y., FAIR**  
Wire

**MURRAY HORNFIELD**  
Palmyra, N. Y., Fair Grounds  
Aug. 19

**American Beauty Shows**  
Want for following fairs

Coffeeville, Kansas; Butler, Mo.; Lamar, Mo.; Neosho, Mo.; Menard, Mo.; Aurora, Mo.  
Cookhouse to go south. Shows of all kinds for committee money. Can use some Stock Concessions. Foreman for Tilt and Second Men on all Rides.  
All replies to  
**J. H. SHARP**  
Elden, Iowa

**WANTED**

Can place Bingo, Grab, Novelty and Manky Panks. Need one more Agent for Pin Bets. Agents for Booklets. Want the above for long list of Fairs and Celebrations starting Blanchard, Okla., Aug. 19(2); Mountain View, Aug. 26-30; Tipton, Sept. 2-6; Hobart, Sept. 8-12; Shamrock, Texas, Sept. 15-20. All Fairs and Celebrations until closing in early November. Plenty of cotton and money here. Mr. Ferguson, contact me at once.

**OKLAHOMA EXPOSITION SHOWS**  
Stanchard, Okla., Aug. 29-31; then at per route.

**RIDE HELP WANTED**

First and Second Men for Eli No. 5 Wheel, Merry-Go-Round and Chairplane. You must drive and keep sober. Good, sure pay. We play in and around Greensboro, N. C.

**Peerless Amusements**  
Address now:  
Country Park, Greensboro, N. Car.

**FOR SALE**

One late model Star Outfitter Ride and Trailer. Perfect running condition. Bargain for cash. Come and get it!  
**MIKE BISWOBIC**  
3900 Fulton Blvd., Chicago, Ill.  
BASements 2-7732

**WANTED**

Per Biggest 3-Day Celebration in the South, Aug. 30 through Sept. 1. Will book any kind of Major Rides for this Celebration and balance of season for Fairs. Can use Ferris Wheel for Labor Day only. NO Concessions of any kind wanted for Labor Day.  
All replies to  
**JACOB FRYOR**  
Rt. 3, Box 75-B, Biloxi, Miss.

**WANT**

CONCESSIONS AND SHOWS  
**8th Annual National SWEETCORN FESTIVAL**  
September 11-13-15, Mobergton, Ill.  
Willet's 7 Sides booked. Want Manky Panks, No flats or gypies. One of the biggest Celebrations in the Midwest.  
**TOMMY SACCO**  
203 W. Wabash Ave., Chicago, Illinois

**MIGHTY MIDWAY**  
**America's Royal Crowns**  
**50 Shows 50**  
HUGE CARLOADS OF FUN  
LAST CALL FOR NEBRASKA STATE FAIR, LINCOLN, NEB.

CONCESSIONS: Any kind of "Prize-Every-Time" Concession.  
SHOWS: Wild Life, Monkey Show or any worthwhile Grind Shows.  
RIDES: Will book Fly-o-Plane, Dark Ride or Whirl-a-Way.  
RIDE HELP: Want experienced Scooter Help, also other Ride Men.  
Address **DOLLY YOUNG, Mgr.**  
c/o Plaza Hotel or c/o Fair Grounds, Tranton, Mo., this week.  
P.S.—Our representative, Mr. Tuckar, will be on the Nebraska State Fair Grounds, Lincoln, Neb., starting Tuesday, Aug. 26.

**INTERSTATE SHOWS**

Want for Clay County Fair, Moss, Tenn., August 25-30, and 12 more Fairs to go.  
SHOWS: Want Chd Show with or without own equipment; must have not less than three girls, wardrobe and pin set. Trombone Red, contact George Hanson from Act. Tex. Dubose wants Annex Attraction Harry Fish, contact. Will book Monkey Show, Wild Life, Umbro, Motorcycle, Penny Arcade, any worthwhile Grind Shows.  
RIDES: Due to accident with Merry-Go-Round will book or lease one for the balance of the season, with or without transportation. Will book Spitfire, Octopus, Rollolane, Little Dipper, Pony Ride.  
RIDE HELP: Want Foremen for Tilt-a-Whirl, Chairplane, 5 Kiddie Rides, Second Men on all Rides.  
CONCESSIONS: Want to book for the balance of the season Frozen Custard, Ice Cream Bars, Foot Long Hot Dogs, Novelty, Photo Gallery, Short Range Gallery, Long Range Gallery, one or two Mini Camps, Manky Panks of all kinds. Want Agents for Clothes Pins. Want Scenic Artist to pose on wire. Want Carnival Electrician to join immediately. Curly Smith wants Cookhouse and Grab Help. All my boys come home. Attention, Cool, Jake, Porky, Big Jim and all others. Tex Dubose wants Magician and Working Acts for Side Show.  
**E. H. BROOME, Business Manager; Replies to H. B. ROSEN, Mgr.**  
Cumberland County Fair, Burkesville, Kentucky

**O.C. BUCK SHOWS**

Can place a few legitimate Concessions, also French Fries, for the following Fairs: Rhinebeck & Bath, New York; Great Barrington, Mass.; Bridgton, N. J.

**WANTED**

Girl Show Operator for the above fairs and the Great Danbury, Conn., Fair, Sept. 27th thru Oct. 5th.  
**O. C. BUCK**  
Sandy Creek, New York

**Tivoli Exposition Shows**

Want for big Labor Day Celebration, combined with Ouachita County Fair and Live Stock Show, beginning Sept. 1 at Camden, Ark., and 8 more Southern Fairs to follow, including Russellville, Pine Bluff, Hope and England, Ark. SHOWS: What have you? CONCESSIONS: Manky Panks of all kinds. (Privilege reasonable.)  
Contact **H. V. PETERSEN, Mgr.**, or **BOOTS CUTLER, Con. Mgr.**  
**ANNA, ILL. (FAIR), THIS WEEK.**

**E & B AMUSEMENTS**

Want Foreman for Caterpillar, Roll-o-Plane and Ferris Wheel. No Second Men. Also want General Motor Mechanic and General Ride Foreman. Will book Novelty Hat and Cap 1 Man with Sewing Machine Concession.

Address **JOHN A. BASS**

245-04 UNION TURNPIKE BELLEROSSE, LONG ISLAND, N. Y.  
(Phone) Fieldstone 7-0457 Between 8 and 9 A.M. or Between 12 and 1 P.M.

**FOR SALE**

**20-FT. TRAILER SHOOTING GALLERY**  
Moving Targets Fully Equipped. Perfect Condition. Can Be Seen in Operation at Summit Beach Park. Price \$2,000.00.  
**DON WISH**  
Summit Beach Park, Akron, O. Phone: Bishops 3912 or Mayflower Hotel.

**BRODBECK & SCHRADER**

Now booking Shows, Rides and Concessions for Rocky Ford, Colo., Sept. 2-5.  
Want people to operate two beautiful office Shows for season.  
Can place few first-class Rides for Kansas State Fair, Hutchinson, Sept. 13-19.  
Address: Kimsley, Kan., this week; then per route.



**OUTWAY TRAIN, BEAR AUTO RIDE.**  
**Deal Ride.** Will sell reasonable for cash or trade for Coaster. In operation 2070 E. Main, Galveston, Ill.

**BIDEN FOR SALE—ROLL-A-WHILE.** 5000. 30 seat. Chair. Repeller pulled plane. Kiddy 18 passenger, 6500; all ready to go. Write for more and see them or phone 372W. Celia Williams, Sparta, Ill.

**SHORT RANGE TARGETS—NEW SAMPLES.** 100; 25¢ each. 1000 same day service. Fine Art Press, 143 Donald, Peoria, Ill. ap

**THEATER CHAIRS, TENTS, DECRY PROJECTORS, Folding Chairs.** 4180 E. 111th, South Orange Juice Machines, Beachers, Long Star Seating Co., P. O. Box 1734, Dallas, Tex.

**5100 STILL BUILDS 12 PASSENGER KIDDIE Chairplane.** Teled. Peoria, Ill. Aluminun Coroplast Horse Fitters, 2110 Free, East St. Brll, Box 375, Peoria, Ill.

**1948 SUTHER ROLL-O-PLANE and TRANSPORTATION** in very good condition, in operation, works only 10 weeks per season. E. Bergman, Seaside Sta., N. J. a23

**MAGICAL APPARATUS**

**A BRAND NEW #28 CATALOG MIND** reading. Mystical. Books. Hypnotism, Heterosides, Crystal, Palmistry, Graphology, Magic 144-page. Book. 50¢. Write for Guide. Both the wholesale. Nelson Enterprises, 236-B E. 11th, Columbus, O. a34

**YOUR PRODUCTS**

and advertising message included in a space like this will

**SELL SELL SELL**

**DISPLAY-CLASSIFIED**

style of advertising

**SUB-MINIATURE RADIOPHONE FOR** Hamilton. Women and men found only concealed. Illustrated brochure, specifications, parts. Nelson Enterprises, 236-B E. 11th, Columbus, O. a20

**TRICK BOOKS, CARDS, NOVELTIES.** Look books, Wargames, Warlock, Rhode Island. a20

**MISCELLANEOUS**

**FOR SALE—PRIVATE LAKE ON 14** acres. Near Warsaw, Ind. Term. W. Gray, Warsaw, Ind. a20

**YOUR NAME IN HEADLINES ON STAND** and newspaper page. Make up your own headline. 3 different. All not over 4¢ letters each. Neutron blanks, 150¢ per thousand. Andrew Quire, Box 1131, Dept. 18, Hartford 1, Conn. a21

**MUSICAL INSTRUMENTS, ACCESSORIES**

**KIDDIE RIDE ORGANS—SMALL COM-** pact. Live music a must for every kiddie ride operator. West Coast Organ Co., 202 N. Ohio Ave., El Monte, Calif. ap

**TROMBONE PLAYERS' OIL PENCIL—NO** bother with tube or media. Price 50¢ for 3. \$1. \$5. \$1. \$2 and keep one. Andrew Traders Products, Wakefield, Mass. a20

**PERSONALS**

**MRS. B. G. JOHNSON—CONTACT YOUR** husband. Have offer of work in New Mexico. Contact. Phone Ashmore, Ill.

**PHOTO SUPPLIES DEVELOPING-PRINTING**

**COMIC PHOTOBOARDS, BACKGROUNDS** Direct. Features. Camera. Photo. Chemicals. Mounts. Glass Frames. Photo Novelty. Miller Supplies, 1523 Franklin Ave., St. Louis 8, Mo. a23

**DIRECT POSITIVE PHOTOGRAPHERS—** We supply everything you need. Reasonable prices. Eastman DP paper chemicals, frame backgrounds, camera foregrounds, masks for indoor and outdoor, complete Photo Booths, etc. Free information and prices. We are old and reliable since 1903. PQO Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. a22

**DIRECT POSITIVE OPERATORS—ALL** supplies needed. Cameras and complete outfit. Prompt service. Lone Star Photo Supply Co., 2405 13th, Dallas, Tex. a27

**DIRECT POSITIVE OPERATORS—GET** brilliant uniform pictures with Devex O-Matic racks and tanks. Keep fingers out of frame. Chemicals. Write for details. Also new price list on paper, chemicals and frames. Berman Camera Co., 144 Bowery, New York 16, N. Y. a26

**BRONZE WESTERN SADDLE HORSES**  
 White Stock Livestock

Weight and Dose Prices:  
 14" \$12.00, 15" \$17.50

**SPECIAL Key Chain and Ring Com-** bination, assorted styles, \$2.00 per set. 25% Deposit Required With Order. F.O.B. Chicago. Wholesale Only. Free Folders on Other Items.

**COOK BROS.** 814 W. Madison St., Chicago 9, Ill.

**SALESMEN - DISTRIBUTORS**

"P.L.V.-BYE" also known as **automatically Big profits**

Now... easy... 10... 15... 20... 25... 30... 35... 40... 45... 50... 55... 60... 65... 70... 75... 80... 85... 90... 95... 100... 105... 110... 115... 120... 125... 130... 135... 140... 145... 150... 155... 160... 165... 170... 175... 180... 185... 190... 195... 200... 205... 210... 215... 220... 225... 230... 235... 240... 245... 250... 255... 260... 265... 270... 275... 280... 285... 290... 295... 300... 305... 310... 315... 320... 325... 330... 335... 340... 345... 350... 355... 360... 365... 370... 375... 380... 385... 390... 395... 400... 405... 410... 415... 420... 425... 430... 435... 440... 445... 450... 455... 460... 465... 470... 475... 480... 485... 490... 495... 500... 505... 510... 515... 520... 525... 530... 535... 540... 545... 550... 555... 560... 565... 570... 575... 580... 585... 590... 595... 600... 605... 610... 615... 620... 625... 630... 635... 640... 645... 650... 655... 660... 665... 670... 675... 680... 685... 690... 695... 700... 705... 710... 715... 720... 725... 730... 735... 740... 745... 750... 755... 760... 765... 770... 775... 780... 785... 790... 795... 800... 805... 810... 815... 820... 825... 830... 835... 840... 845... 850... 855... 860... 865... 870... 875... 880... 885... 890... 895... 900... 905... 910... 915... 920... 925... 930... 935... 940... 945... 950... 955... 960... 965... 970... 975... 980... 985... 990... 995... 1000

**GENERAL MFG. & DISTR. CO.**  
 105 W. Wacker Drive, Chicago, Ill.

Q My check or money order enclosed (postpaid)  
 Q Send C.O.D. I will pay cash plus postage

**NAME** \_\_\_\_\_  
**STREET** \_\_\_\_\_  
**CITY** \_\_\_\_\_ **ZONE** \_\_\_\_\_ **STATE** \_\_\_\_\_

**TABLES & STEEL OR WOOD CHAIRS**  
 Folding or Non-Folding  
 Prompt delivery. Free catalog. 4 dot. Ask for prices, full number needed. **ADIRONACK CHAIR CO.**  
 1146 W. 10th, N.Y. (27 St.), Dept. X-21, MU 2-7232

**INEXPENSIVE PHOTO MOUNTS USED BY** night club and direct positive photographers. Available horizontal or vertical. Polaroid size \$2.50 per 100, \$3.50 per 1000; 3 1/2 size \$3.50 per 100, \$4.50 per 1000; 4 1/2 size \$4.50 per 100, \$5.50 per 1000. Write for complete catalog. International Sales, 414-C, E. Baltimore, Baltimore, Md.

**YOU CAN INCREASE THE EFFECTIVENESS OF YOUR AD**  
 by using display type and white space.  
**REASONABLE RATES**  
 See page 75

**LOW COST PHOTOMOUNTS—DIRECT** from manufacturer: 3 1/2 gray folders, 60/100, \$2.00; 4 1/2 gray folders, 60/100, \$2.00/100. **EMULSION** low priced 143, 146, 147, 148, 149, etc. Free samples; 1,000 lots cheaper. All prices subject to discount. For copy, Penn Photomounts, Glenolden, Pa. a22

**PHOTO BOOTH OUTFITS CHEAP—ALL** sizes; drop in price from \$100. Latest improvements; real bargain. PQO Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. if

**THE EASTMAN IMPROVED TYPE DIRECT** Positive Paper available in all sizes. Marks & Fuller, Inc., 70 1/2 St. Rochester 4, N. Y. a20

**3 1/2" DC ENLARGER—GOOD CONDITION:** box of 3 1/2" paper, 520, Minit Studio, 4840 W. Ford St., Detroit 9, Mich.

**PRINTING**

**"BUSINESS CARDS ARE OUR BUSINESS"**—1,000 expertly printed embossed (raised print) business cards, only \$3.95 (postpaid) rapid service; write for samples and price chart. Carroll Sales, 1133 Vulcan, Iron Mountain, Mich.

**FAST SERVICE LOWEST PRICES—100** three-color 143, 145, Window Cards, 60, 72, 84 size \$12.50. Tribune Press, East Park, Ind.

**NEAR-GRAVURE PROCESSED LETTER-** heads. Sparkling. Dynamic. Engraving. Color. Color. Samples. 10¢. For professional. Rolliday's Colorprint, since 1887, Co., a22

**SHOW STATIONERY AND POSTERS. LIT-** erature. Business Cards. Ad Cards. Booklets. Leaflets. Free samples. W. J. Kuterbach, P. O. Box 664, Port Huron, Mich. a20

**STANDARDIZED LOW COST LETTER-** heads. 100. \$1.00. Envelopes. \$1.50. Note-headers. \$4.00. Business Cards. \$3.50. State-wide. Standard Specialties, Box 432, San Francisco. a20

**INCREASED RESULTS FROM ADVERTISEMENTS**  
 by using display type and white space to attract attention.  
 Complete information on **PAGE 75**

**WINDOW CARDS—1432 AND 1354. THE** Best. H. W. Wain, Pa. a21

**100 QUALITY 6 1/2 ENVELOPES AND 100** bond 14x11 letterheads for 100 bond 3 1/2x5 1/2 envelope. \$1.00. Write for samples. Room 202, 938 W. Belmont, Chicago 24, Ill. a22

**SALESMEN WANTED**

**ANYONE CAN SELL HOOVER DUPONT** Name Uniforms for beauty shops, retail, nurses, doctors, nurses, others, in white and tan. Exclusive style. Top quality. Low priced. Exceptional income. Real Value. Equipment free. Write fully. Hoover Dept. B-100, New York 14, N. Y. a27

**FIGHTING COCKS—FEATHERED BOO-** cry, they jump, peck, scratch, shuffle and flutter all with the best of your wish. We advise you. Immediate orders. Immediate interest. Free sales. Sample set \$1 postpaid. Denver Int. Waterfowl, Charles Mullen, Box 45, Wake Vt., Wake, Texas, Tex.

**MAKE MONEY WITH FAST-SELLING BO-** nanzas. Shirts, blouses, too, wear long, full time; sales \$1 free. Houston, 89 Rickford, Dept. R-77, Boston 30, Mass. ap

**LOOK! LOOK! LOOK!**  
 For only \$6 you can use a space like this and increase the effectiveness of your ad. **SEE PAGE 75 FOR DETAILS**

**MERCHANDISE AT GENUINE WHOLE-** sale prices! Samples and small quantities available. Free price list. American Wholesale, 1281 E. 104, Cleveland 6, Ohio

**SALES ORGANIZATIONS—SALESMEN** (this is not vending machines). Experience. Complete training. Free information. Other similar helpful. Write for copy, free to travel extensively and can finance your sales efforts. Our W. dealer network are making \$2,000 and up every month. Write for details. Sample, repeat commissions. Write I.C.M., Box C-119, 470 The Billboard, 2160 Patterson St., Cincinnati 22, O. a20

**SALESMAN WANTED—CALLING ON** wholesale novelty trade. Fast selling line of board jewelry. All pararound sales. Give names, lines, show handling and territory covering. Box C-121, 470 The Billboard, Cincinnati 22, Ohio.

**SALESMAN TO SELL SONG TO RECORD** label party. Copy of song and deal on record. Harvey Heifron, 534 Selby, St. Paul 4, Minn.

**SCENERY & BANNERS**

**NIEMAN CARNIVAL CIRCUS BANNERS—** The best, no one else can do. Contact: Nieman Studios, 1236 S. Halsted St., Chicago 6, Ill. a24

**TATTOOING SUPPLIES**

**A-1 TATTOOING MACHINES, DESIGNS,** Colors, Needles, Ointment, repairs. German Patent ink. Free catalog. **OWEN JENNISON**, 180 W. 83rd St., Los Angeles 4, Cal. a20

**FOR SALE—PROFESSIONAL TATTOO** outfit. Four machines, plenty needles, ink, designs, stencils and transformer. First \$100 takes it. Greer & Dale, 19 N. W. Third, Evansville, Ind.

**WANTED TO BUY**

**PAIR OF USED MERRY-GO ROUND** horses. Best condition. Ken Young, 142 E. Vine, Owatonna, Minn.

**WANTED—GOOD CONDITION, 1948,** used. Life of Christ. Running time 80 minutes. Thompson Brothers, 1833 North Lake St., Aurora, Ill.

# WE DARE ALL

**Imagine! Brand New Gift Sets! Beautiful TREASURE CHESTS filled with JEWELRY—Guaranteed for Life! ALL HAND-PRONGED Imported "Stones"**

All 3-Piece Matched Sets With Detachable Pendant. Can Be Used Separately as a Pin.

## Sizzling Specials

**ANY SET IN THIS AD**  
 completed with \$19.95 price tags  
 packed 12 boxes to a cartog

**Your Choice**

**\$2.00 EACH IN DOZEN LOTS**

25% deposit on all orders. Balance C.O.D.

**STERLING JEWELERS**  
 44 EAST LONG STREET ADAMS 4621  
 COLUMBUS 15, OHIO  
**SEND FOR YOUR NEW CATALOG NOW**

# FAIRS • CARNIVALS • CIRCUSES • SEASHORE RESORTS

**CONFEDERATE & YANKEE HATS**  
With creased metal tops. The best Confederates & Yankee hats on the market. Made out of Tulle and Satinette.  
**\$6.00 Doz.—\$66.00 Gr.**



**COTTON BUNTING CONFEDERATE FLAGS**  
With stick and banner, 17" x 10"  
4" x 6" Confederate Flags ..... \$2.50 doz. \$27.00 gr.  
6" x 8" Confederate Flags ..... 3.75 gr.  
8" x 10" Confederate Flags ..... 5.00 gr.  
10" x 12" Confederate Flags ..... 6.25 gr.  
12" x 14" Pirate Flags ..... 7.50 gr.



**CREW HAT OPERATORS**  
We have the best Crew Hats in the market. We guarantee them first quality. All these hats are made out of the finest gabardine. They simply are beautiful and sell on sight.

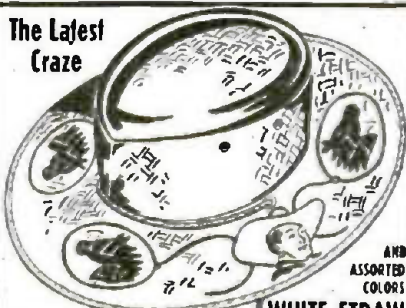
**IMMEDIATE DELIVERY \$58.00 GR.**  
**WITH POMPONS \$62.00 GR.**



**LATEST CREATION**  
checked be-bop hat, with pompon, for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes.

**\$5.00 PER DOZ. \$54.00 PER GROSS**

**The Latest Craze**



**\$4.00 DOZ. \$45.00 GR.**

**AND ASSORTED COLORS WHITE STRAW COWBOY HATS**

**3-PIECE PEN SET WITH METAL CAPS AND CLIPS**



Consisting of ball point pen, fountain pen and pencil in beautiful gold embossed 5 T. 50 tag comes with set.  
**\$4.00 per dz. \$42.00 per gr.**

**FOUR PIECE PEN SET**  
With knife in beautiful box  
**\$6.00 doz.**

**FIVE PIECE PEN SET**  
Consisting of 3 piece pen set, knife and highlighter.  
**\$13.50 doz.**

**FELT CREW HATS**  
Assorted beautiful colors, with Pompons, bindings and trimmings. Very beautiful.  
**Gr. \$36.00**  
Without Pompons Gr. \$28.00

**KIDDIE FELT HATS**  
With Pompons and Trimmings  
**Gr. \$27.00**  
Without Pompons \$28.00 Gr.

Multi-Colored Plastic Derby, Gr. \$18.00  
Multi-Colored Spanish Hats with 8 1/2" Brims and Cord Gr. \$27.00



**JUMBO GOLF HATS**  
The sensation of the country, two-toned assorted colors.  
**\$12.00 doz.**



**The New Sensational FUZZY WUZZY CRAZY SHAGGY STRAW HAT**

made of woven straw in natural color. Sell on sight. 12" from brim to brim.

**\$3.00 DOZ. \$33.00 GR.**



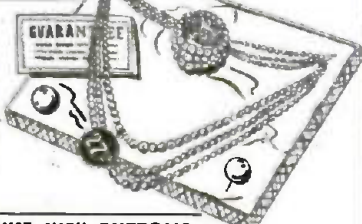
**HOWDY DOODY HAT**  
Fastest Selling Hat in the Country for 25 years and counting.  
**\$11.00 Doz. \$10.50 Doz. Gross Let's**



**COWBOY HAT (felt)**  
With tassels and assorted colors.  
**\$3.00 DOZ. \$30.00 GR.**

**FELT JOCKEY CAPS**  
**\$37.50 Gr.**

**HARRIS TOPS THE FIELD**  
with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace with brilliant, platinum clip — matching 3-strand indestructible pearl bead bracelet and pair of matching indestructible pearl button earrings. All complete in a silk lined, velvet covered box with \$27.50 price tag.  
**\$13.00 dz. Sample \$1.50**  
This is a terrific fish and sells on sight. Commission, and agents are closing up.



**"I LIKE IKE" BUTTONS**  
Selling like wildfire. Jumbo Size—3 1/2 inches. Red, white and blue. **\$10.00 Per 100**  
50 ligne Stevenson & Eisenhower Buttons. Per 100—\$2.00  
17 100—\$1.50

25% deposit required—Money order or cash. We ship same day as we receive orders—Ship all over the world. THIS IS OUR ONLY STORE

## HARRIS NOVELTY CO.

1102 ARCH ST. PHONE: MA 7-9848—WA 2-6970 PHILADELPHIA 7, PA.

**FAIR SPECIALS**

**Hi Hat, Tinselled Feather Balls**

4 inch	\$10.00
7 inch	10.00
9 inch	22.00
11 inch	33.00

500 Top Canned (see last ad) \$ 7.50  
4 inch Hawaiian Mata Dolls with bell and elastic ..... Gross 18.00  
7 inch Hawaiian Mata Dolls with bell and elastic ..... Gross 17.00

**Hi Hat Fur Monkeys Attractive Colors**

7 inch	2.00
9 inch	3.00
7 inch with Shrimp Hat and Pipe	11.50
9 inch with Shrimp Hat and Pipe	13.50

**SPECIAL JUST ARRIVED!**  
Rubber Intiate Monks with elastic. Bright colors.  
**\$42.00 Gross**

**SCHATTUR NOVELTY CO.**  
144 Park Ave New York 7, N. Y.  
Tel.: COlumbus 7-9866

**"BIG PROFITS!"**

From the Complete **CHEWING GUM LINE!**

- Cellophane Wrapped
- From the Factory
- All Flavors and Types—PLUS Bubble Gum—16, 30 & 40 Pieces

**HALF OF STANDARD BRAND PRICES!**

All sizes Ball and Vendina Gum, Chicle & Bubble Gum, Baby Midgets, Chicle Tablet Gum, Three Flavors—30, 50 & 75 Pieces per lb. Priced 25% in Chicle type 3 1/2 lb. Bubble Gum.

**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant - Newark 4, N. J.

**SOMETHING NEW UNDER THE SUN**

**"I LIKE IKE" BUTTONS**

IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION!

For the latest in gimmicks, gaggets, novelties, premiums and prize items of ALL kinds—

**GET THE BILLBOARD EVERY WEEK! SUBSCRIBE NOW**

Yes! I would like to receive the Billboard for one year at \$10.00. Please send me the Billboard for one year at \$10.00. Check here for total subscription of 12 weeks at \$12.00. Foreign rates upon request. 602

Name .....  
Address .....  
City ..... Zone ..... State .....

Occupation .....

**FREE CATALOG**

of our complete jewelry line \$6.00 DZ. & UP 25% OFF. Send for C.O.D.

**David Feldman, Inc.**  
110 Canal St. New York 13

**DEMONSTRATORS**

**ATTENTION! SENSATIONAL VALUE**

Beautiful Space and Headset paint fountain pen, automatic pencil and ball pen. Metal cap. Assorted colors. Attractive boxes. Sample Set \$1.00.

**GROSS \$48.00** including tax

Orders filled the same day as received. Send 25% deposit with 100 orders.

**M. GEROL**  
43 Division St. New Rochelle, N. Y.

**Sell Ultra-Blue SIGNS**

**\$7 BRINGS BACK \$\$\$**

100 Signs, 7" x 11", \$7 Each With Order. Rate in order for these fast selling "Eye Catcher" Signs. Retail every kind of small—big lawn or 2000. Business signs. Various full or spare time money maker OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR \$50 EACH!

15 Samples Ultra-Blue Signs, \$11.00  
15 Samples Ultra-Blue Signs, \$11.00  
15 Samples Ultra-Blue Signs, \$11.00

Above Samples mailed Postpaid.  
512 Broadway, Dept. 100  
**L. LOWY**  
New York 3, N. Y.

