

The Billboard



JUNE 28, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS



- Whales Smelled Out the \$3,000,000
- What Makes World's Fair CBS?
- Returns to Outdoor Business at 70
- Outdoors, Video Team Up
- Tailors Parade To FA All
- U.S. Acts to Europe "On Work, Problems"
- 25-Year Puzzle: Saga of John Poley
- "Not Observed" Charts 25-Year "Eased"
- Infant Park Up Fast, Strong
- Complete List of Fair Dates

Conventions May Delay Big Outdoor Grosses

Musicians Nix TV Film Royalty Plea

By LEE ZITTO
HOLLYWOOD, June 21.—James C. Petrillo, proxy of the American Federation of Musicians, Friday (20) informed interested members of the Association of Motion Picture Producers (majors) that the AFM exec board unanimously voted to reject the studios' offer for a two-year moratorium on the union's TV film 8

per cent royalty formula. Four majors this week asked to be heard by Petrillo and the board on the TV film problem.
 Studios were Columbia, Republic, RKO and Universal-International, with the producer association's labor rep, Charles Boren, sitting in and speaking for the association as a whole, thereby representing the interests of those studios not represented by their own men.

Ray Receives 2 Gold Disks

NEW YORK, June 21.—Johnnie Ray received two gold-plated waxings from Columbia Records this week for his sizzling recordings of "Cry" and "The Little White Cloud That Cried." Sales of the platter, issued on the Oken
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Majors didn't attempt to knock out the 5 per cent formula, but appeared to be agreeable to it. Instead, they asked that AFM grant the majors a two-year moratorium during which period they be permitted to use live music in TV film production at existing studio rates and that the 5 per cent question not be considered until two years hence. Studio reps told the board that they were in agreement with the union's position that AFM members enjoy an equitable take from TV film
(Continued on page 20)

BASEBALL MAY BUMP CONFABS

CHICAGO, June 21.—Baseball may take precedence over the Republican convention on TV. The GOP conclave, running the week of July 7, is in direct competition on Tuesday (8) with the All-Star baseball game played in Philadelphia that day.
 The National Broadcasting Company, which is carrying the convention for Phico, will use its facilities to carry the game for Gillette on a coast-to-coast basis. In Chicago, site of the conventions, WGN-TV will carry telecasts of the home teams in preference to either political party's sessions except when presidential balloting is on.

Sharp Upturn Indicated After Chicago TV-ing

Carnivals, Circuses To Be Hit; August Fairs Look Good
 By HERR DOTEN

CHICAGO, June 21.—Prospects for outdoor show business for the remainder of the season present a mixed picture, ranging from excellent to fair, according to the various branches of the industry.
 Here, in brief, is the outlook: For July, grosses will be off from the same month of '51 due to opposition of the national political conventions which for their duration will keep practically everyone glued to a TV or radio set for most of their non-working hours.

Radio-TV Ads Revive Gorilla

DETROIT, June 21.—One week pre-opening saturation campaign via radio and television using
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For the months thereafter, there should be a sharp upturn in business generally, as the public, weary of the confinement of TV viewing, radio listening, turns outdoors for relaxation and relief.
 Broken down, the prospects for
(Continued on page 45)

Industry Fears Drastic CBS Rate Cuts Near; Net Says 'No'

NEW YORK, June 21.—There was an increasing fear this week among Columbia Broadcasting System and other network-affiliated stations that CBS may announce a nighttime network rate cut of as deep as 40-50 per cent on or about July 2. This would be the day following the closed meeting of CBS affiliates here in New York to discuss the current network crisis. CBS executives including Bill Puley, Frank Stanton, Adrian Murphy and Joe Ream have agreed to meet with their affiliates the day after the affils have their own meeting.

daytime and evening rates exactly equal.

HOPE TO RUN FOR AGVA PRES

NEW YORK, June 21.—Bob Hope will run for the presidency of the American Guild of Variety Artists against George Price, incumbent, in a surprise move that didn't develop until the last day of the union's convention which ended last week in Hollywood.
 In a statement that Hope has sent to AGVA, he wrote, "If I am nominated I will run for the presidency. If I'm elected I will be happy to serve."
 The procedure is to get 200 paid-up members to sign a petition (because Hope wasn't nominated at the convention; Price was the only candidate) and get it to the board by June 28. Ballots will then be mailed and election returns will be known some time in August.

CBS is apparently in a strong position to cut rates, if its leaders' decision should be to make such a move. Only about ten of the web's affiliates have contracts calling for affiliate approval of network rate cuts. All the rest couldn't do a thing about a CBS network rate cut. Among the ten, however, are stations in such important markets as Cincinnati, Seattle, Detroit, Cleveland, and Louisville. What these ten affiliates would do in the event of a CBS rate cut is an open question.

Vaude Dates Hit New Low

By BILL SMITH
NEW YORK, June 21.—About 10 weeks of regular run theater dates are now available throughout the U. S. and Canada. A few years ago almost 25 weeks were available without Canada, a survey disclosed.
 But even the 10 weeks is a misleading figure, because in actual
(Continued on page 18)

CBS executives, however, told The Billboard there was no foundation to reports that a cut would be announced July 2. At this writing many plans for solving the web's present dilemma are still under consideration and no final decision has been made.
 Persistent reports, nevertheless, have it that one plan likely to be tossed at the affiliates by CBS toppers is a "parity rate" blueprint. This would impose a 40 per cent slash on current evening rates while upping daytime costs by 10 per cent. The net result of this juggling would be to make

It is known, however, that not only CBS, but the National Broadcasting Company brass are of the opinion that, regardless of all facts and statistics, the only way any appreciable amount of network night time will be sold to major advertisers next fall, will be to cut rates by as much as 50 per cent. There have been persistent reports that a number of advertisers are already buying night network time for as much as 35 per cent to 40 per cent off present card rates. To such advertisers, of course, an official 40-50 per cent slash would, to a large
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Billboard Backstage

By JOE CSIDA

Two chores remaining before sneaking off for a two-week vacation are: turning out a couple of "Backstage" columns in advance, and answering a large pile of neglected mail. I can do part of both by building this "Backstage" on a few of the accumulated letters.

Like this one from June Valli: "A couple of weeks ago you mentioned me in your column again along with Eddie Fisher and Al Martino. I was so happy to find that you remembered me, particularly because I haven't recorded since last October. However we did make a few records of sides last week. Harry Salter furnished the brilliant orchestrations and Hugo Winterhalter conducted magnificently. This may, of course, have been my last time at bat for RCA Victor, but if it doesn't hit I hope you will be patient with me just a little while longer. I am writing you this because I am so grateful to find you are still on my bandwagon even though it's not exactly crowded."

Dear June: You're a fine singer, and it will show on your record just as soon as you get a little more relaxed and confident in that studio. It looks like your last one, "Strange Sensation," may turn out fairly big, but whether it does or doesn't, don't worry about it. And don't worry about RCA Victor dropping you. I doubt that they will. And if they do, you'll make it sooner or later, anyhow. The day will come

when you'll wish the bandwagon were a little less crowded. Keep singing, and don't lose confidence in yourself.

Betty Brown writes: "In case you didn't see your rival newspaper's reviews of Frank Sinatra at his L. A. Coconut Grove engagement I'm sending you a copy. And your own correspondent doesn't agree with your opinion that his voice was 'spotty,' saying, 'Sinatra was never in better voice. ... His phrasing, as usual was spectacular. His selection of tunes generally was excellent.' Why don't you let your hair down and admit he's the greatest?"

Dear Miss Brown: You believe he's the greatest, and my boy, Johnny Sippel, who reviewed him at the Grove, thought he was pretty great too, as you say. We're all entitled to our opinions, even editors. Personally, I like Eddy Arnold.

A nice man named R. A. Reed from Alberta, writes: "Thanks for your column about the TV and its ability to bring out the cultivated inner side of present day sportsmen. I'm still chuckling. The Billboard has been on my required reading list for over twenty years and has become as important to good living as my morning coffee."

Dear Mr. Reed: Thank you. Being of the school which believes life is not worth living until after that cup of morning

coffee, I consider your compliment the finest we have ever received.

And here's a fellow, Cyril Clemens of Webster Groves, Missouri, who needs some help: "I am editing the anecdotes of my kinsman Samuel L. Clemens (Mark Twain) and shall be happy to hear from Billboard readers who may have Twain stories or anecdotes."

Dear Mr. Clemens: Only one I recall is the tale which credits Twain with saying: "When I was 18 I often wondered how my father could be so ignorant. When I was 30 I was amazed at how much he had learned in the 14 previous years." If any of you readers have any Twain yarns, please send 'em along to his kinsman.

Fred Steel writes: "Your words about young Steve Lawrence in your May 10 column were most heart-warming to me. You see, I am his voice teacher and coach. I firmly believe that this 16-year-old boy is the finest male prospect I have had since Eddie Fisher. We can't all be wrong, can we?"

Dear Fred: We certainly can't. Steve's first record, "Poinciana," is already doing very well. And under the guidance of King Records' Dewey Bergman, I'm sure young Lawrence will bust out real big one of these days. You may be proud of the job you've done with the lad.

Legit Line-Up

Representatives of more than 40,000 actors in 12 European countries met this week in London and set up an International Federation of Actors on Thursday. Actors from all over the world will be invited to join the European group. ... American Legion posts in Worcester and Fitchburg, Mass., have protested the appearance of Larry Parks, who testified in Washington as having been a Communist, at Guy Palmerton's two strawhatters. Palmerton is going ahead with plans. ... Lenora Lonergan, absent from "Of Thee I Sing" because of arm burns, returned to the cast Friday (20). ... John C. Wilson and Alfred De Liagre plan the U. S. premiere of "The Deep Blue Sea," starring Margaret Sullivan with Alan Webb, for November 5 at the Morocco Wilson also plans importing the London hit, "Little Hut," starring Robert Morley in September.

Dancers Bambi Lynn and Rod Alexander leave the Hotel Plaza, New York, for 12 weeks at Green Mansions, Warrensburg, N. Y. ... Alton Wilkes' Lakes Region Playhouse, Gilford, N. H., begins a star-system season, June 30; the Chase Barn Playhouse, Whitefield, N. H., kicks off July 8. ... Alan Lee's playhouse, Somers, Mass., staged a swanky opening Saturday (14) with Bert Lehr and Fay McKensie in "Burlesque."

James Russo and Michael Ellis have signed Bette Davis to appear on Broadway next season in "Two's Company," a revue with sketches by Charles Sherman, who'll direct. Russo and Ellis

are also planning a fall tour of "Born Yesterday" and "The Moon Is Blue" featuring all-Negro casts.

Robert Mathan's "Jezebel's Husband," under Sherman Marks' direction and starring Claudia Rains will begin rehearsals July 14 for a strawhat tour prior to Stem bow. ... Elliott Murphy's Aqueduct opens Thursday at the Amphitheater in Flushing Meadows Park, New York. ... Mike Todd's spectacle, "A Night in Venice," opens at Jones Beach Marine Stadium the same night.

Alexander H. Cohen is near on getting U. S. rights to Patrick Hamilton's latest, "The Man Upstairs."

INTERNATIONAL THEATER MAG TO DEBUT

A new theater mag, International Theater, will offer a mid-summer issue August 1. Published by Wolf Heider, it becomes monthly in October. ... Sell-outs: "South Pacific" in Dayton, O., at the 2,600-seat Keith Theater, 87G; "Venus Observed," Lydia Mendelsohn Theater, Ann Arbor (Mich.) Festival, and the Totem Theater Players, Canada's only all-year theater in arena with "The Man Who Came to Dinner." ... The Theatrical Square Club will give a dinner Monday in honor of Sally Permach. ... "Mrs. McThing" will continue its Broadway run thru July 19.

"ON YOUR TOES" GETS SILO REVIVAL ... Richard Aldrich's Falmouth Playhouse, Coonamessett, Mass., will stage a revival of "On Your Toes," Rodgers and Hart musical hit of 1936, starting August 25.

The Maplewood (N. J.) Theater revives T. S. Eliot's "Cocktail Party," with Dennis King, Margaret Phillips and Estelle Woodward, on June 23. ... Ron Rawwood, on completed casting for Edward Cauffield's "Stacey Jones," musical, opening June 30 at his Westhampton (L. I.) Playhouse and starring Arthur Treacher. ... John Huston's "Frankie and Johnny" musical opens William de Lys' new theater, Greenwich Village, New York, on September 29. ... Theon Bamberger's tent in Philadelphia is set for the first seven weeks, opening June 30.

The Ballet Theater will play the Hollywood Bowl August 7, 8, 9, 14, 15 and 16, preceded by July 25-26 dates at Red Rocks, Denver.

The Brattle Theater, Cambridge, Mass., offers "Lulliam" for two weeks starting Tuesday. ... The Neptune Music Circus opens July 1 in Asbury Park, N. J., with "Desert Song," Bally and Patricia Barry re-open their John Drew Memorial Theater, Easthampton, L.I., July 7, with "Brigadoon."

Cherry Chase, teeing off its summer season with Robert C. Lewis in "Charley's Aunt," has signed Jane Wyatt for "Biography" which will be the theater's sixth offering this summer. ... Newest entry in the Chicago area silo circuit: is the Quartet Theater, which opens June 22 and plays 10 shows thru the summer. Tenthouse Theater, Highland Park II, will play "State of the Union" starting June 17 with David Lewis in the lead. (Legit reviews appear on Page 16.)

Nat Abramson To Book USO In Caribbean

NEW YORK, June 21.—Nat Abramson, WOR's Artist Bureau, will take over the activities of the USO-Camp Shows in the Caribbean area as soon as he receives a ruling on minimums from the American Guild of Variety Artists.

Camp Shows, which has been furnishing shows to the area, has decided to apportion its available funds to other theaters of operation where the armed personnel is greater and the demand for shows is also greater. The Caribbean command consists of Cuba, Porto Rico, Panama and Trinidad.

Abramson will hire groups of seven or eight performers who will be flown south and do 15 shows in three weeks. Money will be about \$75 minimum, with all expenses (except personal) paid. The Department of Defense will provide round-trip air transportation. AGVA has notified Abramson that its scale for performers will be \$100 for a single, \$175 for doubles and \$225 for trilos. Where chorus lines are used, each member of the chorus must get \$85 minimum. All salaries are to be met and Abramson is to furnish round-trip transportation plus room and board. If any agents are in on the deal, their commissions are to be limited to 5 per cent.

Lawrence Phillips of USO-Camp Shows said that original plans called for a de-activating of the Caribbean zone in May. Also, the smaller number of armed personnel in the area made the demand for talent decrease in recent months. He admitted, however, that there was no official notification that USO was dropping out of the Caribbean talent picture.

Col. Joseph F. Goetz, head of the armed forces entertainment branch, said that while Abramson would put shows on in the Caribbean area, he would not be the exclusive booker.

Insufficient funds for USO, he said, plus the greater need for entertainment in other armed forces theaters, made it necessary to cut back somewhere. The Caribbean was chosen after deliberation. So instead of the USO putting shows on in that area, civilians would take over.

London Dispatch

By LEIGH VANCE

LONDON, June 21.—The Conservatives issued a Three-Line Whip—urgent command—to their party members for the debate on whether TV was to be sponsored in Britain or not. There were sections in that party who stand against any form of sponsored program, but Winston Churchill made their obedience to government policy a vote of confidence in him by issuing the "Whip." Somewhat reluctantly the Conservatives carried the government amendment that TV should be open to commercial sponsors "as soon as the equipment and stations could be made ready."

Assistant Postmaster General Gammans, under whom the British Broadcasting Corporation operates, made the government's views quite clear. "We are in earnest," he said, "not only in breaking the BBC monopoly, but also in permitting sponsored TV."

Earlier the government had passed a bill taking the appointment of BBC governors out of the corporation's hands "to avoid the possibility of political pressure in the future." The governors will now be appointed by an independent committee. Once the battle and fury in Parliament was over, and bewildered citizens had got used to the idea of direct instead of concealed plugging coming over their air, BBC men started reckoning just how long it would take to put this plan into operation. At the moment TV uses two studio buildings—the old Alexandra Palace with tiny, cramped production rooms, and the ex-motion picture studio building at Lime Grove. Staffs find it hard enough to cover their requirements as it is. Maybe TV will get backing from the new Director General, whoever he is to be. After seeing everything he had worked for thrown out by the government, the present director, is to become editor of "The Times," from which position he will no doubt have something forceful to say about the first sponsored program which will appear. (Continued on page 45)

Paris Peek

By ANNE MICHAELS

PARIS, June 21.—Two resignations make up the major part of news this Paris week. Jean Arnaud, director of TV programming in Paris, has handed in his letter of resignation to the Ministry of Information, which controls French TV, over a dispute on the means and methods used. M. Arnaud previously expressed what amounted to frustration with the limited money, and the wasted time and space which the French system of using both the 819 and 400-line cameras, control boards and transmitters necessitated.

The other big fight was between actor Jean Marais of the Comedie Francaise, and administrator, Pierre-Aime Touchard. The rupture came when the actor left to shoot a film in Italy. After the administration had been notified and agreed on his going, the director of the production of "Romeo and Juliet," Julien Bertheau, in which Marais was to have played, became irritated at not having the star at rehearsal that evening. The fight between the two touched off fireworks and brought about Marais' resignation.

LYRIC THEATERS

GET BIG CUTS ... The budget cut in the national lyric theaters—the Opera and Opera Comique—comes after the Opera presents this week one of the most lavish spectacles. Its stages have ever had. Jean Philippe Rameau's "The Gallant Indians," which calls for 30 singers, 100 dancers, a chorus of 100, 90 extras, 750 costumes and a volcano that will erupt on stage. However, if the Opera is allowed to go ahead with the mammoth spectacle, the Opera Comique, in order to keep running the entire (Continued on page 45)

Picture Business

By LEE ZHITO

HOLLYWOOD, June 21.—Under normal circumstances, when a reporter's obviously immortal contribution to American letters falls victim to merciless mishandling by the boys in the composing room, the wounded scribe is sure to give vent to a sharp cry of pain. This column last week, devoted to my impressions of American Federation of Musicians' Prexy James C. Petrillo, was jiggled about a bit roughly in Cincinnati, but all was quiet on The Billboard's Western front. A very good reason why this reporter chose to suffer silently and overlook with an understanding eye the fact that the mid-portion of the column was replaced by its ending was because Exec News Editor Bill Sachs in Cincinnati accepted with admirable calm the

unusually heavy copy flow via the Hollywood teletypewriter. Normally the Hollywood machine goes off the air around 10 or 10:30 p.m. Last week Johnny Sippel's coverage of the American Guild of Variety Artists' convention and this reporter's copy covering the American Federation of Musicians' convention in Santa Barbara kept the Hollywood machine in continuous operation until around 4 a.m. If Bill can take such a deluge with stoic silence, why should a reporter squawk about a couple of switched paragraphs?

Also there was a funny side to this as well. During my chats with Petrillo at Santa Barbara, he had a favorite running gag to the effect of why worry about the copy, it'll all get chopped any

way at the copy desk. Of course, Jimmy knew better, for he was reading The Billboard before this reporter was born, which all went into making it a good laughing-provoking running gag. The composing room mishap, of course, delighted Jimmy when I was with him here at the Ambassador during his sessions with the representatives of the major and independent motion picture producers, and he merrily continued his favorite running gag. So that the poor copyreaders, so often target for blame, be cleared of this, I thought it best to explain it all now.

Television film production heretofore looked down upon as the illegitimate offspring of a respectable industry, this week (Continued on page 45)

BROADWAY SHOWLOG

Performances thru June 21, 1952

DRAMAS		
I Am a Camera (Musical)	11-27, '51	239
Mrs. McThing (Musical)	2-20, '52	241
Point of No Return (Musical)	12-13, '51	200
The Fourposter (Musical)	10-25, '51	279
The Wife (Musical)	4-30, '52	61
The Mad I Be (Musical)	3-8, '51	533
MUSICALS		
Guns and Dolls (Musical)	12-25, '50	658
New Faces of 1952 (Musical)	5-16, '52	43
Of Thee I Sing (Musical)	5-5, '52	56
Patrol Year Wagon (Musical)	11-12, '51	297
Pat Jones (Musical)	1-1, '52	196
South Pacific (Musical)	4-7, '49	1,316
The King and I (Musical)	3-19, '51	516
Top Banana (Musical)	11-1, '51	269
CLOSED		
Statue 17 (Musical)	6-21, '52	372
COMING UP		
Wish You Were Here (Musical)	6-25, '52	
A Night in Venice (Musical)	6-26, '52	

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Washington Once-Over

By BEN ATLAS

WASHINGTON, June 21.—Whatever happened to color TV? That's what conferees were jokingly asking after a day-long meeting this week with the Federal Trade Commission on a new trade practices code for the radio-TV industry. There was nary a mention of color TV at the conference which ran from early morning until past dinner time. At a previous trade practice confab last September, the oaken conference chamber fairly sizzled with debate over proposed regulations to govern advertising on TV sets equipped for color. On the surface, the color issue is in a dream stage. Industry folk will be blowing few tubes publicly over color TV until after the National Production Authority's emergency ban on set manufacture is lifted. Sometime after that you can look for Radio Corporation of America and other industry leaders to ask the Federal Communication Commission to examine the latest in electronic color gear which, the FCC will be told, outmodes present Columbia Broadcasting System color standards. There's little doubt of the outcome along the Potomac. The FCC will take another look.

POLITICAL TIME FUSS DISTRESSES FCC...

FCC-ers aren't confessing this above a whisper, but they're sorely distressed by the growing ruckus over free political time. There was an audible exhalation of relief from FCC offices this week when the networks took the agency off the limb by harmoniously meeting demands from Senators Robert A. Taft (R., O.) and Estes Kefauver (D., Tenn.) for equal air time to match Dwight Eisenhower's Abilene, Kan. talk. The commissioners are aware, tho, that the issue of equal political time will be hotter than ever in the forthcoming campaigns. TV has stirred the ardor and imagination of candidates and party committees, they're out to extract every last second of possible gratis time. The pulling and hauling will be accompanied by recurring petitions to FCC, like those resulting from the latest fracas. On the spot already with the Progressive Party's demand for clarification of air time policy in respect to political minorities, the commissioners are readying an answer which they're privately aware won't be adequate. One FCC-er summed it up gloomily: "This issue has been in court before and it'll probably be there again."

LAVISH TV SET-UP FOR WHITE HOUSE

President Truman's successor will be the most televised president in history. No matter who's chosen by the voters next November, the chief executive will be surrounded by the most elaborate TV gear ever installed in the White House. The diplomatic reception room, known commonly but inaccurately as "The Oval Room (there are four oval shaped rooms in the White

House), is already outfitted as the mansion's radio-TV "studio." This is the room from which the late President Roosevelt had broadcast his famed "fireside chats" to the nation. President Truman has used it for similar purposes. The refurbished White House now includes an additional ground-floor TV studio which is better equipped than many a commercial station. It has the latest in acoustical, lighting and wiring equipment. About all that's lacking is monitoring gear. White House telecasts can be arranged in a matter of minutes, just time enough to rough out the plans and back a network truck into the driveway under the North Porch to bring a cable trunk to the basement. Radio facilities are vastly improved, too. President Truman is delighted with the modernization; so are the Secret Service operatives, who particularly appreciate the built-in wiring which has completely eliminated the hazards of cable lying around. The new TV control room-studio has been unused by Mr. Truman except for his recent personally televised tour of the White House and for a test by one of the networks a few weeks before that.

Glasgow Gleanings

By CLIFF HANLEY

(This column appears once a month)

GLASGOW, June 21.—This is a vintage month in Scottish show business, with the openings in Glasgow, Edinburgh and Ayr of the resident summer shows. The summer show is a peculiarly Scottish institution, but one of fairly recent date. Compounded of revue and vaudeville, it baffles the foreign visitor, but delights the native enough to guarantee more or less packed houses for six months in the year. Material is changed every week or two, and thousands of throrly indoctrinated fans re-visit the same show every week during those six months.

At the Pavilion Theater, Glasgow, Tommy Morgan, now undisputedly Scotland's premier comic, is off to a flying start for his 14th season there. The opening got rave notices, and the customers have been packing two houses per night even thruout the recent heat wave. The second-string comic in this show, Jimmy Nell, also paralyzes the fans and is being hailed as a rising star. His style is so strongly Scottish, tho, that it is not likely to travel. A hundred yards away at the Theater Royal, there's more boom business for "Half-Past Eight," a summer revue starring 27-year-old Stanley Baxter. Baxter, reared in legit at the Glasgow Citizen's Theater until last year, brings a ready-made following to the Royal. He is backed by co-starring English comedian George Laey and a lavish production.

Jimmy Logan, star of the Logan family show at the Metropole, Glasgow, is on the weary side, but fan-loyalty is producing good business nevertheless.

At the Gaiety Theater in Ayr, the 1952 summer show is settling nicely. Aly Wilson stars for the second successive year.

Aberdeen comic Harry Gordon leads the Edinburgh version of "Half-Past Eight" (the two "Half-Past Eight" companies will switch locations in mid-season). Dave Willis, greatest Scottish clown of this generation, has retired from the stage for the fifth time. This time it finally looks final, but he remarks that he would not say no to TV.

SCOTS LIKE SUMAC, DEMAND KAYE

Yma Sumac, the Peruvian impossibility, did fair business in her Glasgow concert. . . . Danny Kaye's one-night Glasgow date on July 8 is now in some doubt tho he seems certain to play Edinburgh and Dundee. Kaye fans here have, in any case, been protesting against the one-night-stand project as being too meagre a ration. . . . Chipperfield's circus attracted good reaction and generous press coverage with their "austerity" circus parade of 16 elephants along Princess Street. (Continued on page 45)

Highlight Reviews

VAUDEVILLE

Benny, 'Better Than Ever,' Charms Palladium Audiences; Day Shines

By LEIGH VANCE

Jack Benny is one of the most accomplished clowns Palladium audiences have had. And on this, his third visit since the war, he was better than ever. For his entire 60-minute act he seemed to do nothing, but with infinite charm. That urbane smile; that flat, finlike hand; the lazy, drawing voice; those languorous gestures—they all added up to one word, technique. And what a joy to watch.

This time Benny introduced the bright-eyed vibrant-voiced Dennis Day, who played foil with a concealed and very sharp point. "You see, boy," drawled Benny, after the singer had given them a couple of numbers. "They like you." Then, to the audience—"I may not be very clever myself

—but I certainly know how to pick them!"

The show took its first curtain with Day breaking out of "Sweethearts," which Benny was accompanying on the violin, into a frenzied face-pulling take-off of Johnnie Ray which ended with him groveling on the floor, followed at every stage of his collapse by a bland Benny still sawing out "Sweethearts" deadpan. For encore Benny kidded the usual first-night Palladium speech with a brilliant skit on his own thoughts. While finishing "Sweethearts" mournfully in front of the mike, his recorded voice droned out his supposed thoughts—most of them about money. This was a gimmick with genius. They loved it. Most charming supporting act

was Swedish skater Major Britt's performance on a rink about the size of a frozen pocket handkerchief. Most dynamic were the Continental Charivels, a high-speed dance act with a difference. The Two Aliferos bumped each other around with skill and a sense of humor.

London Palladium

(Monday, June 10)

Capacity, 2,200. Price range, 99 cents - \$1.82. Two shows daily. Booker and manager, Val Parnell. Producer, Charles Henry. Show played by Woolf Phillips Sky-rockets ork. Press representative, John A. Carlsen.

TV-FILM

New Pilot Pic Demonstrates Scope, Versatility of Puppet Technique

By SAM CHASE

A new group of TV puppets, handled by Nat Norbert, were exposed to advertisers, agency and network execs at a special showing of a 30-minute film by a new vidpix outfit, Tyme Productions. The film was meant to demonstrate the potentialities of the puppet characters more than to peddle a specific series from this pilot film. Thus, altho this film ran the traditional 30 minutes, Tyme is willing to adapt future efforts of its crew into 15-minute strips, or even into commercials.

The sample film was spotty, with some sequences quite good and others self effective. A major part of the film used no dialog

whatever, with the actions of the puppet characters in these silent sequences coming across far more effectively than where they conversed. Voice characterizations were good, but the script could have been stronger and synchronization was not always on the button.

There were some clever touches in the film, which involved as leading characters a boy puppet, Justin Tyme, and his dad, who, naturally, was called Father Tyme. Working as a detective team, they sought a glamorous female puppet who was missing, and there was some good satire on the typical TV whodunits. Some of the best sequences in-

involved a visit to a tough cafe in which a puppet magician performed and puppet Apache dancers went thru their routines. Perhaps the best sequence was at the hideout of a gangster puppet, Fat Louie, where a crooked card game led to a bloody battle, with the little thespis wielding chairs, brickbats, etc. Some of the puppetry was extremely lifelike and the viewer was apt to follow the action as tho the performers were human.

Obviously, a good deal of care and expense went into this sample film. It serves its main purpose of indicating the scope and potentialities of the puppet (Continued on page 14)

NIGHT CLUB

Durante, 10 Pounds Off Weight, Still the Champ to Chicagoans

By NORMAN WEISER

Local cafe-goers are a peculiar breed. Acts which may go big in other parts of the country often hit a Waterloo here. But one performer who always means money in the bank for the Chez Paree is Jimmy Durante. And this time, altho some 10 pounds lighter after his bout with illness and British menus, he's proving a bigger draw than ever.

Caught on the third night of their current month's stand, Durante and company had the ropes up at 7:30 p.m., and long after midnight Chez's large foyer was

jammed with people waiting to get in for a look-see.

Durante, as usual, carries the bulk of the load, but all of his regulars, plus the Hollywood Court Girls, the Chez Adorables, Jessie Rosella, the cigarette girl, a moth-eaten lounge, and practically the entire band, augmented for this show to 13 pieces, get into the act. The audience gave Durante a standing ovation when he came on, but stopped the show when Eddie Jackson and Candy Candido made their appearances. As Durante went from one old

stand-by number to another, the customers clapped, shouted and stomped. Even the throwing bits, with drummer Jack Roth, a great catcher, drew terrific response. By-play with Jules Bufano at the piano, a violinist in the band with a heftily proportioned saxoz, the girls, and all the bosses, continually broke up the audiences.

On for about an hour, a perspiration (Continued on page 17)

Jimmy Durante, reviewed at the Chez Paree, Chicago. Tuesday, June 17.

RADIO

Station Sells Domestic Culture Via Lively Spot Jingle Series

By JUNE BUNDY

Manhattan indie WNEW has always imbued public service gimmicks with plenty of audience appeal, and its new "Lively Arts Jingles" are a prime example of the station's superior spot-packaging technique. This series, conceived by WNEW publicity chief, Alan "Bud" Brandt, is particularly admirable in that it manages to express an essentially sophisticated copy idea (selling the appreciation of good music, books, modern paintings, architecture and opera) in simple language—urban in approach yet

never upper-brow nor patronizing.

This mood is perhaps best expressed in Roy Ross' excellent musical backing and the genuine feeling of spontaneity projected by the Ray Charles singers. Ross, WNEW's musical director, also deserves kudos for his smartly-paced arrangements and original tunes which are greatly unlike most corny jingle refrains. One, a haunting tribute to the architectural beauties of home towns, has all the audio-marks of a potential hit song.

Copy on this spot reads: "People rush around like mad to get themselves a visa. They want to see the beauty of the leaning tower of Pisa. The Sphinx and Coliseum, they are sites of great renown, but remember this and don't you miss the beauty in your home town." On their own the lyrics sound rather commonplace. (Continued on page 18)

"Lively Arts Jingles," reviewed, via WNEW, New York.

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Radio Apprehensive of 40-50% CBS Rate Cut

Web Execs Deny It, But Affiliates Fear Net May Slash Nighttime Costs

Continued from page 1

degree, merely mean formalizing a presently existing arrangement.

Vic Sholis, head of WHAS, Louisville, will be the keynote speaker at the CBS affiliates meeting on July 1, and George Storer, head of the Storer radio and TV chain of stations (affiliated with both CBS and NBC), will be the meeting's chairman. Sholis will, of course, speak strongly against rate cuts as a solution to the web dilemma, and will recount the sad history of

price-cutters in many industries. The CBS meetings will be watched with considerable interest by all broadcasters, as well as advertisers and agencies, since a CBS decision to cut rates would

inevitably be followed by cuts at the other webs. It is the general opinion of broadcasters that a new round of network rate cuts would necessitate slashes in station local and spot rates.

Rate Cuts Unsound For Radio—Dunville

CINCINNATI, June 21.—Reducing radio rates horizontally is both unsound and unwarranted, Robert E. Dunville, president of the Crosley Broadcasting Corporation, said here this week before the annual convention of the American Marketing Association. He also stated that research organizations needed to revise their methods of evaluating radio.

Dunville pointed out that the radio industry is in a period of adjustment, but that it offers advertisers circulation at a low enough cost per impression to make it a profitable and usable advertising medium. He also predicted that radio in the future will consist of fewer stations and one outstanding network of 35 to 65 stations with lower production and talent costs. "Radio," he said, "will continue to grow, but on a sounder basis, right alongside television."

The Crosley Broadcasting prexy said that radio managed to survive despite going thru the "greatest watering-down period that any industry had to take"

from 1940 to 1950, when radio stations increased by 814 to 2,334. He relied on the research outfits to evolve an effective system of measuring total listening in the home as well as out-of-home listening. Dunville conceded that some efforts in this direction had been made, but much "challenging" work remained for research and marketing people.

Dwight Martin May Head TV For Mutual

NEW YORK, June 21.—There were strong indications this week that Tom O'Neil had tagged Crosley Broadcasting veepee Dwight W. Martin to head up Mutual Broadcasting System's TV activities. Martin has resigned his post as general manager of Crosley, Cincinnati, and becomes a veepee of General TeleRadio Inc. (new name for Thomas S. Lee Enterprises) Monday (23). Altho his duties haven't been officially defined, Martin was active in Crosley television, and it's known that O'Neil has been looking for someone to take over TV for his new Mutual-WOR set-up here.

Meanwhile, the combined Mutual Broadcasting System and WOR operations are reportedly on a budget—trimming spree which may lop off more than \$700,000 annually. Biggest cut under consideration involves dropping the Longacre Theater here, leased by WOR at a reported cost of \$175,000 a year.

2 Million See "Magic Key"

WASHINGTON, June 21.—The Chamber of Commerce of the United States said this week that almost 2,000,000 people have seen "The Magic Key," its award-winning motion picture on advertising and free enterprise. The film has been shown over 18 big-city TV stations and in clubs in 400 other communities.

"The Magic Key" is a 20-minute 16mm. color-sound film. It can be rented from the U. S. C. of C. for \$10 a week, or purchased for \$200. Inquiries should be directed to the Committee on Advertising, Chamber of Commerce of the United States, Washington 6, D. C.

NBC Skeds "Music Night"

NEW YORK, June 21.—Following a pattern already established this season by the Columbia Broadcasting System's radio web, the National Broadcasting Company will also accent music on Friday nights beginning next fall. Tentative NBC programming line-up on Fridays, beginning in September, will be "Hit Parade" 8:30-9:30 p.m.; Mario Lanza, 8:30-9; and Meredith Willson 9:30-

FCC in Early Decision on ABC-UPT Deal

WASHINGTON, June 21.—The Federal Communications Commission indicated this week that it will hand down an early decision on the American Broadcasting Company, Inc., and United Paramount Theaters, Inc., request for severance from the FCC hearing on their proposed merger (The Billboard, June 21). The two companies have contended that consideration of the merger is unrelated to other issues brought before the FCC examiner. Awaiting a reply by FCC broadcast bureau chief, Frederick Ford, on Monday (23), the commission is expected to hand down an answer within two weeks.

Meanwhile the merger hearings continued, with former Sophony Corporation of America inventor Dr. Adolph Rosenthal, emphasizing that he had constantly warned Sophony would be left behind in TV developments, even tho it was a pioneer in the patent field, if it did not push laboratory and developmental work. FCC attorneys have been attempting to determine whether Paramount Pictures Corporation tried to suppress Sophony patent developments. Dr. Rosenthal agreed, under questioning by Paramount attorney, Paul Porter, that the patent position of Sophony was clouded with great uncertainty in its early years. Dr. Rosenthal said in a telephone interview, president, Arthur Levoy, was in error in indicating that he was ever reluctant to co-operate with the Navy during the war years.

Agency Fires 20 Staffers

NEW YORK, June 21.—The William Weintraub agency this week shaved about 20 staffers from its radio and TV department. The cuts do not affect any of the top brass in the radio and TV operation.

The retrenchment stems from loss of the Babbitt account. The advertiser sponsored Kate Smith on TV this past season. Kaiser-Frazer, which remains an agency client also cancelled a TV show recently.

RHEINGOLD BUYS LOMBARDO SEG

NEW YORK, June 21.—The National Broadcasting Company's flagship here, WNBC, this week closed a deal for Rheingold Beer to sponsor Ziv's Guy Lombardo radio transcription series across the board from 7 to 7:30 p.m.

The 40 half-hour transcriptions were originally set up to air on a weekly basis. The five times weekly sale means the station will gross about \$4,500 per week on deal. Sale was swung by WNBC General Manager Ted Cott.

CAB to Distribute "Parliament" E. T.

OTTAWA, June 21.—Inaugurating a new special Radio Bureau service to subscriber stations, the Canadian Association of Broadcasters this year will distribute its "Report from Parliament Hill," a summer series of transcriptions, during the period that the House of Commons is not in session. Heretofore, the speaker-series has been issued in script form. The new disk plan will be launched on an experimental basis.

"Parliament Hill" speakers will include Wilfrid Eggleston, Parliamentary correspondent for "Saturday Night"; Austin Cross, "Ottawa Citizen"; Chester Bloom, Winnipeg Free Press; James McCook, "Ottawa Journal"; J. T. Dieffenbaker, Progressive Conservative M. P. for Lake Centre; David Croil, Liberal M. P. for Toronto; Jean-Charles D'Aoust; R. H. Hardy, "Ottawa Citizen"; Harold Morrison, Canadian Press; Frank Flaherty, "Toronto Globe & Mail"; and Begum Ikramullah, wife of the High Commissioner for Pakistan and member of the Pakistan legislature.

R. Sarnoff Gets NBC Film Post

NEW YORK, June 21.—Veepee Robert Sarnoff this week moved in as head of the newly created film division of the National Broadcasting Company. In his new post Sarnoff, a former director of NBC-TV unit productions, reports directly to Frank White, veepee and general manager of NBC-AM-TV.

Sarnoff will be responsible for all film activities at NBC-TV, including the projected expansion of film syndication by the network. He has been with the web since January, 1948.

EDITORIAL

More On Rate Crisis

For a publication which, to these many years has made its living from broadcasters, our esteemed contemporary Broadcasting-Television magazine takes a very peculiar approach bringing the work to the faithful.

On several previous occasions we have expressed the opinion that it is hardly a form of service to the industry for a trade paper to contribute to the downgrading of the business it purports to represent. Particularly so, when even the most ardent advocates of downgrading are not at all sure of the few items they present as "facts."

Aside from the major national advertisers and their agencies, the current chief downgraders of network radio are the two major networks themselves. We speak, of course, of the Columbia Broadcasting System and the National Broadcasting Company. The top brass in both these networks are completely convinced of their convictions, under argument, lack assurance and validity, that network radio rates must be drastically cut if radio networks, as we have known them, are to survive.

Now, we have as much respect for NBC president Joe McConnell, Pat Weaver, Frank White and the NBC upper echelon, and CBS prexy Frank Stanton, Adrian Murphy and their cohorts as does Broadcasting. Notwithstanding this high measure of respect, we think they may be wrong. (They've been wrong before.) And if they're wrong in the present situation, we believe there is a fair chance they may wreck not only network radio, but radio generally to a degree from which it will take years to recover.

Consequently we believe our friends on Broadcasting perform an industry disservice, when they present (as they did in a nicely written piece by Ed James in their last issue) the well-ordered reasons (as expressed by the networks) why deep rate cuts are inevitable. True, Broadcasting, also explains, in the last quarter of the piece, that "many operators of affiliated stations, including a lot who are businessmen of proven judgment, believe there are other remedies which could be used successfully without cutting rates..." But in detailing the case of such affiliates, Broadcasting gives full, straight-faced credence to the specious, questionable logic and double-talk which the advertisers and agencies have been giving the networks, and which the networks, in turn, have been giving the trade press and the webs' own affiliated stations.

Thus, Broadcasting (parroting the webs) says, "An inherent element in this argument (the argument against cutting rates) is that network radio was terribly underpriced at the time television competition developed. It is pointed out that even today, with radio audiences demonstrably reduced in television markets, radio still delivers more advertising impressions for the advertiser's money than other media."

"Statistically," say our Broadcasting friends, "this argument is unanswerable. But the networks feel it does not take into consideration all the realities in the case. Underpriced though it may have been up to 1948, network radio today does not offer the advertiser anything like the values it offered two or three years ago. Try though they may to persuade the advertiser that network radio in 1952, in relation to other media, still is priced favorably, the networks have been unable to distract the advertiser's attention from the fact that radio in 1952, in relation to pre-television radio, is costing infinitely more."

Ed. Note.—Get that "infinitely." But Broadcasting goes on: "Moreover, the advertiser is unmoved by the argument that he got an almost unbelievable bargain when he bought network radio in its underpriced pre-television days and that the dwindling radio audience has meant only that radio network prices have been brought into more comparable association with those of other media."

The advertiser dismisses that argument with the explanation that if network radio were underpriced, it was not his fault but that of the network management. He bought radio, underpriced or not, in relation with purchases in other media. The decrease in network radio audience (which means higher cost per listener reached) has thrown his media allocations out of pre-television proportions."

Did you ever read more drivel and double-talk in your life? What manner of men are network executives and their customers, the biggest industrialists in America? Are they a bunch of kindergarten kids, playing tit for tat, or business men trying to conduct legitimate, reasonably profitable enterprises?

Broadcasting, in effect, says that the advertisers are saying to the networks: "Sure, we reach more potential customers at as low, or a lower, cost per thousand thru your networks, than thru other media, at your present rate card prices. But we're not going to pay those prices, because a couple of years ago we were reaching even more customers at a lower cost per thousand than we're reaching today. You forgot to raise your rates, when you were giving us such a big bargain, so there, finders keepers, losers weepers, and also nyaaahhh!"

Since when is a major national advertiser (or any intelligent advertiser) interested in anything but reaching the maximum number of people with his message at a minimum cost? And network radio is doing just that (better than any other medium) at today's prices.

What does Broadcasting, and what do the networks, mean when they say: "He (the advertiser) bought radio, underpriced or not, in relation to other media." Isn't the price relationship of one medium to another, the relative cost per thousand impressions via the one medium against the next? What else can "in relation to other media" mean? And as is conceded, network radio at today's prices, delivers potential customers at a lesser cost per thousand than any other medium!

But the major networks, and Broadcasting magazine say: "Networks are going to reduce rates, whether affiliates like it or not. Present planning is to cut night rates by 40-50 per cent, perhaps (Ed. note.—Note "perhaps") increase morning rates by 12-18 per cent...."

Since CBS, contractually, may cut rates without consultation with all but some 10 of its affiliates, maybe it will cut rates. And if CBS does, so will NBC, but quickly. And so will the American Broadcasting Company and the Mutual Broadcasting System. And if the round of rate cuts occurs, let's speculate (using past experience as a base) on some probable results, and on some of the questions which may legitimately be raised:

(1) CBS and NBC claim a deep slash (as deep as 50 per cent) will stabilize the network radio price structure. We recall vividly a year ago last July when CBS said the same thing about its then 15 per cent rate cut. The 10-15 per cent did not stabilize prices. Deals continued at a merry clip. What

(Continued on page 7)

WEAVER, WHITE NAMED

Execs Ponder NBC Appointments

NEW YORK, June 21.—Last week's appointments of Sylvester (Pat) Weaver as vicepres in charge of both radio and television of the National Broadcasting Company, and Frank White as vicepres and general manager of radio and TV for the web, met with mixed reaction on the part of the industry's keenest observers. Little hope was held for the theory that the utilization of the two top execs in the radio network picture (under President

McConnell) meant that NBC was going to take a firm stand against any network rate cuts, and concentrate its efforts on building its web up to the point where bankrollers would be glad to pay current rates.

It is quite generally known that in spite of the heavy concentration of manpower poured (at least in token manner) into the radio web (Harry Bannister, of course, was another recent high-powered addition), NBC still believes that rate cuts must come, at least for night time hours.

Simplest Explanation

The simplest (and possibly most cynical) explanation offered by observers as to Weaver's and White's probable functions is this: Weaver will try to inject some of the spectacular and inspirational programming life into the radio web, for which he's become so well known in TV. And White, reputedly a great guy with figures, will try to keep him from spending impractical and exorbitant amounts of money executing those program ideas.

There is little doubt that in spite of the tremendous cut the network is presently carrying in administrative manpower (no one seems to know, for example, what Charles Denny, executive vice-president, who ran the radio network up until Weaver's appointment last week, will do), present intentions are for the radio web to go on a most stringent economy kick.

How the "new" ideas, which may be forthcoming from the Weaver-White-Bannister-Denny brainpower will be carried out on severely cut budgets in all departments, remains to be seen.

FCDA Plans 3d Theater, TV Hook-Up

WASHINGTON, June 21.—Federal Civil Defense Administration's glowing approval of theater TV is demonstrated anew in a plan for the agency's third theater TV hook-up, scheduled for Thursday (26). In an hour-long TV theater program, originating in D. C., more than 32,000 municipal policemen and State police in eight States will receive civil defense instructions, according to Civil Defense Administrator Millard Caldwell.

The 10-city network, scheduled to begin at 10 a.m., is the first of its kind ever attempted, and is the result of two earlier experiments in the use of closed-circuit theater TV for civil defense training. The program will include an animated sequence showing the extent of damage an atomic bomb would cause in Baltimore, and a program showing specific duties of the police and their auxiliaries in the event of an enemy attack. It will end with a 15-minute question period, during which policemen from Chicago, Detroit, Pittsburgh and Boston, thru a two-way audio broadcast communication, can ask questions of instructors and receive direct answers from the nation's capital. United Paramount, Warner Bros., Loew's, RKO and Skirball Brothers have donated the use of their theaters.

Clients Nibble At Drama Seg

NEW YORK, June 21.—The William Morris agency this week claimed to have several clients interested in sponsoring "Playwrights Theater," dramatic show which was cancelled last week by the Celanese Corporation of America. It had aired via American Broadcasting Company. Among advertisers bidding for the property is said to be General Electric.

William Morris now is trying to get an hour slot on either the National Broadcasting Company or the Columbia Broadcasting System for the video program. It is not meeting with much success at NBC-TV, because that network first has to unload its own top TV drama series, the Tony Minor package.

The talent agency will couple "Playwrights Theater" with another of its alternate-week dramatic prestige packages—either "Critics Choice," or "Producer's Playhouse," or "Pulitzer Prize Playhouse." This last stanza also can be had as weekly half hour.

Urges NARTB 'Vote' Support

WASHINGTON, June 21.—Urging industrywide support for the National Association of Radio and Television Broadcasters' "register and vote" drive, NARTB President Harold E. Fellows declared here tonight that "Broadcasting as an industry could undertake no more worthy campaign." "We have sold soap and cereal, automobiles, household appliances, insurance, groceries, drugs, ideas, services, good causes," he said. "Certainly we can sell citizenship."

Web Radio Affiliates Raid Indies; WNBC Pacts Rayburn; Finch Sticks

NEW YORK, June 21.—In a move to supplement lagging network returns, key web radio affiliates here and in other major markets have started sniping at indie business via raids on local talent. The new trend broke up Manhattan indie WNEW's early morning disk jockey team of Rayburn and Finch this week, with Gene Rayburn signing a five-year radio-TV contract with the National Broadcasting Company's flagship WNBC, while Dec Finch inked a new pact and will remain with WNEW.

Both splinters made lucrative financial deals. Finch will realize more than \$500,000 on his five-year term and Rayburn's WNBC contract gives him an annual guarantee of \$100,000, plus

a percentage arrangement. The Columbia Broadcasting System's outlet here, WCBS, also put in a bid for the latter splitters before WNBC closed the deal. First reports had both going over to WNBC, until Finch made his decision known this week.

WNBC manager Ted Cott (one-time program head of WNEW) plans to move Bob and Ray out of their 6-8:30 a.m. radio spot (into a later period) and install Rayburn as soon as his contract permits, which will put the partners in direct competition for their formerly shared audience. Cott has also penciled in a daily show for Rayburn.

A major factor gravitating in the favor of the web outlets is that they usually have TV ad-

junctions, and can offer video as well as radio exposure to the talent. WNEW's all-night disk jockey, Art Ford, was in a similar situation when his contract expired last year and the network station boys sounded their video siren call. Ford resigned with his alma mater, tho at a sizable increase.

Radio network performers are moving into the local talent picture more and more. WNBC is now airing local shows featuring Kate Smith, Tex and Jinx, Herb Sheldon, Bill Sterns, Ben Grauer and (shortly) Jane Pickens. In line with this, Cott is negotiating with Beulah Zachary for a local radio version of Burr Tilstrom's "Kukla, Fran and Ollie," which would be transcribed in Chicago for local release here.

With key stations gearing their programming to produce for retail accounts, some local-level sponsors are beginning to spread their budgets to include network outlets as well as indies. Thus, Robert Hall Clothes is now buying schedules on three key stations—WNBC, here; WMAQ, Chicago, and KNBC, San Francisco.

NARTB Membership Hits Record 1,528

WASHINGTON, June 21.—A significant trend of growing membership in the National Association of Radio and Television Broadcasters' has been quietly taking shape, with the organization reaching a record high of 1,528 members, despite a reorganization transfer of a number of members from the association to Broadcast Advertising Bureau. NARTB officials revealed that the upward trend has been uninterrupted since October and all prospects point to continued growth.

Chief reasons for the gain are seen in (1) a revitalized spirit under President Harold Fellows, who took the NARTB helm in June 1951; (2) an all-out membership drive spearheaded by William Stubbsfield, head of the employee relations department; (3) an ap-

parent quest by broadcasters for organized unity in the face of legislative threats of censorship and other government intervention.

AM membership alone jumped to 990 in June, from 965 the first of the year, while membership of FM stations rose to 372 from 366 in January. Television membership has reached 92, with all but 16 TV stations now represented. NARTB officials noted that the gain took place despite the resignations of some who decided to become members exclusively of B.A.B. B.A.B. itself has been showing a steady gain. Prior to October, while there had been no serious tussle in NARTB enrollment, it had been desultory. The present trend is seen as reflecting a new spirit throughout the organization.

NEWS CAPSULES—COAST-TO-COAST

BM Clinic Opens in N. Y.; 8 Stations Join ABC Radio Web, 336 in Fold

NEW YORK, June 23.—The 19th local Broadcast Music, Inc., program clinic opened today (23) in the Jansen suite of the Waldorf-Astoria Hotel. It is the final clinic until next fall. Several special features have been added, including the origination of "Mind Your Manners," which is heard and seen over the NBC-AM-TV webs.

8 STATIONS JOIN ABC WEB

NEW YORK.—Eight additional stations join the ABC radio network shortly, bringing the total number of affiliates to 336. They are KGFH, Flagstaff; KCIF, Clifton; and KGAN, Kingman, all in Arizona. Other outlets to tie up are KTBB, Tyler, Tex.; WGRA, Cairo, Ga.; WDWD, Dawson, Ga.; WARM, Fort Pierce, Fla., and WBCU, Union, S. C.

WIP PICKS UP WHITE SERIES

PHILADELPHIA.—WIP, here, this week picked up the Walter White transcription series, marketed by WLIB, New York. The series begins Monday (23).

GODFREY RENEWED ON BASIS OF SALES

NEW YORK.—Sales results warranted a renewal of "King Arthur Godfrey and His Round Table," N. Bruce Asby, vicepres in charge of sales for Kingan & Company, said this week. "Some of the specific advantages that have been gained through the combination of Godfrey, the CBS network and Kingan are a definite pin-pointed attack on selected consumer identified items on which we have desired to expand distribution and volume," he said. Asby continued, "Definite gains have been made in all classes and types of retail trade, handling meat products through independent operators right thru the large chains. Local CBS stations have been very co-operative in helping make the program successful."

'MEET THE PRESS' SKEDDED SUNDAY

NEW YORK.—"Meet the Press" moves into the Sunday night 10:30-11 p.m. slot on NBC-TV this

fall for Revere Brass. A new time period must be found for "American Forum of the Air" which Bohm Aluminum sponsors in the late Sunday evening spot. "Meet the Press" is on Sundays, 7:30-8 p.m. on NBC-TV. Meanwhile the packagers of "Meet the Press," Martha Rountree and Lawrence Spivak, have come up with a new show—"Nation's News Conference," which starts off July 1 in the 7-7:30 spot on NBC-TV.

DENVER MAY GET LIVE VIDEOCAST

NEW YORK.—"W. the People" is trying to originate Denver's first live telecast on July 4, 8:30-9 p.m. over NBC-TV. The scheme is to tie in to the micro-wave relay somehow for a telecast which would feature General Eisenhower. The program, however, is racing the "Eisenhower for President" movement, which would like to pull off the same stunt one week earlier.

SERUTAN PURCHASES 'LIFE AT 80'

NEW YORK.—Serutan this week purchased "Life Begins at Eighty" on the DuMont TV web. The program will move into the Friday night 9-9:30 p.m. slot on the network, beginning July 4. Franklin Bruck is the agency.

FRANCE TO HEAR CONVENTIONS

CHICAGO.—France will have a pipeline to the conventions via a daily five-minute short-wave broadcast from the Amphitheater this July. The commentator will be Pierre Crenesse, director of the French Broadcasting System in North America. The series will cover both the Republican and Democratic meets. The broadcasts were arranged in co-operation with the special events division of the National Broadcasting Company.

WNBT TO AIR AL CAPP SHOW

NEW YORK.—Cartoon king, Al Capp, starts his own 15-minute show over WNBT here next month on Sunday afternoons from 12:15 to 12:30 p.m. Dick Pack, WNBT program chief, describes the Capp format as a form of

"television essay," with Lil' Abner's creator sounding off on various topics, and illustrating some thoughts on a drawing board. Pianist Skitch Henderson also moves into WNBT's programming picture July 7, when he takes over the 6:15-6:30 p.m. spot now occupied by "See For Yourself." Steve Krantz will handle producer-writer chores on the new Henderson show.

NEWS WRITERS MULL STRIKE POSSIBILITY

CHICAGO.—A possibility that 10 Chicago network news writers might strike just before the political conventions and put up picket lines in front of the Convention Hall International Amphitheater loomed this week. Six writers at National Broadcasting Company and four at American Broadcasting Company are negotiating for a contract. They formerly belonged to Radio Writers' Guild and now are members of the National Association of Broadcast Engineers and Technicians.

A federal mediator is helping with negotiations. There has been an implied threat of a strike, but no direct threat has been made to the nets. Attorneys for the networks point out that contracts (Continued on page 9)

Senate-House Group to Mull McFarland Bill

WASHINGTON, June 21.—A joint Senate-House committee will confer next week in an effort to work out an early compromise version of the McFarland Bill to overhaul the Federal Communications Commission. The measure passed the House this week in a form considerably altered from the Senate-approved bill. Chief points to be ironed out are the following provisions in the House version which were not included in the Senate bill:

- (1) Political broadcasting: Radio and TV stations would be freed from libel in political statements, which stations are not allowed to censor, under a floor amendment sponsored by Congressman Walt Horan (R., Wash.);
- (2) Political rates: amendment would prohibit stations from charging more than usual rates for paid political broadcast;
- (3) Discrimination against newspaper owners would be forbidden in the granting of station licenses;
- (4) New licensees would be required to buy the physical plants of licensees who failed in get renewal;
- (5) Commission would be allowed to fine a licensee or suspend his license for 90 days;
- (6) Retention of FCC provisions against monopoly, and (7) Elimination of "job-jumping" provision which would have stopped any commissioner from representing any firm before the FCC for a year after he failed to serve out his term.

The joint conference committee is comprised of the bill's author, Senate Majority leader Ernest McFarland (D., Ariz.); chairman of the Senate Interstate and Foreign Commerce Committee, Sen. Edwin C. Johnson (D., Colo.); and Senators Lester Hunt (D., Wyo.), Charles Tobey (R., N. H.), and Homer Capehart (R., Ind.). House members are Congressman Oren Harris (D., Ark.), Percy Priest (D., Tenn.), Carl Hinshaw (R., Calif.), Charles Wolverton (R., N. J.), and Dwight Rogers (D., Fla.).

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

INDUSTRY BELTS FCC ALLOCATIONS

Petitions for Changes Mounting;
Threat of New Court Cases Seen

WASHINGTON, June 21.—The Federal Communications Commission's TV allocations plan came under increased attack this week as industry petitions for changes in the allocations mounted to more than a dozen and new court cases were threatened in addition to five already filed (The Billboard, April 26, June 14). The growing challenge to the plan—a challenge that could possibly result in restoring the TV freeze (The Billboard, April 26)—found the Commission torn even wider under as Commissioners Robert F. Jones and George Sterling engaged in public forensics once again, this time over the FCC's answer to a demand from Mayor David Lawrence of Pittsburgh for increased VHF allocations for that city. Mayor Lawrence denounced the Commission's plan as "unfair, exhibiting similar criticism by Commissioner Jones, who dissented from the FCC majority and who has thrice since come out in forensics with Sterling over the plan.

As petitions for changes in the plan piled up preparatory to a Monday (23) deadline for their filing, it became increasingly apparent that several of the petitions will halt the FCC into court if the agency sticks to its allocations. Thus, there appeared no end to the number of cases that might possibly follow those filed already by Paul Segal (for WWSW, Pittsburgh) and by Arthur W. Scherf (for WLOA, Bradford, Pa.; KVOL, Lafayette, La.; WISC, Madison, Wis., and WLAN, Lancaster, Pa.). Typical of the tenor of petitions for allocations changes is a brief by D. C. legalist, Robert Booth Jr., for the city of Logansport, Ind., petitioning for a rehearing on that city's allocation. Little doubt was left that the Logansport case will go to court if the FCC fails to change the allocation from a UHF assignment to VHF Channel 10 as sought by the city.

Among stations rushing to meet the FCC's petition deadline was the Wisconsin Broadcasting System, Inc., which has asked the Commission to reconsider its request for a hearing on the operation of Channel 12 in Milwaukee. If the Commission refuses to consider the Wisconsin Broadcasting System as a possible TV operator on Channel 12, the system asked restoration of the four VHF channels previously allocated to Milwaukee for commercial use. One VHF educational and two commercial channels are allocated to Milwaukee under the new plan.

A reallocation of channels also was requested by Chesapeake Television Broadcasting, Inc., Baltimore, which claimed present FCC rules prevent use of one of the two commercial channels assigned to the Baltimore area and seriously restrict use of the other. The Chesapeake TV Broadcasting Company said it was difficult to meet the 75-mile separation requirements, since Baltimore and Harrisburg, Pa., assigned Channels 18 and 33, respectively, are only 68 miles apart, while Baltimore and Lebanon, Pa., assigned Channels 30 and 15, respectively, are only 72 miles apart.

Wisconsin State Radio Council, which originally had requested the reassignment of Channel 3 for educational purposes rather than Channel 21, in Southern Wisconsin, asked additional assignments of VHF Channels 8, 2, 7 and 13 for educational purposes in the Wisconsin cities of La Crosse, Green Bay, Wausau and Eau

Claire, in place of UHF channels now assigned for education. WTBA, Madison, vigorously opposed the first educational change proposed by the State Radio Council, saying such a counter proposal to the new TV allocation plan "obviously cannot be tolerated by the Commission."

WLWC and WBNW-TV, Columbus, O., asked the Commission to throw out a Malta Broadcasting Company request to switch WLWC to Channel 10, WBNW-TV to Channel 4, and thus leave Channel 3, on which WLWC now operates, free for Braddock, Pa. WLWC reminded the Commission that it already had agreed to an FCC proposal to switch WLWC from Channel 3 to Channel 4. In Camden, N. J., WKDN asked the Commission to change its rules so that a community would be considered "unlisted" if no commercial TV channel were allocated to it. WKDN said the assignment of an educational channel to Camden made the area ineligible to apply for a commercial TV station, although Camden is the fifth largest city in New Jersey, with a population of 124,535.

The FCC refused a petition from the Josh Higgins Broadcasting Company, Waterloo, Ia., which had asked the Commission to reconsider its procedure for acting on TV applications from big cities first. The Higgins company now operates an AM and FM station at Waterloo and has asked permission to set up a TV station on Channel 7. It protested that, under the FCC ruling, smaller cities could not receive TV service "for months or even years."

Nielsen Plans Agency Pitch

NEW YORK, June 21.—A. C. Nielsen will make his first pitch to agencies and advertisers on the Nielsen Coverage Service here next week. He will meet with the representatives of 65 major advertisers headquartered in New York, Tuesday (24), at the Ambassador Hotel, and the next day he will meet with research directors, media directors and time buyers of about 100 ad agencies.

Nielsen's price schedule for the NCS reports, which have been in preparation the past few weeks, will be announced at that time. Meanwhile it has been announced that Nielsen has signed a contract with the Broadcast Advertising Bureau for a Special Nielsen Service. This will include data culled from the several Nielsen services, including the NCS and the Food-Drug Index.

Continuous Series
BAB prexy Bill Ryan said that they intended to put out a continuous series of presentations for BAB members on the basis of the Nielsen service. The presentations will cover cumulative audiences of multi-weekly shows, audiences reached by national spot campaigns, listening and viewing habits by time periods, case histories of successful use of radio as indicated by retail sales, and out-of-home listening.

Ryan expects that these presentations will give BAB members important new facts about radio and how it moves goods.

HAIR-TEARER

WBKB to Use Cut-In Device During Meets

CHICAGO, June 21.—Among the local TV stations utilizing various local cut-in devices in their coverage of the political conventions is WBKB, local outlet of Columbia Broadcasting System. It caused considerable hair-tearing at CBS, but WBKB insisted on the plan.

The Chicago station will cut back to its studios approximately once every half hour during the conventions for a local commentary on the sessions. Four or five newsmen and politicians will give their observations, lasting from two to five minutes, depending on developments. WBKB will cut out after the Westinghouse commercials.

The plan gives the local station a chance to put in two or three extra commercials each half hour, capitalizing on the tremendous interest in the convention pickups. The network violently opposed the idea, but as in the past, it is pretty much at the mercy of the Balaban & Katz-owned station which gives the net an outlet in Chicago.

Theaters See Non-Ent. Uses For Television

NEW YORK, June 21.—Theater exhibitors with theater-TV installations this week were looking at non-entertainment uses, such as government showings and private business closed circuit sessions, as leading the way to more frequent and profitable use of their equipment. The feeling is that as more of these develop, with several being lined up for this year, interconnecting circuits will be made available to houses not now linked, and they will provide a way to amortize the cost of the equipment.

Thus, as usage for these special services increases, it is believed likely that the American Telephone & Telegraph Company would make available its standby co-ax if morning usage can be guaranteed on any kind of semi-regular basis. This would enable entertainment shows to be piped to houses which cannot now be reached by such events as the Joey Maxim-Ray Robinson fight, which many movie houses desired that could be fed.

Use of this inactive line would bring more houses into the network, making entertainment features more economical, and encouraging more houses to equip themselves, especially in the region south of Richmond, Va., currently virtually virgin territory. Typical of the government events envisioned, is the one to be held at 10 a. m. Thursday (26), in which 32,000 policemen and State police will receive an hour-long civil defense course via an eight-state, 10-city closed circuit theater-video hookup.

Snader Re-Elected NSTP President

HOLLYWOOD, June 21.—Lou Snader, prexy of Snader Telecriptions, was unanimously re-elected prexy of the National Society of Television Producers for a two-year term at the org's election of officers meeting here this week. David Chudnow was picked vicepre for a similar term, with incumbent Secretary Gladys Rubens remaining in office to complete one year of her present term. Mike Stokoy, chairman of the nominating committee, presided at the meeting while Snader was in New York on business.

Max Gifford, Bob Clampett and Jack Voglin were named to the board of directors for two-year terms, joining Tom Armistead, Syd Cassidy, Mike Stokoy and Murray Lerner in that capacity.

SEN. HUMPHREY LAUDS ARTISTS' OPS EFFORTS

NEW YORK, June 21.—Senator Hubert Humphrey, of Minnesota, yesterday in the Senate praised a group of top show business artists who had made a series of Office of Price Stabilization transcriptions alerting the public to the threat of inflation. Humphrey's speech climaxed a fight by labor and pro-administration forces to get the performers to stand firm in the face of criticism by anti-price stabilization groups after the first series of e's had been aired.

Allen B. Kline, president of the American Farm Bureau Federation, had made a protest to the National Association of Radio and

Television Broadcasters, claiming that the transcriptions were controversial and asking for equal time to present his side of the story. And Sen. Homer Ferguson of Michigan, had attacked the administration on the floor of the Senate for its spending on publicity for the OPS program. These attacks naturally made entertainers wary of lending their services for the second series of OPS transcriptions.

But the OPS supporters counter-attacked by getting Senator Humphrey to write each performer a personal letter citing the value to the country of price stabilization. They co-operated.

Soon after, the NARTB, after investigating Kline's protest, stated that "a program presenting factual information about a government agency duly authorized by the Congress cannot be considered controversial." The artists who participated in the transcription series are Gordon McRae, Jo Stafford, Paul Weston and ork Dick Haymes, Sonny Burke and ork, Dinah Shore, Frank De Vol and ork, Bob Crosby, Gisele MacKenzie, Paula Kelley, the Modernaires, Martha Tilton, Nat (King) Cole, Doris Day, Tony Martin, Victor Young and ork, Bob Hope, Les Brown and ork, Margaret Whiting, Dennis Day, Connie Haines and Lou Busch and ork.

VIDEO OUT

Taft Opposes Televising of Comm. Meets

WASHINGTON, June 21.—Sen. Robert A. Taft (R., O.), major contender for the GOP presidential nomination, is opposed to televising committee meetings, whether they're congressional committees or GOP convention committees. Taft, who won free TV network time this week to answer Gen. Dwight D. Eisenhower's Abilene, Kan., speech and who has appeared frequently on invitation TV programs in sparring for delegate support, made known his latest TV views while answering questions following a luncheon talk Wednesday (18) before the National Press Club.

Asked whether he thought the Credential Committee sessions which determine the seating of delegates at the GOP national convention in Chicago next month should be televised as suggested by Eisenhower, Taft said he did not favor the idea. He went on to declare that he didn't believe that congressional committee meetings should be televised either, insisting that committees could not carry on their business satisfactorily under TV cameras. "The committee cannot reach a satisfactory conclusion under the glare of television lights," he said, but added that this was his opinion and not a "rule." Taft's remarks drew heavy applause from the luncheon audience which included considerably more newsmen from the daily press than from TV and radio.

Industry to Push Better TV Programs

WASHINGTON, June 21.—A warning to avoid legislation threatening censorship, and a promise to push for improved TV programming will be made by TV radio industry witnesses who will testify Wednesday and Thursday (25-26) before the House Interstate and Foreign Commerce Subcommittee Investigating TV-radio. John Fetzer, chairman of the National Association of Radio and Industry Broadcasters TV Code Review Board, will advise the subcommittee of progress made by the industry under the TV code which became operative March 1, and he will advise the congressmen that efforts to improve programming and to seek compliance will be unending.

The industry's position will be buttressed by testimony from NARTB President Harold Fellows and Thad Brown, head of the NARTB TV division, according to the present line-up. The subcommittee, headed by Rep. Oren Harris (D., Ark.), heard several witnesses who criticized TV programming at earlier hearings a fortnight ago. Industry spokesmen will urge against legislative government censorship which, the witnesses will point out, not only would undermine constitutional rights of free speech but also would fail to contribute toward improved programming.

FCC Clarifies Allocations on Separation Plan

WASHINGTON, June 21.—The Federal Communications Commission this week clarified regulations between TV stations in the United States, Canada and Mexico. Answering a letter from Dallas consulting radio engineers, the commission pointed out that no agreement was entered into with Cuba, saying that, except for special cases, mileage separations need not be considered between U. S. and Cuban TV stations.

As for Mexico and Canada, the commission emphasized that no minimum separations were specified in FCC rules or standards. It noted, however, that mileage separations above the minimum specified in FCC rules have been observed in connection with separations between stations across the borders. For this reason, it suggested that in locating transmitters for U. S. TV stations, station separations should be maintained as close as possible to the established assignment separation. It called attention to provisions in the newly adopted TV rules which subject commission authorizations for TV broadcast facilities to agreements entered into between Canada and Mexico, to which it said the foreign countries may "make timely objection."

FCC to Add Channel 540

WASHINGTON, June 21.—The Federal Communications Commission set into motion this week machinery looking toward the addition of Channel 540 Kilocycles to the standard AM broadcast band, and established a June 28 deadline for broadcaster comments. Commission action is in conformity with 1947 Atlantic City and 1951 Geneva agreements. Acting December 1952, as the date for bringing the provision into effect. International radio regulations specify the AM broadcast band for use in the United States at 535 to 1605 kc., instead of the present 550 to 1600 kc., which will mean the addition of only one other channel because emission of stations using it would extend to 535 kc. and those of stations now operating on 1600 kc. extend to 1605 kc.

Since government and marine services use frequencies close to the 540-kc. channel, the commission noted that the safety of life at sea convention, which comes into force next November, provides high standards for new types of auto-alarms used on shipboard. Under provisions of the pending North American Regional Broadcasting Agreement, the FCC said Canada would have priority of use on the 540-kc. channel.

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

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

Clair R. McCollough, Pres.

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

EDITORIAL

More On Rate Crisis

Continued from page 4

assurance do the networks have that a 50 per cent cut will satisfy the advertiser indefinitely?

(2) If a cut is made on the basis that television penetration has reduced radio listening, what argument will the networks have against further cuts a year from now, two years from now, when a constantly improving television continues to make inroads on a confused, inept radio network program structure, made even more inept and confused by reduced income due to a heavy rate cut? Where does the rate cut stop?

(3) If the rate cut is predicted upon television penetration, why should hundreds of stations in non-TV areas take the rap for a 40 per cent cut? What kind of an additional slash will these stations have to take when television comes to, and grows in their areas?

(4) If CBS and NBC were not selling millions of dollars worth of talent and time in television to the same advertisers to whom they're trying to sell the bulk of their radio time and talent, would these two major webs be taking the same position on the necessity for radio rate cuts which they're now taking?

(5) Have these two webs ever considered that there is as fierce competition between the various companies in their major advertiser groups (cigarettes, drugs, food, etc.) as there is among the networks themselves? If NBC and CBS should suddenly and arbitrarily stand pat on their present rate cards, and permit all these major advertisers to go to other media, how long would it be before one or more of these major advertisers, attempting to get a jump on one of its competitors, would come back to utilizing the advertising force of one or both of the major webs... at current rates? And once a single major advertiser came back, how long would it be before many others would follow. To indulge in a little hypothetical arithmetic: Suppose all major advertisers dropped off NBC and CBS for as long as six months, because the webs refused to sell at less than their present card rates, but then flocked back at present card rates. In such an event the webs would lose exactly the same amount of revenue as they would lose at the end of one year if they cut the present card rate 50 per cent. And if they stood pat, successfully, for six months they would have firmed up their rates for an indefinite period of time.

(6) If network rates are cut as much as 40 per cent isn't it inevitable that local and spot rates must inevitably be slashed at least part of the way? And if local and spot rates are reduced by as much as 25 per cent, how many present stations will be able to remain in business? For how long?

Maybe it is inevitable, as Broadcasting and the networks maintain, that night-time rates must be slashed from 40 to 50 per cent. Right at this point the question is pretty much up to the CBS affiliates, who will meet in New York July 1, and up to the CBS network executives who will, in turn, meet with their affiliates July 2. We hope the affiliates will be able to convince CBS that rate cuts are not the answer to network radio's current crisis. We hope that, at the very least, they will be able to persuade the network to hold up on rate cuts until a sound approach to adjusting rates, where adjustments are necessary, may be worked out.

As we have said before, it is our opinion that the day a 40-50 per cent night-time radio rate cut is made by the networks will be a dark day in radio's history.

WJZ Levels New Attack on KOB & KOB-TV Sale

WASHINGTON, June 21.—KOB and KOB-TV, Albuquerque, N. M., recently purchased by Time, Inc., and former Federal Communications Commission Chairman Wayne Coy, were under attack once more this week, when New York station WJZ again urged the commission to dismiss KOB's request for modification of its construction permit. WJZ charged earlier that KOB has operated illegally on WJZ's frequency for 10 years.