**HUNDREDS OF NEW IMPORTED AND DOMESTIC NOVELTIES**

SUCH AS YOU HAVE BEEN LOOKING FOR, WILL BE LISTED AT AMAZINGLY LOW PRICES ON

**NEW 1952 General Catalog**

Beacon, Tuba or Midway Blankets, \$2.00 each. \$1.75 each.  
1 1/2" Comic Buttons, set of 75 \$2.75.  
4" Feather Dressed Cell Dolls, gross \$2.50. 12" Feather Dressed Cell Dolls, gross \$5.00. These are just a few of the hundreds of value priced, new looking offers. Send for free copy today!

**GELLMAN BROS.**  
119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

**BURKE 10 W. 27 St. N. Y. C.**

**15 NOW!! 15 FOR PRICE OF 1**

Patented 1948. Copy shown. Beautiful flower design. High finish chrome. \$20 Price. This is for \$20 FREE CATALOG 100 Other Items.

3 for Price of 1. Includes 100 items. Quilt & Pillow Case, Early Nylon Apron, reversible, pastel pink & blue, still cord laced. Inexpensive. 100. Quilt cover \$2.97. Pillow case 10" x 15". Each set \$2.97. Free catalog sent. Our price 6 sets for \$10. Sample \$2.50.

**EVERY TELEPHONE USER BUYS TELEPHONE SHOULDER CRADLE**

**NEW SENSATIONAL MONEY MAKER**

You can enjoy continuous growing income by reselling cradles with our Telephone Shoulder Cradle. Big, Unique, Keen profile selling direct.

Sample \$1.50 Wholesale \$11.75 DZ.  
**PETER'S NOVELTIES**  
4218 Kensington Yonkers, N. Y.

**Announcing**

1953 Wholesale Catalog Available... September 1, 1952

**NATIONALLY ADVERTISED PRODUCTS**

- Diamonds Watches Jewelry
- Silverware & Electrical Appliances
- Leopards Toys & Porcelain
- Novelties & Specialty Goods

Write today on your company letterhead. Please send your business card.

**DEL MAR COMPANY**  
59 E. Madison St. Chicago 3, Ill.

**TV IS ALL OF SHOWBUSINESS**  
**ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!**



**SENSATIONAL VALUES**

**14K Gold Plated Chronograph \$3.90**

- Case of 12 Watch
- Brand New
- 17K. service Quartz
- Industry Gift Board
- Genuine Leather Strap

With matching gold plated link extension band. 11 1/2" ext. band.

**Men's RHINESTONE DIAL WATCH \$4.25**

- Brand New
- 14 K. Gold Pl. Case
- 17K. Dial Genuine Rhinestones
- Ruby Dial
- Jewel Movement
- Fine Leather Strap
- Case of 12 Watch
- Individually Cased
- 1 Yr. Service Guarantee

With matching gold plated link extension band. 11 1/2" ext. band.

**BROOKS PRODUCTS**  
99 Liberty Street, New York 6, N. Y.

**NAME BRANDS THAT MAKE SELLING EASY**

**COMPLETE LINES**

AMERICAN LIMOGES \* DORMEYER  
SWING-A-WAY \* WM. ROGERS  
RICHELIEU \* ASR \* WEAREVER  
FRYFRYE \* ARVIN \* ELGIN  
AMERICAN \* EKCO \* NATIONAL  
SILVER \* ONEIDA \* HICKOK  
PLINT \* JUICE KING \* OSTER  
EYERSHARP \* PARKER  
PEPPERELL \* JACQUES KREISLER  
TELECHRON \* BULOVA \* BUCKEYE  
MET-I-TOP \* WEST BEND  
BEMINGTON \* DETECTO  
DE WALD \* CASCO \* BENRUS  
SILEX \* ZIPPO \* SYDAD  
VOLUPTÉ \* SESSIONS

**1952 CATALOG**  
More Than 250 Name Brand Items  
Beautifully Illustrated  
Sent Free on Request.

Continuous Supply. Wholesale Only

**ALL ORDERS SHIPPED IN 24 HOURS**

**H. B. DAVIS CO.**  
324 W. 24th St., N. Y. 1, N. Y.  
AL 5-4444 FREE PARKING

**WE WILL NOT BE UNDERSOLD!**

#9203  
**CHECKER HATS**

All Good  
New  
Lowest  
We sell  
over 100  
different  
at price  
beat

**\$48.00 Cr. \$45.00 DOZ.**

Assorted Colors.  
Eastern Operators. Here! We will ship from our Eastern warehouse.  
25% with order. Bal. C.O.D.

**WISCONSIN DE LUXE CO.**  
1902 N. Third St. Milwaukee, Wis.

**I feel like a Heel**

"Is our town registration so over- and I forget. So now I can't vote in that big, exciting election coming up Nov. 4. I feel like a heel... You folks are lucky you still have time to register to be sure you can have your say on Election Day."

"To find out WHEN, WHERE and HOW to register, phone your office in charge of elections, or City Hall, or County Court House."

**GIVE TO THE RUNYON CANCER FUND**

**HELP WANTED DISPLAY-CLASSIFIED ADVERTISEMENTS**

**REGULAR CLASSIFIED ADS** . . . Set in usual want ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

**DISPLAY-CLASSIFIED ADS** . . . Containing larger type and white space is charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms close Thursday for following week's issue

**ATTRACTIVE GIRL PIANIST OR WOMAN** that sings and plays piano to work-weekends 1811 N. Western Ave. AL 2-9045, Chicago, Ill.

**CAREER OPENING FOR LADY, 21-40**—Old nationally known theatrical company travel U. S. and Canada; extensive pre-arranged amateur show; permanent transportation hotel; made plus \$100-\$1500 monthly; similar experience unnecessary; complete training given. Write: Barbara Brooks, 3418 Broadway, Kansas City, Missouri.

**ENTERTAINING DRUNKER—JOIN SET** Trio, Must Be Great! Contact immediately. Must be union, clean cut. Write: Phoebe George Kelley, Box 140, Kenosha, W. J. Kenosha 8-9040 (7 p.m.).

This type of ad will **HELP YOU** a great deal to locate the people you need.

Use **DISPLAY-CLASSIFIED** Advertising See Page 75 for details.

**TENOR CABINET FOR SOCIETY COMBO:** must know standards, good phrasing preferred. Write: Box C-118, Billboard, Cincinnati, Ohio.

**AT LIBERTY—ADVERTISEMENTS**

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

**BANDS & ORCHESTRAS**

**AVAILABLE AFTER LABOR DAY** — 3-piece Hillbilly Band desires to go west or south of N. Y. State. Have experience in radio, theaters, night clubs and found and retained by Edmond, London, Beach, Broadabin, N. Y.

**AVAILABLE FOR HOTEL ENGAGEMENTS**—Swedish Jangle and His Hungarian Gypsy Band direct from Budapest. Have played Hollander Hotel, Ruyter Casino and Carter Hotel, Cleveland, and some of the finest clubs around Chicago. Write: Bob Brumpton, Billeravest 8-7848, Chicago, Ill.

**MUSICIAN—PLAYING THE GREAT SCYPIA**—Available for both big and side show. U. S. only. Swedish. Gen. Del. Bridget, Chicago, Ill.

**YOUNG LADY—NEWLY ARRIVED FROM** Sweden, wishes position in first-class hotel. Excellent salary. Free to travel. Write: A. Mannan, 140 Lawrence Road, Haverford, Pa.

**MISCELLANEOUS**

**ANNOUNCER, ACTOR, DIRECTOR, SPE-**cialty cowboy, hillbilly shows, rodeos. Also: Harry Wagner, 214 E. 12th St., G. Metcalf, 84 B Wyona Drive, Linden House, Brooklyn 7, N. Y.

**FAT DWARF WOMAN OVER 40 YEARS** old, 4 ft. tall, 135 lbs. wants to team up with dwarf or midget that can sing and dance. If I would like to join, I will show. Have a small musical act. Billings, Okla. Also anytime meet. Write: Fred L. Man, partner interested organizing legit show. Michael Weintraub, care of The Billboard, 1364 Broadway, New York City.

**TEAM MAN—WOMAN FOR NIGHT SPOTS,** singing, stage units, singers, dancers. Gay sex, light comedy, feature black and white movies, double up in all lit. acts and vice versa. Write: Dillard and Western, swing dancers, Pecos and Bloomington, P. O. Box 137, Great Astor, Oklahoma.

**MUSICIANS**

**A-1 PIANIST—AVAILABLE AFTER 15TH** of September; double Hammond Organ; can sit into vocal trio, write or sing. Don Reynolds, 147th St., Newark, N. J.

**1000 PIECES OF SLIM** ONLY \$6.75

**SPECIALS**

Order Shipped Same Day Received:  
Dart Ballroom Gr. 4.75  
Parlor Dixie 2 in. in. Gr. 4.75  
Par Menzies 13 in. . . . . Doz. 3.75  
Parlor Dixie 2 in. in. . . . . Doz. 3.75  
Parlor Dixie 2 in. in. . . . . Doz. 3.75  
16 in. Motie Ballroom Gr. 6.00  
25 in. Dumbell Gr. 6.00  
Send for Free Catalogue, Box C-11.

**OPTICAL BROTHERS**  
300 W. NINTH ST., CHICAGO CITY 6, ILL.

**COSTUME JEWELRY!**  
3 Pc. Sets from 85¢ Up  
EARRINGS \* \$3.50 Doz. Pk.  
Write for illustrated catalog

**HEATH DISTRIBUTING CO.**  
245 THIRD ST., W. MACON, GA.

**5 in 1 SCREWDRIVER KIT!**

**EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!**

**Sells On Sight!**  
BREAKING SALES RECORDS FROM COAST-TO-COAST

Precision made from hardened tool steel.  
Comes complete with plastic pouch.  
Is a blade for every size and type of screw.  
No-grip chuck locks blades securely in place.

**CASH IN NOW!**  
Greatest money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous buy! Even housewives see the utility and value of 5 SCREWDRIVERS: the ONE! Kit has 3 standard black screwdrivers and 2 "Phillips" type screwdrivers. Handing held each blade with wide-lake grip. Tremendous orders from dealers prove this the most sensational tool value ever offered!

**\$7.20 PER DOZ.**

**CASH IN NOW!**  
Write for Our Big Wholesale FREE CATALOG!

**75% Deposit with orders, Bal. C.O.D., F.O.B. Detroit.**

**GEM Sales Co.** 533 Woodward, Detroit 26, Mich.

**BEN KING**

is no longer associated with Bush Metal Products, Inc., and has opened his own manufacturing plant at

**KING METAL NOVELTIES**

181 Park Row North York 7, N. Y.

GIFTWARE — SOUVENIRS — NOVELTIES

**CARNIVALS! CONCESSIONS!**

**32" RAYON PLYSH BEAR \$24 \$22.50** (18 six dozen lots)

**36" CROWN BAYON CLOTH, Pressed Face—\$3.00** (18 six dozen lots)

**36" BAYON CLOTH CROWN, Pressed Face, FIVE Colored Stripes, Dozen \$7.50** (18 six dozen lots)

**High Quality P.L. 1758 BEAR, Cotton stuffed, plastic nose and mouth, \$36.00** (18 six dozen lots)

**36" PLYSH SCOTTY, Ass'd Colors, \$4.00** (18 six dozen lots)

**24" BRUNNEN & BATEL CLOWNS, rayon cloth, \$11.00** (18 six dozen lots)

**12" ONE BABY BEAR, rayon plush, \$12.00** (18 six dozen lots)

**24" CROWN BAYON CLOTH, Pressed Face, FIVE Colored Stripes, Dozen \$7.50** (18 six dozen lots)

**36" BAYON CLOTH CROWN, Pressed Face, FIVE Colored Stripes, Dozen \$7.50** (18 six dozen lots)

**3 WAY SAW**

1-14" 8 pt. Compress Saw Blade  
1-12" 8 pt. Compress Saw Blade  
1-10" 8 pt. Keyhole Blade

For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherrywood material. Finished handles.

**\$5.00** Per Doz. Sent Free Lvs. Sale

**NACK SAW FRAMES**  
Adjustable with Tongs  
Cutting blades can be filed 1 1/2" by hand  
Natural finish wood handle, finest quality, unbreakable, \$7.00 ea. (lots of 6 or more. No less sale)

**4 WAY ALL PURPOSE SAW**  
Numbered Spring Steel, 1 1/2" combination rim and croquet saw blade, 1 1/2" metal cutting blade, can be filed 1 1/2" by hand. Natural finish wood handle, finest quality, unbreakable, \$7.00 ea. (lots of 6 or more. No less sale)

**REGULATION SIZE HAND SAW**  
20 inch 8 pt. warranted tempered alloy steel with full finger grip. Maroon plastic handle, individual sleeve, 6 to carton—no less sale. \$1.00 each.

**5 WAY CANNET SAW SET**  
1 1/2" keyhole saw, 1 1/2" com. saw, 1 1/2" pruning saw, 1 1/2" miter back saw, 1 1/2" panel saw. Packed 6 to carton—no less sale. \$1.40 per set.

**NEW MAGNETIZED BOXED SCREW DRIVER SETS** Unbreakable, shock-proof, with U.S. patented handles. Tempered and hardened tool steel blades. No set contains 6 magnetized screwdrivers: #2's, #3's, #4's, #5's, #6's, #8's; blades: cabinet thin blade, 2 1/2" x 3/8", 2 1/2" x 3/8", extra heavy, 1 1/2". Guarantee certificate individually boxed. 10 sets to master carton. Minimum 6 sets—no less sale. \$1.00 per set.

All above items made in USA. Prices do not include shipping charges.  
25% DEPOSIT—BALANCE C.O.D.

**COOK BROS.** 616 W. Maxwell St., Chicago 8, Ill.

**SAMPLE ASSORTMENT 18 PIECES FOR \$17.25**  
1 dozen 18" Clowns & 1 case of all other flashy stuff!

FOR M.V.C. 25% DEPOSIT, C.O.D. if not noted  
To receive FREE Catalogue you must state the nature of your business.

**ACE TOY MFG. CO.**  
122 West 37 St. New York 18, N. Y.

**FAST DEAL POLITICAL SIGNS**  
(Bag deflection type mounting)

**IKE ADLAI**

**SPARKLING PLASTIC**

2 Samples, PP. . . . . \$1.10  
1 Dozen, PP. . . . . 6.60

Quantity Prices to Distributors. If you can sell groups or organizations, you can clean up before November 4th. Special signs can be supplied.

**SUN SIGNS**  
142 E. 28TH ST. INDIANAPOLIS 5, INDIANA

**FIRE CHIEF HAT**  
69c List

Made of Sturdy Molded Non-Fire

**IRVING L. HARTMAN COMPANY**  
62 West 26th St., New York 12, N. Y. Telephone Wisconsin 7-7122

**GENUINE ALLIGATOR HANDBAGS**

Cuba Products  
1 Doz. Ass. #2500, Med. Size Per Doz. . . . . \$83.00  
1 Doz. Ass. #2800, Larger Size, Per Doz. . . . . 93.00

Quantity Prices to Distributors. If you can sell groups or organizations, you can clean up before November 4th. Special signs can be supplied.

**SUN SIGNS**  
142 E. 28TH ST. INDIANAPOLIS 5, INDIANA

**FIRE CHIEF HAT**  
69c List

Made of Sturdy Molded Non-Fire

**IRVING L. HARTMAN COMPANY**  
62 West 26th St., New York 12, N. Y. Telephone Wisconsin 7-7122

**FINE POSTCARDS**  
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# Pipes for Pitchmen

By BILL BAKER

**STILL WORKING** Eastern locations with their water color layout to good returns are Ben Tease and Bill Gates.

"WE'VE FINALLY... finished our season on Maxwell Street and are ready to pull up stakes," letters Dave Rose from Chicago. "We plan to leave for our route of fairs, the first of which is the Iowa State Fair, Des Moines. Most pitchmen did not do too well this summer on the market because of the terrific hot weather. Of course, any time I'd ask some of the boys how they were doing they would tell me they had a big day. I know differently. It seems to me that thousands of the same people visit the market every Sunday and that they are getting tired of seeing the same demonstrations Sunday after Sunday. Some may not agree with the above statement, but whether they do or not, the fact still remains that you can't sell to the same people over and over again. To prove this is an easy matter. All one has to do is to go to a town where he's never been and if he isn't molested by the powers in municipal office he will find that he can make sales much faster and to a larger percentage of buyers. In the past few years pitchmen haven't been on the go very much. They work their favorite town all summer and all winter long they watch the ice and snow from their room-

ing house or hotel window, praying for the day to come when it will again be warm enough to go out and make a few pitches and get hold of a few bucks to pay up some of their winter bills. They do this year after year. Boys, take my advice and go where the weather is right; where you can get action all winter. It beats sitting around for months and months in a hotel lobby cutting up jackpots that won't buy anything. I work all winter. I don't make very much money but I work just the same and I enjoy it. There are still plenty of places in this great land of ours where one can put in the winter. It will do a person a great deal of good, both mentally and physically, to take a trip to a sunny climate away from it all. Let some of the old-timers pipe in and give some of the home guards the names of cities and towns they can work and all other information they can put in where one can work and how much the reader is. I think that if this were done that a great many who are doubtful whether or not they could make ends meet would not hesitate to take a trip. I'm sure that they would be happy they did. I'd rather get by on a few dollars where it is warm than to suffer all winter. When I mention this word suffer, I mean from the cold weather, not from lack of funds. Let's say one of your interesting pipes, Tom Kennedy."

# Illinois Chalks Banner Run

Continued from page 50

way thru many sections of the fairgrounds. As an added feature he gave away 100 autographed baseballs.

**Politicians Whoop It Up** Biggest names of all were provided by the politicians, with the turnouts of the Democrats and Republicans on their respective days serving to hype the gate and interest in the fair. The Republicans trotted out the Republican nominee for vice president, Senator for Nixon on their day, and the Democrats came up with their nominee for president, Governor Stevenson, and Vice-President Alben Barkley.

Stevenson, being on his home grounds, was a frequent visitor to the fair, and as he has a huge battery of newsmen, photographers and magazine reps covering him, the fair received plenty of mention throughout the nation.

Following the past practice, the Democrats ran several special trains here from Chicago for loyal party workers. Innovations for the Republicans were motorcars from White communities throughout the State that carried GOP enthusiasts to the fair.

Gov. Dan Thornton, of Colorado, also was at the fair, but on a working assignment. He served as a cattle judge.

Admission to the fair came in for much praise from veteran showmen. Many improvements have been made since Elliott took over the reins three years ago.

There has been a marked reduction in the issuance of passes, and there also has been a tightening of the operation at the gates.

Only on two days—those given over to the political parties—were the outside gates thrown open to non-ticket holders, and then the gates were open only from 10 a.m. to 12:30 p.m.

Parking system within the grounds has been greatly improved. By zoning the parking areas and fixing supervisory responsibility for each, the fair is able to increase the number of cars parked and eliminate traffic snarls.

**Grounds Kept Clean**

Rain caused the fair to lose Monday's (11) matinee program, grand circuit harness racing. The rained-out events were run Tuesday, giving sulky enthusiasts a double attraction.

Sunday's (10) grandstand, both afternoon and night, was given over to veterans' organizations and drill team and band competitions. Auto racing is this afternoon's track feature. Motorcycle races will be the attraction tomorrow afternoon.

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# Under the Marquee

Continued on page 57

a capacity crowd Sunday (9), presented a show that pleased everyone, reported H. L. Scott, a former trupper who now lives there. While playing a recent engagement in Washington with the John H. Marks Shows, personnel of the McIntosh Monkey Circus—Texas Rowe, Jack Cobb and Glenn and Bea McIntosh—had lunch with Dr. Mann, of National Zoo.

B. C. McDonald caught Hagen Bros. Circus at Little Rock and visited with Conley Family and others. Zack J. Pierce and family also visited on the show. . . . Cinema Annex Theater in Chicago has been showing a Russian movie made of views of European and Asian circus acts. . . . Roger Towse of Buffalo, N. Y., CFA, has caught the Orrin Davonport, Polack, Cristiana and Ringling shows this season. . . . R. M. Harvey, veteran circus agent, authored a column of comments on "The Greatest Show on Earth" for the Perry, Ia., Chief, when the film played there.

Bill Oliver, car manager for Hagan-Wallace, has returned to St. Louis to recuperate from a knee injury which had him hos-

pitalized for some time. . . . Prince El Ki-Gar is playing Wisconsin fairs since leaving Garden Bros.

Jake Posey, former 40-horse driver, is now located in an apartment at the home of Mrs. Harry Wills, Huntington Park, Calif. Mrs. Wills is the widow of the colliery player with whom Posey troupe was on the old Sparks show. Her daughter, Ross Alexander Wagner, lives with her.

Fan George Chindahl visited Mrs. Walter Gollmar at Evansville, Wis., recently. He also met G. S. Primrose, veteran press agent; M. G. Gorrow, fan, and Frank Hoops, former show owner, while in Wisconsin. . . . Ernie (Burch) has completed TV and movie work and will play fairs and Orrin Davonport's Houston and Kansas City dates before re-joining Ringling for next season. . . . E. B. Deane, circus press agent, is handling publicity for several Ohio fairs and for a thrill show.

Elmer Miehau, Van Buren, Mo., fan, watched Worth of Mirth move into Canada. He visited with Frank Orman, manager of the Barnes circus unit with the carnival.

# Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

## Los Angeles

Freedman Novelty has been awarded the contract on the independent midway at the Fresno District Fair, Fresno, Calif. The company is also on the midway of the Crafts shows and the fair contract gives Olivia and Alex Freedman the concession from fence-to-fence. . . . Jac Agnoff will soon open his own manufacturing plant in Los Angeles. He will specialize in carnival novelty hats.

## Pittsburgh

Milton D. Myer Company, which recently mailed 1,000 copies of its circus and carnival novelty list.

## Coney Island, N. Y.

Continued from page 58

manager; Marvin Gilmitsky, Boardwalk and West 15th Street Arcade manager; Max Levine and Carmine Fassano, Skee Balls; Albert Gewirtz, Irvia Weizman and Sam Rosenthal, Arcade attendants, and Nat Feldman, day manager, and Dan Lisa, night manager, of New York's Pennyland. The Chamber of Commerce, at a meeting held in the Clam Bar, Sunday (10), appointed a committee to arrange details for a carnival day, September 6 and possibly the day after, which will feature monster balloons on the plan of Macy's Thanksgiving Day pageant. . . . Harry Nelson, of Nelson's Corner, will take his high striker and baseball striker machines to the Mineola Fair for the opening September 8. Ditto, Sam Dynamite and his duck game. . . . New freak additions to Dave Rosen's Palace of Wonders are King Eko, sword swallower, and Ed Ray, armless wonder. . . . Mrs. Rose Lovett has taken over the operation of the Eden Wax Works on Surf as a replacement due to the recent death of Sam Billig, a Coney business man the last 30 years, who succeeded electric contractor Meinch in the Eden ownership two seasons ago. . . . Anna Morano, operator of a penny pitch on the Bowery front of Pleasureland, has bought a 14-unit Greyhound Racer, now functioning at Rocky Point Park, Warwick, N. Y., with Roger Jobber in charge. Stanley Reiben, former proxy of the Chamber of Commerce, has tendered his resignation as a member "as a protest of their dictatorial policy, which, in my opinion, is designed to destroy instead of assist business." . . . Judge Carmylo, now at Garlo's Girls Revue, has completed the Coney circuit of four shows, having started at Tirza's, then to Sindell's and then to Carman's. . . . Benny Ciranni, head drink mixer at the Breezy Seven Seas eatery, celebrated a birthday July 28. . . . Neil Kyrimas contemplates a change in ticket sellers at this ride park next season. The plans substitute females for males, dress them in uniforms and install them in wired booths equipped with phones connected with the main office. . . . The Raven and Her Bubble Bath, now the feature at Cavalcade of Variety, is skedded to do a pie now in the course of being shot in a New York studio.

has copies of the list still available. Best sellers from the list were lamps, plush bears and squirt pistols retailing at 29 and 49 cents. . . . Incoast Novelty Company reports business has increased since the ending of the steel strike. It is well stocked with merchandise, and reports that many orders are being filled for fairs in Ohio. . . . Pittsburgh Coin Machine Exchange in the new telephone book is listed as carrying watches, leather goods, costume jewelry, gifts, novelties and appliances.

## From All Around

Cook Bros., Chicago, has been named distributor of the new Perflex electric shaver selling for \$5. A streamlined ivory plastic case houses a self-starting vibrator motor of superior quality. The item features two shaving heads with four precision hollow-ground self-sharpening cutting blades individually set and fully tested for maximum efficiency. The shaver is self-cleaning and requires no oiling. The twin heads with combing edges guide whiskers into the cutting slots. Other features are 113-120 volt, 60-cycle A.C. operation, no radio interference, a full guarantee, attractive gift box and an instruction booklet. . . . Merri-Bell Products, Oak Park, Ill., Sunday (10), introduced a "make-it-yourself" Christmas stocking kit that includes two stocking-shaped pieces for sewing together, three-inch tree with multi-colored spangles and beads as decorations, pink laddy bear, snow man, blue letter block, blue locomotive with yellow wheels, white felt cuff for mounting of individual's name, strip of red felt for cutting out name letters, metal ring for hanging the stocking, nickel-plated bell and instruction sheet. Retail price is \$1.

Tweco Products Company's squeegee-scraper is said to be an entirely new and unusual window conditioning tool for car and "one selling for 29 cents. It has one hard canvas base bakelite scraping edge and one soft rubber squeegee edge. The hard edge will not scratch glass yet has long life in removing ice, sleet, snow, bugs and mud. The soft edge removes fog, frost, water and splatters. . . . Desert Springs Company, Pasadena, Calif., has introduced its Desert Springs packets for those wishing to enjoy healthy mineral baths in the privacy of their homes. The firm claims the product gives relief for muscular aches and relaxes those suffering from overwork and nervous tension. One packet of the product dissolved in the tub does the trick. The firm offers six bath packages for \$3 or 12 for \$5. . . . "Wite Rider" is a new device introduced by Mur-Mon-Hath Products, Jackson, Mich., which it claims gives the auto driver complete protection from headlight glare within 150 to 200 yards from an approaching automobile. The device is attached to the sun visor and rides slightly to the left of the driver's vision. It is adjustable to any position conforming with the driver's vision. The amber glare-free shield was perfected for Mur-Mon-Hath by Dew Chemical Company.

## Detroit Concerts

Continued from page 51

to bathers because of high water. Arrangements for postponing major picnic dates have minimized effect of the steel strike. Auto plant layoffs are expected to taper off as metals supplies become available. Readjustment of picnic dates proved good strategy, with workers more willing to spend when they expect to return to regular employment soon.

A number of sponsored dances have been set for the remainder of the season at the ballroom, heretofore occupied by the concert series. No general public dance policy will be instituted, however.

Last day of the regular season will be September 6, when free rides will be offered to children. The gesture is designed to bring out a good crowd and to give the kids a pleasant memory of the park to carry over to next season.

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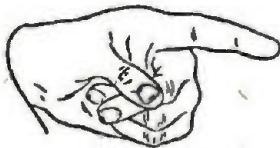
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# CLASSIFIED ADVERTISERS

Effective with our September 6 issue (DEADLINE August 28), you will be permitted the use of White Space, Display Type and CAPS in your Billboard Classified Advertising.

## JUST THE THING TO GIVE YOUR AD THAT EXTRA "PUNCH"!

Check the Classified columns this week --- notice how these Display-Classified ads catch the eye and attract the attention of the reader. Then refer to the economical rates quoted below, use the convenient order form, and mail your Display-Classified ad for the September 6 issue of The Billboard TODAY!



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All Classified ads set in uniform want-ad style, one paragraph, no display. First line in regular 5-point caps.

15¢ per word  
Minimum \$3  
CASH WITH COPY

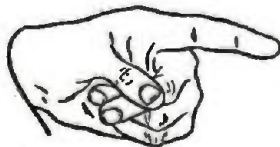
#### DISPLAY-CLASSIFIED ADS:

Cost based upon actual space used . . . 14 agate lines to the inch.

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White space, type up to 14 point and caps as wanted may be used.

1-point rule borders permitted on ads of 2 inches (28 lines) or larger.



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| <input type="checkbox"/> Agents and Distributors            | <input type="checkbox"/> Help Wanted                       | <input type="checkbox"/> Personals                     |
| <input type="checkbox"/> Animals, Birds, Pets               | <input type="checkbox"/> Instructions, Books, Cartoons     | <input type="checkbox"/> Photo Supplies and Developing |
| <input type="checkbox"/> Business Opportunities             | <input type="checkbox"/> Magical Apparatus                 | <input type="checkbox"/> Printing                      |
| <input type="checkbox"/> Costumes, Uniforms, Wardrobes      | <input type="checkbox"/> Miscellaneous                     | <input type="checkbox"/> Salesmen Wanted               |
| <input type="checkbox"/> Food and Drink Concession Supplies | <input type="checkbox"/> Musical Instruments, Access.      | <input type="checkbox"/> Scenery, Banners              |
| <input type="checkbox"/> Formulas                           |  | <input type="checkbox"/> Tattooing Supplies            |
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## CREATES NEW DEPT.

### Empire Set as Photo Mach. Rep in 5 States

CHICAGO, Aug. 16.—Empire Coin Machine Exchange has been appointed distributor of the Auto-Photo, coin-operated automatic picture machine in five Midwest States. Because Empire has plans to develop sustained interest in this product in its allotted large territory, Owner Gil Kitt has established a separate department for the photo unit.

The five States Empire will cover are Indiana, Illinois, Wis-

consin, Ohio and Michigan. The new department has been named Auto Vend Division of Empire Coin Machine Exchange. Elmer Schmitt, long time operator and serviceman on picture machines, is in charge of the new division.

The Auto-Photo unit gives patrons four different poses for 25 cents. It weighs 600 pounds, made possible by using heavy duty but lightweight construction, and measures 2 by 4 by 6 feet. The cycle from inserting the quarter to reception of the four developed prints is entirely automatic and takes less than two minutes. Service features on the unit include unit construction, which permits key sections of the mechanism or development process equipment to be removed and replaced immediately on location, and easy access to all parts of the machine.

Kitt stated each location of the unit would be handled virtually as a separate business in itself. The photo machine can be used in such spots as transportation terminals, arcades, amusement parks, department stores, kiddie-lands and near auto and related licensing departments.

## GAMES STRONG

### Ontario Coin Summer Trade Ahead of '52

TORONTO, Aug. 16.—Tourist trade on the amusement machines operated in Ontario has had a slight increase this summer over last, tho this has been tempered by the weak business reported by coin vending operators.

Arcades at Wasaga Beach and at Burlington Beach have shown an increase, while those of Bill Martin at Sunnyside Beach have shown a decline from last year. Martin says his business is off 10 per cent.

Along the highways where the various pin-tables are operated, the operators think they have done well this year. Tourists are not so numerous due to the decline in value of the American dollar.

Especially hard hit are the cigarette vending machines. People who present an American dollar for exchange and receive 95 cents are not so apt to purchase the Canadian cigarettes which are higher in price anyhow, than those of the American brands.

As one operator puts it, "I think that the location owners are just cutting off their noses to spite their faces when they discount the American dollar for all they can. It appears that the location owners are taking off five

(Continued on page 85)

### Dallas Moves Against Seven Marble Sites

DALLAS, Aug. 16.—Seven tables for gaming purposes without a license were filed here this week. The units were operated by remote control in which the patron played in advance for the number of games he desired to play.

The charges were based on a law passed by the last Texas Legislature which stresses coin-operated marble units without payout possibilities are gambling devices. In this case the district attorney's offices charged marble games with payout features with or without a coin chute are illegal.

### Exhibit Names Miller-Newmark

CHICAGO, Aug. 16.—The Miller-Newmark Company, Grand Rapids, Mich., has been appointed distributor of Exhibit Supply products in the Michigan territory, Frank Menouri, factory sales manager, announced.

Currently, Exhibit Supply's production is concentrated on Big Bronco, mechanical horse, and Super Twin Rotation, the new type shuffle game based on regulation rotation pool and in which all scoring objects appear on the playfield as an optical illusion.

## EXHIBIT HIKES HORSE PROMOSH

CHICAGO, Aug. 16.—Continuing its sustained merchandising program in favor of its mechanical horse Exhibit Supply Company recently displayed its Big Bronco mechanical horse at the Juvenile Products Show in New York's 69th Regiment Armory.

In addition, the firm has been backing its horse operators with a promotional campaign in leading location areas. Another promotion step along this line appeared in Playthings, the national magazine of the toy trade. In this instance, Exhibit Supply displayed one of its models and advised location owners to "write for the nearest operator who will install the horse without cost."

### Rosen-Singer Vows to Draw Large Turnout

WOODMERE, N. Y., Aug. 16.—In what is expected to be one of the top social gatherings of the summer in Long Island, Harlan Sanford Singer will exchange wedding vows with Judith Rosen here Sunday (17). The bride-to-be is the daughter of Harry Rosen executive of the Atlantic New York and Seaboard New York corporations.

Among the industry leaders who will attend are Joe Mangone, All-Coin Amusements, Miami, and his wife Eloise, and Nate and Sol Gottlieb, officials of D. Gottlieb & Company, Chicago.

### Detroit Ops Wife Dies

DETROIT, Aug. 16.—Mrs. Grace Ciaramitaro, 43, died here Tuesday (12). She was the wife of Sam Ciaramitaro, owner of Sam's Music Company, and a long time leader of the Michigan Automatic Phonograph Owners Association.

## AUTOMATIC SYSTEM SET

### NPA Plans to Eliminate Allotment Red Tape in '53

WASHINGTON, Aug. 16.—Coin machine as well as other manufacturers who have been up to their neck in red tape the past year while trying to figure out the allotment schedules on key metals breathed easier this week. They were informed the National Production Authority has set up automatic schedules effective the first quarter in 1953. In effect, the new system will eliminate much of procurement paper work and save firms considerable expense as well as the time of important staffers.

When the new plan goes into action it will leave approximately 10,000 manufacturers who are required to apply directly to NPA for metal allowances compared with 50,000 a year ago. In announcing the new procedure, NPA Chief Fowler said the change in procedure was made necessary because of a recent reduction of 25 per cent of the agency's Washington personnel. To launch the new machinery NPA issued directions 17 and 18 to Controlled Materials Plan regulation 1 and also announced the termination at the end of 1952 of the old Direction 1 to CMP regulation 1.

Continuance NPA, in Direction 17, ordered continuance of the self-authorization system. Under this plan small users of metals may write their own priority tickets for certain minimum metal allow-

ances, regardless of the amounts of metals they used prior to the Korean conflict. With the exception of nickel stainless steel, included for the first time, the self-authorization allowances are the same as those previously announced by NPA—25 tons of carbon steel, one ton of alloy steel, 500 pounds of nickel stainless steel, 10,000 pounds of copper and 20,000 pounds of aluminum.

Direction 18 establishes the

## PRICE, DELIVERY SET

### Hold 10 Conat Jet Shows, U. S., Overseas

NEW YORK, Aug. 16.—The Atomic Jet, mechanical ride made for Conat Sales Company, made its debut August 11-12, with simultaneous showings given by distributors in eight key domestic cities and one each in Belgium and Hawaii.

Nat Cohn, president of Conat, says orders for the 350-pound machines are coming in rapidly and that deliveries would begin

Friday (18). The unit is priced at \$895 f.o.b. Philadelphia.

On 10-cent play, the machine is powered by a 1/2 h.p. motor and operates on 110 volt A.C. The power plant, located in the base of the ride, can be serviced from either side thru locked drop panels. The wiring and light control system are set directly on the back of a locked control board panel. Built for heavy location play, the ride measures 72 by 46 inches, and the base is 29 by 48 inches.

#### Safety Unit

The Jet, just after coin insertion, is activated by the occupant pushing the "blast off" button on (Continued on page 85)

### Key Kan.-Mo. Cities Install Midget Movies

NEW YORK, Aug. 16.—Installation of the first Midget Movie units in the Kansas City area has been completed. Capitol Projector Corporation, parent company here announced.

Because of this successful entry, says Sam Goldsmith, Capitol's sales manager, nearby St. Joseph, Mo., will now be field-tested. Preliminary reports from there indicate a highly receptive attitude toward the coin-operated movies, and we will move machines in as soon as feasible, he added.

The sales manager also pointed out that a month's testing of the units in two Safeway food stores in Jersey has resulted in the placing of several machines in those locations. More units will be added shortly, he predicted.

### R. F. Jones Sets 2 Key Staffers

SALT LAKE CITY, Aug. 16.—The R. F. Jones Company thru President R. F. Jones announced the appointment of two key staffers to the organization's financial and accounting divisions. The distributing company has



KEN MOYNIHAN W. N. WEST

offices here and in Denver, San Francisco, Seattle and Portland, Ore.

Kenneth R. Moynihan has been named treasurer and comptroller and W. Norman West, chief accountant for the five Jones offices. Born in San Francisco, Moynihan holds a law degree from the University of San Francisco. He has been an official with the Bank of America for the past 25 years, specializing in credits.

West was formerly with Skinner & Hammond, certified public accountants. He graduated from Golden Gate College with B.S.A. and CPA degrees. During his three years in the Army he served with the 75th Division, European Theater of Operations.

## SECOND ANNUAL

### Dade County Group Plans Nov. Banquet

MIAMI, Fla., Aug. 16.—The Amusement Machine Operators' Association of Dade County will hold its second annual banquet and dance November 29, at the Saxony Hotel, Miami Beach.

If last year's event was any criterion of the popularity of the fete, the 1952 banquet will draw a capacity gathering of men and women in the trade, plus a host of out of town factory representatives.

The Dade County group held its last meeting July 31 and unless a special session is called will not meet again until October. At the July meet Charles Kantor, president of the Cincinnati music association, was a guest speaker. New membership applications approved at the session included those submitted by B & B Vending Company and Capitol Vending Company, Miami Beach, and George McLean, owner of the Fun Arcade, Miami.

### Coin-Operated Pitching Units Hitting \$ Homers

NEW YORK, Aug. 16.—Taking a cue from the ancient Coney Island machines of the '20's and their counterparts of more recent years, the New York Telecoin Corporation's baseball-pitching machine gives promise of becoming one of the hottest coin-operated units in a long time.

A far cry from the single shot, compressed air types which "popped" a ball at the batter, Telecoin's "Pitching Ace," developed in 1951, embodies many refinements and outright improvements. Made to withstand heavy use (24 hours a day if necessary), the "Ace" has a

three-speed pitch control and a hopper which holds 500 baseballs, pitching one every six seconds. Most operators charge 25 cents for 10 at-bats.

#### Bugs Worked Out

"To be sure," said George H. Connerat, Telecoin vice-president, "there were 'bugs' in the first ones we developed, but these have all been eliminated. Today the units are as sound as possible."

The mechanical pitcher weighs 50 pounds, stands 61 inches high, is 39 inches wide and has a length of 63 inches. It is priced at \$1,475. In addition to the hopper feature, the "Ace" also boasts a built-in coin counter. The coin-meter slot is located alongside the batting cage.

Entering the batting cage area, the player first selects a bat from the regulation rack, deposits his coin and then, some six seconds later, starts swinging at the first of 10 balls thrown. Specially designed rubber-covered balls are used because standard major league pellets were not able to sustain constant battering. Telecoin found these special baseballs cost about \$4.25 a dozen, Connerat said, a price considerably lower than would be charged for regulation types.

Connerat estimated that there (Continued on page 85)

### Calendar for Coinmen

- August 18—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- August 27—Central States Phonograph Operators' Association, Annual summer banquet, Jefferson Hotel, Peoria, Ill.
- September 11-13—Music Operators of America, annual convention and exhibit, Congress Hotel, Chicago.
- September 11—Music Operators of Northern Illinois, monthly meeting, Site to be announced.
- September 14-17—National Automatic Merchandising Association, 1952 convention and exhibit, Palmer House, Chicago.
- September 15-16—National Association of Bulk Vendors, annual convention and exhibit, Morrison Hotel, Chicago.
- September 30—Western Wending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.

## "I WAS A VENDER PROMOTER"

### An Inside Story of How Blue-Sky Sales Are Made

CHICAGO, Aug. 16.—How does a vending machine promoter operate? A "start-to-finish" inside story of one promoter's typical method of contacting, talking to and fleecing would-be operators is featured in the August issue of Vend, sister publication of The Billboard.

The author, writing under the pseudonym, Jack Reynolds, was a technical adviser to the Army during World War II, stayed in government service until 1949, after which he became sales manager for a real estate firm, specializing in closing deals. Leaving the real estate company, he joined a vending machine promoting firm.

Later was effected thru an advertisement in an Eastern newspaper. The ad stated the salesman could earn "about \$25,000 a year." Reynolds revealed that the title of "exclusive franchised distributor" (given to the individual promoter who contacts the public) was bestowed to re-

lieve the promotion firm of any possible recourse in the case of customer kick-backs. They could point to the contract (with the salesman promoter) and tell the customer they were only the manufacturer and not the distributor who made the sale. However, Reynolds stated the legality of the argument could be debated as all checks for equipment were made out by the customers to the firm and machines were shipped by it direct to the purchaser.

**Flat Commission**  
The firm, said Reynolds, reimbursed him for machine sales at a flat commission rate; there was no allowance for expenses or "location work." The firm did insert advertisements in local newspapers and offer replies for the field promoter to follow up.

Reynolds pointed out his experience indicated that promotional sales are 90 per cent easier

if the wife is present; 75 per cent easier if both husband and wife are interviewed in their home. Only one out of 10 interviews results in closing if just the husband is present or interviewed in a hotel room.

"I have known prospects to search into the credit rating of a promotional firm and to consider the possibility of non-delivery of the machines. But I have never known a prospect to think of the fact that the machine only held, say, \$3 worth of nuts when completely filled or that the machines would have to empty out and be refilled three times daily to make the kind of profit the promoter promises," Reynolds declared.

"If people were not blinded by greed and a desire for easy money, common sense would prevent these tragedies," he pointed out.

A six-point check-list was de-

(Continued on page 81)

## CANDY PICNIC

### Operators Top Prize Winners At 1952 Meet

SEATTLE, Aug. 16.—An attendance of several thousand marked the 1952 Northwest Candy Club picnic at Vasa Park here, according to Bert Farmer, venter manufacturers' representative and distributor.

In addition the candy company salesmen, many vending machine operators and their families attended. The prize for the person traveling the farthest distance to the picnic was won by Roy Hebard, operator from Roseburg, Wash.

Another venter operator, Dale Pendergraft from Hoquiam, Wash., won two events: the men's shoe scramble and the cigar smoking contest. Frank Fox, of Daudelin's Kwik Kafé operation, and his wife won the man and wife egg throwing contest.

### Blue Jay Adds New Fig Cake

BROOKLYN, Aug. 16.—A new fig cake, baked and packaged flat to vend in all types of machines, was announced this week by Harry A. Shenkman, president of Blue Jay Food Products Company, Inc.

Priced at \$2.50 per 100-count, the new cakes have had more fig filling added, thus providing 20 per cent more product, Shenkman said. The 1 3/4 by 3 3/4 by 3/4 inch packages are cellophane-wrapped and vend for 5 cents.

### Mag Ads Pay Off for Ops

PHILADELPHIA, Aug. 16.—The vending division of the Charles E. Hires Company, in a series of four-color broadsides, is telling drink operators of the many promotions being instituted on their behalf thru ads in leading national publications.

The broadsides point out that in 1952 over 50,000,000 readers will have seen the ads, with special promotions and point-of-sale displays swelling this total by many more thousands.

Hires will occupy large exhibit space at the forthcoming NAMA convention in Chicago, September 14-17.

## NABV Readies 1952 Convention Program

CHICAGO, Aug. 16.—National Association of Bulk Vendors has scheduled a special meeting of its convention committee Monday (18) to set up the final program of business subjects and speakers for its second annual convention

### Nat'l Cig Unit Placement Aid

ST. LOUIS, Aug. 16.—National Vendors, Inc., is offering operators of its equipment a special folder for presentation to locations depicting the National 9ML cigarette venders in color. The folders, available without cost, are now in their second printing. Thomas B. Hungerford, merchandising director, announced this week.

Illustrating cabinets in the three standard colors, the folder also provides a blank section for the operator's company name and his own sales message. National's own company name and address does not appear on the folder.

### Venders Topic At Arena Meet

MIAMI BEACH, Fla., Aug. 16.—Vending machines will not replace personal sales at concession booths in auditoriums and arenas, according to H. H. Niebrugge, manager of the Atlanta Municipal Auditorium. He spoke at the International Association of Auditorium Managers' convention here this week.

Niebrugge claimed that bottle machines dispense too slowly to compete with manual sales and that "drink temperature problems make machines inadequate for auditoriums." Cup vending also is too slow, he said. He stressed that auditorium sales usually must be completed in a brief time before a show or during short intermissions.

He called attention of managers, however, to the wide variety of vending machines available and recommended that they consider installation of candy, gum and stamp machines.

### Sheinker Issues Soft Drink Info

NEW YORK, Aug. 16.—W. Sheinker & Sons, Inc., released a pamphlet this week on how to make soft drinks from flavoring extracts. The pamphlet may be obtained by writing to the firm

September 15-16 at the Morrison Hotel here. Committee chairman is Phil Sparacino; committee members are Charles Buckman, Sterling Douglas, Leonard Quinn and Nathan Rake.

The convention opens at 10 a.m. Monday (18), and will feature NABV's first annual exhibit. Exhibitors will be announced prior to the meeting. Business sessions will include panel discussions, highlighting operating hints, legal subjects and bulk vending outlook, and the election of officers and directors for 1953.

A convention luncheon has been set for Tuesday (19). Additional meeting highlights include awarding of door prizes to luncheon guests, and a sight seeing trip for the ladies.

## '52 NAMA Meet 'Biggest Yet', Announce Speakers

CHICAGO, Aug. 16.—With four weeks to go before the National Automatic Merchandising Association's 1952 Convention and Exhibit opens Sunday, September 14 at the Palmer House here, official consensus is that it is now a certainty it will be the largest in the association's history.

Ernest H. Fox, general convention and exhibit chairman, stated this week that over 125 companies will have products on display. These will include a number of firms that have not shown in previous NAMA exhibits.

Exhibit sales chairman J. S. Mill declared there will be more new products, new developments and new models of equipment than have "ever been exhibited at a NAMA meeting."

The 1952 convention program has been developed around the theme, "Become An Automatic Merchandising Specialist." The theme will be key-noted in an address by Aaron Goldman, NAMA president, the first day of the convention (14) at the opening session.

Other speakers who have been chosen to address the convention on important subjects include Svend Brunn, of A. S. Wittenborgs, Copenhagen, Denmark, the leading manufacturer of venders in Europe. He will deliver an address on the second day of the meeting, Monday (15).

General Leslie Groves, wartime chief of the National Atomic Energy program and now vice-president of Remington Rand, will headline the Sunday program with an address entitled,

## VEND LAUNCHES AD PROGRAM

CHICAGO, Aug. 16.—In a move to bring the facts of automatic merchandising to as many people in the advertising and marketing fields as possible, Vend, sister publication of The Billboard, launched its own advertising campaign this month in Advertising Age.

The advertisers free copies of Vend's 1952 Census and Pulse of the Industry that appeared in the January issue. To date, over 900 copies of the reprint have been distributed.

## Clor-Aid Gum Makes Debut In Vend Field

NEW YORK, Aug. 16.—Topp's Chewing Gum, Inc., Brooklyn, has introduced to the market a new candy-coated chlorophyll gum which it has trade-named Clor-Aid, and which will be vendod at 10 cents for a package of 12 tablets.

According to Charles Zubrin, merchandise manager, the package is the same size as that of a standard cigarette container, but only half as thick. "This type of package will allow cigarette venders to dispense the gum in regular columns of their machines," Zubrin said, "thus making bars, grills and restaurants excellent sales points. The fact that the gum also has a good "shelf life eliminates the problem of storage," he added.

Zubrin also said that the Advance Vending Machine Company of Chicago, has modified its venders to accommodate Clor-Aids, and that several of the 2 1/2-foot-high machines are already on test locations. The gum manufacturers provide attractive decals for each unit which are attached before shipment to dealers.

The gum and the vending machines will be exhibited at the convention of the National Association of Bulk Venders in Chicago.

## "Another Industrial Revolution"

The major speaker on the Tuesday morning (16) session will be Robert Z. Greene, president of Rowe Manufacturing Company and past president of NAMA. He will talk on "The Road Ahead."

During the Wednesday (17) business session the feature address, by William H. Parker, Sociologist and Chief of Police of Los Angeles, will highlight one of the greatest menaces confronting the industry.

All convention sessions will be held in the morning periods, while exhibit booths and display rooms will be open in the afternoons.

## ABC Gross Rises \$1 Million, But Profit After Taxes Dips

NEW YORK, Aug. 16.—Although ABC Vending did about a million dollars more business the first six months of 1952 than it did in a like period the preceding year, and came thru with a greater net profit before taxes, it actually wound up with less cash on hand.

Here's what the ledger shows: January-June, 1952, \$19,911,000 total business; January-June, 1951, \$18,912,000 total business.

Net profit before taxes: 1952 period, \$969,279. 1951 period, \$947,046. After taxes: 1952, \$491,810. 1951, \$507,760.

This means that ABC profits dipped \$15,000 in a period during which it did \$999,000 more business.

## Amer. National Readies Third Coffee Vender

LANSDALE, Pa., Aug. 16.—American National Dispensing Company announced this week that a third coffee vender model, 300 cup capacity at \$895, will be in production this month and available for delivery by mid-September.

Leroy M. Lewis Jr., official, stated the new unit, Model B-300, is similar in construction to the firm's two 600 cup models. It does, however, feature a simplified cup dispenser and a simplified electrical circuit, and is more compact in size.

American's Deluxe Model AC, available for immediate shipment, vends both hot and cold beverages. Lists for \$895. The second 600 cup unit, Model B-600, is priced at \$795. It vends hot beverages only, is similar to the deluxe model in all working parts. It does not have the illuminated sign and chromium front trim standard on the higher priced unit.

Lewis reported the company is currently negotiating for distributorships thruout the country. American National continues to make the dry powder ingredients and cups available thru its plant if so desired by operators, he said.

## End OPS Cigar Price Ceilings

WASHINGTON, Aug. 16.—Cigars were suspended from price controls last week (4) by the Office of Price Stabilization. OPS stressed, however, the action does not apply to cigarettes which will continue under ceiling prices.

The cigar action, OPS spokesman said, was taken as a step in the agency's "policy of suspending or relaxing price controls on commodities whose ceiling prices are materially below such ceilings and are not expected to reach such ceilings in the foreseeable future."

OPS stated that a recent industry survey indicated an increase in present cigar ceilings was in order, under basic OPS industry earnings standard. However, a further price increase would be necessitated by reason that some cigars would move from a lower to a higher tax bracket. But rather than issue new ceilings, it was decided to suspend current ceiling price regulations which were set January, 1951.

## Industrial Stylist To Redesign Mills' Candy, Bev Venders

CHICAGO, Aug. 16.—Robert Hoagland, vice-president of Mills Industries, Inc., announced the appointment of the George W. Walker industrial design organization in Detroit as product stylist.

The backbone of ABC's operation is the theater location. Most of the concern's 1,800 soft drink machines are in theater lobbies, with others in Cleveland's Municipal Stadium, the Norfolk and Philadelphia navy yards, the Pennsylvania Railroad and New York subway systems.

The firm's greatest expansion market appears to be drive-in theaters. Currently, it has locations in 140 outdoor cinemas, with 25 of them added during the first half of 1952. Most of the machines on these locations are candy venders. There are no soft drink machines.

While ABC handles vending machines from many manufacturers, its soft drink machines are made exclusively for the concern by the Square Manufacturing Company.

Materials photo by copyright

**SMOKESHOP "612"**  
 PACK CAPACITY  
 The NATION'S FINEST CIGARETTE VENDOR  
 Tear Out and Mail This Ad for Details

**AUTOMATIC PRODUCTS CO.**  
 230-8 West 57th St., New York 19, N.Y.  
 Plaza 7-9122

## Pepsi-Cola Organizes Cup Division Headed by Paul Little

NEW YORK, Aug. 16.—Pepsi-Cola's sport in the cup vending field, said by company officials to be up 60 per cent from a year ago at this time, has caused the soft drink manufacturer to set up a cup vending division.

Heading this division is Paul Little. He is assisted by Pete Warren on theater locations; George Hass on industrial locations; Mike Keith on groceries, and Jim Ippolito on chain stores. Bill Blake, who formerly headed Pepsi's vending operation, has been moved over to the equipment division, where he will work directly under the vice-president.

location. While nothing definite has been decided as yet, Pepsi's plans call for a promotional drive to be launched at the NAMA convention, Chicago, this September. Pepsi operators will be polled to determine what the company can do to boost business for the ops.

### VENDING ISLAND

## Super-Service For Motorists Builds Volume

OAKLAND, Calif., Aug. 16.—An eight-vendor automatic merchandising "island" set up on a leased-space basis with a local super-service station is returning top volume for the operator, Mills Sales Company.

Called the Canteen Auto-Mat, the back wall and stripped metal awning over the row of vendors is brightly painted and illuminated at night. The island is positioned at the edge of the station's air and water hose installations.

The location, on the heavily traveled East Shore Highway, is basically a high volume spot. Supplemented by the extra "trimmings," it is proving to be one of Mills Sales' best dollar grossers.

Harry Bone, owner of the service station, reports: "When a car draws up for oil or gas, the driver usually gets out to check over the car, wash up, pay his bill or simply to stretch. When he sees that tidy vending set-up, he almost always walks over to look and ends up by buying something."

Bone points out that the opposite holds true, also. Many people drop in for one of the vendor items and wind up buying a tankful of gas while they eat or smoke.

The vendor battery consists of a coffee, cup cold drink, ice cream, popcorn, two cigarette and one gum and one candy vendor.

### Employment on Rise

WASHINGTON, Aug. 16.—Employment rose in industries turning out vending machine products like cigarettes and soft drinks during May, according to latest Labor Department figures, but fell off in the confectionery industry. The cigarette industry employed 26,800 workers in May, compared to 28,600 in April and 25,400 the previous May. Production workers alone totaled 24,100 in May, a rise of 1,200 over the same month last year.

Workers in the beverage industries reached 218,800 in May, as against 204,800 in April and 211,800 the previous May. Department figures showed.

**Cup or Bottle**  
 Under the present set-up the equipment division surveys the location to determine whether a bottle vending or cup vending operation would be suitable. The cup vending division, if the decision is for that type of operation, then makes arrangements with an operator to handle the

### HELP YOURSELF

TO MORE VENDING PROFITS

Our VENDOR Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving money-making idea in VENDOR every month—to insure profits—to be up to date in every important development in the field. Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

**SIGN UP NOW—MAIL THIS COUPON TODAY**

Vend Magazine 612  
 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VENDOR to:

1 year \$4  2 years \$6  3 years \$7.50

Payment enclosed  Please bill me

Name .....

Address .....

City .....

State .....

Occupation .....

### Used 1c-5c Candy, Nut, Ball Gum Vendors

All parts, coin wrappers, coin counters, tab gum, panned candies, cast iron stands, top plates for 2 vendors, top plates for 3 vendors, Ball Gum—210, 170, 140—24¢ per lb. in case lots (25 lbs.) Jumbo Size Ball Gum—25¢ per lb. in case lots (25 lbs.) Chlorophyll Ball Gum—210, 170, 140—5¢ per lb. in case lots (25 lbs.). Chicle Treats—300 count—45¢ per lb. in case lots (25 lbs.) All prices F.O.B. factory. 1/2 deposit, balance C.O.D.

**KING & CO.**  
 Distributors of Northwestern Model 49 and Tab Gum Vendors  
 2700 W. Lake St., Chicago 12, Illinois

### Canadian Distributors!

Buy your ball gum in Canada from Ball-Gum, Inc.'s NEW Canadian Branch. No shipping or customs delays. Lower prices.

All standard sizes regular and chlorophyll available now! 210's, 170's and 140's  
 Write for Prices and Information  
**BALL-GUM of CANADA**  
 51 Wellington St. W., Chatham, Ontario

**NEWER CHARMS**  
 From the World's LARGEST MANUFACTURER of CHARMS

Playing Cards, Combs, Silver Ties, Buttons, New Combs, Lockets, Photo and Stamp Rings

Ours is the finest and most complete line in the country. Immediate delivery! Send \$5 for complete samples for low, low, low prices.