In its decision approving the transfer of KOB and KOB-TV to Time and Coy, the commission expressed the view that it would be inappropriate to act on the requested modification of construction permit until the transfer had been completed. WJZ said the transfer was carried out June 13. The FCC has twice extended KOB's right to operate on 170 kc., rather than on its licensed frequency of 1,030 kc.

Earlier in the week, Coy came in for criticism in a floor speech by Rep. E. E. Cox (D., Ga.), during debate on the McFarland Bill to overhaul the FCC (for McFarland Bill outcome details, see separate story). Cox issued the blast in arguing futilely for restoration of a provision to bar commission brass hats from practicing or representing private broadcast interests before the agency within a year after resigning. The provision appeared in the Senate-passed version of the McFarland Bill but was omitted from the version passed in the House this week. Cox criticized several former FCC brass-hats, leveling his heaviest attack against former Chairman Coy, who is part-owner with Time, Inc., of KOB-AM-TV.

ABC Inks 2 Sponsors for 5-Minute Segs

NEW YORK, June 21.—Increased sponsor interest in five-minute radio shows was shown here this week as the American Broadcasting Company inked two bankrollers for such series. Toni signed for a summer campaign featuring the Arlene Francis-Bill Cullen show, which will air twice each week on Tuesdays and Thursdays. The times are 2:30-2:35 and 10:30-10:35 p.m. This is a summer deal. The show has been airing once weekly, Saturdays, via the Columbia Broadcasting System.

Another deal for the fall season was set with Philco, for Edwin C. Hill. This takes over the 10:30-10:35 p.m. slot across the board, starting September 1, on a 52-week basis.

35 Mil Video Sets by '53

NEW YORK, June 21.—Latest estimates on the number of television sets likely to come into use within the next four or five years were made this week by Dr. Allen B. Du Mont, president of Du Mont Laboratories, and William Balderston, president of the Philco Corporation. Du Mont predicted an increase of 18,000,000 sets to reach a total of "upwards of 35,000,000," while Balderston estimated that there will be 40,000,000 video sets in use.

Balderston also predicted that there would be between 500 and 600 TV stations on the air within five years, covering 90 per cent of the population. The predictions of the Philco proxy were made as part of his introduction of the firm's new line of 1953 video sets in 52 models, including 27-inch picture tube receivers.

Here's how to
DOUBLE your impact
in the Detroit Market



ASK YOUR HOLLINGBERRY MAN FOR A MARKET MAGIC BROCHURE. IT CONTAINS ALL THE DETAILS.

MARKET MAGIC is a combination selling plan that ties your WWJ on-the-air advertising to A&P in-the-store merchandising. It adds to WWJ's powerful radio salesmanship the direct eye-catching impact of point-of-sale promotion in the 93 A&P stores dominating the Detroit area.

MARKET MAGIC advertisers who distribute their products through A&P stores—where Detroiters spend \$100,000,000 annually—are assured a one-week preferred position display in each of these stores, for any one product during a 13-week cycle.

MARKET MAGIC produces double impact from one sales campaign, at one low cost, through one medium, WWJ—Detroit's NBC station.

FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS

A National Representative of THE GEORGE P. HOLLINGBERRY COMPANY

Associate Television Station WWJ-TV



Basic NBC Affiliate

AM 950 HERTZES 3000 WATTS
FM CHANNEL 746-91.1 MEGACYCLE

This One



NEWS CAPSULES

BMI Clinic in N. Y.; 8 Join ABC Radio Web

Continued from page 5

with NABET forbid strikes, but individual members might respect picket lines.

FULTON LEWIS AMENDS CONSTRUCTION REQUEST

WASHINGTON.—Radio commentator Fulton Lewis Jr. this week amended his request for a construction permit for a new standard broadcast station at Lexington Park, Md. Lewis asked that the station operate on 920-kcs. rather than on the 1370 originally requested, and he asked a power change from 1-kw. to 500 watts.

MEDICAL BUILDING TO VIDEO CENTER

HOLLYWOOD.—Television, long hided as the villain for forcing the conversion of various showbiz facilities to the new medium, this week emerged with a puzzling new convert. Wilshire Medical Building, according to owner Philip Sockett, will be converted to a television center. The 9,000 square foot structure, one of the prominent local medical centers, will be changed to accommodate TV and the allied arts and will be known as the Wilshire Television Center.

KBIG IN DEAL WITH COAST THEATER CHAIN

HOLLYWOOD.—Local movie theater biz, feeling the TV pinch at the box office, this week effected a reciprocal tie-in with radio to help fight the common foe. Station KBIG, New Catalina station, closed a reciprocal deal with Western Amusement Company, theater chain, whereby the station will plug pix playing at the houses in return for theaters screening a 45-second trailer plugging the station.

Outlet will launch a 10-minute (5:30-5:40 p.m.) across the board seg. "Movietime," which will feature pix tunes, film news and a duet giveaway gimmick.

CBS TO EXPAND FLACKERY SET-UP

HOLLYWOOD.—Columbia Broadcasting System will expand its flackery here by further dividing its publicity department into units responsible for radio, TV and its owned-operated tele outlet, KNXT. A year ago, web divorced radio and TV flack operations for the net here. Present move sets up a separate unit for KNXT.

Michael Dougherty, formerly with public relations department of Prudential Life Insurance Company, will head flack staff for KNXT. Bob Meyers continues to head publicity for CBS TV while Irving Fein heads CBS radio's Coast News Bureau.

RECORD CROWD SEEN FOR RTMA CONVENTION

WASHINGTON.—A record attendance is expected at the Radio-Television Manufacturers' Association four-day convention opening at the Palmer House, Chicago, Monday (23). Past directors of RTMA will be honored at a dinner arranged by the convention committee, headed by Leslie F. Muter, Wednesday night (25). Among former directors who will be present will be Herbert H. Frost, of Washington, the association's first president.

FCC STUDYING NARTB PETITION

WASHINGTON.—The Federal Communications Commission is studying a petition filed yesterday by the National Association of Radio and Television Broadcasters urging the FCC to repeal several subsections of its rules on rebroadcasts and to either vacate its May 14 order requiring stations to file explanatory statement within 10 days after each refusal of consent for rebroadcast, or to suspend the July 1 effective date of this amendment "until all interested persons are given time to file opposition." Several other opposition petitions have been filed.

RADIO-TV INDUSTRY SAVES MATERIALS

WASHINGTON.—Conservation techniques instituted by the radio-TV industry have resulted in "substantial savings" of critical materials without "reducing quality, life or reliability of the products," the Radio-Television

Manufacturers' Association reported today. Even greater savings will be made this year when many long-range conservation design changes are made effective in production, according to a report submitted by Lewis M. Clement, Crosley division, Avco Manufacturing Company, chairman of the RTMA Advisory Council, Material Bureau.

MEDINGER TO SALES POST WITH MAGNAVOX

FORT WAYNE, Ind.—W. E. Medinger, former executive vice-president of the Television Company of Virginia, Inc., has been appointed district sales manager by Magnavox. He will cover Virginia, North and South Carolina and parts of West Virginia and Tennessee.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR

William F. Suchmann, assistant graphic arts director for ABC-TV, this week was awarded the WAAM, Baltimore, TV Fellowship by the examining committee of Johns Hopkins University. The fellowship provides \$6,000 for a year's graduate study at the University. William (Bill) Fitzgerald, former program manager of the AFRS, Berlin station, and popular overseas newscaster, has joined the NBC radio network.

Nelson Case has signed with Procter & Gamble for the seventh year to spiel the Lowell Thomas commercials over CBS. Sandy Howard Productions has opened New York offices to package radio and TV shows. NBC-TV has assigned Charles Christensen to its video directors' pool for the convention. WJR, Detroit, has added Dale Marr and Hal Lawson to its news staff. Jess Kimura has returned to CBS-TV to work on program development as an assistant to Mario Lewis.

VOICE FAILURE

Patterson Hits Counter Attack

WASHINGTON, June 21.—Latest congressional attack on the Voice of America came this week from Rep. James T. Patterson (R., Conn.) who denounced the Voice's failure to counter Soviet propaganda distributed at a recent International Industrial Fair in Bombay, India.

The United States failed to participate in the fair on the grounds that it was not "government sponsored," Patterson told the House, while the affair "served as a tremendously successful propaganda medium for the Soviet Union." Patterson declared, "While the Soviets were extolling the virtues of benevolent Communism and damning the imperialist aggressors in Korea, no protest was uttered by the Voice of America, the expensive and sometimes useless branch of United States information service."

AFRA Seeks Merger Action

NEW YORK, June 21.—The final form of merger within the Associated Actors and Artists of America should be settled by July 7. The American Federation of Radio Artists will ask the 4A's to call an action meeting of the performer unions to consider the merger blueprint suggested by consulted universities, now in the hands of the various 4A unions.

AFRA will ask its brother unions to accept the five-branch merger suggested in the blueprint, or else to vote for an AFTRA merger (AFRA plus Television Authority). July 1 was the merger deadline set by TVA at its convention last December.

Thomas Ankles "All-Star" Seg

HOLLYWOOD, June 21.—Danny Thomas this week bowed from National Broadcasting Company's "All-Star Revue," blaming irregularity of the show's sked for his move. William Morris is currently peddling a TV series featuring the comic. Thomas contends he understood the show next season would feature the same attractions as in the past and in similar order, but since the previous policy has been abandoned, he feels the irregularity of his appearances would not give his show the consistent exposure he wants. Bow-out comes after appearing on the show for the past two seasons.

Demos Make First TV Buys

WASHINGTON, June 21.—The Democratic Party this week made its first TV buys, following its plunge into radio over the past few weeks. The Du Mont Television Network reportedly received a schedule for 60 stations, and its expected the other webs will wind up with similar deals. Programs will cover the period between conventions and election.

PALSY WALSY

McLendon Blasts JD In Baseball Monopoly

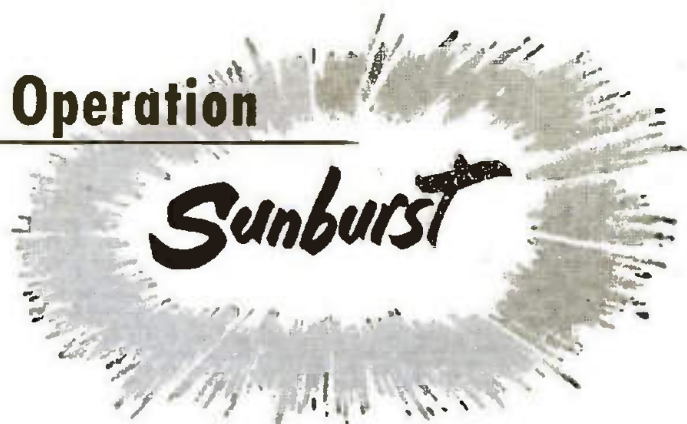
WASHINGTON, June 21.—The Justice Department was accused of refusing to prosecute an alleged baseball monopoly because of the "attorney general's many close friends in baseball." In a letter written by Gordon McLendon, president of the Liberty Broadcasting System, to Congressman Patrick Hillings (R., Calif.) Hillings inserted the letter in the Congressional Record, this week after telling the House the Liberty network went out of business because of "its inability to obtain broadcasting rights to baseball games." In the letter McLendon said the Justice Department's Perry Egan told him he could not file an antitrust suit if the baseball clubs were acting individually. McLendon said the suspension of Liberty network is now proof that "the baseball clubs were continuing to act in concert in every detail." McLendon wrote: "I have been told many times that the lesser attorneys in the Justice Department always wanted to bring suit and help me and other broadcasters, but the action was always killed at the top."

Even if the major league baseball club owners were acting individually, McLendon wrote, "the embarrassing question remains as

to why the Justice Department did not prosecute during the many past years of open collective conspiracy." In "an effort to price Liberty out of the field," McLendon said, two baseball leagues raised the fee to Liberty from \$1,000 per season in 1949 to over \$225,000 in 1951. While in 1952, he said, "with one National League club asking more than the whole league got in 1951."

"The Justice Department is flatly and openly guilty of collaborating with conspirators, by ignoring illegal and quasi-criminal restraints," McLendon wrote, adding: "With every minute that passes and every feeble excuse the Justice Department uses to delay the action against its conspiring friends in baseball, the responsibility, guilt and liability of the Justice Department to the people increases."

Urging Congress not to "sit idly by and allow the second largest network in America to be struck down by a conspiracy," McLendon wrote, "I wonder what excuse the Justice Department is using these days? That baseball should not be prosecuted because it is a great American pastime? Well, so is radio and the Justice Department is killing many broadcasters."



Winter profits melt into Summer excuses except on **WLW-Television**

So put starch into those wilting sales with **OPERATION SUNBURST** and the

\$50,000

"IF I WERE PRESIDENT" Contest

Exclusive on



WM May Be Nat'l Crosby Sales Rep

NEW YORK, June 21.—Basil Grillo, executive vicepee of Bing Crosby Enterprises, was here this week huddling with William Morris agency brass on a deal for WM to act as national sales rep for the Crosby TV film series. Grillo is reported to have returned to Hollywood without hav-

ing made any commitments, but is due back here next week for further confabs. Part of the discussions are reported to have centered around Crosby's future commitments as a performer on both radio and television.

The WM execs have denied previously published reports that the firm was going into the TV film syndication business, a deal to rep the Crosby films may require the Morris office to make such a move. It is known that the agency doesn't want to get into syndication, preferring to sell to networks and/or sponsors on a national basis.

In any event, the recent switching of Ben Grier into the TV-film department gives WM a sales exec with experience in handling theatrical films. Grier had been handling the Milton Berle TV show for William Morris and is destined to go back to that job in the fall when Berle returns to television.

Work Starts on "Wayward Inn"

HOLLYWOOD, June 21.—Carroll Case's Showcase Productions will start rolling at the Hal Roach lot on its "Tales of Wayward Inn" series within 10 days. Case intends to complete the series of 13 before offering it for sale. Production cost per episode is estimated at between \$12,500 to \$15,000, based upon the best seller by his father, Frank Case, on the Algonquin Hotel which he built and owned. Series will draw some of the stories from the book but not restricted to its contents.

Format will follow a "Grand Hotel" line, using the hotel lobby as kiosk-off for each yarn. Scripts are currently in preparation by Artie Orloff and Will Gould. Episodes are now being planned starring Douglas Fairbanks Jr. and John Barrymore Jr., in yarns from the book, each playing the part of his actor father.

THEATRICAL ON TV

Sterling Gets Rights To 8 Films for Tele

NEW YORK, June 21.—Sterling Television Company this week acquired the rights to eight theatrical films which will be made available to television. From the Michelangelo Company, Sterling picked up "The Titan," Academy Award-winning film on the life of Michelangelo originally turned out by Robert Flaherty. From Fortuna Film Corporation, Sterling prexy S. J. Turell acquired exclusive rights to seven film shorts including "Deep Sea Fishing" with Errol Flynn, "Archery With Howard Hill," "Pin Up Girl" with Russell Patterson, "Painting With Andrew Loomis" and "Mardi Gras." The Fortuna films were originally produced for 35mm. theatrical distribution.

FOX GETS RIGHTS ON GROSS PIX

NEW YORK—Matty Fox's Motion Pictures for Television, Inc.,

has acquired the rights to two theatrical films originally produced by Edward Gross and released by Monogram. Films are "Yardbird Snuffly Smith" and "Hillbilly Blitzkrieg." Both are based on the King Features' comic strip character.

DAVIS TO SEEK EUROPE FILMS

NEW YORK — Arthur Davis, president of Arthur Davis Associates, the foreign film distributing firm, left for Europe today to pick up additional products. Davis will acquire 26 feature films specially for TV use on the Foreign Film Theater of the Air, a new program owned by the Foreign Film Movie Club. The films will be prepared specially for video use.

QUICK TAKES

New York

Milton Goodman, sales manager for Screen Gems is on a business trip thru the South.

Jerry Hymama, Hygo Television Films prexy, just back from a cross-country sales trip, leaves next week with vicepee Louis Goldstein on a Southern trip. Both return here July 1.

Television Screen Productions starts this week on six additional "Jim & Judy in Teeland" animated pix. The firm plans to have ready by Christmas sufficient shows for nine or 10 weeks' run on an across-the-board basis.

Thirty-nine of the films are complete now. S. J. Turell, announced this week that his Sterling Television firm started production on the "Music for Everybody" series starring Sigmund Spaeth. Actress Sherry Shadburns is featured and Israel Berman of Viking Films is handling production. Music Corporation of America's TV film topper, Dave Sutton, is off on a business trip next week and scheduled to return on June 30.

National TV Film Council postponed its June 25 luncheon meeting until July 9. Archie Mayers, Sid Mayers and Mel Gold, representing NTFC, go to Washington June 26 to appear before the Congressional committee investigating television.

Aaron Katz, former owner of Official Films, joined the Teleshooting organization. Electro-Chemical Products, East Orange, N. J., announced a special new product which cleans motion picture film and acts as an anti-static coating. The Rev. S. Franklin Mack has been appointed director of films for the National Council of Churches' Broadcasting and Film Commission.

Guild Films has opened offices on Madison Avenue, here. Reuben Kaufman is president of the distributing company. Roy Maypole has signed to star in the Gayle Gitterman "Secret Document" series. Lifetime Productions started production on "Thrill of a Lifetime," 15-minute series featuring Quentin Reynolds. Family Films has completed production on 13 "Living Bible" dramas. Edward Drew directed the 15-minute film series shot in color. Marathon Television Newsreel has inaugurated a new service for independent stations to enable the stations to compete more favorably with the webs on newsreel coverage (see separate story).

During Bing Crosby Enterprises' location shooting last week of Bret Hart's "Tennessee's Partner," producer-director Barney Girard and members of his crew became targets of a runaway horse. Overly realistic shot occurred when Girard, head cameraman Lucien Andriol, operator Pinley Goodfriend, head grip Tommy Thompson and assistant cameraman Cy Hoffberg jumped from beneath the hoofs of the nag as the camera, still operating, was left in its path. William Castle, on loan-out from Columbia Pictures, was signed by Pennant Television Productions to alternate with Harold Schuster in directing the full "Date With Destiny" series. First assignment for Castle will be "The Portrait." Pennant is negotiating with Robert Young to take the lead in the first film. Series starts rolling within four weeks at General Service.

Ellis Dugan is to indie this week to spend three months shooting background footage and animal and native scenes for use in Frank Ferrin's "Smilin' Ed's Gang" jungle series. Wilshire (Continued on page 13)

THANK YOU,

"ZIV SWEEPS NON-NETWORK TV FILM DIVISION WITH 3 OUT OF 4 TOPPERS"

states industry-wide survey!

NOW STATIONS RATE NON-NETWORK TV FILMS

Place Name

1	CISCO KID
2	THE UNEXPECTED
3	BOSTON BLACKIE
4	NON-ZIV show

we quote: "Ziv Television Programs, Inc., swept the field, copping first, second and fourth positions with "The Cisco Kid," "The Unexpected," and "Boston Blackie" scoring 63, 48 and 43 points respectively."

Points
63
48
44
43



Billboard Magazine mailed questionnaires to all 109 TV stations. 78 of the questionnaires were returned and the above results printed in Billboard TV Quarterly, June 14, 1952. We're gratified...we're elated...we're happy...we're proud. All we can say is—thanks...gee whizz...

Miller Beer Buys New MOT Vidpix

NEW YORK, June 21.—Miller Brewing Company this week signed to sponsor a new March of Time film series in over 50 local markets beginning the first week in October. The 26-week series will be a streamlined version of the old March of Time movie shorts with MOT cameramen here and abroad readying a fresh film documentary each week. In addition to Miller's block-sponsorship buy, MOT will peddle the films to local sponsors in other markets, following same local sales format employed on its "Crusade in the Pacific" film series.

Each half-hour film will revolve about one subject (international, medicine, education, etc.) and will be programmed on a strict schedule, with new sponsors picking up series at whatever week it stands, rather than running it from beginning. However, films won't necessarily concentrate on

news of the week, and MOT will be able to use most of the flickers again on re-runs.

The new MOT package will be filmed under the supervision and direction of Fred Feidkamp, with Westbrook Van Voorhis as narrator. Both men performed similar chores for MOT's "Crusade in the Pacific." Miller sponsored MOT's "Pacific" in several major TV markets last year. Agency for brewing outfit is Mathison & Associates, Inc., Milwaukee. March of Time local sales on series will be handled by MOT's TV sales director Frank J. Shea, who negotiated the deal with Miller.

John Cromwell was signed by Marlon Parsonnet to direct the first in Procter & Gamble's "The Doctor" telepix series. . . . Jerry Fairbanks flies to Canada to huddle with broadcasters planning to enter the TV film field. He will stay north of the border for 10 days.

QUICK TAKES

Continued from page 12

Television Productions last week was incorporated for \$200,000, with Nathan O. Freedman as chairman of the board. Firm intends to produce and distribute TV films, planning its operations from one-minute commercials to half-hour entertainment films. Firm will finance its own productions.

Chicago

Bill Perkinson, formerly with Ziv, has joined the Midwest division of CBS-TV Film Sales. . . . Pee Wee King, featured on his own live TV show in Louisville. In town last week to set plans for a series of Western and country music film video shows to be made by Kling Studios. Fred Niles, Kling vice-president, who directed and produced the "Old American Barn Dance" series, will meg the new series.

EUROPE NO BARGAIN

Reynolds Says Pilot TV Films Cheaper in U. S.

NEW YORK, June 14.—Making pilot films in Europe is as costly, if not more so, than producing them here, Sheldon Reynolds, the producer-director-writer of "Foreign Intrigue" maintains. He returns to Europe next week with a 52-week renewal of the TV series, the only networked film show made abroad.

Reynolds claims that a pilot film which would cost \$18,000 to produce here will cost \$20,000 in Europe and that a cheaper pilot which can be shot for \$8,000 in New York or Hollywood "could run about \$12,000 abroad. Transportation costs alone, the director points out, are likely to go as high as \$7,000.

Since, to shoot pilots, the minimum staff needed is a producer, director and writer, and one or two actors, all of whom must be transported at \$1,000 for a round trip, transportation chews up a

large part of the nut. Provision, of course, is made for several round trips by a key exec as emergencies arise.

The American execs must also be backstopped by European assistants who know the language and the ropes. Reynolds says. They run about \$250 weekly. Custom fees and air freight on raw stock must be paid, another additional charge not needed for making pilot films here. Three film technicians are used in Europe for every two hired here, the fact being that they work according to motion picture standards, while we are geared to TV production standards, he pointed out. This, naturally, runs the tab for technicians higher than in the states.

After you pass a certain point, however, Reynolds explained, "producers can get five times as much for their dough in Europe." The megger said that it was in the extras, the detail and workmanship in the sets, props and furniture that makers of pilots in Europe would gain. "Nevertheless video films can't be made in Europe on a shoestring," he stated. "They must be soundly financed with dollars. Arrangements for the use of blocked currency are not always possible," Reynolds warned.

TV STATIONS!

"STATIONS NAME ZIV BEST TV FILM DISTRIB... in industry - wide survey!"

HOW STATIONS RATE DISTRIBUTORS OF FILMS PRODUCED ESPECIALLY FOR TV

Place	Name	Points
1	ZIV TELEVISION PROGRAMS, Inc.	106
2	OUR BELOVED RIVALS	59
3		55
4		30

"Ziv Television Programs was voted the outstanding distributor of TV film series especially produced for television by an almost two to one margin in The Billboard's first quarterly survey of TV films. This was the verdict of the nation's television stations . . ."

THE BILLBOARD, TV FILM QUARTERLY, PAGE 12



TV

STATION AND SPONSOR FILM PURCHASES

"Sports Parade" was purchased by Bristol Myers Company from United Artists Television thru Doherty, Clifford & Shenfield. The weekly 15-minute sports show will be televised in Atlanta, Bloomington, Ind.; Columbus, Dallas, Dayton, Detroit, Erie, Greensboro, N. C.; Huntington, W. Va.; Johnstown, Pa.; Kalamazoo, Mich.; Lansing, Mich.; Los Angeles, Norfolk, Providence, Richmond, Rochester, St. Louis, Toledo. Deal is for five years and permits UA to syndicate the series to non-competitive sponsors in remaining markets.

National Clothing Corporation, Chicago chain store outfit, picked up a block of theatrical films from Speciality Television Films for immediate use.

"Great Americans," series of 26 quarter-hour films produced for Encyclopedia Britannica Films, was purchased from Associated Program Service by Southwestern Bell Telephone thru Gardner Agency for WDAF-TV, Kansas City, and by North Pole Ice Cream thru Wasser, Kay & Phillips for WDTV, Pittsburgh.

Major Television Productions sold its package of 14 "Cowboy Cavalcade" theatricals "Fury Below," a single feature, and the Bobby Green musical drama series of nine films to WCPO-TV, Cincinnati, for television beginning September 1.

Corina Cigars purchased the re-run rights for TV films originally shot by Green Wancher and Chevron Gasline by Music Corporation of America's Screen Productions. The firm will sponsor the films on KCCA-TV, Hollywood, for 13 weeks.

Sankat Growers bought "Preserve Pinchouse" series produced by Screen Television Productions. Films will be shown on KTLA Hollywood. Deal was made thru Fowle, Crow & Bellinger ad agency.

Pontiac Motors will sponsor 13 weeks of theatrical films on WCBS-TV, New York, beginning Tuesday (28). First film is "Common, the World."

March of Time with a half-hour film series to Miller Brewing Company for sponsorship in 30 markets beginning next October.

Current TV Film Series

Continued from page 11

Table listing TV film series with columns: Series Name, Length in Minutes, Releases Currently Available, and Distributor. Categories include Women's, Musical, Mystery, Quiz, Religious, News, Travel, and Sports.

TV-Film Reviews

The Late Show "Saints and Sinners"

TV FILM—Thursday (12) 11:15 p.m.-12:35 a.m., EDT. Participating sponsorship via WCB5-TV, New York. Feature produced in 1949 by J. E. Lopert, England. Cast: Abbey Theater Players of Dublin. Series produced for WCB5-TV by David Savage, manager of WCB5-TV film department and feature film buyer for CBS-TV network.

"The Late Show" one of the oldest and highest-rated feature film TV series in Manhattan, plays it straight for the most part, with the announcer opening show with a brief synopsis of film (same ending of course), and a single slide standing in for intermission markers and opening and closing signposts.

Films are run in entirety if possible, with minor editing chores and plot narratives scripted by alternating directors. Announcers on show (also working on alternate-night basis) strive for dignified approach, but ad lib on plot outline a bit for local color.

"The Late Show" supposedly runs only "A" movies. Granted the general caliber of film is higher on this program than that of the average TV flicker show, but by motion picture standards quite a few of the "A's" are pretty "C" production-wise.

When "The Late Show" screens a foreign film, however, it is usually of "A" caliber, a precaution that the station may take in an effort to offset TV audience's reported antipathy towards non-U.S.A. flickers.

NEW SERIES & FIRMS

Burns and Allen Begin Weekly Film Series

HOLLYWOOD, June 21.—Burns and Allen start rolling their weekly TV film series on June 26 for next season's joint sponsorship by Carnation and B. F. Goodrich, via Columbia Broadcasting System.

My Little Margie

TV FILM—Reviewed Monday (16), 9-9:30 p.m., EDT. Presented by Philip Morris cigarettes via the Biow agency thru the Columbia Broadcasting System's TV network.

The summer replacement for "I Love Lucy," this film series should be an adequate warm weather filler. Its chances of carving out a winter career, however, are not too hopeful.

Basically the situation duplicates itself because it details the activities of a father who tries to keep his daughter out of trouble and a daughter who does the same for her romantically inclined dad.

Some Confusion The story concerned an attempt by Margie and her dad to separate each other from their romantic interests. This was to be accomplished via a book titled, "Reverse Psychology."

Gale Storm is a pretty, vivacious and competent Margie. In his comeback, Charles Farrell, the still quite handsome, is not a strong enough father.

The Philip Morris commercials promise pleasure to smokers of the product. Leon Morse.

film has some beautiful outdoor shots and (per usual with the Abbey group) the bit parts are played magnificently.

Fearless Fosdick

TV FILM—Reviewed Sunday (15), 4-4:30 p.m., EDT., via WNBT, New York. Produced by Louis G. Cowan, Inc., in association with Alfred L. Hollender.

The Fosdick series (based on this preem showing) has a seemingly conflicting set of appeals. On the one hand the show is an exquisite satire on the Dick Tracy comic strip as well as on virtually all private eye and other detective tales whether printed or on the air.

Whether the producers will be able to maintain the balance of these two appeals remains to be proved. In the kick-off episode said balance was neatly achieved.

All of the show's characters are puppets, and here big bows are due Mary Chase. For Fosdick, (created by Al Capp) Schmooser (his assistant) and the villains are all fascinatingly constructed.

Kukla, Fran and Ollie and quite a number of other shows have managed to win and hold mixed (adult-kid) audiences. It is hoped Fosdick may do likewise.

Justin Tyme

TV FILM—Reviewed at special agency showing Thursday (19). Produced by Tyme Productions. Producers-directors-writers: Larry Winters and Bernard Birnbaum.

characters for use either in entertainment or commercial films. Puppeteer Nat Norbert obviously knows his business, and some of his puppets have striking appearances.

and Franklin Pangborn, has gone into production at Wizard Pictures Company. Boris Petroff is producer-director.

LOU LILLY TO FILM "BOY FRIEND"

HOLLYWOOD—Lou Lilly Productions, a new firm, is set to film "The Boy Friend," a half-hour situation comedy featuring Todd Karns.

ROGELL TO HANDLE "MEDAL OF HONOR"

CHICAGO—"Medal of Honor," the radio series originally produced for the Veterans of Foreign Wars, is being turned into a half-hour film series by Rogell Productions, Hollywood.

PRODUCTION NEARS ON "MOLLY"

HOLLYWOOD—Production starts this month on a series of 13 half-hour films, "Adventures of Molly," with Maurice Golden

Sides in Current Release

Week Ending June 21

Because of the lack of consistency with which each of the 50 record companies enter consideration...

Table with columns: PUBLISHER, TUNE, ARTIST AND LABEL. Lists various record releases from companies like ACUFF ROSE GROUP, ARK-LA-TEX, etc.

Total Sides for Week Released by Each Label

Week Ending June 21

Table showing total sides released by each label (CAPITOL, COLUMBIA, DECCA, etc.) categorized by Popular, Folk, and Rhythm & Blues.

Total Number of Sides Released by Each Label

January 1, 1952, to Date

Table showing the total number of sides released by each label from January 1, 1952, to the current date.

SPA-MPPA Near Settlement In Royalty-Audit Controversy

By IS HORWITZ
NEW YORK, June 21.—The long-standing dispute between writers and publishers...

Estimates of the amounts writers will accrue as a result of the agreement vary widely. They range from a cumulative low of \$10,000 to as much as \$200,000.

Delinquent Publishers
Publishers deemed delinquent under the new agreement must also split with their writers...

The settlement also provides for the disposition of refunds of British income taxes...

Exemptions
Publishers whose pacts with writers included payment of specified sums in folio, etc., rights and who fulfilled these obligations...

Payments by publishers, once an audit is completed, will be made to Miriam Stern, SPA executive secretary...

ALFRESCO

Utility Firm To Sponsor N. Y. Dances

NEW YORK, June 21.—For the 11th straight year Consolidated Edison, local utility titan, is sponsoring summer outdoor dances for New Yorkers...

CONTINUITY IN SOUND EFFECTS

NEW YORK, June 21.—Thomas J. Valenti, Chicago business man, is releasing a new line of records on which he can supply background noises that will simulate the sound of most anything from a fox hunt to rocket barrage...

Biharis, Duke In Gordon Tiff

HOLLYWOOD, June 21.—The Bihari brothers, owners of Modern, RPM and Rhythm and Blues Records, this week sought an injunction against Tri-State Recording Company...

Howard Back On Bandstand In Midwest

CHICAGO, June 21.—Eddy Howard, who has been on a lengthy vacation from his ork fronting chores, resumes with his band today when he plays the first of a series of one-nighter dates thru the Midwest...

Palladium Sets Guy Mitchell

NEW YORK, June 21.—Guy Mitchell's unbroken string of hit records released in London is going to pay the singer off in a two-week date at the Palladium, where he opens for Val Parnell on July 21...

V. Monroe Ork Sets 1-Nighters

NEW YORK, June 21.—Following a successful five-month tour that closed in May, the Vaughn Monroe ork hits the road for a two-month tour of one-nighters beginning at New Bedford, Mass., July 3...

Capitol Fetes Tenth Year

NEW YORK, June 21.—Capitol Records will celebrate its 10th anniversary July 1. The diskery, started a decade ago by Glenn Wallichs, Johnny Mercer and the late Buddy DeSylva, had gross sales of over \$13,000,000 in 1951, and now has more than 1,100 employees.

ADVANCE DATA AND TRADE ACTION ON "SONGS FOR SALE"

SONGS TO BE AIRED ON JUNE 28 OVER CBS-TV
AFTER THE RAIN—By John Roger. Sung by Frances Langford
IF I COULD SET YOU TO MUSIC—By Donald Larson. Sung by Mel Tormé

Specialty to H. B. Field

HOLLYWOOD, June 21.—Art Rupe, of Specialty Records, this week started his long-protected entry into the country music field with three releases and the policy of a monthly release of four records in the future...

Waldorf-Astoria

NEW YORK, June 21.—The Waldorf-Astoria, which has been set for the remainder of July, with final details being worked out for August, July dates include stops in New England, Canada, Michigan, Ohio, Pennsylvania and New York. On September 4, the band returns to New York for a month's stay at the Waldorf-Astoria.

CHICAGO

MERCURY SCORCHE

*Five Top Hits Give Chicago
of Summer Best Sellers in*



EDDY HOWARD
'Auf Wiederseh'n'

MERCURY 5871-5871X45



PATTI PAGE
'Once In A While'

MERCURY 5867-5867X45



MERCURY RECORDS, CHICAGO, ILLINOIS



DAILY**FINAL**

HIT WAVE S NATION

*Company Greatest Array
Record Industry's History*



VIC DAMONE
'Take My Heart'

MERCURY 5877-5877X45



GEORGIA GIBBS
'So Madly In Love'

MERCURY 5874-5874X45



RICHARD HAYES
'Never Leave Me'
COUPLED WITH
'The Mask Is Off'

MERCURY 5872-5872X45

11,000,000 IN 1951

West German Record Production Is Rising

NEW YORK, June 21. — The production of phonograph records in Western Germany for domestic consumption, which has been climbing steadily since the end of World War II, last year amounted to 11,000,000 disks. The production rate this year is outpacing 1951, according to top executives of Deutsche Grammophon Gesellschaft, largest German diskery.

Dr. Walter Betke, president of DGG, and Ernest Roediger, vice-president, have been here for the past two weeks for discussions with Decca prexy Milton R. Rackmil and Hubert Stone, Decca export manager, to review accomplishments of the reciprocal pact entered into between the two companies 18 months ago, and to map future plans.

As a result of the confabs, it is expected that the number of DDG recordings released by Decca here as part of its Gold Label Series will be increased sizably during the coming year. In addition, the DGG execs reported that their firm's release of Decca pops has been meeting with favor in Western Germany, and that further exploitation of American material under the DGG Brunswick label is being planned.

Pointing up the extent of the postwar revival of the record business in their country, Betke and Roediger noted that record sales in 1950 amounted to some 8,500,000 disks. In 1949, the figure was about 5,500,000. They compared these totals to the biggest prewar record year in Germany, 1929, when some 25,000,000 disks were purchased in that country.

The most depressed prewar year was 1936, when only 3,000,000 disks were produced and sold.

The prewar figures quoted by the DGG execs comprised sales in the whole of Germany. Postwar statistics refer only to Western Germany.

Long-play disks began to make their appearance in Germany last September, and the demand for etchings in the speed now far exceed the supply. Betke and Roediger asserted. Only a tiny

fraction of total pressings are now 33 1/3, with further inroads hampered greatly by a shortage of plastics and suitable playback equipment. There has been no move to introduce 45 r.p.m. platters in Germany as yet.

Price List Current prices charged for records in the Western Zone are the German equivalent of about 95 cents for 10-inch pops, \$1.75 for conventional speed 12-inchers, \$4.20 for 10-inch LPs and \$6 for 12-inch LPs.

Deutsche Grammophon has also developed and placed on the market a variable microgroove 78 r.p.m. disk at \$2.40. The latter, played with a conventional pickup, compresses about nine minutes of music on a 12-inch platter side and is used primarily for classical items.

The DGG execs explained that the 95-cent charge for pops, while roughly comparable to prices in the United States, represents a sizable expenditure for the average German wage-earner. He must labor about 2 1/2 hours for the equivalent of 95 cents in wages, they pointed out.

Other Diskeries Deutsche Grammophon, headquartered in Hannover, has recording studios in Berlin, Hamburg, Munich and Stuttgart. Other major German diskeries, in the order of their estimated size, are Teldec, a firm founded by Telefunken and British Decca about two years ago; Electrola, a subsidiary of Electrical and Musical Industries; Carl Lindstrom, another EMI subsidiary, and Philips. The latter, activated about two years ago, has its records pressed by DGG.

Top pop hit in postwar Germany was Auf Wiedersehen, currently stirring up plenty of action in this country. The DGG version alone has so far sold more than 200,000 copies.

Important Decca artists who have sold best under the DGG Brunswick label are Bing Crosby, the Andrews Sisters and Louis Armstrong. The latter is skedded for personal appearances in Germany next fall.

New Series and Firms

Continued from page 14

handling production at the Motion Picture Center here.

FEATURE CIRCUS ON SERIES... NEW YORK — The Terrell Jacobs Wild Animal Circus becomes the central attraction in a new film series going into production this month by the newly formed Terrell Jacobs Television Productions. (See separate story for full details.)

CALLUP TO STAR IN NEW SERIES... NEW YORK — George Foley is making arrangements to film his radio series, featuring Dr. George Gallup predicting political trends. A large textile manufacturer is said to be interested in network sponsorship.

VIEWERS REQUEST 'EUROPE CRUSADE'... GRAND RAPIDS, Mich. — Local video station WOOD-TV conducted a poll to determine how many viewers would like the station to screen 20th Century Fox's 'Crusade in Europe' TV film series this month. More than 1,000 requests for the program were made, plus bids from two prospective sponsors. A similar poll, conducted by WBBN-TV, Buffalo early this year, brought 1,800 please-run letters. The series is

currently showing over the station under sponsorship of The Marine Trust.

ENCYCLOPEDIA FILMS RELEASED... NEW YORK — Encyclopaedia Britannica Films were released for television this week when Associated Program Service announced consummation of a deal as exclusive rep for the more than 100 educational films. This marks APS' entry into the TV film field.

The films are being offered on a library arrangement at flat rates for unlimited use for a year.

CHURCH OF CHRIST PREEMS MOSES SERIES... CHICAGO — National Council of the Churches of Christ, thru the broadcasting and film commission, will premiere a new film series, based on Moses and portrayed by puppets, here Tuesday (24).

The Moses series consists of three 14-minute shows, tailored for television, but which can also be used for church and school showings.

Representatives of all TV stations in this area have been invited to see the three shows at the special screening.

Sides in Current Release

Continued from page 21

Table listing record titles and artists, such as 'Diana in a White', 'I Wish Somebody Loved Me', 'Fanny (Not Much)', etc.

RAYMAR SALES MOVING TO NEW GOTHAM LOCATION

Sam Keenholz is moving his Raymar Sales, record one-stop, to larger quarters at 70-21 Jamaica Avenue, New York, July 1. The outlet will occupy three floors. New features include equipment to provide typewritten title strips for operators. All disks will be displayed on rolling stands. Firm will also stock radios, record players, small appliances and high-fidelity equipment.

THEBOM, FLAGSTAD SING 'TRISTAN' FOR RCA

Blanche Thebom planned for London recently where she will sing the role of Brangane in RCA Victor's disk of Wagner's 'Tristan and Isolde.' The cast will be headed by Silvester 'Flagstad, with the production conducted by Wilhelm Furtwangler.

RGM ASSOCIATES INKS BERNIE MANN ORK

RGM Associates has signed Bernie Mann's All-American band to a personal management deal. The combo opens at the Riviera, Manhasset, N. Y., night spot, July 3 for a summer-long week-end sked. Week-days the ork will play one-nighters.

CRG MULLS BIDS FROM DISTRIES

The Children's Record Guild, educational kiddie line, is mulling bids from distributors for the New York City territory. For more than a year the label has used its own salesmen to service its accounts and open new outlets. The decision on new appointment is expected in the near future.

WEERTZ, TILMANS IN MGM PACTS

MGM Records has pacted Louis Weertz and Jon Tilmans to disk contracts. The latter is a harmonica player from Belgium. Weertz is a concert pianist but will cut pop sides for the label.

WEAVERS TO GET EUROPE DATES

Pete Cameron, manager of the Weavers and general manager of Folkways Music, left for Europe Wednesday (18). He will visit London, Paris, Stockholm, Milan and spots in Switzerland. The purpose of trip is to set a concert tour for the Weavers and dig up folk material.

HILLIARD GOES WEST TO RECORD BAKER

Jimmy Hilliard, Coral A.&R. chief, travels to Chicago this week to record Two-Ton Baker, recently signed by the label. While there he will visit with Midwestern deejays.

CORAL MAPS DRIVE ON 10 LEADERS

Coral is mapping a special summer drive on its 10 leading disk sellers. The promotion will include top deejay coverage. At the top of its '10-best' list are recent waxings by Don Cornell, the Ames Brothers, Alan Dale and Teresa Brewer.

MAY ORK BOOKED INTO OCTOBER

The Billy May ork, after finishing current date at the Meadowbrook, Cedar Grove, N. J., goes on an extended tour until November. The band plays one-nighters thruout the New England area, the Middle West and the Far West, plus location dates including a week at Steel Pier, Atlantic City, July 11 to 16; one week at Coney Island, Cincinnati, July 25 to August 2, three weeks at The Thunderbird, Las Vegas, Nev., August 28 to September 18 and three weeks at the Palladium, Hollywood, starting October 17.

RAN WILDE SIGNS CONTRACT WITH GAC

Ran Wilde, ork front, signed a management pact with General Artists Corporation. Wilde now working with an eight-piece unit, is doing a series of one-nighters thru Texas, with Phil Brown, head of the GAC office in Dallas, handling.

ALEXANDER HEARING IS POSTPONED

A hearing on suit filed by Perry Alexander against ASCAP was postponed until October by Judge Goddard of Federal Court here. Alexander is the head of Melow Music, and publisher of the tune 'Cry.'

FATHER, 72, SON WRITE DITTY

A new ditty, 'Should You Forget Me,' with Bob Anthony and

the Laurie Sisters, on Derby Records and his 72-year-old father, Armedo. This was the first lyric written by the elder Cassone for a commercial tune.

New York

There was a big double celebration at Dave Kapp's house last week-end. Dave and his wife, Ruth, celebrated their 25th wedding anniversary, and their son, Mickey, made a pretty lass named Betty a new Mrs. Kapp.

Don Cherry retained his title of West Texas Golf Association champ at recent tournament held at Mineral Wells outside of Dallas. Pat Ballard's ditty, 'The Tears of Fate,' soon to be released by RCA Victor with Eddie Fisher, was written by Ballard more than 25 years ago. Tune was never waxed previous to this release. Effort is published by General Music.

Coral artists, Neal Hefti, Frances Wayne and the Modernaires, will head the New York Paramount bill beginning July 8. Mel Rose, former New Yorker who now distributes several LP labels in Mexico, was here on a business visit this week. John Schulman, counsel for the Songwriters' Protective Association, leaves next week for a fishing trip off the coast of Maine. Tony Bennett is home recuperating from a minor operation. He opens at the Copa October 2. Balladeer Harry Belafonte goes into the Alhambra in Cleveland on June 24 for two weeks. Alan Dean opens a one-week run at the Ranch House in Johnson, R. I. on June 29. Anita Ellis is back at the Blue Angel. MGM has cut 'Never Again' with Marian Morgan. The tune recently was picked as the best of a six-week period of winning ditties on 'Songs for Sale.' The MGM disk was part of the prize.

Current TV Film Series

Continued from page 14

Table with columns: Series Name, Length in Minutes, Releases Currently Available, Distributor. Lists series like Double Play with Durocher, Football Extras, Goin' Places with 'Gadabout', etc.

WESTERN

Table listing Western TV film series like Buster Crabbe Show, Cisco Kid, Gene Autry Show, Hopalong Cassidy, etc.

MISCELLANEOUS

Table listing miscellaneous TV programs like Adventures in Living, Best Things in Life, Handy Andy, Hollywood on the Line, etc.



FORECAST
IT WASN'T GOD WHO MADE
HONKY TONK ANGELS
and
I DON'T WANT YOUR
MONEY, I WANT YOUR TIME
by
Kitty Wells
28232*

DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS



FLASH!
HOW LOVELY COOKS
THE MEAT by
Josef Marais and Miranda
and
1. SUGARBUSH (VASTRAP)
2. THE CAPETOWN GIRLS
Josef Marais 28227*

TO BUILD SALES

Vol. II

Published in the interests of Decca Dealers and Music Operators

No. 26

TO BUILD PROFITS

NEW RELEASES—SINGLES

One For The Wander Andrews Sisters
Idle Chatter (From "Dance Of The Hours") 28276*
Walkin' My Baby Back Home Guy Lombardo
Once In A While 28277*
Kissed On Paper Red Foley
Are You Trying To Tell Me Goodbye 28284*

Never Let The Sun Set On A Quarrel Dick Haymes
Are We In Love? 28239*
Dick Haymes with Victor Young
How Lovely Cooks The Meat
Josef Marais and Miranda
1. Sugarbush (Vastrap) 2. The Capetown Girls
Josef Marais 28227*

(I'm A) Sentimental Fool Arthur Prysock
School Of Love 28270*
Whistle My Love Elton Hayes
(From Walt Disney Prod. "Robin Hood")
Biddle De Diddle De Day (The Tale of Robin Hood)
(From Walt Disney Prod. "Robin Hood") 28214*
When Jess Williams
I'll Bet You Never Cared 28242*

Back Street Affair Billy Wallace
Counted Out 28243*
Memories Of You The Blenders
Never In A Million Years 28241*
Bartender's Polka Eddie Habat
Blue Dancing Shoes 28240*
*Also available in 45 RPM (add prefix '9-' to record number)

TOP SELLERS

... based on this week's actual sales

WEBS ON LIST	COUNTRY	SALES
7	SO USED TO LOVING YOU THAT HEART BELONGS TO ME Webb Pierce	28091*
4	RACK UP THE BALLS BOYS TILL THE WELL GOES DRY Rex Allen	28146*
30	WONDERING New Silver Bells Webb Pierce	46344*
53	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
9	WILD SIDE OF LIFE IT'S SO LONG AND GOOD-BYE TO YOU Burl Ives and Grady Martin	28055*
1	WHEN THE CACTUS IS IN BLOOM SAILOR'S PLEA Bill Monroe	28183*
4	I'M BOUND FOR THE KINGDOM I'D RATHER HAVE JESUS Red Foley with The Jordanaires	28147*
5	ALMOST Let's Take A Trip To The Moon Mervin Shiner and Grady Martin	28121*
1	ALL HOPE IS GONE THROWING WATER ON THE FLAME Jack and Daniel and The Sourwood Mt. Boys	28207*
10	SOMEBODY'S STOLEN MY HONEY MY MOTHER MUST HAVE BEEN A GIRL LIKE YOU Ernest Tubbs	28067*

RHYTHM AND BLUES

2	JORDAN FOR PRESIDENT OIL WELL, TEXAS Louis Jordan	28225*
3	MY ACHING HEART I DON'T KNOW WHAT'S TROUBLIN' YOUR MIND Buddy Johnson	28165*
1	AFTER HOURS ME AND YOU Floyd Smith and Meroze Henderson	28208*
6	SLOW DOWN NEVER TRUST A WOMAN Louis Jordan	28083*
9	AT LAST ROOT MAN BLUES Buddy Johnson	27998*

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

BEST BETS

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

POSITION THIS WEEK	RECORD	ARTIST	SALES
1.	FROM THE TIME YOU SAY GOODBYE SO MADLY IN LOVE	Dorothy Collins and Gordon Jenkins	28251*
2.	I WANT TO GO THERE, DON'T YOU? IF YOU BELIEVE	The Sunshine Boys	28221*
3.	HALF AS MUCH AUF WIEDERSEHN SWEETHEART	Guy Lombardo	28271*
4.	TILL THE END OF THE WORLD JUST A LITTLE LOVIN'	Bing Crosby and Grady Martin	28265*
5.	NIGHT AND DAY YOU ARE THE LIGHT O' MY LIFE	Grady Martin	28231*
6.	CRAZY 'CAUSE I LOVE YOU SWINGIN' THE DEVIL'S DREAM	Spode Cooley	28253*
7.	YOU IT HAPPENED IN MONTEREY	Fred Waring	28235*
8.	SATURDAY RAG BUSYBODY	Roberta Lee with the Lawson-Haggart Jazz Band	28236*
9.	CNEROKEE (Indian Love Song) YOU'RE THE CREAM IN MY COFFEE	Jerry Wald and Chris Connors Jerry Wald	28203*
10.	MAYBE We Three (My Echo, My Shadow And Me)	Ink Spots	23634*
11.	THE MAN IN THE MOON CRIED LAST NIGHT YOUR HEART IS TOO CROWDED	Mervin Shiner	28220*
12.	I'VE BEEN WORKING ON THE RAILROAD-POLKA TURNPIKE POLKA	Georgie Cook	28223*
13.	IS IT TRUE WHAT THEY SAY ABOUT DIXIE? SOMEDAY SWEETHEART	Al Morgan and Frankie Froba	28229*
14.	A MIGHTY PRETTY WALTZ WHEN I FALL IN LOVE	Jeri Southern with Victor Young	28224*
15.	IT WASN'T GOD WHO MADE MONKY TONK ANGELS I DON'T WANT YOUR MONEY, I WANT YOUR TIME	Kitty Wells	28232*

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

ALBUM TOP SELLERS

LERDY ANDERSON COND., Vol. 1 A-810-\$4.75 • 9-151-\$4.75 • DL 1509-\$3.85
LERDY ANDERSON COND., Vol. 2 00-815-\$4.75 • 9-274-\$4.15 • DL 7519-\$3.85
TANGOS FOR ROMANCE Carmen Cavallera 9-355-\$2.75 • DL 5407-\$3.00
OKLAHOMA!—Orig. Cast DA-339-\$5.85 • 9-4-\$5.45 • DL 8000-\$4.85
JANE FROMAN SOUVENIR ALBUM Vocal with Orchestra 9-331-\$4.15 • DL 8021-\$3.35
GUYS AND DOLLS—Orig. Cast DA-825-\$4.70 • 9-101-\$4.30 • DL 8024-\$4.85
THE KING AND I—Orig. Cast DA-876-\$4.75 • 9-700-\$4.05 • DL 9008-\$3.85
GUY LOMBARDO Featuring THE TWIN PIANOS A-512-\$4.15 • 9-111-\$3.00 • DL 1007-\$3.00
WALTZES OF VIENNA—Jesse Crawford ANGELS 9-330-\$3.75 • DL 5402-\$3.00
MANHATTAN TOWER and CALIFORNIA Gordon Jenkins DAU-723-\$2.75 • 9-2-\$2.25 • DL 8011-\$4.85 DAU-722-\$2.75 (Does not include CALIFORNIA)

CHILDREN'S TOP SELLERS

JACK AND THE BEANSTALK Abbott and Costello E-45 • 1-157
The Adventures of the Lone Ranger: HE BECOMES THE LONE RANGER E-79 • 1-157
HE FINDS SILVER E-20 • 1-152
HE FINDS DAN REID E-31 • 1-154
HE HELPS THE COLONEL'S SON E-32 • 1-155
CRADLE SONG (Brahms' Lullaby) and THAT SLY OLD GENTLEMAN Bing Crosby CE-117-\$2.85 • 1-111
THE LITTLE ENGINE THAT COULD and LET'S HAVE A PARTY Guy Lombardo E-57 • 1-182
NUTCRACKER SUITE Fred Waring CE-117-\$2.85 • 1-111
TUBBY THE TUBA Dorsey Keyes and Victor Young CE-106-\$2.80 • 1-109
LITTLE ORLEY'S ADVENTURES with THE LITTLE ENGINE THE HAPPY BIRD Uncle Lumpy and Fred Waring CE-117-\$2.85 • 1-112
78 RPM (E-1) Decalite (Unbreakable under normal use) Records—\$1.00 plus tax 45 RPM (1-1) Records (In Decorative Envelopes)—95c

TOP SELLERS

... based on this week's actual sales

WEBS ON LIST	POPULAR	SALES
22	BLUE TANGO Belle Of The Ball Leroy Anderson	27875*
3	LOVER You Go To My Head Peggy Lee and Gordon Jenkins	28215*
15	BLUE TANGO AT LAST, AT LAST Guy Lombardo	28031*
2	PRETTY AS A PICTURE WHEN YOU COME BACK TO ME Mills Brothers	28190*
4	WABASH BLUES LINGER AWHILE Andrews Sisters and Russ Morgan	28143*
7	I'M YOURS I UNDERSTAND Four Aces	28162*
3	HANG YOUR HEAD IN SHAME WHERE IS YOUR WANDERING MOTHER TONIGHT Andrews Sisters and Red Foley	28163*
6	KISS OF FIRE OCELANADO (Delicate) Guy Lombardo	28179*
1	(The Angels Are Lighting) GOD'S LITTLE CANOLES SOMEBODY BIGGER THAN YOU AND I Red Foley with The Anita Kerr Singers	28252*
3	JUNCO PARTNER Azure-Te (Paris Blues) Louis Jordan	28211*
1	WATERMELON WEATHER THE MOON CAME UP WITH A GREAT IDEA LAST NIGHT Bing Crosby and Peggy Lee	28238*
6	UNDER THE MONKEYSUCKLE VINE Bill Kenny of the Ink Spots YOU MAY BE THE SWEETHEART OF SOMEBODY ELSE Ink Spots featuring Bill Kenny	28164*
17	YOU BROUGHT ME LOVE PERFIDIA Four Aces	27987*
4	PLINK, PLANK, PLUNK SERENATA Leroy Anderson	28168*

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

DECCA RECORDS

A NEW WEAVERS' SMASH!

THE WEAVERS

HARD AIN'T IT HARD?

and

RUN HOME TO MA-MA

Decca 28228* (78 rpm) and 9-28228 (45 rpm)

America's Hottest Band-
Getting Hotter *with* 1000

Scatterbrain

featuring
The Anthony Trumpet
Marcie Miller and the Skyliners
and . . .

"AS TIME GOES BY"

featuring
The Anthony Trumpet
Tommy Mercer and the Anthony Choir



CAPITOL 2104

RAY ANTHONY

AMERICA'S #1 BAND

Still hopping over
the record counters
HOUSE PARTY
HOP
Album

CAPITOL
KCF—292 (45)
L—292 (33 1/3)

Record Promotion:
JIM MCCARTHY



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 scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received June 18, 19, 20.

Last Week | This Week

1. **1. Kiss of Fire**

By Lester Allen and Robert Hill—Published by Duchess (BMI)
RECORDS AVAILABLE: T. Arsen, Col 39737; L. Armstrong, Dec 28177; L. Baxter, Cap 2102; L. Brown, Coral 60745; J. Crawford, Dec 28234; J. D'Aranno, V 423-0036; B. Eckstine, MGM 11225; R. Flanagan, V 20-4705; L. Fuchs, V 25-5114; G. Gibbs, Mercury 5823; G. Lombardo, Dec 28176; T. Martin, V 20-4621; The Quebec Kansas Field Quartet, Milo 1406; A. Shelton, London 3214; W. Ventura Standard T-167.
ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Long Worth; Dolly Dawn, Theaurus.

3. **2. Here in My Heart**

By Genaro Limonson Sorrelli—Published by Melih (BMI)
RECORDS AVAILABLE: T. Bennett, Col 39745; A. Dale, Coral 60746; V. Danone, Mercury 5828; V. Dillard, Savoy 851; D. Haynes-Andrews Sisters, Dec 3213; A. Martino 895 101
ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Theaurus; Earl Shelton, Associated.

4. **3. I'm Yours**

By Robert Melih—Published by Algonquin (BMI)
RECORDS AVAILABLE: T. Arsen, Col 39737; L. Baxter, Cap 2102; D. Cornell, Coral 60690; V. Dillard, Savoy 851; E. Fisher-H. Winterhalter, Dec 28176; R. Flanagan, V 20-4705; Four Aces, Dec 28162; B. Holiday, Coral 7518; R. Marley, Mercury 5822
ELECTRICAL TRANSCRIPTION LIBRARIES: George Bassman, Associated; Henry Jerome, Long Worth.

2. **4. Blue Tango**

By Leron Anderson—Published by Mills Music (ASCAP)
RECORDS AVAILABLE: L. Anderson, Dec 27875; L. Baxter, Cap 1964; F. Cole, V 20-4541; C. Cavallaro, Dec 28085; X. Cugat, Mercury 5817; D. Harman, Mercury 5790; G. Lombardo, Dec 28031; J. Thomas, Mercury 6248; H. Winterhalter, V 20-4516
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long Worth; Freddy Martin, Theaurus; Dave Terry, Associated.

5. **5. Delicado**

By Waldy Azavedo and Jack Lawrence—Published by Remick (ASCAP)
RECORDS AVAILABLE: L. Almeida, Coral 60729; J. Augello, Mercury 5858; W. Azavedo, Dec 28034; R. Castillo, V 23-5685; P. Faith-S. Freeman, Col 39708; R. Flanagan, V 20-4706; S. Kenton, Cap 2040; G. Lombardo, Dec 28374; Lee Murray, MGM 11259; F. Norman's Ork, Top Ten 78-135; Orquesta de la Alegría, Pampa 11019; E. Ros, London 1151; D. Shore, V 20-4734; Three Suns, V 20-4677.
ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Shelton, Associated.

8. **6. I'll Walk Alone**

By Jules Styne and Sammy Cahn—Published by Mayfair (ASCAP)
RECORDS AVAILABLE: G. Ammons, Dec 28094; P. Andrews, Dec 28038; L. Armstrong, Dec 28177; D. Cornell, Coral 60659; R. Flanagan, V 474-703; J. Frenna, Cap 2044; R. Hayes, Mercury 5821; L. Holmes, MGM 11380; P. King Singers, V 20-1642; G. Lee, Remington R-25027; G. Lombardo, Dec 27468; M. Martin, Dec 28340; L. Prima, Mercury 5218; B. Taylor-P. Faith, Col 39644; M. Whiting, Cap 2000
ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Shelton, Associated.

6. **7. Guy Is a Guy**

By Oscar Brand—Published by Ludlow (BMI)
RECORDS AVAILABLE: Davis Day, Col 39673; E. Fitzgerald, Dec 28049; D. Lee-J. Hanson, Dec 28028; R. Flanagan, V 20-4704; P. Taylor, Mercury 5843.
ELECTRICAL TRANSCRIPTION LIBRARIES: George Bassman, Associated.

10. **8. Be Anything (But Be Mine)**

Irving Gordon—Published by Shapiro-Bernstein (ASCAP)
RECORDS AVAILABLE: R. Brown, Atlantic 962; W. Brown, Mercury 6270; C. Butler, Col 39690; D. Dawn, Jubilee 6002; A. Dean, MGM 11337; D. Estes, V 20-4574; Five Keys, Ataddin 3127; R. Flanagan, V 20-4704; L. Haskell, Coral 60494; E. Howard, Mercury 5815; P. Lee-Gordon Jenkins, Dec; V. Lynn, London; N. O'Connell, Cap 2011; B. Smith, Apollo 812; B. Stark, Dec 28039
ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Long Worth; Vincent Lopez, Theaurus; Glen Osser, Associated.

9. **And Wiederseh'n Sweetheart**

By Parsons & Storch—Published by Hill & Range (BMI)
RECORDS AVAILABLE: Ames Brothers, Coral 60773; Champ Butler-P. Faith, Col 39776; E. Howard, Mercury 5871; G. Lombardo, Dec 28271; V. Lynn, London 3227; B. Shepard-H. Winterhalter, V 20-4777.

9. **10. Blacksmith Blues**

By Jack Holmes—Published by Hill & Range (BMI)
RECORDS AVAILABLE: E. Brill, V 20-4532; B. Darnell, Dec 27968; R. Flanagan, V 20-4706; I. Harper-N. James, Col 39673; L. McArthur, Col 20907; E. M. Kane, Cap 1922; A. Moore, MGM 11372; S. Oliver, Dec 22972.
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long Worth.

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without the Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.

Advertisement

Advertisement

The Buyboard



JUNE 28, 1952

RECORDS AND ALBUMS LISTED ACCORDING TO CAPITOL'S ACTUAL SALES

Best Selling Capitol "Pops"

Based on Actual Capitol Sales Reports

Records listed below are those selling best in the retail record stores of the nation. List is based on weekly branch reports of sales to dealers in every market area. The three positions indicate the trend of sales for each record listed.

POSITION	Weeks Last This To date/Week/Week	RECORD	ARTIST	Label
3	1	1. IN THE GOOD OLD SUMMERTIME Smoke Rings	L. Paul M. Ford	BMT
2	—	2. TAKE MY HEART I Never Cared	A. Martino	ASCAP
8	2	3. CARIOCA I'm Confessin'	L. Paul M. Ford	ASCAP
19	3	4. WHEEL OF FORTUNE I Wanna Love You	K. Starr	ASCAP
2	14	5. WALKIN' MY BABY BACK HOME Funny	N. Cole	ASCAP
12	5	6. I'LL WALK ALONE With a Song in My Heart	J. Froman	ASCAP
9	7	7. SOMEWHERE ALONG THE WAY What Does It Take?	N. Cole	ASCAP
20	4	8. THE BLACKSMITH BLUES Love Me or Leave Me	E. Mae Morse	BMT
7	9	9. I WAITED A LITTLE TOO LONG (Ho Ho Ho Ha) Me Too	K. Starr	ASCAP
5	6	10. SCATTERBRAIN As Time Goes By	R. Anthony	ASCAP
3	11	11. EASY STREET Mayhem	B. May	ASCAP
8	10	12. OAKIE BOOGIE Love Ya Like a Mad	E. Mae Morse	BMT
5	13	13. FAREWELL (For Just Awhile) Star Eyes	H. O'Connell	ASCAP
17	14	14. BLUE TANGO Please, Mr. Sun	L. Baxter	ASCAP
5	22	15. BUSYBODY Birdman	J. Garber-L. Bennell	ASCAP

Best Selling Capitol Popular Albums

Based on Actual Capitol Field Reports

POSITION	Weeks Last This To date/Week/Week	RECORD	ARTIST	Label
11	1	1. WITH A SONG IN MY HEART	Jane Froman	Cap-309
5	2	2. BIG BAND BASH	Billy May	Cap-329
—	—	3. TODAY'S TOP HITS, VOLUME V	8 Top Artists	Cap-316
—	—	4. CLASSICS IN JAZZ—COLEMAN HAWKINS	Coleman Hawkins	Cap-327
3	3	5. BEN LIGHT'S JUKE BOX FAVORITES	Ben Light	Cap-330
—	—	6. A BAND IS BORN	Billy May	Cap-342
3	9	7. CLASSICS IN JAZZ—WOODY HERMAN	Woody Herman	Cap-324
5	4	8. SUGAR BLUES	Clyde McCoy	Cap-311
17	8	9. HOUSEPARTY HOP	Ray Anthony	Cap-293
—	—	10. DIXIELAND DETOUR	Pee Wee Hunt	Cap-312
—	—	11. CLASSICS IN JAZZ—TRUMPET STYLISTS	Trumpet Stylists	Cap-326
—	—	12. ROBERTA	Gordon MacRae-Lucille Horman	Cap-334

Best Selling Capitol Children's Albums

Based on Actual Capitol Field Reports

- HOPALONG CASSIDY & THE STORY OF TOPPER
Cap(78)CAS-3118; (45)CASF-3100
- TWEETY PIE
Cap(78)CAS-3074; (45)CASF-3074
- I'M A LITTLE TEA POT AND THE TEDDY BEAR'S PICNIC
Cap(78)CAS-3061; (45)CASF-3061
- I TAUT I TAW A PUDDY TAT AND YOSEMITE SAM
Cap(78)CAS-3104; (45)CASF-3104
- LITTLE TOOT
Cap(78)DAS-80; (45)CASF-3001
- BOZO ON THE FARM
Cap(78)DBX-3076; (45)CBXP-3076
- CARBON, THE COPY CAT AND MR. BUZZARD
Cap(78)CAS-3103; (45)CASF-3103
- BOZO AT THE CIRCUS
Cap(78)DBX-118; (45)CBXP-3020
- BOZO UNDER THE SEA
Cap(78)DBX-38; (45)CBXP-3031
- TWEETY'S PUDDY TAT TWIDDLE
Cap(78)DBX-3102; (45)CBXP-3102
- THREE ORPHAN KITTENS
Cap(78)CAS-3076; (45)CASF-3096
- HOPPY'S HAPPY BIRTHDAY
Cap(78)CAS-3114; (45)CASF-3124

Best Selling Capitol Country & Hillbilly Records

Based on Actual Capitol Sales Reports

Country and Hillbilly records are listed according to actual branch reports of sales to dealers. These reports cover the top Country and Hillbilly markets of the nation.

POSITION	Weeks Last This To date/Week/Week	RECORD	ARTIST	Label
18	1	1. THE WILD SIDE OF LIFE Cryin' in the Deep Blue Sea	H. Thompson	ASCAP
8	2	2. WAITING IN THE LOBBY OF YOUR HEART Don't Make Me Cry Again	H. Thompson	ASCAP
—	—	3. SATISFIED Hole Me Rock of Ages	M. Carson	BMT
—	—	4. FOOLISH PRIDE I Knew You When	F. Young	ASCAP
—	—	5. EVERYBODY'S GOT A GIRL BUT ME Put Your Arms Around Me	T. Ernie	ASCAP
—	—	6. I LOVE YOU 24 HOURS A DAY Hell Train	B. Strange	ASCAP
—	—	7. HILLBILLY HEAVEN Devil's Heart	W. Tuttle	ASCAP
—	—	8. RUBBER BALL HEART Rack Up the Balls, Boys	Ramblin' Jimmie Dolan	BMT
2	4	9. TATTLE TALE TEARS Have I Wasted Too Long	F. Young	ASCAP
2	7	10. DREAMING MY WEARY LIFE AWAY Tell Me	J. Skinner	ASCAP

Latest Capitol Releases No. 324

ZING A LITTLE ZONGI	Helen O'Connell	2137
BODY AND SOUL	Helen O'Connell	2137
TEAR IT DOWN	Clyde McCoy	2138
WHERE'S MY SWEETIE HIDING?	Clyde McCoy	2138
I'M LOSING YOUR LOVE	Boots and Idaho	2139
THAT'S MY HEART TALKING	Boots and Idaho	2139
OH, MARIE	Dean Martin	2140
COME BACK TO SORRENTO	Dean Martin	2140
I CAN'T CARRY A TUNE	Jerry Lewis	2141
CRAZY WORDS—CRAZY TUNE (Va Do De-Do)	Jerry Lewis	2141
YOU DON'T KISS ME CAUSE YOU LOVE ME	Jimmy Heap and Perk Williams	2142
THE ONE THAT I WON	Jimmy Heap and Perk Williams	2142

Record number shown is for 78 RPM—for 45 RPM add prefix "P"

Still No. 1

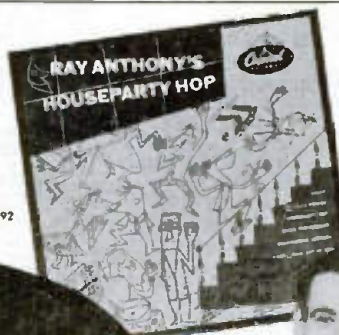
... IN SALES
... ON THE BOXES



HANK THOMPSON

"Wild Side of Life"

RECORD NO. 1942



Album No. 292

the number one band in the land...

Ray Anthony

HOUSEPARTY HOP

- GET A KICK OUT OF YOU
- MY BLUE HEAVEN
- SENTIMENTAL JOURNEY
- (33 1/3 only) — PERDIDO
- DINAH
- HOUSEPARTY HOP
- BEGIN THE BEGUNE
- WAGON WHEELS

Coming Up Fast!

BILLY STRANGE

SINGS

"I LOVE YOU 24 HOURS A DAY"

BACKED BY "HELL TRAIN"

RECORD NO. 2112

THE BILLBOARD Music Popularity Charts

For Revisions 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 June 18, 19 and 20

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

Table with 3 columns: Rank, Record Title, Artist. Includes records like 'HERE IN MY HEART', 'KISS OF FIRE', 'DELICADO', 'LOVER', 'BLUE TANGO', etc.

VOX JOX

By JOE MARTIN

Preams

Art Tacker recently switched to WCRB, Waltham, Mass., and is running two shows daily. One from 8:30-8 a.m. and one from 10:30-noon.

Gimmix

Tom Edwards, WERE, Cleveland, continues to move along at a brisk pace with his gimmick of offering four, wallet-sized photos of disk artists for 10 cents.

Recent guests on the Norm Goodan "Norm and Irene" show, WHL, Terre Haute, Ind., were Ralph Flanagan, Stan Kenton and Jerri Winters.

Best Selling Sheet Music

Based on reports received June 18, 19 and 20

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music sellers.

Table with 3 columns: Rank, Record Title, Artist. Includes records like 'KISS OF FIRE', 'BLUE TANGO', 'I'M YOURS', etc.

Songs With Greatest Radio Audiences (ACI)

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

Table with 3 columns: Rank, Record Title, Artist. Includes records like 'I GUY IS A GUY', 'AM I IN LOVE', 'BE ANYTHING (BUT BE MINE)', etc.

Top Ten in Television

Table with 3 columns: Rank, Record Title, Artist. Includes records like 'AM I IN LOVE', 'BE ANYTHING (BUT BE MINE)', 'CHARMAINE', etc.

England's Top Twenty

Table with 3 columns: Rank, Record Title, Artist. Includes records like 'AUF WIEDERSEHN SWEETHEART', 'BLACKSMITH BLUES', 'AROUND THE CORNER', etc.

(Continued on page 41)

this week on COLUMBIA



a blazing hit!
FRANKIE LAINE
High Noon
Rock of Gibraltar
39770, 4-39770

COLUMBIA'S No. 1

ROSEMARY CLOONEY
Bolch-A-Me
On the First Warm Day
39767, 4-39767



two great artists in great summery hits!

DORIS DAY

with PERCY FAITH
and his Orchestra

**"When I Fall
In Love"**

from "One Minute to Zero"

"Take Me In Your Arms"

39786, 4-39786



FRANK SINATRA

with AXEL STORDAHL
and his Orchestra

"Luna Rossa"

(Blushing Moon)

"Tennessee Newsboy"

(The Newsboy Blues)

39787, 4-39787



OTHER NEW RELEASES

CHAMP BUTLER
AUF WIEDERSEH'N,
SWEETHEART
PADAM... PADAM...
39776, 4-39776

JOHNNY HICKS
MY NEXT GAL
THE MAN ON
THE CORNER
20975, 4-20975

MARTY ROBBINS
CRYING 'CAUSE
I LOVE YOU
I WISH SOMEBODY
LOVED ME
20970, 4-20970

RILEY CRABTREE
I STOOD AND WATCHED
YOUR LOVE GROW COLD
I LIVE WITH
MEMORIES
20970, 4-20970

THE STAMPS QUARTET
YOU'LL FIND IT
IN PARADISE
YOU NEED HIS HAND
20871, 4-20871

THE TRUMPETERS
I'LL FLY AWAY
LEAVE IT IN
HIS HANDS
Okeh 6890, 4-6890

BROTHER RODNEY
WHERE IS MY BOY
TONIGHT?
I'M GOING THROUGH
Oke: 6891, 4-6891

your check list-COLUMBIA'S TOP TWELVE

based on actual sales reports for week ending June 21

ROSEMARY CLOONEY
Half As Much
Poor Whip-Poor-Will
39710, 4-39710

JOHNNIE RAY
Walkin' My Baby
Back Home
Give Me Time
39750, 4-39750

PERCY FAITH
Delicado
Festival
39708, 4-39708

GUY MITCHELL
Pittsburgh, Pennsylvania
The Doll With a
Sawdust Heart
39663, 4-39663

DORIS DAY
A Guy Is a Guy
Who, Who, Who
39673, 4-39673

LEFTY FRIZZELL
It's Just You
If You Can Spare the Time
20950, 4-20950

CARL SMITH
It's a Lovely, Lovely
World
Are You Teasing Me?
20922, 4-20922

FRANKIE LAINE
High Noon
Rock of Gibraltar
39770, 4-39770

TONI ARDEN
Take My Heart
Tell Your Tale,
Nightingale
39768, 4-39768

SAMMY KAYE
You
Oh, How I Miss You
Tonight
39724, 4-39724

GEORGE MORGAN
Be Sure You Know
Whistle My Love
20945, 4-20945

GEORGE MORGAN
Almost
You're a Little Doll
20906, 4-20906

COLUMBIA RECORDS

for music that sends them . . . to you!