**PENNY KING CO.**  
 2538 Mission Street, Pittsburgh 3, Penna.

**"DAV"**  
 RAZOR BLADES

An AMAZING VENDING PROGRAM... that returns your cost within 4 months. See your distributor or write direct.

NOTE: Other flat package vendors, too. Write for full details.

**National Sanitary Sales**  
 Dept. B, 4307 W. Lawrence Ave., Chicago 10, Ill.

**VICTOR'S NEW BABY GRAND VENDS**

CHICLE & CHLORO TREATS  
 4 or more \$13.00 each  
 100 or more \$12.00 each

**CLEVELAND COIN MACHINE EXCHANGE INC.**  
 1821-2023 Prospect Ave., Cleveland 18, O.  
 All Phones: Tower 1-4715

Let Us Arrange a FREE DEMONSTRATION of the Keeney Deluxe Electric CIGARETTE VENDOR

★ For MORE THAN 5 YEARS operators have made much more money with service costs of an all-time low. Features a 432 pack capacity ★ Easy loading with swing-up top ★ 3-way match vending ★ Alternate front and rear column vending ★ Quick price changes ★ Large storage. Write for an immediate free demonstration today.

**J. H. KEENEY & CO., INC.**  
 2600 W. 50th St., Chicago 32, Ill.

HERE ARE THE MOST SENSATIONAL BUYS OF FACTORY OVER-HAULED AND REBUILT CIGARETTE MACHINES EVER OFFERED!

**SPECIAL!**  
 ROWE TAB CUM. 5 Cols., 1c, 400 Cap. \$17.50  
 Mounting Bracket \$1.50 Extra

DuGrenier Champion  
 8-11 cols. 8 1/2 w/g quarter operation (incl. 4 1/2 lbs. case coils), 30 pack cap. \$22.00

Uneda "100" — 13 cols. 425 pack cap. Silver quarter operation. ALL columns will vend standard or king size ..... \$19.00

Our Parts Are VENDORIZED  
 Prevents Peeling, Fishing & Rusting

SUMMER SPECIALS ON CANDY MACHINES  
 Counter or wall Models—no base. DuG. Candyman, 72 Cap. \$57.50  
 New. Candy, 120 Bar Cap. 79.50

All Equipment Unconditionally Guaranteed  
 Trade Prices 1/2 Day. Bal. C.O.D.

**UNEDA VENDING SERVICE, INC.**  
 "The Nation's Leading Distributor of Vending Machines"  
 NEW... RECONDITIONED LIKE NEW  
 166 Clymer Street, Brooklyn 11, N. Y. • EVergreen 7-4568

DON'T DELAY... ORDER NOW!  
 From LITTLE ACORNS mighty INCOMES grow!

**ACORN**  
 The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends all ball mch. — nuts, gum balls, candy, charms
- Patented, easy-to-clean merchandise chute
- Temperature held by top lock and body clamps only
- Guaranteed mechanical life — weighs less than 9 lbs.

It's a mechanism that fits into place — no screws!

**BAK manufacturing co., Inc.**  
 31411 Knightsbridge Ave., Culver City, Calif.

East & Midwest Gen. Sales Man. M. J. ABELESON 2623 20th Ave., Pittsburgh 20, Pa. Phone: AY 1-6078 Pacific Coast Distributor OPERATOR VENDOR SUPPLY 1923 Grand Ave., Los Angeles

**BABY GRAND & 2 FOR 5¢ CHLORO TREATS**

BABY GRANDS ..... \$13.00 Per Unit  
 \$12.00 Hundred Lots  
 Packed four to the carton, F.O.B. Dallas.

2 FOR 5¢ CHLORO TREATS ..... 70¢ Per Lb. (250 count)  
 Holds 5 1/2 Lbs., OPERATOR'S GROSS APPROX. \$6.25 Per Lb.

Also, 1c BABY GRANDS FOR: 336 count Chloro Treats or 300 count Chicle Treats.

ALL MACHINES AND MERCHANDISE IN STOCK FOR IMMEDIATE DELIVERY. WRITE TO

**GRAFF VENDING SUPPLY CO.**  
 2041 W. DAVIS STREET DALLAS, TEXAS

The Billboard  
**EXTRA SALES POWER**  
 Sept. 13 Issue

pays off in EXTRA PROFITS

See Page 98

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

**PRICE REDUCES PRICES!**

**CHARMS**



Direct From Manufacturer  
Sensational New Easy-Spin  
BASEBALL TOP, silver-plated, \$6 per M  
Plastic \$3.25 per M  
SIRENS, bright red plastic  
with metal insert \$4.50 Gr.  
WHISTLES, 2 tones, colored  
plastic, inch length \$10 per M  
All prices F.O.B. N. Y. C.  
**PAUL A. PRICE CO.**  
220 Broadway, New York 38, N. Y.

**Canada Dry Earnings**  
NEW YORK, Aug. 16.—Canada Dry-Ginger Ale, Inc., earned a net income of \$1,574,672 for the nine-month period ended June 30. Net earnings for the like period a year ago were \$1,695,265.

**HERSHEY, Pa. Aug. 16.—**  
Hershey Chocolate Corporation earned a net income of \$4,227,800 during the six months ended June 30. For the like 1951 period, net earnings were \$3,775,258.

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

**• Vending Machines**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of August 16	Issue of August 9	Issue of August 2	Issue of July 26
Aaron Charms	150.00	150.00	150.00	150.00
Alan Electric	64.00	64.00	64.00	64.00
Clyde (3 col.)	84.00	84.00	84.00	84.00
(Parsons 46 col.)	37.50	37.50	37.50	37.50
Colony Candyman				
Defender Challenge 5c				
(3 col.)	22.50	22.50	22.50	22.50
De Greater (7 col.)				
Deluxer				
Champion	97.50 125.00	97.50 125.00	125.00	125.00
(21 col.)	139.50 185.00	139.50 185.00	139.50	185.00
Eastern Electric C.B.				
Dieter, Jr.	6.95	6.95	6.95	6.95
Foot Vibrator	119.50	119.50	119.50	119.50
Ice Cream Bar or Cup	50.00			
Jennings Mfg. Scale	25.00			
Jennings Lobby Scale	20.00			
Junior Scale (Wettop)	79.98			
(3 col.) Elec	185.00	185.00	185.00	185.00
Kirk's Gum Disp. Weight	75.00			
Leaf Shaper Shaper Machine	54.50	54.50		
Release Vendor 5c (2 col.)	27.50	27.50	27.50	27.50
Marion Scale	89.50	89.50	89.50	89.50
Martin 5c	7.45	7.45	7.45	7.45
Mills Poppy Personal Lobby	30.00	25.00	50.00	
Mills Tryon Scale				
National Candy (7 col.)			75.00	75.00
National (7 col.)	95.00		85.00	95.00
National Dial Scale		10.00		
National Electric Distributor				
Vendor	125.00	125.00	125.00	
National 9 E Electric	109.50	109.50	109.50	
National 750	95.00	95.00	95.00	95.00
National 900	99.50 125.00	95.00 99.50 121.00	130.00 125.00	95.00 99.50
National 950	95.00 129.50	125.00 130.00	99.50 121.00	130.00
Northeastern 33 Ball Gum	139.50 145.00	145.00	139.50	145.00
Northeastern Deluxe	7.45 9.70	7.45 9.50	7.45 7.50	7.45 7.50
I and 5c	13.95	13.95	13.95	13.95
Northeastern Stamp	69.00	69.00	69.00	69.00
Pat Lobby Scale	69.50	69.50	69.50	69.50
Pop Corn 5c	89.50	89.50	89.50	89.50
Pop (10 col.)				
Rock-Ola Lobby Scale	75.00 79.50	75.00	60.00 75.00	60.00 75.00
Row Candy 5c	155.00	155.00	155.00	155.00
Row Paperie (2 dime)	69.50	69.50		
I (metal)	145.00	145.00	145.00	145.00
Row Paperie (18 col.)	130.00	130.00	130.00	130.00
Row Royal (18 col.)	140.00	140.00	140.00	140.00
Royal Scale	14.00	14.00	14.00	14.00
Royce Cash Register	22.50	22.50	22.50	22.50
Sires Brush-Up	50.00	50.00	50.00	50.00
Uensda Model E (12 col.)	85.00	85.00	85.00	85.00
Uensda Model E (15 col.)	95.00	95.00	95.00	95.00
Uensda (9 col.) Model 500	110.00	110.00	110.00	110.00
Uensda (15 col.) Model 500	95.00 115.00	95.00 115.00	95.00 115.00	95.00 115.00
Uensda Monarch (9 col.)	110.00	110.00	110.00	110.00
Uensda Monarch (12 col.)	135.00	135.00	135.00	135.00
Uensda Monarch King			69.50	79.50
Uensda Monarch 500 (7 col.)	79.50	79.50		
Uensda Monarch 500 (9 col.)	79.50	79.50		
Uensda Pat. Model 500				
(7 col.)	85.00 130.00	85.00 130.00	79.50 85.00	85.00 130.00
U-Pop-It	195.00	195.00	195.00	195.00
U-Sellect	49.50	49.50	49.50	49.50
Waiting Mirror Lobby Scale				

The Right Combination  
for  
**More Profits—Steadier Income**

**VICTOR**  
**BABY GRAND**  
**CHICLO TREETS**  
**CHLORO TREETS**



Vends  
CHLORO TREETS  
and  
CHICLO TREETS  
2 for 1

Patent  
Pending

Also Vends  
CHLORO TREETS  
2 for 5c

Sold Exclusively by Authorized Victor Distributors. Contact Your Nearest Distributor or write today to

**VICTOR VENDING CORPORATION**  
3701-13 W. Grand Avenue  
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**VENDING SUPPLY DISTRIBUTORS**  
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**EPHY CHARMS**

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**Greatest Time-Saving PENNY WEIGHING SCALE**

CAPACITY \$10.00  
SPRINGS ARE PATENTED  
CHROMIUM C.A.L.L. BRAYED  
HEAVY SHEET METAL BASE  
FINE SCOURING  
DIAL IS GLASS COVERED  
PROTECTS POINTS WHEN IN USE  
Method Name workmanship is emphasized in building this scale to ensure reliability and accuracy.

There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fiber to meet the hard and constant use that it is subjected to.

**\$18.50**


**ORDER TODAY**  
1/2 Doz. Bal. C.O.D. F.O.B. N. Y. Distributors  
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Distributors of Advance Vending  
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**Northwestern** Sensational **TAB GUM**  
10-COLUMN 1 1/2" Selective



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DELUXE 10 and 3c Combination \$12.95 CHALLENGER 30, 2 Col. \$12.95  
MODEL 33 BALL GUM, PORCELAIN, 7c HUNTER, Like New \$22.50  
MASTER 5c 7.45 EQUINE, 1c \$6.95

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Per Lb.	Per 50 Lbs.	Per 100 Lbs.	Per 200 Lbs.	Per 500 Lbs.
VIRGINIA PEANUTS \$8	380	760	1520	3800
ALMONDS, 900 COUNT	38	76	152	380
ITALIAN CHICK	38	76	152	380
RAINBOW PEANUTS 26	130	260	520	1300
BOYON BAKED	38	76	152	380
BEANS	38	76	152	380
LICORICE LOZENGES	38	76	152	380
M & M	38	76	152	380

Complete Line of Parts, Supplies, Stamps, Globes, Brackets, Charms, etc.

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CATALOG  
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A guide to efficient and economical operation of coin operated machines

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### RFD HOT PROFITS Cash In On Chlorophyll BALL GUM WITH "SILVER-KING" Vendors

Built for professional operators



5¢ PISTACHIO  
NUT  
VENDOR  
"CHARM  
KING"  
BALL GUM  
VENDOR  
NEW  
ROTARY  
"VENDOR"

VENDS NEW LAROS 512 7/8 "SUPER  
GUM" (90 to the Pound) or regular  
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Charm Vendors, 16-54 U.S. and Foreign  
Coins. "Man-Mat" Vendors. Designed for  
sales comm-line eye appeal.

**SILVER-KING CORP.**  
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### GET READY FOR KING SIZE!

Convert your older equipment to King Size with completely new cigarette magazines capable of holding regular or King Size in each and every column. Now available for the following types of machines:

DUGRENIER S. V, VD, W & WD; U-NEED-A-PAK 6, 8 & 9 'A' & 'E' Models

We have kits to convert any Dugrenier Champion into the new partially King Size to ALL King Size King Size magazines are not new to us. We've been making them ten years - your guarantee of assured performance and satisfaction.

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New  
**BABY  
GRAND  
CHICLE  
TREETTS  
VENDOR**  
also  
**JUMBO 100**

ORDER TODAY  
**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcus 3-1933

### Mason Launches \$50,000 Contest

MINEOLA, L. I., N. Y., Aug. 16.—In a drive for greater sales, Mason Minis is conducting a \$50,000 prize contest that is tied to the Damon Runyon Fund to fight cancer.

The 1,188 prizes range from a furnished six-room home to pedigreed puppies and dog food. Contestants may enter by sending in three foil wrappers and completing a "fight cancer" sentence. A percentage of the sales will be given directly to the American Cancer Society.

### Inside Story

Continued from page 78

tated by Reynolds as a means of determining whether a particular salesman was of the "blue-sky promotion type." When one or more of the following takes place during an interview with a vendor salesman, the prospect should "be on guard."

1. When referring to earnings, promoters invariably use the language: "This machine will earn up to..."
  2. Salesman's insistence that both husband and wife be present when discussing the deal.
  3. The salesman's arguments are sprinkled with references to "surveys conducted." Most such "surveys" are only fanciful stories.
  4. A salesman who promises to assist in locating equipment, nine times out of 10, is a promoter who will put a machine in any spot just to clinch the deal.
  5. When a "confidential application" blank is presented, the salesman is sure to be a phony; the "confidential application" is part of every promoter's bag of tricks.
  6. When a salesman starts tossing off big brand names such as Wrigley and Hershey, watch out. Promoters often tie in their deals with non-existent "exclusive franchises" employing such products.
- "Most promotional firms," Reynolds stated, "cannot stand investigation and the sale must be made at the time of the interview."
- The prize declaration of all promoters, Reynolds concludes, is: "There is very little work or time required to manage our equipment, and it is only a matter of just putting in the merchandise and taking out the money."

### VICTORY

1-BABY GRAND-5c  
\$13.00 each 4 to case  
\$12.00 each 100 or more  
\$15.95 each Sample filled with gum

VENDS  
Chicle Treets  
2 for 1c  
Large  
Chicle Treets  
2 for 1c

WRITE FOR  
Lowest  
prices on  
Ball Gum,  
Bulk Vendors  
and all  
merchandise  
for vending  
operations.

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### CANADIAN OPERATORS! OAK'S ACORN VENDOR

The finest in the vending industry!  
New Fresh  
Housing!  
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New  
Mechanism!  
Some parts may be  
changed  
without  
losing  
the  
ACORN  
new  
at  
location!

These new features make this machine unobtainable. Some parts may be changed without losing the ACORN new at location! We can also supply you with ball gum, and we carry the most complete line of Chicle Treets in Canada. These coin counters, charms and any size ball gum.

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1c Combination Coin Counter and Stacker for 30 Pennies \$1.35 plus 10¢ postage  
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These coin counters are made of light weight cast aluminum, highly polished and graduated for quick reading and counting. Send money with order and save C.O.D. charges.

### TUBULAR COIN WRAPS

1c or 5c per 1000. Lots of 10,000 or more - 50¢ per 1000. When ordering specify coin wrapper desired.

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2700 W. Lake St. Chicago, Illinois

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### BEST MONEY MAKERS... ANY LOCATION

### VICTOR'S NEW BABY GRAND CHICLE and CHLORO TREETTS VENDOR

Vends 2 for 1c or 2 for 5c  
Advance model desired when ordering

4 or more, \$13.00 each  
100 or more, \$12.00 each

Chicle Treat Gum—  
50¢ per pound  
Chicle Treat Gum—  
50¢ per pound (for 1c model)  
Chicle Treat Gum—  
10¢ per pound (for 5c model)

5c model brings fast returns of \$6.25 per pound.

ORDER NOW

**Parkway Machine Corp.**  
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### VEND—PUBLISHED BY THE BILLBOARD

### HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES  
Candy, Gum & Nuts  
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Yes—Please sign me up for Vend for  
 1 year at \$4.  2 years at \$6.  3 years at \$7.50  
Foreign rates upon request. 613

Name .....

Address .....

City .....

Occupation .....

### STOGIE STORY Venders Are Squeezed in Rising Prices

NEW YORK, Aug. 16.—Operators of cigar venders are being caught in a price squeeze as cigar prices on the wholesale level are rising while the price to the consumer is holding firm.

The Office of Price Stabilization last week permitted breaking of ceiling levels of cigars. (See separate story) and Monday (11), Bayuk Cigars, Inc., a Philadelphia manufacturer, promptly boosted its wholesale prices from \$75 to \$77.50 a thousand for cigars packed 50 to a box, and from \$77.50 to \$80.50 for cigars packed 25 to a unit.

On other Bayuk cigars, in thousand packs, prices were upped from \$138 to \$154; \$95 to \$101.25; \$85 to \$114, and from \$133 to \$140.

Public Pays Same  
Spokesmen for the cigar vending industry said that because of the competitive situation, it is unlikely that the public will pay more for cigars in the near future. Phillies, a popular Bayuk product with venders, fair-trades for 10 cents each.

Meanwhile, several smaller cigar manufacturers were said to be putting similar wholesale rises into effect, and it is felt that the other major companies will follow suit.

### Price to Bow New Charms in Sept.

NEW YORK, Aug. 16.—Paul A. Price Company announced this week it will introduce three new charm series at its exhibit during the National Association of Bulk Vendors convention in Chicago September 15-16.

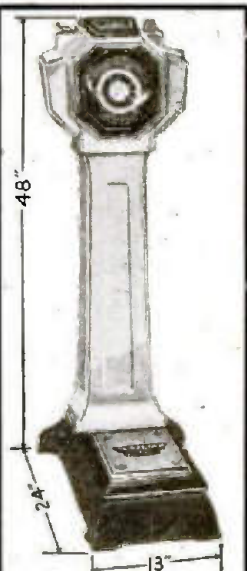
Production facilities are being expanded to keep deliveries current, officials reported.

### Cite Hollywood Brands On Driver Log Accuracy

CENTRALIA, Ill., Aug. 16.—Hollywood Brands, Inc., faced fines amounting to \$3,400 this week for allegedly failing to make its truck drivers keep accurate trip logs.

Suit was filed by the federal government in U. S. District Court, charging the firm on 34 counts, and 17 drivers for failing to maintain logs as required by the federal motor carrier safety regulations.

Maximum penalty is a \$100 fine on each count.



48" 24" 13"

### \$25 DOWN

### Balance \$10 Monthly

ALL WEATHER SCALE  
COMPLETE CABINET AND  
BASE. CAST IRON FOR-  
CELAINE ENAMELED. FOR  
OUTSIDE LOCATIONS  
WRITE FOR PRICES  
Invented and Made Only by

### WATLING

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### BABY GRANDS

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Write for  
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**ROY TORR—LANSOWNE, PA.**

### KING SIZE CHANGEOVERS

FOR  
**NATIONAL 930 and 950**  
9 COLUMN ALL KING SIZE RACKS

### \$25.00 EACH

Replace your old racks with new.

Write for quantity prices.

**DELIVERIES START SEPTEMBER 1**  
1/3 deposit with order

**SAM SOLOMONS**  
**UNIVERSITY COIN MACHINE EXCHANGE**  
854 NORTH HIGH ST. COLUMBUS 8, OHIO  
PHONE UNIVERSITY 6900

FIRST EXHIBITOR LIST

# MOA in Final Phase of '52 Convention Programing

OKLAND, Calif., Aug. 16.—The first list of exhibitors at the convention was announced this week by George A. Miller, president. He pointed out that while many additional firms have indicated their intentions to set up displays during the September 11 thru 13 meeting at the Congress Hotel in Chicago, their names

are withheld pending final confirmations.

The exhibitors, in order of application, are:

Decca Distributing Corp., Chicago; H. C. Evans & Co., Chicago; California Music Guild, Oakland; Capitol Records, Inc., Hollywood; Recorded Music Service Association, Chicago; National Erectors, Inc., St. Louis; Columbia Records, Inc., New York; Automatic Music Operators Association, New York.

The Billboard Publishing Company, Chicago; Star Title Strip, Inc., Pittsburgh; Coral Records, Inc., New York; The Cash Box, New York; Wisconsin Phonograph Operators Association, Milwaukee; Radio Corporation of America, New York, and M-G-M Records, New York.

Miller stated that a complete program covering business ses-

sions during the three days will be released in the next week or two.

MOA treasurer Hersh de la Vex is arranging convention previews at a number of Chicago movie houses; also he reported there will be luncheons sponsored by recording and allied industry groups which will provide entertainment during the meet. For the ladies' entertainment, tickets for various radio and television shows are being obtained.

The MOA banquet on the evening of September 12, will feature an all-professional floor show, Miller said.

Operators and exhibitors desiring to make hotel reservations for the MOA meeting were urged by Miller to either write, wire or phone the Convention Department at the Congress Hotel immediately.

## 'Strong Appeal' Filed to NLRB Cafe Decision

LOS ANGELES, Aug. 16.—What was described as a "very strong" appeal to a National Labor Relations Board decision dismissing charges here against Local 1052 of the International Brotherhood of Electrical Workers has been filed with the NLRB general counsel in Washington.

The appeal was filed by Attorney William J. Walsh on behalf of Mrs. Artie Bray, a local cafe manager. Mrs. Bray originally charged the union, and its business agent, Hal Sherry, with employee coercion, secondary boycott, featherbedding and the use of a picket line in an extortion attempt.

The charges stemmed, Mrs. Bray alleged, from an incident over replacing a juke box shortly

(Continued on page 85)

## Canadian Assn. Asks Ops Fight Juke Box Suit

TORONTO, Aug. 16.—"Letters are going out to all Canadian operators, imploring them to get behind the fight against Composers, Authors and Publishers of Canada Association.

The letter, sent out by the Canadian Music Operators Association with headquarters in Owen Sound, pointed out that many of the operators had gotten behind the fight by sending in their contributions to the fund which will be used to defend George Chow against a suit from CAPCA.

The association is asking for a one dollar contribution from each operator for each machine, and points out that the dollar per machine will save the operator \$25.

The letter signed by the association admits that the fight can't go on "without the money of the operators."

## N. Y. Juke Ops Plan Banquet

NEW YORK, Aug. 16.—Music operators in the New York area, record company representatives and members of allied industries will gather at the Hotel Commodore here November 1 at the 15th annual banquet of the New York Juke Box Operators' Association.

Entertainment will be provided by leading recording stars and a souvenir journal will be distributed at the banquet. Last year the event attracted 700. This year's attendance is expected to be about the same.

Al Denver is banquet committee chairman. He is assisted by Nash Gerdor and Dorothy Volk

## One-Stop Record Dispute Hits Mil.

MILWAUKEE, Aug. 16.—A tug-of-war situation between three local record distributors and United, Inc., Wurlitzer retailer for Wisconsin and Upper Michigan, over disk supplies for the latter's one-stop record service has attracted considerable attention in music machine circles here. The affair broke out into the open last week when United's new department officially opened without any record stocks from the three firms: Capitol, Decca and Mercury.

United, which had heralded the opening for some four months, alleged it was bypassed by the three firms. It had advertised the department to its customers as a convenience which would save time and money.

The stand of the three record firms against keeping an open mind to strong objections of United's plan of merchandising the records at a nickel above the wholesale price. It was claimed the record dealers would be competing with themselves under this price arrangement.

According to Harry Jacobs, Jr., assurance had been given by all major labels at least four months ago that they would be able to obtain all the stock they needed.

"That's why this refusal to deliver on the part of several labels has been so surprising to us," he said. "We had sent out announcements to the trade and had spent a considerable amount of money in remodeling our place to handle the sale of records."

"Our purpose," he explained, "in putting in a one-stop department actually was to encourage our customers to come here for all their operating needs. A large number of our customers had been requesting that we give them this record service because they know how convenient it is for operators in the other big cities where they are available. We figured that we'd probably lose

money but in the long run it would aid us in building traffic and keep our customers happy."

Jacobs said one-stop does exist and are amply serviced by all labels in Chicago, Minneapolis, Detroit and other major cities. He said Chicago's service conducts a mail order business with Southern Wisconsin operators while the Minneapolis all-label, cut-price dealer merchandises to Northern Wisconsin music men.

Pointing out that disk distributors in these areas were not fighting this traffic, Jacobs said "We're not after the big music operator. The guy whose trade we'd like to get is the small, or medium sized operator, who would certainly benefit from lower priced records, and we'd be able in return to get the rest of his parts and music machine orders."

(Continued on page 84)

## STUDENTS ADEPT, EAGER

# Hold AMI Schools In Latin America

GRAND RAPIDS, Mich., Aug. 16.—A series of factory-sponsored overseas service schools, recently held in six Latin American countries by AMI, Inc., served a dual purpose of advancing juke box technology south of the border and boosting good neighbor policy at the same time.

The highly popular series was staged in June (The Billboard, June 21) in the leading cities of Venezuela, Colombia, Panama, Nicaragua, El Salvador and Costa Rica. They were under the direction of Albert Mason, AMI Factory Field Service Engineer. He was assisted by Max Lewin, AMI Latin America representative.

The outstanding feature, both men stated, of the schools proved to be the aptitude and eagerness with which the students grasped the mechanical principles involved, both men said.

Mason explained, "Many of the servicemen at the schools traveled hundreds of miles to learn about juke boxes. Some of them came thru jungles and across mountains. Their intense interest and quick grasp of the course was something to see. I feel that it was a real privilege for me to have had the opportunity of working with these fine groups of men."

The reception of the schools, according to Lewin who has spent many years in the area, was evidence that the young Latin American, like his North American counterpart, is quick to understand and is adept at servicing mechanical devices. The

# Wurlitzer Distributor Service Schools Start

NORTH TONAWANDT, N. Y., Aug. 16.—A series of one-day service schools for distributors, with the emphasis on preventive maintenance, is being held this month in five cities by the Rudolph Wurlitzer Company. It was announced this week by Ed Wurgler, vice-president in charge of sales.

The schools, which started in Buffalo, Monday (4), are designed to serve as refresher courses for distributor servicemen on the 104-selection, 1500 model juke box, Wurgler said. Each distributor is sending two men to the sessions, conducted by Joe Hrdlika, field service manager.

Wurgler, who is attending all the schools, said the sessions will feature servicing short cuts and tips gathered from the new model's field experience. From this knowledge, it is expected distributor servicemen will be better able to instruct operators in the performance of the machine.

The schools held so far and the distributors attending include the following:

Buffalo (4-5) at the factory, attended by Century Music Distributors of Buffalo; Anpost Distributing Company, Inc., of Detroit; Bilotta Distributing Corporation of Newark, N. Y.; Cruze Distributing Company, Inc., of Charleston, W. Va.; Music Distributing Company, of Pittsburgh, and Northern Music, Inc., of Cleveland and Columbus, O. New York City (7-8) at Young Distributing, Inc., attended by Active Amusement Machines Company, of Philadelphia; O'Connor Distributors, Inc., of Rich-

## ABC Holds Monthly Directors' Meeting

CHICAGO, Aug. 16.—The monthly board of directors' meeting of the ABC Music Service Corp., composed of several local juke box operating firms, was held Tuesday (12) at the Mount Prospect Country Club. Mount Prospect, Ill. The business session was held in the evening after golf and dinner.

mond, Va.; Poole Distributors, Inc., of Boston; and Whittiers Distributing Company of Baltimore. Atlanta (11-12) at F. A. B. Distributing Company, Inc., attended by Bush Distributing Company, of Miami and Jacksonville, Fla.; Cain-Cailhouette, Inc., of Louisville, Ky., and Nashville, Tenn.; Brady Distributing Company, of Charlotte, N. C., and F. A. B. Distributing of New Orleans and Columbia, S. C.

Dallas (14-15) at Commercial Music Company, Inc., attended by Culp Distributing Company, of Tulsa and Oklahoma City; Steele Distributing, of Houston, and Williams Distributing Company, Inc., of Memphis.