EDDY ARNOLD

THE ONE YOU'VE BEEN WAITING FOR...
"A FULL TIME JOB"
 and
"SHEPHERD of My HEART"

20-4787 (78 rpm) — 47-4787 (45 rpm)

This week's
New Releases
 ... on **RCA Victor**

release 32-36

Ships Coast to Coast, June 29

POPULAR

- SUNNY GALE**
 Father Time
 I Laughed At Love 20-4789—(47-4789)*
- THE THREE SUNS**
 Hit High
 Birds 'N' Bees 20-4790—(47-4790)*
- DOROTHY LOUDON**
 Ma-Ma, Ma-Ma Put the Kettle On
 King a Little Zang 20-4792—(47-4792)*
- JOHNNY VADNAL AND HIS ORCHESTRA**
 Swing Shift Polka
 K-J Polka 20-4793—(47-4793)*

COUNTRY — WESTERN

- EDDY ARNOLD**
 A Full Time Job
 Shepherd of My Heart 20-4787—(47-4787)*

RHYTHM-BLUES

- LITTLE RICHARD**
 Ain't Nothing Happenin'
 Why Did You Leave Me? 20-4791—(47-4791)*
- JIMMY McHAIL**
 (There Is) No Greater Love
 Some Folks Do and Some Folks Don't 20-4794—(47-4794)*

SACRED

- ELTON BRIT and THE JORDANAIREs**
 (The Angels Are Lightin') God's Little
 Candy
 I'm Gonna Walk and Talk With My Lord 20-4796—(47-4796)*

COLLECTORS

- TOMMY DORSEY and HIS ORCHESTRA**
 Once in a While
 Not So Quiet Please 470-0006—(477-0006)*

*45 rpm cat. nos.

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 **I'm Yours/Just a Little Lovin'**
 Eddie Fisher 20-4680—(47-4680)*
- ⑤ **Lady's Man/Married by the Bible, Divorced by the Law**
 Hank Snow 20-4733—(47-4733)*
- ⑤ **Maybe/Watermelon Weather**
 Perry Como and Eddie Fisher 20-4744—(47-4744)*
- ⑤ **Slow Poison/Heart Trouble**
 Johanda & Jack 20-4765—(47-4765)*
- ⑤ **That's the Chance You Take/Forgive Me**
 Eddie Fisher 20-4574—(47-4574)*
- ⑤ **Strange Sensation/So Madly in Love**
 June Valli 20-4759—(47-4759)*
- ⑤ **Vanessa/Somewhere Along the Way**
 Hugo Winterhalter 20-4691—(47-4691)*
- ⑤ **Kiss of Fire**
 Tony Martin 20-4671—(47-4671)*
- ⑤ **Anytime**
 Eddie Fisher 20-4359—(47-4359)*
- ⑤ **I Remember When**
 Eddie Fisher 20-4618—(47-4618)*
- ⑤ **Blue Tango**
 Hugo Winterhalter 20-4518—(47-4518)*
- ⑤ **Belicido/Plink, Plank, Plunk**
 The Three Suns 20-4677—(47-4677)*
- ⑤ **Night Train**
 Buddy Morrow 20-4693—(47-4693)*
- ⑤ **South/I Understand**
 Ralph Flanagan 20-4724—(47-4724)*
- ⑤ **Looped**
 Melvin Smith 20-4735—(47-4735)*

Coming Up...

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

- ★ **MARRIED BY THE BIBLE, DIVORCED BY THE LAW**
 Hank Snow 20-4733—(47-4733)*
 Country/Western Disk Jockeys Pick, Billboard, June 21st issue.
- ★ **STRANGE SENSATION**
 June Valli 20-4759—(47-4759)*
 The Billboard Pick, June 21st issue.
- ★ **MAYBE**
 Perry Como-Eddie Fisher 20-4744—(47-4744)*
 The Disk Jockeys Pick, The Retailers Pick, The Operators Pick; Billboard June 14th issue.

TIPS I LAUGHED AT LOVE/FATHER TIME
 Sunny Gale—20-4789—(47-4789)*

DEE-JAY DOIN'S



IRWIN "EARLYWORM" JOHNSON
 Station WBNS
 Columbus, Ohio

Having just signed off my "Early Worm" program for the 4,501st time, I suppose I should consider myself something of a veteran in the disc spinning business. And I should turn a little license and deliver myself of some prognostications about hits and dogs of the future.

Not me. I have called a few shots correctly, yes, such as the success of the Hill Sisters, Buddy Morrow and Ralph Flanagan, and I even called the shot on Perry Como when he was still singing with Ted Weems and doing dance band work at Valley Dale, but I am no seer. Were it to limit my programming to tunes that I thought were good, I'd have starved to death a dozen years ago.

The way I figure it is this. I am sure several hundred thousand people have demonstrated that they listen to me regularly enough to make a respectable rating. They like live and on-line; I like speech better. They eat cheese sandwiches. I am a meat man myself. There are more of them than there are of me, so if I want to make a buck I'd better satisfy them instead of myself.

I don't hold with the erudite trade journals of music that are always trying to choke disc jockeys into playing less Frankie Carter and more Joe Raposo. There are too many facets of public taste to warrant playing even church music all the time. So the Early Worm lets everybody serve himself liver or spinach, as he wishes.

As for ideas and gimmicks, I play it pretty straight. If people have been willing to send me as far over five hours a day all these years, I dare say it's not because of screwball lines or high-powered comedy. High-powered comedy can lose its steam in a awful hurry. Yes, I play it straight. I do remember that the listeners, most of 'em, prefer their music in English and as little of it as possible, of course, with seventy-five sponsors. I still have plenty of opportunity to cash.

I use hundreds of public service announcements every month and answer requests for this, that and the other. Even have a "Dog Gone Department" in which I announce lost and found pets, burials and upon occasions, presents.

I do a hundred personal appearances a year, run an occasional contest, and in general make myself available for all sorts of civic promotions. The publicity deriving therefrom is valuable, of course, but it lends a little extra to the record-spinning racket which it sorely needs.

And one last word. Thanks to the record manufacturers and distributors for their co-operation. Ever since the record spinner became a power to reckon with, I have had nothing but praise for the way in which many of them have struck and some pluggers have supplied me with records. And to the fellows who are always complaining because they don't get service from said people—let me suggest that perhaps you ought to make your program a little more valuable to them. Record samples are expensive, and the producers have a right to expect a fair audience for their stuff, as always. It works both ways.

Please Address all entries with photographs to: DEE JAY DOIN'S, RCA Victor Records, 630 Fifth Ave., New York, N. Y.

The stars who make the hits are on **RCA VICTOR Records**

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



CHICAGO BIRTHPLACE

OF GREAT BANDS HAS A POTENTIAL
COMER FOR MUSIC'S FIRST RANKS

Variety

TOP CIRCLES FOR

THIS NEW BAND FROM THE MIDWEST

Billboard

PREDICTION: THE END

OF 1952 WILL FIND MARGERIE OWNING
ONE OF THE TWO HOTTEST NEW
BANDS OF THE YEAR.

Down Beat

MOST PROMISING BAND

OF THE YEAR AS VOTED BY
AMERICA'S DISC JOCKEYS ON

BILLBOARD POLL

AMERICA'S NEWEST
DANCING FAVORITES

RALPH MARGERIE

AND HIS ORCHESTRA

JUST COMPLETED 3 WEEKS
FRANK DAILEY'S MEADOWBROOK
Thema Frank... You're Nice People

NOW PLAYING

PARAMOUNT THEATRE

NEW YORK CITY

JUST RELEASED

'Peanut Vendor' - 'Dark Eyes'

MERCURY 5882-5882X45

Still Going Strong "Street Scene" • "Persian Market"



MERCURY RECORDS, CHICAGO, ILL. ★ MERCURY RECORDS OF CANADA LTD. TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

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

• Best Selling Pops by Territories

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

Each week, The Billboard in cooperation with Western Union, secures late 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 correlate 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. HERE IN MY HEART—A. Martino—BBS
2. BLUE TANGO—L. Anderson—Decca
3. DELICADO—P. Faith—Columbia
4. KISS OF FIRE—G. Gibson—Mercury
5. LOVER—P. Lee & G. Jenkins—Decca
6. KISS OF FIRE—T. Martin—Victor
7. I'M YOURS—D. Cornell—Coral
8. WHEEL OF FORTUNE—K. Starr—Capitol
9. I'M YOURS—E. Fisher—H. Winterhalter—Victor
10. WALKIN' MY BABY BACK HOME—J. Ray—Columbia

CHICAGO

1. AUF WIEDERSEHN SWEETHEART—V. Lynn—London
2. HERE IN MY HEART—A. Martino—BBS
3. DELICADO—P. Faith—Columbia
4. KISS OF FIRE—G. Gibson—Mercury
5. LOVER—P. Lee & G. Jenkins—Decca
6. BLUE TANGO—L. Anderson—Decca
7. HALF AS MUCH—R. Clooney—Columbia
8. I'M YOURS—D. Cornell—Coral
9. SMOKE RINGS—L. Paul & M. Ford—Capitol
10. SOMEWHERE ALONG THE WAY—Nat King Cole—Capitol

LOS ANGELES

1. HERE IN MY HEART—A. Martino—BBS
2. DELICADO—P. Faith—Columbia
3. BLUE TANGO—L. Anderson—Decca
4. KISS OF FIRE—T. Martin—Victor
5. I'M YOURS—E. Fisher—H. Winterhalter—Victor
6. I'LL WALK ALONE—J. Franzen—Capitol
7. KISS OF FIRE—G. Gibson—Mercury
8. BOTCH-A-ME—R. Clooney—Columbia
9. I'M YOURS—D. Cornell—Coral
10. TAKE MY HEART—A. Martino—BBS

DALLAS-FORT WORTH

1. DELICADO—P. Faith—Columbia
2. KISS OF FIRE—T. Martin—Victor
3. BLUE TANGO—L. Anderson—Decca
4. I'M YOURS—E. Fisher—H. Winterhalter—Victor
5. HERE IN MY HEART—A. Martino—BBS
6. KISS OF FIRE—G. Gibson—Mercury
7. I'M YOURS—D. Cornell—Coral

DENVER

1. KISS OF FIRE—T. Martin—Victor
2. BLUE TANGO—L. Anderson—Decca
3. HALF AS MUCH—R. Clooney—Columbia
4. DELICADO—P. Faith—Columbia
5. I'M YOURS—E. Fisher—H. Winterhalter—Victor
6. I'LL WALK ALONE—J. Franzen—Capitol
7. HERE IN MY HEART—A. Martino—BBS

BOSTON

1. KISS OF FIRE—G. Gibson—Mercury
2. BLUE TANGO—L. Anderson—Decca
3. AUF WIEDERSEHN SWEETHEART—V. Lynn—London
4. HERE IN MY HEART—A. Martino—BBS
5. DELICADO—P. Faith—Columbia
6. BOTCH-A-ME—R. Clooney—Columbia
7. GUY IS A GUY—Doris Day—Columbia

PITTSBURGH

1. AUF WIEDERSEHN SWEETHEART—V. Lynn—London
2. BLUE TANGO—L. Anderson—Decca
3. KISS OF FIRE—G. Gibson—Mercury
4. I'M YOURS—D. Cornell—Coral
5. TAKE MY HEART—A. Martino—BBS
6. MAYBE—E. Fisher—H. Winterhalter—Victor
7. BOTCH-A-ME—R. Clooney—Columbia

ST. LOUIS

1. AUF WIEDERSEHN SWEETHEART—V. Lynn—London
2. DELICADO—P. Faith—Columbia
3. LOVER—P. Lee & G. Jenkins—Decca
4. BLUE TANGO—L. Anderson—Decca
5. HERE IN MY HEART—A. Martino—BBS
6. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
7. I'M YOURS—E. Fisher—H. Winterhalter—Victor
8. BOTCH-A-ME—R. Clooney—Columbia
9. MAYBE—E. Fisher—H. Winterhalter—Victor
10. SMOKE RINGS—L. Paul & M. Ford—Capitol

WASHINGTON

1. DELICADO—P. Faith—Columbia
2. KISS OF FIRE—G. Gibson—Mercury
3. HERE IN MY HEART—A. Martino—BBS
4. AUF WIEDERSEHN SWEETHEART—V. Lynn—London
5. I'M YOURS—E. Fisher—H. Winterhalter—Victor
6. WALKIN' MY BABY BACK HOME—J. Ray—Columbia

SEATTLE

1. DELICADO—P. Faith—Columbia
2. KISS OF FIRE—T. Martin—Victor
3. BLUE TANGO—L. Anderson—Decca
4. HALF AS MUCH—R. Clooney—Columbia
5. I'M YOURS—E. Fisher—H. Winterhalter—Victor
6. WHEEL OF FORTUNE—K. Starr—Capitol

NEW ORLEANS

1. HERE IN MY HEART—A. Martino—BBS
2. BLUE TANGO—L. Anderson—Decca
3. KISS OF FIRE—G. Gibson—Mercury
4. I'M YOURS—E. Fisher—H. Winterhalter—Victor
5. DELICADO—P. Faith—Columbia
6. HALF AS MUCH—R. Clooney—Columbia
7. KISS OF FIRE—T. Martin—Victor
8. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
9. BLACKSMITH BLUES—E. M. Morse—Capitol

ATLANTA

1. DELICADO—P. Faith—Columbia
2. HERE IN MY HEART—A. Martino—BBS
3. I'M YOURS—E. Fisher—H. Winterhalter—Victor
4. KISS OF FIRE—T. Martin—Victor
5. BLUE TANGO—L. Anderson—Decca
6. HERE IN MY HEART—A. Martino—BBS
7. LOVER—P. Lee & G. Jenkins—Decca

PHILADELPHIA

1. HERE IN MY HEART—A. Martino—BBS
2. DELICADO—P. Faith—Columbia
3. KISS OF FIRE—G. Gibson—Mercury
4. BLUE TANGO—L. Anderson—Decca
5. MAYBE—E. Fisher—H. Winterhalter—Victor
6. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
7. WAITED A LITTLE TOO LONG—K. Starr—Capitol
8. AUF WIEDERSEHN SWEETHEART—V. Lynn—London
9. BLACKSMITH BLUES—E. M. Morse—Capitol

DETROIT

1. HERE IN MY HEART—A. Martino—BBS
2. KISS OF FIRE—G. Gibson—Mercury
3. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
4. I'M YOURS—D. Cornell—Coral
5. BLUE TANGO—L. Anderson—Decca
6. BOTCH-A-ME—R. Clooney—Columbia
7. DELICADO—P. Faith—Columbia
8. LOVER—P. Lee & G. Jenkins—Decca
9. SOMEWHERE ALONG THE WAY—Nat King Cole—Capitol
10. VANESSA—M. Winterhalter—Victor



when you team up with
RCA VICTOR'S custom record service!

- ★ RECORDING your material and production ideas in the nation's best equipped studios.
- ★ PROCESSING your master gets RCA's famous engineering know-how... latest and soundest duplicating techniques.
- ★ PRESSING your records are precision-pressed carefully inspected to insure uniform high quality.
- ★ SHIPPING & HANDLING your job is handled with care—delivered promptly.

A COMPLETE SERVICE AT COMPETITIVE PRICES FOR ALL INDEPENDENT LABELS

RCA CUSTOM-MAKES
every type and speed record including:
★ 45" and 7" children's records.
★ a variety of special records to meet your individual requirements

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RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

NEW YORK A-40 630 5th Ave. Judson 2-9011	CHICAGO A-40 645 N. Lake Shore Circle WMWh 6-1218	HOLLYWOOD A-40 1014 N. Gower Ave. MILWAU 5171
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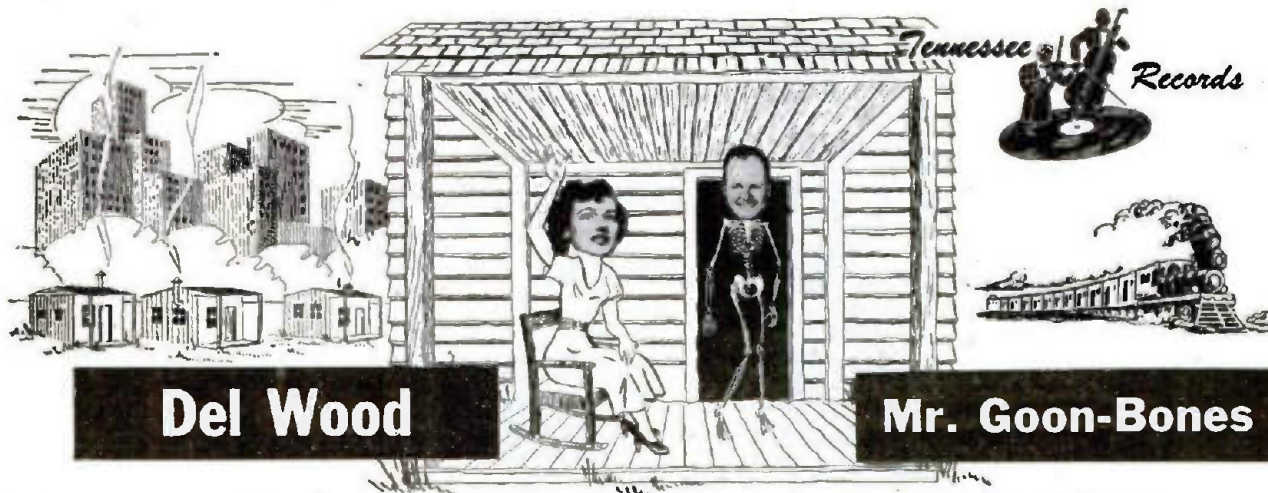
RCA VICTOR... A SOLID NAME BEHIND YOUR LABEL

A SENSATIONAL HIT

by

DEL WOOD ^{AND} MR. GOON-BONES

SHANTY TOWN



Del Wood

Mr. Goon-Bones

"Just a Shanty In old SHANTY TOWN" AND "NOBODY'S SWEETHEART NOW" No. 833 833.45

• RISING TO THE TOP IN SPIRITUAL MUSIC •

Going Strong

"SENDING UP
THIS
PRAYER"

Parts 1 and 2

No. 118

THE RADIO FOUR

WATCH FOR THEIR GREAT NEW RELEASE

"WHY NOT TONIGHT"

AND

"BLOOD DONE SIGNED MY NAME"

Other Favorites

No. 125—"SEEK, SEEK, SEEK"
"SOME WHERE"

No. 115—"I'LL MEET MOTHER"
"LEAVE IT THERE"

No. 105—"ON MY JOURNEY NOW"
"GET BACK, JORDAN"

LEE BONDS

sings

2 GREAT HITS
ON ONE RECORD

"FOR SALE—ONE BROKEN HEART"

and

"WILD CAT WOMAN"

No. 826
826-45

TENNESSEE RECORDS, Inc.

535 4th Ave So., Nashville, Tenn.



3 Folk Naturals

JIMMY SKINNER

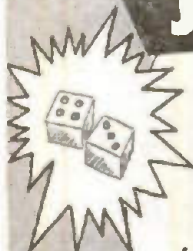
Singing

"TELL THEM"

and

"DREAMING MY WEARY LIFE AWAY"

Capitol 2108



ROY ACUFF

Singing

"CHEATING"

Columbia 20951



RUSTY GABBARD

Singing

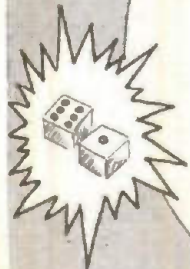
"MY NEXT GAL"

and

"I GOTTA GET MY SUGAR"

(While the Gettin's Good)

MGM 11254 (78)
K11254 (45)



Acuff-Rose
PUBLICATIONS
2542 FRANKLIN ROAD
NASHVILLE 4, TENNESSEE

THE BILLBOARD Music Popularity Charts

For Release 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 June 18, 19 and 20

Records listed are those receiving the greatest play in the jukebox juke boxes. List is based on The Billboard's weekly survey among 9,358 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. Unlabeled in this chart other available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part 1.

POSITION	Weeks	Last	This	to	Week	Week	Record	Label
10	1	1.	KISS OF FIRE	G. Gibbs	Mercury 7815823; (45)5823145-BMI			
6	2	2.	HERE IN MY HEART	A. Martino	885-781101; (45)48-101-BMI			
8	6	3.	I'M YOURS	E. Fisher-H. Winterhalter	V178120-4680; (45)47-4680-BMI			
14	3	4.	WHEEL OF FORTUNE	K. Starr	Capitol 7811964; (45)F-1964-ASCAP <small>(Bill) Sisters, Victor 20-4550; The Cardinals, Atlantic 158; A. Cottino-W. Scott, Ori. Crescendo G-104; E. Light Ori., Penn 5810; Four Filmmis, Specialty 422; J. Marston-N. Lyden, Ori. Victor 20-4349; S. Kaye Ori., Columbia 34647; A. Prysbeck, Decca 27967; J. Scott, Coral 40650; M. King, Ori. 4848; D. Washington, Mercury 8287; E. Wilcox Ori.-S. Gale, Derby 787; B. Williams, Quarter, MGM 11377; K. Blair, Hamilton 9-25074; J. Tomason, King 1053; S. McDonald, Capitol 1993; R. Wayne, Mercury 4806.)</small>			
7	8	5.	DELICADO	P. Foith	Capitol 7815700; (45)4-39200-ASCAP			
19	4	6.	GUY IS A GUY	Doris Day	Capitol 78139673; (45)4-39673-BMI			
19	5	6.	BLUE TANGO	L. Anderson	Decca 78127875; (45)10-27875-ASCAP			
15	7	8.	PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Capitol 78139643; (45)4-39643-ASCAP <small>U. Gray Ori., Decca 281433</small>			
7	10	9.	I'M YOURS	D. Cornell	Coral 17840690; (45)9-40690-BMI			
5	11	9.	WALKIN' MY BABY BACK HOME	J. Ray	Capitol 78139750; (45)4-39750-ASCAP <small>(N. Cole, Capitol 2130; G. Lombardo Ori., Decca 28277; F. Norman Ori., Ten-Ten 78-1351)</small>			
14	11	11.	BLUE TANGO	G. Lombardo	Decca 78128931; (45)19-28931-ASCAP			
3	16	11.	MAYBE	P. Como-E. Fisher	V178120-4744; (45)47-4744-ASCAP			
5	22	13.	HALF AS MUCH	R. Clooney	Capitol 78139710; (45)4-39710-BMI <small>(G. Lombardo Ori., Decca 28271; H. Williams, MGM 11203)</small>			
20	8	14.	BLACKSMITH BLUES	E. M. Morse	Capitol 7811922; (45)F-1922-BMI			
3	18	15.	LOVER	P. Lee-G. Jenkins	Decca 78128215; (45)19-28215-ASCAP			
13	18	16.	BLUE TANGO	H. Winterhalter	V178120-4518; (45)47-4518-ASCAP			
5	24	16.	KISS OF FIRE	B. Eckstine	MGM 7811225; (45)K-11225-BMI			
15	18	18.	FORGIVE ME	E. Fisher-H. Winterhalter	V178120-4574; (45)47-4574-ASCAP <small>(J. Wabaly, Capitol 2078; P. Lee-G. Jenkins Ori., Decca 28148; G. A. M. Coral 60718; G. James, Victor 20-4497; T. Edwards-L. Holmes Ori., MGM 11370)</small>			
12	17	19.	BE ANYTHING-(BUT BE MINE)	E. Howard	Mercury 7815815; (45)5815145-ASCAP			
14	13	20.	I'M CONFESSIN'	L. Paul-M. Ford	Capitol 7812080; (45)F-2080-ASCAP			
8	13	20.	KISS OF FIRE	T. Martin	V178120-4671; (45)47-4671-BMI			
9	18	20.	JUNCO PARTNER	R. Hayes	Mercury 7815833; (45)5833145-BMI <small>(L. Jordan, Empire 516, Decca 28211; J. Schoenboyn Partner, Chess 1114)</small>			
17	27	20.	WISHIN'	E. Howard	Mercury 7815755; (45)5755145-ASCAP <small>(T. Phillips Ori., King 15156; Lulu Belle & Scotty, Mercury 6389; Chazy Lord, MGM 11373; G. Mackerle, Capitol 1915; R. Morgan, Decca 22495; E. J. King, Coral 60481; C. Hawkins, Decca 28054)</small>			
2	29	20.	JUST A LITTLE LOVIN'	E. Fisher-H. Winterhalter	V178120-4680; (45)47-4680-BMI <small>(E. Arnold, Victor 20-303; Bing Crosby-G. Martin Five, Decca 82951)</small>			
1	-	25.	AUF WIEDERSEHN SWEETHEART	V. Lynn	London 7811227; (45)48-1227-BMI <small>(Ames Brothers, Coral 46775; L. Barry, Capitol 2143; De Marco-Sisters, MGM 11278; Danny Butler-P. Faith Ori., Columbia 39776; B. Shepard, Victor 20-47777; E. Howard, Mercury 5873; G. Lombardo Ori., Decca 28273)</small>			
1	-	26.	ONCE IN A WHILE	P. Page	Mercury 7815807; (45)5807145-ASCAP <small>(G. Lombardo Ori., Decca 28277)</small>			
6	22	27.	CARIOCA	L. Paul	Capitol 7812080; (45)F-2080-ASCAP <small>(E. Whiting-All Stars, Savoy 840; C. O'Farrell, Mercury 8764; G. Hawkins, Decca 28214)</small>			
13	13	28.	I'LL WALK ALONE	D. Cornell	Capitol 7816059; (45)19-40659-ASCAP			
6	-	29.	ONE LITTLE CANDLE	P. Como	V178120-4631; (45)47-4631-ASCAP <small>(F. Waring Ori., Decca 27984)</small>			
1	-	29.	VANESSA	H. Winterhalter	V178120-4491; (45)47-4491-BMI			

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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 Folk (Country & Western) Records

Table with 10 rows of music records including titles like 'Wild Side of Life', 'Gold Rush is Over', and 'Don't Just Stand There'.

Folk Record Releases

Albums and singles releases including 'An Actor in Disguise-Johnny Hicks', 'Charming-Roy Acuff', and 'Don't Let Me Be Misunderstood'.

Best Selling Retail Folk (Country & Western) Records

Table with 10 rows of music records including titles like 'Wild Side of Life', 'Almost', and 'Are You Teasing Me'.

Country & Western (Folk) Record Reviews

Record review for Hank Snow's 'Sugar Mama' with a star rating and promotional text.

Record review for Lady's Man with a star rating and promotional text.

Folk Talent and Tunes

By JOHNNY SIPPETI

Artists' Activities: Hank Thompson and his Brason Valley Boys head up the first unit of the projected Capitol Records hillbilly and Western all-star caravan starting August 15.

C&W Records to Watch: In the opinion of The Billboard's music staff the following records have the best sales and performance records among the rhythm and blues records received this week.

Country & Western Records Most Played by Folk Disk Jockeys

Table with 10 rows of music records including titles like 'Wild Side of Life', 'Almost', and 'Talk to Your Heart'.

Large advertisement for 'RUSTY' by McDonald, featuring a photo of the artist and promotional text for 'Goodnight Broken Heart'.

Advertisement for Hattie Green's 'I Got It Bad and That Ain't Good' with a photo of the artist and promotional text.

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 June 18, 19 and 20

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...

Table with 10 rows of record titles, artists, and labels. Includes 'HAVE MERCY, BABY' by Dominos, 'GOIN' HOME' by Fats Domino, etc.

Most Played Juke Box Rhythm & Blues Records

Based on reports received June 18, 19 and 20

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...

Table with 10 rows of record titles, artists, and labels. Includes 'HAVE MERCY, BABY' by Dominos, '5-10-15 HOURS' by Ruth Brown, etc.

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

Roy Eldridge and Coleman Hawkins set to play together as a team. Boys will part from a rhythm section on their road dates.

Ivory Joe Hunter opened at the Apollo Theater, New York, Friday (20). Joe Holiday and his ork at Birdland, New York, for a week.

R&B Records to Watch In the opinion of The Billboard's music staff the following records have the best sales and performance potential...

Rhythm & Blues Record Reviews

RHYTHM & BLUES Record Reviews

FLOYD DIXON WINE, WINE, WINE... 73-76-73-76 Chatter shouts this rhythm item in strong fashion...

LYNN HOPE DRIFTIN'... 72-73-70-73 ALADDIN 313A—The familiar "Gold Homer" theme from Duane's "New World Symphony" is set over a Latin beat...

PINHOCHIO JAMES CAMP MEETING... 73-75-71-73 GREER has jammed and the boys generate lots of excitement in a jump opus that keeps moving all the way.

SONNY THOMPSON BLUES MAMBO... 76-76-74-78 KING 6581—Pleasant novelty entry, a combination of blues and mambo, with an interesting lead...

LIL GREENWOOD AND LITTLE WILLIE MY LAST HOUR... 80-82-80-78 FEDERAL 12687—A mighty strong performance by the throw on this moody, bluesy tune...

IVORY JOE HUNTER I GET THAT LONESOME FEELING... 73-75-72-72 M/GM 3126A—A slow blues waltzer in given a good reading by Hunter over a warm backing by the combo.

RHYTHM & BLUES Record Reviews

I THOUGHT I HAD LOVED... 69-70-68-69 Hunter is effective on this ballad, which is close to a pop tune...

THE GUY BROTHERS MARIE... 68-68-68-68 STATES 1065—Brawny Guy features an ad-libs vocal on the side with the ork playing quietly behind him.

FLOYD WILLIAMS JAMBO JUMP... 65-65-65-65 RAINBOW 301—Slight off item with a semi-back dance beat, is played pleasantly by the ork with Williams singing on lead.

TITUS TURNER GOT SO MUCH TROUBLE... 78-79-76-79 OREN 6885—A powerful reading by Turner is echoed here as he wails his way down a real blues waltzer.

ANDREW TIBBS MOTHER'S LETTER... 75-76-74-75 PEACOCK 1547—Mournful blues about death is read with feeling by Tibbs.

WINI BROWN & HER BOYFRIENDS HERE IN MY HEART... 73-74-72-73 MERCURY 5870—The big hit in the pop field is read with a lot of style and feeling by the throw, with good help from the quartet.

A GUARANTEED HIT! This record has already taken off in Los Angeles, Dallas, Houston and New Orleans

"LILLIE MAE" w/w "THE BELLS ARE RINGING" Smiley Lewis Imperial #3194

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Just Released on Jubilee #5083 Buddy Lucas "I'LL NEVER SMILE AGAIN"

#5084 The Orioles "BARFLY"

#5085 Frank "Fat Man" Humphries "LULUBELLE BLUES"

#5086 Billy Paul (with Buddy Lucas Ork.) "YOU DIDN'T KNOW"

#5087 Edna McGriff "IT'S RAINING"

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THE BILLBOARD Music Popularity Charts

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

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by every unit best-selling, most played or most heard (figures of the Chart).

WHEN I FALL IN LOVE Doris Day Columbia 34786

Doris Day does a beautiful job with this lovely Victor Young item from the movie "Dear Mr. Van Horn". The Perry Faith Orchestra backing is lush. "Take Me In Your Arms" is another fine side.

I LAUGHED AT LOVE Sunny Gale RCA Victor 20-4789

Sunny Gale makes her bow on the label with a breezy rendition of a slick rhythmic item that should be a winner. Disk leads a strong trail.

• The Disk Jockeys Pick

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

1. I DON'T WANT TO TAKE A CHANCE Eddy Howard Mercury 5871
2. ONCE IN A WHILE Paul Page Mercury 5847
3. TAKE MY HEART Al Martino Capitol 2322
4. THIS IS THE BEGINNING OF THE END Don Cornell Coral 68748
5. WALKIN' MY BABY BACK HOME Nat Cole-Billy May Orchestra Capitol 2130

• 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 retail retailers think tomorrow's hits will be:

1. SMOKE RINGS Les Paul-Mary Ford Capitol 2123
2. STRANGE SENSATION Jane Valli Victor 20-4759
3. THIS IS THE BEGINNING OF THE END Don Cornell Coral 68748
4. VANESSA Hugo Winterhalter Orchestra Victor 20-4691
5. TAKE MY HEART Tom Arden E. 39768

• The Operators Pick

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

1. IN THE GOOD OLD SUMMERTIME Les Paul-Mary Ford Capitol 2123
2. PDINCIANA Steve Lawrence King 15185
3. SUGARBUSH Doris Day-Frankie Laine Columbia 34693
4. THIS IS THE BEGINNING OF THE END Don Cornell Coral 68748
5. YOU'LL NEVER BE MINE Guy Mitchell-Mitch Miller Orchestra Columbia 39753

• 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. CHINA DOLL Slim Whitman Imperial 8156
2. TIED DOWN Lulu Belle and Scotty Mercury 6400
3. BE SURE YOU KNOW George Morgan Columbia 20945
4. IT WASN'T GOD WHO MADE HONKY TONK ANGELS Kitty Wells Decca 28232

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c/o The Billboard Cincinnati 22, O.

Stockton's Benefit Show Huge Success

STOCKTON, Calif., June 21.—What started out as a one-shot skating show to raise funds to send one member of the Stockton Skating Club to the June 23-28 championships of the United States Amateur Roller Skating Association at Curvecrest Roller Rink, Muskegon, Mich., wound up as a two-night affair that drew so well that six kids are making the trip, according to Paul J. Gilbert, manager of the Stockton Rolleratorium and club coach.

Those making the Michigan trek are: Shirley Sassell, Sharon Norton, Tene Hazlitt, Don Ryland, Barbara Allman and Jimmy Allman.

The club set as its goal the sale of 1,000 tickets for its June 9 benefit, said Gilbert, but success of the club at recent State championships stirred up so much public enthusiasm that "the promotional ball was taken away from the club." The local Junior Chamber of Commerce printed an extra 3,000 tickets and a number of merchants donated door prizes such as merchandise orders, hams, television lamps and refrigerator appliances. As a result, the show had to be repeated June 10.

Ever since their return from

their trip to the Pasadena State championships club members have been the subject of newspaper interviews, said Gilbert, and the big benefit turnout and public enthusiasm was the natural result of this publicity.

The show also proved to be a fine advertisement for the rink. Held when the weather was scorching hot, the rink's air-conditioning system kept temperatures at 68 degrees, a fact which did not go unnoticed by the public. Operators of the rink believe the cooling system will pay for itself in three years because of better business thru the warm months. The rink operates nightly except Mondays thru the summer and offers Saturday and Sunday matinees.

Gay Blades 250G Air Conditioner Makes Patron Hit

NEW YORK, June 21.—Enthusiastic skater response was evidenced this week when Gay Blades Rollerdom here became the metropolitan area's sole air-conditioned roller rink.

The system, installed by Carrier Corporation, was installed last summer, but due to shortage of a few critical parts, was never used except for the blowers. Cost of installation, according to operator Lou Brecker, who also runs Roseland Ballroom, was \$250,000. He plans to operate the system so that the summer temperature will be 15 degrees cooler than on the street.

Previously the area had another air-conditioned rollerdrome in Hackensack (N. J.) Arena However, earlier this year the American Wheelchair Club chartered the building for skating and leased it to an aircraft firm for office space.

Apollo Re-Pacts Mahalia Jackson

NEW YORK, June 21.—Mahalia Jackson was re-signed by Apollo Records this week to a long-term waxing pact. Signing of new contract took place at the Hotel Theresa here Wednesday (18), with Deas Berman and Carl Lebow, of the diskery, feting the thrush at a luncheon. The spiritual singer has been with Apollo for the past eight years.

New Congress Diskery

NEW YORK, June 21.—A new disk label, Congress Records, has been formed by Phil Brito, former MGM vocalist. Distribution arrangements for the new indie pop line have already been set for Chicago, New York City, New Jersey, Hartford and Pittsburgh areas with plans to add distributors in other regions under way.

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Holland Rollery Assets Seized On Tax Charge

Government Claims Delinquency of 6G From '49 Thru '51

BRIDGEPORT, Conn., June 21.—Charging failure to pay taxes amounting to more than \$6,000, the Internal Revenue Bureau has seized the assets of Holland's Skateland here. The rink, located in the Pyramid Mosque, has been operated for many years by Ruth E. Holland, former wife of William Holland, auto racer and former rink operator.

Liens filed in the town clerk's office specify that Skateland is in tax arrears \$1,280 for the months of October, November and December, 1949; \$3,959 for the calendar year 1950, and \$916 for March thru July, 1951. In addition the government claims interest and tax penalties.

Taxes due are the federal admissions and Social Security taxes, according to the Internal Revenue Department. Officials claim that they had given Mrs. Holland several opportunities to arrange to meet the tax obligations and that she had agreed to a schedule for payments, she had failed to carry out the program.

Assets consisting of an organ, lockers, cash register, more than 500 pairs of skates and office equipment will be offered at public sale to satisfy the government claim.

Ventnor Wins Damage Suit

ATLANTIC CITY, June 21.—An Atlantic County Jury took only 10 minutes this week to return a verdict of "no cause for action" in the case of a teen-ager seeking \$5,000 in damages in a negligence suit brought against Ventnor City Roller Rink.

In the trial before Atlantic County Judge Leon Leonard, Nathan Weintraub sought damages on behalf of his daughter, Judy, from William Wagner, operator of the Ventnor Athletic Center which houses the rink.

The plaintiff alleged that his daughter was skating at the rink on May 20, 1950, when she skated into a four-inch plank protruding over the rink and suffering a broken right forearm.

Arcadia Gets Face-Lifting

DETROIT, June 21.—A projecting marquee is being erected at Arcadia Roller Rink here at an estimated cost of \$4,500. A new metal enamel front is also being installed.

The installation, delayed by a recent carpenters' strike, represents a year of action required to secure city approval because of restrictions on the use of similar construction on Woodward Avenue. Remodeling of the front is an important unit in a general program of rink improvement under the direction of Manager Bill Holleman.

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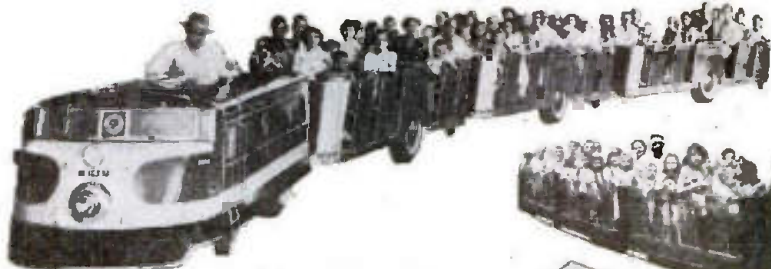
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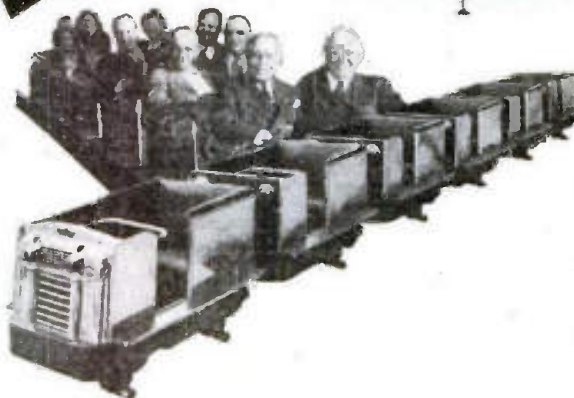
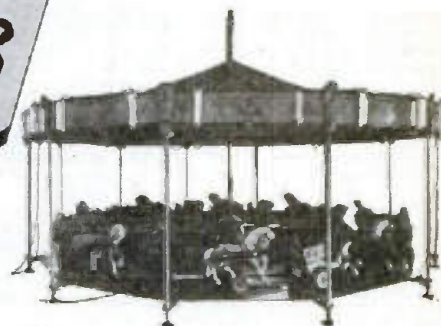
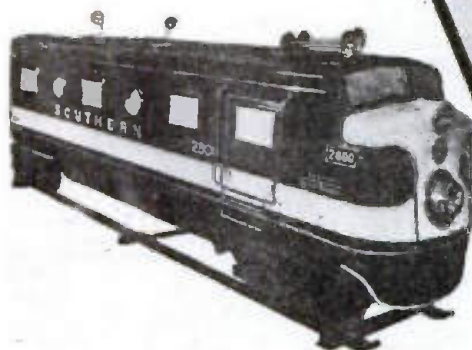
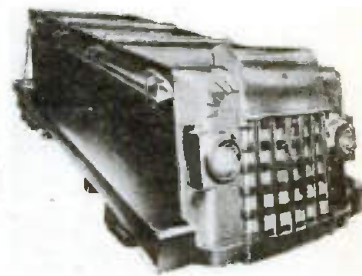
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WHALES SMELLED OUT THE \$\$\$

**Shows Blew Up at Start, Finish,
But Exhibitions of Pickled "Fish"
Became Big Business in Depression**

● By SAM ABBOTT

WHALES have intrigued men for centuries, but for about a decade they had the special attention of showmen. The big sea mammals supplied the basis for soaps, perfumes, margarine and industrial oils. About 1928, the world's largest animal took on additional importance. Its commercial value was extended to include show business.

An embalmed whale on a railroad car was good for an annual take of a quarter of a million dollars—and that was a conservative figure.

Those who experimented with and expanded the whale shows that traveled over the nation from 1928 until 1936 or 1937 were lucky. When whales first were embalmed and loaded on a car their chances for earning the initial investments were no greater than those of any other new attractions. But from the start people flocked to the depots to pay their quarters for a walk-thru look. There were lines of customers at nearly every stop and the exhibits remained several days, sometimes weeks, at each stand.

And much of the whale shows' greatest success came during the depths of the depression.

Era Starts in 1928

The exact starting date for these attractions in the United States cannot be set definitely. While 1928 is generally accepted, display of such a mammal was reported six or eight years before.

There is no doubt that the money-making era ended in 1936 for these displays, but they are being planned again and one specimen is set for showing this fall.

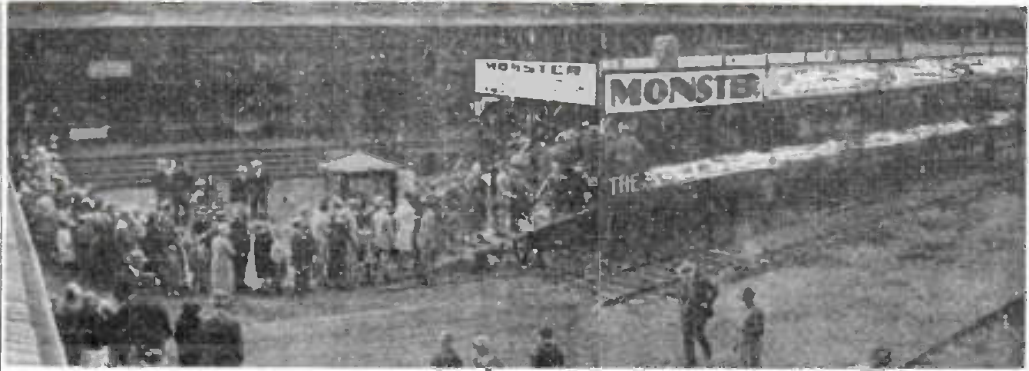
The shows that caused the furore and those which became most famous originated on the West Coast. Specimens came from the Pacific off-shore from Long Beach and San Clemente, Calif., where hump-back, fin-back and California greys are numerous and sperm whales are not uncommon. The supply was plentiful and in those days whaling vessels plied the section to supply carcasses to factories and industries using the valuable oil.

Framing these shows took courage if for no other reason than that no one had attempted previously to embalm a whale. This is understandable, since these mammals weigh 35 or 40 tons and are about 50 feet long.

Fowzer Was First

The late Hugh Fowzer is conceded to be the first to put a specimen on a railroad car and tour the nation. Shortly after he entered the field, Harold Anfenger and M. C. Hutton organized the Pacific Whaling Company, a name selected only for its nautical sound, and they brought out their initial exhibit in 1928.

Success of the shows was fabulous, particularly for the Pacific Whaling Company. Anfenger recalls that his organization grossed over \$100,000 in six months with its initial exhibit. Seeing the money-making potentialities, the company rushed eight more units onto the road, and they, too, were successful until about 1936.



Crowds came early and late to see whale shows. Pictured here is a unit of the Pacific Whaling Company at Portland, Ore., in June, 1930. The time was 11 a.m. Signs in the picture were obliterated by a promoter who planned to use the photo in connection with a show he proposed.

Pacific used cars with collapsible platforms around the sides and ramps at one end. Anfenger showed hump-backs and fin-backs, and Hutton is said to have displayed a sperm whale. Probably some specimens of the California grey species were shown, too. Raymond M. Gilmore, of the Department of Interior's Fish and Wildlife Service in Washington, confirms this. He reports that the greys grow to about 40-foot length, while fin-backs grow to 80 feet and yield about 70 barrels of oil, making them profitable for hunters. The hump-back is the playboy among whales and often grows to a length of 50 feet. Sperm whales reach 85 feet and yield an average of 90 barrels of oil.

Toured Orient, England

But such specifications meant little to promoters of whale shows. They accepted what they could get, flashed up the cars, added exploitation campaigns and obtained smooth talkers to tell of the denizens. The attractions were sold to the public not only in the United States, but also in the Philippines, Japan, China, and England.

Fowzer and the Anfenger company entered the business at about the same time; this point hinges on a photo "start." But Carl Terrell, a showman who toured the Orient and today, at 72, is an expert motordrome rider in Long Beach, Calif., believes he is the one who gave Fowzer the idea. Terrell told him of the success of a marine show which he had seen at Omaha about 1921 or 1922.

Terrell said it was on an old showboat which had traveled up the Mississippi and Missouri rivers to Omaha. The owner had removed the showboat's seats and in their place had a whale billed as "the world's largest fish." On the walls were preserved fish in glass cases, and these exhibits, like the "largest fish" were said to have been caught off Florida. Terrell paid little attention to the exhibits, being more concerned with the ticket buyers who stood in a four-block line to pay \$1 to see the show.

When Terrell returned to Long Beach, one of the first things he saw in the Pacific was a school of whales. It was not until then that he realized that the "biggest

fish" was not a Florida product alone but a common California mammal. This was the story that Fowzer heard in 1927.

Opens Second Unit

It was not long after the talk that Fowzer launched his first whale exhibit, and he followed up with a second unit. Associated with him in the early days of the shows was Wingy Counts, often called One-Arm Wingy. Counts was well known in the vicinity of Venice, Calif., where he had displayed an octopus and, as an added attraction, wrestled with the monster. He was familiar with the drawing power of marine exhibits, and some sources credit him with the embalming job on the Fowzer whale.

Evidently Anfenger and Hutton had not established their company at this time, for Anfenger had a wax business in Venice. There he noticed that around July 4, Long Beach boatmen brought whales close to shore and displayed them to visitors. The 25-cent charge included the boat ride to the spot in the ocean where the mammal was temporarily anchored.

Such a display lasted only a few days because the carcass began to decompose, and all Long Beach was happy to see the exhibit towed out to sea and destroyed. A boatman, Joe Hohenshell, is said to have operated a lucrative mammal sightseeing business, however.

Anfenger, Hutton Start

This fact was noticed by Jack Bussel, a youth working for the Anfenger wax display. He suggested embalming a whale and touring it. The idea impressed Anfenger but he was reluctant to gamble the \$10,000 which he estimated it would cost to do the job. His plan, instead, was to get four people to subscribe \$2,500 each. It was under this plan that Hutton joined, as did Bert Vadden, a Venice concessionaire.

After the capital was raised, the whale was ordered from a Captain Dietrich, commander of the mother ship for a whaling company which supplied a large soap manufacturer with oil. Almost before the group could turn around, Dietrich delivered the specimen and collected \$1,500.

The immediate delivery caught the trio unprepared for the job of getting an embalmer. Altho

he had worked on nothing larger than fish, a man named Griffith undertook the task and was at work only a matter of hours after the whale had been killed.

Griffith began pouring barrels of formaldehyde and salt into the mammal. Then, despite all caution, the whale exploded.

"I don't know why it exploded, but it did," Anfenger recalls. "Several days later we were debating whether to ever put it on a car or start out for another one. Captain Dietrich asked 'Why don't you put the thing on a flat car and go out—smelling to high heaven—and get some money with it?' That little kick on the shins got us to load it.

Tried Fruit Juice

"That whale, I think, started out in the fall of the year (1928) in San Francisco. We put everything on it, even fruit juice, to keep it from smelling, but that stinking whale grossed around \$100,000 in less than six months."

With the earning power of whales proved, the Pacific Whaling Company began to expand. It ordered more whales, and the launching of these attractions evolved almost into an assembly-line process. The harpooned whale was floated onto a sunken barge and brought to shore. Here the bed of a flat car was lowered into the water and the carcass was moved into position. When the loaded bed of the car was returned to the chassis the embalming began—and continued almost daily thereafter. One of the every-day chores was to shoot formaldehyde and salt into the fleshy part of the whale with hypodermic syringes using needles nearly a foot long.

The demand for whale morticians increased, and Griffith began teaching assistants to do the work.

According to James Dunn, who was on the second Pacific Whaling unit, all was not beer and skittles for the exhibitors. Scheduled to show at the foot of Pine Street in Long Beach on Christmas Day, 1928, the exhibit ran afoul of the health department. The complaint was that the display was unsanitary—and it probably was at that time. Dunn recalls that about 1:30 a.m. a house mover transferred the flat car bed from the track to the appointed place. The next morning the stuff was on the job, resplend-

ent in blue uniforms bedecked with shining brass buttons and braid enough to anchor an admiral.

The take for that day alone was about \$1,500. This estimate by Dunn substantiates Anfenger's \$100,000 in less than six months and points out that the two units were on an earning par. A reliable source places the yearly take for the first display at \$800,000. On this basis the nine units must have made millions.

With both Fowzer and Pacific Whaling exhibitions touring, competition was keen and everything was fair. There were numerous day-and-date engagements. As exploitation was costly, one show might change its route to beat its competitor to a city in which advertising had already been done. St. Louis was an example. Pacific had worked over the territory thoroughly, for metropolitan papers helped the attractions in outlying territory. When Anfenger's crew arrived, there sat a Fowzer exhibit. Wingy Counts had come into control of this particular one, and Pacific quickly bought it to prevent the recurrence of this costly practice.

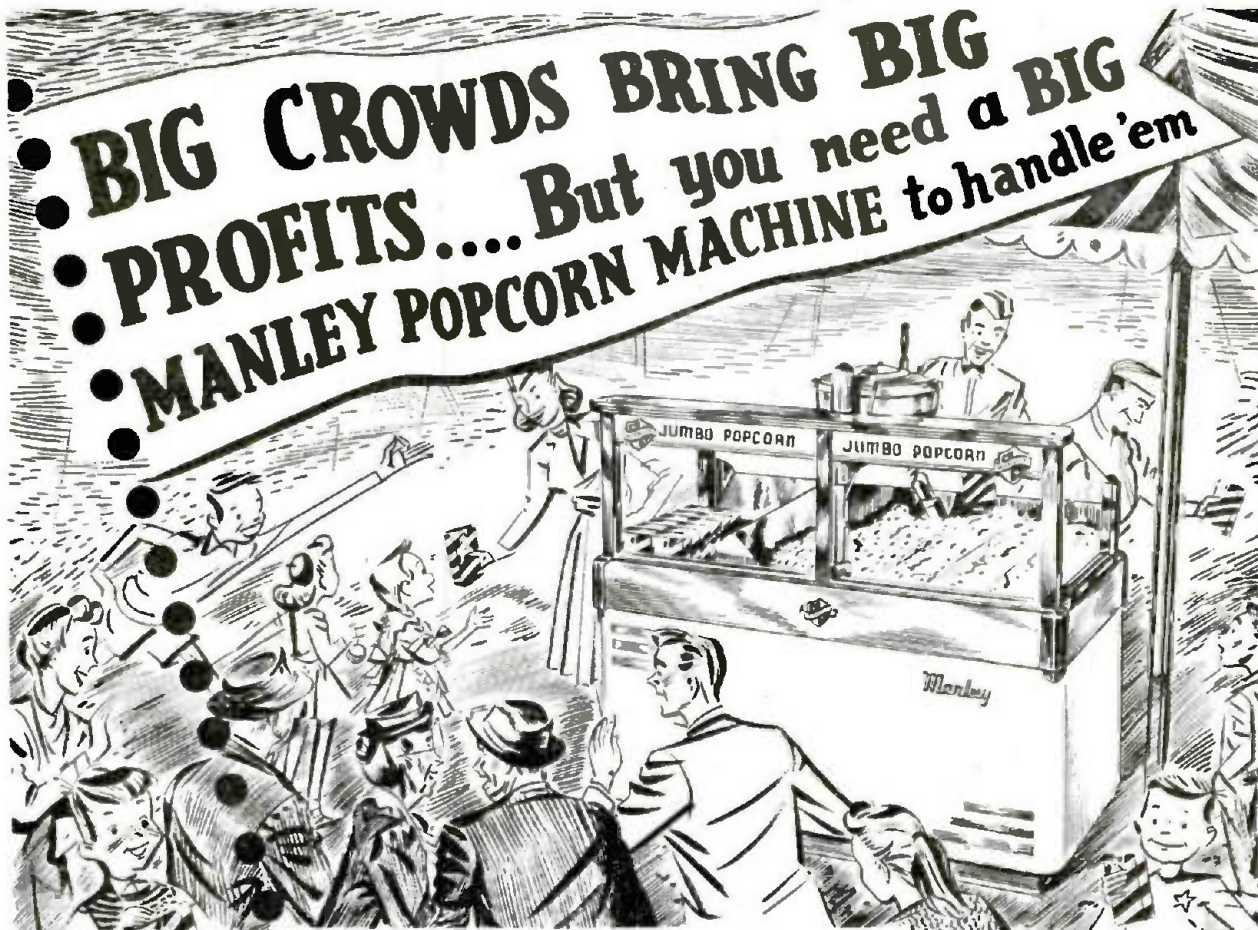
Corners Whale Market

The beat Fowzer had scored was considered all in a day's work. And Pacific retaliated by getting the whaling companies to sell exclusively to it. The St. Louis beat and the tying up of the whale supply caused enmity between Fowzer and Anfenger that existed for years, only to be removed by a friendly talk at the Hotel Cecil in Los Angeles a short time before Fowzer died.

"This No. 1 unit, the old blown up, smelly thing that was the daddy of them all, did well," Anfenger said. "It wasn't anything to do \$1,500 a day, and that's what brought out these other shows. But the longer we were out the tougher it was to do business. The first time, they crawled over box cars or anything to get to it. After that you had to have the shows up close to make it easy for them. I think they were a little disappointed after they had seen one. Of course they had a good lecture with it."

Anfenger was not the only one to realize that the days of box car climbing to see a whale were over, for some of the strongest

(Continued on page 63)



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OUTDOOR, VIDEO TEAM UP

Parks, Carnivals, Circuses Work Out Co-Op Programs With Major Television Outlets; See Video as No Substitute for Open-Air Fun

● By AARON STERNFIELD

IF MOTION picture operators, newspaper publishers or radio station owners are crying in their beer about "what television is doing to their business," park, carnival and circus operators have nothing but good to say about the latest of the entertainment media.

Reports from all sections of the nation indicate a fast-moving trend to ride with the wave of video, by either installing TV sets on the location or using the location as a stage from whence video shows emanate.

The New York area is representative of the park situation in the industrial East. There are six major parks in the region—Palisades (N. J.) Park, Steeplechase Park, Rockaway's Playland, Rye Playland, Indian Point and Olympic (N. J.) Park. None of them seems to complain much about adverse effects from TV. The general theory is that an outdoor attraction is just that, especially during the sticky summer months, and television can provide no substitute for the fresh air and general atmosphere of parks.

Palisades Program

Palisades and the Du Mont Television Company this spring completed a deal which calls for the park to supply the backdrop for 7½ hours of WABD-TV programming for 18 weeks during the summer. The Wednesday night segs will go coast to coast. Programs include a disk jockey show, an audience-participation show called "The Midway," and the "Strawhatters," an hour-long talent competition seg.

On "The Midway," prizes totaling \$1,500 are given away. Answering a simple question will entitle the participant to try his luck at a dart game, or patronize the shooting gallery, with his scores aiding or stopping his progress toward the bigger prizes. The final test calls for such antics as riding the Whip while balancing a glass of water without spilling it.

"Strawhatters" features Bob Haymes as emcee, with much of the action taking place along side the park's mammoth swimming pool.

Report from Rockaway

Rockaway's Playland and the National Broadcasting Company have worked out a deal which

helps fill the coffers of both their treasuries. Playland attractions are available for TV shows over WNBT and the park, in turn, gets publicity over the air. The arrangement began last year and 1952 plans call for shows to emanate from the Queens playspot.

Meanwhile, Olympic Park has attacked the problem from another angle—providing park patrons with their favorite video programs in their Westinghouse Tele-Theater. Manager Robert Guenther has seven sets, all tuned to different channels, available to patrons. Westinghouse pays the freight for the right to boost its local dealer. The idea is "why stay home to see your favorite program when you can see it at the park?"

Steeplechase has also installed large screen TV sets as a protective measure.

One of the nation's top carnivals, World of Mirth, has adapted the television theater to its own scheme - of - things and worked out a deal with the Philco Corporation. Here's the way it works:

WOM Plan

Six video receivers are mounted in a special trailer unit and located each week so that patrons can view their favorite programs in comfort. Nearly all the stands played by the World of Mirth are in television areas. District Philco technicians adjust the equipment each week so as to assure the best possible reception. It amounts to a demonstration of the Philco set for many prospective owners.

Down Georgia way, a free television theater is drawing big adult attendance at Fun City in Atlanta. The theater, installed this season, is designed for adult use while children patronize other park attractions. Leading TV programs from all networks are carried.

Iowa TV Center

Out where the tall corn grows, the Mississippi Valley Fair in Davenport, Ia., has created a new TV center in its merchant's Arcade. Daily video shows are being aired from the fairgrounds thru the facilities of station WOC. Last year this fair and many others, allowed partial television coverage of some of its attractions and special events.

The policy of most circuses is

not to televise the actual performance, because, as one top circus executive said, "Why give away free what you have to sell, namely the performance of the circus itself." However, let's look at the facts.

In 1948, when the trains of the Clyde Beatty Circus rolled into Los Angeles, the L.A. area contained 79,640 video sets. Every major TV station on the air asked the circus permission to televise the actual performance.

Standing Room Only

Permission was granted when the circus left to play one-night stands. At a performance that was already sold out, the announcement was made that an extra performance would be given that evening. The second show played to a full house and video was the only medium used to in-

form the public of the second performance.

Now the L.A. area has 1,161,038 sets and the Clyde Beatty Circus is making full use of them. The basic pattern in the circus-video relationship is to swap talent and ideas for plugs. Clyde Beatty has also been shooting his own video series, with the idea that the shows will help introduce him to the new generation.

Of course, the final pay-off to Beatty is when Junior says to Dad, "Please take me to the circus, I just gotta see Clyde Beatty in person."

Fair Coverage

Last year the Los Angeles County Fair had blanket TV coverage by KTTV, local independent. Other stations sent out shows or gave studio time for the fair's activities, but KTTV

sent out a crew, equipment truck and a commentator for a daily two-hour show on the grounds. Their home studio plugged the fair and several sponsored shows came out and televised from the stage of the auditorium.

Some 43 shows were televised for the 17-day exposition and the fair attendance topped the million mark for the first time in its history.

On location television can be a pretty ambitious project. For example, each Wednesday afternoon during the summer, a green streamlined six-ton Du Mont truck pulls up on the midway of Palisades Amusement Park to set up equipment for the telecasting of the two evening shows, scheduled for 8 and 8:30 p.m. respectively. The mobile unit—

(Continued on page 67)



Kathi Norris, WNBT commentator, describes fashions during a preview display of bathing suits held at Rockaway's Playland as part of the Rockaway's National Broadcasting Company TV tie-up.



Don Russell calls the shots as a contestant tries for a prize at the shooting gallery in Palisades Amusement Park during Du Mont's "Midway."



Television and midway get along fine. Here NBC television is at work in Rockaway's Playland.

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10' x 10'	\$ 35.00	\$ 3.45	\$ 0.00	40' x 40'	\$ 410.00	\$ 20.90	\$14.00
10' x 15'	45.00	13.05	7.00	40' x 60'	553.00	46.75	19.00
10' x 20'	75.25	13.20	7.00	40' x 75'	700.00	46.00	18.00
10' x 30'	132.00	24.60	7.00	40' x 90'	796.00	58.20	22.00
10' x 40'	245.00	48.75	7.00	40' x 100'	990.00	56.18	24.00
10' x 50'	310.00	13.75	7.00	60' x 110'	1,100.00	66.38	26.00
10' x 60'	335.00	21.18	8.00	60' x 120'	1,300.00	72.20	27.00
10' x 80'	384.00	24.65	11.00	60' x 130'	1,385.00	74.50	29.00
10' x 100'	510.00	22.15	13.00	60' x 140'	1,470.00	82.25	30.00
10' x 120'	506.00	20.45	10.00	60' x 150'	1,541.00	86.45	32.00
10' x 140'	575.00	33.55	14.00	60' x 160'	1,625.00	88.00	34.00
10' x 160'	706.00	36.65	15.00	60' x 180'	1,170.00	134.60	35.00
10' x 180'	765.00	66.00	20.00	60' x 200'	1,200.00	162.00	36.00
10' x 200'	990.00	78.00	23.00	60' x 220'	1,215.00	181.20	38.00
10' x 240'	990.00	82.45	24.00	60' x 240'	1,425.00	190.00	34.00
10' x 280'	1,205.00	81.50	27.00	60' x 260'	1,735.00	214.00	36.00
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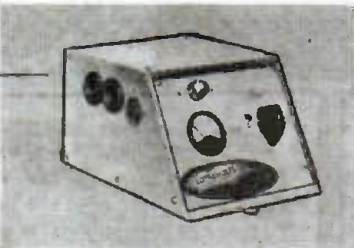
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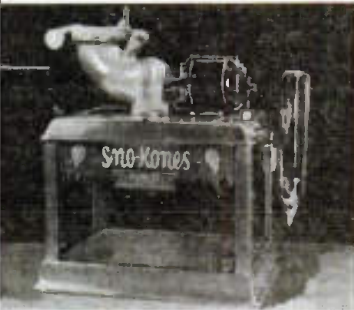
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U. S. ACTS IN EUROPE

Rate Problems Few, Work is Pleasant

EUROPEAN amusement spots, long fertile sources of variety acts for American outdoor show business, also offer a pleasant opportunity for U. S. talent to do some traveling and work under conditions that equal and in some cases surpass those in this country. At least that is the opinion of Vern Orton, of the Sensational Orton's sway-pole act, currently in Denmark, and Chuck Brown, of Chuck Brown and Rita, comedy bar duo, who recently returned from a six-month European jaunt.

Expenses are a problem but a little advance study helps to keep down the nut, according to Orton, who with his wife, Doris, are playing the entire month of June at Tivoli Park, Copenhagen. Originally he had contemplated exporting his car, baggage trailer and double-pole rigging, but upon learning the cost would be \$1,200 for the round trip, decided to leave the vehicles in the States. In view of his long-run engagements, he decided instead to ship his 2,716 pounds of luggage and thus paid only an excess of \$182 for the first leg of the journey, from New York to Malmö, Sweden.

Cutting Expenses

Cutting expenses, however, sometimes back-fires, Orton found. They crossed the Atlantic in an overcrowded Italian liner where service was below the standards the two performers had experienced on a previous more expensive crossing. Despite a rough trip, they were able to work out almost daily in the ship's gym and thus kept in condition during the 10-day voyage to Cuxhaven, Germany.

While baggage tends to be a problem, co-operation is excellent overseas, Orton reports. German railroad officials boarded their ship at Le Havre, France, and were able to arrange for direct shipment of their rigging and luggage to Sweden, thus bypassing both German and Danish customs inspections.

First stop on the Orton's itinerary was Folkets Park, Malmö, Sweden, which they describe as a four to five-acre layout landscaped with flower beds, lawns and fountains. The Scooter ride, called Radiobilbana, the Ferris Wheel, a Voffle-Baferi. The latter consists of five roofed cars each with a capacity of four. The park has no Coaster or large Merry-Go-Round, and only one kid ride, Orton said.

The rest of the park includes a Funhouse, a Laff-in-the-Dark, three outdoor cafes, one large restaurant and two Arcades, one of the penny variety, the other with higher priced coin machines. A dozen other concessions are spotted along the midway. Dancing appears very popular among the Swedes, according to Orton, and Folkets operates one large dance casino as well as two smaller ones.

Two free acts are exhibited on a large stage which is partly covered and fully equipped with all types of theatrical gear. Large steel girders extend over the exposed part of the platform upon which settings and other gear can be hung. The Orton's sway-pole equipment was set up just in front of the stage.

The work schedule there was not only surprisingly easy but permitted the performers plenty of time to see the sights. During their week's engagement, they gave seven performances, but during that time had three full days

off. A German acrobat team, the Five Ulms, shared bill with them, and for two days the Delta Rhythm Boys, American colored quartet, also were headlined. It was odd, according to Orton, to hear the latter foursome swing it using Swedish lyrics.

The Swedish people were very friendly and with the exception of their first meal, the Ortons didn't find the language a difficult barrier. At their first meal in Malmö the menu was a puzzle so they left their food selection to the waiter. After getting the smorgasbord treatment, which included about a dozen kinds of fish, sausage, ham, cheese, bread, butter and a bottle of beer, the Ortons were ready for the check. The waiter had other ideas, however, and then brought the main course of veal cutlets, potatoes and vegetables. At a risk of insulting the waiter, the two begged off the dessert and liqueur course and paid their check, which totaled \$4 for both meals.

Food Prices

Food is the least of Orton's worries and prices in the best restaurants are exceptionally low. A generous Swedish breakfast can be bought for as little as \$1.70 for two. This includes bread and cheese, bacon, eggs and coffee. Living accommodations are similarly low priced. For a double room in Malmö, the daily tab was \$2.80 and the room was the equivalent of a \$5 space in the U. S.

While the Ortons are getting a taste of European outdoor show business, Chuck Brown and Rita were exposed to six months of indoor dates in England, France, Denmark, Sweden and Finland and their reports of treatment and living conditions parallel those of the Ortons.

Business was excellent in the theaters and clubs in which they worked and year-round opportunities for so-called outdoor acts are greater than in the U. S., according to Brown. Most theaters and nurseries have better facilities for acts with rigging and more space is devoted to the show area. The variety show theaters put on two live performances nightly and have thus far thwarted the inroads of movies on their business. The night club owner in Europe, unlike his U. S. counterpart, first considers where he can put on his show and the planning of a dance floor is secondary, Brown said.

One example of this is the National Scala, one of Copenhagen's leading night spots. The attraction area there easily accommodates several variety acts on one bill, and a representative show there included a single trapeze act, a Chinese contortion and juggling troupe, a trio of adagio dancers and three girls doing ballet and toe.

Props, instead of being a handicap, are an asset in Europe, and Brown reports that many acts proudly advertise 5,000 pounds of baggage.

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WHAT MAKES WORLD'S FAIRS CLICK

Showman Lou Dufour Reviews Past, Charts Pattern for Future Expos

By Louis Dufour

WHEN requested to write an article on "World's Fairs—What Makes Them Click," I was reminded of the young man who had just completed his algebra exam. He looked at his teacher. "It's chock full of intricacies," he exclaimed.

One of the basic requirements for staging a World's Fair is that of leadership of high quality.

A community may obtain national and international participation in an exposition only if the enterprise celebrates an occasion of great significance. The occasion and the community's association with it must be known and understood throughout the world.

Vital and essential support must be had from among those civic-minded people whose financial interests are such that they are willing to advance funds for the preliminary plans and at the same time solicit the required support from their municipalities, State, from the federal government, and from foreign nations.

There exists nowhere an easy formula for financing a project so large as a World's Fair. Chicago, San Diego, Cleveland, Dallas, San Francisco and the New York World's Fair, each in turn had a different formula. A World's Fair involves a series of preliminary steps leading to a final decision, and some funds are necessary to reach that decision.

Fund Campaigns

An organization committee should be formed and this committee should undertake to obtain subscriptions to a total fund of \$1,000,000. This fund would constitute the capital stock of a corporate organization which, when formed, would proceed to carry out the objective recommended. Not more than 20 per cent of such subscriptions should be subject to call during the first six-month period, and no further call should be made except by the majority vote of the corporation directors, all of whom should have been elected by vote of the subscribers. At the end of the six-month period it should be possible to determine whether it is wise to proceed further. If the support is not forthcoming, the project then should be abandoned without further financial loss.

The geographical location is most important. So, too, is the site, which should be so located that the fair will attract the greatest possible number of people over convenient means of transportation. The success of A Century of Progress in 1833 and 1934 bore out this factor. That event rolled up an attendance of 37,000,000. This in part was due to the fair site which was located on the lake front, a stone's throw from the Loop.

Chicago is the largest railroad center in the world, and, in addition, has major bus companies serving every community in the United States, plus easy accessibility by automobile and plane. Such excellent transportation facilities was a large factor in building A Century of Progress's attendance.

Industrial Exhibits

Industrial exhibits help to make a great fair. And a cleverly conceived sales exhibit will sell brand products. That has been proved. Witness the astonishing number of manufacturers who have participated in the past World's Fairs. They did not go into such vast projects with their eyes closed. They realized the



LOUIS DUFOUR

importance of such an opportunity to personally contact potential customers, to acquaint them with their merchandise, to sell the products, and to insure repeat business. That is why so many national manufacturers go in as exhibitors at World's Fairs.

Obviously, it costs money to build, maintain, and operate an exhibit at a World's Fair, and no company can be philanthropic with its stockholders' money.

They will participate, not as a good will gesture, but on the basis of what the World's Fair can do to sell their products.

Probably the most effective and costly commercial exhibit at a World's Fair was "Futurama," of the General Motors Company, at the New York expo in 1939 and 1940. Its cost, construction, maintenance, operation and demolition was \$12,000,000 — a tremendous sum in those prewar, pre-inflation years.

A World's Fair should leave something of permanent value. Many have done that in the past. Dallas was enriched by a museum of art, an aquarium, a health museum and several fine buildings, all constructed for the Texas Centennial in 1936 and 1937. Chicago got its Adler Planetarium; Brussels, Belgium, the beautiful Palais du Centenaire; and New York, Meadow Park.

Many Benefits

There are many benefits that cities and people derive from a World's Fair. An exposition will provide employment for many

thousands of persons, during the planning and construction period, and the employment of several additional thousands by the exhibitors, concessionaires, and the fair itself during the operating period.

Millions of dollars of outside capital come into a community from the federal and State governments, foreign nations, foreign manufacturers and hundreds of commercial and non-commercial concerns for the planning and construction of their buildings. Additional millions are spent to maintain and operate these exhibits during the operating period. Many millions of dollars are spent by fair visitors within the fairgrounds but that total is greatly exceeded by the expenditures of fair visitors within the city itself. Such spending flows thru almost every aspect of the city's economy. A large per cent goes for food and clothing. After that, for living accommodations, public utilities, gasoline, oil and auto service; laundry and cleaning, and all other expenses of daily living and tourist or transient spending. Theaters, sporting events and all forms of public recreation and amusement within a city are benefited greatly.

A fair is, indeed, good for the city, the State and the nation. It is good for retail business; good for newspapers; good for railroads, the airlines, bus com-

panies—and, most of all, good for the people who attend the fair.

Expenditures Justified

A World's Fair is of such benefit to a community that undertakes it, that the largest expenditures of effort and money are justified providing expenditures are so controlled and directed that the major objectives are reasonably well attained. When the probable benefits are weighed against the probable costs, consideration should also be given to the upsurge in civic pride which accrues to the host city of a successful World's Fair. To be sure, the entire nation gains from the impetus to trade provided by the fair and the city gains a reputation for being progressive—and that is of great importance in attracting new capital for investment within a community for a resultant gain to all.

The definition of "midway" in Funk & Wagnall's dictionary is "the middle," and the only World's Fair that ever had a midway so located was A Century of Progress at Chicago in 1933. The cultural group objected to an amusement center and it was created because of unforeseen circumstances. The exposition grounds occupied a narrow three-mile strip along the lake front. The Hall of Science and several

(Continued on page 59)

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Winchester—Clark Co. Fair Assn. Sept. 25-27.
Louisiana
Amite—Tangipahoa Parish Fair Assn. Oct. 2-3.
Baton Rouge—Morehouse Parish Fair. Oct. 18-19.
Caton—East Feliciana Parish Fair Assn. Oct. 23-25.
Cochituate—Red River Parish Fair Assn. Sept. 11-20.
Covington—St. Tammany Parish Fair. Sept. 25-26.
De Ridder—Bossier Parish Fair Assn. Sept. 20-21.
Denham Springs—West Feliciana Parish Fair Assn. Oct. 3-5.
Eunice—Southeast La. Fair Assn. Oct. 18-19.
Franklin—St. Mary Parish Fair. Sept. 19-21.
Franklinton—Washington Parish Fair Assn. Oct. 8-11.
Hennepin—Caldwell Parish Fair Assn. Oct. 1-4.
Jena—Lafayette Parish Fair. Sept. 8-13.
Jennings—Jefferson Davis Parish Fair. Oct. 20-22.
Jonesboro—Jackson Parish Fair Assn. Sept. 23-27.
Levellille—Winn Parish Fair Assn. Sept. 29-Oct. 4.
Lumberton—Caddo Parish Fair. Oct. 15-18.
Lusher—St. James Parish Fair. May 2-4.
Mandeville—DeBoule Parish Fair. Oct. 9-11.
Marrero—Assyriotes Parish Fair. Oct. 10-12.
Mer Rouge—Cade Parish Fair. Oct. 16-17.
New Iberia—La. Sugar Cane Festival & Fair. Sept. 20-22.
New Orleans—Orleans Parish Fair. Oct. 17-19.
New Roads—Pointe Coupee Parish Fair. Oct. 18-19.
New Orleans—Orleans Parish Fair. Oct. 17-19.
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Pascagoula—Iberville Free Fair Assn. Sept. 12-15.
Port Allen—W. Iberia House Parish Fair Assn. Sept. 18-21.
Ruston—North La. State Fair Assn. Oct. 15-18.
Shreveport—Caddo Parish Fair. Oct. 16-17.
Sulphur—Caldwell-Cameron Bi-Parish Fair. Oct. 20-25.
Thibodaux—Lafayette Parish Fair. Sept. 23-25.
Verde—Grant Parish Fair Assn. Oct. 8-11.
West Monroe—Ouachita Valley Fair Assn. Oct. 6-12.
Winfield—Winn Parish Fair. Oct. 1-4.
Winnston—Franklin Parish Fair. Oct. 8-11.
Maine
Acton—Acton Fair. Sept. 11-13.
Bangor—Bangor Fair. July 28-Aug. 3.
Dover—Dover Fair. August 1-3.
Farmington—Franklin Co. Fair. Sept. 16-20.
Gouldsboro—Gouldsboro Fair. Sept. 30-Oct. 4.
Litchfield—Litchfield Fair. Sept. 6-8.
Merrimack—Merrimack Fair. Sept. 1-4.
North Waterford—North Waterford Fair. Sept. 2-4.
Springfield—Springfield Fair. Aug. 30-Sept. 1.
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Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Wally Overman completes 24 week of Canadian dates June 28 in Montreal. He has been north of the border since September 10.

2 5b gen outdoor Talent Topics stg hed (cr: Revs Det.) (Byr)

Pete Hox, blind bull whip artist, has moved to Detroit after three months in the Winnipeg area, and will make his home in the Motor City playing dates in the vicinity for about a year. His unit, the Western Variety Show, includes his wife, White Dove, and stepson, White Eagle, both full-blooded Mohegan Indians, who do whip and other acts, and a trained dog. Opening performance was Thursday (12) at the Dearborn Veterans Hospital, following Hox's policy of showing wounded veterans how they can overcome their handicaps.

Vagabounders, trampoline, headed up by Les Farris, Jack Gordon, cyclist, and Ray Wilbert, hoops, are currently touring Europe as the half-time attraction with the Harlem Globetrotters, pro basketball team, which works out of Chicago. The much traveled aggregation recently played dates in both London and Brussels and Sunday (15) were in Paris, with a tour of Germany yet to come.

Harry and Sue Bauer, high performers turned carnivalites, are again out with 20th Century Shows this season, where Harry is foreman of the org's paint and carpenter shop. Les Kimaris, serialists, and the Grelonas, high wire, have been signed for the Tuscola, Ill., July 16-19 celebration by the Boyle Woolfolk office. Billy and Jean Lambert, comedy duo team, were in Chicago recently for a TV engagement and several club dates.

Advance bookings for ABC's "Super Circus" television show aired Sundays from Chicago include Miss Ruby's Dogs and Harry Haag's elephant Judy, set

for June 29. The following week, Willy Necker's Dalmatians will do a stint, while the July 13 stanza will include the Two Adams cyclists, and the Three Dea Sisters, trampoline, according to Vic Brown, who books the talent.

Rudenko Bros., jugglers, closed a week's run on the stage of the Chicago Theater, Thursday (19), in Saul Grauman's Musical Stairs, dance-musical act, touring England, recently closing at London's Palladium. Bela Krema, juggler, opening Thursday (19) at the Thunderbird, Las Vegas, Nev.

Aerial Alcidos recently closed a two-week engagement at Pontchartrain Beach, New Orleans, and headed west to play fairs. He'll resume his Europe in December.

Harry Froboess, high act, closed with Garden Bros' Circus in Toronto and now is at Lake James, Pokagon State Park, Ind. He'll resume his outdoor season for Charles Zemeter on June 29, when he opens at Fairyland Park, Kansas City. Froboess, who won Olympic Games events in 1924 and 1928 and who was a judge at the 1936 Games, had to turn down an invitation to judge diving at the 1952 Games at Helsinki, Finland.

Irah and Buddy Watkins and their chimps held over two weeks at a recent date at Fontchartrain Beach, New Orleans. The act which now has seven chimps, will play Palisades Park, N. J., July 14-28. While in N. O., Irah did a lot of fishing with Jerry Wilson, who had a flying act with Ringling Bros. in 1946. Jerry is slated to take out his Circ Americano in South America.

Speedy Babbs presented his globe of death act recently at Summit Beach Park, Akron, and was held over a week. He leaves June 24 for a two-week stint at

Riverside Park, Acawam, Mass., opening June 30, and follows with a date at Rocky Point Park, Warwick Neck, R. L., booked thru the Al Martin office. The week of July 28 Babbs will play a veterans' celebration in Cleveland, set by the Wilson Story-Pan American agency. Babbs' Silodrome is set for the season at Akron.

Elizabeth Davis, coloratura soprano, and supporting cast and ork will appear in 102 cities, with sponsoring groups in each. The tour, fostered by American Flag Association, will have historic overtones since Miss Davis will sing as "The Great Jenny Lind." New Orleans, Miami, Atlanta and Savannah will have period costume parades to stress the angle of P. T. Barnum's bringing Jenny Lind to America, the first really great singer to visit these shores. The tour opens in Boston September 23 and closes May 15 in Seattle.

The Jordan Family, tumbling and balancing, open their fair season for Williams & Lee at Desler, Neb., August 12. The act, booked until October 1, is comprised of the daughter and two sons of Johnny and Vivian Jordan, who retired in 1939. The senior Jordans were for many years part of the Six Sensational Jordans, teterboard act.

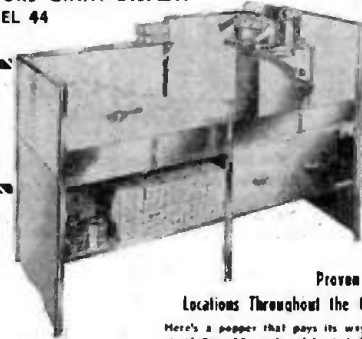
30 Leontini Horses With Dutch Circus

AMSTERDAM, June 21. — Circus Franz Mikkenie in Holland is currently featuring 30 high school and Liberty horses from the stables of Leon Adelson Leontini of Sweden. Business has been good. The show opened April 1 and recently completed an 18-day run in Den Haag.

Other acts include Klant Walkenburgh MGM "Quo Vadis" lions worked by Belita; Hungaria Troupe, foot balancing; Cumberland Baker Boys, bareback; Zacharias Trio, clowning; Oscar Fischer's elephants; Six Meteors, flying return; and Cervantes Troupe, teterboard. Alfred Petioletti and Erik Adam work the Leontini horses.

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- Cup Trays (Aluminum) for 6 Cups Each 2.50
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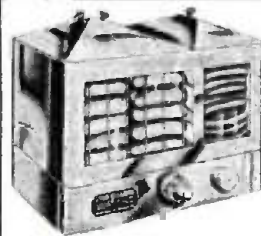
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TAILORS PARADES TO FIT ALL

**Veteran Producer Mike Abt Gives Views
On How to Please People of All Tastes;
Cites Experience With Cotton Carnival**

MIKE F. ABT, the famed producer of parades for the Memphis Cotton Carnival, tailors his parades to fit a cross section of the huge audiences which view them.

Abt, whose parades for the past 21 years have been seen by an estimated cumulative crowd of more than six million, knows the type of persons who line the curbs of Main Street in Memphis, for he sits in building windows to watch them.

He listens to the criticism of the plain people who look on, and he designs the floats so that all age groups, classes and types will find something they like.

Abt has been enormously successful. Starting in 1931, he has produced about 40 Cotton Carnival parades. The Carnival in May, which featured two Abt parades, was the 18th annual Cotton Carnival, as the event was canceled in 1942-'45 because of the war.

Plans Christmas

Already he is planning the "Spirit of Christmas" parade, an



MIKE F. ABT

annual event to get Memphis and the Midsouth into the spirit of the yuletide, which will be held in late November. It is the annual gift of the merchants of Memphis to the Midsouth.

Abt took over production of the "Spirit of Christmas" parades in 1931, and they, too, were canceled during the war, so the 1952 procession will be his 18th. For the carnival, some years he has turned out as many as four parades, but in recent years he has produced two carnival parades each year.

Abt also has produced Armistice Day and other parades, including work on a huge NRA parade back in 1932.

As a recognized genius at float production, Abt's ideas on building parades are worth listening to. Here's what he has to say:

"One of the things that may be of interest to the public is that different parts of the country have developed different standards of parades. It's very much like the customs or dialects of a region—they just develop.

"We should as much as possible keep the styles of our different regions, such as the New Orleans Mardi Gras style, the West Coast type of parade, etc. I have for years tried to develop a style for our parades here, and have fought off copying a show. Any copy is simply a cheap duplication of something already done, and can never be done as well as the originals. We have

developed a style and we try to keep it.

Electrical Spectacle

"We have something unique in an electrical spectacle—a combination of papier mache, chicken-wire sculpture, animation and cut-outs with the use of tinsel, metal foil and cellophane; all with reflected lighting to add to the beauty.

"Some of our floats carry as much as 30,000 candlepower of lights.

"Each year we stage an entirely new show with a new theme, and very seldom do we re-use props, and when we do, it's only on occasions when it happens to be appropriate.

"We have made a special study of our audience or public, ranging from one to 90 years of age. Our audience from Memphis and surrounding territory is composed of farmers, professionals and businessmen and their families, and many other types. We see to it that some subject matter is put into each parade, and the floats are so designed that there will be some entertainment for all ages and classes.

"We don't just take a theme and break it down into units. To illustrate, if there are 20 floats in a parade, we will have three or four to please young children, three or four for teenagers, more for middle aged and a few for old folks all in the plan of the parade. We tailor the parade to suit a cross-section of our audience in all ages, economic classes and such.

Themes Varied

"Say the theme deals with opera. We will have high brow, middle brow and low brow, so everybody will find something they like. It's like a newspaper, if you fill it with words the readers don't understand, you're not getting your message across. I've had many a battle with officials on that subject.

"In the line-up of our parades, we try to arrange the order of floats to bring out constantly conflicting interests. If we have a solid blue float, the next float won't have much blue in it. Some floats have dignity, some are hilarious. We work for contrast.

"For instance, the float before a comic float is always one that tends to be serious. The more serious a float before a comical one, the better each will be. I learned that from Charlie Chaplin—he gets you very sad before hitting you with something screamingly funny.

"We play on emotions with floats and we entertain, but we also have serious floats. We ease the tension. Say, we have the flag-raising on Iwo Jima—the next float won't be a serious one.

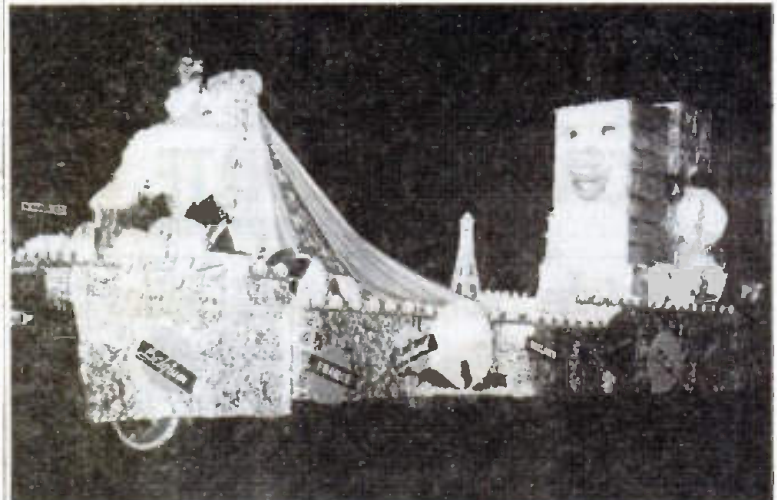
King Cotton

"This year, we used the theme of 'King Cotton Takes a Holiday,' and the grand parade featured holidays. A past president of the Cotton Carnival said there was one float he didn't like, the Armistice Day float which had a grave on it. He objected to the grave. I told him it was deliberate, that the sad float made the next float, Thanksgiving, all the more joyful. I reminded him that the Armistice holiday symbolized

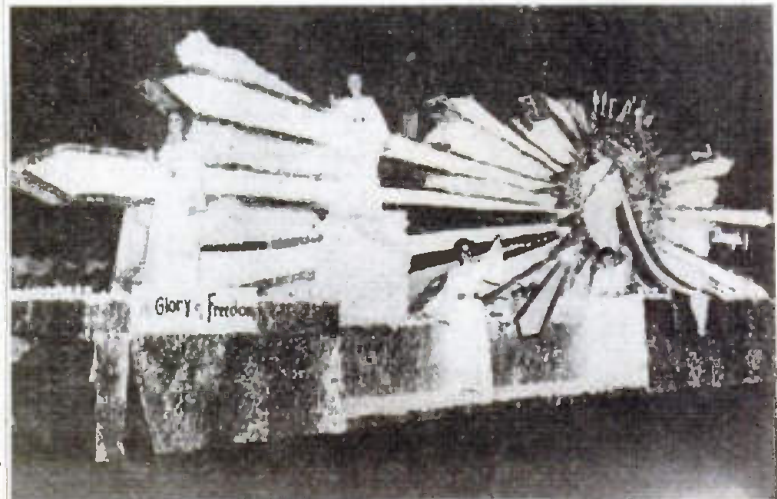
(Continued on page 67)



Striking float with its king-sized turkey projects gay Thanksgiving Day note in an Abt-produced parade. Joy conveyed by such a float is accentuated by the fact that it is preceded by one of a more serious note, in this instance one depicting Armistice Day. A parade should contain elements that lead both to laughter and tears, Abt maintains.



Traditional topper among the floats in the Memphis Cotton Carnival parade is that used for the Queen of Cotton. Above is one of the most eye-filling of such Queen floats, which, you'll note, tosses out a salute to foreign countries.



Brilliant illumination has become a highlight of many floats conceived in Abt's fertile mind. Use of varicolored lights, plus tinsel, metal foil and cellophane, enables the projection of many striking effects.

WILL ERA RETURN?

Showmen, as 'Old Salts,' Use Whales as Bait for Rich Takes

• Continued from page 48

competition that Fowzer offered was on downtown parking lots. Pacific Whaling also moved its shows from the railroad tracks to the center of town on occasion. As this cost \$1,000 or more, it was avoided whenever possible. But house movers in some cities had their best months when the shows came to town.

To offset the unhandy location of some railroad stations, the promoters went heavy for advertising and promotion.

Hire Circus Staffers

"We spent very heavily in newspapers, especially in the large cities," Anfenger recalls. "We paid good salaries in those days and we tried to get the best men. Still it was difficult to man nine of these units with managers, agents, bookkeepers, and talkers. We did the best we could. Fortunately for us, several of the American Circus Corporation shows were called in at that time, and we were able to get some of these men. It was just the same as a circus. You had to book and follow up and also had to have good publicity men."

Anfenger has retained none of the accounting books of the whale show days that undoubtedly would reveal a list of top showmen. He remembers, however, that among those associated with him were Arthur Hoffman, one of the first circus men to join and subsequently the general manager, and Jack Grimes, the tanbark publicity man. George Moyer, the circus general agent, also was with Pacific and handled the Chicago stand, one of the most successful of the era.

Lee Barnes was manager of the No. 2 unit and with him were Dunn, Dan Stover, Hank Gowdy and Harry White. Harry LaBrequé, now of home show fame, was a staffer joining in 1930. And the roster included Buck Walpert, William Green, Frank J. Lee, Capt. David Barnett, Tom Weldeman, Carl Sonitz and Mike Golden. Harley Taylor and "Sky" Clark, both past presidents of the Pacific Coast Showmen's Association, also toured for Pacific. The list is only partial, for it must be remembered that this was a large company, having offices at one time in both Cleveland and New York to guide its operations.

A partial roster for 1931 included Hoffman, general manager; Lee, press; C. C. Rose as agent, Barney Meehan as assistant agent, and Ben Court as manager of the Eastern unit; Grimes, Bill Bullen and Wiedeman in those posts on the Southern unit; LaBrequé, Jack Murphy and John B. Wheeler on the Western, and William Oliver, Al Jurree and Dave Tennyson on the Northern.

Talkers Believed Selves

Anfenger placed great importance on the lecture that went with the show and he tried to obtain the best talkers in the business. He recalls that some of them actually got to believe that they were seafaring men who had felt the mist in their faces as they harpooned the whales they were showing.

The talkers became experts in their lines, picking up nautical terms from fishermen on the wharves or from borrowed encyclopedias. Mike Golden, formerly of the Golden and Barnes circuses, is credited with addressing a veteran whaling group on

the East Coast and actually drawing applause for an interesting and educational talk. Arthur Hoffman told the story of riding a train with Capt. David Barnett only to have the conversation drift to the captain's exploits in capturing a specimen. Those who knew Barnett will recall that until the day of his death in 1946 he always wore a yachtsman's cap and a blue wind-breaker, the mark of the seafarer.

Stover, who was with Pacific almost from the start, revealed that some of the staff used the whaling spic to obtain home-cooked meals in the small towns. It was the usual boy-meets-girl story with a hint of adventure and perhaps a hint of danger encountered during long months on the high seas. The stories, coming from men in natty dress, were forceful. What the masses did not know was that only a small percentage of the men had ever gone as far as to ride the Coronado ferry.

Poor Takes in Orient

Whale shows were big business and that they were to become international was only logical progress. After Anfenger's group bought the Wingy Counts display, Fowzer took his remaining exhibit to Manila at the invitation of Stewart and Edwin Tait, who had vast show interests there, including the Tait-Churchill Shows. Edwin Tait said that the show did very little business in the Philippines and Fowzer moved it on to Japan, with China a later destination.

Terrell was in Tokyo where he was putting on the Japanese Coronation Exposition. He had advised Fowzer to be careful or he would end up a financially wrecked man. The advice was unheeded evidently, for Terrell has in his scrap books telegrams from the operator pleading with him to join or to do what he could for the revival or survival of the show. Terrell was unable to leave Tokyo at the time, and the Fowzer whale came to a dramatic finish.

Edwin Tait declared that the whale was sold to a Chinese who in turn sold it to a former missionary. The cleric moved it thru China, trying unsuccessfully to make it pay its way. Finally, he abandoned it in a railroad yard. When the exhibit began to smell, officials, believing it belonged to the Tait, urged them to come and get it. The Tait advised that it was not their property, but the criss-crossing of communications took time, and the smell of the whale did not improve. The matter was solved conclusively when the Japanese made an air raid on the rail center and bombed locomotives, freight cars, tracks — and the whale — to smithereens.

Pacific Tries England

Pacific Whaling also took its shot at the international trade by sending LaBrequé to London in 1931 with an exhibit for the Olympia (Bertram Mills) Circus. The shipment was the largest, longest single package that ever crossed the Atlantic. It was sent from Boston where the Navy lift put it on the main deck of the ship. The trucks, or wheels, for the car also were included in the cargo, but they were never used because of the narrower track gauge in England.

At London, LaBrequé got the giant Royal Docks Lift, with a capacity of 150,000 tons, to re-

move the exhibit to the quay. It was then placed on a set of dollies with a steam tractor and moved 17 miles across the city to the Olympia. This move alone cost about \$500, even in those depression days.

Hoffman joined LaBrequé but stayed only for the circus dates, leaving the latter to book the whale thereafter. The bookings didn't work out, and finally the display was placed at Kursaal, South-on-Sea, the English Coney Island, where it may be even today.

That an exhibit could withstand the years—1931 to 1952—is possible. Anfenger said that the daily injections of formaldehyde and salt gradually penetrated and became effective. When an exhibit was destroyed in Trenton, N. J., about 1936, the specimen was almost as solid as a rock, the promoter recalls.

Byrd Inspires Additions

With the Fowzer unit gone and Pacific having purchased the other one, the Anfenger company had the field to itself. However, things were happening. Admiral Byrd had returned from the South Pole with his exhibit and this increased interest for a time in whale shows. As penquins were drawing cards then, Anfenger put these on as added attractions.

As time went on it was obvious that something other than a whale had to be included in the displays. Anfenger realized this from his experience in showing the last of the Igorrotes in 1915 on the Foley & Burk Shows in the Oakland, Calif., area. Then, too, Bill Hilliard, who at one time was with The Billboard, suggested that as long as Pacific was showing the world's largest animal it also should exhibit the smallest. Anfenger accepted the idea, and in 1933 M. E. Alexander, who now is on the Nupike at Long Beach, joined with his flea circus. He remained with Anfenger for eight years, even after Anfenger sold his share in Pacific to Hutton and opened his Noah's Ark attraction. A Madame Sirwell had the flea circus on the Hutton unit.

Anfenger's move into the oddity business with his Noah's Ark was a natural development since, as the whale exhibit was strengthened, he acquired attractions suitable for his new show. He had the world's largest cow, an animal six feet high and weighing some 3,000 pounds, as an extra attraction on a whale show, with an extra admission of 3 cents. He had bought this exhibit in Georgia after seeing it pictured in Atlanta papers.

The whale shows used every contrivance to make money — main attractions and added ones. And in addition to these was the perfume pitch, which was a natural. The pitchman asked "What is the basis of perfume?" When someone answered "ambergris," he was off to a good start. The pitch was that whales supplied ambergris and that the company had been fortunate in obtaining this element at a saving, which was being passed on to the buyers. Barrels of perfume were sold at 25 cents per bottle—but the closest it ever came to a whale was on the show.

No Repeat Trade

Despite extra attractions, the whale shows were not strong for repeat trade. When the shows

(Continued on page 96)

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EDDIE BILLETTI

CLOSE-UPS: FRED L. MARKEY

Dodgem Head Shares Time With N. E. Group

By JIM McHUGH

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

PERENNIAL secretary of the New England Association of Amusement Parks and Beaches and top man at the Dodgem Corporation, Fred L. Markey has long been sort of a cornerstone of the funspot business in Yankeealand and a respected seer thruout the rest of the nation.

A modest air that gives no hint of his accomplishments clashes only with the flamboyant golf caps Fred wears on informal occasions. In groups large or small Fred is always the stabilizing influence in seeing to it that the job is done. As a result, the members of the New England association have long relied on Fred to see to it that no details are overlooked. Consequently, the gathering are run in precise fashion, with fun and business sessions expertly dovetailed.

Born in 1893 at Lawrence, Mass., site of the Dodgem Corporation, of which he is now president, Fred has always been concerned with dollars and cents and the statistical exploration of all business deals. He became an accountant early in life and kept right at this profession until 1920 when he joined what was later to become known as the Dodgem firm.

Several Inventors

When Fred joined the company the year it was founded, the manufacturer of the bumper cars was known as the Storehrer & Pratt Dodgem Corporation. Principals in the formation of the firm were Max and Harold Storehrer, inventors of the ride, and Ralph Pratt, who died in 1924.

The device was introduced at Salisbury Beach, Mass., and it was such an instant success that Max was somewhat awed by the potentialities. Fred recalls, Max eventually sold his interest in the business to Pratt. The tremendous acceptance of the ride by the public in a short time made it possible for Max to retire to Florida where he has been living comfortably for more than 25 years.

After only a short time with the firm, in the 1920's, Fred was given new duties with the company and began participating in the sales end of the business. The corporation prospered and improvements to the ride were added constantly, including seven major changes covered by patents granted to Fred.

Individual Control

Initial and immediate success of the Dodgem was due to the fact that it was the first individually controlled ride ever offered to the public, Fred believes. The novelty of the ride has diminished little, if at all, and it continues to be top money winner in virtually all locations. The device was named by an attorney who was associated with Pratt.

Modifications made to the Dodgem thruout the years followed the pattern set by the automobile industry with innovations in design offered almost annually. The changes have nearly completed a cycle. The first Dodgem featured reverse steering, with patrons twisting the steering wheel in the opposite direction from the one in which they wished to move. Fred says he has recently speculated on reviving the gimmick, the novelty of which could possibly give the ride a new twist.

Fred says the Dodgem has sold itself ever since it was introduced. One of the corporation's biggest sales was to Billy Butlin, British amusement operator. Over a period of 18 months Butlin purchased some 500 Dodgem cars.

Steady Demand

Dodgem production was curtailed during World War II and during that time the firm merely furnished maintenance assistance for operators. Immediately after the war, and as a result of the unsatisfied demand generated during the conflict, the orders received ran far ahead of production capacity. Since then the boom has leveled off, but the



FRED L. MARKEY

demand is steady and the firm is in excellent shape. Fred, as trustee of Pratt's estate, controls 74 per cent of the company stock.

Fred has been secretary of the New England group for 21 of the 26 years it has been in existence, having succeeded Will White. As with any similar group, Fred points out that one of its principal functions is to keep tabs on legislation affecting funspot operators. He holds that over a period of several years the association was instrumental in relieving New England operators of many blue law restrictions. Among the laws repealed were those forbidding the use of a gold ring for awarding a free ride on a Merry-Go-Round, and the operation of shooting galleries, bowling alleys and the giving of game prizes on Sundays.

Fred has attended every gathering of the association from its inception. From his office at Exeter, N. H., he remains in close touch with all members of the group and is perhaps the best business pulse taker in his section of the country. Fred has made his home in Exeter for the past 18 years. His daughter serves as his secretary. Among three other children is a son who spent last summer studying in Europe.

Runs Movie, Beach Interests

In addition to the Dodgem Corporation, Fred watches over an affiliated firm that operates a movie theater in Exeter. The Dodgem Corporation also owns property in Salisbury Beach and operates a number of rides and concessions there.

However, the big interest is still the Dodgem, which has been shipped to such distant points as South Africa, China, New Zealand, Puerto Rico and the Philippine Islands. Fred has been to Canada, France and England on business trips.

An interesting sidelight recalled by Fred has to do with a newsreel that was distributed several years back. The film showed a carnival that was beating the bushes of the South Pacific Islands and featuring a Dodgem. The commentator told movie audiences that the big kink among male natives of Borneo was to prove their bravery to their womenfolk by chancing a turn on the Dodgem.

Nashville Big For Tom Packs

CLARKSVILLE, Tenn., June 21—Tom Packs' Circus wound up its Tennessee tour here Saturday (14) with a near-capacity night show at the Municipal Stadium. Shrine auspices was reported to have contracted for next year.

At Nashville, the Packs show won good business thruout and scored capacity business on Thursday and Friday (12-13) nights. The show played Sulphur Dell at Nashville. Zacchius' cannon act was omitted at Nashville but returned to the line-up at Clarksville.

This week the show moved into Illinois, with Indiana and St. Louis to follow.

'Miss Universe' Pageant Named In Damage Suit

LONG BEACH, Calif., June 21.—On the eve of its expensively and expansively promoted run here to start Monday (23), the "Miss Universe Pageant" was named defendant in a \$3,000,000 damage suit by Fred Nadeau, Hollywood booker. The event is being co-sponsored by the Catalina Swim Suit Company, Pan American Airways, Universal-International Pictures, and the City of Long Beach. Festivities are scheduled for seven days.

Nadeau as plaintiff claims exclusive rights to stage beauty contests for the title of "Miss Universe." His suit filed in Superior Court in Los Angeles is against Miss Universe Beauty Pageant, Inc., John Miller and Oscar J. Meinhardt.

Plaintiff's attorney, A. W. Lockton III, told The Billboard the first Miss Universe event was openly promoted in the Los Angeles area in 1947. At that time Varga, the artist, made a composite drawing of the mythical Miss Universe. The lawyer also said that the American committee included such names as Earl Carroll, Milton Ebbins, Duke Ellington, Harold Lloyd, Harry Crocker, Buddy Rogers and Rudy Vallee. The International Committee was represented by nearly every foreign country except Russia.

In filing the charge of plagiarism, motion for preliminary injunction was being considered, Lockton declared.

Meinhardt stated in defense of the present promoters that it was impossible to copyright in California a contest or a promotion for there was no governing classification. He said his protection was the filing in Washington of the Miss Universe Beauty Pageant, Inc. papers. He added that no Miss Universe contest had been held prior to the scheduled 1952 one and that his counsel was entering a defense immediately.

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IN FAMILY TRADITION

Luke Anderson Fills Father's Show Boots

By TOM PARKINSON

SUCCESSFULLY putting a truck show thru its paces this season is a "youngster" who's literally following in his father's footsteps. The 34-year-old showman is Norman (Luke) Anderson, owner of the Wallace & Clark Circus and son of the late Bud E. Anderson.

While he has had his own show for only two seasons, Anderson is no newcomer to the business, and he has with him many staffers who helped his dad make a success of earlier shows. Associated with him in operation of the show is his mother, Mrs. Laura Anderson, who has had many show interests, including concessions on Bailey Bros. and Cole & Walters circuses.

Anderson was tagged with the nickname, Luke, while he was a boy. As he recalls, Joe B. Webb a regular around Anderson shows, called everyone Luke; in Norman's case it stuck.

Besides working on Bud Anderson shows, Norman spent part of a season with Russell Bros. during the 1930s. In 1916 he went with Jimmy Woods' 131 Ranch Wild West Show and opened the next season with Woods' Yankee-Patterson Circus. He finished 1947 on DeWayne Bros. and followed that with a season on the James M. Cole Circus. He had concessions with those shows and during other recent years had the banners, concessions or assistant manager's post on his father's shows.

Bud Tries Wild West

Bud Anderson is remembered as the show owner and horse fancier who struck it rich during the depression. His shows began tramping Kansas, Oklahoma and Nebraska more than 30 years ago. At first, he had Wild West Shows moving by wagon, and Norman says that it was only after five years of tramping that his dad realized shows could give matinees. Titles of the show in those days included Indian Bud's Wild West and Oklahoma Bud's Wild West.

First memories that Norman has of his father's shows are of a wagon circus, Anderson Bros., in about 1924. By 1927, this show had begun to use trucks but still used some wagons, and it wasn't until 1931, as Norman recalls, that it was 100 per cent motorized. By that time it was called Seal Bros.

It was with the Seal show that Bud scored during the depression. At the time of his death, his home town paper, The Emporia, (Kan.) Gazette, recalled that the senior Anderson was minting money with his show when other businesses were struggling to stay alive. Norman reports that 1934 thru 1936 were his father's big seasons.

Each of those years brought into the Anderson coffers a gross as good as the one which Norman tallied with Wallace & Clark last season. It was a big amount in inflation times; it was even bigger during the depression.

Quits Dairy Farm

Things weren't always so good for Bud Anderson. Three times

he went broke. But in each case he had ventured too far from circus business and he recouped his losses by returning to the white tops. On one occasion he set up a fully-equipped dairy farm, but when he compared the take from his first cream sale with the amount of investment, he quit the whole works. "I've had pit shows that did better," he explained.

The motorized Seal show gave a horse-drawn parade in the 1930's, and it was this equipment with which the Parker & Watts Circus was built. Anderson sold his show to fra Watts and Charles Parker after the 1937 season.

In mid-1938, the elder Anderson returned to show business by buying Charles Lamont's Norris Bros. But tramping an outfit someone else had created was not to Bud's liking. After six weeks, he closed the show and began a complete rebuilding job on it. It appeared again in 1939 as Bud E. Anderson's Jungle Oddities Circus, and included equipment or animals from Tom Mix, Tim McCoy, Cole Bros. and other shows. The Oddities opera continued thru 1941.

Bud Anderson and St Rubens who now has Rogers Bros. Circus, became partners in 1944 and for two seasons they had the Bud E. Anderson Circus. When they split up, much of the equipment was sold to Floyd King and H. J. Rumbaugh. Bud turned to raising race horses, but that was another losing field for him. By the middle of 1948 he was ready to try circus again. He piloted a new edition of Seal Bros. along a rocky route that year and returned for a big season in 1949.

Son Takes Over

In 1950, Seal Bros. Circus opened to extremely good business in the West, but the second four weeks were terrible. Then came an upsurge. For three days the takes were good in Montana towns. On the fourth, Bud Anderson was fatally injured when the horse truck he was driving went off a mountain road near Miles, Mont.

Anderson died at 10:30 a.m. that day in Miles; at 2:30 p.m. the performance of Seal Bros. Circus went on as usual. It was just about that quickly that Norman stepped into his father's boots to continue the Anderson circus tradition.

Seal Bros. closed a few days after the owner's death, but Norman and his mother were soon busy on plans for the next season. During the winter, Anderson acquired title to his father's equipment and it was moved to Southern California.

There he set about the task of building his own show like his father with Norris Bros., Norman had his own ideas about how to build a show. He imported a hippopotamus and based his billing on that. A canvas spool truck was purchased to handle the big top. He and his mother also retained many of Bud's ideas and they signed on a number of staff people who had spent years with Anderson shows. Among these were Joe

B. Webb, Clarence Fisher, Shorty Lynn, Bill and Jackie Wilcox, Frank Ellis and Joe Foss.

Decision on Title

One of the changes Norman dictated concerned the title. He didn't care for the Seal name and decided his trucks and paper would carry a different kind of title. He and his wife, Frances, agreed first on Wallace & Kellogg, names borrowed from towns in Idaho. But the public never saw that one; the Andersons decided the Kellogg part didn't sound right. It was Frances Anderson who came up with the Clark half.

Mrs. Anderson has concessions on Wallace & Clark. The couple has been married about 13 years. They have two children, Susan and Clinton.

2 Needs, 1 Test

Last season, Wallace & Clark, toured much of the old Anderson territory and the Southwest, closing a lucrative season in Arkansas. Opening in Hot Springs this season, the show speeded to new Eastern territory and now it's in the Middle West.

Norman outlines what amounts to two requirements and a test for the operation of small shows. One requirement is that the show

is strongly advertised and that it has a performance to stand back of the ads. The other is that, if a show is to profit, it must find towns that are two or three years fresh.

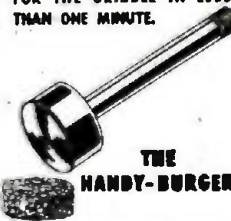
The test comes with the rougher seasons. Anderson figures that from time to time the number of shows on the road gets too large. Periodically, he reasons, there is the kind of season which cuts the field back to size. Some of the shows fall by the wayside.

Anderson is confident that his show will be the one that meets the basic requirements and survives the test. With the tradition and training of his father's shows behind him, it's likely he'll succeed.

Bary's Zoo Train Goes Into Canada

COUTTS, Alta., June 21 — Howard Y. Bary's British Africa Zoo Train cleared customs stations here last week and entered Canada en route to Calgary. During the border halt, children of both Coutts and Sweet Grass, Mont., saw the show as Bary's guests. The three railroad cars carry built-in cages in which animals are displayed.

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"During the past eighteen years I have found Ross Allen to be a very conscientious and faithful servant of the Snake Show World. I have found that the Personal Service of Gary Garretson, Manager of the Wild Animal Sales Dept., has been of the very best and I urge all of my friends and Snake Show people to take advantage of this efficient service and sensational offer." **SAILOR KATZY and IRENE**.

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"Am elated with all of our past business relations. Your personal attention is my prime factor of selection. Ship at once my dragon and big snake with den." **JACK (THE GREAT) KNOLL**, Huntington, W. Va.

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55-YEAR PUZZLE

How Did Jim Bailey Locate Jake Posey?

By SAM ABBOTT

Jake Posey, the only man living today who had 52 horses under rein at one time, has never found the explanation for the delivery of a cablegram to him in Cincinnati in 1897. This message from James Bailey of Barnum & Bailey Circus, then in Europe, probably changed Posey's life more than any other single incident. It brought him the opportunity of meeting royalty and fame for driving the 40 matched horses pulling the show's bandwagon.

At that time, Posey had been with circuses for 17 years. He was boss hostler on the Ben Wallace Circus playing in Pittsburgh. He left that city on a Wednesday night after quitting because the elephant man stole his horses' hay. Arriving in the Ohio city the next Saturday, he went to Frank Wright's saloon, the rendezvous for circus people, where he was handed the cablegram.

The message was brief. Bailey asked Posey to join the circus in England and bring over all the good men he could get. The puzzlement that has existed for over a half century is how Bailey knew he would be in Cincinnati—and at Wright's saloon.

When Posey arrived in Southampton for the British Isle tour of the Barnum & Bailey Circus, it was his second time with this show. He had worked for Bailey in 1896 before the organization left for Europe. Posey drove an eight-horse team. When the show went in that winter, he took a job as night watchman. Because of his dislike for tramping on cold concrete floors, he asked for a transfer to the harness shop, where he washed and oiled trappings that were to be repaired.

Tries Larger Hitches

Bailey made his headquarters in London, visiting the winter quarters at Stoke-on-Trent, 145 miles from the English capital, on Tuesdays and Fridays. It was on one of these trips that he asked Dave McKay, boss hostler, if Posey could handle the 40-horse team.

Posey looked at his assignment confidently. He told Bailey he could do anything that anyone else could. The then harness shop worker was told to go to it. McKay and Frank Hiatt, general manager, were instructed to fix up a wagon so that the new driver could rehearse—and strengthen his arms.

A stable pole wagon was loaded with iron and Posey started by driving 12 horses, then adding four each time. After eight trials, the complement was up to the required 40 and he was doing a creditable job. He made his first parade in Birmingham without incident, except, he remembers, there were a few nervous musicians riding with him on the "Five Graces" bandwagon.

Shortly after Posey's initial performance, McKay quit as boss hostler and left for America. He was succeeded by Tom Lynch, who rode ahead of Posey's team to check on the lead horses. When the team rounded corners, the first half could not be seen from the driver's seat. Lynch stood at the turn and advised Posey of the situation up front.

King's Lynn Tangle

The arrangement worked well in all of the towns except King's Lynn, where streets were narrow and difficult even for two-horse teams. Lynch dropped back on this particular day to kibitz with some of the musicians on the wagon. A bobby, for some unknown reason, stopped the lead horses, dropping the traces to the ground. Posey shouted to Lynch to get around the corner and see what was going on. He did and the team moved forward, the trace tightening under the flank of one of the horses. Both of the animals' hind feet were thrown into the air and landed on Lynch's thigh, sending him to the hospital with a broken limb.

Several corners later the brakeman, probably unnerved by the Lynch accident, became excited and tightened the lever, making



JAKE POSEY

it difficult for the horses to wheel the wagon. The vehicle was just rounding an intersection on which a pub was located. The heavy wheels caught a frail support and pulled out the entire side of the old frame building, along with several voluptuous bar maids who were leaning against the window to watch the parade.

Barnum & Bailey moved on to France but the 40-horse team feature had been cut from the parade. In March, 1902, Bailey was asked to replace the team as part of the Mardi Gras celebration in Paris. Posey took the trappings from storage and again drove the famous hitch. He left the show grounds at 1 o'clock in the afternoon and was out until after 9 that evening. Some of the time the horses were standing in front of the mayor's office, where the queen of the celebration was feted. On return to quarters, Posey had to have his coat sleeves cut so that he could remove his swollen arms.

Posey drove the hitch for two years. He was physically equipped for the job, being 6 feet tall and weighing 220 pounds at the time. Such strength was necessary, for he had 20 lines in his hands at one time. At corners there was 35 feet of slack rein. When the lead animals straightened out, the lines had to be fed rapidly but smoothly. A kink, Posey recalls, could knock all of the headstalls from his hands—and perhaps take part of his hand as well.

Began with Robinson

Driving of the Barnum & Bailey team came easy for Posey. His father was with the John Robinson Circus for 16 years as driver and hostler. And it was on this show about 1873 that Jake Posey, then only 10 years old, handled his first team—10 ponies. When he joined Van Amburg in Connersville, Ind., in 1880, Posey drove a six-horse team, then ponies on Sells Bros., eight horses for S. H. Barrett, and the six-horse bill wagon of Stowe, Long & Gumbie. He took care of Black Diamond, the monage horse featured by Miller & Freeman in 1889, and the next year a team of eight for Forepaugh. In 1901 he joined John Robinson as boss hostler, taking over for his father who was unable, because of ill health, to troupe that year. From 1893 to 1895 he toured with Hunting and joined Barnum & Bailey for the first time in 1896. The early part of 1897 he joined the Great Wallace as boss hostler, leaving it to arrive in Cincinnati coincidentally with the cablegram.

Posey trouped with Barnum & Bailey in Europe for five years. When the show returned to the United States, he remained on the Continent at Bailey's invitation, to handle the horses for the Buffalo Bill Wild West Show. While he liked the assignment, it was not like working for Jim Bailey. They had become fast friends. But Posey, once taking a post, gave it everything he had.

When Buffalo Bill was playing dates in the vicinity of London, Posey was in charge of the stock in the Hampton Court Park stables. The royal paddocks were

(Continued on page 189)

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POLIO CUTS TAKE AT HOUSTON SPOT

Hennies' Kiddieland 200% Ahead Until Disease Breaks Out in County June 1

HOUSTON, June 21.—Harry Hennies' Katy Road Kiddieland followed its bang-up April opening with two months of business which ran 200 per cent ahead of last year. But outbreak of polio in Harris County has affected business since June 1, Hennies said.

Great emphasis is being placed on children's birthday parties again this season, he said. For the first two months, these were two and three times as numerous as during last year's hefty schedule.

Hennies offers a package deal which includes all rides, ice cream and cake and a favor for \$1 per child. A minimum of 10 children is set for the parties. Special cakes are used for parties of 30 or more children.

The parties are scheduled for 10 a. m. to 5 p. m. on week days. Three 20 by 40-foot pavilions with removable partitions are used for the parties and each can handle two parties at a time.

Creation of new traffic is the main advantage of birthday parties, according to Hennies. As another feature, his party schedule has reached the point where this steady income amounts to enough to cover pay rolls of the Kiddieland.

First Sunday after start of the current polio scare cut business to 25 per cent less than that of comparable day last year. The second Sunday's business was half that of its 1951 counterpart, Hennies said.

Extensive spraying campaigns have been carried out by authorities in the city and surrounding areas, including bayous. Hennies said he had put into use a fogging machine to spray his funspot but that he believed it accomplished little in overcoming reticence on the part of parents to bring children. He said that the live pony ride business suffered most, apparently because parents believed flies responsible for the disease.

Continues Radio Show

Katy Road's tie-in with a major Houston department store on the presentation of a weekly radio show, "Big John and Sparky," will continue all season again, Hennies said. Personal appearance of the radio feature brought out the huge crowd that filled the spot when it opened on the first Sunday in April.

New roofs with steel frames are being installed over each of the Kiddieland's 15 rides. These are designed to last 10 years, Hennies said, and were decided upon after salt air and humidity here reduced the life of canvas tops last year. A new Bug ride has been added to the line-up for this season, and Hennies said it was doing very well. Strip ticket prices remain unchanged from a year ago.

Hennies this week was in Chicago, where he visited Kiddielands operated by Louis Klatzko and Michael Doolan. He also visited with J. C. McCaffery and with Paul Eagles, of the Ringling-Barnum show.

Council Adds 10-Cent Gate At Laconia

LACONIA, N. H., June 21.—A 10-cent gate fee for adults will be used at city-owned Endicott Rock Park Beach here this year, according to tentative plans announced this week. The money will go toward the \$5,000 maintenance budget adopted by the city council.

The Laconia council also will have charge of operating the municipal beach at the Wiers on a non-profit basis. Free gate there was voted by the Wiers business interests. Concessions probably will be limited to soft drinks, milk and sandwiches.

A board walk will be built between Endicott Rock Park and the municipal beach, with the space to be filled in the future.

Nu-Pike, City Set For 6-Day Pageant

LONG BEACH, Calif., June 21.—With the "Miss Universe Pageant" to start here Monday (23), the Long Beach Amusement Company's Nu-Pike was being readied this week to receive its share of business from an expected 1,000,000 attendees. Event is being co-sponsored by Catalina Swim Suit, Pan American Airways, Universal-International Pictures and the City of Long Beach. Approximately \$500,000 has been spent in promotion of the beauty parade.

While the events will be staged principally on the streets and in the Civic Auditorium, much of it will be right in the Nu-Pike's front yard. L. P. (Pat) Murphy, the area's general manager, said that in anticipation of the crowds, he hoped to have the new Rotor Ride operating by that time. Velair Bros. will definitely have their dark ride, Whispering River, going strong by that time. Estimated cost of the Velair attraction is \$50,000.

Beauties from all over the world are being flown here for the festivities. A welcoming dinner is set for Tuesday (24) to be followed by a parade the next day. Thursday an aqua show is to be presented in the lagoon at Rainbow Pier with a fireworks display from a barge that night. The Navy will anchor some of its battlewagons off shore, with the searchlights adding to the glamor of the "Parade of Lights," a boat parade.

"Miss U. S. A." is to be selected Friday night at a musical show in the auditorium. Saturday night "Miss Universe" is to be named

and another show staged. Coronation ball is set for Sunday night.

Rainbow Pier, which adjoins Nu-Pike, has been chaired for the events. Approximately 8,500 seats are being sold spectators at \$1.50 each, including tax.

ROCKAWAY'S PLAYLAND

Tub-Thumping Pays Off for Geists at Queens Amusement Park

By AARON STERNFIELD
NEW YORK, June 21.—Dick Geist, vice-president and director of public relations of Rockaway's Playland, Queen's million-dollar amusement park, is not one to hide the light of his Long Island playseap under a bushel. While Playland is neither the largest amusement park in the country nor is it the wealthiest, it sets a fast pace for sound, hard-hitting publicity.

Most important cog in Playland's publicity machine is the working agreement which Geist has with Ted Colt, general manager of video Station WNBC and radio Station WNBC. Arrangement calls for Playland attractions to become available for radio or TV shows, with the park reciprocating by airing WNBC shows on its public address system. It also plugs the radio and video stations.

The park in turn gets radio and TV publicity and also benefits from the distribution of tickets through

Spending Up, Gross Slides For Mich. Spot

UTICA, Mich., June 21.—Individual spending per patron is a little ahead of 1951 at Utica Amusement Park here although total business at the park is slightly under last year. Weather was unfavorable up to June 1, causing business to slow up.

Week-ends have been especially encouraging. New policy has been adopted by owner, Myron Brown to keep the park open for the public on Sundays, rather than lease it out for private picnics, as in the past. The park has specialized in organization events, drawing some of the largest in the Detroit area.

Next big event will be a four-day July 4 celebration, sponsored by the Utica Lions Club and other community groups, with three additional rides to be brought in. Dancing three nights and a street parade into the park are features of what is to be an annual celebration.

May Revive Fair

Brown also has long-range plans to revive the Utica Fair, which was held on this site before the war, but has been dormant for several years.

Located in the center of what was a large group of privately-operated picnic parks a few years ago, Utica Park is one of the few successful survivors. Paris Park, nearby, is now closed and its buildings are being torn down, while near by Belvidere Park has been inactive for some time.

Present Utica park operation includes the dance hall, concession building, live pony, riding horses, carriage, and kiddie elephant rides. A new boat ride is under construction for July 4 opening, using a new type of float boat, 9½ feet long, specially designed by Brown and equipped with various types of motor drives. Swimming in the Clinton River, which flows thru the property, is an added park feature.

Plans for 1953 call for addition of a Merry-Go-Round, Ferris Wheel, and two kiddie rides.

NAAPPB SUMMER CONFAB

Denver Meeting Plans Carry Western Brand

DENVER, June 21.—Arrangements have been completed here for a Mid-Summer Round-Up of the National Association of Amusement Parks, Pools and Beaches. Hosts for the parkmen's annual summer session will be Lakeside Park and Elitch's Gardens. Dates for the meeting are August 5-6, with a program scheduled for those who can stay over for August 7.

The first day (Tuesday, 5) will feature night visits to Ben Krasner's Lakeside Park and A. B. Gurtler's Elitch's Gardens. Registration period on the second day has been dubbed the "branding time" by the Colorado hosts, and at that time the guests will be equipped with Western regalia. Western Date will be at noon in Krasner's park. A tour to Lookout Mountain and the grave of Buffalo Bill Cody will follow. Then the group will go to Gurtler's funspot for a cocktail hour and cowboy chuckwagon dinner.

Both the mayor of Denver and the governor of Colorado are to attend the Wednesday evening event at Elitch's Gardens. Cowboys, Indians and other Western entertainment will be featured. The plan for Thursday (7) is to make a motorcade to Estes National Park.

Burlington and Union Pacific railroads and United Airlines are among the transportation lines serving Denver. It was pointed

Glen Echo Skeds Big Name Talent

WASHINGTON, June 21.—Glen Echo Park schedule calls for an appearance of Howdy Doody's Clarabel for Saturday, June 21; Billy May, July 18; Ralph Flanagan, July 25; Johnny Long, August 1, and Jimmy Dorsey, August 28. Last Friday the park teamed up with deejay Jim Robinson of WMAL for a School's Out Party. Last Sunday's attendance at its Crystal swimming pool was reported as the largest of the year to date.

New Kid Spot At Bridgeport

BRIDGEPORT, Conn., June 21.—The Brooks Farms Kiddie Fair, moppet park, has opened at Boston Avenue. Arthur Moss and Paul J. Grossman are co-owners and operators.

Various devices, including a Whip and speedboat ride, are in operation, and a Merry-Go-Round is expected to be installed shortly. The site adjoins the Brooks Farms Restaurant.

Free Acts Increase Dallas Midway Crowds

DALLAS, June 21.—Free acts have hyped State Fair midway crowds considerably since the free act season opened June 9, midway superintendent, Fred Tennant Jr., declared this week.

George and Lexi Bronough, sway-pole act billed as the Sensational Meteors, began a two-week stint on the midway stage

out that Denver is eight hours from New England by plane and that rail passengers leaving Chicago Monday night will arrive in Denver on Tuesday morning.

In Chicago, NAAPPB Secretary Paul Huedepphl said because of vacationists' demands on Denver hotel space, the park group will use assigned rooms in four hotels. Headquarters will be at the Albany Hotel. Brown Palace, Cosmopolitan and Shirley Savoy also will be used, he said.

Greyhound Line Repeats Tours To Cedar Point

SANDUSKY, O., June 21.—Central Greyhound bus lines again will bring passengers from Cleveland to Cedar Point near here on a package deal which includes meals, hotel room and bus fare, according to D. M. Schneider, president of Cedar Point resort.

In addition, Cedar Point will be a stopping point for Greyhound national tours originating in Chicago and other cities, he said. The bus lines originated both plans last season.

About 2,000 newsboys are scheduled to spend from one to three days at the resort this season as guests of their newspapers. Largest groups will be from the Columbus Dispatch and the Pittsburgh Sun-Telegraph, with each sending 500 boys. Each paper will use a special train to bring the carriers to the park.

The Columbus Citizen plans to host 400 boys, and its 100 top salesman-carriers will stay for a second day. The Detroit Times will bring 150 boys for three-day stays. The Cambridge, O. Jeffersonian and the Fostoria Review-Times also will send groups of carriers, Schneider announced.

June 9 and all performances have drawn excellent crowds, Tennant said. Act performs at 8 and 10 p. m. Well-lighted high act flashes up the midway and helps draw patronage, Tennant said.

Tennant again is booking acts in co-operation with Harry Batt's Ponchartrain Beach in New Orleans, giving acts double the playing time they ordinarily would have in the Southwest.

Other acts booked into the park so far, for one week each, include Eilly Ardcity, trapeze, June 23-29; Hubert Castle, wire, June 30-July 6; Miss Kayietta, high act, July 7-13; Noble Trio, parallel bars, July 14-20; Farroff Trio, Roman ladders, July 21-27, and the Adamsons, perch act, August 4-10.

Expect Holiday Crowd

Approximately 75,000 Negroes were expected to celebrate the traditional Negro holiday, "Juneteenth," on the midway Thursday (19). It is the anniversary of the day in 1863 when news of the Emancipation Proclamation reached Texas, although it had been issued several months previously. Park is turned over to Negroes on June 19 each year and it usually is one of biggest days of summer season.

Variety Clubs of Texas will present a show in the Cotton Bowl July 4-5, with high acts, clowns, Theatre-Field fireworks, and probably a name Hollywood star. Show is a benefit for Variety Club's Boys' Ranch.

Square dance contests Tuesday nights and "hamtree" giveaway Thursday nights continue to draw good crowds.

retail dealers of the AM and TV stations.

Plans call for the National Broadcasting System to sponsor all-day outings for underprivileged children in co-operation with the park. The Playland publicity carries WNBC shows to a "captivated audience" estimated at 25,000,000 last year.

Geist estimated that the Playland-NBC arrangement boosted the park's attendance by 20 per cent in 1951 when the plan went into operation. "The wonderful part of it," he explained, "is that it doesn't cost the park a cent."

If the TV agreement is the main cog in Playland's publicity, it is not the only one. Geists' office is lined with framed pictures—mostly of Page 1's of New York's dailies, devoted to the merits of Playland. Few amusement parks in the nation gets as much free space as Playland.

Playland History

Playland was founded in 1901 when L. A. Thompson, operator of

(Continued on page 77)

Playland Biz At Plattsburg OK on Holiday

PLATTSBURG, N. Y., June 21. —Altho the weather was bad, the Decoration Day opening of Playland Park here produced good business for Herbert Aiken, who recently purchased the spot from the Norwalk Amusement Company. Playland is adjacent to the Plattsburg beach and 30 miles from Montreal. Much of its week-end business is Canadian.

Shortly after the purchase Aiken, who had tourist cabins and a restaurant here, signed Charles F. Lamere as manager and bought a Little Dipper and Barrel of Love from the La Crosse Amusement Company. Bill Frost, formerly with the La Crosse shows, is now master mechanic at Playland. The park also offers a golf driving range, miniature golf, Merry-Go-Round, Chairplane, kiddie airplane, boat ride and pony ride, and plans include the addition of a monkey cage and husky dogs.

Merchandise giveaways are to be used as promotions during July and August, along with weekly Wednesday kiddie matinees featuring cut prices, free lollypops, balloons and prizes. Hillbilly band music will be offered two nights a week in an open-air dance hall.

The park's main building has been modernized, grounds have been leveled and size of the parking lot has been increased to accommodate 600 cars. Picnic tables and benches have been added and barbecue facilities are to be installed. Other rides are to be added, along with concessions to augment a line-up that includes ice cream, Andre Lecavalier's restaurant, Romeo Nolases; twin calves show, William Howard; dart and cork games, Dick White, souvenirs; Ruth Lamere; jokes and tricks, Charles Lamere, and Turf, Bob Ploof.

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25 Pearl St. New London, Conn.

Weatherman Aids as Eastern Spots Boom

NEW YORK, June 21. — "Just give us a break in the weather, and the crowds will take care of themselves," has been the wail of East Coast amusement parks all spring. Well, the last two week-ends have been hot and humid, and park ops are no longer crying in their beer.
Last week-end (13-15), for ex-

Year-Old L. I. Kiddie Park On Upswing

NEW YORK, June 21. — Open little more than a year, Nunley's Happyland, kiddie park in Bethpage, L. I., is doing well.

Owned by Mrs. William Nunley, who also operates at Rockaway's Playland, Happyland is situated two miles from Long Island's Levittown, a community numbering homes in the thousands, the majority of which are owned by parents of young children. While the funspot is not readily accessible by subway, it has this and other large residential areas from which to draw customers, says Louis Lercari, manager.

The 4 one-half-acre park operates on a 52-week schedule and has eight kiddie rides including a Caroussel and a Schiffr midjet Roller Coaster. A Ferris Wheel is expected to be added this year. Five rides are operated in an arcade which also houses about 100 games during the winter. Rides are tabbed at nine cents each except for the Roller Coaster which is 14 cents to adults and moppets. A restaurant is a standard park feature.

Happyland operates five days a week from 11 a.m. to 10 p.m., and on week-ends from 10 a.m. to 10 p.m. Parking area, with its 300-car capacity is far too small for present needs, Manager Lercari reports, and will have to be enlarged. He adds that business has been good on weekdays and almost overwhelming on Sundays.

WNBT Kid Seg Plugs Palisades

PALISADES, N. J., June 21. — Young members of the "Time for Adventure Club" (WNBT, 10-10:30 a.m., Sunday) will be admitted free to Palisades Park Saturday, July 5. Moppets will gain entrance by showing their club membership cards. Event is being plugged on the show for three consecutive Sundays.

OPEN A BASEBALL BATTING RANGE
Cash in on NEWEST TOE
FOR SALE
3 Baseball Pitching Machines, NEW—never been used.
60 doz. Balls, Bats, Coin Boxes included.
FRANK ARICO
Rockaway, New Jersey Rockaway 9-6327

FOR SALE
6 ride Kiddieland in town near Los Angeles.
Full Price: \$6,500.00
BOX A-120 THE BILLBOARD
5000 Sunset Blvd., Hollywood 28, Calif.

ample, witnessed near-record crowds at leading playspots in the New York area. At Rockaway's Playland in Queens park officials reported the heaviest attendance of the season, with June crowds running well ahead of 1951.

At New Jersey's Palisades Park officials said that Saturday and Sunday crowds shattered all records for any two consecutive days. A few miles south, in Irvington, N. J., no records were broken at Olympic Park, but attendance was hefty, and well above the 1951 week-end norm and the best week-end of the season.

Well Satisfied
In Rye (N. Y.) Playland, park officials were pleased with Saturday and Sunday goths, which they said were well ahead of any 1951 June marks.

Despite an extremely rainy spring, the consensus of East Coast operators seems to be that attendance may have taken a beating during May, but June crowds have been so heavy that 1951 totals have been topped and that 1952 should be a money-maker for most.

Palisades and WOR-TV Push Beauty Contest

NEW YORK, June 21. — Palisades (N. J.) Park and WOR-TV are co-operating in an effort to select "Mrs. New York City," who will represent the city at the 14th annual Mrs. America contest to be held at Asbury Park, N. J., September 7.

Starting Tuesday (24), the contest will be held each Tuesday at Palisades Park and the four winners of the weekly eliminations will appear the following Sunday, starting June 27, on the 8:30-9 p.m. seg over WOR-TV.

Preliminary contests for New Jersey women will be held later in the season at Palisades.

Decision Made For Publishing Parks' History

CHICAGO, June 21. — National Association of Amusement Parks, Pools and Beaches will contract with Vantage Press of New York for publication of the park and ride history written by W. F. Mangels.

Paul Huedepohl, secretary of NAAAPPB, said nearly complete returns on a postal ballot by directors indicated a strong majority in favor of the plan.

Huedepohl said he had written to the publishing house asking for a contract. If the arrangements are completed as expected, the volume will be published about November 1, he said.

The manuscript was prepared by Mangels, an historian of NAAAPPB. It traces the development of the park and amusement ride industry from earliest beginnings in Europe and includes history of present-day parks in considerable detail. Huedepohl said it was expected that the book would include a number of pictures from the extensive collection compiled by Mangels.

Bad Weather in Okla.

LAWTON, Okla., June 21. — Smith Amusement Company has encountered hail, wind and rain since opening at Doe Doe Park here. However, turnouts have been fair.

For want of a nail a shoe was lost ...
For want of a shoe a horse was lost ...
For want of a horse a good spot's a dud!
and the youngsters are taking their trade and their dimes to your competitors.

HORSES ARE 1952's BIGGEST BUSINESS

BIG BRONCO is the BEST

and we also have the second best

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A Memorandum To You Mr. Arcade Owner

We still have time to get that last minute order prepared, packed and shipped before the glorious Fourth. By way of suggestion, another machine or two, additional supplies, stand-by and replacement parts.

Please check and ... Write, Wire or Phone

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For Free Details and Literature on the MT Miniature Trains, Signals, and other accessories—write to Dept. B.

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Name
Address
City Zone State
Occupation

INFANT PARK UP FAST, STRONG

Kelman's Indian Point Starts in Major League, Scores Two Profitable Seasons; Boss Has Wide Show Business Experience

ALTHO barely into its third season, Indian Point Park, Peekskill, N. Y., is already established as a highly successful major funspot with a potential that may well exceed even the high hopes of its enterprising owner, E. D. Kelman, and its personnel.

Exceeding the optimism found within the park would take some doing since Kelman and the concessionaires who have been with him from the start have had two profitable years to spark their enthusiasm. The current season is also showing substantial gains, despite the loss of many working days, including several all-important Sundays, to unusually heavy rains.

Kelman, who is Ed to his friends, started Indian Point as a full-scale amusement park at a time when investors in the field were interested only in putting together kiddieland endeavors. Few major spots have been constructed in the past several decades, probably because of the high costs. While Indian Point had existed as a picnic-recreational area for some 35 years, it contained so little in the way of amusements that it might be said that Kelman built his amusement park from scratch.

Rapid Expansion

Altho not generally known in show-business field before taking over the 300-acre scenic spot on the Eastern shore of the Hudson River some 40 miles north of New York City, Ed has since attracted wide attention thru his promotional efforts. The attractions have been at least doubled annually, and perhaps tripled this year. This kind of action best points up the success of the endeavor.

Ed acquired knowledge of the possibility of the funspot quite accidentally. He was with a friend who was interested in adjacent property for speculative purposes when he was informed that the Hudson River Day Line, owner and developer of Indian Point,

was interested in relinquishing its holdings. In a matter of days he arranged to take over the property on a lease basis thru 1950-1951. Early this year he purchased the property in a six-figure, all cash transaction.

Whereas the uncertainty of a leased operation demanded considerable caution that was reflected in the several temporary units erected originally to help fill out the fun center, the acquisition of the property opened the gates for vast expansion of a permanent nature. The half dozen structures installed this year are mostly concrete block construction. The newly acquired rides are installed on a near permanent basis whenever possible with each addition having been allotted its place in the plan some time ago.

Pitched Candy First

Ed is well equipped for the promotion-managerial job he has cut out for himself. He started out as a candy butcher in the old Coney Island Velodrome back in 1930. In that same year he ran one of the first miniature golf courses at that shore resort, while attending law school.

A natural flair for show business asserted itself first when he was attending Simpson College, Iowa, where he was active in chautauqua units both as a speaker and ticket taker.

After his experience at Coney Ed got a job as usher at the Broadway Theater in New York. He rose to chief usher and helped to run the 2,000-seat house. He stayed in the legit theater and moved over to the New Amsterdam where he became assistant manager and actually ran the house. He stayed there until it turned into a movie house.

In 1936 Ed had all of the grandstand concessions with the WPA Circus. A year later he was house manager at Manhattan Center on New York's 34th Street when "The Eternal Road," a half-million dollar production, was staged.

In 1937 Ed really got into outdoor show business when he

staged an ice show at the Great Lakes Exposition, Cleveland, with Harry P. Harris. Ed was the manager of the show and personally had all of the concessions. He pulled this one out of the fire when he strung a roll of tickets around his neck and sold a quarter-million duets circus fashion thru the run of the exposition. The move was necessary when the special combination tickets in use earned the show a scant 8 cents on general admission. The reserved seats, pegged at 25 cents, were not going as patrons cautiously refused to go for the more expensive seats. The ballyhoo saved the show only a short time before it was due to fold.

Ed later produced, owned, published and sold a souvenir program for Billy Rose's "Show of Shows." He later formed Kelman's Enterprises to publish souvenir programs for Maurice Evans, Billy Rose and many other impresarios, as well as for the famous flicker, "Gone With the Wind."

Legit theater concessions were also included in his operations and at the New York World's Fair in 1939 Ed had 18 concessions, all dispensing food, in the Cuban Village. In addition, he published a souvenir book that covered every foreign building at the fair and sold for one dollar. He also had concessions in Merrie England and the Crystal Palace.

In 1940 he still retained some concessions at the World's Fair and branched out to operate all of the concessions except games and rides at Luna Park, Coney Island. Luna units included a beer garden, restaurant and other eateries.

For some six years, beginning in 1940, Ed gave most of his time to the practice of law. In 1946 he began to produce Negro shows at the McKinley Theater in the Bronx. These followed the format of the Apollo Theater in Harlem with variety acts making up

most the bills and motion pictures to break up the shows and provide a continuous policy.

In 1947 Ed took over the concessions in the 33 Schubert theaters blanketing the country. He continued this endeavor until he took over Indian Point. At the time the area contained three rides and two concessions for a total of five units. At the present time there are more than 50 units operating with new ones being added almost weekly.

Missed Big Deal

Ed recalls that the biggest mistake he has made to date was when he backed away from meeting the terms of a deal with Billy Rose. Ed offered Rose \$60,000 in advance for the grandstand concessions at the showman's Aqueduct which later developed into the top attraction at the New York World's Fair. Rose wanted \$75,000 for the privilege and when Ed, who had made the highest bid, refused to meet it, the privileges were sold separately. They earned in all about a quarter-million dollars in 1939.

Ed did not keep all of his eggs in show business. Besides the park he owns a chain of gas stations in Manhattan and the Bronx, is a partner in a Chrysler agency in New Hampshire and owns his own brokerage firm. In addition he heads up a lucrative law practice, representing a number of insurance companies and several finance firms.

In the short time that he has owned Indian Point, Ed has invested some \$40,000 in permanent improvements, not counting the rides. The property is regarded by many as the most beautiful bordering on the Hudson River. Thru the years the Day Line spent more than \$750,000 on improvements, including \$155,000 for a swimming pool back in 1929. The pool covers an area of 15,000 square feet and includes 1,500 full-size lockers. The water for

the pool is obtained from a five-acre lake on the grounds which also provides facilities for boating.

Jules Logelin, superintendent of Indian Point Park since it was established, transferred with the property into Ed's camp. Jules is perhaps the only person who knows every nook of the huge area and nut and bolt in the multiple units. Handling the financial end is Al Hays who has been associated with Ed for many years. Ed covers their capabilities simply. He says that with them he has three right arms, counting his own.

Acquiring the park made it possible for Ed to spark the revival of the Westchester County Fair, a project he had in mind for several years. The plans are now complete and the preliminaries all accomplished. He says that the fair will be big and there is every reason to believe that it will. As a prognosticator, he has proved wise in the past and his associates are willing to go all the way on his judgment.

While the daily boat trips to Indian Point, which long provided virtually the only patronage, continue, the big business in the future will come by auto and bus. Remarkable gains have been made in the past couple of years and auto trade currently is out-drawing the boats about two to one.

Bus parties have made Indian Point a mecca and from the latter part of June on thru the season there isn't a day that won't see a number of the big-capacity vehicles in the parking lots. More than 90 busses were in the park on one day a year ago. On next July Fourth there will be a minimum of 75 booked with even more likely to show up and probably boost the total over the 90 mark.

Last year the park smashed the 300,000 mark. This year, despite a wet beginning, attendance will almost certainly go well over the 400,000 figure.

A BASKET-FULL OF PROFITS with the Spinning, Flying Balls

NEW DELUXE MODEL

- ★ Real Basketball Action From Start to Finish
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The House of Horror, a dark ride, was installed this year. The 50 by 30-foot structure is on a concrete base and floor. All units added for the current season are of permanent construction.



Two trailer trains run continuously on busy days, carrying Indian Point patrons from the dock area to the amusement zone. One of the trains is shown in front of the new Dodgem, which was permanently installed this year.

Tub-Thumping Pays Off For Geist at Queens Spot

Continued from page 24

year when the gross topped \$1,000,000.

The park employs 350 persons and owns six acres, two and a half of which are billed. It contains 12 major rides including Rollo-plane, Rock-o-Plane, Looper, Caterpillar, Tilt-a-Whirl, Cuddle Up, Coaster Train, Jet Racer, Ferris Wheel and Bulgy, and 12 kiddie rides. Two walk-thrus are the Funhouse and Davy Jones' Locker. Park owns all the rides outright, while concessions are on a lease basis. Park also owns the 365-machine Arcade, which is managed by Joe Goldsmith. Arcade business is heavy, running 10 per cent ahead of 1951. Geist said. Concessions are charged 10 per cent of their annual rent for advertising and promotion.

The park operates Saturday and Sundays on year 'round basis. A seven-day week operation is in effect from May 15 to September 15. Free parking is provided and admission to the park also is free.

This year no fireworks displays are scheduled. Last year Schaefer's Beer sponsored the pyro bowled out when local dispensaries failed to push or stock the brew. Geist said, however, that he is dickering with Reingold Beer for the 1953 displays. Reingold is said to have offered \$25,000.

Price range for rides and food is moderate by 1952 standards. Kiddie rides are 15 cents, while major rides range from 25 to 35 cents. Hot dogs, potato chips and pizza go for 20 cents and drinks are sold for 10 cents. Martin W. Martin owns the food concessions.

Geist's biggest beef is the presence of what he terms "parasites." These free-loaders, Geist charges, refuse to share any part of the cost of Playland's promotions, but set up stalls near the park and cash in on Playland's time, effort and money. He claims that their presence restricts his promotional activity because he doesn't want to break his neck building up someone else's business, particularly when that someone else refuses to share any part of the burden.

Vital Statistics

Geist, who studied marketing research at New York University, has a fondness for statistics. Last summer he and his staff quizzed over 12,000 patrons and discovered the following:

- 59.3 per cent were in the 21 to 30 age bracket.
- 27.1 per cent were between 13 and 20.
- 13.6 per cent were 31 and up.
- 39.5 per cent came from Queens, while another 27.5 per cent came from Brooklyn.
- 22 per cent came from outside New York's metropolitan area.

1st Symphony Triples Crowds At Jefferson Beach Wednesday

DETROIT, June 21.—Kickoff of the series of 24 or more concerts by the Detroit Symphony Orchestra at Jefferson Beach drew a crowd Wednesday night (18) that jammed the regular parking lots, and required the use of an extra field inside the miniature railway track.

Sights of the park management were set for about 1,000 people the first night, according to Sidney Bliffield, publicity director of the park, but a capacity crowd of 2,500 jammed the pavilion created in the former ballroom, while about 500 sat in the nearby picnic grove, and another crowd was in the beer garden on the beach side. Each group was able to hear the music through an amplification system. Part of the concert also was broadcast over WJR.

A distinguished gathering attended the event, with Ron Gamble of the station as master of ceremonies of the broadcast. Eduard Werner, theatrical orchestra conductor and Bob Hall, fyming monologist gave a performance with accompaniment. Harry Stahl, president and general manager of the park, was well pleased with the turnout and with the resultant boost in business. A high proportion of younger listeners was in the crowd, which not only delighted the orchestra, but provided a likely patronage for the park. A large proportion came out an

6.13.5 per cent were there for the first time.

7. Four out of five, old and new, had seen or heard Playland advertising.

Ehrlich & Neuwirth's New York agency handles the advertising which consists of comparatively small ads in New York and Long Island dailies, community weeklies in the greater New York area, radio, car cards and subway and railroad posters.

Poster Campaign

Last year Playland stepped up its poster campaign with 550 posters including 50 special ads on subway and car cards on over 1,000 busses in Queens and Nassau counties and Brooklyn.

As important as the advertising effort is the publicity and promotion, handled by Walter Kaner Associates, of New York.

Kaner's many contests seem to be paying off. Each year Playland runs off a beauty contest, small-fry masquerades, an Easter parade and a Miss Smiles contest. Latest this year is today's Baby-Diapering Contest for Expectant Fathers.

Free Outings

Arranging free outings for groups like the Police Athletic League youngsters and orphans is another phase of spot's public relations program. This year tots from the Lawelle School for the Blind were guests of the Geists.