The remaining schools follow: San Francisco (18-19) at Emery Distributing Company to be attended by Draco Sales Company, of Denver and Salt Lake City; Paul A. Laymon, Inc., of Los Angeles; Maestro Music, Inc., of Tucson, Ariz., and North West Sales, of Seattle.

Chicago (21-22) at Coven Distributing Company, Inc. to be attended by Brandt Distributing Company, Inc., of St. Louis; Central Music Distributing Company, Inc., of Omaha and Kansas City, Mo.; Lieberman Music Company, of Minneapolis; Sandler Distributing Company, of Des Moines; T. L. Distributing Company, of Cincinnati, and United, Inc., of Milwaukee.

## Wisconsin Ops Elect Pierce at Annual Meet

BRODHEAD, Wis., Aug. 16.—Incumbent officers of the Wisconsin Phonograph Operators' Association were returned to office Monday (1) at the group's annual election meeting held at DeCATUR Lake Country Club.

They are C. S. Pierce, of Brodhead, president; Roy Stone of Rice Lake vice-president; and Douglas Opitz, of Milwaukee, secretary-treasurer. Some 20 operators and guests attended the meeting which had been postponed for several months because of factors limiting attendance.

The business session was held following an afternoon of golf and dinner. Major points besides the election included the planning of policy for the coming year and the scheduled distribution of a weekly news letter to the members.

It was urged that all members attend the Music Operators of America convention at Chicago's Congress Hotel on September 11-13. The importance of the convention from the standpoint of national legislation, public relations and other factors was stressed.

The next meeting of the association was set for October 13 at the Hilltop Inn, Rhineclander, Wis.

## Central Ops Set Name Change, Banquet Plans

PEORIA, Ill., Aug. 16.—The name of the Central States Phonograph Operators Association has been changed to the Central States Music Guild, it was disclosed here this week following a meeting of the group's board of directors.

The change has already been approved by the members but, because the association is incorporated under Illinois laws, will not be official until the proper legal processes are completed.

The principal purpose of the directors' meeting, according to President Les Montooth, was program planning for the organization's annual summer banquet, scheduled for Peoria's Jefferson Hotel, Wednesday, August 27. More than 150 invitations have been mailed to operators over a wide territory and attendance is expected to top the 70 mark.

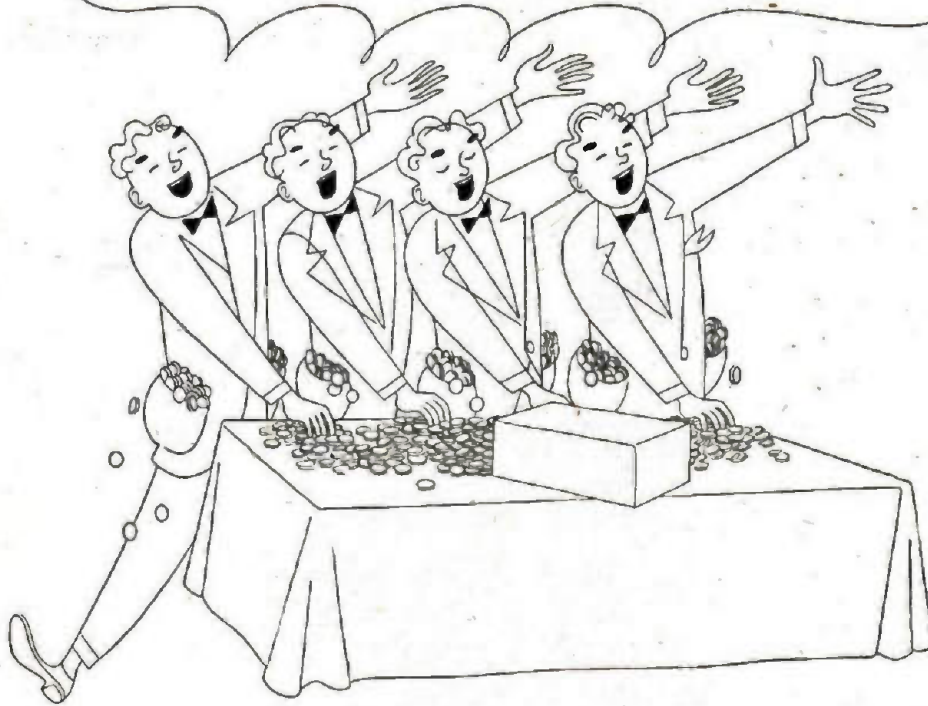
Banquet Program  
A highlight of the banquet will be a talk on legislation affecting

the juke box operating industry by C. S. Pierce of Brodhead, Wis., who was re-elected president of the Wisconsin Phonograph Operators' Association. This week Pierce attended the Bryson-Kefauver Bill hearings in Washington earlier this year.

Charles Sisney, secretary-treasurer, has been scheduled to speak on the purpose and aims of the Music Operators of America convention which has been set for Chicago's Congress Hotel September 11-13. Montooth will discuss methods and the importance of proper programming on juke boxes and Bill Fleming, vice-president, will trace the history of the association.

Other areas of discussion at the banquet will cover dime play, the importance of a strong organization and the necessity for a planned public relations program. Entertainment will include appearances by record artists and dancing.

## "Sing a Song of Sixpence"

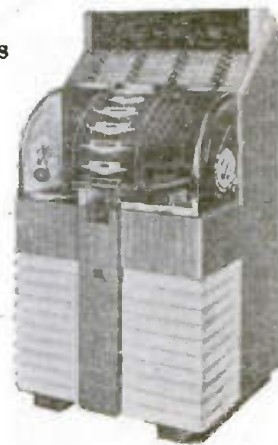


Sing a song of sixpence  
 With pockets full, these guys  
 Praise the Mode "D"  
 As the box they prize.  
 When the "D" is opened  
 They all begin to sing  
 To see the cash box brimming  
 With a ransom for a king.

When the operator empties the cash box from his Model "D" he has plenty of reason to burst into happy song. He sees a take that reflects the ability of the "D" to prompt heavy play. But even more important is his delight that few, if any, of the coins collected need be spent for repairs and service.

**AMI** Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan



THE "D" IS AVAILABLE IN 80 AND 40 SELECTION MODELS, BLOND OR MAHOGANY CABINETS

# Students Are Adept and Eager

Continued from page 82

common Spanish term for the various parts of juke boxes. It was soon learned that operators and servicemen from widely separated sections of the same country were all using different names for the same part. After study, a uniform nomenclature was adopted and the students were urged to use the words and phrases agreed upon.

Actual Model "D" juke boxes, together with various subassemblies and components were used to demonstrate the function of the various parts. Diagrams were sketched on blackboards to illustrate step-by-step operation sequences. In working with actual parts, the cycle of operation of a credit unit would be studied from

the moment a coin passed over the coin switch to the pressing of a selector button.

As an indication of the interest, classes were described as large with 42 persons often in attendance despite the difficulties of travel. In practice, the laboratory sessions were interspersed with lecture periods. During the lab sessions, both the D-40 and D-80 selection mechanisms were completely disassembled. Each part was identified by the Spanish name agreed upon and all parts were studied in relation to their function and their operation with other parts.

Following instruction periods, a mechanism would be sabotaged and the students would rectify the condition using the prescribed methods. A review period, with students selected at random asked to demonstrate their knowledge, was held at the end of each course.

### "No Easy Task"

According to Mason, "this was no easy task for the man called on since the rest of the students carefully followed his every word and gesture. If he made a single mistake, he was immediately subjected to a lot of good-natured banter." A specially engraved "AMI Service Specialist" certificate in Spanish was awarded to all students who satisfactorily completed the course.

When the school was opened in San Salvador, the leading city of "El Salvador," word quickly spread and Mason and Lewin found their class swollen by 20 young men and boys from the Instituto de Manualidades y Pequeñas Industrias, a school on small industries.

### Institute Students

The Institute chartered a bus and sent a class from the nearby city of Santa Ana to the AMI school for several days during sessions of particular interest to its students. In deference to the students and their instructors, Mason rearranged his class schedules to emphasize electronics, amplification and related subjects during the period these students were present.

Mason reported that juke box operations in the larger Latin American cities were not dissimilar from those in the United States. However, it was found that operators in the rural areas are confronted with conditions never faced by Americans.

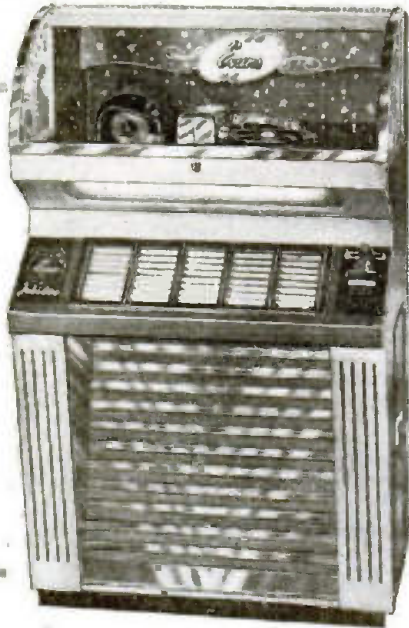
He said in many areas electricity is not available and the operator must furnish a gasoline engine to provide the electric power needed. Not infrequently, he added, an operator can be seen delivering a juke box, his source of power and a supply of gasoline all at the same time in an ox cart.

### "Pioneer Venture"

Lewin, upon whom the translation chores fell, described the schools as a "pioneer venture." He said he felt "the prestige of the entire automatic music industry was enhanced appreciably by this effort on the part of the manufacturer to recognize and properly develop the potential mechanical abilities of its Latin American friends and customers."

## Get On the Target!

If you're shooting for more play and profits from your music operation, step up to the location firing line with Evans' Jubilee Phonographs. Sure-fire performance scores with both barrels; smooth, trouble-free mechanical action hits the bull's-eye for economical operating... appealing, distortion-free tone reproduction rings the bell with players.



**EVANS' JUBILEE 40/45**  
20 Records—40 Selections  
45 RPM

**EVANS' JUBILEE 40/78**  
20 Records—40 Selections  
78 RPM

Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more cafes, more profitable operations!

**WATCH FOR IT!**  
**EVANS' CENTURY 100/45**  
50 RECORDS—100 SELECTIONS—45 RPM

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

The **Billboard**  
**EXTRA SALES POWER**  
Sept. 13 Issue  
pays off in  
**EXTRA PROFITS**

See Page 98

# THE BILLBOARD Index of Advertised Used Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

## Music Machines

	Issue of April 15	Issue of April 22	Issue of April 29	Issue of May 6
<b>AMI</b>				
Model A	\$264.00 275.00	\$259.00 350.00	\$259.00 350.00	\$249.00 350.00
Model B	389.50 450.00	450.00	450.00	450.00
Model C	449.00 450.00	475.00	475.00	475.00
<b>FIBEN</b>				
Midway		125.00		
<b>PACKARD</b>				
Manhattan 76	89.00	89.00(2)	89.00(2)	89.00(2)
<b>ROCK-O-LA</b>				
Commonwealth			99.00	99.00
44 & 50	295.00	295.00	295.00	295.00
1422	99.00 150.00	99.00 150.00	99.00 150.00	99.00(2) 99.50
1426	119.00 135.00	129.00 175.00	129.00 175.00	129.00(2) 135.00 175.00
1432			495.00	
1946		99.50		
<b>SEIBURG</b>				
Classic RC	49.00	49.00	49.00	49.00
Classic Grand		44.50		
47	49.00	59.00	59.00	59.00
M-146 M Midway	159.00	119.00 139.00	119.00 139.00	119.00 139.00
M-147 M Midway	110.00	149.00	149.00	149.00
M-148 M Midway	229.00	229.00	229.00	229.00
M-246 M Midway	99.00 129.50	139.00	139.00	139.00
Midway	49.00	59.00	59.00	59.00
Hilare E. C.		55.00		
Litane B. C.		55.00		
A-100-A 78 RPM	599.50 699.50	599.50 675.00	599.50 725.00	599.50 725.00
Major	49.00	49.00	49.00	49.00
Real	39.00	49.00	49.00	49.00
44	99.50	99.50	99.50	99.50
45 Midway		119.50		
47	139.00	139.50	139.50	139.50
48 Midway		179.50		
116	149.50(2)			
142	179.50			
146 M	99.50 110.00	99.50 129.00	125.00 129.00	129.00 129.00
146 S	129.00			29.00
147 S	135.00 149.00	149.00	149.00	149.00
148 Standard	260.00 275.00	275.00	275.00	260.00 275.00
148-ML	240.00	245.00	249.00	275.00
148-Q	249.00			249.00
148-ML Standard		249.00		275.00
1943 Midway	49.00			
1943 Special		59.00	59.00	59.00
1943 Midway		54.50		
5200 Lo-Tone RC		44.50 54.50(2)		
<b>WILLIAMS</b>				
4000 Mile	99.50	99.50	79.50	99.50
<b>WURLITZER</b>				
100	49.00	44.50 49.00	49.00	45.00 49.00
100		44.50 49.00	49.00	45.00 49.00
750	69.00	49.50 59.50	69.00	65.00 69.00
760	69.00	69.00	69.00	69.00
800	69.00	49.50 59.50	69.00	65.00
950	59.00(2)	59.00	59.00	59.00
950	59.00	59.00	59.00	59.00
1015	125.00 129.50	129.50 179.00	119.50 139.00	139.00 149.50
1015	139.00 165.00	169.00 175.00	149.50 169.50	165.00 169.50
1015	175.00		75.00	175.00
1015	125.00	59.00	99.50 159.00	159.00
1090A	169.50			
11A	269.50 305.00	279.50 325.00	299.50 325.00	269.50 305.00
1217 Midway	324.00 325.00	359.00	550.00 559.00	125.00 359.00
1250	259.50		269.50	249.50 395.00
1250	399.00 429.00	429.00 429.00	425.00 429.00	425.00 429.00

## One-Stop Record Dispute

Continued from page 82

The other side of the picture was given by spokesmen for the three disk distributors. Bob Thompson, manager of the Capitol office here, said he is keeping an open mind in the matter. He said:

"Actually they haven't officially applied for a franchise to handle our records. Until they do so, and then receive an okay for an open account from our head office I can't ship them anything."

Decca's manager, Don Thorin, pointed out the nickel-over-wholesale price plan of United and said:

"We are not selling them because we do not believe in going into competition with ourselves. We'll be doing considerable harm to our established record dealers who have a nice business with operators in addition to cutting down our own direct sale to juke box people."

"They may be doing it in other towns," he added, "but our local situation is different. In our territory we have made it a point

to give top notch service to operators. We've always looked on them as 'hit-makers' equally as important as disk jockeys. And, if for that reason alone, we'd like to have a crack at that operator business. I don't intend to sell them any records unless I get orders from higher up to do so."

Johnny Z'Erin, manager of the Mercury office, was out of town but his stand was reported to be the same as Decca's.

Under the original United plans, they had approached record distributors on a stand of buying records on a consignment basis. Now that they have had more time to study the record business, they have withdrawn this request and said they were not insisting on a 100 per cent return privilege.

Also no immediate solution seemed to be in sight, Jacobs, Jr., said he was still in the process of contacting executives of the three disk firms and was definitely determined to follow thru with the one-stop service.

## Pitching Units Hit Homers

Continued from page 77

are now 12 batting ranges in the Metropolitan New York area and about 50 elsewhere in the country. Citing growing interest for the game in Japan and throughout the West Indies, Connerat was sure that "this is just the beginning." He said that standard layout plans for ranges were now

available as further proof of his company's faith in them. Al Rosen's range in Cleveland is a good example of the prospective future of the batting game, the cop. said. "The Indians' star hitter had 4,000 people turn out for the opening of his eight-machine range in July, and the parking lot across the street was jammed to capacity."

One of the most unusual things about this game, according to statistics compiled by Telecoin, is the fact that the majority of ranges now in existence seem to do their best business between midnight and 4 o'clock in the morning! One answer to this may be that many installations are set up near Army and Navy bases and war plants, where employees work on round-the-clock shifts.

### Few Problems

Because of the carefully worked out safety precautions, padding, netting and the like—the purchase of insurance is no problem, according to Connerat. "The major problem, if it can be called that," he said, "is obtaining adequate space near enough to well-populated places. Zoning laws, while often difficult to contend with, are not insurmountable, as witness the ranges now in use."

The possibility of developing industrial and other types of "leagues" has entered the minds of several batting-range operators. One not unlike the bowling groups so popular today. Too, the promotional name and sight value of big league ball players might well be put to use in establishing ranges in every part of the country. Telecoin feels that these and other possibilities are practically endless.

## STRIKES 'N' SPARES

### Chi Northside Ops Organize Bowling Group

CHICAGO, Aug. 18.—The climax of three years' effort by John Oomens, a member of the Walter Oomens & Sons operating firm, will be marked next month when the newly formed Automatic Phonograph Bowling League rolls its first games.

Twelve teams have been entered in the league, which is composed of Northside Chicago operators and record dealers. The first games will be rolled Monday, September 8, and every Monday thereafter. All league play will be at Fireside bowling alleys.

The teams entered include two sponsored by the ABC Music Service Corporation and one by Oomens & Sons, Gillette Distributing Company, B & B Novelty Company, Galgano Distributing Company, Star Music Company and Atlas Music Company. Three record dealers—Columbia, Coral and Decca—also have entered teams.

The league's officers are Jerry Schuman, Gillette, president; John Oomens, secretary, and Bob Gnarro, ABC, financial secretary. The board of directors include the three officers and Anthony Oomens and Julius Mohill, Star Music.

Repeated efforts by John Oomens in the past to form an operators league have failed.

## Delivery Set

Continued from page 77

the control panel. This safety feature, says Cohn, precludes the danger of the machine starting before the rider has been seated. Other features include flashing nose and tail lights, a "radar" screen, landing lights, and a whistle which blows as the rider fires the jet guns by means of a button on top of the steering rudder. A chrome-plated tube on the hood blows a realistic slip stream of air to simulate the feeling of flight.

The cockpit interior has Formica covered sides and the low-slung backrest and seat are cushioned of foam rubber, covered with a bright plastic fabric. Another feature, Cohn points out, are the leather grommets which encase the two drive shafts. These are fitted with zippers for easy removal should the shafts need oiling.

The Atomic Jet is made by the Vasco Manufacturing Company, Philadelphia, to Conat specifications. The showings were held by the following distributors: Active Amusements, Philadelphia; Culp Distributing, Tulsa, Okla.; Deale Sales, Baltimore; Brilliant Music, Detroit; Automatic Enterprises, Los Angeles; Bush Distributing, Miami; Sheldon Sales, Buffalo; Advance Automatic, San Francisco; Belgo-American, Russell; and Service Games, Honolulu.

## Info in Other Departments

Among the stories of interest to the coin music industry to be found in the Music and other departments up front in this issue of The Billboard are:

**FTC PROBES PRICE DISCRIMINATION.** The Federal Trade Commission has initiated an investigation of the record industry.

**RCA VICTOR MAKES FAIR TRADE STATEMENT.** Paul Barkmeier lists certain problems to be solved before the law could be effectively applied to the record business.

**ARMY BELLS ANDERS.** Decca is prepping an immediate recording session for Leroy Anderson, who clefted "Blue Tango," and has the top-selling disk version of the tune.

**RCA VICTOR TO LAUNCH FALL PROGRAM.** Included in the new product line is the low-price LP and 45 r.p.m. Bluebird classical line.

And other informative news stories, as well as the Honor Roll of Hits and pop charts.

## CALIF. ISSUE

### Explain Issue In OPS Suit Against Trade

LOS ANGELES, Aug. 16.—The only issue involved in the suit filed by the Office of Price Administration against two local juke box operators is whether they come under the price ceiling regulation and are required to file a pricing statement.

The plaintiff, the federal government, took this stand in answering the motion for dismissal filed by Hawley Distributing Company and Phono Music Company in U. S. District Court here Monday (11). Judge Pierson Hall set August 25 for the next hearing, giving the defense additional time to prepare arguments.

Attorney for the defense, Harrison W. Call of Sacramento had claimed that the enforcement of Regulation 34 was unfair, unjust, and a deprivation of property and that operation on a nickel is unprofitable. The 5-cent operation, because of rising costs, makes, the operators said, their equipment valueless.

### Counterpoints

Plaintiff's attorney, Aiden F. Houck, special assistant to the U. S. Attorney, Walter S. Binns, countered with the argument that operation of the businesses and their profits and losses were not an issue. Houck also claimed that the defendants could not complain that the regulation was confiscatory until they have taken the suit before the Emergency Court of Appeals.

Answering the defense's plea that enforcement of Regulation 34 would be contrary to the California Fair Trade law, the plaintiff cited part of Ceiling Price Regulation 34. It was pointed out that "service" or "services" meant any act, preferred or rendered, otherwise than an employee, for a fee, charge or consideration. It was stated that in the opinion of the plaintiff that the Defense Production Act of June 30, 1952 specifically excluded so-called State "Fair Trade Laws." Thru this amendment, it was said, the DPA does not fix a ceiling on the price paid or received on the sale of any material in any State below the minimum sales price fixed by the State law (other than any so-called "fair trade laws" now in effect), or by regulation issued pursuant to such laws.

The defense claimed exemption on the basis that those providing entertainment were not under jurisdiction of the regulation. The plaintiff countered with the argument that the DPA did not include phonograph operation but that the OPS was justified in ruling that juke boxes were not excluded. A section of 402 was cited pointing out that the exemptions applied to such groups as press associations, radio broadcasting, television and theater enterprises.

The suits against Hawley Distributing and Phono Music are identical.

**SAVE MORE MONEY—MAKE MORE MONEY**  
Subscribe in The Billboard TODAY!  
See page 3 for rates

## AUTOMATIC SYSTEM

### Most Metal Allotment Red Tape Out in '53

Continued from page 77

500 tons of carbon steel, 80 tons of alloy steel, 10,000 pounds of copper and 20,000 pounds of aluminum.

### Method

The automatic allotment set-up has been designed to work in the following manner: a manufacturer who requires carbon steel in the first quarter will be entitled to order 100 per cent of the first 60 tons he was allotted in the third quarter of this year, plus 60 per cent of any excess between 16 and 90 tons. He may order 100 per cent of the first 18 tons of alloy steel he received in the third quarter plus 80 per cent of any excess between 17 and 90 tons.

The manufacturer may get 100 per cent of the first 500 pounds of nickel stainless steel he used in the third quarter plus 80 per cent of any excess between 500 and 10,000 pounds. For copper and aluminum, manufacturers may order up to 100 per cent of the total amounts they received in the third quarter, provided these amounts do not exceed 40,000 pounds of copper and 60,000 of aluminum.

### Liberal

Steel allowances, under the automatic method, appear to be more liberal than those which manufacturers would receive if they continued direct application to the automatic allotment procedure. NPA officials explained.

## Games Strong

Continued from page 77

cents on the dollar, when they should take off only four cents."

Meantime the music machine operators say they have no complaints about the business, they have done this year. People still want to be amused in the roadside palaces.

If the same manufacturer used the automatic method he would be entitled to 324 tons of carbon steel in the first three months of 1953. Purpose of the extra allotment is to provide an incentive to manufacturers to switch over to NPA. For beginning with the first quarter next year a manufacturer who was allotted 500 tons of carbon steel in the third quarter would receive an allotment for only 300 tons in the first quarter of 1953 if he applied for an official CMP allotment. This is in line with the 60 per cent first quarter advance steel allotment policy previously announced by NPA.

Only the  
**WURLITZER**  
FIFTEEN HUNDRED  
Plays  
**104 TUNES**  
on 45 and 78 RPM  
RECORDS INTERMIXED

**\$9.50 EACH**  
Have your Postwar Seeburg 20 selection remote boxes rebuilt to play the top 20 selections on your Seeburg 100. Our method allows selection of ONE side of the first 20 records, not both sides of the first 10. For complete information write  
**MUSIC SERVICE CO.**  
Box 132, Sioux Falls, S. D.

## MUSIC SYSTEMS

**BEST BUYS OF THE MONTH**  
Write, wire, phone. 1/3 deposit, balance C.O.D.

### SEEBURG

1485L	\$219.00
147M	149.00
146M or S	129.00

**Wall Boxes**

3W7-L56	\$39.50
(15-10-25 3 wire)	
3W2-L56	17.50
(5 3 wire)	
W1-L56	5.00
(15 wireless)	

**AMI Model A** ..... \$269  
**WURLITZER 1015** ..... 139  
Export inquiries invited—50 cycle meters available

**PACKARD Manhattan** ..... \$89  
**ROCK-OLA 1422** ..... 99

## MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD  
LANSING, MICH.—1224 TURNER  
CLEVELAND, OHIO—2600 EUCLID  
TOLEDO, OHIO—1302 JACKSON

**ROCK-OLA**  
Super Rocket

**PLAYS WHILE YOU PLAY  
WORKS WHILE YOU SLEEP**  
For you, and every operator who wants big collections and trouble-free performance, the answer—now as always—  
**ROCK-OLA SUPER ROCKET**

**ROCK-OLA MFG. CORPORATION**  
800 North Kedzie Avenue  
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**THE MARKET PLACE**  
for the  
**COIN MACHINE INDUSTRY**

The National Exchange  
for Coin Machine  
Personal Products,  
Services and  
Opportunities

★  
**CLASSIFIED**  
ADVERTISING  
★

**Agents—Distributors**

**DISTRIBUTORS WANTED**  
NEW FIELD FOR COIN OPERATORS  
Revolutionary new coin operated Radio, bedside mounting, underspillow speaker engineered by leading manufacturer for hospital use. Unlimited possibilities for capable distributor of coin operated equipment or as an exclusive item. Some exclusive state franchises still available. Will stand the closest investigation. For full information write, wire or phone  
**NATIONAL HOSPITAL RADIO SERVICE**  
115 Pratt Bldg., Kalamazoo, Michigan  
Phone 2-5885

**Help Wanted**

Pin Ball Mechanic wanted; good pay and good working conditions; must be sober, Write Box 347, Billboard, 165 W. Randolph St., Chicago 1, Ill.

**Parts, Supplies & Services**

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices, Victor Sales Co., 2124 Marlar St., Philadelphia 3, Pa. Locus 7-1443.

**NEXT TIME TRY A DISPLAY-CLASSIFIED AD**

This sized ad will cost you only \$2B for 1 insertion. . . . One half this size will only cost you \$14! For complete information see the Handy Order Blank.  
**DO IT . . . TODAY!**

USED 1c-5c CANDY NUT BALL GUM VENDERS BOUGHT, SOLD, EXCHANGED. All Parts: Coin Wrappers, Coin Counters, Tab Gum, Panned Candies, Candy Iron Stands, Top Plates for 2 Venders, Top Plates for 3 Venders, Ball Gum, 210, 170, 140, 24c per lb in case lots (25 lbs.), Jumbo Size Ball Gum, 25c per lb. in case lots (25 lbs.), Chlorophyll Ball Gum, 210, 170, 140, 45c per lb in case lots (25 lbs.) Chilee Treats, 300 count, 45c per lb. in case lots (25 lbs.). All prices f.o.b. factory. by dep. bal. c.o.d. KING & CO. Distributors of Northwestern Model 49 and Tab Gum Venders Chicago 12, Illinois 2700 W. Lake St.

**Routes for Sale**

Western Michigan: established 22 years approx. 400 pcs. Phonos, Pina, Alloys, Boats; takes \$30,000 down or may split into routes; satisfactory income; owner wishes to retire. Box 545, The Billboard, Chicago 1, Ill.

**Used Coin-Operated Equipment**

A-1 Burgalo—Cigarette and Candy Vending Machines, all makes and models; lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

Cur-ett 10-Ball Machines, like new, \$50 each f.o.b. Norfolk, 117 Nelms Ave., Norfolk 2, Va.

For Sale—2 postwar Photomatics, excellent condition, coin chute takes only silver quarters for one framed picture; plenty extra frames and supplies; will deliver and set up ready to operate within 50 miles of Philadelphia; \$550 each, \$1000 pr. Tr. County Amusement, 307 Nice Ave., Jenkintown, Pa.