Harmonious relations with the press are assured by conducting outings for the Newspaper Reporters' Association and the Press Photographers' Association. Last year the New York Press Photographers' Association presented Geist with two plaques, the first such awards ever given to a non-member of the association.

Transportation has been a tough problem, but Playland is licking it. After the Long Island Railroad trestle burned in the summer of 1951, people using that line were forced to use a round-about way to reach the playspot. The park came up with the idea of offering coupons (good for a ride at Playland) for all those buying a LIRR excursion ticket.

Boat Service

In 1949 the Geists convinced the Wilson Steamship Line to run boats to Playland. Today Wilson runs a boat twice daily to Rockaway from points in Manhattan, Yonkers, Jersey City and Elizabeth.

Executives of the park are: A. Joseph Geist, president; C. A. Geist, treasurer; R. L. Geist, vice-president and director of public relations; Lowell Young, manager; Harold Alexander, assistant manager; Joe Goldsmith, Arcade; Ed Evanson, chief electrician, and Henry Huseby, art and music director.

hour or more ahead of time, patronizing rides and concessions, while many stayed in the park for a considerable time after the end of the concert. Result was tripling of typical Wednesday night business as experienced to date. Stahl indicated.

General business at Jefferson Beach has been up 25 per cent from 1951, with the newly completed four-lane highway and provision of free busses, as the principal contributing factors. New parking field, addition of much new neon lighting, and general refurbishing of equipment and fronts have constituted the major changes in the park this year. No important additions to equipment were made.

Emphasis upon transportation is important to the success of Jefferson Beach. This was aided by a large map in The Detroit News, Wednesday, published as a public service in connection with the concert, showing how to get there. This was typical of the support given by the press to the new symphony venture.

The swimming beach has been closed for the duration of high water. It was necessary to erect a dyke to protect the property, and the beach itself is now under water. If the level of Lake St. Claire recedes as is considered likely in July, the beach can be restored to usable condition within a few days.

Salt Lake City's Lagoon Clicks With Promotions

SALT LAKE CITY, June 21.—Lagoon resort, 20 miles north of here at Farmington, is running a successful series of promotional programs, according to Robert E. Freed, assistant general manager. Clicking best is "Free Monday" which features a "twice the fun for the price of one" policy campaign. Parking and dancing are free on Mondays, while rides and concessions run at two for the price of one.

Free dishes are passed out with each paid admission to the ballroom on Wednesday nights. Waltz night is observed on Thursdays. Lagoon band policy is to use name orchestras when available and local bands on other dates.

Harry James, Henry Busse, Tiny Hill and Fran Warren are among the name artists already booked for the season.

A new neon lighting system was installed this spring by Lagoon personnel.

"SKEE-BALL" ALLEYS

REG. U.S. PAT. OFF.

America's Favorite "SKILL" Game

FOR PARKS—RESORTS—ARCADES—LOCATIONS

HIGH EARNINGS—TROUBLE FREE OPERATION
80 GAMES PER HOUR—5¢ OR 10¢ SLOTS OPTIONAL

NOW IS THE TIME TO REPLACE YOUR
OLD ALLEYS WITH NEW 1952 MODELS

PHILADELPHIA TOBOGGAN CO.

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COASTERS—PLANS—CARS—EQUIPMENT
STUNTS FOR FUN HOUSES & DARK RIDES

High Quality
KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CARROUSEL

Illustrated Circles Free

W. F. MANGELS CO., Coney Island 24, N. Y.

WOLF LAKE PARK

Have available for Penny Arcade, including 18 by 25. Well suited for immediate action. 25% of gross. If interested, act fast.

ROSCOE T. WADE

WOLF LAKE PARK
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RAILS

12¢—16¢—20¢

With Police Bars, Frogs, Switches, Bolts and Ties for Kiddie Car Railroad. Also Locomotives, Cars and Equipment for same.

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To Call San Fernando Valley Your Home

UNCLE BEN'S KIDDYLAND

For Sale

Located in the Heart of San Fernando Valley. Operating 52 Weeks a Year. Finest, Most Magnificent, Most Successful Kiddieland in So. California. In Operation for 18 Successful Months.

Equipment Includes:

RIDES:

ALLAN HERSHELL LITTLE DIPPER
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Complete with 575 ft. of track.
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ROCKET SHIPS • BABY FERRIS WHEEL

BUILDINGS:

OFFICE • MAINTENANCE ROOM • REFRESHMENT BUILDING • LITTLE BOYS AND GIRLS' WASH-ROOMS • 6 4-WAY FLOODS • CHAIN LINK FENCE Around Entire Area • MODERNISTIC ENTRANCE ARCH • AND NEON SIGN

Every Ride Bought New

Practically New Now and Definitely in A-1 Condition

Amusement Area 200x200 ft. Parking for 300 Cars.

Live Pony Ring (19 Ponies), Refreshments, Photomatic Picture Machines and Ball Gun Machines. These Concessions on p. e. lease. Income more than pays the rent.

This Kiddyland, located in a section of 7,000 new homes within a radius of a mile, is offered for sale to qualified buyers who have the cash and are interested in doing business. Park Must Be Seen to be Appreciated. Books and Records are available for inspection to principals only.

SALE PRICE, \$110,000

\$70,000 Down, Balance on Terms. Or, will make \$100,000 Cash.

Phone, Wire or Write for Additional Information—If you are a qualified buyer. All the planning, exploitation and building of goodwill has been completed and well established. This Kiddyland is in a fast growing community. This is THE DEAL you have been waiting for.

UNCLE BEN'S KIDDYLAND

8439 Van Nuys Boulevard Van Nuys, Calif.

The Year 'Round Playground

BEN MOSS, Owner-Operator Phone: EMpire 2-3290

COMMERCIAL EXHIBITS SEEN HITTING RECORD

IAFE Exec Points to Heavy Space Sales, Early Reports of Sell-Outs

BROCKTON, Mass., June 21.—More fairs will sell out of commercial exhibit space this year than ever before, Frank H. Kingman, secretary-manager of the Brockton Fair and secretary of the International Association of Fairs and Expositions, said here this week.

Citing reports from various fairs to support his contention, Kingman added that the inquiries he had received from national manufacturers for space at his fair had hit new highs this year.

"Many manufacturers have discovered that they must make a more determined effort to sell their products than at any time since prewar years, and they are turning to fairs as a way of building their sales," Kingman said.

Typically, he indicated, was the scheduled return of the Singer Sewing Machine Company to the field of exhibitors after a lapse of many years. This, he suggested, stems from the highly competitive situation which has developed among sewing machine manufacturers, some of which are European and Japanese.

Kingman said that his own fair already sold out all of its available exhibit space and that it had been forced to turn down the requests of a considerable number of would-be exhibitors.

The fair season ahead should provide fairs generally with good to excellent attendance, Kingman predicted. He pointed out that in some areas, as in any year, local conditions would cause a drop-off in attendance but that patronage for the nation as a whole should be strong.

Kingman expressed some doubts that spending inside a fair's gate would hold up to the levels of recent years but added that national or international developments between now and fair time may change the degree of such spending.

Cattle Exhibit Out, Home Show Set for Regina

REGINA, Sask., June 21.—Full use will be made of the barn area in the Regina Exhibition Association's new \$500,000 auditorium-livestock building during this year's fair, according to T. H. McLeod, exhibition manager. The barn will be used to house a new exhibition attraction, a home building and improvement show, which will feature displays of building materials and household appliances.

Livestock have yet to make an appearance in the big steel and concrete structure because of bans imposed on the showing of cloven-hooped animals following an outbreak of hoof and mouth disease in the Regina area. The building was opened March 10.

More than half of the space available for the home improvement show has already been booked. Exhibit space in other buildings on the grounds will be filled to capacity.

Baseball Feature

Baseball will again be a late afternoon feature on each of the six days of the fair. To there will be no tournament, as in the past, teams in the Saskatchewan Professional Baseball league will play on the exhibition diamond in the race track infield.

The exhibition prize list this year contains all of the usual departments but those for cattle, sheep and swine. Heavy and light horse sections have been expanded and prize money for these classes boosted.

Barns are being painted and a new wide entrance to the west of the grounds has been completed.



FRANK H. KINGMAN

"Any fair that gives the public something that it wants should be assured of excellent attendance, barring severe local business conditions," Kingman said. "Whether their attendance holds, falls off, or builds hinges largely on whether fairs come up with something of greater appeal than they did last year."

At his own fair, Kingman currently is in the midst of preparing for what he termed "a spectacular" two-day feature that should be a "powerful lure." Kingman, who is not one given

to use of strong adjectives, declined to reveal the details until such time as all of the necessary contracts had been signed.

He already has effected a change in the horse racing program for his fair, shifting from runners to trotting and pacing events. The reason for the shift, he explained, was that there are too many runner tracks in operation in close proximity to Brockton. That takes the edge off the racing program at his event, he said.

The harness horse races will not face the same competition. An added advantage, he said, was that they cost less. The sulky events will be raced under pari-mutuels as the runners have in the past.

Daily Change Of Free Acts At Pa. Annual

ABBOTTSTOWN, Pa., June 21.—New to Adams County Fair this year, August 12-16, will be a daily change of free vaude acts and 4-11 and FFA contests on closing day, reports Norman A. Trimmer. A poultry exhibit building containing about 7,000 square feet of floor space will be new on the fairgrounds this year, said Trimmer. In addition, much work is being done in improving rest rooms, roads and lighting on the grounds.

La Porte, Ind., Improves Oval, Gets New Ring

LA PORTE, Ind., June 21.—La Porte County Fair has poured money into plant improvements this year and patrons will be treated to a new horse-show ring, improved racetrack and a new judges stand, according to Robert M. Morse, secretary.

Attraction program this year will be one of the most varied on record, he said. Olympia Circus, produced by Barnes-Carruthers, will put on one-night performance. Jimmie Lynch thrill show will be in for one evening while a Gertrude Avery Revue will be the night attraction for two nights. Joe Chitwood thrill unit is set for one show and WLS Artists Bureau will produce one other show.

Kid's day, August 11, will be hyped by 25 contests and events with prizes to the winning youngsters. In addition, tractor pulling contests and a tractor rodeo are on the afternoon schedule.

S.E. Mo. Event Cuts Gate Tab

CAPE GIRARDEAU, Mo., June 21.—Southeast Missouri District fair has dropped its outside gate charges a dime this year and will charge 50 cents, Elmer P. Lind, secretary, announced. Grandstand rates will be unchanged at 60 cents, he said.

Attraction program this year will include the Curtiss-Carruthers Company's pony hitch, Roxette Revue, booked thru the Boyley Woolfolk Agency; big car auto racing, Swenson Thrillcade and fireworks.

Hampton, Ia., Revives Revue

HAMPTON, Ia., June 21.—Franklin County Fair this year returns to the revue-type of entertainment as its night grandstand attraction after not using one for two years, Glenn D. Creighton, secretary, announced.

In addition, the event will have a Sunday horse show and chariot races on Monday and Tuesday. Plant improvements are being confined to painting and general maintenance.

INDIANA STATE FAIR HONORS VET EMPLOYEES

INDIANAPOLIS, June 21.—Six Indiana State Fair employees received "service pins" at a dinner in their honor at the fairgrounds here. Four of the workers, Mrs. Hilda Nowlin, Miss Minnie Fisher, Mrs. Ethel Patton, and Mrs. Louise Miller, have worked at a combined total of 135 State Fairs. Two others, Stanley Harn and Lester Beecher, worked 10 years each to qualify for "service pins." Earl Bailey, Indiana State Fair Board president, presented the pins as Gov. and Mrs. Henry Schriever and the Indiana State Fair Board members looked on.

Kellett Named Tulelake, Calif., Fair Manager

Ex-Galt, Calif., Exec to Head Newly Organized Event

TULELAKE, Calif., June 21.—Sam Kellett, former secretary-manager of the Sacramento County Fair, Galt, has been named to direct the local agricultural fair. The annual was created recently after authorization for a district event was given by the State Legislature.

The announcement of Kellett's appointment was made by Chester J. Main, chairman of the new board.

Kellett was manager at Galt for four years. More recently he had been associated with the fruit marketing industry.

The fair here this year will be handled on the same plan as the annual Rotary Club Sponsored junior livestock show of the past three years but with some additions. The event will be on the high school grounds and the Rotary will handle the sale of livestock. The program will include a saddle horse event for children under 16 years in addition to other features.

No buildings will be erected in time for this year's run. The district is negotiating with the United States Bureau of Reclamation to lease land adjacent to the city for the fairgrounds. It is hoped that arrangements will be completed so that structure will be ready by the 1953 stand.

The fair district also includes the Butte Valley section at Dorris.

Rochester, Minn., Sets New Bldg.; Ups Admission Tab

ROCHESTER, Minn., June 21.—Olmsted County Fair this year will increase its space for commercial exhibitors with the construction of a new 60 by 120-foot exhibit hall. The new structure will have space for 40 display booths in addition to a secretary's office, according to Gordon E. Reynolds, secretary.

Annual has upped its outside gate tab to 50 cents, compared with the quarter that prevailed a year ago. Grandstand rates, however, have been scaled downward. This year the range is 50 to 75 cents while a year ago it was 75 cents to \$1.

Attraction program includes two days of harness racing, one day of thrill shows and a rodeo for one day. Ken Gorman's Sunset Amusements will provide the midway attractions all week.

Pincher Creek, Alta., Schedules New Annual

PINCHER CREEK, Alta., June 21.—The Agricultural Association and the Community Centre Association have joined forces to stage a fair August 13. It will be the first here in many years.

Pomona Posts Record \$80,300 Premium List

Dairy Cattle Tops Stock With \$30,721, Beef Vics for 21G

POMONA, Calif., June 21.—With the Los Angeles County Fair marking its silver jubilee anniversary here September 12-13, C. B. (Jack) Afterbaugh, president and general manager, believes the gay birthday spirit will help to beat last year's attendance of 1,076,654. In honor of the milestone a record total of \$80,300 is being offered in cash awards.

Afterbaugh also said that the theme of the fine arts exhibit, directed by Millard Sheets, will be "Clay." Show will include sculpture and pottery executed in the past five years by noted living American artists. A special architectural display also is planned. The fair association will purchase \$5,000 worth of the displays and show it in a traveling presentation, "American Art in Clay," in museums throughout the nation.

Of the \$80,300 prize money dairy cattle will draw \$30,721 with beef pulling \$21,065. The sum of \$13,089 has been set aside for swine and \$11,449 for sheep. Balance will be given for Future Farmer, 4-H clubbers, and dairy goat and carcass class winners.

In preparation for the 17-day event, 12,000 premium books have been sent prospective exhibitors. Book covers 11,749 different competitions for cash in 20 major divisions. Fair is making arrangements to handle 41,000 entries.

AGVA Restores John Billsbury

HOLLYWOOD, June 21.—John Billsbury, local booker, has been removed from the American Guild of Variety Artists' unfair list. Action came following Billsbury's arrangement for payment of claims.

Booker was ruled unfair after supplying talent for the 51 Houston Fair, promoted by Ira Currie. When the event fell thru because of bad weather, Currie, Billsbury said, did not make good the full amount of the contracted money. At the time the booker paid the six acts approximately half of what was due them. With financial arrangements being made for the balance AGVA restored the fair status.

Eugene, Ore., Adds Seating

EUGENE, Ore., June 21.—Lane County Fair has increased the seating capacity of its inside show ring by 1,000 this year, Herb Welch, secretary, announced. In addition a new fence has been erected around the plant and space for an additional 150 head of show cattle has been provided.

Other plant improvements include a new covered eating concession area and general painting and cleaning of buildings. Frontgate admission will remain at 50 cents with other attractions still free.

Amarillo Annual Sets Ice, Hames

AMARILLO, Tex., June 21.—Tri-State Fair Association here has contracted for "Ice Vagues" as a feature attraction at the September 22-27 fair, reports Rex B. Baxter, fair manager. The ice will be presented twice daily in the 300-seat arena, which seats 3,000 people.

Back on the midway will be the Bill Hames Shows, an annual feature of the fair.

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Ellsworth, Kan., Inks Burnette, Corky Edminster
ELLSWORTH, Kan., June 21.—Smiley Burnette and Corky Edminster, Western and country entertainers, have been signed as the name attractions at the Ellsworth County 4-H Fair here. Edminster, who will bring his KANS Corral Gang with him, is also scheduled for several radio broadcasts as a hypo to the fair program.

Other attractions planned include a parade of bands, saddle clubs and floats and Schrader & Brodbeck Shows on the fun zone.

Tom Gooch Dies; Dallas First V.-P.

DALLAS, June 21.—Tom C. Gooch, first vice-president of the State Fair of Texas, died Friday (13). He was publisher of The Daily Times-Herald, Dallas afternoon newspaper, and had been one of fair's strongest supporters for many years.

Place on 48-man board of directors has not been filled. John W. Runyon, who took over as Gooch's successor as president of Times-Herald, Radio Station KRLL and KRLL-TV, also is member of the fair board.

Shelbina Ups Gate, Cuffos Grandstand

SHELFINA, Mo., June 21.—Shelby County Fair this year will up its outside gate by 25 cents but will take off all admission charge on its grandstand. V. W. Wallace, secretary, announced. This year's front gate will be 75 cents as against last year's half-dollar tab. Leading attractions will be a radio artists' show and a square dance contest, Wallace said.

What Makes World's Fairs

Continued from page 53

other industrial exhibits were located at the north end and the Transportation Building at the south end. Because of the financial depression, many of the planned exhibitors withdrew. In this gap the midway was created. That fun zone offered the Streets of Paris, Belgium Village, Hawaii, Black Forest, colorful restaurants and bars, and scores of other rides and shows which were brilliantly illuminated and widely advertised. There were attractions in abundance—and together they proved an irresistible lure. People from over the nation were attracted and the gross of concessionaires soared to well over \$60,000,000.

Midway Gets Credit

From a financial standpoint the midway had certainly proved its worth to A Century of Progress. It was the midway with its light-hearted gaiety, its carnival spirit that made A Century of Progress a huge success and enabled it to pay off its bondholders 100 cents on the dollar.

Chicago had ample reason to attend A Century of Progress. But it took Sally Rand and her fans on the midway to put it over as a success. This is all important, for World's Fairs of the future should keep their eye peeled for a counterpart of Sally and her fans—if the fairs are to be a success.

Mason, Mich., Builds Barns

MASON, Mich., June 21.—Livestock facilities at the Ingham County Fair this year will be greatly improved by the construction of three new cattle barns, according to Jay O. Davis, secretary. Other plant improvements include changes in the front gate, resurfacing of the track and painting of buildings. Fair will again stage its tractor pulling contest, which was one of the highlights of last year's run, Davis said.

Martinsville, Ill., Adds Photo Finish

MARTINSVILLE, Ill., June 21.—Martinsville Fair this year won't leave its harness-race results up to judges but has installed an electric eye photo-finish camera for its fairtime races. H. T. Bennett, secretary, announced. Five days of racing is scheduled during the fair's six days.

Other attractions will include the WLS "Barn Dance" group one night and a thrill show on Saturday evening. Livestock exhibitors will have better facilities for their animals in a new barn built for this year's fair.

Taylorville, Ill., Gets New Hq. Bldg.

TAYLORVILLE, Ill., June 21.—Board members and executives of the Christian County Fair will administer this year's fair from a new office building that was formerly used as an exhibit hall. The new structure will have 12 private offices, according to J. W. Berry, secretary. One of the leading features of fair week this year will be the State showing by the Illinois Short-horn Breeders' Association.

Mineola to Pick 4-H Queen, King

MINEOLA, I. I., June 21.—Selection of a 4-H king and queen will be made at Mineola Fair, September 13. Contest is under supervision of Nassau County 4-H clubs, with awards being presented by the Agricultural Society of Queens and Nassau counties, sponsors of the fair. Fair dates are September 9-13.

Rocky Ford, Colo., Celebrates 75th Annual Melon Day

ROCKY FORD, Colo., June 21.—Arkansas Valley Fair and Watermelon Day, which lays claim to being the oldest fair in the State of Colorado, this year will celebrate its 75th anniversary. Attractions and exhibits will be started along the 75th birthday theme and last year's record giveaway of 80 tons of watermelons is expected to be surpassed, according to Ted L. Chenault, secretary. Brodbeck & Schrader Shows will provide the midway attractions. Dates are September 2 thru September 4.

Saskatoon, Sask., Sets Year's Surplus Sights at \$42,500

SASKATOON, Sask., June 21.—An estimated surplus of \$42,500 on 1952 operations has been budgeted by the Saskatoon Exhibition board. The budget estimated revenue from auto parking and gate receipts, concessions and midway, grants and donations, grandstand, racing, rentals, winter fares, entry fees and bond interest, at \$210,000. Expenditures are expected to be \$167,150. In 1951, revenues was \$241,035; expenditures \$156,860, and surplus \$84,174. The budget for this year includes an increase of \$5,000 for maintenance, general and city improvements over last year. A construction program calling for the expenditure of more than \$95,500 is now in progress, the finance committee reported.

Program calls for renovation of the Administration Building, work on the Provincial Government Building, replacement of barn and stall doors, construction of display booths for junior clubs and additional paving and drainage on the grounds. In addition, the board approved a recommendation for expenditure of \$2,582 to replace the inner fence around the race track.

Tillsonburg, Ont., Ups Outside Gate

TILLSONBURG, Ont., June 21.—Tillsonburg and District Agricultural Fair has upped its outside gate charge from last year's 35 cents to 50 cents this year, Jack M. Climie, secretary, announced. Grandstand rates will remain at the 50-cent level, he said. Fair will feature three days of harness races, cattle and horse shows, flower exhibit, tractor rodeo and three performances of a thrill show. Elsie the Borden Cow is also slated to make an appearance at this year's expo.

Ellsworth, Wis., Sets Thrill Day

ELLSWORTH, Wis., June 21.—Pierce County Fair this year will wind up its run with a Sunday thrill show day. Both afternoon and evening attractions will be thrill attractions, according to H. G. Seyforth, secretary. The fair, which has revamped its grounds and added a new lit grandstand, will change its grandstand attraction daily. Opening night's feature will be a baseball game under the lights.

Greenville, S. C., Event Ups Premiums by \$500

GREENVILLE, S. C., June 21.—The executive board of the Pitt County Fair, meeting last Friday night, approved the addition of \$500 to the \$3,000 in premium money to be offered by the fair this year. According to fair president Howard Moye, the extra \$500 was earmarked for fat stock exhibits, dairy cattle and artificially inseminated cattle, new classifications this year.

Davis, Brown Named To Md. State Fair Bd.

BALTIMORE, Md., June 21.—Gov. Theodore McKeldin announced the appointment of Olin S. Davis, Chestertown, and Keen C. Brown, Port Deposit, to the State Fair Board.

Urbana, Ill., Stretches Run

URBANA, Ill., June 21.—Champaign County Fair this year will run from July 23-27 in order to provide a full week-end for the working people, Jesse J. Prather, secretary, announced. Johnny Denton's Gold Medal Shows will provide the midway attractions this year, and Dave Pasley will again have the cook-house and John Galligan the bingo on the independent midway.

Grandstand attractions include three days of horse racing and two night horse shows with stock-car races the night of July 25. Staple's rodeo will come in for Saturday afternoon and evening with a horse pulling contest set for Sunday.

Fairground have been busy this spring. Amusement Company of America Shows were in for a week's stand in May and National Speedways, Inc. (Al Sweeney-Gaylord White) staged one program of big-car races May 18.

Black River Falls Features Auction

BLACK RIVER FALLS, Wis., June 21.—Jackson County Fair this year will again feature its community auction that proved popular last year, according to Doug Curran, secretary. Under the rules of the event, machinery and household equipment are sold by auction with the fair taking an 8 per cent commission. The fair will close this year with an adult and junior horse show on the final night. Fair is running still-date stock-car races every two weeks.

Appleton, Minn., Preps 16G 4-H Barn

APPLETON, Minn., June 21.—Swift County Fair this year will go all out in its youth participation program with a new 116,000 4-H club barn that will be completed in time for this year's run, according to J. G. Anderson, secretary. Fair dates are August 21-24 and more radio advertising than ever before will be used, Anderson said.

Mineral Point, Wis., To Open Day Early

MINERAL POINT, Wis., June 21.—Southwestern Wisconsin Fair this year will open a day earlier than usual. C. L. Winn, secretary, announced. The traditional Saturday morning opening of the fair will have a Friday night pre-showing, with the gates to open at 5 o'clock. Joie Chitwood thrill show will be the Saturday night feature in front of the grandstand.

Weyburn, Sask., Revives Trotters

WEYBURN, Sask., June 21.—Weyburn Agricultural Society will place the emphasis this year on light and heavy horses and the renewal of harness races at its June 27-28 exhibition. Cancellation of livestock exhibits was made necessary because of hoof and mouth disease in the province. Eight harness races, with prize money of \$1,950, will be held daily.

Cordeil, Okla., Preps New Livestock Barn

CORDELL, Okla., June 21.—Washita County Free Fair this year will enlarge its livestock facilities by the addition of a new 40 by 120-foot livestock barn, James V. Son secretary, announced. Attraction program includes a local talent show, a horse show, pet parade and fireworks on the final night on the four-day run.

Pontiac, Mich., Revives Auto Show

PONTIAC, Mich., June 21.—Oakland County Fair this year will revive its automobile show after an absence of 40 years. The showing of cars will be sponsored by the Pontiac Automotive Trade Association.

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CNE Sets Canadian Talent

Continued from page 46

damages as the result of a breach of contract.

Sol Shapiro, Morris agency exec. contacted in New York, said there was still a chance that Hutton would star. "We're trying to work it out with Paramount so her rehearsals for the picture will be delayed long enough for Betty to appear at the Canadian show," he said.

As replacements the mayor suggested Wayne and Schuster, George Murray, Erie Christman, Zena Cheevers, Jimmy Shields and Doug Romaine, none of whom have an

international reputation. Jimmy Durante was featured last year, following Danny Kaye and Olsen and Johnson.

Pointing out that Canadian talent will now have a better chance to display their ability, the mayor said, "It may be that such a situation will create a real home-grown show business. Too long have Canadians gone south either to become great in the entertainment field or to get entertainers for Canadian shows."

Elwood A. Hughes, CNE general manager, again was on the receiving end of the mayor's criticism. It seems that Shapiro, in town on his last booking trip, closeted with Hughes. Assistant CNE General Manager Hiram E. McCallum and show producer Jack Arthur were excluded from the meeting for four hours, according to the mayor.

The mayor rejoiced in being "free of the tentacles of the Morris office." He said he had previously urged the attractions committee to forget the Hutton deal when it was proving difficult to close and use an all-Canadian show. The Morris office, it was reported, wanted a piece of the entire show, including Arthur's salary. A contract covering only Hutton was finally decided upon.

Arthur was in New York when news of the cancellation was received.

Move to Impose Car Racing Fee At CNE Is Killed

TORONTO, June 21.—The board of control Wednesday (18) killed a bylaw proposed by the property committee that would have set a \$100-a-day license fee for stock car racing at Canadian National Exhibition here August 22-September 6.

Committee had initiated the bylaw to take advantage of recent legislation providing for the prohibition, licensing and regulation of stock car racing. Fred Hamilton's Exhibition Stock Car Racing Association would be the only outfit affected by the fee.

The finance commissioner had established the \$100 fee to take care of an approximate \$80 cost for daily policing at the races, and for other incidental expenses.

Controller Brand, in condemning the fee, said that Hamilton had made a contract with the board and at the signing of it, no mention of the fee was made. "If we want to bring this matter up when Hamilton's contract comes up for renewal," he added, "then it might be a proper charge."

Appearing on behalf of the ESCRA, Joseph Gould told the board his clients did not object to the regulation of the racing by the city, but did protest the establishing of a \$100-a-day fee.

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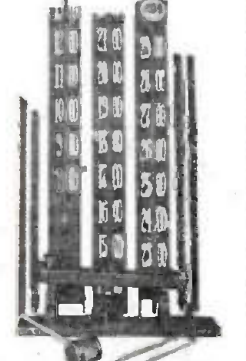
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Gene Tolman Layton, Utah.
Lorain—Garfield Co. Fair. Aug. 21-23. R. L.
Wright.
Marsh—Sanpete Co. Fair. Sept. 4-6. Dr.
Wendell H.
Morgan—Morgan Co. Fair. Aug. 29-30.
Frier, Frank.
Murray—Salt Lake Co. Fair. Aug. 27-30.
Mrs. Mae Bello 2618 S. 20th East, Salt
Lake City.
Nephis—Jama Co. Fair. Sept. 4-6. J. E.
Warrington.
Ogden—Ogden Livestock Show. Nov. 15-19.
E. J. Whitford.
Oquirrh—Kane Co. Fair. Aug. 29-30.
W. W. Heston.
Parowan—Iron Co. Fair. Sept. 4-6. Thebe
Brown.
Richfield—Bevier Co. Fair. Aug. 29-30.
Ernest R. Anderson.
Salt Lake City—State Fair. Sept. 13-
21. J. A. Theobald.
Tooele—Tooele Co. Fair. Sept. 5-6. Eugene
L. Morrill.
Tremonton—Bois Eclair Co. Fair. Aug.
21-26. W. B. Egan.

Vermont
Barton—Orleans Co. Fair. Assn. Sept. 4-6.
Adria M. Quinlan.
Essex Junction—Champlain Valley Expo.
Aug. 25-26. E. K. Drury.
Rutland—Hardford Fair. Aug. 21-24. M. F.
Kogers.
Lyndonville—Caledonia Co. Fair. Assn. Aug.
21-23. Henry H. Johnson.
Rutland—Rutland Fair. Sept. 1-4. Arthur
B. Porter.
Tuberville—Union Agr. Soc. Sept. 18-20.
F. A. Farham.

Virginia
Amptham—Amherst County Fair. Sept. 30.
O. I. Charles O. Tracy.
Bedford—Bedford Fair. Sept. 18-20.
W. Henry Walton.
Blaine—Blaine Co. Fair. Sept. 11-13. T. B.
Walton.
Bradford—Connecticut Valley Expo. Aug.
24-26. J. Arthur Peters.
CHASE CITY—Meigs County Fair. Assn.
Oct. 4-11. Garland E. Moss.
Chatham Hill—Rich Valley Fair. Assn. Aug.
25-31. J. J. Egan.
Chesapeake—Chesapeake Co. Fair. Assn.
Sept. 11-13. D. W. Murphy, Chester, Va.
Christiansburg—Allegheny Co. Fair. Assn. Sept.
1-3. R. M. Cobble.
Danville—Danville Fair. Assn. Oct. 1-11.
Stranley F. B. Blevins.
Dangouan—Soth Co. Fair. Assn. Sept.
18-19. Charles W. Compton, Wood, Va.
Farmville—Pike County Fair. Sept. 27-27.
J. C. Bricker.
Fincastle—Betsworth Co. Fair. Assn. Sept.
18-20. Mrs. F. B. Thomas.
Fredericksburg—Fredericksburg Agr. Fair. Sept.
8-12. Omer C. Rawlings Jr.
Galax—Galax Agricultural and Industrial
Fair. Aug. 18-22. Mrs. B. G. Eddins.
Grundy—Buchanan Co. Fair. Aug. 16-18.
E. D. Woods.
Harrisonburg—Rockingham Co. Fair. Assn.
Aug. 19-22. Charles W. Wampler Jr.
Lebanon—Russell Co. Fair. Assn. Sept. 18-
20. Ralph B. Brantley.
Lexington—Lexington Fair. July 4-9. L.
B. E. Coy.
Lynch—Fauquier Co. Fair. Aug. 16-22. Mrs.
Emma B. Postman.
Lynch—Fauquier County Fair. Aug. 16-22.
Frank Rozer.
Lynchburg—Lynchburg Agr. Fair. Assn.
Sept. 4-6. L. R. Shriver.
Lynchburg—Lynchburg Agricultural Fair.
Assn. Aug. 25-30. L. H. Shriver.
Lynchburg—Lynchburg Agr. Fair. Assn.
Aug. 25-30. L. L. Franklin.
Martinsville—Henry County Fair. Sept.
8-12. H. M. Lefevre.
Martinsville—Martinsville Colored Fair.
Sept. 1-6. J. A. Baldwin.
New Castle—Craig Co. Fair. Assn. Sept. 24-
27. L. T. Peck.
Nokesville—Prince William Co. Fair. Aug.
21-23. J. K. Beaman.
Pennington—Stafford Co. Fair. Sept. 1-6.
R. C. Carter, Warrenton, Va.
Petersburg—Petersburg Fair. Sept. 29-Oct. 4.
R. K. Willard, Editor.
Richmond—Atlantic Rural Exposition. Sept.
19-27. J. A. Mitchell.
Roanoke—Roanoke Fair, Inc. Aug. 15-30.
Arthur Clay Walker.
Rocky Mount—American Legion Franklin
County Fair. Aug. 28-30. N. B. Hutter
son.
Rocky Mount—Franklin Co. Am. Legion
Fair. Sept. 19-20. William B. Bernard.
Rustburg—Camp Hill, Legion Agr. Fair.
Aug. 11-18. B. J. Thompson.
South Boston—Halifax Co. Fair. Assn. Oct.
14-18. W. W. DeLoach.
Staunton—Virginia State Fair. Sept. 1-6.
C. B. Nelson.
Tappan—Tidewater Fair. Assn. Oct. 21-24.
H. C. Holman.
Taylorsville—Taylorsville Co. Fair. Assn. Aug.
11-16. Herbert Ward.
Talley—Talley Fair. Aug. 19-23. J. Edgar
Thomas, Accountant.
Warren—Northern Neck Fair. Assn. Sept.
8-13. D. B. Bloom, Tappanhook, Va.
Winwood—Central Northampton Fair. Assn.
Aug. 19-18. W. P. Jefferson, Cape Charles
West Point—Tidewater Fair. Assn. Sept.
F. L. J. Lester, Editor.
Wise—Wise Co. Fair. Aug. 4-8. J. M.
Roberson.
Woodstock—Shenandoah Co. Fair. Assn.
Aug. 25-30. Donald B. Gorman.

Washington
Battleground—Clark Co. Fair. Aug. 21-24.
Arthur P. Kullin, Vancouver, Wash.
Bremerton—Kittitas Co. Fair. Assn. Aug.
21-24. C. W. Beck.
Centralia—Southwest Wash. Fair. Assn.
Aug. 20-24. Arthur C. Ehret.
Davenport—Lincoln Co. Fair. Assn. Sept.
4-6. C. Ross Trout.
Deer Park—Deer Park Fair. Assn. Sept. 4-
1. Leta Chapman.
Ellensburg—Kittitas Co. Fair. Aug. 30-Sept.
1. Woodford Park.
Elsa—Grays Harbor Co. Fair. Aug. 19-21.
Evelyn O. Weylich, Montevano, Wash.
Kootenai—Kootenai Co. Fair. Assn. Aug.
22-24. J. C. Pratt.
Lanier—Blaine Co. Fair. Assn. Aug. 29-31.
Ruth M. Herrin.
Melo—Pierce Co. Fair. Assn. Aug. 16-19.
Mrs. Martin Selton.
Monroe—Everett Senior High. Sept. 1-7.
J. Paul Holmen, Bismaham, Wash.
Naselle—Grant Co. Fair. Assn. Sept.
5-7. George E. Dougherty.
Mount Vernon—Skagit Co. Fair. Aug. 21-23.
Mrs. Julia T. Harris.
Orcutt—Trinity County Fair. Sept. 12-13. T. C.
Anderson.
Paterburg—Wood Co. Fair. Assn. Aug.
29-31. Laura Reedy, R. J. Minaler, Wells.
Petersburg—Tri-County Fair. Assn. Sept.
18-19. R. E. Simpson.
Poulsbo—Garfield Co. Fair. Sept. 20-21.
V. H. Robinson.
Port Townsend—Jefferson Co. & H. C. Fair.
Fair. Aug. 15-17. C. H. Watkins, Chin
cam, Wash.
Puyallup—Western Wash. Fair. Assn. Sept.
13-21. J. W. McMurtry.
Walla Walla—Southwestern Wash. Fair.
Assn. Aug. 29-31. Leslie L. Stewart.
Wenatchee—North Central Wash. Fair.
Sept. 18-21. G. H. G. G. G.
Yakima—Central Wash. Fair. Sept. 24-28.
J. Wash King.
Yakima—Wash. State 4-B Fair. Sept. 24-
28. Charles F. Meenach, Pullman, Wash.

West Virginia
Belington—Belington Assn. Sept. 13-
15. Deibert W. Hasty.

WARNING WARNING WARNING

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THE BILLBOARD PUBLISHING CO.

Charlotte—W. Va. Agr. & Indust. Fair. Aug. 28-Sept. 7. T. M. McGovran
Bath—Barren Co. Fair. Aug. 19-20.
Claiborne—Clay Co. Fair. Assn. Aug. 18-23.
Clay—Clay Co. Fair. Assn. Aug. 18-23.
Port Ashby—Mineral Co. Fair. Aug. 11-16.
Harold A. Marker.
Clarksburg—Clarksburg Co. Fair. Aug. 13-16.
C. W. Marsh.
Greenhill—Caldwell County Fair. Sept.
15-19. B. A. Rensley.
Helvetia—Helvetia Community Fair. Assn.
Sept. 11-13. Mrs. Arnold Bell.
Hubbard—Keweenaw Co. Fair. Aug. 7-16.
James T. Nester.
Lebanon—The State Fair of West Virginia.
Aug. 18-23. C. T. Spradlin.
Marionton—Pocahontas Co. Fair. Aug. 11-16.
Robert H. Strycker, Clark, Leaning,
Monsieur, Marshall Co. Fair. Aug. 11-16.
Paul T. Sullivan.
New River—Pond Dist. Farmers'
Club. Aug. 28-30. O. P. Hyatt, Prince
ton, W. Va.
Phillips—Phillips Co. Fair. Assn. Aug. 26-
28. Denton Hill.
Phillips—Barbour Co. Street Fair. Assn.
Sept. 17-20. Mrs. June Moore.
Alvinsville—Law Paw Dist. Fair. Assn. Aug.
13-18. Louise J. Nettie.
Webster—Spencer Webster Co. Farm
Bureau Fair. Assn. Sept. 1-6. Mary L.
Lewis.

Wisconsin
Antigo—Langlade 4 H Club Leads Assn.
Aug. 13. J. E. Woodell.
Albion—Albion Agr. Assn. Aug. 22-24.
Greve Bonaka.
Baraboo—Sauk Co. Agr. Soc. Aug. 25-28.
C. W. Hill.
Beaver Dam—Douglas Co. Fair. Assn. Sept.
3-7. Forrest Dodge.
Boscobel—Waushara Co. Agr. Soc. Sept.
Aug. 23-24. Douglas J. Curran.
Bloomington—Bloomington Agr. Soc. Sept.
13-14. Robert O. Broad.
Cedarburg—Ozaukee Co. Agr. Soc. Aug.
6-10. J. H. Nelson.
Chilton—Calumet Co. Agr. Assn. Aug. 29-
30. Richard F. Harris.
Chippewa Falls—Northern Wis. Dist. Fair.
July 29-Aug. 3. A. L. Putnam.
Choudoin—Choudoin Agr. Soc. Sept. 13-14.
Lester Grandine, Argonne.
Deshonest—Lafayette Co. Agr. Soc. July
21-22. J. J. Roeder.
De Pere—Northern Wis. Fair. Aug. 15-
18. C. H. Hester.
Eagle River—Vilas Co. Agr. Soc. Aug. 29-
31. Herman M. Smith.
East Troy—Jefferson Co. Agr. Soc. Aug.
Aug. 4-7. Willard A. Hamm.
Elkhorn—Winnebago Co. Agr. Soc. Aug. 29-
31. R. E. Harris.
Ellison—Pierce Co. Fair. Aug. 21-24.
W. C. C. C.
Elroy—Elroy Fair. Assn. Aug. 1-3. Lawrence
Amberg.
Fond du Lac—Fond du Lac Co. Agr. Soc. Aug.
Aug. 6-11. Harold J. Willa.
Franklin—Franklin Co. Agr. Soc. Sept.
5-7. Robert W. Roseberry.
Galesville—Trempealeau Co. Fair. Assn.
Aug. 19-21. Frank M. Smith.
Gary Mills—Crawford Co. Fair. Sept. 4-7.
Gillett—Ozaukee Co. Youth Fair. Aug. 15-17.
Otto Neuman.
Green Bay—St. Croix Co. Fair. Assn.
Aug. 4-6. George Steffen.
Green Lake—Green Lake Co. Agr. Assn. Sept.
Sept. 1-3. Walter W. Wilcox, Ashland,
Wis.
Greenland—Barnett Co. Fair. Aug. 28-30.
Alvra Christopherson.
Green Lake—Green Lake Co. Junior Free
Fair. Aug. 1-3. Frances J. Pierce.
Hewitt—Dane Co. Fair. Assn. Aug. 29-
31. Sherman W. Weiss.
Iron River—Bayfield Co. Fair. Aug. 15-17.
E. J. Nelson, Wisconsin.
Janesville—Rock Co. 4-H Fair. Assn. Aug.
6-10. Hugh Alberta.
Jericho—Jefferson Co. Fair. Aug. 9-10.
Borak L. Buhl.
La Crosse—La Crosse Interstate Fair. Assn.
Aug. 6-10. Joseph W. Frick.
Ladysmith—Rock Co. Fair. Aug. 18-21.
F. J. Manning.
Leander—Leander Co. Agr. Soc. Sept. 4-7.
A. S. DeJuhl.
Leadwood—Union Agr. Soc. Sept. 4-7.
J. R. Hamer.
Luxemburg—Kewaunee Co. Fair. Aug. 26-
30. Earl E. Fry, R. S. Smith.
Madison—Dane Co. Junior Fair. Assn. July
28-29. Blanche Lednisk, Mt. Vernon.
Manitowish—Manitowish Co. Fair. Aug. 19-
24. A. P. Rank.
Manitowish—Manitowish Co. Fair. Assn. Aug.
29-Sept. 1. W. A. Dohmer.
Marathon—Marathon Co. Agr. Soc. Aug. 9-
10. Frank E. P. Hill.
Medford—Taylor Co. Youth Fair. Aug. 11-
14. Joe J. Taylor.
Menomonie—Dunn Co. Fair. Aug. 28-Sept.
1. Lyle C. Pollock.
Mercer—Mercer Co. 4-H Free Fair. Aug.
4-7. William Stiecklin.
Merrill—Merrill Co. 4-H Free Fair. Assn.
Sept. 1-3. C. L. Winn.
Moscow—Buffalo Co. Agr. Assn. Aug.
21-24. T. F. Fitzgerald.
Monroe—Ozaukee Co. Agr. Soc. July 30-Aug.
3. William A. Brown.
Neillsville—Neillsville Co. Agr. Soc. Aug. 14-
17. Harold Hucksled.
Oakdale—Waunakee Co. Fair. Aug. 25-31.
Taylor O. Brown.
Plainville—Green Co. Agr. Soc. Aug. 21-24.
L. E. Weaver.
Plymouth—Sheboygan Co. Fair. Assn. Aug.
29-Sept. 1. W. H. Fitting.
Portage—Columbia Co. Free Fair. July 31-
Aug. 3. Harold J. Lochner.
Reynolds—Green—Burlington Road
Fair. Assn. Aug. 7-10. Jess M. Reed.
Richardson—Barren Co. Fair. Assn. 21-24.
Arthur Field.
Richardson—Richard Co. Fair. Sept.
1-4. H. L. R. W.
Roson—Iron Co. Fair. Assn. Aug. 23-24.
Mrs. Florence Hardie Cedar, Wis.
Seymour—Seymour Co. Fair. Assn. July
31-Aug. 1. Michael Burns.
Shawano—Shawano Co. Fair. Assn. Sept.
Sept. 1. Louis W. Cateau.
Slinger—Washington Co. Fair. July 24-27.
E. J. Nelson.
Spartan—Washington Co. Junior Fair. Aug.
15-20. Mrs. M. E. Dougherty.
Sturgeon Bay—Door Co. Fair. Assn. Aug.
21-24. John W. Rice.
Superior—Superior Fair. Assn. Aug. 13-15.
Bever Swanson.
Tomah—Monroe Co. Fair. Assn. July 25-27.
E. L. Liddan.
Union Grove—Madison Co. Agr. Soc. Sept. 2-4.
Watkinsville—Union Grove Co. Agr. Soc. Sept. 2-4.
Wisconsin—Vernon Co. Agr. Soc. Sept. 18-21.
W. H. Fitting.
Wausau—Wausau Co. Fair. Assn. Aug.
8-10. Victor H. Quirk, Marinette.
Waushara—Waushara Co. Fair. Assn. Aug.
14-17. Burnett Johnson.
Waushara—Waushara Co. Agr. Soc. Aug. 13-
15. W. H. Fitting.
Webster—Central Burnett Co. Fair. Aug.
28-30. W. H. Fitting.
West Allis—Milwaukee—Wisconsin State
Fair. Aug. 16-20. Willard M. Materson.
Weyauwega—Waupaca Co. Fair. Sept. 6-8.
A. E. Strauchel.
Wilton—Manitowish Co. Fair. Assn. Aug. 9-14.
Henry B. Frank.

New Brunswick
Albert—Albert Fair. Sept. 13-18. W. A.
Slaatt.
Cambridge—Queens County Fair. Sept. 8-
11. Fred Bryant.
Campbellton—Campbellton Fair. Sept. 17-
20. F. W. Gray.
Chatham—Chatham Fair. Aug. 23-30.
Howard Trear.
Fredericton—Fredericton Exhn. Sept. 4-8.
W. H. Crowdon.
Georgetown—Queens Co. Fair. Assn. Sept. 9-
11. Fred Bryant.
Port Elgin—Port Elgin Fair. Sept. 17. C.
C. Allen, Mirrore.
St. Stephen—St. Stephen Fair. Aug. 19-22.
W. T. Svoid.
South Bathurst—Oxford County Fair. Fair.
Sept. 12-15. Albin Branch.
Stanley—Stanley Fair. Aug. 26-28. T. Alan
Best.

Nova Scotia
Antigonish—Antigonish County Fair. Sept. 18-
19. Red MacGibbon.
Bear River—Digby County Fair. Sept. 18-
19. H. E. Chisholm.
Bridgewater—Lunenburg Co. Exhn. Sept. 22-
23-26. W. J. Cruise.
(Continued on page 96)

For the Best in the West
in Acts,
Revue, Grandstand Shows
for FAIRS—PARKS—CELEBRATIONS
Write for Price List

J. C. MICHAELS' ATTRACTIONS
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Kansas City Office
Kansas City, Mo.
Phone. AR. 231

CARNIVAL WANTED
Aug. 23, 1952, to Sept. 1, 1952, inclusive
SECOND ANNUAL PRESTON COUNTY FAIR
Terre Haute, Va.
Attendance last year 75,000 people.
Write, giving list of rides, shows and
other concessions to
HARRY G. SANDERS, General Director,
Preston County Fair, Terre Haute, Va.

Carnival WANTED

If you have a first class organization and have Sept. 13th-21st open, would like to hear from you. Give full particulars in first letter.

The fair will run for 9 days, Sept. 13-21, 1952. Location—The Arena, Oakland Ave., St. Louis, Mo., in the heart of St. Louis. Size of grounds—25 Acres—Size of Arena, seats 18,000. Exhibit space in Arena over 100,000 sq. ft. Other exhibit space under canvas. Plenty of room for mid-way. Publicity will include Newspapers, Television, Radio, 24 sheet, 3 sheet, 2 sheet and 1 sheet posting. Streetcar and Bus signs (outside). Window cards—\$200.00 special admission tickets given through exhibitors. On Bus line. Plenty of hard-surface parking, 25c anytime. Admission, 60c including tax for adults, 30c for children including tax.

ST. LOUIS COUNTY FAIR
Executive Offices
Suite 208, Roosevelt Hotel Bldg.
4903 Delmar, St. Louis, Mo.

Ira W. Curry, Producer

OUTSTANDING ACTS AND UNITS FOR
Fairs—Celebrations—Labor Day—Fall Festivals
— STILL AVAILABLE —

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HETZER'S THEATRICAL AGENCY
307 BANK ARCADE, HUNTINGTON, W. VA.

BLUFFTON FREE STREET FAIR
Starts 7:00 p.m. Tuesday, Sept. 23, thru Saturday, Sept. 27

MIDWAY ON PAVED STREETS—OPEN 10:00 A. M. DAILY.

WE DRAW TREMENDOUS CROWDS WITH DAILY ATTRACTIONS.

Our 1951 Fair was the cleanest in our 41 year history. We want to keep it that way.

Many of our concession operators have contracted for 1952. . . BUT, WE HAVE ADDITIONAL SPACE AVAILABLE FOR HANKY PANKS, AND SOME UNUSUAL TYPE CONCESSIONS. INDEPENDENT CONCESSIONS ONLY. Include reference with application.

Write wire or Call **FRED O. TANGERMAN** Bluffton, Indiana

CARNIVALS

Winnipeg Opening Tops Record For RAS

**Back-End Units Play to Overflow Crowds;
Davenport Gross Matches '51 Business**

WINNIPEG, June 21.—After a record smashing run from Davenport, The Royal American Shows got away to a fast start here Thursday (19), with the biggest day on record for this city. Crowds packed the midway and the first three performances of Leon Miller's "Moulin Rouge" and Leon Clarston's "Harlem in Havana" played to overflow audiences.

General Manager C. J. Sedlmayr told The Billboard that with the show trains completely equipped with A-B air brakes and the rolling equipment in tip-top shape. Transportation Master

Wallace Cobb was able to bring the train to Winnipeg from Davenport in the fastest time ever made by a show train for the long haul. Feature of the fast trip was the rapid clearance thru customs and immigration. RAS Secretary-Treasurer Walter Devoyne is credited by federal inspectors with having manifests and records in excellent shape, with clearance as a result the fastest in RAS history.

Setup in Winnipeg went smoothly. With the trains unloaded and parked behind the Canadian National depot, all equipment was hauled 4 1/2 miles thru downtown city streets to the West Killonan showgrounds where the show appeared under Elks auspices. The unloading, hauling and setup were without a mishap.

For three days of this week Royal American plays in opposition to the Red River Exhibition, staged in downtown Winnipeg. Both shows were packed Thursday.

Davenport showing Royal American managed to meet last year's gross despite two days lost to rain. The opening Sunday in Davenport, usually a big one, was completely lost due to a driving rainstorm. More rain on a Friday cost the show what might have been a big night following the local pay day.

Attendance for the remainder of the week was unusually good, despite terrific heat. Helen Julius, wife of Sportland (Arcades) manager, Harry B. Julius, trained into Winnipeg from Tampa to meet the show for the first time this year. Mrs. Julius has been seriously ill for several months following an operation in January.

Opening night here saw the Sedlmayr organization host 175 members of Winnipeg's press and radio outlets. Reaction to the shows was good, with the plums going to "Moulin Rouge." Critics were especially taken by the elaborate staging and costuming. Press and radio coverage here is more than satisfactory. Local stations carry daily half-hour broadcasts of leading acts while the press has been carrying daily features on shows and personalities.

Ken Maynard Signed By ACA; To Join July 7

CHICAGO, June 21.—Ken Maynard, Western flicker star, will head up the Western show on the Amusement Company of America, starting July 7, at Kenosha, Wis., and continuing thru the remainder of the season.

J. C. McCaffery, ACA general agent-co-owner, in making the announcement here this week also disclosed that the show was dickering for a name fem star to top the cast of the carnival's featured gal revue.

Playing nearby Aurora this week, the ACA had clear but hot weather the first few days of its run. Previous weeks stand at Neenah, Wis., was marred by rain on what should have been big days.

Majestic Greater Inks Port Huron Water Festival

PORT HURON, Mich., June 21.—Midway for the annual Blue Water Festival here has been signed by Local 193, International Brotherhood of Paper Workers, with Floyd Walters representing the local as chairman. Contract was awarded to Sam Goldstein, owner of the Majestic Greater Shows.

Event will be held July 10-13, with the midway set up in a near downtown location at the Seventh Street Bridge over Black River. Event will operate with a free gate and free acts. Special edition of the Port Huron Times Herald, covering three counties and parts of three others, is to be distributed.

Special events are keyed to tie in with the Blue Water Festival, including the annual Mackinac Boat Race, and Orangemen's Day on July 12, sponsored by both the Michigan and Ontario Orange Lodges, with a street parade.

20th Century Pushes Storm-Recovery Work

WINONA, Minn., June 21.—The 20th Century Shows were recovering here this week from severe damage suffered Friday (13) at Sterling, Ill., when a violent wind storm tore up show fronts, levelled many units, and ruined supplies, including considerable merchandise.

The Sterling storm lasted about one hour, causing a flash flood that put the lot deep in mud. Some paraphernalia floated down the river and some merchandise was inundated. The wind knocked down the back-end units, leveling five show fronts and four show tops. The storm, which hit at 3 p.m., caused the cancellation of Friday and all of Saturday, and show personnel directed all of their efforts to salvaging equipment and moving the show off the lot. The last of the units was winched out of the lot late Sunday.

Weather Belts Serfass Overcomes Mad Cody's Org; Bad Start, Hits Par Valdosta Good

ALBANY, Ga., June 21.—Mad Cody Fleming Shows have been whacked by the weather every week, excepting one, since the season's opening a month ago. Only Valdosta, Ga., played last week, provided a break. Business there started weak but finished strong to give the show a good week.

At the other stands, the show caught much rain, usually on days that held the best promise for good business.

Nine rides, 1 show and 26 concessions are in the line-up. Staff, besides Fleming, consists of Grace Fleming, secretary; Tiger Mack, manager; Dutch Schilling, lot; Louis Porter, truck mechanic; Grady Welch, foreman; James Badgett, electrician; Jack McCarty, official greeter; and Ginger Schilling, The Billboard agent.

Canadian Crescent Business Hits Par In Northern B. C.

EDMONTON, Alta., June 21.—Canadian Crescent Shows, which premiered in Prince Rupert, B.C., early in May, have been playing northern B.C. points along the Canadian National Railway line, working east thru Alberta, and opened in Edmonton for a week June 16.

Business in the Northern section of British Columbia was up to average, according to M. L. Finrow, owner manager, but the show has been plagued by a labor shortage, experienced ride

ELMIRA, N. Y., June 21.—Despite a poor and exceptionally muddy start, Lloyd Serfass this week reported that his Penn Premier Shows have shot ahead to register par business.

Shows broke in a new stand, Essex, Md., and scored one of the best opening weeks they have ever had with shows, rides and concessions sharing in the wealth. At Burlington, N. J., much of the profits drained away with the rain as the shows got open on only one night. The other five nights were lost to rain.

At Perth Amboy, N. J., Org could not get on the lot until Tuesday because of heavy rains. Even so, business for the remainder of the run was reported fair.

Rain Hits Hard

In the following weeks the shows lost seven Saturday nights in a row to rain, but business was said to be fair. Carbondale, Pa., proved a blank. Plenty of folks were on the midway each night, but per capita spending hit a new low.

An extensive advertising campaign, plus the advantage of being first in, gave the shows a red one at Binghamton, N. Y. Snipe plant locations accounted for 4,000 sheets of paper. Bus cords and plenty of radio time were added. Shows had six nights of clear weather and on the last two nights over 6,000 paid admissions were registered and all grosses ran high.

Org moved in here after a 70-

foremen being impossible to find. After a few dates on the prairies the show will move back into B.C. and this year move back into former winter quarters in New Westminster.

C&W SCORES BIG AT 2 P.M. SPOTS

**Uniontown, DuBois Help to Make Up
Loses Due to Weather, Strikes**

DU BOIS, Pa., June 21.—Business opened good here this week for Celin & Wilson Shows, with hot but clear weather prevailing. Org is the biggest railroader to play here in many years and, as such, attracted considerable attention and attendance. In addition the shows played the Clearfield Fair, only 19 miles away, for many years and is well known to many of the locals.

A kiddie matinee Wednesday (18) was very good and a second moppet session is scheduled for today. The two-a-week schedule will be followed from now on since all schools are on vacation. Business at Uniontown, Pa., was up more than 40 per cent as ideal weather prevailed thruout the week with the exception of Saturday afternoon when a sudden storm hit the midway. Considerable wind and rain made things unpleasant for a time but no serious damage was done to show's units. However, the scheduled kiddie matinee was hurt as it was well on its way to setting a record.

2G Matinee Takes

Despite the rain which did not stop until 6 p.m., the matinee gross ran around \$2,000. Radio and newspaper publicity helped considerably. Three page stories, plus a half-page layout of children visiting the midway helped stimulate interest over a wide area. A 30-minute broadcast from the midway, and an hour-long studio show also helped.

Stuebenville, O., promised a good week, but the steel strike broke. Harry Gallop joined there with the Siamese twins, formerly with the Clyde Beatty Circus and Royal American Show.

Route Changed

Shows will by-pass Lorain, O., next week and play Bradford, Pa., instead because of the steel strike.

Bill Moore's concession department has been doing well despite the fact that the earning potential has been considerably reduced because of the weather and strikes.

Considerable refurbishing has been taking place to ready all units for fairs. A new 28-foot wagon was built in Steubenville in three days. Jerry Moore, scenic artist, has been rejiggering the train and touching up all fronts. A new front is being built for the Lash LaRue unit which will join for fairs.

At Steubenville, Richmond Cox, publicity director, had Tim Holt, Ray Whitley, Chico Martin and Black Jack O'Shea as guests. All are touring parks and theaters.

Clark Queer was a nightly visitor in Uniontown. Charlie Sheesley planned from Uniontown to Sedalia, Mo., to advise in the enlarging and redesigning of the midway.

Freak Wind Hits Prell, Causing 10G Damages

JERSEY CITY, N. J., June 21.—A freak wind and rain storm hit Prell's Broadway Shows here Thursday afternoon (19) and caused extensive damages tentatively estimated at \$10,000.

The "twister" tore down the front entrance, lifted and rent the Mopedrome canvas, leveled two of the light towers and ripped down the Monkey and Minstrel shows and the elaborate Ferris Wheel front. A number of ticket boxes and other miscellaneous gear also was demolished. No

personnel injuries were reported.

Work was begun immediately on cleaning up the wreckage and the show opened for business that same night. Owner Sam E. Prell said that while the damage was extensive and considerable repair work had to be done, all projects resulting from the storm would be completed before the show started its first fair.

Personnel mused that the show would have escaped the pain if the freak storm if it had opened on Long Island this week, as scheduled.

Business opened slow here Monday (16), but picked up thereafter. This is the show's last still date with celebrations slated to start next week and the first fair set for Red Lion, Pa., July 14.

Staff includes Lloyd D. Serfass, general manager; May B. Serfass, treasurer; William Keefe, secretary; Buster Westbrook, business manager; James Farrell, publicity; R. P. McGee, concession manager; Robert Procter, transportation manager; Miles Detrick, general superintendent; Ted Comfort, chief builder; Hoppy Riggie, chief electrician; Eddie Poppin, assistant; Tommy Allen, lot superintendent; Grover Hill, billposter; Blackie Jones, night watchman, mailman and The Billboard sales agent.

Several concessions owned by Harry Rubin were destroyed by fire of undetermined origin at Port Jervis, N. J. Loss was estimated at \$10,000. All concessions were rebuilt and new canvas supplied by Anchor.

Ivan Rocketto, human cannonball, is the free attraction. Special kiddie matinee, with Rocketto performing, are run every Saturday.

Shows have a total of 16 fairs, the best they have ever had, Serfass says. Last event is Carthage, N. C., November 11.

Mrs. Linderman In Switzerland

CINCINNATI, June 21.—Mrs. Fannie Linderman, wife of the late Max Linderman, well-known carnival owner, is in Luzerne, Switzerland, on the half way mark of an extended European cruise. Mrs. Linderman arrived in the Swiss city June 11 and will remain there until June 30, engaging in extensive sight seeing in the area in the meantime.

From Luzerne, Mrs. Linderman will go to Paris for a three-week stay and then will take in one of the popular resorts on the French Riviera before beginning a tour of England. She is slated to return to the States on the Queen Elizabeth in September.

Mrs. Linderman sailed from New York on the Independence April 8, arriving in Haifa, Israel, April 21. In the latter city she met her late husband's only sister and closest relative, Mrs. Goodman established the sister and her husband and son in a new home in Haifa. They were for a long time in a Russian concentration camp in Austria. Mrs. Linderman also set up a trust fund for them.

From Haifa, Mrs. Linderman went to Tel-Aviv, Israel's capital, where she visited the hospital to which she had donated an iron lung in the memory of her late husband. She was in Tel-Aviv thru most of May, leaving there for Naples, Italy. She toured extensively in Italy before going to Switzerland.

The Conklin Shows

"THE WORLD'S FINEST"

for the

CANADIAN NATIONAL EXHIBITION

Toronto—Canada

Aug. 22nd to Sept. 6th

and

THE WESTERN FAIR

London—Ontario

Sept. 8th to Sept. 13th

Will contract one outstanding attraction which has merit and ability to handle the large gross which can be expected from the tremendous attendance. For such an attraction—or a good circus—we will furnish an 80x200 ft. top.

Have openings for Fun Houses which do not conflict with Laff-in-Dark, Magic Carpet or Crystal Maze.

Can place a few major riding devices — such as Whip or Rocco-Plane or any new riding device.

We are very proud of the world's largest kiddie playland area. If you have a good kiddie ride we can place you, providing it is not similar to those now contracted.

for our

OTHER GREAT CANADIAN FAIRS

Belleville, Ont., Aug. 11th to 14th

Renfrew, Ont., Sept. 8th to 13th

Three Rivers, Que., Aug. 15th to 22nd

Lindsay, Ont., Sept. 15th to 20th

Sherbrooke, Que., Aug. 23rd to 29th

Leamington, Ont., Sept. 22nd to 27th

Quebec Provinciale Exposition, Quebec City—Aug. 30th to Sept. 7th

WE WILL PLACE WORTHWHILE SHOWS OR MODERN RIDING DEVICES . . . AS WELL AS LEGITIMATE MERCHANDISING — HANKY PANKS — AND REFRESHMENT CONCESSIONS.

OUR ROUTE OF FAIRS PRESENT REAL OPPORTUNITIES — PLENTY OF PEOPLE WITH MONEY TO SPEND — PRACTICALLY ASSURING SUCCESS TO THOSE WHO HAVE INITIATIVE TO PRODUCE A GOOD PRESENTATION.



WE WILL SELL THIS EQUIPMENT—

A LOOPER RIDE—Manufactured by Allan Herschell Co.—NOW OPERATING AT RIVERSIDE PARK IN SPRINGFIELD, MASS.

A 20-CAR KIDDIE AUTO RIDE

A PLATFORM BOAT RIDE

} Both at Burlington Beach, Ontario

A RENSSELAER MINIATURE TRAIN—ENGINE, 6 CARS, AND 300 FT. OF TRACK. AT BELMONT PARK, MONTREAL, QUEBEC.

FOUR 66 KW. DIESEL CATERPILLAR GENERATORS—MOUNTED 2 UNITS IN ONE WAGON. CHROME-PLATED, PERFECT CONDITION, READY FOR OPERATION. THIS EQUIPMENT FORMERLY USED ON JOHNNY J. JONES EXPOSITION. PRICED RIGHT.



WE WILL PAY CASH FOR A LARGE PORTABLE SCOOTER BUILDING WITHOUT THE CARS—MUST BE IN GOOD SHAPE

Address:

THE CONKLIN SHOWS

J. W. "PATTY" CONKLIN

FRANK R. CONKLIN

PHONE 3-2619

BRANTFORD, CANADA

Midway Confab

Recent visitors at the Fred Silber store in Ferndale, Mich., included Elmer Cole, Mr. and Mrs. Fred Anderson and Jack Winters. Shirley Anderson, Mrs. E. Anderson, Shiek Hennessie and William J. Piarard, all of the Cote Amusement Company; Mrs. Josephine Quinn, Wonderland Park; Lucy and Jimmie Harrington, and Mr. and Mrs. Peter Mudry, Down River Shows.

Ray Brumley, who has his Funhouse and jewelry stand on the Ross Manning Show, has returned to Hines Hospital, Chicago, where he underwent five major operations last fall. He expects to rejoin the shows soon. His wife, Jennie, is operating the two attractions during his absence.

Mrs. Ray Goldman has her frozen custard stand on Shan Bros' Shows this season. . . . Bill Handster, superintendent on Baker's Shows, was tendered a surprise party in celebration of his birthday by his wife, LouAnn, recently. Guests at the shindig included Ernie and Verna Allen, Doc and Sunshine Niday, Jim and Ruth Willman, Benny and Kay Acker, Duke and Ruth Eberly, Geffie Cubrell, Buddy Anderson, Chet and Jane Pierce, Marie Crane, Bobbie Hatten, Gene Goldman and Gene Whisler.

Frank Harrison is mourning the loss of May West, featured performing monkey on the Slide Show with Harrison Greater Shows for 15 years. . . . Robt Del Mar celebrated her 24th birthday May 26 at a party on DuMont Shows while the org was playing Waynesburg, Pa., with Barbara Le May, Louise Daniels, Renee Roberts and Hedy Jo Star. . . . Gus Westfall, old-time cookhouse man, is in Newburg, N. Y., recovering from a recent illness. Anyone knowing the whereabouts of his wife, Mildred, who formerly was with the Ringling circus, is asked to have her contact her husband immediately.

The Gold Medal Club, sponsored by Johnny Denton, Art Frazier and John Camp, staged its first party of the season during Gold Medal Shows stand in Henderson, Ky. A steak supper was served in Mr. and Mrs. Riley Bala's cookhouse and guests included Mrs. John Denton, Mr. and Mrs. Alton Sparks, Mr. and Mrs. Art Frazier, Mr. and Mrs. John Camp, Ben Segal, Mr. and Mrs. Joe Sersl, Mrs. Norman Anderson and Kenneth Richardson. . . . Louis A. Rice, business manager of Mickey Percell's Pioneer Shows, purchased a new house trailer in Roulette, Pa. Joe LaMarche ordered a new one for his bowling alley. He also has age and weight and hoopla stands on the org. Mr. and Mrs. Jim Swan have the French fries and photo gallery. Chester Hepp and Norman Krumbacker, cookhouse operators, purchased a new van truck and deep freeze unit. Paul Menick is reported to be doing well with his concessions and Mrs. Percell's hingo is clicking. Ethel Nichol's two glass pitches are doing well.

Walt and Lois Reynolds, well-known concessionaires who had been with Cavalcade of Amusements, have left the road because of the ill health of Mrs. Reynolds and a recent operation, reports Walter B. Fox from Mobile, Ala. Reynolds is now employed in the Armour & Company's shipping department at Mobile. Al P. Hill, old-time concessionaire who operates the Hill Hotel in Mobile, is confined to his room with rheumatism. . . . Fox, who is pinch-hitting for Peppers Alabama Amusements, reports that the show will again play the annual July Fourth celebration on the streets of Sampson, Ala., and will also repeat at the Bonifay (Fla.) Fair in late October. Show recently completed playing the polo country in Baldwin County, Ala., to fair results.

State Fair Shows of Utah have been signed for there Utah fairs, Cache County Fair, Logan; Box Elder County Fair, Tremonton, and Wasatch County Fair, Heber City, reports Owner R. D. McCollin. . . . Lea Lloyd recently joined Crafts 20 Big Shows as second man on the Tilt-a-Whirl. Bill Myers, Goobar Seaborn and Ruth Corie were recent visitors on the show. . . . L. R. Lewis recently joined the Sterling Crown Shows

in Benton, Ky. James Sarkobie is now business manager for that org. Business is reported better than satisfactory.

Bob Robertson has joined the Page Bros' Shows as manager. The girls soft ball team on the Page show continues to beat all opposition. Visitors to the James H. Drew Shows during the recent Silverton, O., stand included Forrest Poole of the Gladstone Shows, E. Walter Evans of the Billboard and his son Walter Jr., Lee Becht of Becht Amusements, Ted Dietrick, former operator of the Happy Days Shows, Dave Evans of Gold Medal Products Company, Bill White, Jack Baillie, and Mr. and Mrs. Blair of Blair Trailer Sales. Latter received an order for a new house trailer from Mrs. (Eula) Drew, wife of the show owner. The show has placed orders for four new special light towers that are scheduled to be delivered in time for the West Virginia A. and L. Fair, Charleston, W. Va., August 30-September 7.

Bobby Mack, general agent of the Royal Crown Shows, reporting on that show's business, advised that the two weeks ending June 14 had provided good business. The Merry-Go-Round, Tilt-a-Whirl, Octopus, Ferris Wheels and the Skooter have been re-decorated in preparation for the fairs, Mack infos. Theodore J. La Marche and Lillie De Rose of Percell's Pioneer Shows were married during the org's stand last week at Renova, Pa. Show personnel turned out in force for the reception which was held in a grange hall. One of the highlights of the affair was square dancing, for which John Gresh, concession agent, did the calling. . . . Fire recently destroyed all of the clothing of June Wayland, who is in the cast of Jack Kearns' gal show, on the Pioneer Shows. The fire occurred at a Renova motel at which she was staying.

Recent additions to the Pioneer Shows personnel include Mr. and Mrs. Harry Hoffman with pitch-till-you win and Tony Micholicoche with his family and two concessions.

Cliff Wilson was a New York visitor last week, en route to catch the World of Mirth Shows and other units. . . . Frank Bergen, general manager, World of Mirth Shows, who is never lacking a story to tell on his "right arm," Gerald Saelens, last week came up with a new one. It seems that Gerald got permission to tack a barn and did a thoro job. On a return trip he noticed that the barn was bare of paper. He stopped and queried the farmer, having accomplished this bit on the legit by extending passes. The farmer told him the paper was so beautiful he took it down and put it up inside the barn where, he thought, it would make the cows so happy that they would give more milk.

Jesse Marsh, nephew of the late Max Linderman, well-known carnival owner, and his wife Etta were visitors at the home office of The Billboard in Cincinnati last Thursday (20), while in the city on business. They left early Sunday for Chicago. They are set for the Italian Festival in Cicero, Ill., late in July with their Lord's Last Supper attractions and concessions. In the meantime they will play independent still dates in the Cicero stand they will again make the major fairs. . . . Marge and Bill Root, concessionaires with Drago Amusements, took delivery on a new house trailer when the show played Albany, Ind., recently.

Mrs. Vondala Havins with her daughters, Dickie Sue and Debbie June, joined her husband, Dick on the Cavalcade of the West Shows in Victoria, B. C., recently following the close of school in Seattle. The children expect to visit their grandparents, Mr. and Mrs. J. E. Carroll, of the World of Pleasure Shows, soon. . . . The wife and New-born child of Carl (Eugene) Camal are reported seriously ill and he is requested to return at once to his home at 415 Capitol Avenue, S. W., Atlanta.

A Family Tradition

JOHNNY'S UNITED SHOWS

A CLEAN SHOW . . . A CLEAN REPUTATION

Join now for this solid route of top fairs and street celebrations. Starting at Streator, Ill. Annual 4th of July Celebration, 25,000 population. Located in the City Park and center of business district.

Montezuma, Ind. Annual St. Cole.	Gallatin, Tenn. Negro Fair	Carroll Co. Fair, Huntington, Tenn.
Mount Vernon, Ind. St. Cole.	Ohio Co. Fair, Hartford, Ky.	Limestone Co. Colored Fair, Athens, Ala.
Spencer Co. Fair, Redport, Ind.	Van Buren Co. Fair, Spencer, Tenn.	Jackson Co. Fair, Scottsboro, Ala.
Danville, Ind. Annual St. Cole.	Nicholas Co. Fair, Centerville, Tenn.	Geneva Co. Fair, Geneva, Ala.
Perman Co. Fair, Greencastle, Ind.	Jackson, Tenn. Colored Fair	Covington Co. Fair, Andalusia, Ala.
Kosciusko Co. Fair, Warsaw, Ind.	Lexington, Tenn., Fair	Tri Co. Fair, Enterprise, Ala.
Vigo Co. Fair, Terre Haute, Ind.		

WANT Large Cookhouse, Grah. Photo, Novelties, Pronto Pups, Cotton Candy, Custard. All Hanky Panks open.
Especially want Motor Drome. (Palmer or Harris, contact.)
Want organized Side Show. I have top, banners and line, also P.A. Set. (Lee Allen, contact.)
Will supply top, wagon type front, stage, seat P.A. for organized Minstrel. New throughout. (Thomas, contact; also W. H. "Fat Head" Williams.)
Want Glass House, Funhouse, Monkey Show or any good attractive Grind Show capable of winning money.
Help on Tilt, Wheels. Must drive. Top wages and pay every week, not just promises. Best of equipment.

ALL REPLIES: **JOHN PORTEMONT, MGR.** ATTICA, INDIANA

THE MIGHTY GEM CITY SHOWS

NOW BOOKING FOR MIDWEST LARGEST 4TH OF JULY CELEBRATION, CENTRALIA, ILL. TO BE FOLLOWED BY NEWTON, ILL., AND MARTINSVILLE, ILL. FAIRS—THREE BIG WEEKS.

CONCESSIONS Will book all Hanky Panks and Concessions that work for stock, including French Fries, Novelties, Eating and Drinking Stands. Stan Wesley Wants Acts for Side Show, Tattoo Artist Mentalist, Bally Girls, Ticket Sellers. Girls for Girl Show. Top salary, plus bonus for 4th. Dan Greco can use a few capable Agents for Peak and Count Stores and Hanky Panks. All reply to Western Union, Cairo, Ill., or call Cairo Hotel, this week Centralia, next week.	SHOWS Will Book Motordrome, Glass House, Fun House, Wild Life, Snake Show or any worthwhile show with own equipment.	RIDES Will Book Roll-O-Plane, Kiddie Rides, Dark Ride or any rides not conflicting.
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TOM HICKEY Manager **JOHN REED** Business Mgr. **DON GRECO** Concession Mgr.

L.J. HETH Shows

16 FAIRS	16 FAIRS	16 FAIRS
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WANT SHOWS: Wild Life, Monkey Show, Motor Drome, Side Show with own outfit. (Mr. Davis answer.) **HELP:** Foreman for Merry-Go-Round, Useful Ride **HELP:** all must be sober and truck drivers. Drunks, save your time. Man to operate Glass House, must be semi-trailer driver. **CONCESSIONS:** Grab Stand, Long Range Gallery, Frozen Custard, Short Range Gallery, Hanky Panks of all kinds.

4TH OF JULY CELEBRATION—(CITY PARK, CONNERSVILLE, INDIANA FAIR AT PADUCAH, KENTUCKY, TO FOLLOW

WASHINGTON, INDIANA, NOW **CONNERSVILLE, INDIANA, NEXT WEEK**

A.M.P. SHOWS

Suggsy

WANT WANT FOR WANT WANT

The East's Largest 4th of July Firemen's Celebration

FIREWORKS— OAKLAND, MARYLAND —PARADES

Can place Photos, Hi-Striker, Devil's Bowling Alley, Water Games, Dart Stores, Lead Galleries, Penny Pitch, String Games, Hoop-La, Pitch-Till-U-Win, Beckett and others not conflicting.
Shows: Carl Atkins can place a few more Side Show Acts. Doc White, contact. Also Girls for Girl Show; salary no object. Can place Animal Show, Monkey, Wild Life, Fun House or Glass House, others not conflicting.
Note: A few of the dates of our outstanding route of Fairs and Celebrations: July 7-12, Cumberland, Md. (first in the heart of the city in six years); July 14-19, Connersville, Md., Annual Firemen's Celebration, parades, fireworks and activities daily; July 25-Aug. 2, Jennerstown, Pa., Fair; Davis, W. Va., Firemen's Celebration; Clarksburg, W. Va., Fair; East Raintide, W. Va., Labor Day Celebration; New Castle, Va., Fair; King, N. C. Fair; three South Carolina Fairs in October, four Florida Fairs in November. All replies to

A. M. PODSOBINSKI
 This week, Wyandott, Pa., Annual Lions' Club and Firemen's Celebration.

Eddie Young's STERLING CROWN Shows

WANT FOR TREMONT, TENN.—THE BIGGEST JULY 4 CELEBRATION IN WEST TENN.— STARTING WEEK JUNE 30. A BONAFIDE ANNUAL CELEBRATION DRAWING THOUSANDS OF PEOPLE.

FREE ACTS FIRE WORKS GRANDSTAND SHOW
CONCESSIONS— Custard, Floss, Grab, Novelties, Seals and Age, Ball Games, Class Pitch, Hoop-La and Darts or any Monkey Park Concession.

CONCESSION AGENTS— Want Peck and Count Store Agents. Also Agents for Six Cats, Buckets and Skits for office annual Concessions. (Irish Coaghn, Mgr.: Jimmie Sabovic, Adjutor).

SHOWS— Any well framed Grind Shows with own equipment and transportation.

RIDE HELP— Can use good sober, reliable First and Second Men who drive trucks. Long season, best salaries. Can place steady Men for Light Towers and Front Gate. Also useful Working Help who drive. No drinking tolerated.

ALL REPLIES TO

E. L. YOUNG, Mgr., Mayfield, Ky., this week

CAN PLACE JAMES E. STRATES SHOWS, INC.

FOR JOHNSON CITY, N. Y. 60TH ANNIVERSARY CELEBRATION—60TH AND 70TH OF JULY CELEBRATION

7 DAYS—MONDAY THRU SUNDAY—7 DAYS

Starts June 30th and ends Sunday Night, July 5th.

First Show in Treasury Night, July 5th.

Legitimate Concessions, Ice Cream and Eating Stands.

OPEN MIDWAY

Can place for balance of season. (Including our string of famous fair dates) organized Midway Show, we have beautiful frames up for same. Will book Fly-A-Plane, Tilt-a-Whirl or any other ride than doesn't conflict. Will furnish wagons for same if needed. Useful People wanted in all departments. Can use Second Men on Rides, especially used Rope Man on Ferris Wheel. Address

JAMES E. STRATES

Pres. and Gen. Mgr. Utica, N. Y., June 23 to June 28

Johnson City Bookings

DICK O'BRIEN

Hotel Arlington, Binghamton, N. Y.

CENTRAL AMUSEMENT CO. WANTS

For BIG 4TH OF JULY CELEBRATION, Belhaven, N. C., June 30th to July 5th, followed by the annual SHRINE JUBILEE and HARDI GRAS, Durham, N. C., July 7-12 and balance season.

WANT Non-Concubing Rides. Hanky Panks all open. Want useful Show People, all departments, especially want Grind Shows and Kiddie Rides.

Notice! We hold exclusive contract for Belhaven Celebration.

All contact **SHERMAN HUNTER** or **HAROLD RALEY**, Creswell, N. C., this week; Belhaven, N. C., June 30-July 5, then Durham, N. C.

CARL D. FERRIS SHOWS

Want for Coudersport, Pa. One of the Largest 4th July Spots, followed by Wellsville, N. Y. Firemen's Convention and Old Home Week.

Concessions: Cookhouse to come at once, Photos, Novelties, Jewelry, String Game, Short Range, High Striker, any Concessions playing for stock. Shows—Illusion, Wild Life or Small Animal, Monkeydrome or Speedway, Mechanical Show. 10-in-1 or any show with own equipment. All answers:

CARL D. FERRIS, Kane, Pa.

P.S.: McKinny of Winchester, Va. (Cookhouse), if not booked contact us.

CHEROKEE AMUSEMENT CO.

WANTS FOR PITTSBURG, CAN., JULY 4TH CELEBRATION

Have all Celebrations and Fairs to follow.

CONCESSIONS

Cookhouse, Seals, Hoop-La, String, Blow, Pick-Out or any Monkey Park not conflicting.

SHOWS

Snaps, Monkey, Ten-in-One, Funhouse, Mechanical.

RIDE HELP

Second Man on Wheel and Tilt, also Operator on Kid Rides; must drive.

CONTACT: J. W. MAHAFFEY, CLAREMORE, OKLA.

PINTO BROTHERS

For the finest in Kiddie Rides

- ★ KIDDIE FIRE ENGINE RIDE ★
- ★ KIDDIE PONY CART RIDE ★
- ★ KIDDIE MERRY-GO-ROUND ★

2940 WEST 8TH STR., CONEY ISLAND 24, N. Y.

WANTED

For one of the best July 4th Celebrations, Greenlee, Iowa, also 14 Fairs to follow: Waterloo, Ia., Fair Jefferson City, Mo., Fair Lubbock, Mo., Fair Oklahoma, Ia., Fair Bloomington, Ia., Fair Eldon, Ia., Fair Coffeyville, Kan., Fair Stouck, Mo., Fair Hater, Mo., Fair Lamar, Mo., Fair Nevada, Mo., Fair Aurora, Mo., Fair the Arkansas Fair, Can use a few more Concessions, Ball Games, Bill Striker, Penny Pitch, Grab, String Game, Play Pong, Also Concessions Agents. Agent for Long Range Gallery, second Man on all Rides. If you drink, don't come. Call or wire J. W. SHARP.

AMERICAN BEAUTY SHOWS

Brookfield, Mo., this week, then per route.

JULY 4 CELEBRATION

CENTENNIAL—RAVENSWOOD, W. VA.

Want any clean Shows, Animals, 10-in-1 with own outfit. Want Show Gallery, Cork and Short Range, Six Cat, Candy Floss, Novelties, Bumper, Buckets, Stock only, Hoop-La, Wire

SMITH'S FUNLAND SHOWS

ANSTED, W. VA.

Club Activities

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, June 21.—Attending funeral services for Luke Seifker conducted by Chaplain Phil Cook were Mr. and Mrs. Carl Wilson and family; Mrs. Minnie Graves, Tina Robinson, Mrs. L. G. Frank, Marie Carlisle, William Hornfeld, Mrs. Belle Cook, Harry E. Stecke, Mr. and Mrs. Buck Hamilton, Duke Brownell, M. McCormick, Jack Daniels, Elmore Daniels and Harry Arthur.

Robert C. Lippincott, Jesse Reesor, Frank and Billie Pope, Virginia Peneman, Mrs. Mary E. Barbour, Sam Solomon, W. G. Bryant, S. Lieb, W. E. Dawson, Al C. Beck, Doc Ross, Ross Dyer, Frances Barnett, Lucille Leonardson, Max M. Tarbe, Joseph Green, Ray Kelly, Helen Stock, William Young, Louis Shafkin, H. T. Teleer, Regina L. McLinden, Alton Pleson, Carl Kolanek and Mitchell Roman. Claude Sechrist, membership committee chairman, sent in applications for the following: Frank W. Starr, Thomas W. Patrick, William S. Gallamore, John R. Cobbs, Gordon H. Clarke, Kenneth C. Slaughter, H. G. Bowen, Sam Shapiro, Rocco Cardaci, Leo H. Bergman, Seymour Levin and Garland Comer. Applications of Clark Roth, Norman LaChance and L. P. Reece were sent in by Epp Glosser. Mail was received from Dada King, Babs and Dukey Geffen, Frank and Pete Glynn, Claude Sechrist, Charles S. Taylor, Marvin Laurence, Al Beck, Peggy and George Minder, Tommy Carson, Otto and Blondie Mack, Fred Conlil, Shep Blumberg, Mr. and Mrs. George A. Hamid, Jeanne and Carlos Torres, Mr. and Mrs. Lew Lange, Mr. and Mrs. Ernest Buzzeila, Ladies' Auxiliary, Johnny and Ricky Applebaum and Harry Model.

Recent visitors included Doc Dyer, Alton Pleson, Carl Kalansky, Raymond Kelly, Joe (Rochester) Green, Irving Goldberg, Duke Brownell and William Hornfeld. Shep Blumberg sent the club \$75—\$25 raised by Tommy Carson on Vinton Ave. Shows, and \$50 by President Leo Bistany on John H. Marks' Shows.

Clif Wilson, building committee chairman, is touring the Eastern shows to get the views of board members and trustees regarding the purchase of a club building. He hopes to have a new association home ready by the time the members get back to this city. Epp Glosser becomes the first member to earn a gold certificate of appreciation. He enlisted 10 newcomers. Any member bringing in 10 new ones, selling \$100 in ads or booster names, or raising \$100 in any other manner, is entitled to a certificate.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, June 21.—Callers during the week included President S. T. Jessop, Andre Dumon, Chick Bohdan, Henry Polk, Jack Hawthorne, Max Brantman and Charles Zemeter. Dr. John Marr underwent surgery at Halifax Hospital, Daytona Beach, Fla. George Steber is resting well at Alexian Hospital, Herman Pluda in Hines Hospital and Frank Daniels at Municipal Sanitarium, Chicago.

Frank Sweeney was admitted to Alexian Hospital with a throat ailment. Frank Ehrenz is resting after a recent attack. Joe Murphy reports he is leaving for Los Angeles. Joe Streibich and Jack Kaplan were visitors on the ACA lot in Aurora, Ill. Past President Sam J. Levy celebrated his birthday Tuesday (17). George B. Flint is busy between jobs trying to get out the next issue of News Flashes. Chairman Al Wagner is contacting his membership committee.

WANT

Motordrome Riders

Can place two Riders—male or female—for Circuit of Fairs starting July 1. Will pay top salaries for reliable Riders. Contact **DEL CROUCH**, A. C. of A. Shows, Kokomo, Ind.



JOIN NOW

The MEMBERSHIP DRIVE IS ON!

\$10—Initiation—\$10 Dues

New Low Rate of \$20

Covers both initiation and dues, entitles new members to all club facilities. Send your application TODAY.

PACIFIC COAST SHOWMEN'S ASSOCIATION

1235 So. Hope St. Los Angeles 15, Calif.

JERRY MACKY, Pres. SAM DOLMAN, Chm. Mbrshp. Com.

JIMMIE CHANOS SHOWS WANT

FOR 4TH OF JULY CELEBRATION AT ST. MARV'S, OHIO, ON THE MAIN STREET

Legitimate Concessions of all kind—Bingo, Pitch Tilt You Win, Ball Games, Basketball, French Fries, Snow Ball, Dart Games, Six Cat that work for 25¢ and 50¢.

Shows with own outfit, committed money only Monkey Show or any Animal Show.

Ride Help who drive semi. All replies to

JIMMIE CHANOS, Brookville, Ohio

DRAGO AMUSEMENTS

Want for Wabash, Ind., and following Big 4th of July in City Park, Renneselear, Ind.

Few more Hanky Panks, work for stock only. Will book Monkey Show, Scenic Show, Wild Life, Fat Show or any show on small percentage.

Don't miss the Big Centennial, July 14-19, Covington, Ind., with 8 Fairs to follow. WANTED: 2 Dancing Gals, Linda or Lee Corliss, answer, good salary. Also consider Manager for Girl Show.

HELLER'S ACME SHOWS

Want Bingo—Localised new in New Jersey by court, but operates as Darts or 50/50. Most of the time operate as Bingo.

Want Long Range Gallery, Buckets, Queens You're Age and Weight, Photos, Paintist, Hoop-La, Want Merry-Go-Round Foreman and Second Man, Kiddie Ride Foreman for three Kiddie Rides, Ferris Wheel Second Man, Ferris Wheel Foreman, Weebank who can cast 10, Only 10 Trucks and 8 Rides, Good wages and get it every Wednesday. Best of treatment and long season. Want Girls for Girl Show office paid. Want any worth while Shows. 25¢.

Monechio, M. J., Firemen's Celebration, this week, Big 4th of July Celebration, Stamford, Conn.—1 Sunday—6th Community Celebration.

LAST CALL

EVERYBODY CONTRACTED, ACKNOWLEDGE THIS AND FOOTAGE NEEDED FAIRFIELD COUNTY INDUSTRIAL FAIR AND CITY FOURTH CELEBRATION, HEART OF STAMFORD, CONN., SUNDAY JUNE 29 THRU SUNDAY JULY 6, MAGEE AVENUE

RIDES—Major Rides, Reithoffer, this is for you Newark, Conn., City Celebration follows. SHOWS—Have few Shows. Want Side Show, Monkey Show, Bears. This is a show town. CONCESSIONS—Due to disappointment want BINGO, HANNU PARK and Ball Games, come on, Beans, Weim, Leonard Ross, Mrs. Wise, contact, JIKI—Ride Help, Center Toy, Frank Grove, Bickley, come on, Joe Corliss, Joe T, concession is ready. Roger, come on. Want Builder or Electrician with or without connections. All Contact: INDUSTRIAL FAIR, STAMFORD, CONN. Phone 3-8177 or 6-6447. P.S.: Want to buy Transformers.

GREATER DIXIELAND EXPOSITION

WANT FOR HARDIN, AL., JULY 3-4-5-6

AND BALANCE OF SEASON—14 FAIRS

Can place Foremen on Tilt, Hot-O-Plane, Jantz, Other Help who drive, Want Cookhouse, Custard, Seals, Photos, Legitimate Stock, Concessions of all kinds. Will take 50¢, Fat House, Side Show, Drone or any money-making attraction. Have complete frame up for Snake and Mouse Great for reliable operators, Fat Wilson wants Agency in Bumper, Cork Gallery and Fish Pond. All Replies: HARDIN, ILL., OR PER ROUTE.

E & B AMUSEMENTS

Want Foremen for Caterpillar, Roll-Plane and Ferris Wheel. No Second Men. Also want General Motor Mechanic and General Ride Foreman. Will book Novelty Hat and Cap (Man with Sewing Machine) Concession.

Address JOHN A. BASS

245-04 Mevan Turnpike, Bellersse, Long Island, N. Y. (Phone: Fieldstone 7-0457)

ART B. THOMAS SHOWS

UNIT #1

WANTED—Girl Show Operator with Girls, use our equipment or bring your own. Openings for other Shows with own equipment. Can use a few Hanky-Panks for entire season. Hi-Striker, Basketball now open. Call, wire, or come on. Pierre, S. Dak., June 20-21-22; Miller, S. D., 23-24; Clear Lake, S. Dak., 25-26; Bryant, S. Dak., 27-28; Spencer, S. Dak., 30-July 1; Greedy, S. Dak., July 3-4-5.

FESTIVAL OF FUN SHOWS

Wants for One 4th of July Celebration, Walkerton, Ind., July 1 thru 5. CONCESSIONS—Floss, Fish Pond, Cake Roast, Baseball, Ballroom, Dart, Six Cat that works for stock, Novelties, Ice Cream, Custard and any Concession that operates for stock. Can job now. All Street Celebrations and Fairs from one on. Have 8 Fairs in Mississippi after Labor Day. All contact:

J. W. FARRELL — TOM MERR

New Palestine, Ind. Lion's Club Annual Fish Fry this week.

N.Y.'s Largest 4th of July Firemen's Celebration

LIVINGSTON MANOR, N. Y.

Concessions of all kind CUSTARD, ARCADE, Ice Cream, Ball Games, Novelties, Jewelry, Photo, Fish or Duck SHOWS—Back end to enjoy, who can handle, Low P.C. if you have own equipment. Want Girl Show, RIDES—Tilt or Octopus, any Flat Ride. Help on all Rides Men for Athletic Show. FOR SALES—Rollingplane and Chairline.

All contact **M. N. COLEGRUVE**, Sidney, N. Y.

PAGE AMUSEMENT COMPANY

June 23 to 28, Clintwood, Va. Then the biggest 4th of July in Virginia—Richlands, June 30 thru July 5. 20,000 people last year.

Want Concessions—Custard, Ball Games, String Games, Hi-Striker, Hoop-La and all kinds of Manky Panks. Some P.C. open if you have other Concessions. Will book one or two choice Wheels.

Rides—Will book Kiddie also or buy some if in good condition. One Major Ride—preferably Tilt, Comet or Spiffies.

Shows—Motorcade, Mechanical City, Side Show, Big Snake, Minstrel.

Help—Want Foreman for Wheel and Merry-Go-Round, Good pay, good treatment and guaranteed bonus at end of season. Electrician needs assistant. Maurice Ashton wants Agents for Six Cops, Buckle, Red Game and Manky Panks. Al Herman wants Agents for P.C. and Manky Panks. John Williams wants Agents for P.C. and Manky Panks. W. B. Whitel Johnson wants Agents for Skillo, Razzo, Pin Stone and P.C. All replies to

Roland Page, Owner, or Maxie Sharpe, Bus. Mgr.
W. H. "Whitie" Johnson, Gen. Mgr.



Playing choice celebrations in Pennsylvania, Virginia and North Carolina.

Now booking for our long list of Celebrations and Fairs which include such outstanding events as the Montgomery County Fair at Gaithersburg, Md.; Farmville, Va., Fair; Bedford Co., Va., Fair; Brookston Firemen's Celebration. Out until Nov. 1. Contact

M. A. BEAM or STEVE DECKER

this week at Curwensville, Pa.; then as per route. Permanent address: Wladner, Pa. Huntingdon Co. Firemen's Convention, Saxton, Pa., next week.



Montevideo, Minnesota, Fiesta, July 3-4-5-6, the Biggest International Event in Minnesota. Washington Dignitaries, Governors, etc. Giveaways, etc. 75,000 People Can place Shows with nothing but Fairs and Celebrations will closing. Side Show, Mechanical Lung, Fun House, any non-conflicting Show capable of getting money. Can place Ride Halls who can drive some. Excitusive open on Dairy. Can place Ball Games of all kinds and Manky Panks. If you are out for a good time, just forget about all of it and stay where you are. Can use Talker and Denters for Girl Shows; best salaries. Experienced Concession Agents in all Departments. Can use Pan Games, Nutcracker, Minn., Water Carnival, June 28-29; Montevideo, Minn., Fiesta, July 3-4-5-6.

Frank W. Babcock UNITED SHOWS

JULY 4th CELEBRATION OCEANSIDE, CALIF.
JUNE 28 thru JULY 6

ALL CONCESSIONS OPEN

LUCKY Boys Need Not Apply

Contact: LARRY FENHUIS

on Show, Oceanside, Calif. Pier

or HOWARD COFFELT

Chandler Hotel, 334 So. Main St., Los Angeles 14, Calif.

Phone: TElmly 5065

LINTON, INDIANA

ONE OF THE BEST SIX DAY FOURTH OF JULY SPOTS IN THE MIDDLE WEST.
STARTS MONDAY, JUNE 30.

SHOWS: Particularly want flashy Girl Show, large Animal Show, Snake Show or any other. RIDES: Can use one or two Major Rides and one more Kiddie Ride. CONCESSIONS: A few Manky Panks open; what have you? Can place French Fries, American Palmistry, no gypsies. Can use Demonstrators here. Can use all these on our Fairs and Celebrations to follow. Duke Shiry wants Agents for Shoot Range, Fish Pond or any useful Help. We can always place good Ride Help who can drive. All answer

BAKER UNITED SHOWS

ERNE ALLEN

Spencer, Ind., this week, or call Tom L. Baker, 1217 Madison Ave., Indianapolis, Ind. GRfield 4584

PLASTER — PLASTER

—PLENTY OF NEW ITEMS—

"Largest Assortment in the Country"

Large Round \$3.60 Per Doz.; Medium Round \$14.00 Per 100
Large Flat \$3.60 Per Doz.; Medium Flat 10.00 Per 100
Small Flat \$5.00 Per 100

Order from This Ad or Send for Free Illustrated Catalogue.

ST. LOUIS ART NOVELTY CO.

4520 MANCHESTER AVE. Phone: MEwstead 05101 ST. LOUIS 10, MO.

B. & H. AMUSEMENT CO.

Wanted for Hampton County Watermelon Festival—Two Big Days—July 3rd and 5th, followed by a Bonafied Route in the Tobacco Belt, and Nine Weeks of Fairs.

Scales, Age, Palmistry, Photos, also any Concessions working for stock. Shows—Snake, Animal or Fat Show, Blimp, come on. Ride Help for Ferris Wheel, Merry-Go-Round, Chair-a-Plane, Truck Drivers given preference. This week New Ellenton, S. C.; Hampton, June 30th to July 5th.

WANT WANT

For ten days at Gary, Indiana, Army Air, 11th Ave. and Madison, heart of town, and for Centennial Fourth at Charleston, Indiana.

Concessions—Manky Panks of all kinds that work for stock. Rides—Lease, book or buy Octopus, Spiffies. Shows—Grind Show with own transportation, low P.C. Help—H. Purvis and Blonnie want Six Cat and Bucket Agents; any useful Concession Agents also needed. Help on all Rides; must drive. Wire or come on, we will place you.

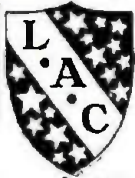
NESSLER'S GREATER SHOWS

WANTED WANTED WANTED

Ride Help on all Rides. Wheel Men who can put it up. Second Men must drive semi. Shows—Mechanical Show, Fun House.

Kenocho, Wis., June 24 to 29; Marengo, Ill., July 1 to 5; Melrose Park, July 8 to 13.

BIG FOUR AMUSEMENTS



LAGASSE AMUSEMENT COMPANY

12 Whitcomb Street Haverhill, Mass.

Everything in Amusement tel. 4-6461
Anywhere in New England

Contact us for space at the following fairs:

- Weymouth, Mass. August 10-16
- Hartland, Vt. August 21-24
- Keene, N. H. August 21-24
- Lancaster, N. H. August 29, 30, 31-September 1
- Northampton, Mass. August 31-September 6
- Barton, Vt. September 4-6
- South Paris, Me. September 8-13
- Acton, Me. September 11-13
- Tunbridge, Vt. September 18-20

NOTE: Positively No Grift, No Mitt Camps, No Gypsies

Wanted—Motor Drome, 10-in-1 Show, Reptile Show, Wrestling Show for above fairs and New Bedford, Massachusetts, Fire Fighters' Circus, July 1st to 5th.

THOMAS JOYLAND SHOWS

NOW BOOKING SHOWS, RIDES, CONCESSIONS

FOR THE GREAT LA PORTE COUNTY, IND., FAIR AND CROWN POINT, IND., FAIR

No exclusives at these Fairs except Bingo and Novelties. Bob Edwards, Mc Gaskill, Bertha Berth, can place you. Dale, Wire.

Can place Girl Show, Posing Show, Minstrel, Illusion, Midgets, Fat Show or any Grind Show. Can place Arcade at once (flat rate or P.C.). Want Ride Men in all departments, must drive semi. Wives to sell tickets. Need two Foremen; good salary. Getty Pugh wants Manky Pank Agents. Can place Manky Panks of all kinds now; no "ex." Want Agents for Milk Bottles, Fish Pond, Slum Stores, Pitch-Tilt-U-Win, also Bingo Countermeas, Charles Leroy wants Geek at once. (Rockie, wire.) Harry Schreiber wants Working Men in all departments. Want Billposter with Car. Fairs start July 20.

ALL WIRE: L. I. THOMAS, Mgr.

Wheeling, W. Va. this week; then Logan, W. Va., for 4th of July.

NORTHERN EXPOSITION SHOWS

"THE NORTHWEST'S FINEST"

WANT FOR STAR STUDDED ROUTE OF FAIRS AND CELEBRATIONS

RIDES: Will book Little Dipper, Boat Ride, Pony Ride, Train. Excellent Kiddie Ride territory.

SHOWS: Will book Fun House, Glass House, Sacks Show, nicely framed Girl Show that can operate to work anywhere. All must have own transportation and equipment.

HELP: Can use several top Ride Men. Best of wages to clean, reliable men. Can use Agents for Manky Panks. Bill Sheldor can use Griddle Man and Kitchen; Help for Cookhouse. Dave Reese wants Countermeas for Corn Game. Whitley Evans, Jim Woody, Boone Dobson, wire Jesse Trout.

CONCESSIONS: Can use Manky Panks only. Must be well framed. NO MITT CAMPS.

GLENN ULLIN, N. D., GOLDEN JUBILEE CELEBRATION, JUNE 30-JULY 1; SAMSUN, N. D., JULY 4-5-6, The Northwest's Biggest 4th of July; FLAXTON, N. D., BURKE COUNTY FAIR, JULY 7-8-9; WOLF POINT, MONT., STAMPEDE, JULY 11-12-13; FOLLOWED BY MONTANA "B" and "C" CIRCUITS OF FAIRS.

Phone or wire MIKE SMITH, Owner of LAWRENCE LA LONDE, Mgr.
As Per Route. Permanent Address: Worthing, S. D.

THE CAVALCADE OF THE WEST

featuring THE FEARLESS GREGGS Cannon Act

WANTS

SHOWS—ALL TYPES—WITH OWN EQUIPMENT, PAY TAXES AND COMMITTEES
—KEEP ALL YOU WIN.

This means Celebrations and Fairs, as well as Still Dates.

We are now booking all Legitimate Concessions for the Great Burien July 4 Celebration—Lake City Pioneer Days, over 50,000 attendance last year—Followed by the Granddaddy of them all—For the first time in 15 years—in downtown Seattle for the Great Centennial Seafair Celebration—Followed by fairs and celebrations ending November 11, in Santa Ana, Calif. This show carries 10 rides and 14 light towers—All office owned. Have plenty of ride help.

Wire or Phone, DANNY FERGUSON

June 22 to July 1 at Colonial Hotel, Vancouver, B. C.—Then Claremont Hotel, Seattle, Wash. Contrary to all reports, we have exclusive contract for Evergreen State Fair, Monroe, Wash.

P.S.: ART SPENCER, BULL MARTIN, DOC BURNS, ANSWER.

WANT

Relief Caller and Countermeas
Truck Drivers, Wire

JOHN CHAPMAN

c/o Western Union, Columbus, O.

AMERICAN MIDWAY SHOWS

WANT WANT

RIDES: Will book one more Flat Ride.
CONCESSIONS: Will book any Stock Concessions.
SHOWS: Can place Fun House.
RIDE HELP: Who drive on all rides. Year round work.
We opened Dec. 1, 1947, and still out. Minelz, this week; 42nd Annual July 4, Bridgeport, July 1-5; treadell Picnic, July 7-9; Indian Trail Days, Corman, July 10-12; Runyon, Whitehurst, July 17-19, twelve fairs to follow. All Texas.

1/2 PRICE

Our Price
\$299.50
F.O.B. Pa.
While They Last

LE ROI
Model D91-RP7 Industrial Power Unit

BRAND NEW 22 H.P. POWER UNITS

BRAND NEW... not war surplus. We sold 1,019 of these power plants. These units are being used on the Strates Show; Ask Mike Olson... And 62 other ride concessionaires have bought and reordered these plants... And you save approximately \$200.00.

Order Yours Today. Don't Be Left Out.

CAMPBELL AND COOPER

76 CROWN ST. Phone 937 KINGSTON, N. Y.

TWIN DISC CLUTCH, IMPULSE STARTING MAGNETO, ENCLOSURE CASING, GOVERNOR, ETC.

FOR WHEELS, SWINGS, CARDUNELS, or other rides requiring 22 H.P.

DOUGLAS GREATER SHOWS

WANT WANT WANT

OUTSTANDING 4TH OF JULY CELEBRATION, (TOPPENISH, WASH., JULY 1-2-3-4-5-6)

10 BIG WEEKS OF FAIRS AND CELEBRATIONS INCLUDING TWO WEEKS IN SEATTLE, WASH. RIDE HELP IN ALL DEPARTMENTS—MUST HAVE SEMIS—NO DRUMKS

CONCESSIONS Fish Pond, Basketball, Gemmy Wheel, Photo Gallery, Slings, Game or any other Merchandise Concessions not conflicting.

SHOWS Can book Mickey Mouse, Fun House, Monkey Drome. Must have own equipment and transportation.

WANT—FREAKS—WANT And Working Acts balance of season. MORRIS WENICK, MGR., SIDE SHOW Route—Brenton, Wash., July 8 to 13; Kent, Wash., Cornicopa Celebration, July 14 to 19; W. Seattle Hi-Yu Celebration, July 21 to 26, as per route.

GEORGE CLYDE SMITH SHOWS

WANTED

String Game, Ball Games, Watch-La Buckets, Glass Pitch, Mucky Buck, Six-Cats, Spot-the-Spot, Booring Alley, Novelties. Wanted: Monkey Show, Car Show, Jig Show, Side Show, Motorhome and Low Pony Rides. Agents for Hanky Panks and Truck and Tractor Drivers. All replies to:

GEORGE CLYDE SMITH SHOWS
This week, Central City, Pa.; next week, Firemen's Fourth of July Celebration, Tyrone, Pa.
P.S.: Want Slum Spinrite and Court Store Agents

DIESEL ELECTRICIAN WANTED

Capable of handling four CMC plants on large truck show. Phone or wire

DON FRANKLIN
DON FRANKLIN SHOWS
Trenton, Missouri, Fairgrounds this week.

GREATER MIDWAY SHOWS

Want For Big 4th of July Celebration, AYOEN, NORTH CAROLINA. Stock Concessions of all kinds that don't conflict. Place your help in all departments. Will book any Show

FRANK DICKERSON, Mgr.
NEW BERN, N. C., THIS WEEK; THEN AYOEN.
P.S.: Have for sale small Carnival—2 Rides, 2 Shows, all other Equipment. Make me an offer.

WANTS WANTS

FLYOPLANE AND WHIP FOREMEN

Salary \$75 per week and bonus. Abs. Concess. wire. 100% on Bailey wants to hear from all help

Lawrence Greater Shows, Wooster, O.

WANT

People When Clutch Men and Ortopus Man. No teardown or trucks to drive. Year round work. Find (Pam) Bailey, come on Need Man or couple to handle Grab and Postcard. Can get few more Stock Concessions. Have wonderful opportunity for two kids. Rides—no traps, wires, wires or phone

Mort Alexius, LAKE GEORGE AMUSEMENT PARK
Lake George, New York Phone Lake George 590

AMVETS' ANNUAL JULY 4 CELEBRATION

MT. CLEMONS, MICHIGAN, JULY 3-4

Want Fireworks Display — Car Giveaway — Hot Rod Races, Free Admission to Grounds. Part Harmon Team Water Festival Follows, then Banders March, Detroit. Want legitimate Merchandise Concessions. Paperwork sold. Ride help who drive semis. ALL REPLY TO:

SAM GOLDSTEIN 1731 LEE PLACE DETROIT 6, MICH. PHONE TR 36151

BACK IN BIZ AT 78

Aunt Fannie Mason Returns As Ride Owner in Birm'gham

AMUSEMENT business will never grow old to Aunt Fannie Mason.

At 78, Mrs. Fannie E. Mason is back in the business dear to her heart after a year's retirement in 1950.

Aunt Fannie and her husband, Elmer Mason, are running three rides at Fair Park, Birmingham, where she is proving to be a jack of all trades. She gives careful attention to every little detail, according to R. H. (Dick) McIntosh, general manager of the Alabama State Fair Authority, and her rides are among the most spiek and span in the park.

Mr. and Mrs. Mason have just taken over the Comet Jr., a small Roller Coaster, the Flying Scooter, the Boat Ride and Glass House, all formerly owned by Bill de L'horbe and Raiph Roco, of the Alabama Engineering Associates of Baltimore.

Aunt Fannie has been in the business world since she was 16 when she sold tickets to YWCA functions, and she says she is happier now than at any other time of her life.

And, she's done a little of everything in the line of business: run a newsstand, operated a cigar store, worked in a cigar factory where she wrapped as many as 1,000 cigars in one day, operated various amusement rides, and printed and sold songbooks.

"Mr. McIntosh has taken all the work out of my business," she says, but those who know Aunt Fannie will tell you that she'll always find plenty of work to do.

Aunt Fannie's entrance into the amusement field came when she and her first husband, William B. Hubbs, bought a Merry-Go-Round at Vanity Fair Park in Providence. From there they expanded to Pottstown, Pa. At the same time she was operating both concessions, she was running a songbook publishing house at 42 Union Square, in New York.

Like a great many in the amusement field, she's had her ups and downs, and one of the downs came when a fire at Brighton Beach swept her and her husband pretty clean.

Undaunted, Aunt Fannie went to the late Billy Dentzel and told him she wanted a three-abreast Merry-Go-Round. When Dentzel



Aunt Fannie Mason shown with R. N. McIntosh, general manager of the Alabama State Fair, Birmingham, in a ride at Fair Park, that city. Picture was taken recently after the 72-year-old Aunt Fannie returned to outdoor show business when she and her husband purchased three rides they will operate at the Birmingham funspot.

asked how much money she had to put up, she admitted that her bank account amounted to a "big, fat \$100." Dentzel let her have the machine, and took a mortgage of \$7,000. She set it up in Broad Ripple Park in Indianapolis, where she operated for eight years and accumulated enough money to pay back Dentzel and retire for life. That was in 1925.

Well, Aunt Fannie is still going strong with no thought of retirement.

After Indianapolis, she went to Holyoke, Mass., and operated rides until last year, when de L'horbe and Roco approached her to buy their interest in Fair Park. They felt that she would give the rides the "home ownership" they needed. De L'horbe and Roco had a great fondness for the young enterprise in Birmingham which they had helped to born in 1948.

Aunt Fannie says it's the best operated and cleanest park in the country. And Dick McIntosh

thinks Aunt Fannie is just what he's needed. She and her husband live in a small house on the Fair Park property and they're doing all right — evidenced by their beautiful home in Miami is only one manifestation of the fact.

Any day you can see Aunt Fannie fussing around the motor house of her Comet Jr., or spading the flowers around the Flying Scooter or tinkering with some gadget on her fiberglass boats. She drives a brand-new canary-yellow Oldsmobile, and loves it.

Her philosophy of life can be summed up in these few words: "Keep away from old women and men and stay young by work." She's a living example of the wisdom of those words. She has worked most of her life, and young people are her first love. That's why the amusement business is her very breath. She is never happier than when she is watching the eager young faces around her rides.

REYNOLDS & WELLS SHOWS

CALL CALL

CAN NOW PLACE ALL SHOWS WITH OWN EQUIPMENT.

STARTING WEEK OF JULY 4, CALEDONIA, MINN. 16 FAIRS TO FOLLOW—MINNESOTA, OKLAHOMA, TEXAS.

Platform, Grind, Bally Shows, low percentage. Good Show Territory. Can use a few more Hanky Panks of all kinds. Long season ending November. Want Ride Help on all rides. Also Bingo Countermen. Good treatment at all times. All Replies: West Union, Iowa (on the Square) June 25-28; then Caledonia, Minn.

WANTED—WANTED

Cookhouse large enough for 13-15, 8-Show, 45-Concession Show. Playing Smabestack Towns, Fairs and Celebrations to follow.

Also Side Show Manager and Acts including Half-and-Half. What can you do? Want Agents for Show, Floss, Six Cats, Scales, Buckets, Skillo, Count Stores.

WANT ALL KINDS OF BINGO HELP
Ride Help that drives. Top salary and bonuses. Join now.

C. A. VERNON

United Exposition Shows
8400 North Ave., Chicago Wire Melrose Park, Ill.

ELECTRIC POWER PLANT

Three used 90 Kw. General Motors Diesel Engines, all mounted on Hobbs 33' float with "Lewis-Bill" body, all steel framework covered with sheet aluminum. Power plant was used by well-known carnival man. Understand cost \$20,000.00 new. Must be sold at once. Wire or phone.

KARL P. GOODMAN
3-1691, 818 TEXAS STREET, EL PASO, TEXAS.

WANT

For Fourth of July Celebration, week June 30, Perryville, Md., right on Highway 90, 10 miles from Post Deposit. 30,000 salaries and salaries' pay day.

Want Hanky Panks of all kinds. Rides not conflicting and Foremen for Spiritie and Ferris Wheel. Will not advance tickets unless I know you. State salary desired.

HARNEY TASSELL, UNIT SHOWS
CHESTER, PA.

ANYONE KNOWING

JOHN B. (WHITNEY) PATTERSON'S

ADDRESS, PLEASE WRITE

Box 751, c/o BHBroad Pub. Co. 396 Arcofe Bldg., St. Louis, Mo.

COMING EVENTS

Continued from page 86

Utah Provo—Annual Timpanogos Hike. July 19. O. H. Hart.
Virginia Ocala—Firemen's Celebration. June 20-21. Ebert L. Lundy.
Washington Sedro Woolley—Loggerade July 3-4. A. E. Lakerena.
Wisconsin Appleton—Annual Civic Celebration. July 3-6. Frank Lappin.
Wyoming Laramie—Jubilee Days July 10-12. G. H. Desinger.

FOURTH OF JULY CELEBRATIONS

Arkansas Cornsng—Young Men's Civic Club. Richard C. Polk.
California Fort Bragg—Sequoia American Legion Post 88. August 1. Arford.
Colorado Greeley—Chamber of Commerce. C. J. Mayer.
Illinois Casey—Rm Hickey.
Indiana Brazil—Rotary Club. Harlan H. Henderson.
Kansas Atchison—Junior Chamber of Commerce. Bill Edwards.
Massachusetts Lowell—City of Lowell. George P. Legrand.
Minnesota Duluth—Park Point Edward Braun Post 283. Am. Legion. Howard O. Nyquist.
Missouri Green City—Am. Legion. Vincent P. Casper.
New York Livingston Manor—Fire Department. Leonard Silverwood.
Ohio Ashville—Community Club. Edwin W. Irwin.
Pennsylvania Indiana—Lions Club. J. Murray Suterbaugh.
Tennessee Martin—Young Men's Business Club. John M. Moran.
Wisconsin East Troy—Lions and Lions' Club Celebration. July 4-8. Robert Hardaker.
Wausau—Junior Chamber of Commerce.



BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

AMERICAN LEGION

WEST HEMPSTEAD L. I., N. Y. June 23-28

VETERANS FOREIGN WARS

RIVER HEAD L. I., N. Y. June 30-July 5

VETERANS FOREIGN WARS

GLEN COVE L. I., N. Y. July 7-12

WANT FOR OUR 14 OUTSTANDING FAIRS STARTING IN AUGUST

Butler, Pa., Aug. 11-16; Cumberland, Md., Aug. 18-23; Indiana, Pa., Aug. 25-30; Ebensburg, Pa., Sept. 1-6; Fredericksburg, Va., Sept. 8-13; Goldsboro, N. C., Sept. 15-20; Clinton, N. C., Sept. 22-27; Frederick, Md., Sept. 29-Oct. 4; Charlottesville, Va., Oct. 6-11; South Boston, Va., Oct. 13-18; Charlotte, N. C., Oct. 27-Nov. 1; Columbus, S. C., Oct. 27-Nov. 1; Brunswick, Ga., Nov. 3-8; Valdosta, Ga., Nov. 10-15.

SHOWS: WILD LIFE—FUN HOUSE—CLASS HOUSE—ANIMAL SHOW GRIND SHOWS—PENNY ARCADE.
RIDES: 2 No. 5 FERRIS WHEELS—ROCKET—FLY PLANE—OCTOPUS SCOOTER—DARK RIDE and a GOOD KIDDIE LAND.
CONCESSIONS: ALL KINDS HANKY PANKS—NOVELTIES—PHOTO LONG AND SHORT RANGE GALLERY—AMERICAN PALMISTRY—FISH BOWL—JEWELRY.
NEED CHAIRPLANE FOREMAN—WHIP FOREMAN—AND SECOND MEN ON ALL RIDES. DRIVERS PREFERRED.

ALL ANSWER: SAM E. PRELL WEST HEMPSTEAD, LONG ISLAND, N. Y.

Advertisement for Charles H. Hodges, featuring a photo of a fair scene and text: 'POWER PLUS', 'AFFILIATED AMUSEMENTS', 'ALL RED', 'HOLD!! EXCLUSIVE CONTRACTS FOR 10 SHOWS 10 AT THE FOLLOWING FAIRS...', listing various state fairs and contact information for Chas. H. Hodges.

Advertisement for Baron Paul's Pleasure Island Shows, featuring the headline 'The ONE and ONLY! HOOPESTON ILLINOIS, FOURTH OF JULY CELEBRATION' and details about concessions, ride help, and show information.

Becht Rides Damage 15G

HILLSBORO, O. June 21—A sudden windstorm, which slashed the midway of Lee Becht Shows here this afternoon, caused an estimated \$10,000 to \$15,000 damage to the Merry-Go-Round and Swing. The blow, which struck as the org was preparing to open for its final night of a week's stand on the streets here, leveled some concession tents and carried others a block from the shows' location. Repair work on the rides started immediately and Becht expected to have them in operation at least by midweek in Franklin, O., org's next spot. Kiddie rides on the shows were unaffected by the storm.

CONCESSIONS—Everything open except Cotton Candy, Scales, Six-Cats, Foot Long and Cookhouse. Exclusive available on Bingo, Novelties and Custards.
THIS DATE IS A TRADITION—NOT A QUICK SWITCH OR PROMOTION.
Come prepared for the longest, hardest, biggest Fourth you ever had.
Bill Stacey, answer.

RIDE HELP—I want first-class Foremen for the following, who know how and what to do. Positively no drunks. Wheel, \$70.00 a week; Louper, \$35.00, and Chairplane, \$60.00, plus bonuses. Money sure every pay day. Speedy, come home. George Johns, Al Glover, Bob Leiveri, come on. Dynamite Harris no longer here.
SHOWS—Can use Side Show, Motordrome, Fun House and Girl Show. Cuban Mack, answer.

BARON PAUL'S PLEASURE ISLAND SHOWS TILTON, ILLINOIS. THIS WEEK.

4TH OF JULY CELEBRATION, HAYS, VIRGINIA WANTED—C. A. STEPHENS SHOW
CONCESSIONS: Custard, Novelties, Burner, Six Cat, Glass Pitch, Basketball, Hoop, Photo, Fish Pond, Juwey, Bowling Alley, String Game and Pin Store. Agents for Conul Store. SHOWS: Charlie Negan can place Girls for Girl Shows; also Mechanical Fair. RIDES: Live Pony ride, Kidly Auto, Train, Kidly Swing. Will make room for good ride men.
ST. PAUL, VA., THIS WEEK, HAYS TO FOLLOW.

Want Concessions Streator Annual Labor Day Celebration
August 30-31- September 1, 1952
Book Independent. Deposit Required.
Contact: FRED J. SALLUATI 901 North Wason St., Streator, Illinois

BOB'S MODERN SHOWS
WANT CONCESSIONS: Short Range, Cork Gallery, Darts, Floss, Age and Weight, Good opportunity for Bingo. Will book Six-Cats and Buckets. Will book Shows with own outfits. Good opening for Girl Show. Need a few good Ride Men. Want sensational Free Act.
Columbia, Tenn., this week; then the big RED BOILING SPRINGS, TENN., Fourth of July Celebration.
Positively no agitators. Hedy Jo, contact.
All replies to BOB LEEDY, Owner: MACK BOGE, Bus. Mgr.: SAM HOUNSNER, Concession Mgr.

BLACK HILLS CELEBRATION SHOWS
Wanted to book due to accident, Ferris Wheel, Octopus and Spiffire or any other Major Ride. Good ride route, low privilege. Open 17th Div. I. Can use Hanky Panks. Have two Fourth's, no still spots. Address: Noonan, N. D., June 24-25; Bowbells, N. D., June 26-28; Seeber, Mont., July 2-4; Plentywood, Mont., July 5-6.

WANTED
Griddle Man and one other Cook House Helper who can drive truck. Just be clean and sober. Contact: George Griffith Eddie Young's Sterling Crown Shows Mayfield, Kentucky, this week.

ASHEVILLE, OHIO JULY 2-3-4
THREE BIG DAYS AND NIGHTS.
Parades, Fireworks, Free Acts, Bands, Horse Show, Dances, etc.
SHOWS AND CONCESSIONS WANTED.
Popcorn, Wallies, Jewelry, Age and Scales, Photos, Long and Short Range, French Fries and Street Concessions of all kinds.
FRED NOLAN
MOXAMALA PARK SOUTH IANESVILLE, OHIO

TEXAS KIDD'S SHOWS
Want to book Bingo, Hanky Panks and major Rides not conflicting for fairs and still spots, any sort of Street Shows, any major Ride except Wheel. Have following fairs: Havel, Lions Club, drew 25,000 last year, July 17, 18, 19; Brumwood, Sons of Confederate Veterans' Houston, July 28-Aug. 2, four days and nights, plenty shade and cool springs; 40,000 people last year; Blanco County Fair at State Park, Aug. 9, 10; Prater's Wanda at Ft. Worth, Dec. 2, crowd of 1,000,000 peanut crop, showing on courthouse square. Especially want to book major Rides for this fair, Sept. 23-27. Other fairs pending. Location to follow.
Permanent address: Burleson, Tex., Route 2.

PENNY ARCADE**WANTED**

Beginning Brownstown, Ind., Annual Homecoming July 14 and for balance of season, all fairs and celebrations.

Arcade must be strictly legitimate, good equipment and dependable. Splendid opportunity for good operator.

Address inquiries to

GOODING**AMUSEMENT CO., INC.**

1300 Norton Ave.,
Columbus, Ohio

BRODBECK SHOWS**WANT**

Concessions— Bingo, Hoop-La, Fish Pond, Photos, String Games, Coiny Stone, Cigarette Gallery, Short Range, Grab Stand, Pop Corn, Floes, Ferris Wheel Foreman.

Kingslayer, Ohio, June 31-28.

WANT WANT**AGENTS**

For the best 4th of July show in Missouri for the following Concessions: Men and Wives for Pan Game, Pea Pod Agent, Jewels, Color Bottle Game, Pin Stone, Skins, Rattle, Roll Down, Ball Game, Penny Pitch, Set Sundries, Under and Over. Also Hunky Pank Agents.

S. B. WEINTRUB

Care Grand American Show
This week, Newton, Iowa; next week, Kirksville, Missouri.

NOTICE**CAT BACK FINGERS**

CIT IN TOUCH WITH ME AT ONCE.

JACK GILBERT

HOTEL STUYVESANT
BUFFALO, N. Y.

WANTED

Merriam's Round Foreman, salary \$400.00, most drive unit, Hunky Pank Concessions wanted for Big Fourth week at Coal City, Ill.

Peek Amusements
Pader City, Ill., this week; Coal City, Ill., July 2-4.

HAVE NO. 5 WHEEL

And other ideas for lease balance of season or longer. Ideas can be seen in N. Carolina.

BOX D-217

Billboard, Cincinnati 22, Ohio

JUST IN TIME FOR JULY 4

Two good buses priced right for quick sale—one 1947, East River, 188, new, 8 aluminum buses, 8 carts, seats 10 children, one Yungler Circus Ride, model 34. This is one of the best chair buses ever built, a beautiful ride complete with steel fence, ticket booth, operator seat, entrance and exit. Ride set up, come and look them over, \$2,500.00 for both rides. Wire, Phone Lee Maris, Rushville, Ill.

CAPABLE TRAINERMASTER**WANTED**

One who knows his business. Salary—All you are worth. Address:

AL WAGNER

Care Carnivals of Amusements
Benwood, W. Va., this week.

Merriam's**Midway Shows**

Can use a few more Concessions. Ride help on Billfire.

Prison, Minn., June 30-31; Cannon Falls, Minn., July 1-2-3-4.

TALKER WANTED

Must be capable and high class for Big Dick Show Revue. Also can place UNION BILLPOSTER.

AL WAGNER, Mgr.

CAVALCADE OF AMUSEMENTS
Benwood, W. Va., this week.

CONAWAY OBSERVES:**Modern Shows Top Old-Time Outfits**

By PAUL M. CONAWAY

DURING the last quarter of a century there have been profound changes in the outdoor show picture, as in nearly all phases of life, manufacturing, science, transportation and politics.

Some of these were forced by circumstances completely outside the control of the businesses involved, while others were the result of human ingenuity designed to stimulate interest, increase efficiency, reduce costs and obtain a satisfactory financial return in the face of a fast-shrinking dollar.

When one compares the circuses and carnivals of 1952 with those of the 1920's the conclusion invariably is that nearly all of these changes have proved advantages, weighed in a practical businesslike manner. This may bring disagreement from those having only a nostalgic regard for "the good old days" or those who view outdoor shows as "fans," but the men and women who actually gain their livelihood or those who risk their money in the ventures in this year of 1952 will give you a truer diagnosis.

The circus business was largely known by the general public for its romantic appeal during the first quarter of this century, and the circus field of business activity has perhaps undergone more changes in the second quarter of the century than any other branch of show business of comparable size and importance.

Victorian Charm

Victorian charm was fine and highly desirable in one era, but problems arising in the second quarter of the 20th century required modern efficiency. The American Circus Corporation started the trend, and when John Ringling acquired virtual control of the industry in 1929 he continued it.

Through the years advertising and promotional methods have greatly changed, non-profitable shows have been taken from the road, equipment has been streamlined, and a vast majority of the shows have shifted from rail to modern motor transportation.

Let's look at the advertising for a moment. In the first quarter of the century it appears that most circus advertising and publicity was aimed at overcoming the public's assumption of "there's nothing new under the sun." Spectacular features were the eye-catchers. Except for possibly the Ringling-Barnum, Clyde Beatty, Hamid-Morton, Polack and King-Cristiani shows of the present, individual acts or new offerings are not headlined, but emphasis in billing and publicity is on the circus.

Now sharing high honors in advertising is something rare in the old circus days—the sponsor. The local organization which presents the show, often providing lot, licenses and advance ticket sales campaigns, has become tremendously important in the circus picture. Jack Mills, of the Mills Bros' Circus, is generally credited with being the originator of the auspicious one-day stand circus-under-canvas idea, but in recent years there have been many other leaders in the field, with various variations of the same idea.

Indoor Circus

In the indoor circus division Col. Bob Morton has seen his small "fraternal" one-car seedling of 25 years ago sprout into one of the world's largest, and

total attendance at all indoor shows is estimated to exceed the annual attendance of the under-canvas traditional circuses.

Now the role of the sponsor fits in nicely with the average circus owner. Circus owners are born speculators. The natural hazards of the business are enough to turn away the average man who'd gamble his life's savings on the Stock Exchange. There he has information about crops, markets, prices and other factors. These are but a few of the risks involved in a circus, for one must consider such unforeseeable events as bad weather, opposition, epidemics, and even temperamental.

The sponsor assures that the burden of many "locals" will be passed on. Better yet, the sponsor enables the circus to obtain a considerable amount of money in ticket sales ahead of show dates. A circus operator who'd willingly pass up this insurance in these days isn't a speculator. He's just foolish.

Convenience and economy of motor transportation compared to the high railroad rates made the motorized show another natural of this quarter century. There are those—back to the nostalgic side again—who will say differently, but the transition of circuses from rails to highways hasn't dealt a substantial blow to the glamour of the circus. There are former railroad show owners operating motorized shows today who avow the number of paying customers and the consequent grosses are far higher than ever registered for their railroad shows.

Circus Parade

The circus parade passed out of the picture in the last 25 years, and it has returned on a trial basis with the King-Cristiani show. As exploitation it is a super stunt, but from the practical side this experiment will bear watching. There's considerable extra expense to a parade these days—the proper equipment is scarce and expensive, employees must have more pay, traffic snarls are a headache in many cities, long overnight jumps make it next to impossible, but the real test will be in the ticket wagon totals.

Many important changes have been made in physical equipment, lighting, canvas, and safety measures. Mechanical gadgets of many kinds have appeared in even the last decade to save man-hours.

In the actual performance itself there has been perhaps the least changes, as the circus performance of today closely follows the general line and form of earlier circuses. In the presentations in the rings and hippodrome track. True, there are new faces in the line-up of acts, new stunts, new routines, different costuming, different timing of specs, but the same general brand of circus entertainment is offered today as in our grandfather's time. And it is a good thing that it is, for circus entertainment has always been known as a wholesome, superior brand of entertainment, attracting every member of the family, and within reach of all.

Many of the changes noted with relation to the circus business have been found in the carnival field, the two different branches of the show world are unlike in many important characteristics.

The transition toward motori-

zation has been strong in the carnival field and in the development of new ideas in lighting, new fronts, new promotional stunts the carnival field has probably out-paced the circus.

Particularly noticeable has been the impressive change in type of performances offered by carnival midway shows the past quarter century. Among the pioneers were Carl Sedlmayr and the Velaire Brothers, who stunned the Southeast with new types of midway attractions back in the early '30's. Even in the depression years remarkable advances were made by such leaders as J. C. McCaffery, then associated with the late Rubin Gruber; E. Lawrence Phillips, who then headed the Johnny J. Jones Exposition; Fred Beckmann and Barney Gerety, the late Max Linderman, and James E. Strates, to mention a few.

Spectacular riding devices had long been the features and there was a school of thought that only freak and sex shows would draw money. But this proved otherwise. In postwar years the tone of midway entertainment was further lifted by Izzie Cetlin and Jack Wilson, who in the past quarter century converted a small gilly show into one of the nation's top orgs; Floyd Gooding, who has achieved a unique distinction by actively directing nine separate ride units; Al Wagner, who changed a small motorized show into a big railroad show, and David B. Endy, whose rail show was an artistic success, tho financially disastrous.

Changes Pay Off

Generally speaking, these changes in the carnival field have paid off. While expenses have been steadily upped, the grosses have zoomed faster. For instance, the case of the Georgia State Fair in Macon, about which I have had some knowledge the last 25 years. The total gross of shows and rides of a standard old-type big-name midway org was as low as \$9,000 for a six-day engagement. The advent of the new features brought this steadily to \$25,000 in two or three years, and now a carnival owner is disappointed if the shows and rides gross dips under \$50,000 for the same six-day engagement at the same fair.

The carnival business is full of talented, ambitious men, who have a knowledge of exactly what they're doing and they'll be heard from because they're not stopping at present-day aims. Two of those who have met with spectacular success, on a modest basis, in the Far South are Shan Wilcox, now active after a year's retirement due to illness, and C. C. (Specs) Gracourth, who owns the Blue Grass Shows.

When one reviews the past 25 years in the circus and carnival fields it is easy to recognize the great changes that have taken place, and these foretell that early explorers, the Henry Fords and John D. Rockefeller of the outdoor show world, have something else up their sleeves for the future.

MODEL SHOWS, INC.

Want for Fair Route in Iowa, Newton, Iowa, July 4th on the Street.

Concessions—Eads Film, Bookstore, Ice Cream, Photos, Histrionics, Novelty Jewelry or any Concessions that works for stock shows—10-in. Snake, Monkey, Fun House, Illusion or what have you! Have Iowa's best fair route including Mouse Clr., Ride Helm—Carnival Foreman, Spiffie Foreman, Second Men who can drive. Address:

JOHN L. ROBINSON

Wetli-ville, Mo., this week; Newton, Iowa, next.

CROSSROAD AMUSEMENTS

Wanted: Racket Agents for 2 Ball Baskets, Back Over-12 Acts, Small Hoop, counts on if you are not with Bill. Am Celebrations, Martelline, Mich., this week. School Section, Bill, Martelline, Mich., July 2-5. Mgr. or come on.

MIKE DEMKO

P.S.: No Inquiries.

LOOK!**1-2-3-4 STAR AMUSEMENT**

Wants for Dedication Bull Shoos Dem. Truman will be there for consolation. Legitimate Concessions that work for stock. Hunky Pank of all kinds. Come on. Following Takeaways: Me.: Bayou, Ark.: Green Forest, Ark.: others follow. Mountain View, Mo., this week; Mountain Home, Ark., next.

FOR SALE

1946 FEDERAL 3-TON TRUCK, and 20 FT. FRUENAUFF VAN TRAILER.

With 40 K.W. Transformer and office in basement. Exceptionally good motor and all in A-1 condition. 1900 Ft. Deshaie "01" Number Cable, 16 or 18 inch 250 Type Junction Box, 1000 500 lb. A-1-100 CHEVROLET 1 1/2 TON TRUCK with 5th wheel Tandem Hubber and in good condition. \$500.00.

SPOT MASON

676 STAR-LITE PARK, Moline, Ill.
4000 7th Ave.

WANTED

Foreman for Octopus. Also Concessions Agents and Man to up and down office owned Concessions. Can place Tilt-a-Whirl or Caterpillar for Hudson. New Hampshire, for week 4th of July. Can use Bingo Caller.

HARRY KAHN

NEW ENGLAND AMUSEMENT CO.
Athol, Mass., this week; Hudson, N. H., to follow.

WILL SELL FOR CASH

4-Ride Carnival in good condition with transformation. Transformer in truck—heavy rubber, 3 conductor #0 Cable and Junction Boxes. Organized outfit in operation in Midwest. Full season of Fairs and Concessions booked solid. Owner resigned from all business. If interested inquire

BOX D-212

c/o The Billboard Cincinnati 22, O.

JOE ROSEN**WANTS**

Help for Bird Wheel, Fiddle, wife me. Give you same proportion. Tony, can use you. Long season till Christmas; 16 Fairs. No drinks.

HILL'S GREATER SHOWS

Rawlins, Wyo., June 23-29.

Concessions Wanted!

Rochelle, Ill., Chamber of Commerce
20TH ANNUAL FARMER'S PICNIC and SWEET CORN BOIL

AUGUST 21, All Day & Evening

Stock Only! Limit—2 of a kind
Best One Day Stand in No. Illinois.

WHEEL FOREMAN

Want first class Operator. Good wages and best of treatment. Wire

M. A. BEAM

CURWENSVILLE, PA., this week.

JOHN HALL (Whitey)

CALL OR WRITE COLLECT IMMEDIATELY

Orville Hall

4/5 Bader's Blue Ribbon Shows
Jennsville, Wisc., this week; Madison, Wisc., July 4th.

MAXIE SHARPE

Wants Agents for Roll Down, Plus Store, Six Cats and Wheel.

c/o PAGE AMUSEMENT CO.

As per costs.

WANTED

Ride Men passing through Chicago. Stop and make a test-down and set up. Also permanent jobs available.

JOHNNIE DOOLAN

1579 So. Halsted Chicago, Ill.

FOR SALE

1950 factory-built 16-ft. Custard Trailer with 30-gal. per hr. Ecc-Way Machine, all stainless steel body, tandem wheels, thousands and neon lighting, very heavy, perfect condition, fully equipped.

E. A. SCHWAB

MILLAN, OHIO PHONE 4043

LAWRENCE Greater Shows
 AMERICA'S MOST PROGRESSIVE CARNIVAL
 WANT FOR BIG 4th of JULY — BRIDGEPORT, OHIO
 followed by WASHINGTON, D. C., FESTIVAL, then
THE GREAT HARRINGTON, DEL. FAIR
 LEGITIMATE CONCESSIONS of all kinds—French Fries, Eating and Drinking, long and Short Range, Derby Race or Rotary SHOWS—Wild Life and any worth-while Grid Show, Want Man to handle complete Monkey Show, We have monkeys, Also here complete frame-up for In-the Show, AL DANERON, get in touch. Want Man to take charge of office-owned Concessions. Also Crew for Batches.
 FRITZ the PAINTER get in touch with us.
 ASSISTANT MECHANIC WANTED
 All address SAM LEVY, Wooster, Ohio this week. Then Bridgeport.

JOHN F. REID PRESENTS
Happyland Shows
 THE BEST IN OUTDOOR AMUSEMENTS
HAPPYLAND SHOWS WANT
 Ferris Wheel Foreman and Second Men for Twin Wheels; top salary; must be sober and drive semis. WANT Side Show, Motordrome and Funhouse for the best route of fairs and celebrations in the State of Michigan.
 Ypsilanti, Mich., until July 6.

VIRGINIA GREATER SHOWS
 The Show With The Proud Reputation
WANT AT ONCE
 Exclusive on Bingo, Custard and Novelties. Show does not want Glass Pitchers or Fish Bowls. Want American Palmistry, no gypsies. All Hanky Panks open. Want Fun House or Glass House. Unborn. Girl Show Manager with two or more Girls. Dot Gordon wants Acts for Side Show. P.C. Dealers wanted.
 Perth Amboy, New Jersey, this week.
 All Mail and Wires to WILLIAM C. (BILL) MURRAY

LAST CALL
ROCKY MOUNTAIN EMPIRE SHOWS
 FOR BELLE FOURCHE, SOUTH DAKOTA, FOURTH OF JULY
 Will book few more legitimate Concessions. Can use two more good Shows. Will book Loop-o-Plane or Looper. Can use desirable people in all departments.
 Contact FRANK O. SWARTZ
 ALLIANCE, NEBRASKA, JUNE 23 TO 29

WANTS—JIMMIE FERENZI—WANTS
 Girls for revue-type Show and Parties. Have good proposition for Talks with Girls. This Show has good Girl Show Turnover and Fairs. Would like to hear from Doris and Slim Blankenship, Betty and Eddie Mink, Ben Lull and wife, Paul & McGee, Miss Frankie Cherry, Lewie Glass, come back home. Also other Girls wire, Highest paid salaries every week of night. Tickets if I know you. Wardrobe furnished. Experience unnecessary. Also Candy Man Don't write, wire or come on. Contact—
 Jimmie Ferenzi, care Marks Shows
 KINGSTON, PA., This Week! PORT JERVIS, N. Y., Next Week.
 P.S.: At both, see you in one week.

CONTINENTAL SHOWS
 June 23-28, Granville, N. Y.; June 30-July 5, Newport, Vermont.
 Want Hanky Panks, P. C. Games, or what have you for Vermont's best July 4th Celebration.

HAPPY HOLIDAY SHOWS
 Annual 4th of July Celebration, BRIGHTON, MICH., July 2-5.
 HANKY PANKS WANTED. POPCORN, CANDY FLOSS AND EVERYTHING OPEN.
 Address: c/o JARVIS MEN STORE, Brighton, Mich.

WANT WANT
CUMBERLAND VALLEY SHOWS
 Want for the 100-Year Centennial the week of June 30 to July 5th at Tullahoma, Tenn. and 11 County Fairs to follow.
 Will book any Roll-o-Plane, Spiffire, Rollie-Plane or Comet preferred, and any Show of merit that doesn't conflict. Good opening for Motordrome, Fat Show, Midway Show, Mechanical Arcade. Due to disappointment can place Custard for the season. Also can book a few more legitimate Concessions. Address all mail and wires to
 ELLIS WINTON, COWAN, TENN.

WANT WANT WANT
 Roll-o-Plane Foreman and Second Man, must drive. Tilt Foreman, Merry-Go-Round Foreman, Ferris Wheel Foreman. Can place Concessions of all kinds. No "EX." Nothing but Fairs and Celebrations balance of season.
CHARLES CHANEY
 Care Mound City Shows, Pearl, Ill., this week.

PHONEMEN NOW
 TERRELL & TERRELL proudly announce re-affiliation with Cavalcade of Amusements. We have six major cities in Pennsylvania and Ohio where Phonemen can use important money. Offices opening immediately in all cities. For assignment contact
TERRELL & TERRELL
 Melure Hotel Wheeling, W. Va.

W. R. GEREN Presents
MIGHTY HOOSIER STATE SHOWS
 WANT: For Indiana's Largest 4th of July week, Greensburg, Indiana, in City Park, July 1-5. Fire Works, Free Admission, Free Acts. With Guest Speaker, Honorable George Craig, Past National American Legion Commander. Followed by Indiana's Largest Street Fair, Marion, Indiana, July 7-12.
 WANT: Hanky Panks, Direct Sales, Gadgets, Shows. What have you? FOR SALE: 1948 Stream-line Caterpillar, newly upholstered, new bally canvas, direct U belt drive, tunnel perfect, with two 30 foot semis, rubber line. The first person with \$6,500.00 cash takes this outfit. Have too many rides. Good help is hard to find. All replies, this week:
 WANT: Bingo July 1 thru 5.
 W. H. GREEN, Western Union, Seymour, Indiana

WILLIAM
COLLINS SHOWS
 "Pride of the Northwest"
FAIRS FAIRS FAIRS
 FROM NOW TILL MIDDLE OF SEPTEMBER, INCLUDING MINNEWAUKAN, RUGBY FOURTH OF JULY AND FAIR, FESSENDEN, DEVIL'S LAKE, NORTH DAKOTA STATE FAIR AT GRAND FORKS, ALL NORTH DAKOTA; WADENA, PERHAM, NEW ULM, BIRD ISLAND, HUTCHINSON, ALL MINNESOTA; SIOUX EMPIRE FAIR, SIOUX FALLS, SOUTH DAKOTA; LA CROSSE AND MARSHFIELD, WISCONSIN; HOBO DAYS, BRITT, IOWA.
 WANT Slum Concessions of all kinds. Reasonable privileges. It will pay you to inquire. RIDES—WB1 book good Pony Ride, Dipper, Spiffire or any ride not conflicting. SHOWS—Any high class Show with own outfit and transportation. Can use a couple of Canvas Men for two Girl Shows. Want Ride Foremen and Second Men on all rides including Tilt and Kiddie Rides. If you want more money than you are getting, wire at once. No collects. Man for towers and front gate. We pay every week and cannot miss as we have played all red ones so far.
WM. T. COLLINS SHOWS
 Boltineau, N. Dak., June 23-25; Cando, N. Dak., June 26-28; Minnewaukan, N. Dak., June 30-July 2.

CENTRAL STATES SHOWS
 GRAND ISLAND, NEBRASKA, JUNE 23 TO 28
 NELIGH, NEBRASKA, JULY 3-4-5
NEBRASKA'S BIGGEST FOURTH OF JULY
 Want Fun House, Animal Show, Monkey Speedway, one Girl Show and Athletic Show. We have equipment. Want Foremen for Rollplane and Merry-Go-Round. Can place Ride Help who drive. Good equipment, good salary and good treatment. Opening for Derby and Custard and Science and skill Hanky Panks. Can place Hanky Pank Agents.
 WE HAVE THE BEST FAIR ROUTE IN THE MIDDLEWEST. ASK THOSE WHO KNOW.
 W. W. MOSER, Mgr.

DAN-LOUIS SHOWS
 WANT FOR OUR LIST OF 14 FAIRS AND CELEBRATIONS
 CONCESSIONS of all kinds but must be legitimate and clean. Good opening for nice Bingo at Kentucky Fairs, reasonable privilege. We will not book gypsies with anything, so do not call me. We have two Ferris Wheels, two Merry-Go-Rounds, one Tilt-a-Whirl, one Roll-o-Whirl, two Chairplanes, Auto Kid Ride and Boat Ride. Can use some good RIDE HELP who can stay sober and drive good Trucks on short moves. Top wages and sure with bonus at end of fair season. Will book some clean Shows which cater to family trade. We have played all these fairs before and know what we are doing. People come early and stay late. We have contracts for the following Fairs and Celebrations:
 ST. MATTHEWS' POTATO FESTIVAL (Sixth Annual), St. Matthews, Ky., this week.
 JULY 3-4-5 CELEBRATION, Litchfield, Ky. (Biggest in Kentucky.)
 JULY 3-4-5 CELEBRATION, Freeborn, Ind. (15th Annual, A Real One.)
 PINE COUNTY FAIR, Petersburg, Ind.
 COMMUNITY 4th FAIR, Oakland City, Ind.
 ORANGE COUNTY FAIR, Paoli, Ind. (Junior Chamber of Commerce.)
 FARMERS AND MERCHANTS' FAIR, Salem, Ind.
 JUNIOR CHAMBER OF COMMERCE FAIR, Jeffersonville, Ind.
 MEADE COUNTY FARM BUREAU FAIR, Brandenburg, Ky. (A Honey.)
 BRECKENRIDGE COUNTY FAIR, Hardinsburg, Ky.
 GRAYSON COUNTY FAIR, Litchfield, Ky.
 McLEAN COUNTY 4th FAIR, Calhoun, Ky.
 HANCOCK COUNTY 4th & SCHOOL FAIR, Nashville, Ky. (A Million Rides.)
 JEFFERSON COUNTY FAIR, Jeffersonville, Ky. (Suburb of Louisville.)
 DAVIES COUNTY FARM BUREAU AND 4th FAIR, Owensboro, Ky.
 Contact LOUIS T. RILEY, Gen. Mgr., per route

WALLACE BROS. SHOWS
 SHOWS: Place Motordrome, 10-1, Monkey Speedway, Fun House, Snake. RIDES: Place Octopus, Looper, Kid Rides. CONCESSIONS: Place COOKHOUSE. Grab French Fries, Pronto Pups, all Hanky Panks, RIDE HELP: Place Tilt Foreman, Dodgem Foreman, Second Man on Tilt, Dodgem, Spiffire, Little Dipper, Ferris Wheel, Kid Rides.
 All replies: Hancock, Mich., this week; Menominoe, Mich., next, 4th July. Fairs start two weeks in Wisconsin.

MIGHTY W.G. WADE SHOWS

WANT FOR MAMMOTH FOURTH OF JULY CELEBRATION, SCRANTON, PA.,
in town, then our route of 15 bona fide fairs.

CONCESSIONS: Will sell "X" on Custard, French Fries, Novelties, Glass Pitch, Pronto Pops and Snow Cones. Will book High Smoker, Ping-Pong, Bumper, Basket Ball, Country Store, Darts, Ball Games, Devils Races, Buckets and Swinger. Want P.C. and Handy Panik Agents for office-owned Concessions.

SHOWS: Wild Life, Motorcade, Life Show, Mechanical, Big Snake, Circus Show, also Penny Arcade. Falls Usher wants Amusements, Attractions, Bally Girls and Runt, Mental Act, Talker, Ticket Sellers and Working Men. Want Cook for Cook Show to join at once. Bill Holt wants Girls for Girl Show. Salary \$75.00 a week, pay every week. RIDES: Octopus, Flyplane, Comet, Caterpillar or any Ride not conflicting, also Live Pony Rides. Frank Rupp wants all help that he can before to complete immediately or come on. He has charge of all Rides. You get your pay here every week.

All replies to **BILL PAGE, Gen. Mgr.,**
GEO. WHITEHEAD, Bus. Mgr.
PRACKVILLE, PA. THIS WEEK.