Rock-Ola 1428, Blonde, Very Clear	4300.00
A.M.I. Model C	450.00
Chester Mt. Parade and Stand	
Like New	175.00
Exhibit Shoot-a-Line, Like New	300.00
Exhibit Six Shooter, Good as New	200.00
Edited Star Bowlers, Wood	400.00
Balls, \$225.00; 3 for	600.00
County Fair, Like New	350.00
Chicago	400.00
Seeburg Bear Gum	275.00
Wilcox Kay Recordio & Stand	150.00
Adoptor 800 Records	
United S. Player Bowlers, Formica Top	265.00
Limited De Luxe 6-Player Bowlers	375.00
South Pacific	99.50
Madison Square Garden	139.50
Camel	54.50
Camel Cigarettes	73.50
Camel Thing	73.50
All Pin Tables Very Clean—Have Had Little Use	
Bally Special Entire	440.00
Bally Champion	75.00
Chicago Bowling Classic	75.00

**WOLF DISTRIBUTING CO.**  
8600 W. Colfax Denver Colorado  
Phone: Belmont 3-9214

For Sale—53 Bevo Ice Cream Machines in operation on location. Ice Cream Vending Service, 4716 W. Madison, Chicago.

For Sale—Mills, Jennings, Pace, Walling Belts, Double Ups, Super Bonus, Singlet-Twins; beautifully reconditioned; Evans Races; \$100; new Bally Clover Belts, General Coin Machine Co., 225 N. 9th St., Philadelphia 7, Pa. WAlnut 2-4378.

For Sale—Perfect condition, like new: Coney stands, latest improved models with 5 contacts, \$275; Leaders, \$375; Hot Rods, \$60; Citations, \$35; various late Flipper Pico, write for dep. bal. C.O.D. W. E. Keeney Mfg. Co., 5209 S. Kedzie Ave., Chicago. Phone: Hickory 4-3844.

Coffin & Grippen, \$18.50; Shipman Art Shows, \$27.50; Challenger Photo, \$18.50. Automatic Sales, 414 Columbia St., Covington, La.

Like New—Advance, Columbus, North-western, Master Ball Gum Machine with 3,500 balls best for gum only \$15. Power Machines with 25¢ #1 salted Spanish peanuts, \$15; Imps, \$10; Coffin's latest model Three-Way, Criss, have an ocean, \$22.50. T. G. Thomas Co., 1572 Jefferson St., Paducah, Ky. Phone 2131.

Reconditioned Machine—Seeburg Shoot-the-Bear, \$225; Silver Bullets \$100; Six King's Best for gum only \$15. Power Machines with 25¢ #1 salted Spanish peanuts, \$15; Imps, \$10; Coffin's latest model Three-Way, Criss, have an ocean, \$22.50. T. G. Thomas Co., 1572 Jefferson St., Paducah, Ky. Phone 2131.

Three AMI Model C Phonographs, perfect condition, price \$465 each. Verne Hornish, Kinley, Kan.

Will buy consoles or slots for export or sale in Kentucky, Nevada or export. Eugene Porter, 2600 South Belmont, Ashland, Ky.

Will trade Turf Kings (like new) for music, cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

**Wanted to Buy**

Victor Standard Topper 1c Vending Machine in any condition. Nevada or export. Eugene Porter, 2600 South Belmont, Ashland, Ky.

Wanted to Buy—Advance 4-Column Cigarette Machines; how many, what price? T. G. Thomas Co., Paducah, Ky.

Wanted—Used PX Cigarette Machines; any amount or condition. Ott Weaver, 1332 Arkansas, Pittsburg 15, Pa.

Wanted—Bar-Room Pinos, of all types; need not be working; also parts, rods. Art Sanders, Dearborn, N. Y.

Wanted 800's and 1015's; if you have and receive in the future. Larcio Exporting, Larcio, Tex.

**Coinmen You Know**

**Chicago**  
Hazel Schaeff, president of Victor Vending Corporation, is always ready these days to talk about the growing acceptance of his firm's oak cabinet bulk vendors, the Baby Grand and Jumbo 100. Nickel models are also available now to vend the chlorophyll products.

Paul Huebsch, J. H. Keeney & Company, is hard at work pushing the Keeney refrigerated sandwich machine. In a growing number of areas the snack unit is appearing in larger numbers. A. Garrick Alex, head of Vendall Service Company, states the extremely hot summer has resulted in plus-grosses in his cup beverage operations. Candy bar sales, tho, have been adversely affected by the heat.

R. A. Hoagland, vice-president in charge of sales of Mills Industries, Inc., is looking forward to marketing new cabinet styles by the Detroit industrial designing firm (retained this week) on all vendor lines. Mills' candy, soft drink and juice vendors are to be given new eye-appeal.

The Bert Mills Corporation, in suburban Lombard, continues to roll along at full production. President Bert Mills and vice-president Herbert Chadwick report six-day work weeks are keeping output to highest possible levels at present. The 200 and 600-cup Coffee Bar vendors are going out in a steady stream of shipments.

King-size pack columns in cigarette machines are the coming thing, James H. Martin believes. To bear out his belief, Jimmy has been stumping the Midwest talking to operators and carrying the tale of king columns on his Dugreier equipment.

Elvin D. Angell, sales manager for Ball-Gum, Inc., will be missed thru the Chicago area as he devotes most of his time to setting up the firm's new facilities in Canada. He will have charge of the new subsidiary, Ball-Gum of Canada.

King & Company partners, Tom King and Paul Crisman, are not silent in their comments

on the "shady" fraternity that goes about the country talking about the "riches without work" that is common in bulk vending.

There was a growing air of confidence in the trade this week that the trend toward increased sales activity and stronger play on most vendors and games would continue thruout the rest of the summer. In addition most informed coinmen were moving toward the opinion this fall would be an exceptionally busy period.

Over at Empire Coin Machine, Howie Freez, Gik Kilt's man Friday, was back from a vacation (Continued on page 83)

**Weinand Joins Exhibit Supply Sales Division**

CHICAGO, Aug. 16.—Ford Sebastian, executive vice-president of Exhibit Supply Company announced Tuesday (12) the appointment of Art Weinand to the sales staff.

Weinand was with Rock-Ola Manufacturing Company from 1936 thru June of this year. He started there as a sales correspondent. After only a short time on this job his ability was recognized by President David Rockola and he was named assistant sales manager of the phonograph division. In this capacity he helped solidify the firm's growing distributor network and was a factor in setting up productive sales campaigns.

During the war years, Weinand was assistant director of the Rock-Ola industrial relations department when this branch grew from 500 to 3,000 personnel. Simultaneously he headed also the firm's safety department and for consistent results in this endeavor was awarded citations from both the National Safety Council and the United States Department of Labor.

**Back to Sales**  
In 1944, Weinand returned to sales work for the firm as phonograph sales manager. Within five years he was elected vice-president in charge of sales for all divisions of Rock-Ola which at the time included music boxes, shuffleboard, furniture and government procurement. In addition, beginning in 1945 thru June, 1952, he headed the advertising department. Further proof of the scope of Weinand's talents is that he set up Rock-Ola's export division and was active in the company's credit, collection and finance divisions.

With Exhibit Supply, Weinand will work closely with Sales Manager Frank Mercuro and will be an important link in factory distributor liaison. Currently the 51-year-old arcade and related amusement game manufacturing company is delivering Big Bronco, coin-operated mechanical horse, and Super Twin Rotation, a new type shuffle game based on regulation rotation pool.

**Planet Patrol Ride in Debut At Macy Store**

NEW YORK, Aug. 16.—Another new space ship kiddie ride, the Planet Patrol, has hit the market this one under the Capitol Projector Corporation banner. Initial installations are being made this week at R. H. Macy & Company's Brooklyn store.

The ride, which has a 10-cup play, weighs nearly 200 pounds and has a rise-and-fall action. Other features include flashlight nose and tail lights, rocket tabs and "atomic" guns, which are fired by a pistol-type grip on dashboard. The bucket seat brackets are cushioned in fo rubber, and a safety belt is provided as an added safety measure.  
Capitol is lining up additional Macy locations as well as variety and supermarket chains thru the country.

**METAL COST UP**

**OPS May OK Mrs. to Hike Price Ceiling**

WASHINGTON, Aug. 18.—The manufacturers of coin machine products were not ready to issue a statement on the subject, trade prices on games, vendors and juke boxes may be increased in the foreseeable future. The reason, if it takes place, will stem from an expected Office of Price Stabilization order designed to permit manufacturers using steel, copper and aluminum to pass along recent price increases on these metals.  
The OPS regulation which would approve the price increases now is being formulated. But until a definite directive is issued there will be no changes. Spokesmen for some industries affected indicated that with the increased metals prices costs would catch up or surpass profits unless end product hikes are sanctioned soon by OPS.

**Intro New Pen Type Adjustable Magnet**

PHILADELPHIA, Aug. 18.—General Scientific Equipment Company has introduced a new magnetic probe the size of a fountain pen. Using a super-magnetic alloy, it is designed for removal of metal particles from areas where such foreign matter is harmful and hard to reach, such as the operating area of electrical mechanisms.  
The G-S Magnetic Probe, featuring a retractable point, sells for \$3.75 or \$42 per dozen. The strength of the magnet can be controlled by the amount of extension.

To Order Your Market Place Ad  
**USE THIS HANDY FORM TODAY**

**1:** First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

**3:** Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch!

**2:** Now check off the classification you want your advertisement to appear under:

- Agents and Distributors Wanted
- Help Wanted
- Parts, Supplies and Services
- Positions Wanted
- Routes for Sale
- Used Coin-Operated Equipment
- Want to Buy

**4:** And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:

Next 6 issues  Next 4 issues  Next 3 issues  Next issue only

\$ \_\_\_\_\_ Payment enclosed  Bill me

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**ADVERTISING RATES**

● **REGULAR-CLASSIFIED**  
Usual method style, one paragraph, no display. First line set in 6 pt. size, balance 6 pt. light.

Per word . . . . . \$ .30  
5 or more CONSECUTIVE of 28 insertions, per word . . . . . 18  
11 CONSECUTIVE insertions, per word . . . . . 16  
Minimum \$3.

● **DISPLAY-CLASSIFIED**  
Any advertisement using display make-up or white space. Figure space between cut-off rates. If not, no borders permitted only an ad of 28 lines or more.

Per square inch . . . . . \$1.00  
5 or more CONSECUTIVE of 28 insertions, per square inch . . . . . 56  
11 CONSECUTIVE insertions, per square inch . . . . . 46  
1 inch equals 14 square lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 168 W. RANDOLPH ST. CHICAGO 1, ILL.

Please include an additional 15¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table listing amusement games with columns for machine name and price. Includes items like ABC (United), Admire-Roll (Genco), All Stars (Gottlieb), etc.

Table listing coin machines with columns for machine name and price. Includes items like Flipper, Flying Saucer (Genco), Football (Chicago Coin), etc.

'LEAPING LENA' advertisement featuring an image of the machine and text describing its features and manufacturer, KING AMUSEMENT CO.

CLOSEOUT advertisement for Seeburg '46, '47, '49 and '50 wall boxes, Packard wall boxes, and other items.

DAVID ROSEN advertisement for coin machines, located at 855 N. Broad Street, Philadelphia, PA.

WE NEED ROOM OUT THEY GO-25 BINGO-GAMES advertisement for original crates, with contact info for Frank Swartz Sales Co.

ARCADE and Location Equipment advertisement for electronic simulation, Super Twin Rotation, and Set-Shot Basketball.

WANT TO BUY! MUSESCOPE METAL CABINET Voice-O-Graph advertisement for World Series Baseball.

COBRA CARTRIDGES advertisement for electronic industries, featuring Cobra Cartridges.

Wishing Well advertisement for Legalshare Games, featuring a wishing well machine.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES









"FIRST" AID

Just what the doctor ordered. For us your choice route with FIRST's recommended equipment, the finest in the country!

Exhibit's SUPER TWIN ROTATION

Exhibits in N. Illinois, Eastern Iowa and N.W. Indiana.

NEW CHL. COIN BIG HIT

Call for details on this exciting new game.

"First-Conditioned" CHICAGO COIN

Trigger, Campus, Shantytown, Tumbleweed, Playtime, Banjo.

GENCO HIT & RUNS

South Pacific, Double Shuffle, Sharpshooters, Bowling Champ, Lasso & Sows, Just 21.

UNITED DELUXE 4 PLAYER

4 Player, 2 Player, Twin Resound, Shuffle Bludger, Shuffle Express, Shuffle Alley.

RENEY DE LUKE LEAGUE

League Bowler, Chicago Coin, Bill Player, Ship, Baseball, Williams, Double Header, De Luke Bowler, Twin Shuffle.

PREMIUMS WRITE FOR OUR NEW WHOLESALE GIFT CATALOG

"ONE BALLS" FORMICA TOPS

Formica tops secured legs at the factory. Absolutely highest quality. Mechanism done in our own factory.

BINGO 5 BALLS

NEW Bally PALM BEACH United STARS

"First-Conditioned"

BALLY ATLANTIC CITY, SPOT LIGHT, BRIGHT SPOT, CONEY ISLAND, BRIGHT LIGHTS.

UNITED BOLERO, ABC, KEENEY, LITE-A-LING, ARCADE

FOUNTAIN'S SADDLE HORSE BIG BRONCO

"First-Conditioned" Chl. Coin 4 PLAYER, DEBY, Ft. Sammie, S300, Satchel SHOOT.

THE BEAR, Exhibit SIX SHOOTER, BE. DALL OUM, TELEQUI, WHIM, KENNEDY AIR RAIDER, CHL. COIN PISTOL, CHICKEN SASS, TEAM HOCKEY, C. COIN GOALIE, BE. DALE OUM, BE. DALL OUM, Betty MY ROLL, CHL. COIN HOCKEY, KENNEDY TEXAS, LEASO & SOWS, RENEY HILL BALL, GLIDES, KICKER & CATCHER, ART TARGET SKILL, GUNNIEB GRIPPER, BLUE BONNET, CIRCUS, FLIPPER.

GENUINE FORMICA TOPS

Formica tops secured legs at the factory. Absolutely highest quality. Mechanism done in our own factory.

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THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues of indicated date. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk readers, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns for machine name, issue of August, issue of August 2, issue of August 2, issue of August 2. Lists various shuffle games like 'The Bear', 'The Bull', 'The Horse', etc.

Coinmen You Know

Continued from page 89 since its sale to the Canteen Company, Automatic Cashier, Inc. had one of the strongest boards of directors ever formed in the coin machine field here, including the late Mayor Edward J. Jeffries, Federal Judge Frank A. Piard, and Nels Shapiro, chairman of the board of Cunningham Drug Company.

Mense Kramer, Dearborn, Mich., has acquired a small route of cigar vendors from Robert C. Douglas, who specializes in this field.

New York Harry Berger, West Side distributor, is celebrating his 21st anniversary in the business. He recently took on exclusive distribution of Lun-A-Ride rocket ships and Thunderbolt horses in 13 States. Lucas Voles, Puerto Rican op, was a recent visitor to his shop.

Judith Rosen, daughter of Harry Rosen, Atlantic New York Corporation, was to be wed Sunday (17) to Harold Sanford, singer, at Temple Sons of Israel, Woodmere, L. I. The bride-elect was honored with a buffet luncheon at the company's offices Thursday (14), before Filleten, Newark, N. J., and Newton Eger, Middletown, N. Y., ops attended.

Mrs. Mike Munnis is pinch-hitting for George Fleckenstein, while the company's bookkeeper is on vacation. Milton Nagler, a Munnis' partner, also is off on a sojourn. Mike expects things to pick up quickly once the Labor Day week-end is over.

Albert Simon reports that this new 10-frame Chicago Coin Bowler is going very well, as is the Gallop'n Beauty Horse, Doc Shapiro, and Joe Manzone, Miami op, visiting various shops on the avenue.

Dave Lowy's firm reports that its Match-Up conversion is exceeding expectations, and ops are doubling and often tripling their collections because of the added interest it provides on games. Right now, the company can't meet the demand for them. Dave, who returns Monday (18) from a vacation at Lakeside Inn, Ferndale, N. Y., won a rumba contest at the hotel.

Runyon Sales finally got the air conditioner installed and Morris Rod and the others are all smiling. Nat Sugarman, son of owner Barney, is on the road this week with Irving (Kempner) Kempner. Visitors during the week were Newton Eger, Tony Catone, of Sudfern, N. Y., and Nathan Levine, op from Brooklyn.

Barney Schlang of Local 788 has returned from a two-week Canadian vacation with his wife and two children. They visited Quebec and Lake George, N. Y. Les Boyd, to Ace Distributing Company, is vacationing aboard a boat on Long Island Sound.

Morris Wurtzell, his wife and three daughters, also were recent Lake George visitors. Harry Fiskind, of Master Music Company, is back from a Florida trip.

Cincinnati Abe Salzman, owner-operator of Globe Games Company, left in week for New York and Miami on a three-week vacation. His wife and daughter accompanied him.

Nat Bertfield and his family have returned from a vacation New York where they visited his family. Lawrence A. Kane, legal counsel for Automatic Photograph Owners' Association, and Mrs. Kane are vacationing in Canada.

Sam E. Chester, who owns and operates Diamond Vending Machine Company has moved in his new home in Indian Hill. Charles Kanter is in Miami Beach, Fla., on an extended business pleasure trip. Members of the APOA extended their sympathy to Paul Pusker, in the wake of his sister, Mrs. Albert Cost, who passed away recently. Pusker is with Ohio Specialty Company.

FIRST DISTRIBUTORS

1750 W. North Avenue Chicago 22, Illinois Dickent 2-0500

DAVIS GUARANTEED RELIABLE PHONOGRAPHS. Phonographs listed below may be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine. MAKE YOUR SELECTION FROM SEEBURG, WURLITZER, ROCK-OLA, WALL BOX SPECIALS. DAVIS DISTRIBUTING CORP. 738 ERIE BLVD. EAST-SYRACUSE, N. Y. PHONE 5-5194

**Washington**

Jack Lantz, Nelson Brothers, local Capitol disk distributor, reports Bob Eberle made a hit with operators on a recent trip here. Eberle was appearing at a local club, but took time out to attend a coke party given for him by his fan club... Sid Lotenberg, head of Westway Vending, has had a slight virus infection. His company has installed quite a few cigarette machines in various locations thru-out the city.

Mrs. G. L. Sinclair, Northern Virginia Music, is back on the job after an extended vacation and reports business as good... Michael Bushdid, head of Michael Coin Devices, hopes the recent cool spell will help business pick up... Max Silverman, of the

Quality Music Co. reports the Clowers' recording of "Ting-A-Ling" as one of his best sellers. Silverman is particularly proud of the Clowers because they were discovered and auditioned in his store.

James Bowen, Kwik Kafe of Washington, says the cool weather has caused an up-swing in business, but that there was no great decline in collections even during the hottest months. Bowen is making extensive plans for fall installations... Meyer Gelfand, G. B. Maek Corporation reports his company has installed a number of candy machines in the Norfolk area... Joe McDonald, who operates in Virginia says business is steady.

Jim Schwartz, of Schwartz Brothers, local Mercury disk distributor, believes the new Patti Page recording of "I Went to Your Wedding" will be a hit on the local juke boxes.

**Pittsburgh**

M. J. Abelson, Oak Manufacturing, is on a week's trip to New York on business... In the newest Pittsburgh classified telephone directory, Automatic Cigarette Sales advertises a \$10 reward "to anyone for information leading to installation by us of a cigarette vending machine."

Banner Specialty began showing United's Star Shuffle Alley and Stars last week... Michael Anthony Cocuzzi, Character Charms, attended the recent exhibition game at Forbes Field between the Pittsburgh and Detroit baseball clubs for the benefit of the Shriners' Crippled Children's fund.

Glen Gillette straightened out one vending machine giving trouble by repeatedly adjusting the

column—a larger sized column had been welded in—until the mechanism fit well... Joseph Oddo, penny gun operator at Braddock, Pa., is keeping his route up to snuff and also has another job. Rental office of the elite Carlton House in downtown Pittsburgh informs that its patrons handle their washings thru coin-operated washing machines.

Herbert Cohen reports his Confection Specialties Company got along in good order even despite the steel strike... Operator Elmer Willetts phones his locations the day before he makes his rounds... Fred Vowinkel is training two new mechanics.

John Scavo, Homewood, and Dominic Rizzo, Greenfield, report play steady. Rizzo operates on the North Side, and noticed that his pieces in night spots got better play than did anything else during the steel strike... Dan O'Neill, who came here five years ago from Philadelphia, helped pioneer drink vendors in the territory.

The juke box at Govett's Barbecue is very popular with the younger crowd... Morris Vincour, Monarch Music, reports that the steel strike created an over-all loss of business.

IT'S NEW... IT'S DIFFERENT...  
**It's THE Coin Machine of Tomorrow!**  
 GENCO'S  
**400**  
**UPRIGHT CONSOLE BINGO GAME**  
 NOTHING LIKE IT FOR YEARS  
**EXCLUSIVE ORIGINAL DESIGN**  
**UP TO 540 RELAYS!**  
 DOZENS OF WINNING COMBINATIONS!  
**ABSOLUTELY TROUBLE-FREE**  
 PROVED BY 3 MONTHS ON ACTUAL TEST LOCATIONS  
**SPECIAL SKILL CONTROL**  
 KEEPS 'EM PLAYING! KEEPS 'EM PAYING  
**FASTEST-PLAYING, BIGGEST PAYING GAME IN COIN MACHINE HISTORY**  
**SPACE-SAVING DESIGN**  
 Takes only 1 1/2 sq. feet of conventional game, 24" wide, 17" deep, 44" high  
 Write-Wire Phone Today!  
**Trimount Coin Machine Co.**  
 40 WALTHAM ST., BOSTON 18, MASS.

**LATE 5-BALLS**  
 Thoroughly Reconditioned  
 ★ Gottlieb's Crossroads ..... \$219.50  
 ★ Gottlieb's Hit & Run ..... 199.50  
 ★ Williams Olympia ..... 195.00  
 ★ Williams Slugfest ..... 185.00  
 1/3 Cash With Order, Bal. C.O.D.  
 Write for Complete Price List  
**GENERAL VENDING SALES CORP.**  
 239-245 W. Biddle St., Baltimore 1, Md.

**WANT CASH? RECORDS**  
 915 YOUR RECORDS  
 8 A. M.  
 Chicago Coin ..... \$145.00  
 Derby ..... \$145.00  
 4 915 ..... \$145.00  
 Dan Moran Call ..... \$129.00  
**NATIONAL NOVELTY CO.**  
 179-183 Abrecht Rd., Merrick, L. I., N. Y.  
 Tel. 4 Rensselaer 8-8728

**Shaffer Specials**  
 in better quality buys

<b>SEEBURG</b>	<b>WURLITZER</b>
M-100-A ..... WRITE	1217 Hicaway (48) ..... \$229.50
Reconditioned Like New	1015 ..... 129.50
	750 ..... 49.50
<b>CIGARETTE VENDORS</b>	<b>POST-WAR WALL BOXES</b>
King Size 25c Coin Head	Wurlitzer 3020 (24) \$29.50
National Electric ..... \$125.00	Wurlitzer 3020 (48) 39.50
National 930 ..... 99.50	Seeburg Sc 3 Wire 17.50
Unecda Monarch ..... 79.50	Seeburg Sc Wireless 9.95

**\$\$\$ SAVE \$\$\$**  
 ROCK-OLA 1422 ..... \$94.50

Write for Complete List of Late Model Phonographs  
 Terms: 25% Deposit, Balance C.O.D.

**Shaffer Music Co.**  
 Columbus, Ohio 606 S. High St. MAle 5563  
 Cincinnati, Ohio 1200 Walnut St. MAin 6310  
 Indianapolis, Ind. 1227 Capital Ave. LINcoln 3571  
 New Cincinnati Office Now Open

<b>GOTTIEB HAPPY DAYS</b> Immediate Delivery BINGO GAMES Bright Spot ..... \$235.00 Bright Lights ..... 299.00 Comedy Island ..... 379.00 Unity 5-Star ..... 149.00 A-B-C ..... 175.00 1-BALLS Therf King ..... \$145.00 Champion ..... 99.50 Chateau ..... 99.50	<b>PHONOGRAPHS</b> Immediate Delivery Wurl. 1015 ..... \$165.00 Wurl. 1100 ..... 205.00 Seeb. 100-44 ..... 230.00 Blomda ..... 135.00 ARCADE EQUIPMENT Bah. Gun Pistol ..... \$190.00 Bah. Dots Gun ..... 65.00 Bah. Six Shooter ..... 75.00 Bah. Jet Gun ..... 75.00 Bah. Shot Gun ..... 250.00 Chi Coin Dealer ..... 95.00	<b>5-BALLS</b> Bank-A-Ball ..... \$ 90.00 Bowling Champ ..... 65.00 Canasta ..... 65.00 Joker ..... 115.00 Knockout ..... 95.00 Old Pathfind ..... 115.00 Rackettes ..... 115.00 St. Louis ..... 65.00 Stop 'n' Go ..... 65.00 Tri-Score ..... 65.00
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**NATIONAL COIN MACHINE EXCHANGE**  
 1000 N. DIVERSEY BLVD. (Phone: 864-6666) CHICAGO

**BETTER BUY FROM BANNER**

**BETTER BUY FROM BANNER**

**NEW UNITED STARS**  
 IMMEDIATE DELIVERY  
 WRITE-WIRE-PHONE

**USED**

Blue Skies ..... \$ 40.00	Knockout ..... 90.00
Bowling Champ ..... 45.00	Letter Innings ..... 65.00
Buscenator ..... 50.00	Majorettes ..... 100.00
Canasta ..... 65.00	Mercury ..... 60.00
Crossroads ..... 219.00	Minutal Man ..... 130.00
Double Shuffle ..... 60.00	Moby ..... 100.00
Country Fair ..... 230.00	Myrtle ..... 90.00
Eight Ball ..... 140.00	Olympics ..... 210.00
Fighting Irish ..... 100.00	Red Shoes ..... 90.00
Four Stars ..... 210.00	Runchy ..... 90.00
Georgia ..... 100.00	Robin Hood ..... 30.00
Havermare ..... 200.00	Select-A-Card ..... 40.00
HHS & Run (Gott.) ..... 90.00	Sharpshooter ..... 60.00
Idoloy ..... 240.00	Shanty Town ..... 60.00
Jazz 21 ..... 90.00	Shoe Show ..... 100.00
Knockout ..... 90.00	Star Path ..... 100.00
Letter Innings ..... 65.00	South Pacific ..... 100.00
Majorettes ..... 100.00	Sleepy Chang ..... 200.00
Mercury ..... 60.00	Stop & Go ..... 90.00
Minutal Man ..... 130.00	Sweetheart ..... 90.00
Moby ..... 100.00	Tampico ..... 90.00
Myrtle ..... 90.00	Yahoi ..... 90.00
Olympics ..... 210.00	Thing ..... 40.00
Red Shoes ..... 90.00	Tri-Score ..... 90.00
Runchy ..... 90.00	Wircanin ..... 50.00

**NEW**

**ARCANE EQUIPMENT**

**NEW**

Auto Photo ..... Write	Auto Photo ..... Write
Ball-A-Game ..... \$190.00	Ball-A-Game ..... \$190.00
Bowl-O-Matic ..... 200.00	Bowl-O-Matic ..... 200.00
Exhibit Six Shooter ..... 100.00	Exhibit Six Shooter ..... 100.00
Grip Meter Deluxe ..... 140.00	Grip Meter Deluxe ..... 140.00
Paranorm Solo-Vox ..... 240.00	Paranorm Solo-Vox ..... 240.00
Rich 'Em & Get 'Em ..... 110.00	Rich 'Em & Get 'Em ..... 110.00
Pony Express ..... 340.00	Pony Express ..... 340.00
Quicker ..... 120.00	Quicker ..... 120.00
Sea Pool ..... 70.00	Sea Pool ..... 70.00
Total Ball ..... 60.00	Total Ball ..... 60.00
United Team Macker ..... 90.00	United Team Macker ..... 90.00
Wilson Gay Recordograms ..... 120.00	Wilson Gay Recordograms ..... 120.00

**NEW**

Gottlieb Mopay Days - Write

Immediate Delivery All Items This Ad. Prices F.O.B. Philadelphia

1/3 Certified Deposit, Balance C.O.D. or 5/D. Full Payment Saves C.O.D. Charges.