P.S. Jessie Leuley, contact E. J. Langley.

W.G. WADE SHOWS

CALUMET, MICH., JUNE 30-JULY 5

CIVIC HOMECOMING WEEK & ANNUAL 4TH JULY CELEBRATION.
PARADES & EVERYTHING!

Can place 2 GRIND SHOWS, FREAK ANIMAL, MECHANICAL, MONKEY, etc. **STOCK AND HANDY PANIK PRIVILEGES OPEN.**
Address: W. G. WADE SHOWS, Negaunee, Mich., all this week.

P. S.: Following Calumet, to SAULT STE. MARIE, MICH. ("THE SOOP")

Can place COMPLETE ORGANIZED MINSTREL SHOW for MICHIGAN STATE FAIR, DETROIT, Aug. 25-Sept. 7.

Cavalcade of Amusements

Can place Circus Side Show with own equipment, will furnish top if necessary. Our Celebrations start at Arnold, Pa., on the streets, week of July 14; followed by the Big Genesee and Muncie, Ind., Fair.

Can place Concessions of all kinds. Want neatly framed Custard Wagon, also Long Range Gallery. Will place African Dip starting at Muncie. Have equipment for any new and novel Shows. Will book Wild Life, Novelties open at Firemen's Celebration at Arnold, Pa. Will also sell "X" on Novelties at Muncie Fair, week July 25 to Aug. 2. Want Foreman for Octopus, must be sober and reliable. Also want Foreman for Caterpillar Ride. iWilliam, if you are at liberty, wire me. I can place two Mule Skinners. Also Trotter Driver who can handle BT Car. Have opening for two Points, salary \$50.00 per week. Want reliable Operator for Pop Corn Wagon, must understand Candy Appltes and making of Carmel Corn. iBar Hatch, wire if at liberty.) Can place capable Operator for show-owned Grab.

Address **AL WAGNER, Mgr.**

Benwood, W. Va., this week; McKeesport, Pa., next week.

CATERPILLAR & MOON ROCKET

FOR SALE

Both of these rides are in excellent condition. Have been in permanent park installation and used only for the last three summer seasons.

Contact **Mr. H. Antick**

Palace Playland, Old Orchard Beach, Maine.

STEEL CITY SHOWS

3 BIGGEST DAYS AND NIGHTS IN MICHIGAN, JULY 6 AND 8.
FREE ACTS, FIREWORKS, PRIZES.

CONCESSIONS: Handy Panik (two of a kind), Wand Novelties, Jewelry, Custard or Ice Cream, Lead Gallery, Ball Game, Six Cuts, Flower, Grab, Hit-Striker, Taffy, WANT SHOWS: Monkey, Wild Life, any good Show. Committee money and tickets only. Want capable Ride Men, especially for Ferris Wheel, Octopus, Merry-Go-Round, Chairplane, who drive female. Good day long season. Want one more Free Act, prefer High Pole Act at outdoor or what you call Flying Bronson, Mich. this week. Join now for big hit and good route balance season. Want Pin Store Agents. All replies:

Concession Manager, STEEL CITY SHOWS

Merry-Go-Round—WANTED—Merry-Go-Round

40-foot or larger. Must be in good condition. To be used in permanent park installation. Write **BOX D218, Billboard, Cincinnati 22, Ohio.**

HARRISON GREATER SHOWS

Want for the Fourth of July Celebrations, Parades, Bands, Pops, Fireworks, Nag Head, M. C., with all Fairs and Celebrations in follow.

Can place Concessions of all kinds. Good opening for Candy Pops, French Fries, Novelties and Scotch Fish, Pond, Ball Game & few minor Concessions ones. Have complete outfit for Girl Show. Must have sound and wardrobe. Robert Terry will manage and Performers for Office Shows of all kinds. Broadway, Saltwater, and Rides in town. Want Agents for office-owned skills and stunts. Want set of Kiddie Rides for balance of season. Will book park worth-will show liberal percentage. All replies:

FRANK HARRISON, Mgr.
Monteic, W. C., this week; then Nag Head, N. C.

WANT

FOR ALL SUMMER SEASON, BEACH HAVEN, N. J.
Ocean Resort, flashy Bingo and all group games. Can also place Popcorn, Grab, Water Ice, etc. Apply:

SAM TASSELL
6829 WALNUT ST. Phone: GRANT 5-2832 PHILADELPHIA, PA.

4th July Celebration

WHITNEY POINT, N. Y.
3 Days—July 4-5-6
Fireworks—Rodeo—Free Acts
Wanted—Shows, Rides and Concessions.

CHAS. MARCY
25 E. Clinton St.inghamton, N. Y.
Phone: 49529

BINGO HELP WANTED

Experienced Caller and Counter-men. No drinkers. Semi drivers preferred. Wire **BILL STACY**
Care Blue Grass Shows, Peoria, Illinois

From the Lots

Hiawatha

PERRYBURG, O., June 21—A Rolloplane has been added to the ride line up. A surprise farewell party in the bingo top was given recently for Mrs. Barbara Zehring, who left to join her husband who is stationed in Columbia, S. C. Pot luck dinner was provided by the women folk.

Those attending included Owners Glen and Kay Whyte; Louise, Elsie and Charles Hall; Ralph and Thelma Baughman; Bill, Betty and Juliana Ernest; Bill, Helen and Sherman Wilcox; Howard and Rita Stroud; Peewee and Josie Utly; Mr. and Mrs. Tedrow; Charlie and Mae Phillips; Jim and Lois Larmore; Jim and Cora Cox, Mr. Braxton and his father-in-law, Jim Ross, Shorty Fish, Harry Mose Jr., Ross and Eddie Bedwill and the entire ride personnel.

All-Maritime

ST. JOHN, N. B., June 21—Season's opening, following past pattern, was a 10-day stand here, but the lot was a new one at the North End, near the old Shamrock grounds lot, now a public playground. In the past, the show has always opened in the East End. Again at the head of the show is Len (Kid) Dryden, of St. John. Rides are Merry-Go-Round and Chairplane. Aspirous here again were the Syrian-Lebanon Protective Association. The weather was consistently unfavorable throught the engagement.

WANT TO BOOK

For Established Route All Fairs and Celebrations

OCTOPUS, SPITFIRE or FLAT RIDE NOT CONFLICTING
WACK LAMPTON, Mgr.
JACK GREATER SHOWS
Cretair and Orleans, Detroit, Mich., all this week.

P. S.: Plymouth, Mich., 4th July Celebration follows

FOR SALE

17 3/4" Lens Direct Positive Camera.
1 1/2" Lens Direct Positive Camera.
1 Double Shot Lens Direct Positive Camera. 2 Enlargers.
166mm Neon Sign (Phone White U Wall).
Lenses for All Cameras.
Some Chemical and Photo Boods.
All Factory-Built Cameras.
Will take \$60.00 for everything.

FRED BOLIS
Box 53, Dixon Inn, Conway, Ark.
Phone: 1279

CARNIVAL WANTED

July 21-August 12 at Ridgeway, Ill., for 1952.
GALLATIN COUNTY 4-H CLUB FAIR
Ridgeway is good, prosperous farm and town.

WARREN JONES III.
Phone: 62-82

ALL FAIRS AND CELEBRATIONS
No still dates. Biggest crop in history. Plenty money here.

Want Agents for following Concessions: Cigarette Gallery, Duck Pond, Coke Bottle, Hoopla, Whisker Race, Plans to up and down one Concession. No collect wics or phone calls. Will be in Fort Worth, Texas.

J. M. McCURDY
c/o Mail Homes Show

Amusement Company of America
G. WATSON WANTS

Assistant Train Porter to join immediately. Address:
Kakoma, Ind., this week.

WANTED

Colored Performers and Musicians. Due to miscellaneous reasons, I'm reorganizing. Wanted Comedians, Musicians, Singers, Trainers, Jugglers, Hoopla and Drummer Top salary. Tickets and food not material. If you are drunk and/or idiotic, don't answer. You'll be fired on the spot without notice. Wire T. W. EDWARDS, in care of Carlight Products & Distributors, Wallace, N. C.

CARNIVAL WANTED

For July 4th & 5th Annual Celebration at Riverside Park, Eminence, Mo.
Contact
CHAS. C. SWINEY
Phone 43-W Eminence, Mo.

THANK YOU

SANDLIA LEE
Mgt. of Royal Crown Side Show. Your new build purchase makes you one of our many happy customers.

CANOLE BUICK
Monester, Pa. Phone 527

PEE DEE SHOWS

Want for 4th of July Celebration of Gibsonville, N. C.
Bingo, Cook House, Ball Game, Concessions of all kind. Shows with own outfit, 5-in-1, Snake House, George Beardsley wants Agents for Water Joints, Ball Game, Bottle, Parks and Cops, also Pitch-Till-You-Win. Proposition—25% of 50-50 after mtg. Ride Men for Merry-Go-Round, Ferris Wheel, Chairplane.
Benton, North Carolina, this week; Gibsonville, N. C., 4th of July week.

BIG STATE SHOWS

WANT
Ralph Warner wanted Store Agents Men and Wife to take charge of Bingo, Band procession. Also want Handy Panik Agents. WANT Girl Show. Have complete outfit for Monkey Snags or 10-in-1 Show. Contact:
Want Girls for Gears Girl Show. Will book any show with own outfit. **BOOTS ANDERS**, wire at once. WILL BOOK ANY RIDE. **CONFECTIONERY** Good Years, Fredericksburg and Berea, Texas. Falls in August. Centreville and Standard Teen Fairs in September. Then Leiton Towns. His Fourth of July Celebration on street, Penn. Will wire Anna Moore, Chickasha, Okla.

FOR SALE

Electric lineo trowel, equipped with number 5 bits, 12 ft. long, with 10-in. used 3 months; Electric Flatner, used only 3 months; 200 Triple Extra Heavy Bingo Cards, brand new, never used, 5000 series, no duplicate; one used set but in very good condition. Will sell all very reasonable.

SHOOTING GALLERY

1782 E. 8th St. Cleveland, Ohio

Ray Long, Henry Gatehouse, Jimmie (Jag) Carlson, contact Jimmie Carlson, Danny Neimeyer, Tes White wants you. Nathan Carl, get in touch with Bob Young.

Address c/o **BOB HARMOND SHOWS**
1000 E. Alabama, Houston, Tex., this week; Belton, Tex., next week.

PEEK STORE AGENTS

Capable Road for Blower, Bob Kesterson, Mike the Greek, contact me. All Fairs and Celebrations from now on. Phone:

BUSTER WESTBROOK
PENN PREMIER SHOWS
Olean House Olean, New York

NATHAN MULL

Call me, c/o Rubber Stamps, Buckets and Gum Store Agents.
LOUIS CUTLER
c/o Rubber Stamps Shows, Christstown, Ind.

AGENTS WANTED

16 FAIRS TO FOLLOW
Agents for Swingers, Set Swiflers, Add-Up-Em Darts, Ball Games, Ticket Sellers for American Fairmstry. All reply:

PAT FARREL
c/o Big Crown Shows
East Peoria, Ill., this week; then per route.

WANTED ELECTRICIAN

Capable of cutting in 10-Ride Show to join on wire. Address:
BOX 611, c/o Billboard Pub. Co.
390 Arcade Bldg. St. Louis, Mo.

WANTED MECHANIC

With tools to join on wire. You must know your business. Address:
BOX 612, c/o The Billboard Pub. Co.
390 Arcade Bldg. St. Louis, Mo.

WANT RIDE HELP

MAX GRUBERG
Foreman for Chair-O-Plane to join at once. Salary \$65.00. Piquette, Piquette City of Philadelphia lots until November. Must be sober, reliable and know his business.
1529 Clearview St., Philadelphia, Pa.

WANTED

Help on Ferris Wheel and Chairplane. Operator for Wheel preferred. Salaries top. Pay day every Tuesday. Season closes October 25.
Week of June 23 to 30, Weyneshoro, Va.; July 4, Louisa, Va.
W. T. YOUNT & SON

WANT

Operator for Fun House built on Sml. Must drive, 40 per cent of gross.

F. C. Bogle Shows, Inc.
E. Dorado, Kansas, this week.
Elmer E. Walton, contact Show.

COOKHOUSE HELP

WANTED
WAITERS—COOK—ORDELEBEN
Reply **Eddie Yeager**
c/o Amusement Company of America, Kakoma, Ind., this week.
Ind., next.

CHARLIE AND BASIL BARNES AND WALKER

ARE BACK HOME WITH CAVALCADE OF AMUSEMENTS
We just had the shaven dinner in Mattie's Tobacconie. Still smoking our tips. All joined us with a clear and loud "Gee". The stars in you who was born came on," unquote. If any of the stars in you who were born here worked for us before we to "ball it up" and "kick it out" for the season, come and see it. We are stazzing a gal known as

NADINE

THE MOST BEAUTIFUL OAL IN BULESQUE
PLUS
"THE RAVEN"
Who does it with feathers (and we don't mean fairs).
PLUS
CHLOE
"THE LAZIBET STRIP IN TOWN"
(She Peels With a Southern Accent)

Just wanted to let you know where we are, and as sure as you can't make room for the dolls who have worked for us before. We are here you will see us.

Charlie and Basil
c/o Cavalcade of Amusements
Wholesale, W. Va., this week

P. S.: **YVETTE DARE, CONTACT US.**

Border Land Show WANTS

for Lake Charles, La.,
July 2, 3, 4 and 5
Largest 4th in Southern Louisiana
Handy Panics of all kinds that work for stock. All Eats and Drinks sold, Will book Rides not conflicting—Little Dipper, Octopus, Tin or Rolloplane. Can use Ride Help on all Rides. Must drive semi. Need Agents for Stock Concessions. Can place any Show with own equipment not conflicting. Write or call
Howard Deason, Mgr.
Woodville, Texas, June 23-26) Lake Charles, La., July 2-5.

JOLLYTIME SHOWS

WANT
FOR FOURTH JULY CELEBRATION
SHENANDOAH, VIRGINIA
Want Handy Panics of all kinds, Six Cat, Buckets, Custard, French Fries, Snags, Snake Show, Monkey Show or any Grand Show with own outfit. All replies:

W. R. PRICE
JOLLYTIME SHOWS
Sperryville, Virginia

FOR SALE COMPLETE CARNIVAL

Operating in New England States, booked for season. Show consists of 7 Rides, 3 Shows, 2 Power Plants, plenty of Cables, 5 Semis and 5 Tractors, 1 straight job. All in good condition and ready to roll. Operating now. Reason for selling, other business interests. Write

BOX D-211
c/o The Billboard Cincinnati 22, O.

FERRIS WHEEL FOR SALE

New Allis-Chalmers model. Seats used one season. Clark make wheel, 40' high. Can be ven up at Oakland Park, Pine Bluff, Arkansas, or at Favorite hundred and fifty \$1,750.00) cash. Furr came, first served. Reason for sacrifice, converting to strictly kiddieland. Contact
C. E. Landreth
1104 West 28th St., Pine Bluff, Ark.
Phone: Res. 3200—Park 6775.

HUTCHENS' MODERN MUSEUM

Wants to join at once for a long fair season.
One more attraction Musical Act, Impersonator Act. Also good Freak. Will place Lectures that can "sell" show. Want one good "trading" Ticket seller. No drinks. (H. C. Smith, annual) George Kay, what's wrong. Answered yours.

JOHN T. HUTCHENS
c/o SNAPP SHOWS
Muscatine, Ia., this week.

WANT

Educational Shows and Concessions for Canton, O., July 13-16 and North Industry, O., July 23-26. Inclusive: Photo, Candy Vaffy, Cork Gallery, Penny Arcade, Waterfies, Hoops and Gears. Year Age and Weight and Games that are class of.

GEORGE MARIOW
911 Payne Ct., N. E. Canton 5, Ohio

PROMOTERS

Get on our Bill! Let Each week The Billboard receives inquiries asking for names of individuals who might undertake and promote Attractions for auditions and prizes. We can refer inquiries from you.
—Please state the date and type of event or at least one event which you have promoted in the past. Reply to us or not you were financially responsible or assumed responsibility underwriting. Write Amusement-Editorial Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Carnival Routes

Continued from page 69
Royal Canadian: Swift Current, Sask. July 1-2; Lebrun, Alta., 18-19.
Royal Crown: Terre Haute, Ind.; Olney, Ill., 30-July 8.

Tinsley, Johnny T.: Atlanta, Ga.
The Top: Tigerton, Wis., 27-28; Evansville July 1-4.
Tribble: Willow Springs, Mo., 24-26; (Fair) Metropolis, Ill., 28-July 5.



WANT WANT WANT
For Napoleon, Ohio, Celebrations July 1 thru 6, Followed by Good Route of Fairs and Celebrations Till Oct. 15.
WANT—Concessions of all kinds that work for stock, Frozen Custard, Ice Cream, Root Beer and Photos open.

WANT WANT WANT
EXPOSITION SHOWS

JOIN NOW FOR A REAL ROUTE OF FAIRS
STARTING JUNE 29 AT METROPOLIS, ILL., FOLLOWED BY
* SPARTA, ILL. FAIR
* PUXICO, ILL. ANNUAL
* PINE BLUFF, ARK., DISTRICT FAIR

VIVONA BROS.' COMBINED SHOWS
NOW BOOKING FOR THESE OUTSTANDING DATES
Pookskill, N. Y., June 30-July 5.
American Legion Convention and Fourth of July Celebration. First show in new location, heart of city.

INTERSTATE SHOWS
LAST CALL FOR GALAX, VIRGINIA, 19TH ANNUAL FIREMEN'S 4TH OF JULY CELEBRATION AND 14 JONA FIVE FAIRS

Percele's PIONEER SHOWS
high class midway attractions

FREE GATE SAYRE, PA., JUNE 30 TO JULY 5—FIREWORKS, \$1,000.00 DISPLAY
FREE GATE FREE GATE
PARADES—\$600 IN PRIZES, FREE ACTS, SPECIAL EVENTS NIGHTLY
2 CARS GIVEN AWAY, A REAL HOMECOMING, TOP CELEBRATIONS FOLLOW.

MODEL SHOWS, INC.
"America's Smartest Railroad Show"

Can place Operator for office-owned Motordrome, must have own cycles. Drama leads on wagons, ready to go.
HAVE OPPORTUNITY FOR GOOD MINSTREL SHOW OR PRODUCER. WE HAVE ALL NEW EQUIPMENT. (FEAT HEAD, ANSWER.)

BUFF HOTTLE SHOWS

LAST CALL FOR HEART OF ILLINOIS FAIR
PEORIA, ILLINOIS—7 DAYS—JUNE 30 TO JULY 6
SOUTH BELoit AND NORTH CHICAGO TO FOLLOW, 9 DAYS EACH, THEN A SOLID STRING OF 18 MORE FAIRS.

TWO OF THE BIGGEST 4TH OF JULY CELEBRATIONS IN THE EAST
BRISTOL, RHODE ISLAND, and WOODSVILLE, NEW HAMPSHIRE

WANT WANT WANT
Rides, Shows and Concessions of all descriptions—Open Midway, Freddie Blythe, get in touch, Mammoth Parade, Monster Bouffire, Spectacular Fireworks and an All-New England Firemen's Muster, week June 30 to July 5. All replies

HELP WANTED HELP
CAN PLACE FOR FAIRS STARTING NEXT WEEK
SIX CATS, BUCKETS, SLUM OUTFIT, HELP
Contact DON PIERSON
Jack Lindsey wants Counter Men for Binge. Top pay.
c/o 20TH CENTURY SHOWS East Grand Forks, Minn.

GOLD MEDAL SHOWS
CAN PLACE CAN PLACE
BIG 4TH OF JULY CELEBRATION, STERLING, ILLINOIS, FOLLOWED BY MT. VERNON, ILL., FAIR. 14 MORE FAIRS TO GO.
SHOWS: Have complete panel front built on trailer for Girl Show. Must have two or more Girls. Good preparation for Wild Life. Have opening for A-1 Ride Superintendent—must know your business.

JULY 4, 5 and 6, IROQUOIS, ILL.—3 BIG DAYS
Fireworks and Free Acts. Want Cookhouse for Iroquois or rest of season. Ex on Ice Cream and Novelties. Concessions: Ball Games, Lead Gallery, Fish Bowl, Cere Gun, Burner, Pitch-You-Who, Candy Rack, Fish or Duck Pond, Cat, Hi-Striker, Basket Ball, what have you? Will take care of you if you don't have too many.

GIVE TO DAMON RUNYON CANCER FUND
Material protected by copyright

FITZIE WALLACE Shows

WANT CAN PLACE WANT

FOR TWO MAJOR ANNUAL 4th OF JULY STREET CELEBRATIONS

NO. 1.—St. Charles, Ohio—Parade, fireworks, Free Acts, Concerts, Give-Aways, Concerts, etc. Day and night for five days: June 28 to July 2nd. Attendance exceeding 30,000 each last year. Followed by outstanding bazaar, Fair and Celebrations in Ohio, Kentucky, Tennessee, Alabama, Georgia and Florida.

NO. 2.—Delaware—Motor Shows, Trains, Pump, Boat and any new contrivances. BIGGEST Motor Show (Air-Trip, afloat). Mechanical, Monkey, Animal, Wild Life, Lung, Wax, Punks, CONCESSIONS—Age, Seals, Cake Bakes, Ball Game, Basketball, etc. Striker, Long Shooter, Game Galleries, Show, Candy, French Film, String, Bumper, Hoop-La, York Galleries, etc. HELP—Program for two weeks (free) on Motor Shows, Motor Shows, etc. Motor Show treatment but must drive animals. Frank Zarda wants Side Show Attractions. Motor Show can place tramp, Jesse Sax, Singer and Harriet Comedy. Frankie Tescato wants Girls for Shows. John Garrett wants Help for No. 2 Coohouse. All mail and wires to collect call in.

BROWN AND WALLACE SHOWS
London, Ohio, this week; then the Two Big One's.

MIGHTY HAMMONTREE MIDWAY

WANT WANT WANT

FOR THE BIGGEST 4TH OF JULY CELEBRATION IN KENTUCKY

Pointsville, and 12 bona fide Fairs starting at Russellville, Ky., August 4th.

CONCESSIONS—Want legitimate Concessions of all kinds. Good opening for Frozen Custard, Grab Stand, Novelties, French Fries, High Striker, Ball Game, Hoop-La, Bumper and Balloon Darts.

SHOWS—Will book on small percentage Snake Show, Fun House, Glass House, Motor Drome or any Grand Show with own equipment.

HELP—Want Second Man on Wheel, Octopus and Chairplane, Want A-1 Griddle Man for office-owned Cookhouse, Want People and Annex for Side Show, Talker for Wild Life Show, Ted Meadows wants P.C. Agents and Kiddie Ride Help. All wires and replies to

William O. Hammontree, General Manager
Fullerton, Ky., this week; Pointsville next.

AMERICAN LEGION POST #3, GLOUCESTER, MASS.

4th of JULY CHARITY FAIR AND CIRCUS

Stage Fort Park—June 30 thru July 5th
6 DAYS — \$2,000.00 Fireworks Display
Movie Stars in Person
WANTED: Hunky Punks; Mugs Outfits; Custard, Motordrome, Shows of all kinds. Dave Iovin, answer.

LAST CALL FOR THE SPOT OF THE YEAR!
Paul Ruddock or Lawrence Carr
Wilmington, Mass. Phone Wilmington 577

... FOR SALE ...

Crime Show—60 ft. Banner line. Banners by Niemen; new 20x30 Tent, Seats, Amplifiers, etc. Cooling System. 1948 Chevrolet Truck, living quarters in truck. Everything first class.

World famous bullet-riddled Clyde Barrow, Bonnie Parker "Death Car." Can furnish moving picture for playing theatres during the winter months. A proven money maker.

More—I have taken a position as office manager for Coney Island Amusement Park, Cincinnati, Ohio, and I will not be on the road this season. All my Show Equipment for sale.

CHAS. W. STANLEY
Coney Island Amusement Park
Cincinnati, Ohio

CONCESSIONS WANTED

FOR 4TH OF JULY AND BALANCE OF SEASON. PLAYING CITY PLAYGROUNDS AND STREETS IN AND AROUND CINCINNATI, OHIO.

Can use Photos, Ball Games, Age and Weight, Add Devt, Bumper, Pitch Fill Up Cork Camera, Box Ball or any Show Store not conflicting. All replies to

LEE BECHT AMUSEMENTS
Franklin, Ohio, June 23-28; then the Big One, Water Works Park, Norwood, Ohio, June 30-July 5. Permanent Address: P. O. Box 92, Cincinnati 31, Ohio.

WILSON FAMOUS SHOWS

WANT—WHEEL FOREMAN to join at once. Shows—Girl, Mechanical, Monkey Shows, must be well framed with own equipment. Can use a few more Merchandise Concessions.

Creve Coeur, Ill., this week; then Crigsville, Ill. Fair, July 1-4; followed by a proven route of Fairs and Celebrations in Illinois.

WANT FOR OMAHA, ILL. ILLINOIS' LARGEST 4TH OF JULY CELEBRATION, JUNE 30 TO JULY 5

Join the balance of Fair Season. Legitimate Concessions of all kinds. Speedy buyers wanted Boy Drome Riders for long season of Fairs. Join at once. Can use useful General Workshop Rides. All answer.

DOLLY YOUNG, MANAGER
ROYAL CROWN SHOWS, c/o Terre Haute Motor, Terre Haute, Indiana.

SLUM STORE AGENTS WANTED

For 10mg-Pong Pitch, String, Age-Weight, Darts, Hit & Run Darts, Bumper, Also need Consider Men for Grill. Want Man for general duties around string of Concessions on salary basis. Mr. Bodard needs dependable, sober Ride girls. This show carries no split of any kind and provides great opportunity for Hunky Park Agents to get well. Three Celebrations, followed by 14 Fairs, starting with Big July 4 Celebration at Madison, Wis. Then New Lenox, Wis., Centennial, Sturgeon Bay, Wis., Cherry Festival, then Fairs.

BUSTY WAGNER
c/o Blue Ribbon Shows, Jenseville, Wis., this week.

WANTED

Concessions for Sarasville, Ind., August 12-16 Centennial Celebration on the Streets. This will be a big one. Hunky Punks of all kinds. Can use extra Major and Kiddie Rides not conflicting. Free.

BROWN NOVELTY RIDES AND SHOWS
5720 ESTE AVE. Phone Valley 7257 CINCINNATI 15, OHIO

FOR SALE

LOCK—STOCK AND BARREL

Complete Seven Ride Show, Five Major and ten Kiddie Rides, Power Plants, Search Light, Cable Trainers and Trailers for same. Have solid route booked till Sept 15th. Must fulfill contracts. One of Ohio's finest. Terms to responsible party.

Write BOX D-215, BILLBOARD, CINCINNATI 22, OHIO

THAR SHE BLOWS

Whale Shows Cavorted For Rich, Smelly Era

● Continued from page 63

were removed from the road in 1936 it was because of lack of business.

When the fabulous era closed there were many whale show stories circulating. These included rumors that the whale in the recreation park at Long Beach was one that had been shown and that the special whale show cars were in the railroad yards at San Diego.

The whale skeleton at Long Beach, said Jimmy McGarrigue, public relations man at Nu-Pike amusement park, is that of one washed ashore in 1897. The flesh was removed and buried. The bones were boiled, re-assembled and exhibited first in the library, then the old auditorium and later the recreation park.

As for the cars, H. P. O'Leary, special representative of the Santa Fe railroad, tells that railroad records show Fowler's whale moved on a gondola car purchased from the Union Pacific, and that in 1930 the road moved a Pacific unit on a show-owned 50-foot flat car with removable sides and ends. In 1931, it moved a Pacific whale show which was using a specially constructed 72-foot steel car and that's what most of them used.

In 1946 there was talk of a whale show being framed in Baldwin Park, Calif., but this was unfounded. It was instead a five-car show framed by Sam Houston for a tour into Mexico. He had two cars of live animals, two with crime exhibits and one with war relics. He had no whale, but he probably had a former whale car. Some of Houston's cars came from Arthur Bros.' Circus and included one sold to have been a whale show car which was located in the Deep South and converted by the

Arthur show to stock car use. Dally Bros.' Circus also is said to have used a former whale car.

Revivals Discussed

The rumors of whale shows since 1936 give credence to the fact that some showmen still are sold on the revival. Terrell has discussed such an exhibit with Houston and would use Houston's now-sidetracked cars.

Art McBride, owner and operator of the successful Ocean Aquarium at Hermosa Beach, plans to launch a whale show this fall. Last April he acquired a whale that had been killed by a boat in San Diego harbor. He is now waiting for the embalming after years of experimenting with the process. The whale was brought to his aquarium by truck and now is in a formaldehyde bath.

McBride, a veteran commercial fisherman and showman, has toyed with the idea of a whale show for years. He originated the Eureka, Calif., whaling station after operating a fish cannery in Canada. As a commercial fisherman, he saw the money-making ability of a whale. When one was caught, it was displayed for three days with an average daily take of \$500. Then another \$1,500 could be obtained from its oil.

Touring Europe last year in search of whale shows, McBride found one at Hamburg, Germany. It was owned by a Dane and was in perfect condition, McBride reports. The embalming process was discussed, and McBride found it was similar to the secret process he has developed. His whale show will be ready by fall and will be displayed on a 32-wheel truck.

The fabulous money days of whale shows may return.

1952 Fair Dates

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● Continued from page 83

Alameda—Queen County Fair. Sept. 18-19 D R Chubb	Alameda—North Lincoln Agril Soc. Sept. 4-8 Edward Giles	Delta Delta Agril. Soc. Sept. 1-3 T M Grant	Dresden—Dresden Agril. Soc. Aug. 26-29 J A Blackburn	Port William—Canadian Lakeshore Exhn. Aug. 4-9 Wilfred Walker	Kingston—Kingston Agril. Soc. Sept. 29-Oct 4 Mrs E C Wood	Landowen—Landowen Agril. Soc. Aug. 25-27 W W Moxley	Lindsay—Lindsay Central Exhn. Sept. 16-18 E R Molton	London—Western Fair. Sept. 6-14 A R Crowley	Markham—Markham Fair. Oct. 3-4 A H Crosby	Niagara Falls—Niagara Falls Fair. Oct. 3-11 Junior Chamber of Commerce	St. Catharines—St. Catharines Agril. Soc. Sept. 26 Mrs Joseph C Hill	Ottawa—Central Canada Exhn. Aug. 18-23 R W. Wells	Petersburg—Petersburg Exhn. Sept. 2-11 C O Gilchrist	Ridgewood—Ridgewood District Agril. Soc. Aug. 19-21 R W Green	Simsco—Northwest Co. Fair. Oct. 7-11 Harold I Pond	Sutton—Sutton Agril. Soc. Aug. 1-9 Fred W Wilson	Tilsonburg—Tilsonburg Fair. Sept. 22-24 Jack & Charles	Toronto—Canadian National Exhn. Aug. 23-25 E Wood A Hubbs																									
Georgina—Queen County Fair. Sept. 18-19 D R Chubb	Lawrenceville—Annapolis County Fair. Sept. 16-18 Miss P Duran	Lower Ohio—St. Lawrence County Fair. Sept. 17-19 P W Bower	Middle Muskegoe—Halifax County Fair. Sept. 18-19 Charles Guttie	North Sydney—Gordon County Fair. Sept. 1-5 George Mann	Oxford—Cambridge County Fair. Sept. 8-13 Claude Thompson	Pitouf—Pitouf County Fair. Sept. 1-4 J J Rosa	Troy—Central York Scotia County Fair. Aug. 28-29 Nora E Lavers	Windsor—Wants County Fair. Sept. 9-12 J Watson Mackner	Yarmouth—Yarmouth County Fair. Sept. 3-5 Ned MacLeod	George A McClay	Chapeau—Pontiac Agril. Soc. Div. 8 Sept. 8-10 M J Thomas Kennedy	Burlington—Burlington Agril. Soc. Aug. 27-31 Marcell Tremblay	Cookshire—Cookshire Agril. Soc. Aug. 17-20 W J Hodgman	Drummondville—Drummondville Exhn. Aug. 3-5 J Hodgman	Granby—Granby Hort. Soc. Sept. 6-8, 10-12 J H Charpentier	Granby—Granby Hort. Soc. Sept. 6-8, 10-12 J H Charpentier	Havelock—Havelock Fair. Div. A. Sept. 27-31 Arlymer B Hadley	Richmond—Richmond Agril. Soc. Aug. 28-29 Evelyn J Graham	Inverness—Mégantic Fair. Div. A. Sept. 3-5 G W MacVety	L'Assomption—L'Assomption Fair. Sept. 13-15 George Landry	Lachute—Lachute Fair. June 11-14 B O Patterson	Lotbinière—Lotbinière Fair. No. 2. Aug. 13 Joseph Tardif	Louisville—Montmorency Fair. Sept. 9-11 Martin Peron	Manitoulin—Guineau Fair. Div. B. Sept. 8-10 Mrs. Palmer Jenais	Marianne—Marianne Fair. Aug. 23-26 Susette Langlois	Montmorency—Montmorency Fair. Aug. 14-17 Louis J St. Yves	New Richmond West—Bonaventure Fair. Div. B. Sept. 17-21 W H Wilcox	Orleans—Orleans Provincial Expo. Aug. 29-Sept. 7 Emery Roucher	Richmond—Richmond Agril. Soc. Aug. 25-28 B H. MacVety	St. Alphonse—Therbyville Fair. Sept. 6-8-11 Claude Beaulé	St. Bruno—Chambly Fair. Aug. 19-20 Jean Hardy	Saint-François-du-Lac—St-François Agril. Soc. Aug. 18 Alexandre Trudeau	St. Hyacinthe—Dorchester Fair. Div. A. Aug. 14 Oscar DeRieux	Saint-Hyacinthe—St. Hyacinthe Regional Fair. Aug. 4-7 Alphonse Deschênes	Saint-Jean—St. Jean Agril. Soc. Aug. 20-21 J J B. Arnaud	Saint-Julienne—Montcalm Fair. Sept. 18 Jean Durand	Saint-Pascal—Kamouraska Agril. Soc. Aug. 23-25 Alphonse Raymond St Louis de Kamouraska	St. Scholastique—Des-Montaignes Fair. Sept. 16-18 Paul Morin	St. Victoire—St. Victoire Lotbinière Fair. No. 3. Aug. 13 Joseph Beaud	St. Yvelin—Ragot Fair. Aug. 4-11 Hector Tessier	St. Yvelin—St. Yvelin Agril. Soc. Aug. 23-25 Alphonse Raymond	St. Romuald—Levis Fair. Aug. 26-30 T O Roy	St. Basile—Champlain Fair. Aug. 13-15

Hanoi Monerail.
St. Titus—Laviolette Fair. Aug. 12. Benoit Dupuis.

Sturbridge—Sherbrooke Fair. Aug. 23-30. A. C. Row.

Riverview—Bonaventure Fair. Div. A. Louis LeGrand

Trot-Riviers—Trot-Riviers Regional Expo. Aug. 16-21. R. Paul Martin

Talbotville—St-John's Fair. Aug. 14-18 Mrs. George Belair

Victoriaville—D'Arthabaska Agril. Soc. Aug. 2-6. Vincent Lacroix

Victoriaville—Arthabaska Fair. Aug. 7-10. Vincent Lacroix.

HIGHEST EXPANSION QUALITY POPCORN

Complete line of Concession Equipment & Supplies

Factory Distributors
Warehouse in Principal Cities

Distributors of "Whirwiner" Cotton Candy Machines and Cotton Candy Cones.

Lowest prices on Cocoa! 67!

L. D. HARRIS POPCORN CORP.
324 West 44 St., New York 16, N. Y.
JULIEN
Compare Our Prices

WANT WANT

FOR BIG 4TH OF JULY CELEBRATION JULY 3-4-5, ELDON, MO.

Concessions—Fish Pond, Long or Short Range Gallery, Pin Game, Novelties, Hi-Striker, Bakula Ball, Bumper, Clothes Pin, American Mitt Camp or any Hunky Punks, not conflicting—Grand Show, Snake or Liar and replies.

W. A. NATTLE or G. O. THORNER
c/o Sammy Lane Shows
Warsaw, Mo., June 23rd to 26th; Eldon, Mo., July 1st to 3rd.

WANT WANT

Ride Foreman for Wheel, Foreman for Kid Rides, Second Man on all Rides, good pay, Concessions—Photos, Pop Corn, Cook House or couple to run same; any Kid Show shows open. Want Girl Show, Mechanical Show or what have you? Want Athletic Show, Manager with talent. Will book. This week; then the big 4th of July Celebration at Aurora, Mo., with Fairs and Celebrations from then on.

Paul's Amusement Co.
GEO. O. SKRETER McALLAN

RIDES FOR SALE

Late model Caterpillar, in A-1 condition. Tunnel, fair condition. Perfect Rides, complete with cars, Antifreeze. Trains in good condition.

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SUNset 2-3131

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CONCESSIONS—BINGO

June 30 to July 5. Westerville, Ohio. Buy Kiddie Bikes, no junk! 25 Kw. Light Plant, gas.

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For six days and from four Agencies who worked for me at Minnesota State Fair last year preferred. (Alltime Johnny, were or will immediately.)

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Want Stock Concessions, Photo Gallery, Custard, Shows What have you? Lindsay, Ill., June 27-28; then Pontiac, July 1 thru 6.

WANTED

Scale and Age Agent

contact
CHUCK & IVENE STAUNKO
50 Detroit United Shows, six routes, or Wisconsin Rapids, Wis., Fourth; then all Fairs and Celebrations.

WANT RIDES

101 best selections for ANNUAL CELEBRATION, AUG. 1-2-3
No Concessions—No Fairs—Phonics

J. C. PATTERSON
R.F.D. #2, Notty, Michigan

Parks • Fairs • Seashore Resorts

HOWDY DOODY



HOWDY DOODY HAT
Fastest Selling Hat in the Country for all seashore and parks.
\$11.00 Doz. \$10.50 Gr.
Coca-Cola



YACHT CAPS
Assorted sizes with any print.
Special Price—**\$36.00 Gr.**

NEW
Kiddie Felt Hats with Pompons and single fluorescent trimmings.
GR. \$27.00
Without Pompons, Gr. \$24.00.

NEW
Full Jockey Caps with large Pompons. With new single fluorescent trimmings.
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TRI-MOTORED PLASTIC BOMBERS.
\$18.00 Gr.

SILVER & GOLD LOVING CUPS.
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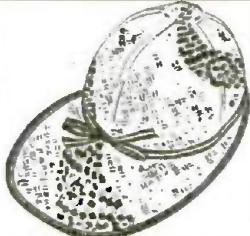


Consists of ball point pen, fountain pen and pencil. In beautiful box. Beautiful gold or brass set. \$7.50 tag comes with set.
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\$42.00 per gr.

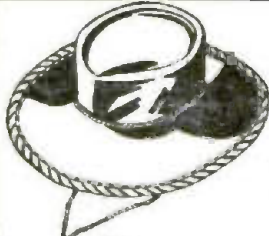


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With Magnified Lord's Prayer on Center of Cross. Beaded.
\$4.50 Dz.



NEW STYLE STRAW BONNET HATS
With fancy braid and large peak. We have all white for import.
\$4.00 DOZ. \$45.00 GR.



COWBOY HAT (felt)
With tassels and assorted colors.
\$3.00 DOZ. \$30.00 GR.

The Latest Craze



\$4.00 DOZ. \$45.00 GR.

ALSO ASSORTED COLORS
WHITE STRAW COWBOY HATS



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Twill Baseball Caps. Any Major League Team.
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\$4.00 DOZ.



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Ideal for Men and Women
\$18.00 Dz.
Sample \$2.00



The New Sensational **FUZZY WUZZY CRAZY SHAGGY STRAW HAT**
made of woven straw in natural color. Sell an eight 1/2" from brim to brim.
\$3.00 DOZ. \$33.00 GR.



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We have the best Crew Hats made 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.
SPECIAL
Western Lake Cowboy Hats (Felt): 57.50 Gr.; Baseball Caps, Flocked With Any Name: \$46.00 Gr.

PRICES

Two-Tone Gabardine Pompon Crew Hats: \$42.00 Gr.
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Felt Crew Hats, nice bright colors: 28.00 Gr.
Laced Cowboy Hats, beautifully laced with cord in all bright colors, \$8.00 dozen: 90.00 Gr.

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Selling Like Wildfire. Jumbo size 2 1/2 inches. Red, white and blue.
\$11.00 per 100

PLASTIC BALL POINT PEN

Ass't Colors. Gr. \$8.00

Pea Wee Little Squirts **\$13.50 Gr.**

Automatic Pocket Lighter

Individually boxed. Doz. \$12.50

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Styled in the newest fashions and styles, with a rainbow of multi-colored stones and dazzling rhinestones on cards.
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Pocket size, with beautiful girl on reverse side. Per 100, \$5.00

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Dark Balloons: Gr. 4.48
#12 Balloons: Gr. 2.50
#13 New Look Cat Balloons: Gr. 2.50
#11 Beaded Mottled Picture Balloons: Gr. 5.50
#9 Stars & Stripes Patriotic Balloons: Gr. 8.88
American Made Flying Birds With 24" Stricks: Gr. 18.00
Animal Fun Whistles With Pictures: Gr. 8.58
Sliding Metal Trombones: Gr. 74.00
Bamboo Pompon Caps: Per 1000: 82.50
Army-type Air Force Sunglasses & Plastic Case: Dz. 6.50
Jumbo White Fox Tails With Comic Cards: Dz. 6.50
Large Balloons #17: Gr. 7.00
#16 New Look Paddle Balloon: Gr. 7.50
#8 Round Balloon, ass. colors: Gr. 2.50
Noonies Cassidy Balloons: Gr. 4.00

SUN SPECIALS

Slim & Key Chains: Gr. 4.50
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Rabbit Foot Key Chains: Per 100: 4.00

4" Feather Dolls: Gr. 48.00
Rubber Monkey, Cat, Devil Souzou-Ma Ball: Gr. 9.00
Haf Strick out Turkey: Gr. 4.00
Western Design Metal Ring: Gr. 4.00
Felt Comed Hat Bands: Per 100: 1.50
Plastic Snake Flower: Gr. 9.00
Rubber Snake Clips: Gr. 9.00
50 Lines Comic Buttons: Per 100: 1.75
2 1/2" Comic Buttons: Per 100: 5.50

MISCELLANEOUS VALUES

Fur Monkey, High Hat: Gr. 8.00
Fur Monkey, High Hat (medium): Gr. 6.00
Large Monkey, High Hat: Gr. 19.50
4" High Hat Feather Dolls: Gr. 13.00
12" Feather Dolls, Dz. 12.00
Lancaster Balloons: Gr. 12.58
Wagner Cars: Gr. 9.00
Flying Birds, with loud whistle and sticks: Gr. 7.50
Large Silk Lash Whirls: Gr. 14.00
Animal Pin Whistles and Propeller Pin Whistles with Stricks: Gr. 9.00
24 Pearl Pin Whistles: Gr. 12.00

BASEBALLS, White Stitched.

Special—\$12.00 Doz.

Rubber Jumping Alligator and Ball, Spider and Ball, Frog and Ball. **\$1.50 Doz.**

Firemen's Hats (felt) with Shield. **\$18.00 Gr.**

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Wallets, boxed, \$4.50.

RED, WHITE & BLUE RAYON PARASOLE
\$2.50 Doz. Large size, \$3.00 Doz.

LARGE INFLATED RUBBER HORSE and SADDLE—\$6.50 Doz.

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Here It Is The Telescope in which you insert your own pictures.
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Complete With Vynilite Ray Chain.

Sensational Item



Pearl and Cross, very beautiful. 6" x 12" Beautifully boxed. Gold Metallic Finish.
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Mottled. Blows up to about 2 feet.
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BEAUTIFUL ASSORTED

3-pieces Lee Product Jewelry Sets. In Gift Box, in different styles.
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FLASH STYLE GUMB CREATIONS

5-pieces Assorted Jewelry Sets in Beautiful Gift Box. Complete with Choker, Earrings, Bracelet, Pin, Extension, Bracelet. All to match.
Sample **\$3.00**
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Fur Jumping Dog with rubber ball.
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with the most sensational pearl bead offsetted yet. 3 strand graduated, indestructible pearl bead necklace with brilliant rhinestone clasp—matching 3-strand indestructible pearl bead expansion bracelet and pair of matching indestructible pearl button earrings. All complete in a silk lined, silver covered box with \$27.50 price tag.
\$13.00 dz. Sample \$1.50
This is a terrific flash and sells on sight. Canvasmen and agents are cleaning up.



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in beautiful leatherette case, gold finish frame one adjustable and flexible ear piece.
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Karl Guggenheim's 1952 Specialty Catalog

FREE

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Don't miss out on your share of profits!

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DIRECT FROM MANUFACTURER



Beautiful 24K gold plated bracelets. Many assorted styles on link bands, broken bands and wire snap bracelets. Each stunning piece set with a variety of genuine rhinestones and colored sparkling jewels.

\$6.00 per dozen

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Pen and Pencil Sets—\$6.50 per set
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All items beautifully gift boxed. No C.O.D.'s under \$5. 25% deposit with order, balance C.O.D. NEW 1952 COLOR CATALOGUE! **PACKARD JEWELRY CO.**

Signal Ring Sensation

For Ladies, Kiddies, Girls
14 KT. Gold Pl. beautiful, firm stent ring made by largest manufacturer in the world. Here's one that will enhance beautifully!

\$1.10 per doz.
\$10.50 GROSS in pr. lots

Also available in solid nickel silver (stamped nickel silver)
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MANY OTHER SIGNAL RINGS OF ALL TYPES, SIZES AND QUALITIES NOW AVAILABLE (including nickel silver). 25% deposit with order, balance C.O.D.

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Jackets and Scarfs
FUR COATS—\$19.50 EA.

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Be in business for yourself! Big profits! Buy direct from reliable wholesale firm. Latest style Fur Coats! All sizes and colors. If not satisfied money refunded within 3 days! Wire or write today for free price list and catalogue. Assists wanted!

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CONCESSIONERS, NOVELTY MEN & PARK OPERATORS

Get Top Money With MYCO SENSATIONAL SUPER VALUES



ONLY \$4.00 ea.
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APPROX. HEIGHT 25"
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22 KARAT GOLD TRIM

Furnished with lovely swirl plastic shade. 18" diameter with ruffle trim to harmonize.

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Chinese Figure 36.00 dz.
Hurricane Lamps Red, White 14.00 dz.
100 Glass Lamps & Shade 12.00 dz.
995 Piglet Shade Lamp 54.00 dz.

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5 Feather Dolls 7.20 gr.
7 Feather Dolls 9.00 gr.
7 Feather Dolls 12.00 gr.
7 Feather Dolls 18.00 gr.
9 Feather Dolls 24.00 gr.
12 Feather Dolls 39.00 gr.
1 Fur Monkey 6.00 gr.
1 Fur Monkey 14.40 gr.
1 Fur Monkey 21.00 gr.
Small Hawaiian Lei 9.60 gr.
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Comic Hat Bands 13.50 dz.
Giant Fox Tail 35.00 M.
Rubber Animals 3.60 dz.
Almond Banners 18.00 gr.
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2 1/2 Western Horse 14.40 dz.
3 1/2 Western Horse 14.40 dz.
4 1/2 Western Horse 4.50 dz.
5 Western Horse 5.40 dz.
5 1/2 Western Horse 7.20 dz.
6 1/2 Western Horse 9.00 dz.
7 1/2 Western Horse 14.40 dz.
8 1/2 Western Horse 18.00 dz.
10 1/2 Western Horse 21.00 dz.

14 Cat Balloons \$ 9.50 gr.
9 Cat Balloons 5.50 gr.
11 Animal Print Balloons 5.50 gr.
24 Balloon Road Sticks75 gr.
4 Dart Balloons75 gr.
9 Round Balloons 3.60 gr.
524 Airship Balloons 3.00 gr.
Lancaster Swagger Cans 9.00 gr.
China Head Swaggers 12.00 gr.
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Key Chains 3.00 gr.
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Straw Cowboy Hats 4.50 dz.
Collophane Derby Hats 11.00 gr.
Asst. Kinds Slum90 gr.
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Asst. Salt & Peppers 2.00 dz.
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Toys Midway \$3.25 ea. \$90.00 case
Leopard and Tiger 3.50 ea. 97.50 case

25% Deposit With Order, Balance C.O.D.

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Orders Shipped Same Day Received

28" PLUSH BEAR, \$30.00 Doz.
COTTON STUFFED—NOT EXCELISIOR

10" Plush Bear \$ 9.00 dz.
13" Plush Bear 9.60 dz.
15" Plush Bear 12.00 dz.
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16" Plush Drum Major 12.00 dz.
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Large Bed Doh. \$2.75 to 3.50 ea.

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SPECIAL \$9.95 ALL BRAND NEW

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WITH RUBY AND RHINESTONE DIAL

Factory Guarantee — RGD Case. Leather Bands
We replace any stoppers free—No loss on bad watches.
With fancy Expansion Band to match, 50c higher.

Also rebuilt name watches. Chronographs. "Style-Guild" Necklaces, etc. Double Head Razors, \$33 doz., Gold filled Rings.

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FUZZY WUZZY MATS \$3.00 dozen—\$35.00 gross
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Resizable copies of \$400 diamond watches. Band set rhinestones. Smart embraceable watch in yellow or white, with ivory chain. Guaranteed. Retail top of \$75. Sample \$12.95 Lots of \$—

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25c for new summer 110-page wholesale catalog packed with values.

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HOUSEHOLD PLASTICS

WRITE FOR YOUR COPY NOW

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Minimum Order — 3 These Sets — Nearest 1/2 doz.

ONLY 23 1/2c PER SET

hundreds of items
GLASS PITCH • FLASH SLUM • BINGO • ETC.

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CHRONO-STOP!

1 Jewel, Chrome Case
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Antimagnetic
Leather Band, 15c Extra
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1 Year Written Guarantee by Curlic

\$3.35 Each in Doz. Lots

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Plus: PITCHMEN Service All Year Around. Adv. Mats. Territory Information. Free Exchange. Prompt Service. Contact us now.

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HAND PRONGED JEWEL STONES MADE BY STYLE GUILD



Equitantly Designed 4-Piece Sets Bored in Cold Embossed Stimulated Leather Jewel Chests with Automatic Lifting Tray. All are glamorous. All Feature the New Embraceable Type Bracelet.

\$27.00

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FOR SALE—SECONDHAND SHOW PROPERTY

Continued from page 102

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MINIATURE TRAIN—39 INCHES HIGH, 33 inches wide, rubber tires. Operates street lots or 30 foot radius, transported on two wheel trailer, capacity 34 children. Double Whirlie dark ride on truck, Bully Riddle organ rolls, calliope, rails, calliope complete. Concession tents, roof beer barrel, complete candy stand. Collins Show, Kearney, Neb.

MINIATURE & PORTABLE RIDDIE AND Roller, Cider. Operates area 45x75; all metal has four carts. Price \$2500 or will trade for other ride of equal value. Can be seen in operation at Kilmerton Park, Walnutport, Pa. Phoebe Seabright, 4730.

PORTABLE ROLLER RINK—IN RUNNING condition. Includes: 4000 sq. ft. caulked floor, 45x90, in good condition, and all other equipment to operate. Must give us your name by July 1. Securities, 8904 Perry Goldsberry, 307 Rowe St., Frankfort, Ind. 46020.

PRICED FOR QUICK SALE—BINGO COMMISSION, Ball Tents, other equipment, all in good condition. Pepper, 413 Sherman, 1-8070, Wichita, Kan.

SEMI TRAILER AND TRACTOR, LONG RAY, fully equipped. Shop, Gallery complete. Rat, Game, Oak Gallery Guns, Cage, Big Star, Stock Wheel. Box 922, New Bern, N. C.

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SOUND 16MM. PROJECTORS, Film test, photo gallery, show machine, other things. Will take in trade small dirt-tion houses. Permanent address: L. B. Herdman, 1438 McCarty, Houston 15, Tex.

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THEATER CHAIRS, PROJECTION, TENTS, Wrestling Arena, Bleachers, Folding Chairs, Screens, Rides—All Film, Lion, Seal Sealing Co., Box 1734, Dallas, Tex.

THIRTEEN MERRY-GO-ROUND—Individually owned, perfect condition. One season, \$4,000. Clyde Matthews Sr., two seasons, \$5,000. Box 210, Union St., 808 Christopher, Austin, Tex. Phone 531-1011.

WE CAN FURNISH MOST ANY KIND OF SHOW PROPERTY anywhere in the country. Remember us first on buying. H. S. Box 1000A, Brentwood, Wash.

W. J. TRADE JONES FERIE WHEEL, Or mine at \$5 Ed. for Merry-go-round. Or will buy for cash any swing regardless of condition. C. A. Goree, Aisle, Tex. Phone 628.

14 FOOT ALUMINUM TRAILER, OPENS four sides; jump popper, snow cone, root beer. Disc, mounted, 12 inch 60W. Fluorescent lighting, arcade in trailer, standard machine complete. Trailers, \$148. Kearney, Neb.

35MM. SOUND FEATURES AND SHORTS, Rental and sales service. Lufkin, We also buy Film, Dabney Film, 342 Kontov, Melbourne, Fla.

35MM, WESTERN AND ACTION PICTURES, good condition. Also 16mm, \$199. Fort Smith, Ark.

16MM, BOARDING WHEN—OFF THE NEW released "Spirit of West Point". Just released the new Abbott and Costello's, the Franchi and the King's. Complete advertising to roadshowmen. Stop looking away. Southing, Philadelphia, Pa. 19104. P. O. Box 1000, Philadelphia, Pa. 19104.

LEARN WATCH-LOCK REPAIRING AT HOME while watching us for all watches for you! Write National Technical Supply Co. 5538 W. 42nd St., New York 36, N. Y.

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MAGICAL APPARATUS

AAA WHOLESALE TRICK CATALOG, 10c. Mark, Joker's Novelty, Item 47. Item Pichman's Magic Package, \$4.00. Pichman's Magic Package, Philadelphia, Pa.

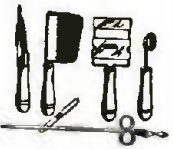
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POST-RITE LETTER SCALPS—WORTH ITS WEIGHT IN GOLD. Every business in town grabs these handy scalps as a welcomed advertising opportunity. Write Post-Rite, Box 802, Sioux Falls, S. D.

WANTED TO BUY

WANT TO BUY—WALKING CHARLIE. Must be complete, no junk and cheap for cash. 311 W. 34th St. Apt. 22, Richmond, Ind.

WANTED—USED ALLAN HEKSHELL "His Fighter". Must be in good condition. F. L. Lisher, Celia Rd. No. 99, Apt. 128, Meridian, Havana, Cuba.

WANTED—HOT AIR BALLOON, 30-50'; must be complete. Write Andrews, Markham Hotel, Grand Rapids, Mich.

HELP WANTED—ADVERTISEMENTS

RATE—15c a Word Minimum \$3
Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

CLARINET ALTO, PIANO FOR DIKELAND Combo immediately. Mail Collins, contact no. Others write: Hale Anderson, North Park, Nebraska.

GILT VOCALIST—SEND PHOTO, RECORDING, stable salary expected. Also singing base, trumpet. Singers recording Commercial band, Box C-80, 820 Broadway, Cincinnati 7, Ohio.

LEAD ALTO—GAMMY KAYE STYLE. ALSO trumpet playing featured by lead for midwest semi name. State previous bands, permanent address: Box 320, Bismarck, N. D. 58103.

PIANO MAN FOR PROMINENT TERRI-tory band. Want. Immediate. No reply with organization. Other musicians write: Little John Beach, 1601 Citiz. Neale, 355 Bank Bldg., Omaha, Neb.

RECORDING ARTISTS—CONTACT FOR quick offers. State previous bands, contact and write material used. Lewis Elliott, Marlin, Tenn.

WANT FOR GRAND STAND SHOW AT Lake Trumpet, Tennessee. Drummer. Write: 4054 Lincoln, Chicago 28, Ill.

WANTED—TRUMPET, BASS FOR BAND seeking top localities. Others write Box C-87, 872 The Plaza, Cincinnati 29, Ohio.

WANTED—ACCORDION MAN FOR OLD time and some modern. Others write: Paul W. Dixon, KAVN, Lexington, Neb.

WANTED—SPRING MUSICIANS, COMBO for 30¢. Write: 311 W. 34th St., Apt. 22, Richmond, Ind.

YOUNG WOMAN—31-45. FREE TO TRAVEL. Interested in show business. direct amateur production for old Redpath-Bornet. Write: 4054 Lincoln, Chicago 28, Ill.

WANTED—MUSICIANS, COMBO for 30¢. Write: 311 W. 34th St., Apt. 22, Richmond, Ind.

PARK ROW NOVELTY CO., INC.

DELIVERS THE GOODS * AS YOU WANT IT! * WHEN YOU WANT IT! * EVERY ONE A BIG * SPECIAL!! *
CELLULOID D-O-L-L-S

WITH FEATHERS, TINSEL, HIGH HAT, CANE, RED SHOES & OTHER TRIMS
6-24-50 Gr. \$14.40 Gr. 9"-32.50 Gr. 12"-39.00 Gr.
12" ALL OTHER WANTED CILLO DOLLS ON HAND AT EQUALLY LOW SMASH-NIT PRICES.

BALLOONS
#4 DART 50¢ doz. or more \$ 45 Gr.
#16 KAT Party, motorized, 500 Gr.
#17 ROUND, Circus Animal 500 Gr.
#18 MOUSEHEAD, Big Bats 575 Gr.
#19 PADDLE motorized 1.50 Gr.

HATS *S
*** SWELL SPECIAL ***
CHECKERED BEDOPS w/ POM. PONS. Assn. 500 Gr.
NAME OPERATORS OPPORTUNITY!
SHETLAND COWBOY STERANS w/4 PICTURES. THE BEST! Stock always on hand.
Also all latest model HATS in stock for IMMEDIATE DELIVERY.

FUR MONKEYS
CMPOP, ATTRACTIVE COLORS: 4"—\$1.50 Gr. 6"—\$2.75 Gr. 7" w/paper High Hat—\$3 Gr. 10" SHRIMPER—\$21 Gr.

SPECIAL! J-U-M-B-O MONK
w/High Hat; very colorful! GRAB 'EM @ \$3.00 Doz.—\$33 Gr.
7" Cello Monks w/Pipe, \$8.40 Gr. 12" JUMBOS... \$2.75 Doz.—\$30 Gr.

BIRDS, AEROS
FLYING BIRDS, NEW \$ 4.80 Gr. to play (STOCK)
#210 FLYING BIRDS... 7.75 Gr.
#211 PADDLE motorized... 1.50 Gr.

ARCELAAN BOMBERS, 3
Panzoids w/ T-1 Large stock 19.00 Gr.

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139 PARK ROW TEL: WORTH 4-2686 NEW YORK 2, N. Y.

SENSATION OF THE NATION
GUARANTEED REAL HAND PICKED 4 LEAF CLOVERS
ENCASED IN CRYSTAL CLEAR PLEXIGLAS
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Sell Fast, Make 100% Profit, Gift Boxed.

- #110 NECKLACE, \$10.80 Doz. Sample \$1.00
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SPECIAL: A lucky 4 leaf clover booklet and guarantee included in each box.
Write for FREE catalog
Order today. Send 25¢ Deposit—Balance C.O.D.
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SILVER * OMEIDA * HICKOK
PEINT * JUICE KING * OSTER
EVERSHARP * PARKER
PEPPERELL * JACQUES KREISLER
TELECHRON * BULOVA * BUCKEYE
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SILEX * ZIPPO * SIYAD
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More Than 100 Name Brands
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ALL ORDERS SHIPPED IN 24 HOURS

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Dependable — 100% SURE TO MAKE DIRECT \$25.00
12" camera in 3 minutes. Camera in 10 sites for any site photo. Also attractive, easy to transport and quickly assembled. Simple to use. 100% SURE TO MAKE \$25.00
Also portable. Camera. Write for details.
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\$7. BRINGS BACK \$55
100 Signs, 7" x 11", \$7.
Get your Order RAK in order for these beautiful eye-catching signs from every kind of retail business—large or small—in big towns or small towns. Free literature. **COMEDY, GENERAL, RELIGIOUS SLOGANS**. Marvellous full or spare time money maker! OR SEND ONLY \$1 FOR 15 SIGNS TRIAL! SELL FOR 50¢ EACH!
15 Samples Ultra-Blue Store Signs, 7 1/2" x 11", \$1.00
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Above Samples Mailed Postpaid.
L. LOWY 617 Broadway, Dept. 480 New York 2, N. Y.

SPECIAL!

Full Size 17 1/2" x 11 1/2"
HORSE CLOCK
In Two-Toned Bronze or Gold Finish with regular electric movement
\$5.60 Lots of \$6.25
Send for free 1951 catalog 25¢ deposit. Balance C.O.D. or O.E. (All raised concerns only if not for resale add Federal tax.)
HOUSE OF BRONZE
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MAKE \$2 HR. SELL RA-GLO SIGNS

To bars, stores, restaurants. New! Sell! Great! No-Cost! 110 signs, 7 1/2" x 11", \$1.00 postpaid, 110 signs, 7 1/2" x 11", \$1.00 postpaid. 10% deposit required on C.O.D. orders. Send for free literature.
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FELT CAMPUS HATS	\$3.00 Doz.	NEW STRAWS CAMPUS HATS WITH POM	\$3.25 Doz.
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Felt Hats trimmed with white binding & white pom-pom. Straw hats trimmed with assorted felt or tawn is dyed on hats, colored binding with pom-pom to match. 25% deposit with order, balance C.O.D. ORDERS SHIPPED SAME DAY RECEIVED.
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Samples \$1.00 Prepaid. WRITE FOR QUANTITY DISCOUNTS. 25% with order, bal. C.O.D. F.O.B. L.A.
CREWS \$54.00 Gr.
BLIMPS \$86.10 Gr.
THE FIELD COMPANY Phone: ML 0251 360 So. Los Angeles St. Los Angeles 13, Calif.

Under the Marquee

Continued from page 72

Bobbe Siegrist start their fair season July 4.... Clark's Bears closed a two-weeks run at Sports Center Park, Wichita, on June 14.

Frank (Jersey) Shank, Side Show boss canvasman, has closed for Clyde Beatty Circus... Elmer Michaud and family caught King-Cristiani at Bangor, Me., and talked with Scott and Phil Hall, George Valentine, manager of the Valentino Sisters, advises that the act will be on the "Big Top" TV show July 7. They have been with Garden Bros. made club dates in the Detroit-Windsor area.

Robert D. Good, Allentown, Pa., reports he was able to visit the Big Show at New York, Philadelphia, Haddonfield, N. J., and Reading, Scranton and Easton, Pa. Recent visitors on the Big Show were Lewis and Erma Nicholson, Eric, Pa., Nick and Virginia Hinig, Dover, O., and the Malone brothers, Miami Beach, Fla. reports C. A. Sonnensberg, Maxie Miller had all the midway boys to his recent birthday party, which featured Southern fried chicken and pastroni.

Charles Wirth, veteran member of The Billboard's Cincinnati editorial staff and for many years its circus editor, is under the weather. For the last couple of weeks he has been confined to Room 406, Christ Hospital, Cincinnati.

Tige Hale is working on the Fun Barrel with Southern States Shows, which will be at Long Beach, Fla., all season. Hale started the season as bandmaster on Howe's Hippodrome Circus... Boco Lamont is taking two weeks off for fishing at his Decrah, Ia., home. Ray (Rayford) Binsford tells that the Boston Sunday Post carried a yarn recently about Oscar Lowand's various circuses. Author was George Brinton Beal.

Don F. Smith, Detroit fan, visited recently with Mrs. William P. Hall at Lancaster, Mo.

He also visited in Granger, Ia., and caught the Rogers and the Mills' circuses on a trip which will take him next to Baraboo, Wis., in search of circusions.

Bary played Calgary later under auspices of the Calgary Zoological Society. He gave the zoo a leopard and they traded black swans.

Clyde Wixom, whose family had the Mat Wixom Great Show, returned from a trip to the great Smoky Mountains, in time to visit Mills Bros. during its trek thru Michigan. Mrs. Wixom, who has been ill, is scheduled for a trip to Rochester, Minn., in the near future.

Cecil R. Montgomery, Ringling menagerie superintendent and a former show owner, was shown in two photos taken by the Easton (Pa.) Express as youngsters inspected his caged charges. Press Chief Roland Butler handled the town... Dr. William Y. Higgins has succeeded Dr. J. Y. Henderson as veterinarian on the Ringling show.

Francis Lacouline, Charles Davitt, Joe Beach and Wally Beach visited with the personnel of King Bros.' & Cristiani Circus, while the show was playing Norwich, Conn. Davitt and Joe Beach visited Ruth and Penny Millette, who have a high act, while they were appearing at North Brookfield, Mass. Joe Beach visited Clara and Billy Lamberti, the Harry Lamar Flying act and the Bouncing Bodos while these performers were playing Springfield, Mass. H. A. Burdage has joined W. F. Wilcox on the advance of the Wallace & Clark circus.

Fans Lloyd Bender, Ralph Stevenson, Glenn Bush, F. L. McClintock, Dick Soulsby and Bob and Norm Senhauser, of the Walter L. Main CFA Tent, caught Hagan-Wallace at Bellaire, O., and Pollansber, W. Va.

FOUND MONEY!

24 Kt. Pl. Gold "Tiffany Style" Sets

The Most Beautiful Sets Ever Seen at These Unbelievable GIVEAWAY PRICES!

BRAND NEW, STUNNING RAINBOW OPAL "SEA-PEARL"

3 PC. NECKLACE & EARRING SET

A choice gift set! Glistening rainbow opal "sea-pearls" dramatically set in 24 kt. pl. gold sunburst... highlighted with large multi-facet rhinestones. A real gleaming beauty! Dainty gold-link necklace with safety clasp. A thriller that will really sell!

ALL VITAL STONES HAND-PRONGED

These exclusive sets gladden with a radiant beauty... enhanced by the sunburst of glittering iridescence.

DOZEN \$10.80

Includes \$7.95 gold embossed price tags and satin-lined gift box. Sizzling with eye-appeal. 3 Asst. Samples Postpaid \$5.00



Center Stones available in white, black and cubanitel.

"STARLIGHT ORIGINAL" 4 PC. GIFT SET

Expansion Bracelet-Necklace-Matching Earrings

Our own Starlight Original, flashing with glorious iridescence, loaded with Sales Appeal! Quality expansion bracelet with a beauty that really pulls. 24 Kt. Gold Pl. link necklace, safety clasp, with earrings, and matching expansion bracelet. This is a real find in any market... ready to go like wildfire.

Complete with gold embossed \$19.95 price tags... smartly packaged in a felt-lined box, satin lined. Expansion bracelet on knob-rest display ped... an eye-catcher with selling impact!

DOZEN \$24.00

4 Asst. Samples Postpaid \$10

DAZZLING CREATIONS... READY FOR SHIPMENT. GET READY FOR VOLUME BUSINESS! THESE ARE HOT! 25% deposit with order, balance C.O.D.

Available in opals, carnel, jet, onyx, coral, rosettes and best colors.

ALL VITAL STONES HAND-PRONGED



STERLING JEWELERS

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SPECIAL CLOSEOUTS!

SPECIAL JUMBO BEAR



All plush, 30" Tall, Black and White, Brown and Gold, Red and White, and Blue and White. Packed 1 doz. assorted per carton.

FOR A LIMITED TIME ONLY

\$24.00 DOZ. SAMPLES, \$2.50 EA.

New Jumbo Size - 38" Tall

"SUNFLOWER"

The guaranteed bouffant doll sensation of the coming season. A Snow Shimmer loaded with FLASH. Rich Flowered Satin Dress and Bonnet, Mohair Wig, Individually boxed.

\$2.75 Ea. in Ds. Lot

Samples \$2.50 Each



"PERPETUA" ANNIVERSARY CLOCK

For the first time this international favorite can be yours in the low price field. It is a beautiful replica of a well known famous antique. You will be attracted by its accurate and oscillating action. The four cornered pendulum turns back and forth constantly.

Beautifully designed, all gold plated base & case. Mounted under crystal clear glass. UNBELIEVABLE ACCURACY. Powered by dependable United self-starting movement. Satisfaction guaranteed.

\$12.00

25% deposit, balance C.O.D. if not for resale, add Federal Excise Tax. Catalog sent on request.

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928 Broadway... New York 10, N. Y. Telephone: ORegon 3-6330

NYLON HOSIERY

FEATURING FIRST QUALITY NYLONS \$7.00 a dozen and up

51, 54 and 60 gauge nylons, all deniers, price \$1.50 to \$5.00 per dozen. Men's and boys' bloomers, nylon, turtlene and cotton, all sizes and grades, \$1.00 to \$6.00 per dozen. Children's and misses' anklets, all sizes to 11, \$1.00 to \$3.00 per dozen. Trial orders solicited. Satisfaction guaranteed or money refunded.

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CLOSE-OUT! BIG ASSORTMENT!

HAND PAINTED GOLD TRIMMED CHINA BEDROOM LAMP - 16" TALL Crystal Base, complete with shade. \$1.00 ea. in doz. lots only

LIMITED SUPPLY 25% dep., bal. C.O.D., P.O.B. Chicago.

We Manufacture Chinaware and Lamp Bases Write for Catalog.

CLOSE-OUT! 25" Tall MAR. BELIEVED LAMPS & PLASTISILK SHADES. \$2.00 ea.

TOPLIN PRODUCTS MFG. CO. 7346-44 N. Western Chicago 55, Ill. SALESMAN WANTED

GIVE TO THE RUNYON CANCER FUND

Pitch Men!

Positively Sensational! ...the profits you'll make with the new

Jimmy SCHNOZZOLA Duranto PIONEER Qualatex BALLOON

Everybody knows this famous comedian... everybody will want a Jimmy Durante balloon! Colorful, durable, easily inflated to 15 inch size, it stays up for days. For fast sales this summer put your money on this novel! It made money for Durante... it will do the same for you. Ask your wholesaler for PIONEER listing No. 13-D or write The PIONEER Rubber Company, 107 Tiffin Road, Willard, Ohio.

Your key to SALES RESULTS - the advertising columns of THE BILLBOARD!

DON'T LET THIS SCARE YOU... WE'RE JEWELERS!

But our Providence, R. I., factory, plus our special department which buys out complete factory stocks right in the jewelry center of the U. S., allows us to offer

FACTORY CLOSE-OUT MERCHANDISE BELOW MANUFACTURING COST TO THOSE ABLE TO BUY IN SUBSTANTIAL QUANTITIES

- * Costume and Novelty Jewelry (Necklaces, Earrings, Bracelets, Pins, etc.) \$5.00, \$9.00 \$12.00, \$18.00 \$24.00 and \$30.00 per gross.
- * Hopalong Cassidy Pins, Badges, Rings and Compasses, \$6.00 per gross.
- * Cufflinks (airplane backs mostly), \$18.00 and \$36.00 per gross.
- * Tie Bars, \$18.00 per gross.
- * Sterling Silver Pins, \$36.00 per gross.
- * Items come in full assortments.

AND TWO REAL SPECIALS WHICH CAN BE PURCHASED IN LOTS OF ONE DOZEN OR MORE. Men's 1/30 14K Extra Heavy Weight Sardon Gem With Ruby Side Stones, \$1 Each. Fashionable Sterling Silver Rhinestone Pins, \$1 each.

VALUE GUARANTEED or REFUND IN FULL

ALL MERCHANDISE SUBJECT TO PRIOR SALE,
25 per cent deposit with your order, balance C.O.D.

H. L. HIRSH CO.

365 ATWELLS AVE. PROVIDENCE 3, R. I.

GADGET WORKERS! MAKE THIS FAIR SEASON A BONANZA!

Follow the TOP gadget men...
Sell POPEIL'S famous sales-proven GADGETS
ENJOY... RELIABLE SERVICE - RELIABLE MERCHANDISE

No. 22 JUICER EXTRACTOR
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Popeil is ready to reappear... POPPEIL BROTHERS, INC. 14 North Dearborn Street, CHICAGO 9, ILLINOIS Phone: Stanley 8-1216

HERE'S SOMETHING NEW!!! HAWAIIAN LEIS

made of CELLOPHANE and PLASTIC IN SPARKLING BRIGHT COLORS

Price Per 100: \$4.95 (lots of 1,000), \$45.00 (Per 1,000 F.O.B. New York)

A deposit of 25% is to accompany order, balance C.O.D. Enclose money order in full and save the C.O.D. collection charge. We will ship on open account to rated concerns.