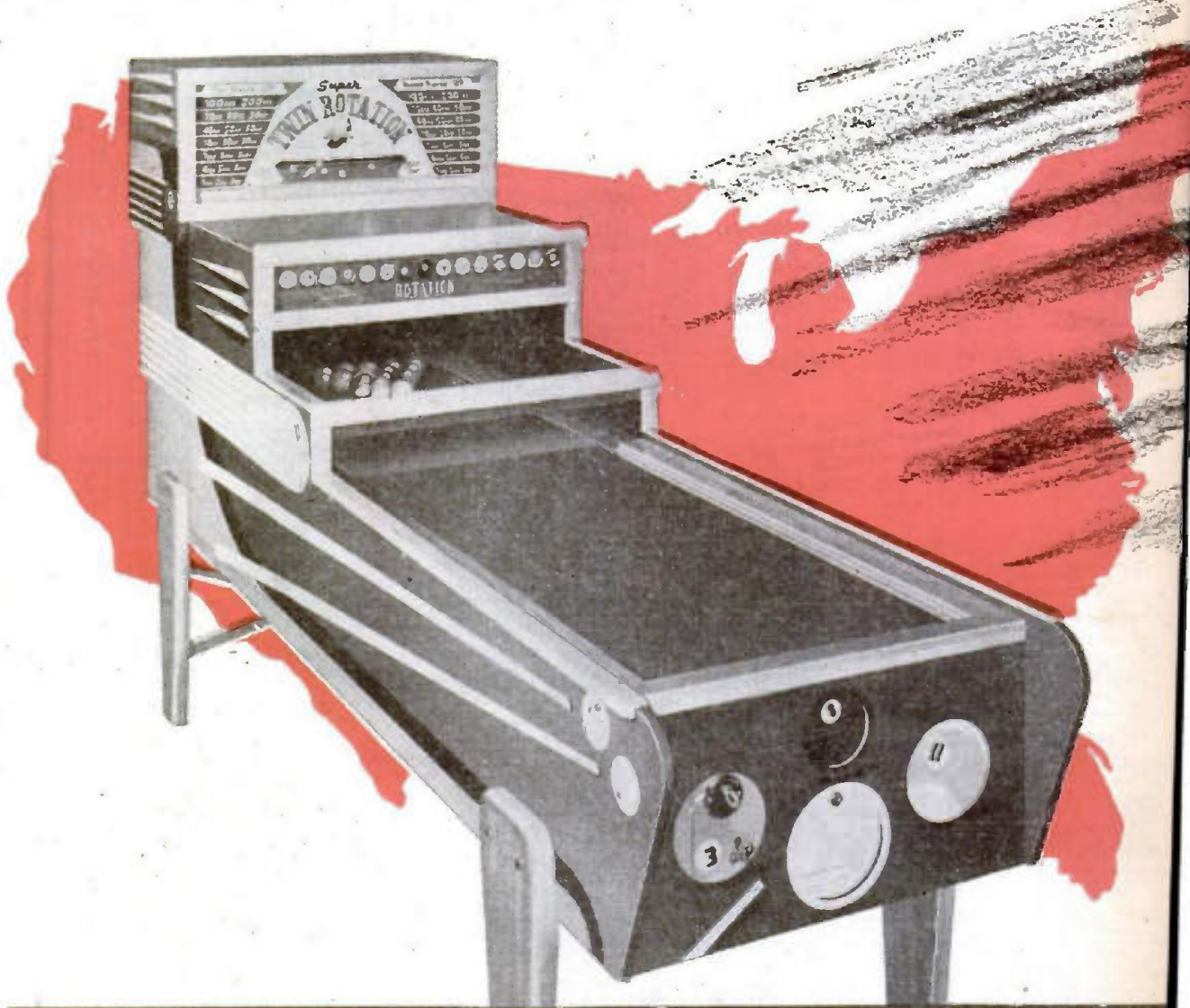
**BANNER SPECIALTY COMPANY**  
 199 W. Girard Ave. Philadelphia 23, Pa. GARfield 3-2700  
 Branch: 1508 Fifth Avenue Pittsburgh 19, Pa. GRant 1-1373

**EXTRA SALES POWER**  
 pays off in EXTRA PROFITS  
 See Page 98

The Billboard  
 Sept. 13 Issue

# A NEW STAR SW

# "Super TWIN ROTATION"



**EXHIBIT SUPPLY**  
 4218-30 WEST LAKE STREET • CHICAGO 24, ILLINOIS  
 ESTABLISHED 1907

# EPS THE NATION!

## FUN!

Players prefer "SUPER TWIN ROTATION" because it combines skill, excitement and amusement.

## IMPRESSIVE!

In action, construction and appearance, "SUPER TWIN ROTATION" impresses location and players alike. The flashing lights and ringing bells add to the excitement of the game.

## PROFITABLE!

Reports from locations all over the country—in big cities and small towns—prove that "SUPER TWIN ROTATION" earns as much as three times more than any other game on the market today.

Border to border, coast to coast—"SUPER TWIN ROTATION" has earned acclaim of operators, locations and players. And no wonder! Never before has there been a game that offered so many new features in such a remarkable way. Never before has there been a game with such terrific appeal and tremendous earning power.

If you have not yet ordered yours, do so at once—TODAY! Start getting your share of the profits from "SUPER TWIN ROTATION"—the Electronic Sensation.

## MYSTERIOUS!

No roll-overs—no light beams—"phantom" pool balls. "SUPER TWIN ROTATION" is the Mystery Game of the year!

## REALISTIC!

"SUPER TWIN ROTATION" has true-to-life action. Balls change position when shot is missed—disappear when hit correctly.

There is a "SUPER TWIN ROTATION" distributor in your territory. Call him today—be the first to offer this terrific money-maker in your area.

- ADVANCE AUTOMATIC SALES CO.  
1350 Howard St. • SAN FRANCISCO 3, CALIF.
- ALBERTA VENDING MACHINES, LTD.  
109 Seventh Ave., E. • CALGARY, ALBERTA, CANADA
- ATLAS MUSIC CO.  
221 Ninth St. • DES MOINES, IOWA
- BANNER SPECIALTY CO.  
199 Girard Ave. • PHILADELPHIA, PA.
- BANNER SPECIALTY CO.  
1508 Fifth Ave. • PITTSBURGH, PA.
- BIRMINGHAM VENDING CO.  
540 Second Ave., No. • BIRMINGHAM, ALA.
- BORDER SUNSHINE NOVELTY CO.  
2919 N. Fourth St. • ALBUQUERQUE, N. M.
- LYN BROWN CO.  
1909 West Pico Blvd. • LOS ANGELES, CALIF.
- BUSH DISTRIBUTING CO.  
286 N. W. 29th St. • MIAMI, FLA.
- BUSH DISTRIBUTING CO.  
60 Riverside Ave. • JACKSONVILLE, FLA.
- CLEVELAND COIN MACHINE EXCHANGE  
2021 Prospect Ave. • CLEVELAND, OHIO

- COPELAND DISTRIBUTORS  
900 N. Western • OKLAHOMA CITY, OKLA.
- EMPIRE COIN MACHINE EXCHANGE  
1014 Milwaukee Ave. • CHICAGO 22, ILL.
- FIRST DISTRIBUTORS  
1750 W. North Ave. • CHICAGO, ILL.
- GENERAL DISTRIBUTING CO.  
2814 Main St. • DALLAS, TEXAS
- GENERAL VENDING SALES CORP.  
245 W. Biddle St. • BALTIMORE 1, MD.
- GINSBERG MUSIC CO.  
ROSWELL, NEW MEXICO
- T. B. HOLLIDAY CO.  
727 Main St. • COLUMBIA, S.C.
- LIEBERMAN MUSIC CO.  
257 Plymouth Ave., No. • MINNEAPOLIS, MINN.
- MILLER-NEMARK CO.  
42 Fairbanks St., N.W. • GRAND RAPIDS, MICH.
- MODERN DISTRIBUTING CO.  
3222 Tejon St. • DENVER, COLO.
- MIKE MUNVES CORP.  
577 Tenth Ave. • NEW YORK, N. Y.
- REDD DISTRIBUTING CO. INC.  
298 Lincoln St. • ALLSTON, MASS.
- REDD DISTRIBUTING CO. INC.  
811 Union St. • WEST SPRINGFIELD, MASS.
- A. P. SAUVE & SON CO.  
7525 Grand River Ave. • DETROIT 4, MICH.

- SOUTHERN AUTOMATIC MUSIC CO.  
735 So. Brook St. • LOUISVILLE, KY.
- SOUTHERN AUTOMATIC MUSIC CO.  
240 Jefferson St. • LEXINGTON, KY.
- SOUTHERN AUTOMATIC MUSIC CO.  
3011 E. Maumee Ave. • FT. WAYNE, IND.
- SOUTHERN AUTOMATIC MUSIC CO.  
129 W. North St. • INDIANAPOLIS, IND.
- SOUTHERN AUTOMATIC MUSIC CO.  
1000 Broadway • CINCINNATI, OHIO
- DAN STEWART CO.  
140 East Second South St. • SALT LAKE CITY, UTAH
- UNI-CON DISTRIBUTING CO.  
3410 Main St. • KANSAS CITY, MO.
- UNITED DISTRIBUTORS, INC.  
513 E. Central • WICHITA, KAN.
- UNIVERSITY COIN MACH. EXCH.  
852 N. High St. • COLUMBUS, OHIO
- VARIETY DISTRIBUTING CO.  
585 Grant St., S.E. • ATLANTA, GA.
- W. B. DISTRIBUTING CO.  
1012 Market St. • ST. LOUIS, MO.
- WESTERN DISTRIBUTORS  
1226 S. W. 14th St. • PORTLAND, ORE.
- WESTERN DISTRIBUTORS  
3126 Elliott Ave. • SEATTLE, WASH.



Deluxe  
in every  
detail!  
Beautifully  
illuminated  
playfield!  
PLENTY  
OF  
ACTION!

**NEW! SENSATIONAL! EXCITING!**

*Williams*  
**LONG BEACH**

3 CARD-5 BALL with NEW DOUBLE SCORE  
GAME-TO-GAME FEATURE FOR REPEAT PLAY!

3-4 OR 5 ADJOINING NUMBERS CONNECTED BY WHITE  
LINES IN ANY SECTION SCORE REPLAYS

**NEW "DOUBLE" FEATURE** CARRIES OVER FROM  
GAME TO GAME UNTIL SCORED. NOTHING LIKE IT EVER  
BEFORE! IT'S EXCLUSIVE WITH LONG BEACH AND THE  
GREATEST CARRY-OVER OF ALL TIME!

**RETURN BALL POCKET** WHEN LIT ADVANCES  
ARROW ACROSS BACKGLASS TO DOUBLE SCORE.  
REMAINS LIT FROM GAME TO GAME UNTIL SCORE  
IS MADE IN EACH SECTION!

**EXTRA BALL FEATURE:** PLAYER CAN "BUY"  
UP TO 3 ADDITIONAL BALLS WITH EXTRA COINS!



CREATORS OF DEPENDABLE PLAY APPEAL!  
4242 W. FILMORE ST. CHICAGO 24, ILL.

*It's*  
**"LONG BEACH"**  
BY WILLIAMS  
**LONGER ON  
PROFITS!**



*The* **Billboard**  
**EXTRA SALES POWER**

Sept. 13 Issue

pays off in  
**EXTRA  
PROFITS**

See Page 98

**SHUFFLEBOARDS SPECIAL!**  
18-20-22 SPECIAL!  
18-20-22 SPECIAL!  
18-20-22 SPECIAL!  
18-20-22 SPECIAL!

**PAUL BARGAINS AT PURVEYOR**

**SHUFFLE GAMES**

2-Player	125.00
3-Player	145.00
TWIN REBOUND	145.00
Shuffle Shooter	79.50
Shuffle Skatola	55.00
Bally Shuffle Line	125.00
Shuffle Target	110.00
Super Twin Bowler	99.00
Deluxe League Bowler	290.00
Shuffle Atlas	185.00
Base-Die Shuffle	79.00
Long	79.00
Cheer Baseball	49.00

**Shuffleboard Supplies**

Case 117	\$ 3.30
Post Wax, Case (12)	6.50
Wax	1.00
Score Sheets, 18 Pad	7.50
Fluorescent Lights	22.50
24" Base	15.50
Use Rock-Die Shuf.	15.50
Board Line	15.50

**BINGO GAMES**

Bright Glass	\$215.00
3-5	250.00
Univ. 5-Star	150.00
Keeney Life-A-Line	140.00

**Distributors for AMERICAN SHUFFLEBOARD Games & Supplies**

**Genuine Deluxe FORMICA TOPS**

With original 1/8" screen playing instructions at the right price! Complete with cement for immediate installation. For all United 2, 4, 5 and 6 player games. In lots of 100—\$17.95 each. Write for quantity prices.

**NEW ROCK-OLD SHUFFLEBOARD TOPS**

Bally Perm Seap	11.50
United Stars	11.50
Dofflich Happy Days	11.50
Star Shuffle Alley	11.50
Gance "66"	11.50
Chicago Coin 10th Inning & Match Bowler	11.50

**RECONDITIONED EQUIPMENT**

Bright Sun	335	Star Line	340
Genev Island	265	Turf Kings	175
Leather	625		
ROLEBO	420		
3-STAR	185		
A & C	195		

**PURVEYOR Shuffleboard Co.**  
4322-24 N. WESTERN AVE. PHONE: JUNIPER 81814 CHICAGO 18, ILL.

Your ticket to  
**SALES RESULTS—**  
the advertising columns of  
**THE BILLBOARD!**

**FOR BETTER BUYS BUY MCGINNIS**

YOU CAN DEPEND ON ROY FOR  
**QUALITY RECONDITIONED EQUIPMENT**

Camel Caravan	545.00	Golden Gloves	1100.00	Knockouts	9100.00
Thrift	25.00	Punchy	100.00	Great Time	80.00
Catalina	25.00	Winners	100.00	My	115.00
Champion (CC)	13.00	Life A-Lines	150.00	My	100.00
Champions	65.00	Wile & Rums	100.00	Harpoonier	90.00
Champions	75.00	Canada	55.00	Double Shuffle	90.00
Bowling Champs	75.00	Bomber	99.00		

**BOWLING GAMES**

Keeney League Bowler	\$150.00	Keeney Big League Bowler	\$180.00
----------------------	----------	--------------------------	----------

**WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPME<sup>T</sup>**

Keeney Electric Counting Vendo  
Keeney Reconditioned Sandwich Machine  
Keeney Deluxe 4-Way Bowler  
Keeney 4-Way Midway Bowler  
KEENEY FLYING BULLETS  
Palm Beach—Stars—Big Hit

**ROY MCGINNIS CORP.**  
2011 MARYLAND AVE. BALTIMORE 18, MD. PHONE BELMONT 1800

**FORMICA PLAYING FIELDS**

For All Types of Alleys—Silk Screened With Bowling Pins.  
Serike Zones and Printed Instructions

For United 2, 4, 5, & 6 Player, B	\$15.95	For Keeney League Bowler & Double Bowler	\$16.00
For United 2, 4, 5, & 6 Player, P	14.95	For Williams Baseball Green & Yellow	14.95
For Chicago Coin Bowling Alleys	15.95	For Game Tables	14.95
Cement, per sheet	\$1.25		

**LARGE PLASTIC BOWLING PINS**  
per set 1-10 **\$3.00**

**"MATCH-A-SCORE" CONVERSION KITS**  
Made by United Mfg. Co  
fits all bowling games.  
WRITE!

**JOHNSON'S WRITE FOR SPECIAL PRICES!**  
**WEST SIDE DISTRIBUTING CORP.**  
612 10TH AVENUE Circle 6-2444 NEW YORK 36, N. Y.

**AMI** Distributors in Kentucky, Indiana, Southern Ohio

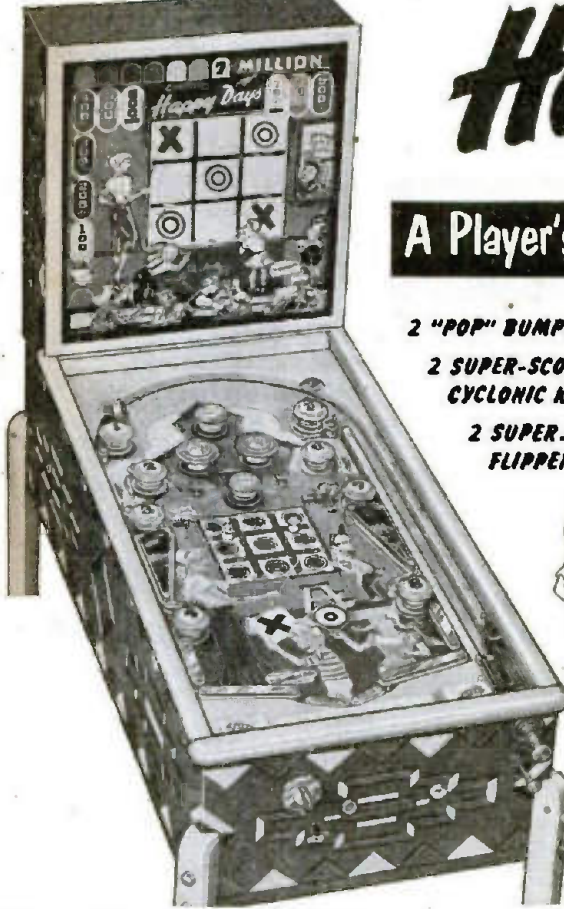
**"The House that Confidence Built"**

**SOUTHERN AUTOMATIC**  
MUSIC COMPANY, INC.

ESTABLISHED 1923

735 S. Brook St., Louisville 3, Ky.	1000 Broadway, Cincinnati, Ohio
240 Jefferson St., Lexington 2, Ky.	3011 E. Maumee Ave., Ft. Wayne 4, Ind.
	129 W. North St., Indianapolis 12, Ind.

# For Months of Profits... Gottlieb's Happy Days



**A Player's Game!**

- 2 "POP" BUMPERS
- 2 SUPER-SCORING CYCLONIC KICKERS
- 2 SUPER-POWER FLIPPERS



**An Operator's Game!**

IMMEDIATE DELIVERY  
FROM YOUR  
DISTRIBUTOR

**NO OUT HOLES!**

**16 Winning "Tic-Tac-Toe" Combinations for Replays**

**1 to 8 SEQUENCE Lights 2 Roll-overs for REPLAYS**

**HIGH SCORE to 7 MILLION for REPLAYS**

**CENTER HOLE Lights Side Contacts for SUPER HIGH SCORING**

**EACH HOLE AWARDS 1/2 MILLION SCORE**

**It's and O's may be controlled by skill--register in fights on backglass**

**9 BALL-TRAP HOLES**

**INSURE SPEEDILY COMPLETED PLAY EACH GAME!**

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

CIGARETTE VENDERS:		ARCADE EQUIPMENT	
Silver Quarter Reel	115.00	Arc Bomber	115.00
Marl 750, 7 Col.	95.00	Astronaut, 1st	95.00
Marl 750, 7 Col.	95.00	Boat-Ball, new	75.00
Uneda Pak 500,	115.00	Bully Big Innings	105.00
10 Col.	115.00	Bully Defender	95.00
Uneda Pak 500,	115.00	Bully Heavy Hitter	95.00
9 Col.	115.00	Bully Rapid Fire	125.00
Uneda Pak Monarch,	115.00	Chi. Coin Hockey	75.00
9 Col.	115.00	Chi. Coin Pistol	100.00
Uneda Pak Monarch,	115.00	Chicken Sam	100.00
12 Col.	115.00	Chi. Coin Wisher	225.00
C-3 Electric, 9 Col.	185.00	Chi. Coin Wisher	225.00
Kenner Electric	150.00	Ch. Coin Scorer	125.00
Alex Electric, 8 Col.	125.00	Dole Gun	45.00
Uneda Model B,	85.00	Edison Pool Table	75.00
12 Col.	85.00	El. Big Bronco, new	997.50
Uneda Model B,	85.00	Exhibitor Gun Patrol	75.00
12 Col.	85.00	Jack Rabbit	95.00
Uneda Model 506,	85.00	Keeney Sub Gun	125.00
7 Col.	85.00	Keeney Air Raider	125.00
JIMBO PIN GAMES		50 ROLL DOWNS	
Futurity, new	Write	such as Total Ball, Ad-	50.00
Turf King	115.00	vance Balls, Bingo Ball,	50.00
Winners	115.00	etc.-Make Order	50.00
Citizen	45.00	COUNTER GAMES	
Photo Finish	60.00	Used	117.50
Champion	60.00	Milk-Monster, new	23.50
Sleepy Chase	75.00	Exhibitor Twin Rotation	34.50
County Fair	95.00	Kenner's "Pop"	14.50
Across the Board	100.00	Gottlieb's Happy Days	19.50
NOW DELIVERING		Shipman's Press	19.50
United Player Official	115.00	Shows, new	19.50
United Stars	115.00	All Merchandise factory re-conditioned	
Bobby's Big Bronco	115.00	Terms:	
Exhibitor's Twin Rotation	115.00	Deposit	
Genco's "Pop"	115.00	with all	
Gottlieb's Happy Days	115.00	orders,	
Write for prices and trade-in details.		balance	
		C. O. D.	

IT'S NEW... IT'S DIFFERENT...

## It's THE Coin Machine of Tomorrow!

**GENCO'S 400<sup>9</sup>**

**UPRIGHT CONSOLE BINGO GAME**

NOTHING LIKE IT FOR FLASH... FOR CLASS... FOR EXTRA TAKE!

**FASTEST PLAYING**

**BIGGEST PAYING**

**GAME IN COIN MACHINE HISTORY**

**SPACE-SAVING DESIGN**

Takes only 1/2 the space of conventional games. 24" wide, 17" deep, 64" high.

- EXCLUSIVE ORIGINAL DESIGN
- UP TO 540 REPLAYS!  
(DOZENS OF WINNING COMBINATIONS!)
- ABSOLUTELY TROUBLE-FREE!  
(PROVED BY 3 MONTHS ON ACTUAL TEST LOCATIONS!)
- SPECIAL SKILL CONTROL  
(KEEPS 'EM PLAYING! KEEPS 'EM PAYING!)

**FOR SALE**

Genco 600	Write	Williams Quarterback	9 49.50
ABC, Very Clean	\$225.00	Gottlieb What's My Line	110.00
Spot Light	295.00	Genco Double Action	135.00
Bright Lights	275.00	Married Time	110.00
Keeney Life-a-Line	139.50	Thing	39.50
Leader	249.00	Mermaid	125.00
Winner, Like New	195.00	A Norseman	125.00
Turf King	125.00	Rockette	130.00
Champion	60.00	Rose Bowl	190.00
Citizen	29.50	Gottlieb Knock Out	75.00
B Stars	195.00	Pop Up	110.00
Ring Pin, Like New	160.00	Goose, Very Clean	190.00
Sammy Cham	80.00	Chicago Coin Basket Ball	249.50
Minutal Man	135.50		

**Empire Coin Machine Exchange**  
1012-14 Milwaukee Avenue,  
Chicago 22, Illinois

BRIGHT LIGHT	\$274.50
BRIGHT SPOT	339.50
COMET ISLAND	349.50
SPOT LIGHT	359.50
TURF KING	119.50
1/3 Dep., Balance Sight Draft,	
<b>KRAMER DIST. CO.</b>	
729 Camp St. New Orleans, La.	
Telex Toluno 6720	

**SOMEWHERE IN THE WORLD...**

There's a buyer for your talents--services--or merchandise.

Write, Wire or Phone Now!

**MONROE COIN MACHINE EXCHANGE, Inc.**  
2423 PAYNE AVENUE, CLEVELAND 14, OHIO  
(764) 51969er 1-4600

Checkers are you'll find the amazing the 61,000 and more THE BILL-BOARD classified columns every week. And finding you this much, you can run out on 1000 00 85 - 1

# Bally PALM BEACH

SENSATIONAL PROFIT-PROVED "IN-LINE" REPLAY HIT!

## 12 Great Features in 1 Great Game

- 1 • NEW SUPER-CARDS  
PRODUCE SUPER-PROFITS  
See this new extra-coin attraction in action at your Bally Distributor.
- 2 • NEW STAR ROLL-OVERS  
"SPOT" UP TO 5 NUMBERS BY SKILL
- 3 • POPULAR "IN-LINE" SCORES  
3, 4, 5-IN-LINE ON MASTER-CARD  
3-IN-LINE ON SUPER-CARDS WHEN LIT
- 4 • CORNERS SCORE 400  
ON SUPER-CARD WHEN LIT  
MASTER-CARD CORNERS SCORE 200
- 5 • MYSTERY "SPOTTEM" FEATURE  
IN ADDITION TO STAR "SPOTTING"
- 6 • EXTRA BALLS FEATURE  
ATTRACTS EXTRA COINS EVERY GAME
- 7 • FAMOUS ADVANCING SCORES  
GREATEST SCORING APPEAL  
IN PINGAME HISTORY
- 8 • SPECIAL SUPER-CARD SCORES  
3-IN-LINE IN SUPER-CARDS  
SCORE 4-IN-LINE SCORES
- 9 • SELECTIVE-BUTTON PLAY  
INSURES BIG EXTRA-COIN PROFITS
- 10 • GAY HOLIDAY COLORS  
IN BACKGLASS, CABINET  
AND PLAYFIELD
- 11 • ILLUMINATED  
PLAYFIELD
- 12 • TROUBLE-FREE  
MECHANISM  
NATIONAL REJECTOR

ORDER FROM YOUR  
BALLY  
DISTRIBUTOR  
TODAY!



THE  
**CHAMPION**  
COIN-OPERATED HORSE  
SEE PAGE 100

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

IT'S NEW... IT'S DIFFERENT...

## It's THE Coin Machine of Tomorrow!

**GENCO'S 400<sup>9</sup> UPRIGHT CONSOLE BINGO GAME**  
NOTHING LIKE IT FOR FRESH FOR CLASS... FOR EXTRA TAKE!

- EXCLUSIVE ORIGINAL DESIGN
- UP TO 540 REPLAYS!  
DOZENS OF WINNING COMBINATIONS!
- ABSOLUTELY TROUBLE-FREE!  
PROVED BY 3 MONTHS ON ACTUAL TEST LOCATIONS!
- SPECIAL SKILL CONTROL  
KEEPS 'EM PLAYING! KEEPS 'EM PAYING!

**FASTEST PLAYING  
BIGGEST PAYING  
GAME IN  
COIN MACHINE HISTORY**

**SPACE-SAVING DESIGN**  
Takes only 1/2 the space of conventional games, 24" wide, 17" deep, 64" high.

**Advance Automatic Sales Co.**  
1350 Howard Street,  
San Francisco 3, California

WRITE,  
WIRE OR  
PHONE  
NOW!

**SAVE MORE MONEY  
MAKE MORE MONEY**  
Subscribe to *The Billboard* TODAY!  
see page 3 for rates

**EVANS'**

- PROFIT STIMULATING COUNTER GAMES
- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!

### HI-LOW-CHUCK-LUCK

Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate.  
Write for descriptive literature.

SIZE: 12" x 24" x 12"

**H. C. EVANS & CO.** 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS  
SEE EVANS' CENTURY AND JUBILEE AD ON PAGE 84

**EVERY PIECE GUARANTEED**

GAMES

ATLANTIC CITY	.....\$435.00
SPOT LITE	.....350.00
BRIGHT SPOT	.....325.00
BRIGHT LIGHT	.....265.00
5 STAR	.....135.00
TURF KING	.....135.00
WINNER	.....75.00
CHAMPION	.....50.00
CITATION	.....35.00
WATCH MY LINE	.....85.00
C. C. FOOTBALL	.....50.00
TAMM, STARBUCK, WISCONSIN	.....17.50

MISCELLANEOUS EQUIPMENT

SEEBURG BEAR,CUM (A-1)	.....\$225.00
UNITED SKEE ALLEY	.....65.00
UNITED SHUFFLE ALLEY EXPRESS	.....35.00
UNITED SHUFFLE SLUGGER	.....50.00
C. C. BOWLING ALLEY	.....35.00
C. C. BASEBALL	.....35.00
BALLY SPEED BOWLER	.....25.00
5-17 POOL TABLE (Completed)	.....225.00
1015 WURLITZER	.....140.00
147 SEEBURG	.....140.00
MADDOX SEEBURG	.....625.00
AIRGON FIESTA	.....50.00

ONE-THIRD DEPOSIT, BALANCE SIGHT DRAFT

**Parker Distributing Company**  
311 8TH AVE. SOUTH NASHVILLE, TENNESSEE PHONE 42-1231 OR 4-0194

<b>SHUFFLEBOARDS, ETC.</b>	
4 x 8 P.F.C. Scoreboards	.....15
Overhead, 18" x 24"	.....15
Monocolor	.....\$125.00
15" x 18" pt.	.....18.21
Wall, Model	.....18.21
and 18" x 24"	.....\$95.00
24" pt.	.....
Flower Shuffleboard	.....\$12.00
Shuf. Scoreboard	.....15
Pucks (set of 4)	.....10.00
Dist. Pucka Pucka	.....1.00
Wm. Des.	.....3.00
C.C. Goals	.....64.00
Bally Shuffle	.....17.50
Reevey 4-PI. Lead	.....175.00
Reevey	.....175.00
6" New Side Cushion Shuffleboards	.....\$9.50
<b>22' MAPLE TOPS</b>	
Lead men, cased	.....\$90.00
New 6" Jumbo Pin	.....19.50
Cons	.....19.50
United Oils	.....13.50
Away Pin Conv.	.....13.50
dot Syracuse Bill	.....49.50
Dot. K.C. Jones	.....49.50
Cottino Telescope	.....64.50
Dot. Bowling Crane	.....49.50
C.C. Football	.....49.50
C.C. Super Kickapoo	.....50.50
C.C. Hatfield	.....47.50
Bally Top Rod	.....24.50
C.C. Bill	.....17.50
<b>Misc. Shoe Shine</b>	
Misc. Bl. & Br.	.....\$50.50
C.C. Catalina	.....39.50
Mrs. Rainbow	.....37.50
Mrs. Banana	.....44.50
Mrs. Campus	.....49.50
Genco Mercury	.....49.50
Genco Big Top	.....44.50
Genco 1-2-3	.....44.50
<b>BINGO GAMES</b>	
5 Star	.....\$199.50
ABC	.....\$79.50
4 Star	.....\$150.50
Bright Lights	.....\$35.00
Bright Star	.....\$60.00
Conroy Island	.....\$60.00

**MID-STATE COMPANY**  
2346 Milwaukee Ave. Chicago 47, Ill.  
Tel.: Dickson 3-3444

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**





your ad delivers

# extra sales power

**in The Billboard's Fall Coin Machine Special**  
with complete distribution at both the MOA and NAMA Conventions

your ad sells at

**just the right time**

The coin machine business—like so many other American industries—experiences a surge of renewed activity following the slow summer months.

The Billboard Annual Fall Coin Machine Special is timed to deliver your strong, important sales message to all coinmen just when they are planning equipment, supply and parts purchases, in order to gear for new and increased activities in all types of locations.

This special buying number also brings you the full advantages of complete distribution at both the MOA and NAMA conventions—conventions which were also especially timed to deliver the full benefits of this important buying season.

your ad sells to

**5,000 extra  
coin machine buyers**

... with complete distribution at the MOA convention ... with distribution to the entire attendance at the NAMA convention ... with extra newstand sales and new subscribers delivered by the tremendous promotion behind this all-inclusive coin machine special, you can depend on a total extra distribution exceeding 5,000 copies.

Yes, that's plus circulation over and above Billboard's tremendous operator readers, of whom—

- 5508 operate amusement games
- 6791 operate juke boxes
- 3532 operate vending machines
- 2138 operate shuffleboards
- 1426 operate arcades
- 744 operate other equipment

and all at

**no extra cost!**

(regular-issue advertising rates apply)

**Plan NOW**  
to use a  
**hard-selling  
dominating ad**

Dated Sept. 13  
Distributed Sept. 9  
Ad Deadline Sept. 3

**USE THE  
COUPON  
TODAY!**

your ad is

**sure to be seen  
and read**

Every year coinmen look to The Billboard's Annual Fall Coin Machine Special for the valuable features and useful reference and survey data that will help them to make more money from their operations. That extra interest is further developed through powerful special promotion that's sure to bring extra reader-attention and impact to the sales messages of advertisers.

• a major 100,000-piece direct mail campaign aimed primarily at coinmen and reaching many of them not just once, but as many as four times for multiple impact.

• a special 5,000-piece direct mail campaign aimed specifically at juke box operators.

• a special 5-week campaign of trade messages right in The Billboard itself, delivering almost 100,000 individual printed impressions to coinmen-readers.

your ad sells

**longer and stronger**

... because of the 23 practical special articles, reference lists and survey data that all coinmen will be reading, using and working with, not for just a week, but all through the big fall and winter buying and operating seasons.

Here are just a few samples:

- Complete Directory of Manufacturers of Coin-Operated Amusement and Music Machines, listing name and address, personnel, trade group affiliation, manufacturing facilities, selling methods, equipment in production, prices of equipment and financing plans available.
- List of Coin Machine Distributors.
- Juke Box Operator Survey.
- Complete Convention Agenda and Exhibitors at both the MOA and NAMA.
- ... plus other special buying and operating features covering every type of equipment and operation.

**I'm interested** in advertising in The Billboard  
Fall Coin Machine Special (Sept. 13).

- Reserve advertising space checked below. I'll furnish complete advertising material in time for your Sept. 3 deadline.
- Send suggested advertising copy and layout for space checked below. If it suits me, I'll return it with corrections or O.K. in time for Sept. 3 deadline. This puts me under no obligation whatsoever.
- Have a salesman call or phone to tell me more.

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Signed \_\_\_\_\_

Full page: \$405.

2/3 page: \$225.

Half page: \$112.50.

2/8 page: \$56.25.

1/8 page: \$17.88.

Other (fill in, in dollars, amount you wish to spend): \$.....

Mail to your nearest office:

CHICAGO  
388 W. Randolph St.  
Central 6-8761

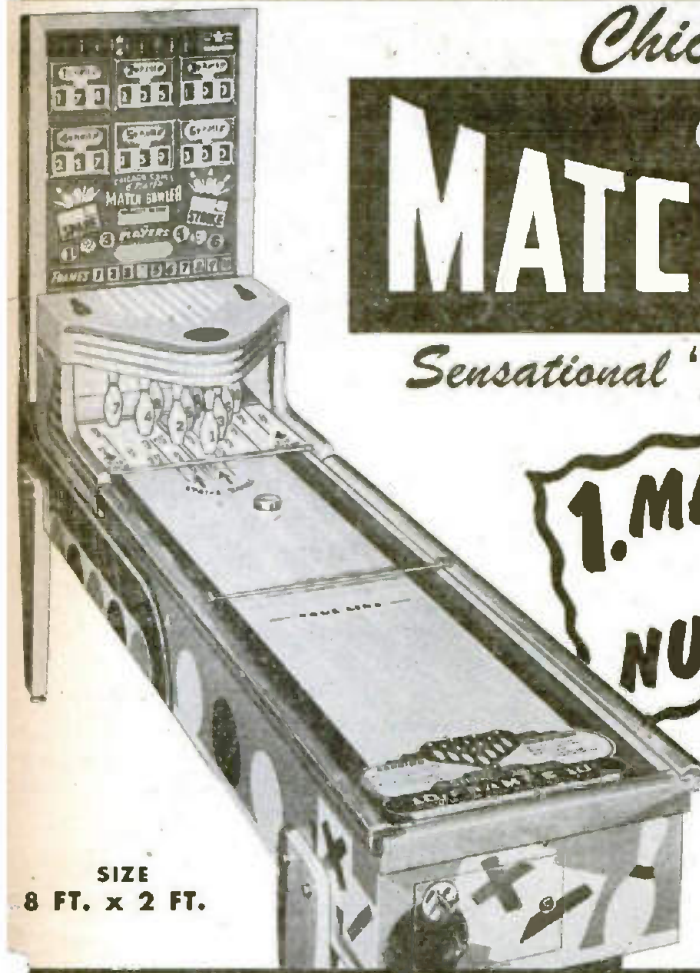
CINCINNATI  
2150 Patterson St.  
DUNBAR 6450

NEW YORK  
1564 Broadway  
PLaza 7-2600

DETROIT  
Fox Theatre Bldg.  
WOODWARD 2-1100

ST. LOUIS  
390 Arcade Bldg.  
CHENNAULT 0443

HOLLYWOOD  
6000 Sunset Blvd.  
HOLLYWOOD 4-5831



# Chicago Coin's 6 PLAYER MATCH BOWLER

### Sensational "2-WAY" MATCHING FEATURE

## 1. MATCH A NUMBER      2. MATCH A STAR

### "INDIVIDUAL" SCORING DRUMS

- JUMBO "FLY-AWAY" PINS
- FORMICA PLAYFIELD
- REBOUND ACTION 20-30 SCORING
- STRIKE & SPARE FLICKER LITES
- 7-10 SPLIT PICK-UP
- HIGH SCORE OF THE WEEK

SIZE  
8 FT. x 2 FT.

ALSO AVAILABLE

## Chicago Coin's 6 10th FRAME BOWLER

JUST LIKE REGULATION BOWLING - NEW 10th FRAME FEATURE GIVES PLAYER UP TO 2 EXTRA SHOTS

## Chicago Coin's BAND BOX

MINIATURE "7-PIECE" ANIMATED BAND

PUT NEW LIFE IN JUKE BOX PLAY! EARNINGS INCREASE

## Chicago Coin's 5 BALL BIG HIT

"BASEBALL ACTION" • COMPETITIVE PLAY "HOME TEAM" vs. "VISITORS"

# CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS

LET YOUR POCKETBOOK AND YOUR "PROFIT-BOOK" TELL YOU WHY IT'S SMART TO DO BUSINESS with LONDON!

SHUFFLE GAMES		TAKE YOUR CHOICE:	
Shuffle Express	\$49.50 EACH	Ten Pins	\$24.50
Chicago Coin Bowling Alley		Pin Drop	
Universal Twin Bowler		Shuffle Alley	
Shuffle Bowler		Shuffle Lane	
Star Bowler			
NEW GAME SPECIALS			
Star Baseball	\$49.50	Triple Score	WRITS
		Star 'n' Go	
LOW PRICES!		NEW LOW PRICES!	
Devotee	\$25.00	Camel Caravan	\$49.50
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TERMS: 1/3 Deposit, Balance E.O.D.

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IT'S NEW... IT'S DIFFERENT...  
**It's THE Coin Machine of Tomorrow!**

GENCO'S  
**\$400<sup>00</sup>**  
**UPRIGHT CONSOLE BINGO GAME**

EXCLUSIVE ORIGINAL DESIGN  
 UP TO 540 RELAYS!  
 DOZENS OF WINNING COMBINATIONS!  
 ABSOLUTELY TROUBLE-FREE  
 PROVED BY 3 MONTHS ON ACTUAL TEST LOCATIONS!  
 SPECIAL SKILL CONTROL  
 KEEPS 'EM PLAYING! KEEPS 'EM PAYING!  
 FASTEST-PLAYING, BIGGEST PAYING  
 GAME IN COIN MACHINE HISTORY

SPACE-SAVING DESIGN  
 Takes only 1 1/2 cu. ft. space of conventional games 24" wide, 17" deep, 64" high.  
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# Ride THE CHAMPION

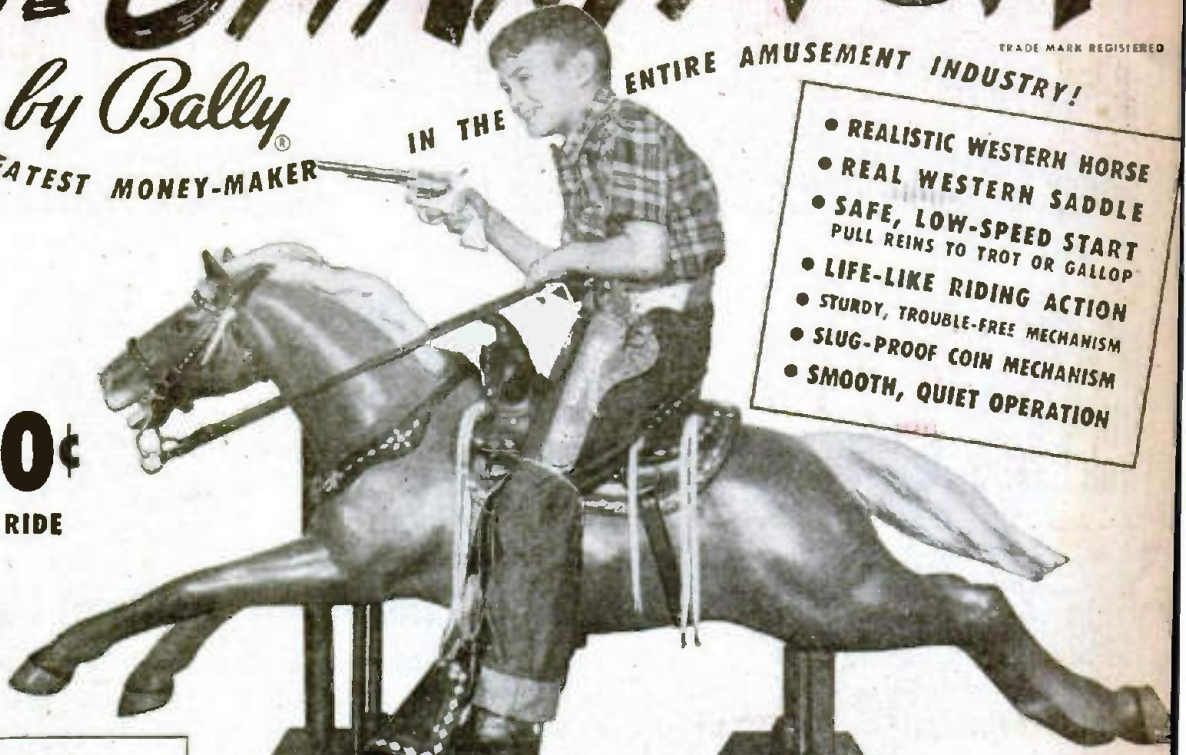
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GREATEST MONEY-MAKER

IN THE ENTIRE AMUSEMENT INDUSTRY!

TRADE MARK REGISTERED

- REALISTIC WESTERN HORSE
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- SAFE, LOW-SPEED START  
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

**10¢**  
A RIDE



### RETRACTABLE CASTERS FOR EASY MOVING

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-hole . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

REQUIRES ONLY  
22 IN. BY 44 IN.  
FLOOR SPACE

110 VOLT  
A. C.

RIDE THE CHAMPION 10¢



THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.



Typical crowd of junior cowboys and cow-girls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety-store.



Through canyons of canned goods, a junior cowboy rides THE CHAMPION Ballyhorse in a Texas grocery-store.

CHAMPION is a registered trademark

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

PALM BEACH  
See Page 96

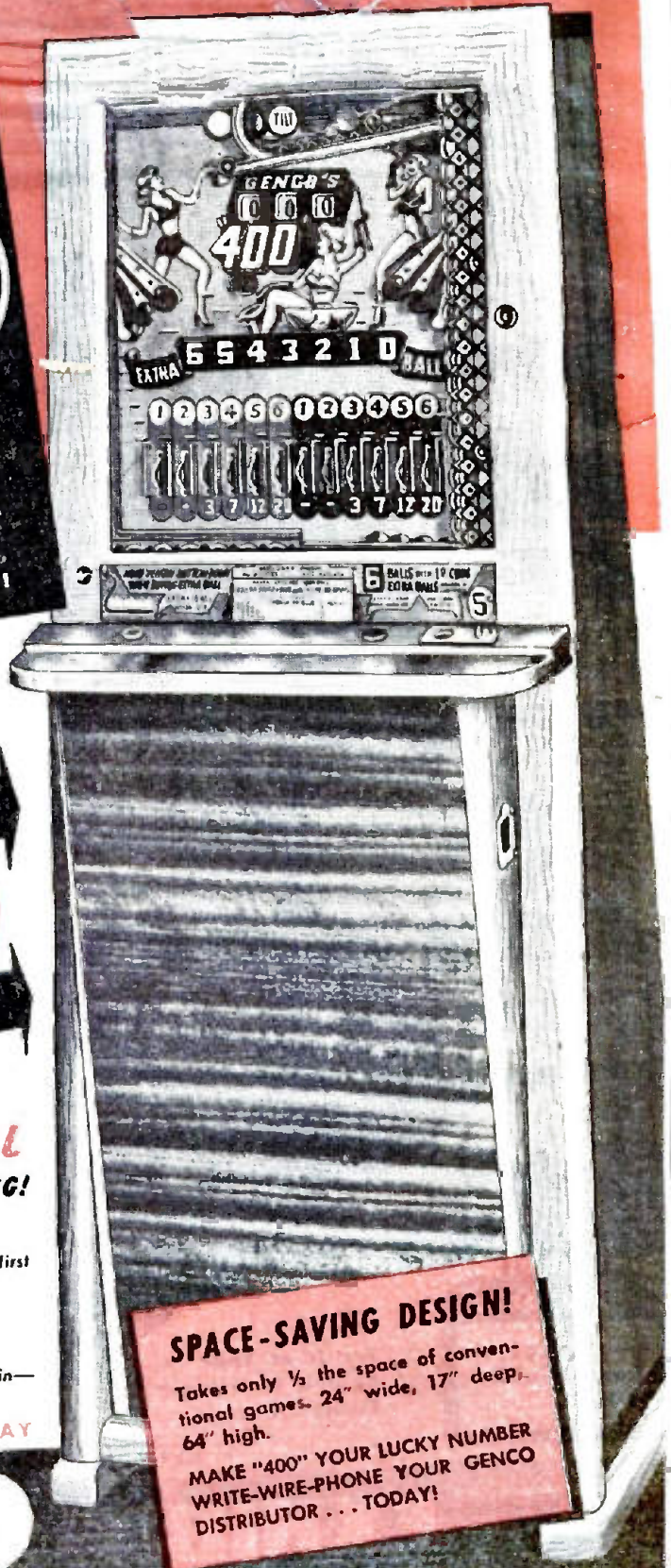
# IT'S NEW... IT'S DIFFERENT... IT'S THE Coin Machine of Tomorrow!

GENCO'S FLASHY,  
FANCY, FASCINATING

# 400

**UPRIGHT CONSOLE  
BINGO GAME**

NOTHING LIKE IT FOR FLASH  
FOR CLASS... FOR EXTRA TAKE!



**EXCLUSIVE ORIGINAL DESIGN**

**UP TO 540 REPLAYS!**  
DOZENS OF WINNING COMBINATIONS!

**ABSOLUTELY TROUBLE-FREE!**  
PROVED BY 5 MONTHS ON ACTUAL TEST LOCATIONS!

**FASTEST-PLAYING, BIGGEST-PAYING**  
GAME IN COIN MACHINE HISTORY

**SPECIAL SKILL CONTROL**  
KEEPS 'EM PLAYING! KEEPS 'EM PAYING!

- UP TO 20 REPLAYS for 1 to 6 combinations
- 120 REPLAYS for 1 to 6 in line combination with first coin
- EXTRA BALL for Each EXTRA COIN
- 400 BONUS REPLAYS for perfect game
- UP TO 12 BALLS PER GAME—6 balls on first coin—6 extra balls for 6 EXTRA COINS

ADDS TO THE PLAY - ADDS TO YOUR PAY

# GENCO

2621 NORTH ASHLAND AVE. - CHICAGO 14, ILL.

**SPACE-SAVING DESIGN!**

Takes only 1/3 the space of conventional games. 24" wide, 17" deep, 64" high.

MAKE "400" YOUR LUCKY NUMBER  
WRITE-WIRE-PHONE YOUR GENCO  
DISTRIBUTOR... TODAY!

*Good Reasons Why*  
**BIG BRONCO**  
*Is The Horse To Operate*



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**BIG BRONCO**  
 Only BIG BRONCO carries UNDERWRITERS LABORATORIES approved UL label.

EXHIBIT'S  
**BIG BRONCO**  
 LIFE-LIKE ACTION  
 ...Trots—Gallops...  
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 "Oilite" Lifetime Bearings

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**BIG BRONCO**  
 Lowest Maintenance Cost of ANY Horse.

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 Fully retractable, easy-to-use casters.

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**BIG BRONCO**  
 Safe, ENCLOSED Tamper-Proof Coin Chute.

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**BIG BRONCO**  
 Full Manufacturing Warranty by a 52-Year-Old Company.

See It at Your Exhibit Distributor Today . . .

ESTABLISHED 1901

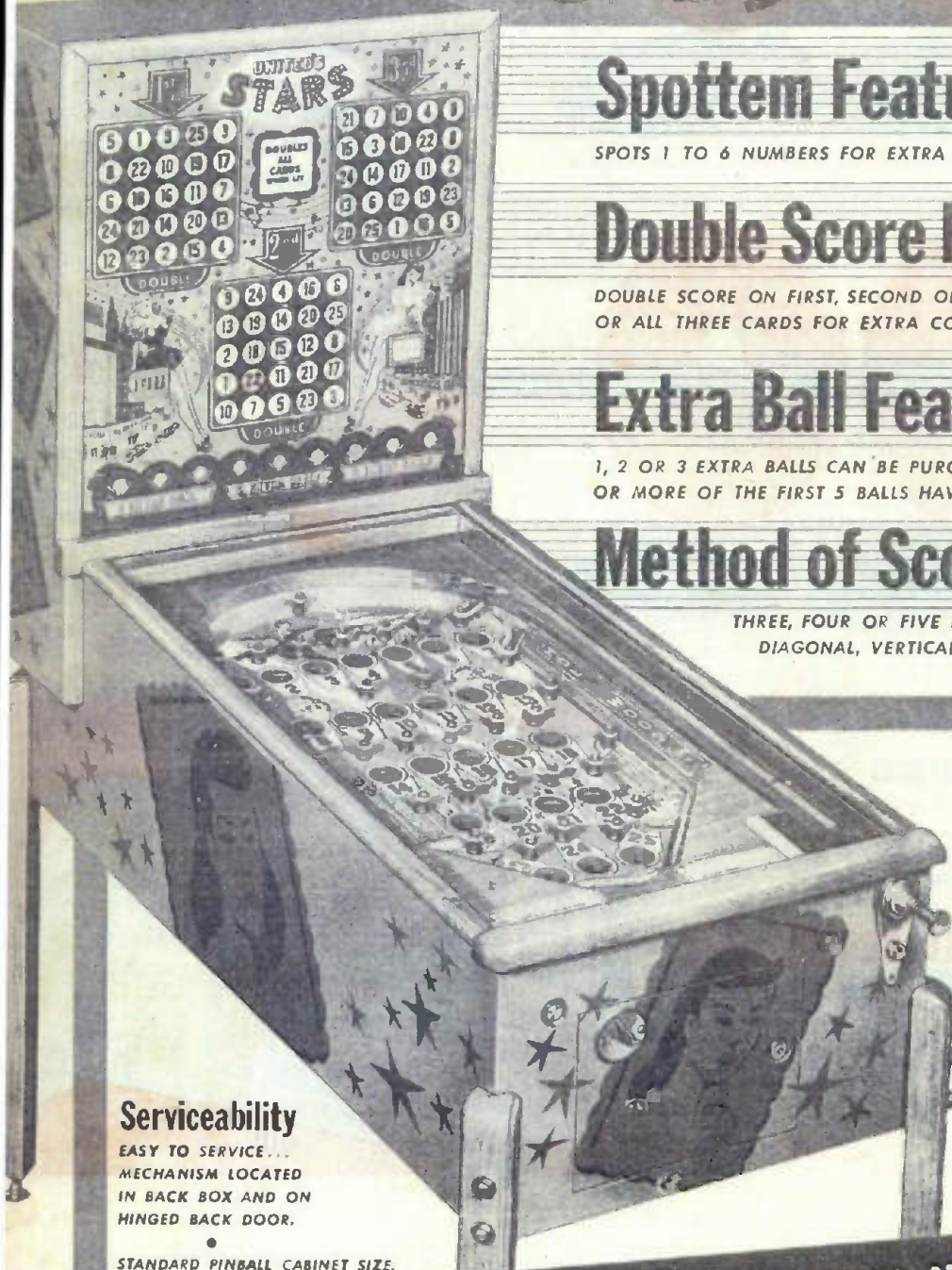
**EXHIBIT SUPPLY**

4218-30 W. LAKE STREET

CHICAGO 24, ILLINOIS

UNITED'S

# STARS



## Spottem Feature

SPOTS 1 TO 6 NUMBERS FOR EXTRA COINS.

## Double Score Feature

DOUBLE SCORE ON FIRST, SECOND OR THIRD CARD OR ALL THREE CARDS FOR EXTRA COINS.

## Extra Ball Feature

1, 2 OR 3 EXTRA BALLS CAN BE PURCHASED AFTER ONE OR MORE OF THE FIRST 5 BALLS HAVE BEEN PLAYED.

## Method of Scoring

THREE, FOUR OR FIVE IN-LINE-SCORING...  
DIAGONAL, VERTICAL AND HORIZONTAL.

SEE  
YOUR  
DISTRIBUTOR

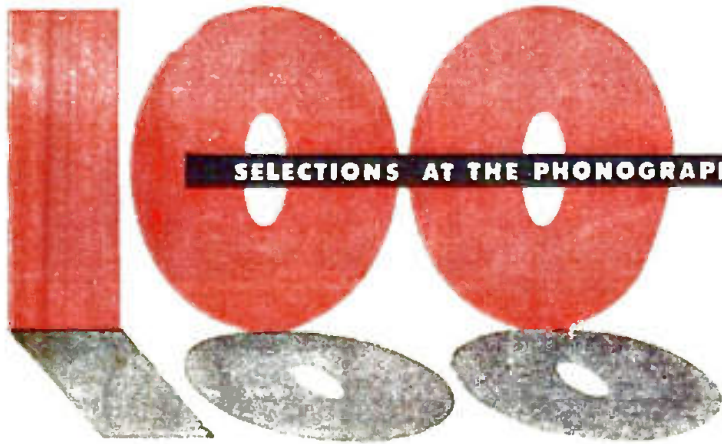
### Serviceability

EASY TO SERVICE...  
MECHANISM LOCATED  
IN BACK BOX AND ON  
HINGED BACK DOOR.

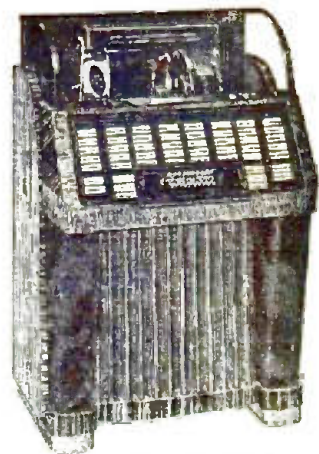
STANDARD PINBALL CABINET SIZE.



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**COMPLETELY EQUIPPED FOR:**

- remote control
- scientific sound distribution
- automatic volume compensation

**NOTHING TO CONVERT! NOTHING TO ADAPT!**



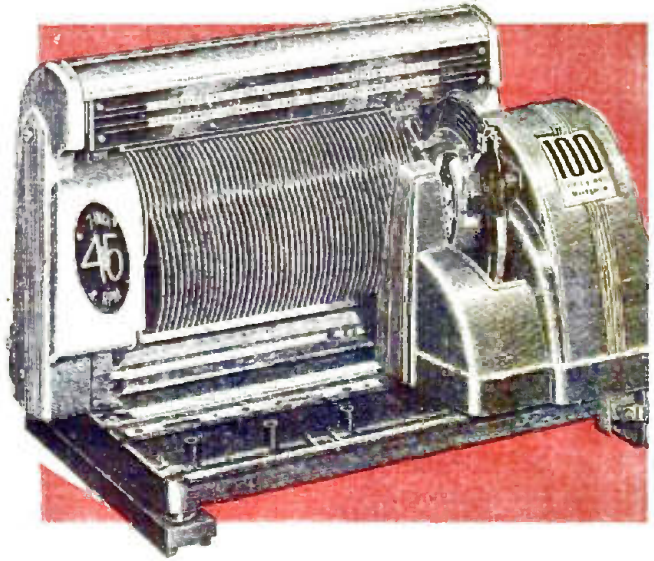
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**ONLY SEEBURG  
HAS THE**

**Select-o-matic**

**MECHANISM**



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DEPENDABLE MUSIC SYSTEMS SINCE 1902  
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**AMERICA'S FINEST AND  
MOST COMPLETE MUSIC SYSTEM!**