Manufacturers and Distributors: **PHOENIX MERCHANDISE COMPANY** 913 Broadway New York 10, N. Y.

HUNDREDS OF NEW IMPORTED AND DOMESTIC NOVELTIES

AS MUCH AS YOU HAVE BEEN LOOKING FOR, WILL BE LISTED AT AMAZINGLY LOW PRICES IN

CONCESSIONAIRES—NOVELTY MEN!
If you're looking for a dependable source where you can buy the Right Merchandise at Right Prices at the Right Time? If so, don't fail to send for a copy of our "New Selections" illustrating the most complete line of Novelty and Premium Merchandise ever offered. "You'll be glad you did!"

NEW! 1952 General Catalog

GELLMAN BROS. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

NOW!! THE LITTLE GIRL SQUIRT

The "Gir! Squirt" has for more sales appeal than the "Boy Squirt!"

BE FIRST—ORDER NOW—\$24.00 PER GROSS

\$2.71 Per Single Doz. Minimum Order 7 Doz. (Add 25% on Minimum Orders and \$1.00 on Gross Orders to Cover Postage!)

B. & B. SALES CO., 1506 MARKET STREET, ST. LOUIS 3, MISSOURI
(Phone) Chestnut 9283

Punch Work Demonstrators

You can make any perfect art needles set consisting of holder and 4 B-nits. \$23.00 per lot (all nickel plated steel. Other size points also obtainable. Sample set \$1.00 cash with order. Terms: 25% with order, balance C.O.D., F.O.B. Chicago. We also make Mutil Pillow and Colored Ribbon Run Patterns, Knitwear, Hats, Fezettes, Brushes, Erase and other accessories.

HOWE AHT and NOVELTY CO., 1168 PARWELL AVE., CHICAGO 16, ILL.

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

ORCHESTRA AVAILABLE AFTER JUNE 30: Seven men and girl vocalist, closing for month from Chicago, Ohio. For info, contact Jimmy Flynn, Casino Club, Quincy, Ill.

STUDENT BAND—TEN PC. AVAILABLE: For summer locations, tenability or longer. Very reasonable, three years together. Local. Joe Kennedy, 658 Cumberland Rd., Atlanta, Ga.

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AVAILABLE NOW—HARVEY THOMAS: Vaudeville show, singing, dancing, music, comedian, for St. Louis, Kansas, Illa. lodges. 102 St. Louis, Chicago, Ill. Dearborn 2-2734.

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ACTS. REAL COMEDY—THE KIND OF act you hope to get when you contact entertainers. Harvey Thomas, 102 N. State, Chicago Ill. Keystone 9-8491.

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Why did girls' rooms for parties when you have all the fun with our **PANTS IN THE PANTS!** Fanlier. You can have it as a key chain, or as a brooch, or just to carry it in your pocket.

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Only \$12.50 each to lots of three.

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BELOW MANUFACTURER'S PRICE

Manly Lamps, Each	75c	\$1.00 and \$1.50
Table Lamps, Each	1.25	1.50 and 1.75
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Mini Trip Lamp (New), Each	1.50	1.75
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All Assorted Sample Lamps	1.00	1.25

All lamps complete with flexible shade. You can make \$5,000.00 this season with our Lamp Contest.

Photo Frames, Each, 100 sets only \$64.00
Photo Frames, \$17. per doz. \$2.00
Miniature for display, each \$1.00
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5" Convex Glass Pictures, per Doz. 1.50
5" Convex 2 1/2" depth, balance C.O.D.

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Art Model **Dr. \$3.00**

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Needle Patch **Dr. \$3.00**

(Cross Patches) **Dr. \$3.00**

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Expansion Watch Band, **Dr. \$3.00**

Expansion Watch Band, **Dr. \$3.00**

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Walking Bear **Dr. \$3.00**

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30" x 18" set of light-weight non-sund wicker and bamboo. 100% High and shamed flamingo, red, orange or blue. Post-paid. Money guarantee. Agents wanted.

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Chandler Distributors
8 S. Broadway, St. Louis, Mo.

Merchandise Topics

New York

Commonwealth Products Corporation announces several new items for the novelty trade. Tongu the Terror is a mechanical toy alligator which attacks a toy native boy. The six-inch item is priced to retail at 49 cents. Another new product is the firm's plastic surprise cigarette lighter. When the lighter is snapped open up pops either a monkey, clown or duck. Retail price is 10 cents. Firm's squirt camera looks like a real camera, but squirts water thru the lens opening. It comes in black plastic with red knob for "loading" and retails for 10 cents. **Champion Plastics Corporation** has introduced a "Space Ship" puzzle key chain, an item for which the kids will plunk down their dimes, says the firm.

Parisian Art Products announces seven fast-moving novelty and joke items—all made of "magic Skin" plastic rubber. Features are the Hawaiian Noodle Doll, a hula girl that wiggles, bumps and grinds, without mechanical parts, selling for \$12 a dozen, and the Hobo Statuette, a handpainted imitation wood carving selling for \$24 per dozen. It also comes mounted on a Swiss music box and sells for \$41 a dozen. Other items handled by the firm include rubber eggs, Swiss cheese and chocolates.

Chicago

Casey-Hoffler Corporation of fers watch workers its top

Torsos to Stay

• Continued from page 46

depending on the size of the local sponsoring agency.

Local sponsors are provided with kits, which include news mats, posters and information on how to run the eliminations. On the levels, the contests are at least self-supporting, with the revenue from increased gates usually more than making up for the franchise price.

Hamid Books Beauties

Finalists are booked by the Hamid organization and this year will appear at the Reading (Pa.) Fair and the New Jersey State Fair at Trenton. Commercial outfits which get their licks in at the Mrs. America finals are Beason floor wax, Tappan ranges, Neel sewing machines and Roseport frozen foods. These concerns sponsor contests in the various domestic specialties. However, if the big three account for most of the publicity in the torso-judging circles, they don't account for either most of the activity or the number of contests.

Hundred of independent beauty tilts are conducted annually at amusement parks, fairs and home shows. The promoters many times is a frustrated showman with enough drive and enthusiasm to compensate for what he lacks in experience. Other times he may be a professional promoter. But, professional or amateur, he usually manages to get a good local press and a plethora of pretty contestants.

With the advent of video, and with the growing signs of co-operation between video and outdoor show business, beauty contests may experience a boom in TV shows emanating from outdoor show locations.

SENSATIONAL SELEBT!
"4 NICKELS TO A DIMES TRICK"
Place MAGIC CAP over 4 nickels. Lift cap—over you have 4 dime! Nickels have vanished! No skill required!
SAMPLE \$1.00 postpaid.
WHOLESALE PRICE—\$6 per doz. 2 doz. \$10; postpaid. Bulk, pro. \$10. Dealer 10 Wholesale.
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Illustrated BOOKLETS
HERE THEY ARE, illustrated comic booklets just off the press. Good clear illustrations. Send \$1 for 12 booklets and receive FREE two of the larger size 32 page booklets. Rush a buck for all 14 booklets.
AL'S PRINT SHOP
118-F Eagle St. Dayton 10, Ohio

Winnipeg Okay

• Continued from page 46

has proven a popular attraction. The act, which can be seen for blocks around the show lot, attracts thousands nightly. Betty and Benny appear at 7:15 and 11 o'clock nightly.

Publicity Breaks

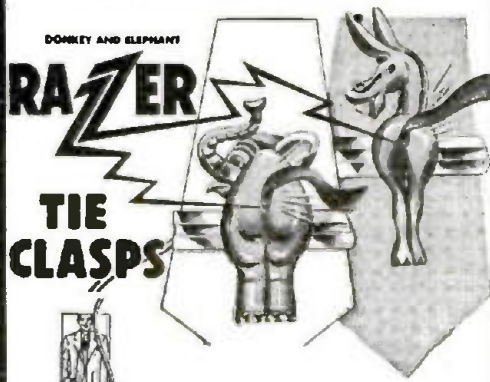
The Foxes have had publicity breaks in the two Winnipeg dailies and on the five Winnipeg radio stations which equal any promotion ever seen in the Manitoba capitol. The week previous to opening day they rigged up a plank over the edge of the roof on Marlborough Hotel and publicity shots hit the front pages of both dailies. On Thursday of exhibition week the attempt by Benny to climb the Golden Boy, a 14-foot statue which stands on top of the 258-foot-high dome of the Manitoba Parliament Building, resulted in more front page shots. Benny's efforts were thwarted after he got to the base of the statue, by lack of hand-holds.

Exhibition manager Bill Sinclair told The Billboard Thursday (19) that if the weather holds good the attendance would hit the 100,000 mark before the Saturday (21) closing.

Public reaction to the Winnipeg show is decidedly favorable. The support and the attendance even after rain and cool weather shows beyond doubt, entertainment hungry Winnipeggers would support a larger show. Attendance on Thursday (19), after five full days, neared the 60,000 mark.

The "Water Folies of 1952," outdoor attraction, with a 1,500-seat capacity, turned away crowds two evenings out of the first five. The talent is all local, and the water ballet, the diving, etc., is professional in caliber, part of the proceeds of this show is to go toward traveling expenses of Winnipeg swimmers at the Olympic trials.

POLITICAL PROFITS!



Just press the concealed bulb — up goes the tail — and oh! what a sound!

Top for '52 political shenanigans! Newest novelty sensation! Bally-shakin' way to razz political opponents. Donkey or elephant mounted on gold-colored tie clasp. Rubber tube and bulb hidden in pocket. Press the tail goes up, emitting an astonishing noise. The novelty natural for election year. Immediate delivery at present—order plenty!
No. 505 Donkey
No. 506 Elephant
\$7.20
DOZEN

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What a gall! Looks so real that every man will stare and dream (and buy)! A precision made mechanical pencil, complete with eraser and refill leads. Packed individually in No. 504 attractive colored box. **\$5.75** Dozen
One dozen to a colorful counter display.



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You've seen them on the big network TELEVISION shows and in the 20th Century Fox movie "Phone Call From a Stranger." Now, rub it up with "Talking Teeth," the sure-fire, sales-attracting sensation. Regulation like imitation false teeth that chatter, dance, move around as they open and close automatically. Made of plastic, with strong spring motor. Packed individually in colorful No. 618 box, display card with each dozen. **\$7.20** million gallons. Dozen

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- 1000 DOZEN—REGULATION BASEBALL BATS, DOZ. \$4.99
Standard—Metal, Kling, Gehrige, etc. Good quality; genuine Southern Ash; spruce, 3 1/2" to 3 3/4" average weight.
NOTE: Minimum order 6 gross.
- 1700 DOZEN—MINIPLY BASEBALL BATS, DOZ. \$3.99
Spruce, 3 1/2" long, good quality.
NOTE: Minimum order 6 gross.
- 18000—LAPEL-PIN PERFUME ATOMIZERS, EACH \$1.00
Sensitizing brass creation; for garment, purse wear; popularized by Elizabeth Taylor. Individually boxed.
NOTE: Minimum order 1 gross.
- 1000 CASES—RED CROSS COUGH DROPS, CASE \$2.99
300 Hours-tasting; 300 Old Reliable (Licorice Type); 300 Monthly; perfect throat; packed sec. base to the case.
NOTE: Minimum order 200 cases.
- 1700 DOZEN—WOMEN'S RUBBER GLOVES, Irregular, DOZ. \$3.99
Mfd. by Miller Rubber Co. Div. of B. F. Goodrich Co.; black, light brown; size 5 1/2 to 6 1/2.
NOTE: Minimum order 6 gross.
All items subject to prior sale.

ORDER NOW—Prompt delivery, 25% deposit, bal. C.O.D., P.O.D., Kansas City, Mo., in 10 days to well rated firms. Write, wire or phone for low quality prices on other close-out items.

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see page 3 for rates

chronograph watch, a two-button timepiece with imported jeweled Swiss movement featuring anti-magnetic construction. The merchandise is a combination stop watch, telemeter and tachometer. Each is complete with chrome metal band and comes with four-page instruction book and standard one-year guarantee warrantee. The firm offers this merchandise at \$3.83 each without box, \$3.88 in standard display box, and \$4.72 in deluxe display chest.

Detroit

Ambury Corporation has been experiencing difficulty in getting the nickel needed for the element in its Jolly Hot Wat Heater, but may soon be able to resume large-scale production and promotion. The company also manufactures Spe-De-Wee-Ne, a unique electrical hot dog cooker. . . . A similarly encouraging note comes from Frank Carson, head of Carco, Inc., manufacturer of special brushes and marking pencils which are widely sold in the specialty field, with increased availability of aluminum making resumption of promotional plans possible in the near future. . . . Herman Milgrom, of Hy Rose Lamp Novelty Company, is readying a new line of lamps and other novelties especially suitable for the carnival and fair trade. . . . Lewatt Specialty Company, headed by Hazel Watson, has turned over national distribution of its unique ironing cord guide to Clyde W. Lint Company, Chicago, but will continue to control manufacturing here. The device is said to be especially suitable for pitch and demonstration workers.

The Saga of Jake Posey

• Continued from page 71

near and King Edward was a frequent visitor to the grounds. The monarch was always welcome and Posey looked forward to his presence, for he enjoyed seeing him—and smoking his cigars that His Majesty generously passed out.

Cody Stock Replaced

During the time that Buffalo Bill was in England, the stock never failed to pass inspection. But in France it was a different story. The trouble started, as Posey remembers it, when an ailing horse was given to a farmer, who told everyone the bronko had once been owned by the showman. The news reached a veterinarian, who examined the steed and diagnosed the disease as glanders. Immediately, the show's stock was placed under a 14-day quarantine. Later 40 horses were ordered destroyed.

From time to time, there were inspections and brief quarantines. Jim Bailey, then in America, finally became disgusted with the delays and red tape and cabled that all of the horses were to be destroyed. He would send over a new batch, he said. The unpleasant job of doing away with the stock fell to Posey, who took out 12 animals each day and had them shot. When the job was completed, about 250 head—along with the trappings—had been destroyed.

Posey was in Europe four years with Buffalo Bill, making his tenure overseas nine years in all. His travels included every country—except Russia, that being an Iron Curtain even in those days. In 1908, Posey directed the loading of the Buffalo Bill equipment on the steamship Michigan and sailed with it from Dunkirk. He left the show late in 1907 after touring the United States with the William Cody organization.

Tries 52-Horse Team

Posey is best known for his performance as a 40-horse driver. But his record for mass reining included that of 52 animals. Altho it was a brief affair, it nevertheless, called for his skill. This happened in St. Louis when Howard Y. Bary wanted a 50-horse hitch. Posey said it would have to be either 48 or 52 in number of four. Bary ordered the larger number with the driver getting together the necessary trappings. When the scheduled time arrived and pho-

tographers were on hand for the permanent recording of the event, Posey was ready.

Posey admits that he had no idea what was going to happen. He had over a half hundred horses that had never before been hitched together. To nuke certain there was no runaway, he hooked a huge truck—headed in the opposite direction—on behind. It was unnecessary, for as soon as the horses started pulling, the light double tree splintered. The 52 horses walked away, leaving the wagon—and the truck.

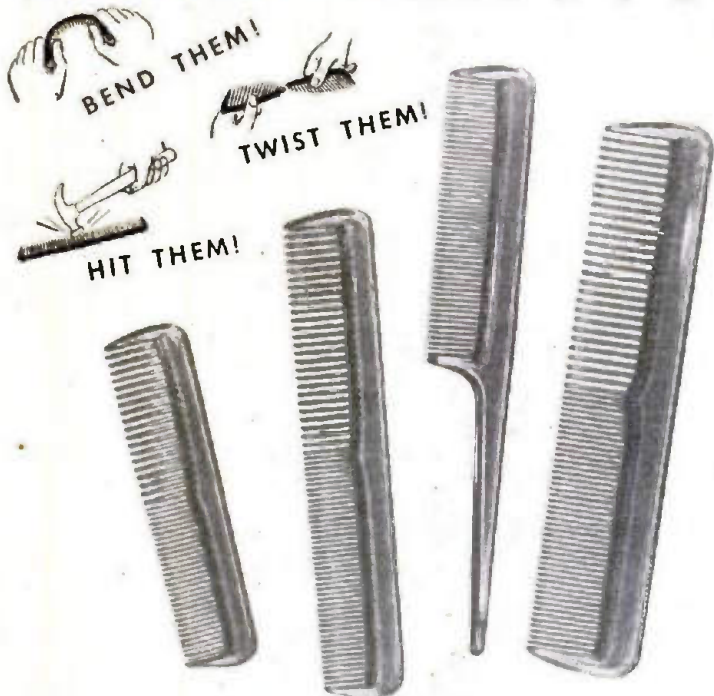
With Barnes, Hagenbeck

Altho Posey's 56 years on circus were mainly around horses, he had never had much to do with them before he joined John Robinson and later Van Amburg. As a child, he rode horseback on his grandfather's farm near Cedar Grove, Ind., where he was born in 1863. But, once he began driving, his kindness to animals was paramount. After leaving Buffalo Bill in 1907, he went with Campbell Bros., Yankee Robinson, Hagenbeck-Wallace, Al G. Barnes, Sparks, then back to Barnes and Hagenbeck-Wallace.

He retired from the lots in 1936 to live in Baldwin Park, Calif., in his modest cottage. There he had many mementoes of more than a half century of circus work. These included an English sterling silver service presented to him as president of the Benevolent Protective Order of Tigers, by Buffalo Bill. (The service was given to Mrs. Rose Alice Wagner, daughter of the late Harry Willis, calliope player with whom Posey trouped.) The BPO was formed to promote the social life of the trouper during the European tour and to help in retired show people. Actually, it was the forerunner of show clubs.

Posey is nearly 90 years old. Until recently he drove his own car, getting his driver's license renewed each year as required by California law. Last time his eyes were checked for the test, he was told that his sight was better than in 1950. He recalls circus life of 60 years ago in accurate detail—except how Jim Gallagher knew that they would be in Cincinnati. When Frank Wright delivered that cablegram, he caused Jacob Albert Posey 55 years of puzzlement.

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TAMOR PLASTICS CORP. LEOMINSTER MASSACHUSETTS

Pipes for Pitchmen

By BILL BAKER

"WHILE LOOKING... over and exploring my old battle-ground on my vacation recently at Coney Island, I met my old buddy, the Island's native son, Jack Kahn, operating a concession on Surf Avenue," Sol Addis pens from New York. "He's working his hand-writing analysis, his pet pitch. Thus far business has been fair for him. Coney Island's Chamber of Commerce named him to a committee to raise funds for the Mardi Gras and fireworks displays for this season. On the Boardwalk, I stopped to visit Mac Rappaport, a veteran trouper, who has been operating at his novelty and souvenir store Washington Baths for the past two decades. I like the way Mac operates. All articles have price tag. He treats his customers with every courtesy. In the fall when the season closes Mac works all the big fairs and he always is welcomed back."

J. J. (JAKE) GATELY... old-time med worker, is presenting a platform show in Western Idaho to reported good business. He's working solo with an advertising tie-up.

JIM BROWN... advises from Lindenhurst, N. Y., that he made the Boy Scoutarama doings at Babylon and Huntington, N. Y., recently to good results. He reports that business is running ahead of last season for him and that he took delivery on a new Willys Jeep recently.

"PITCHDOM... is fortunate to have persons like Tom Kennedy in its ranks," pens Ben (Horseback) Meyers from Kalamazoo, Mich. "He speaks facts about the tribes and keister profession. It makes no difference who you pay for the privilege of working one must keep going to acquire a bank-roll. Thanks to Tom Kennedy for taking time out to inspire the knights of the road."

JAMES I. HARDMAN... reports from Trenton, N. J., that he is still seeking the whereabouts of a fellow known to him only as Scottie, who made his home in the Carmarsie section of Brooklyn. Hardman is serving a prison term and contends that Scottie is the one person who can clear him of any implication in the alleged

crime for which he is serving his sentence. Hardman says that Seattle was working American flags at the time of the incident with a person known as Foley and an Italian nicknamed Joe, the Wop. Hardman says that he has located John Kowalski, whom he had been seeking.

HENRY H. VARNER... cards from his Akron headquarters that he has been visiting Mills Bros., Hagen Bros., and King Bros.' circuses for the past few weeks compiling background and data for a number of circus articles he is penning. "If one will trace some fast workers back to their home towns and talk with people who went to school with them, you'll acquire the knowledge as to why they bounce around and seldom return to their local areas. Can itchy feet be the reason?" Varner inquires.

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Wilner Sales Co., Inc.
1522 S. Walnut St. Muncie, Indiana

MOUSE WORKERS, PITCHMEN ATTENTION

The Mysterious Wonder Mouse

Made of Plastic

Made of Plastic

Made by G.M.S., the well known Mouse Worker. Same Quality. Same Price. Same Service!

They are perfectly balanced, overcome a worker. Will not melt in hot weather. Mouse gray color. Packed in attractive colored boxes. If repeat, shipment 25% with order, balance C.O.D.

J & J SALES CO.
37 BROMFIELD ST. BOSTON 8, MASS. P.L.

COLLECT AND GROW RICH!

Here's YOUR opportunity to learn about a life-time, 30-days or full-time extra business which earnings run as high as \$3,000-\$15,000 yearly! In this dignified profession, \$10 profits are made by having no overhead of others work for you. Copy of Collect and Grow Rich—the booklet that tells the full story —30 cents for the outline. No cost or obligation. FREE OFFER! Apply today!

309 S. Robinson St., Va.

GIVE TO THE RUNYON CANCER FUND!

WE ARE MANUFACTURERS

All Kinds—PULL TICKET GAMES

TIP BOOKS

Buy direct from manufacturers at 50% off retail prices.

Columbia Sales Co.—L
502 MAIN ST., WASHINGTON, W. VA. L
Phone, Wheeling 340

PAPERMEN

Can you dependably Men on Feltz already booked, also Still Workers, FARM, STOCK and SPORT papers.

JACK TYLER
6714 42nd Ave., No. 13

SIZZLING SUMMER SELLERS from GEM

SOCK AWAY THE PROFITS With *Another* **GEM SCOOP**

Sock-O-Purse
OPR. 1952 GEM SALES

SENSATIONAL NOVELTY, SELLING LIKE WILD! SALES HIT OF THE YEAR!

It's a real sock with standard purse frame

Party Left riot.
Teen-Age tod sensation.
A practical, carry-all purse.
Jobbers write for quantity prices.

\$6.50 Individually wrapped
to telephone DISPLAY CARD with each dozen

AMERICA'S BIGGEST AND BEST STOCK OF SLUM AND GIVEAWAYS! PROMOTION MERCHANDISE

Giveaway Items

RABBIT FOOT KEY CHAINS	GRASS	5.50
TIE & COLLAR SETS, ind. boxed	5.50	5.50
KEY CHAINS, assorted	2.75	2.75
IMPORTED GLASS BEADS, IMP. COLORS	2.75	2.75
POCKET COMBS	1.35	1.35
NOVELTY CIGAR FLAG	1.00	1.00
PAPER BLOWOUTS	1.00	1.00
PAPER FOLDING FANS	1.00	1.00
HARMONICAS	1.00	1.00
BISCUIT FIGURES, assorted	1.00	1.00
TOOTH PICK KNIVES	1.00	1.00
WOODEN BOX COIN TRICK	1.00	1.00
NOVELTY PLASTIC PIG BANKS	1.00	1.00
ASSORTED GIVEAWAY ITEMS	1.00	1.00
(no list) 18 Gross	7.50	7.50
HUMMING LARIATS	4.50	4.50

Promotion Merchandise

Thermic GALLON JUOS	Each \$	2.35
S-P. CLEAVER SET	Set	1.40
Plastic CUP & SAUCER SETS, 3 pc.	Set	2.30
4-ON. Wastewar PRESSURE COOKER	Each	7.50
Courtesy BATHROOM SCALE	Each	4.50
Musical CAKE PLATE	Each	4.40
26-Pc. ROGERS SILVER PLATE	Set	11.97
Service for 6	Set	26.70
32-Pc. ROGERS SILVER PLATE	Set	11.97
Service for 8	Set	26.70
22-Pc. Pilsner DINNERWARE SET	Set	2.40
Western HORSE CLOCKS	Each	4.25
2-Handed LUGGAGE SET	Set	13.90
NECKLACE & BARRING SETS, boxed	Dozen Sets	12.00
FOREST FIRE LAMPS	Each	2.35
FOUNTAIN OF YOUTH LAMPS	Each	3.50
SCATTER PINS, ind. boxed, 50 styles	Dozen	5.75

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.
- Has a blade for every size and type of screw.
- Vise-grip clutch 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 IN ONE KIT has 3 standard blade screwdrivers and 2 Phillips type screwdrivers. Handle holds each blade with vise-like grip. Tremendous orders from dealers prove this the most sensational tool value ever offered.

YOUR ORDER SHIPPED SAME DAY RECEIVED

\$7.20 PER DOZ.

GEM SALES

HOTTEST FLASH ITEM IN YEARS

GENTS' WATCH SET

9 piece set includes: jeweled gold watch, gold stretch band, gold fountain pen, gold watch, gold cuff links, gold slide, gold watch & key chain, boxed in a large window gift box. **SPECIALY PRICED** while they last!

EACH SET \$6.50

CANDID CAMERA, 117 Film, ind. Boxed Dozen \$14.40
Genuine EVERSHARP DESK SET, Pen & Pencil Each 2.35
Electric Single Head SHAVERS, Boxed Each 1.75
Electric Double Head SHAVERS, Boxed Each 2.25
Silver TABLE LIGHTER, 2-Pc. Set, Boxed Each 7.00
Large Black PISTOL LIGHTER Dozen 4.00
Large Pearl PISTOL LIGHTER Dozen 7.20
FULLY AUTOMATIC STANDARD POCKET LIGHTER Dozen 18.40
 Similar in mechanism and operation to nationally advertised lighters.
Ladies' DRESSER SET, 3-Piece, Boxed Dozen 10.20
CARVING SET, 3-Piece, Boxed Dozen 12.00
Jewel Box JEWELRY SET, 6-Pc. Each 2.75
Marce HEAVY GAUGE ALUMINUM, 16-Piece Set Per Set 5.75

NEW LOW PRICE!

Snake BOW TIE!

HOTTEST NOVELTY IN YEARS!

\$4.75 PER DOZ. INDIVIDUALLY CELLOPHANE WRAPPED!
25% Deposit with Order Bal. C.O.D.
 F.O.B. Detroit, Mich.

just a good-looking bow tie. Mr. Serpent slithers out! Then listen to the gals shriek with terror and squeal with delight.

JOBBERS: WRITE FOR QUANTITY PRICES!

FLUORESCENT SILK TIES-- \$3.00 DOZEN

FULL CUT, LINED, OUTSTANDING LEVEL COLORS, ONLY WHILE STOCK LASTS (no loss sold).

ROLL CAPS—750 SHOTS TO BOX	Per Ctn. 150 Doz!	\$ 1.50
SMOKER PUN SHOP—33 ITEMS ON CARD	Card	1.90
AUTO WHIZZ BANG	Crates	14.40
CIGARETTE LOADS	Gross	4.75
EXPLODING BOOK MATCHES	Gross	2.75
ALARM CLOCKS	Dozen	10.30
BILLPAK BILLFOLDS	Dozen	18.80
PICNIC BASKETS—6 to Carton	Each	1.75
LEATHER BELTS—ALL SIZES	Dozen	7.20
PLASTIC LOVING CUPS—MID. SIZE—SILVER OR GOLD	Dozen	2.25
LARGE SIZE—SILVER OR GOLD	Dozen	3.50

SENSATIONAL VALUES!

American Genuine Oroolite Lens SUN GLASSES, 1 Doz. on Card	DOZEN	GROSS	\$12.50
NITE CORPS STYLE GLASSES, complete with plastic case	Each	72.00	6.25
OPERA GLASSES WITH COMPASS	Each	42.00	4.00
POCKET KNIVES, assorted 100 to display card	Each	25.50	2.50
HUNTING KNIVES, with sheaths	Each	70.00	7.50
PLASTIC BILLFOLDS, ind. boxed	Each	48.00	4.50
18-Pc. KIDDY PORCELAIN TEA SET	Each	10.00	1.00
12-Pc. KIDDY PORCELAIN TEA SET	Each	9.00	1.00
Mirrored WASTE BASKETS	Each	19.00	1.90
3pc Miniature TOM THUMB PIPES	Each	4.25	4.25
Miniature MEXICAN HATS	Each	6.75	6.75
Character DOLLS, ind. boxed	Each	30.00	3.00
Plush BEARS, 25" fine finish	Each	21.00	2.10
Stuffed POLKA DOT DOLL, 17" High	Each	24.00	2.40
Large SOUDDOR DOLLS, ind. boxed	Each	45.00	4.50
ELECTRIC FANS, 10"	Each	4.00	4.00
Gents' T-SHIRTS, fine combed	Each	18.00	1.80
UMBRELLAS, full size, assorted colors	Each	18.00	1.80
HAIR CLIPPERS, ind. boxed	Each	6.50	6.50

CARNIVAL SPECIALS

FUN MONKEYS, med. size	DOZ. GR.	6.50	COOLIE HATS, DECO. RATED, 12"	DOZ. GR.	\$1.00	\$22.50
DANGLING NOVELTIES, Ducks, Skewers, etc.	Each	4.00	WESTERN BROOCH PINS, ind. Carded	Each	2.75	
PARASOLS, PAPER, 16"	Each	6.00	BALL PENS, BULK	Each	7.20	
SHAKE TULIPS	Each	6.00				

CELLULOID DOLLS 7" TINSEL BODY, FULLY DECORATED. **\$1.25**

RUBBER BINGTAIL MONKEY \$1.75 42.00

RUBBER POP-OUT NOV. ELVES90 8.00

COOLIE HATS, DECO. RATED, 12" 1.50 16.50

BALLOON STICKS, GOOD QUALITY, 24"50

ICE PICKS, 1 DOZ. ON CARD60 8.00

WEE WEE WILLIE DOLLS, Humorous Novelty 1.25 12.50

POPULAR NOVELTIES **LOWEST PRICES**

NOVELTY SARRINGS—13 ASST. ON CARD	Card	4.00
NOVELTY BRACELETS—ASST. STYLES	Dozen	6.00
100 EVERSHARP BALL PEN	Dozen	6.75
250 SHOT WATER GUN REPEATER, PLASTIC	Dozen	5.00
250 SHOT WATER GUN REPEATER, PLASTIC	Dozen	4.00
NOVELTY PORCELAIN SALT & PEPPER SHAKERS, Ass. Styles	Dozen \$2.49	Gross 24.00
SHAVING MIRRORS	Dozen	3.75

METAL TROMBONES American made. Terrific fair show. Thousands sold. Immediate delivery. **Dozen \$22.50**

WRITE FOR OUR BIG FREE CATALOG!

WE CARRY A COMPLETE LINE OF LASH WHIPS, NOVELTY HATS, PENNANT CANES, BAYONS, SWAGGER STICKS, BALLOONS, BEACON BANNETS, HUNDREDS OF OTHER ITEMS NOT LISTED. WRITE FOR OUR PRICES. WE WILL NOT KNOWINGLY BE UNDERSOLD.

25% deposit with order, bal. C.O.D., F.O.B. Detroit.

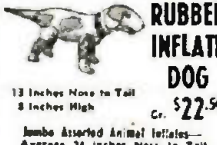
GEM SALES

533 WOODWARD DETROIT 26, MICH.

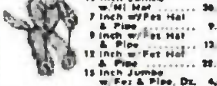
Best Buys • Stock Up Now



FUZZY WUZZY STRAW HATS... \$4.25... \$48.00



RUBBER INFLATE DOG... \$22.50



FUR MONKEYS... \$3.00... \$29.00



WESTERN STRAW HATS... \$5.50



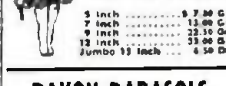
BALLOONS... \$1.50... \$3.50



Bee Bop Caps... \$5.50... \$63.00



JUMBO RUBBER MONKEYS... \$54.00



High Hat Tinselled Feather Dolls... \$7.00... \$35.00



RAYON PARASOLS... \$1.00... \$1.00

EXTRA SPECIALS... 1000 ASSORTED SLIM \$6.00

SCHATTUR NOVELTY COMPANY

NOVELTY SCARFS for GIFTS! SOUVENIRS! SPORT! DRESS! Includes various scarf designs and prices.

HEADQUARTERS FOR NOVELTY. ORIGINAL KEY CHAINS... 48 W. 37th Street, N.Y.C. LO 4-5670

GIVE TO DAMON RUNYON CANCER FUND

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only...

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- List of names and addresses for mail on hand at Cincinnati office, including Adams, Albert, Adams, Alfred L., Adams, Mrs. M., etc.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- List of names and addresses for mail on hand at New York office, including Adams, Albert, Adams, Alfred L., Adams, Mrs. M., etc.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- List of names and addresses for mail on hand at Chicago office, including Adams, Alfred L., Adams, Mrs. M., Adams, W. E., etc.

BIG PROFITS WITH COMIC DECALS and PIN-UP DECALS

ATENA WATCH CO. \$150 FLASH RHINESTONE DIAL WATCH \$5.50

Calendar for Coinmen

- June 23—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- June 25—Recorded Music Service Association, monthly meeting, Brown & Kopple Restaurant, Chicago.
- June 26—Amusement Machine Operators' Association of Dade County, El Comodoro Hotel, Miami.
- July 3—Washington Music Guild, Inc., monthly meeting, 3110 H Street, Washington.
- July 7—Illinois Amusement Operators' Association, monthly meeting, 208 North Madison Street, Rockford.
- July 7—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Bailow Restaurant, Baltimore.
- July 17—Progressive Music Guild of South Jersey, monthly meeting, Walt Whitman Hotel, Camden, N. J.
- July 23—Recorded Music Service Association, annual golf party, Bunker Hill Country Club, Chicago.

STAFF EXPANDED

Give S and K Glad Hand At Open House

PHILADELPHIA, June 21.—Highlighted by a large attendance of operators and distributors in Eastern Pennsylvania, S and K Distributing Company formally opened its new place of business here with festive hospitality. During the event, Sid Goodman, ex Scott-Crosse staffer, was announced as a new member of the firm. S and K principals, Herman Scott and Albert and Rubin Katz, arranged the open house to become better acquainted with some of the newer operators in their territory and renew friendships with some of the more experienced coinmen.

Gottlieb Reps Hold Showings On Four Stars

CHICAGO, June 21.—Distributors of D. Gottlieb & Company held initial operator showings this week on Four Stars, a new five ball game. It features trap action and a variety of ways of setting up replays.

Built with a series of bumper bumpers and roll-over switches at the top of the playfield, the object is to guide balls into the four trap holes, thereby automatically gaining a replay and lining up other winning score possibilities. In addition to completing the ball trap cycle, player can make replays by hitting all units of a No. 1 thru 8 sequence which need not be made in numerical order. Still other replays can be scored on special point and high scores. The special points are garnered by guiding balls thru any of four roll-over switches which are lined up on both sides of the ball trap holes.

Other important scoring plays on Four Stars include the bonus score which registers 100,000 high score points each time a ball drops in a trap and a maximum of 500,000 points when all four traps are occupied. The bonus points are transferred to the main score only after a ball is guided thru a roll-over switch just above the outbowl. This switch is between a pair of flipper bumpers which player can use to knock balls back to the top of the playfield.

Name O. Coin Service Mgr.

COLUMBUS, O., June 21.—Bernie Solomon has been appointed manager of the expanding parts and service department of the Ohio Coin Machine Exchange here.

In the trade since World War II, Solomon has been one of the firm's key sales staffers and is recognized by coin machine factories as an ace trouble shooter on game playing mechanisms.

STRIKE DELAYS ARCADE HYPO

WASHINGTON, June 21.—The National Production Authority cancelled plans Wednesday (18) to allow builders of Penny Arcades, theaters, bowling alleys and other recreational type coin machine locations to self-certify their orders for limited amounts of metals in the third quarter.

NPA Chief Fowler indicated such a plan would have to wait until the steel strike is ended. Previously the plan had been earmarked to begin July 1.

Marvel Adopts Vacation Plan

CHICAGO, June 21.—Marvel Manufacturing Company will close its factory from June 28 to July 14 to permit group vacations of assembly line and shop workers.

President Ted Rubenstein will be on hand during that period together with a skeleton crew to handle office details and emergency requests. The firm is in production on four shuffleboard scoreboards, two wall type and two overhead units.

COPPER, ALUMINUM

NPA Sets Decontrol Actions on Metals

WASHINGTON, June 21.—Copper, the toughest nut of the controlled materials program to crack, and aluminum, were virtually decontrolled for the third quarter in a surprise action by the National Production Authority here Wednesday (18). In effect it permits manufacturers of coin-operated as well as 25,000 other users to self-certify their own orders for 10,000 pounds of copper products and 20,000 of aluminum regardless of the amounts they used in the 1950 base period.

The action followed an order of the previous day setting up a bonus allotment of 100,000,000 pounds of copper which was to have been made available in the quarter beginning July 1.

NPA thru its head, Henry Fowler, explained copper was eased because of anticipated increased imports of the metal. Aluminum has been decontrolled,

JUKES, GAMES SET PACE

Export Sales Running 15% Ahead of Record '51 Biz

WASHINGTON, June 21.—The ever expanding foreign market for U.S. manufactured coin machines continued in high gear in March, it was indicated in figures released by the Department of Commerce here this week. With new and used phonographs accounting for over 90 per cent of the sales, March figures showed a total of 3,109 units were exported for \$538,106. For the first three months of 1952 a total of 9,436 pieces, valued at \$1,571,938, were shipped abroad. The dollar figure is 15 per cent above the same period a year ago when 6,707 units were exported for a total of \$1,389,621.

In March, 813 jukes were sold to overseas operators for \$334,527. Meanwhile, 1,358 games worth \$152,796, and 938 vend-ers with an aggregate sales tag of \$50,783 were delivered to foreign markets.

Altho sales to Canadian and Venezuelan firms once again dominated the over-all coin export trade in March, there were six other volume buyers in that period. They were Cuba (199—\$58,386), Belgium (211—\$36,908), Japan (153—\$29,809) Switzerland (110—\$12,309), the Netherlands (142—\$11,050) and Mexico (64—\$10,850). Only Canadian operators purchased all types of coin machines in March. They accounted for 186 jukes, 685 vend-ers and 1,512 and these had an aggregate sales price of \$148,716. The other big buyer of the month Venezuela purchased 180 music machines for \$124,423 and 168 vend-ers for \$12,407, making a total of 348 units for \$136,830.

With more outlets opening up on a regular basis and the already established markets consistently growing, export specialists in the key cities of New

York, New Orleans, Detroit and San Francisco now expect 1952 to easily surpass last year's record business when 29,764 units, valued at \$5,121,806, were sold. Even if the first quarter pace were continued for the rest of the year, well over \$8,000,000 in coin machines would reach foreign markets.

United Stages Plant Review On Stars Game

CHICAGO, June 21.—United Manufacturing Company this week staged a factory preview of a new three card in-line scoring game called Stars. It combines the high points of several previous units in the in-line field and introduces new play incentives.

Key to play are the three numbered cards on the backglass, each of which contain 25 numbered boxes and correspond with the 25 numbered holes on the play-field. The numbers on all three cards are the same, they are arranged in different formations and therefore offer a wide variety of scoring possibilities. Basic idea of Stars is to light three, four or five numbers in a line on any or all three cards. The numbers are illuminated as soon as a ball drops in its related numbered hole. These can be made horizontally, vertically or diagonally.

Stars is a five ball game but at the player's option, he may purchase up to three extra balls and thereby better his opportunity to make a larger score. The extra balls can be purchased after one or more of the original five balls have been played. In addition to the extra ball idea the game has spot and double score features, both of which come into being after player deposits extra coins following his activation of all three cards.

Spot Feature
The spot feature illuminates from one to six numbers and enhances the player's scoring potential. The double score unit, as its name implies, doubles the score on all cards when a three, four or five in-line play is completed. Depending on how many extra coins the player inserts, he can predetermine whether he wants to try for double score on one, two or all three cards.

Stars has an automatic ball lift, the United developed drop chute, and is easy to service since all the mechanism is in the back box and on a hinged door. It is available on nickel or dime play.

First Distrib Mails Catalog

CHICAGO, June 21.—First Distributors this week mailed to operators the first of its 100-page plastic ringed catalogs which cover several hundred gift type items.

Called the Gift Book, the catalog includes easy-to-understand methods of looking up both items and the special prices offered to the operator trade. Most of the items are in color and the book is broken down in 20 different general classifications of merchandise such as appliances, watches, luggage, lamps, sporting goods, etc.

For the benefit of operators, who handle merchandise as a sideline and dealers in gift items, all prices accompanying the illustration of merchandise carries the retail price only and the wholesale prices are listed in a separate removable section. In this way the operator or dealer can show the items without revealing the wholesale cost.

Union Ends Picket Of L. A. Distribs

LOS ANGELES, June 21.—After 14 weeks of intermittent picketing of four jobbers here, pickets of the International Brotherhood of Electrical Workers, Local 1052, were removed.

Hal Sherry, business representative for IBEW, said that the removal had been ordered by the international office on the basis "that where the pressure removed, the boys would come in." Sherry said that the pulling of the pickets was not permanent and that a deadline had been set for the firms — the Paul A. Laymon Company, Badger Sales Company, C. A. Robinson Company, and Nickabob Company to join.

There was no comment as to future membership in IBEW of the owners of the picketed spots.

They said that no papers had been signed and they were unable to explain the removal of the sign-carriers.

Deliver First Of Genco's New Upright Games

CHICAGO, June 21.—Genco Manufacturing & Sales Company has started deliveries on a new type upright skill game. Called the 400, it has six balls for standard play and an additional six balls thru the use of a purchase feature.

One of the fastest multi-games as far as playing time is concerned, 400 is activated by the player pressing a red button after inserting a nickel. Once the game is activated all six balls at regular staggered intervals are lifted on the playfield by an escalator released on an incline. From the incline the balls drop on the scoring area and drop in either of two sets of channels.

Appoint Empire Genco Distrib

CHICAGO, June 21.—Genco Manufacturing & Sales Company announced the appointment of Empire Coin Machine Exchange here as distributor of its amusement game products in Illinois and Indiana.

Empire Coin is headed by Gil Kitt. Firm's chief sales staffers are Howie Freer and Stanley Levin.

Genco has just started production on a new type game called The 400. It has six balls and introduces several new features in straight amusement play.

Coin Machine Exports March, 1952

Country	Phonographs		Vendors		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	186	\$ 55,934	885	\$18,285	641	\$ 74,497	1,512	\$148,716
Venezuela	180	124,423	168	12,407	348	136,830
Cuba	199	58,386	199	58,386
Belgium	73	24,381	138	12,527	211	36,908
Japan	153	29,609	153	29,609
Switzerland	10	12,309
Netherlands	142	11,050	142	11,050
Mexico	64	10,850	64	10,850
Other
Countries	101	48,244	85	20,091	284	25,113	470	93,448
TOTALS	813	\$334,527	938	\$50,783	1,958	\$152,796	3,109	\$538,106

Dime Drinks Foster Unrealistic Movie Commission Rates

"Leap Before Think" Op Action Regretted; Cite Profit Woes

CHICAGO, June 21. — With the increasing domination of dime drinks in theater lobby locations, soft drink cup operators have in many cases unknowingly fostered a new commission Frankenstein for themselves. When, with the exception of neighborhood movies, theater management began clamoring for 10-cent drinks several years ago, it also managed to include a highly favorable and one-sided (in

its favor) commission arrangement at the higher vended price. A good many operators got their arithmetic mixed, and felt that they were at least coming out even on the rental deal. Specifically, the A B C's of the new commission plan on dime drinks works exclusively to the advantage of movie management, thus:

400 Per Cent Increase
Formerly, theaters received 20 to 25 per cent commission on the nickel drink (with the latter rate the rule) and with the advent of dime operation they maintained that a 100 per cent increase in the drink price should bring them at
(Continued on page 117)

Three Plants Producing for Cole Products

CHICAGO, June 21. — Cole Products Corporation announced this week that with the inauguration of production at Oneida Products, Canastota, N. Y., Cole-Spa equipment was being produced at three different points. Richard Cole, vice - president, said the Oneida facilities, which started assembly line operations two weeks ago, will now supply all Eastern shipments which formerly came from the Chicago plant.

Production at the New York plant, which is a division of Community Silver Plate, follows over six months of tooling operation.
(Continued on page 117)

Mull Sanitary Rules for Camp Cup Machines

WASHINGTON, June 21.—Cup venter manufacturers and officers of all branches of the Armed Forces met here last week to discuss sanitary regulation of drink venders on military bases. It was decided that a research council committee would continue to study the problem, and prepare a draft of recommended regulations at an early date.

Dr. W. L. Mailmann, bacteriologist retained by the National Automatic Merchandising Association, described his work on cup vending equipment at Michigan State College during the meeting. Conferees representing venter manufacturers were Cy Melikian, Stuart Lyon, president of Lyon Industries, Inc., and Ike Houston, president of Spacarb, Inc.

New Supply, Bulk Vender Firm Formed

SAN ANTONIO, June 21.—An open house held by the newly formed Champion Vendors Supply Company, formerly Mercury Gum Company, featured a 200-unit bulk vender, ball gum and charm display. Attendance of over 75 included Leo F. Leary, vice-president of E. K. Hart Confections, and Ish Krimmbiel, president of American Bulk Confections.

Directors of the new firm are Q. B. Scott, M. Dale Scott, Frank E. Scott, Q. Bell Scott and James T. Scott. Headquarters are at 1119 East Houston Street.

A preview of Champion's new All-Purpose Confection Vender was included in the open house.
(Continued on page 115)

Set NAMA Bd. Nominee Comm.

CHICAGO June 21. — C. S. Darling, executive director of National Automatic Merchandising Association, announced the appointment this week of a three-man nominating committee to select nominees for NAMA directors. Election of five directors for three-year terms will take place at the annual convention September 14.

Nominating committee members are R. Z. Greene, Rowe Manufacturing Company, New York, Louis Risman, Mystic Automatic Sales Company, Medford, Mass., and Robert Wagstaff, The Vendo Company, Kansas City.

The five board of director members whose terms expire this year are Ike Houston, Spacarb, Inc.; George Sedman, Rowe Service Company; Dave Davidson, Davidson Brothers; E. F. Hinkle, Automatic Canteen Company of America, and Arthur F. Schultz, Arthur F. Schultz Company.

King-Size Chesties Hit N. Y., Boston

Will Sell for Penny More Per Pack, One of the Many Problems Faced by Venders

NEW YORK, June 21.—After keeping the news well guarded for many months, Liggett & Myers Tobacco Company, Monday (16) announced that Chesterfield Cigarettes will now be available in king-size as well as in standard lengths. The new smokes 21 per cent longer than regular types, will go on over-the-counter sale in New York and Boston June 23, and nationally as soon as production can meet the demand anticipated by the company.

L&M also made it known that the Office of Price Stabilization has approved a list price of \$9.10 per thousand, less discount of 10 and 2 per cent. Thus, the King-sizers will sell for about a cent a pack more at retail.

The producer expects the new pack to grab a sizable part of the long smoke market without hurting sales of its own standard size.

What the effect will be on L&M's other king-size brand, Falmas, cannot immediately be ascertained. Falmas have been competitively priced with standard size brands.

First of Kind
While all the big four firms have had king-sizes on the market, this marks the first time any major producer will have the same brand name on different size cigarettes.

A possible reason for this new (Continued on page 115)

Re-Elect Gott NCA President, NYC for 1953

CHICAGO, June 21. — Philip P. Gott was re-elected president of the National Confectioners Association at the close of the group's annual convention here. All other officers also were re-elected. They are Harry Chapman, New England Confectionery Company, Theodore Stempfel, E. J. Brach & Sons, and W. W. Cassidy, Sweet Candy Company, vice-presidents, and Richard Kimbell, Kimbell Candy Company secretary-treasurer.

The 1953 NCA convention will be held in New York, June 14-18, at the Waldorf-Astoria.

Mills Candy Vender Still Under Test Op

CHICAGO, June 21. — Mills Industries, Inc., reported this week that its 8-column candy vender, initially introduced in a pilot model during the 1949 National Automatic Merchandising Association convention in Atlantic City, was being retained for continued testing and refinement prior to being offered on the general market.

The machine, model No. 458, has a capacity of 148 bars. Earlier, it had been announced the list price would be \$197.50. A two-nickel coin mechanism was a recent addition, permitting the patron to make change should the dime bar column or columns not carry desired brands.

To date, practically all test-production models have been channeled to its operating division, Mills Automatic Merchandising Company, where extensive operational tests are still underway. A definite date for general release of the vender could not be determined as yet, a Mills spokesman said.

Announce NCA Trade Policy

CHICAGO, June 21.—National Confectioners Association adopted a nine-point policy platform during its annual convention here this month.

Pertaining to the candy industry, and in a number of points American business in general, they are: 1) Opposition to continuation of wage and price controls; 2) belief that defense requirements constitute the only justification for control of materials; 3) reappraisal of the agriculture program and restoration of individual rights; 4) promotion of fair competition thru informal conferences with the Federal Trade Commission; 5) support of Food, Drug and Cosmetic Act legislation to promote the wholesomeness of candy; 6) foster international trade which preserves American living standards; 7) take issue with administration of the sugar act; 8) stress of safety and accident prevention, and 9) promote citizenship in co-operation with other organizations.

COMMISSION ADJUSTMENTS

Rental Rates Dip for Some Equipment in Some Areas

CHICAGO, June 21. — While not an industry-wide trend, commission rates in a number of areas have experienced downward adjustments during the past half year. These sporadic reductions, in the main, have reflected the increased cost of doing business on the operator level.

Leading the lowered-commission

parade, in the following order, are cigarettes, cup cold drink and ice cream in those areas where there have been such moves. However, on an industry-wide basis, there have been few changes in commission percentage rates or method of figuring such rates since World War II.

An opposite move is occurring in the coffee vending field. This is especially notable in the Chicago area, where approximately 40 per cent of such equipment is now operating on odd-cent prices. Coffee commissions range all the way from zero (prevalent in many industrial and office outlets) to as high as 10 per cent. In locations where 7-cent or higher per cup prices are charged commissions run between 5 and 15 per cent, with 7 and 10 per cent the most common, however.

Chi Area
Chicago operators report that while coffee commissions may have shown increases because of

the higher per cup cost, cold cup drink rentals have declined somewhat. A year ago, 20 per cent was the average commission; today the average is more nearly 15 per cent, and a large number of installations carry 10 per cent rental rates. This applies to non-theater locations. Latter present a special commission problem (see separate story in this section).

Thru suburban Chicago locations, where cigarette venders are operated, commission rentals have been on a downward move during the past few months. When the per pack price went up a penny about a year ago, percentages were increased from an average of a penny to 1½ cents per pack. Today, with rising operating costs, the move is back toward the straight penny per pack rate and sliding scale arrangements, where rentals increase or decrease with volume, are growing increasingly common.

Ice cream machines in the Windy City area are tending toward a lower rate also. Operators report 10 per cent is still the average, but a 7 per cent arrangement has been rising in popularity and some machines are placed on 5 per cent commission.

Most areas in the nation report candy commission rentals holding steady. Ten per cent is the rule, with a few up to 15 per cent. But in Detroit, candy vender percentages have been lowered generally from 10 and 15 per cent a year ago to 5 and 8 per cent at present. Detroit cigarette commissions, tho, remain at 1½ cents, largely unchanged from a year ago when the retail price was hiked from 23 to 24 cents.

On the West Coast of Florida, operators likewise reported all commissions unchanged except cigarettes. With the federal cigarette tax increase, many of most operators continued to maintain the quarter pack price and reduced commissions from 1½ cents to a penny.

SUMMER SALES STEPS

Cup Ops Take Two, By-Pass Two for \$\$

CHICAGO, June 21.—As in other years, soft drink cup operators this year will do approximately one-third of their total annual volume during the June thru August period. Examination of average sales percentages, by month shows that each of the three months accounts for over 11 per cent of the year's business. This means that sales during each summer month are almost double that of January volume.

In line with the expanded volume, and the accompanying heavy usage of equipment, cup operators taking full possible advantage of the plus-sales season employ at least two positive steps, avoid taking two additional negative ones, to realize best net returns.

Step one is a thorough inspection and operational check of each unit on location, removing not only worn components but also parts that show signs of "first wear." Both are insurance against costly service calls and shut-downs when the thermometer soars.

Step two is a systematic step-up in frequency of servicing. This compensates for the faster sales pace and at the same time eliminates possibility of "dead periods" following a complete sell-out.

Intelligent application of both positive and weather business steps in themselves make it unnecessary to employ the two negative steps (dollar-wise) that could mean a reduction in both per machine earning capacity and total net profit. The latter steps are: (1) installation of extra drink venders in industrial and high traffic transient locations, and (2) addition of two or more servicemen to the route crew. Both steps, except in some special cases where distance and size of operation may be factors requiring them, may thus be by-passed as necessary summer operational aids.

"FOR SALE," "WANT" TRENDS ON USED EQUIPMENT MARKET

CHICAGO, June 21. — Nickel candy and soft drink cup venders have moved into first and second place respectively as most-offered equipment on the used machine market during the past three months. They replaced cigarette and bulk venders which held that position earlier this year (The Billboard, April 12).

Ice cream venders came up third most advertised item on the used market, while cigarette, milk and popcorn machines tied

for fourth place. Coffee, followed by fruit juice machines, were fourth and fifth as most-offered automatic merchandisers for resale.

Meanwhile, operator demand continued to place soft drink machines in top spot as most-wanted used equipment. Second in operator demand were candy venders, followed in that order by coffee, ice cream and cigarette equipment on the used machine market.

SUMMERTIME CHARM VENDING

- ARE YOU covering the resort and amusement spots in your territory?
- TRANSFER machines from slow spots to FAST Resort localities.
- PLACE TWO or more machines wherever the action is quick. Get it while the getting's good.
- MAKE MAY while the Sun Shines. Cover Resort localities often.
- PRESS YOUR MACHINES with a wealth of Charms, Prizes and Treasures that get the best results.
- YOUR MOSTEST AND BESTEST CHARM BUY is one bag of SUCCESS CHARM MIXTURE, comprising hundreds of assorted charms, including the most and best gimmicks and the best all-around mixture possible.

\$3.00 per bag

- about 425 assorted in the bag
- A FULL BAG OF SUCCESS CHARM MIXTURE in each machine is the proper "fill-up" and dresser-up" affording you can profit to achieve greatest turnover-and-profit results.

Samuel Eppy & Co., Inc.
91-15 144th Place Jamaica 2, N. Y.

NAMA Area Meets In Conn., Rhode Island

NEW HAVEN, Conn., June 21.—The National Automatic Merchandising Association held an area meeting here Wednesday (18) at the Taft Hotel. Approximately 30 operators of automatic merchandising machines were on hand—the first NAMA meeting ever held in this city.

Area chairman, Peter Amadeo, of New London and Norwich, was unable to be present. In his absence, the dinner session was chaired by A. J. (Tony) Masone, Automatic Sales Company, Inc., Waterbury.

One of the featured speakers at the meeting was Edward Beresh, president of the Connecticut Cigarette Merchandisers Association, Stamford.

Monday (16), NAMA, held another area meeting in the Sheraton-Biltmore Hotel, Providence, with 28 operators present. The meeting was presided over by George G. Simpson, Rowe Cigarette Service of Rhode Island, Pawtucket.

C. S. Darling, executive director of NAMA, Chicago, attended both the Providence and New Haven meetings, outlined the development of the association's regional meetings and explained that the area meetings were designed to get down to grass-roots problems.

King-Size Chesterfields

Continued from page 114

entry into the king-size field can be found in last year's total cigarette consumption of \$1.6 billion. The biggest increase was in long cigarettes, with total production of them up 39.4 per cent. In 1951 the kings accounted for 11.8 per cent of the total market, compared with 9 per cent the year before. Consumption of them jumped 40 per cent last year over 1950, while smoking of standard sizes showed an increase of only 2.4 per cent.

Topping the king-size field so far are Pall Malls. Although ranking fifth in volume on a national scale, 32 billion Pall Malls were sold in 1951. Herbert Tarantons sold 10 billion, and Fatimas were third with three billion.

As far as could be determined, other major ciggie makers are adopting a "wait and see" policy, although one of the big four is said to be readying a king-size version of its standard brand.

Since vending machines account for 19 per cent of the total volume of cigarette sales, the operators of these units also have a vital interest in the Liggett & Myers announcement. However, they too, must wait for results.

With many old vendors now in use, equipped to handle only one king-size brand. The problem of reconverting thousands of machines to accommodate two and perhaps more of these sizes becomes an immediate possibility.

Operators in certain territories will be confronted with the possibility of absorbing the added 1 cent cost per pack of the new king-size brand. In doing so, they will actually lose \$5 on each case. Should OPS elect not to sustain this extra cost, they would in all probability be forced to increase their retail selling price.

New York City ops already are saddled with a new 1-cent stamp tax. In taking on the new Chesterfields, thereby adding still another cent, these ops would be forced to vend them for 26 cents a pack. This would necessitate conversion to a 20-cent unit and a return to the costly process of putting change back inside cellophane wrappings. One vendor, faced with these possibilities, told The Billboard that it would actually be cheaper for him to take the \$5 loss.

Members of the Cigarette Merchandisers' Association of New York are scheduled to meet Tuesday (24) to discuss the ramifications brought about by the appearance of king-size Chesterfields on the market.

MONEY BACK—GUARANTEED RECONDITIONED VENDORS

FREE! Order 10 Reconditioned Vendors of One Kind—You Will Get One Extra FREE!
Note—This offer expires Aug. 15, 1952.

1c BALL GUM	Yu Cho 69.95	BUREL-1c-3 Col.	Vanda's peanuts, candy, charms, pistachio nuts.
1c BALL GUM—WITH CHARMS	Victor V Cabinet Type \$12.50	Lucky Boy 1c Ball Gum	\$6.50
5c AJAX Hot Nut \$32.50	New \$19.50	A. B. T. Challenger \$16.50	New \$9.50
Ajax Wrigley's Gum and Life Savers 2 Col. \$19.50	New \$14.50		
5c Hot Nut \$14.50	New \$9.50		
25c CIGARETTE	Victory Pak Model B, 7 Col. \$35.00	COUNTER GAMES	Victory Basketball, 1c (new) \$29.50
	Victory King Printer, 1c, Ball Gum (new) \$29.50		A.B.T. Electric Toss-Up (used) \$17.50
	Victory King, 1c or 2c \$29.50		M.A.B.T. Electric Toss-Up (used) \$17.50
	Victory King, 1c or 2c \$29.50		Wanted—FOR CASH
	Victory King, 1c or 2c \$29.50		Used Vending Machines of all kinds
	Victory King, 1c or 2c \$29.50		Advise manufacturer's name, quantity
	Victory King, 1c or 2c \$29.50		you have, condition and your lowest
	Victory King, 1c or 2c \$29.50		cash price.

SCHOENBACH STAMP VENDORS

Folder Type

ATTRACTIVE OUTSTANDING

Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Customized.

2 Col. Vendor \$22.50 ea.

3 Col. Vendor \$32.50 ea.

Very Low Prices

1/3 WH Order, Balance C.O.D.

J. SCHOENBACH
Originator of Automatic Stamp Vending Machines

1642 Bedford Ave., Brooklyn 25, N. Y.

WE HAVE VICTOR'S NEW BABY GRAND CRICHTREETS VENDOR

of 10

VICTOR'S JUMBO 100

SAMPLE \$13.45

4 or more, \$13.90 each. Less in Larger Lots—Write.

BIRMINGHAM VENDING CO.
646 2nd Ave., N., Birmingham 4, Ala.

NEW TYPE—DIFFERENT PLAYING CARDS \$7.50

Per M—Freight Prepaid

Ohio Gum leads again with sensational new deck of miniature playing cards with SILVER. A terrific sales booster for charm vendors. These cards are new, different, better and will NOT FALL APART! Keep yourself up-to-date with Ohio Gum. All operators will be enjoying increased profits by using our new playing cards with silver—do not be the last in your territory. Write for free samples.

Other Ohio Gum Sales Boosters:
Miniature Knives... \$4.25 per Gross
Super Ohio Plastic Charms... 3.95 per M
Miniature Harmonicas... 4.75 per Gross
Super Ohio Flat Silver Charms... 8.45 per M

OHIO GUM CO.
P. O. Box 3413, Ohio
Terms 1/3 deposit, balance C.O.D.
Freight prepaid

Victor's Topper Deluxe

Only \$13.50 each (1000 or more)
Sold 4 per case. Sample \$16.95

UNEQUALLED FOR VENDING:
GUM, CANDY, PEANUTS, CHOCOLATE, TOFFEE, CHOCOLATE PEANUTS, etc.

LOWEST PRICES ON BALL GUM, CANDY CHARMS, STANDS. We stock all parts and supplies.

"Try the Best, Try Victor's"
Write Today!

E. B. HUTCHINSON JR.
868 North Ave., N.E., Atlanta 9, Ga.

New Supply

Continued from page 114

The machine is scheduled for introduction during the National Association of Bulk Vendors convention in Chicago next September.

Champion Vendors has been named distributor for the following lines of vendors and supplies: Oak Manufacturing Company; Samuel Eppy, Inc.; Penny King, Inc.; Plastic Processes, Inc.; Character Charms, Inc.; H. K. Hart Confections and American Bulk Confections.

NEW STYLE MACHINE of TOMORROW

Fabulous Profit.

Starts immediately.

No servicing required.

Locations take care of own machine.

Everyone likes and eats Popcorn.

More money can be made with Popcorn than any other product.

Non-Coin Operated

An ideal machine for Taverns, Fountains and these Summer Vacation spots. Add a fleet of these money makers to your present route and you will be amazed at the results.

\$79.50 ea.
F.O.B. Factory

Salesmen Wanted. Phone or wire immediately for complete details.

For full information contact us at once. We have a very liberal finance plan available for any responsible party. Inquire now.

STANDARD SPECIALTY CO.
5115 E. 14th St. Oakland 1, Calif.
Tel. AN 1-9037

AJAX DISTRIBUTING COMPANY

35 BRANFORD STREET, NEWARK 5, NEW JERSEY BQLEW 3-7744

NORTH WESTERN MODEL 49 \$17.35 Each	NORTH WESTERN TAB GUM VENDOR \$25.95 Each	NORTH WESTERN 3 PARTY VENDOR \$64.55
ACORN \$14.95	DOUBLE BAR \$14.00	SILVER KING \$13.95 EA.
Shimman Triples \$39.50	National Postage Ball Type, Venals It New \$68.00	Baker's Deluxe Cherm Mlx \$45.00

Write for Complete List New & Used Vendors, Accessories & Supplies
Full Cash With Orders Less Than \$20.00. All Others 1/3 Down, Balance C.O.D.

BASEBALL TOP

"It's a Hit!" Sensational New Easy-Spin

SPIN THE TOP... WHEN IT STOPS PLAY IS INDICATED!

SILVER PLATED... \$8 per M PLASTIC... \$5 per M

Have an item that really TOPS them all! Mechanically \$4.95

SIRENS! Bright red plastic with metal insert... \$5 gr.

WHISTLES! Two-tone, colorful plastic, inch length. Works like a charm, vents like a charm.

ALL PRICES F.O.B. FACTORY \$10 per M

PAUL A. PRICE CO., 220 BROADWAY, NEW YORK 38, NEW YORK

TIMELY OFFER

FOR EXPERIENCED ONE-CALL CLOSER

(NOT VENDING MACHINES)

Have openings in all States interviewing applicants' inquiries for Food Dealerships (bagged nut meats, etc.) and seasonal display. Prospects obtained from Business Opportunity ads. EARNINGS \$500.00 UP WEEKLY EASY if you have experience in Franchise, Intangible, Promotional or Vending Machine or similar selling. Permanent—only reply if you have good record, references, can start immediately and can finance self. Strong Corporation with excellent selling material. Corp. Professional Dept. starts Dealerships. For quick acceptance give past selling connections—strictly confidential. Write I.C.M. Corp. Box CE-148. The Billboard, 188 W. Randolph St. Chicago 1, Ill.

BABY GRAND and CHLORO TREETS

Victor's Products Mean Operator's Profits



CHLORO TREETS . . . A delicious, high-quality Chewing Gum . . . Featuring that Sensational Health-Giving CHLOROPHYLL

2 for 5c 250 COUNT
Capacity: 5½ pounds.
Operator's Gross Approximately **\$6.25**
per pound

Baby Grand also vends **CHLORO TREETS**
. . . 336 Count—or **CHICHE TREETS** . . .
6 colors, 6 flavors . . . 300 to the pound
. . . Both 2 for 1c—Capacity: 5½ pounds.

Sold Exclusively by Authorized Victor Distributors. Contact Your Nearest Distributor or Write Today to

VICTOR VENDING CORP.

5707-13 W. GRAND AVE.
CHICAGO 39, ILLINOIS

**RED HOT PROFITS
Cash In On Chlorophyll
BALL GUM WITH
"SILVER-KING" Vendors**



Build for professional operators
St
PISTACHIO
NUT
VENDOR
"CHARM
KING"
BALL GUM
VENDOR
NEW
ROTARY
"SUPER-
VENDOR"

VENDE NEW LARGE SIZE "SUPER
GUM" (100 to the Pound) or regular
1 5/16" size, Nut and Ball Gum, Candy,
Charm, Vendors, 16-36 U.S. and Foreign
Cans. "Hot Nut" Vendors. Designs for
sales promoting eye appeal

SILVER-KING CORP.
422 Diversey Parkway Chicago, Ill.

Three Plants

Continued from page 114

tions. Cole stated that as in the
other contract facilities,
only production licenses have
been granted: all tools and dies
for Cole-Spa machines are owned
by the parent company.

The Hudson, Wis., plant is
currently producing the newly
announced Cole-Spa CC26,
housed in a Coca-Cola red cabi-
net for bottlers of that company.

Purchasing of component parts
and materials for all plants is
handled by Cole-Spa's Chicago
headquarters. Ted Lee, vice-
president in charge of sales, ships
parts from the central supply
stock here as required by indi-
vidual plants.

Cole announced that during
the past 4 1/2 weeks, \$133,107 in
equipment was delivered as a
result of the free 30-day test
initiated recently. This is in ad-
dition to the firm's regular vol-
ume of shipments during this
period, he said.

Dime Drinks

Continued from page 114

least a like rise in rentals. But
here many operators let a mistake
creep into their percentage fig-
uring: Basing the increase on the
old 25 per cent commission, many
moved movie percentage on dime
cups to 50 per cent. This actually
meant that the operator was in-
creasing location commission 400
per cent.

At a nickel, theaters on 25 per
cent rental received 1 1/4 cents
per cup sold; under the 50 per
cent dime drink commission, they
receive 5 cents per cup sold.

If the straight 25 per cent rate
on nickel drinks were applied to
dime drinks, the operator would
be paying a percentage of 2 1/2
cents per cup.

An alternate commission sys-
tem, especially prevalent in New
York dime drink theaters is de-
signed as a moderate operator
benefit compared with the first
percentage arrangement. It re-
volves around the continued pay-
ment of a 25 per cent commission
on the first nickel of the dime
drink, increasing to 50 per cent
of the second nickel only. Per
cup commission, under this ar-
rangement, is 3 1/2 cents on each
dime drink, instead of the nickel
or straight 50 per cent rental.

Because of the prevailing com-
mission practice in dime drink
theater locations, most cup oper-
ators are not enthusiastic propo-
sitions of the 10-cent cup. How-
ever, competition, plus the insistence
of movie management, proved ma-
jor reasons for the growth of the
higher price drink.

Gains Nil

Operators who stopped to fig-
ure out the final results of the
50 per cent commission, and
those who discovered the results
after agreeing to the increase,
found that any dime drink gains
to them in profit are syphoned
off by three factors:

1. The unrealistic increase in commission rates.
2. The 60-65 per cent drop in unit sales.
3. The larger drink vendod (up to 12 ounces).

On the opposite tack, industrial
plant management has in numer-
ous instances halved, reduced by
5 per cent or completely elimi-
nated commissions on cup drink
equipment to insure continuance
of the nickel price.

New Ga. Wholesaler

STATESBORO, Ga., June 21.—
Henry J. Ellis & Company, a new
wholesale concern, featuring can-
dies, tobaccos, etc., opened on
East Vine street, Henry J. Ellis,
formerly in the wholesale gro-
cery business, and Bill Keith are
co-owners.

**Only COMPLETE
RAZOR BLADE
VENDING MACHINE
Program**



"DAV"
RAZOR
BLADES

A stable, year-round repeat
business returns its cost in
4 months! Get extra profits
in your present locations, almost no
extra time needed. Ask your distributor
or write us direct...

NOTE: Other flat package vendors,
too. Write. Get into this profitable business
now!

National Sanitary Sales
4307 W. Lawrence Ave. Chicago 30, Ill.



**BABY
GRANDS**

Sold on
liberal
weekly
payments

Write for
details to

ROY TORR—LANSDOWNE, PA.

**HERE'S
THE SECRET TO
BIG PROFITS IN
BULK VENDING**



**SIMPLIFIED
SERVICE
MEANS
MORE
MONEY
... LESS
WORK**

The biggest profit maker operators have
ever enjoyed in the bulk vending field.
Simplified service cuts costs in half.
You just exchange globes on location
to the empty globe, it is cleaned and
filled at your workshop. Vends all
products including ball gum and charms.
Attractive eye-catching appearance.
Built for years of hard service.

THE NORTHWESTERN CORPORATION
829 S. ARMSTRONG ST., MORRIS, ILL.

Northwestern
Models 45 and Tab Gum Vendors
Available on West Coast
In Stock—Immediate Delivery.
BADGER SALES CO.
2211 West Pico Blvd., Los Angeles 4, Calif.

—ATTENTION—
All Advance 21-F Operators, install our
special "Stop Thief" Heavy Duty
locks, guaranteed to stop money-bill
theft. Complete sample, \$3.00 prepaid,
quantity, \$3.00 each.

VENDOR SALES
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Phone 5-1794

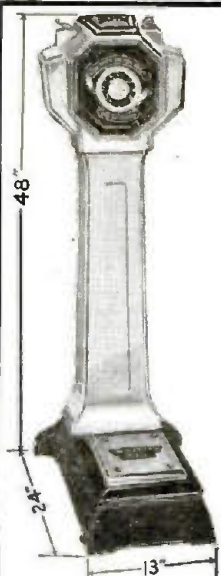
**NY Cigarette
Tax Has Ops
Bewildered**

NEW YORK, June 21.—The New
York City stamp tax on cigarettes,
which adds a penny to the retail
purchase price of cigarettes and
which went into effect May 25,
has Gotham vending operators in a
tizzy. Consensus is that it's too
early to tell just how the tax will
hit the ops, but here are a few
possibilities they ventured:

1. Machines which charge a quarter and give no change will lose a penny a pack on net, but their volume may go up. The difference between the over-the-counter and vending price is a penny less than it was.
2. Machines may take a beating. More people will buy cigarettes by the carton, in an attempt to save money.
3. Machines, which had been giving change, will keep an extra penny. Everything will be just as it was.

Naturally, they can't all be right.
The ops are handling the new tax
in various ways, with no pattern
emerging. Some take a penny
less per pack; others give a penny
less commission. A third group
charges the consumer the extra
penny.
Meanwhile none of the industry's
spokesmen can shed any light on
the situation.

WASHINGTON, June 21.—Agri-
culture Department has an-
nounced appointment of five
growers to serve on the Pecan
Administrative Committee, which
administers the federal marketing
agreement regulating the hand-
ling of pecans grown in Georgia,
Alabama, Florida, Mississippi and
South Carolina. The same number
also was appointed to the Hand-
lers Advisory Council. Growers
recently approved continuation of
the pecan marketing agreement
in a referendum. The agreement
has been in effect since 1949, pro-
viding a method of regulating the
quality of in-shell pecans shipped
from the five States.



\$25
DOWN
Balance \$10 Monthly

**ALL WEATHER SCALE
COMPLETE CABINET AND
BASE. CAST IRON FOR-
CELINE FINISHED. FOR
OUTSIDE LOCATIONS
WRITE FOR PRICES
Invented and Made Only by**
WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
616-1899 — Telephone; Columbus 1-2777
Cable Address: WATLINGTB, Chicago

**NEWER
CHARMS**

From the World's LARGEST
MANUFACTURER of CHARMS

Playing Cards Compasses
Cups Photo Lockettes
Silver Filled Coins Photo and
Bullets Photo and Jewel Rings

Own the finest and most
complete line in the coun-
try. Immediate delivery!
Send \$5 for complete sam-
ple for low, low, low
Price.

PENNY KING CO.
2538 Mission Street
Pittsburgh 3, Penna.

IN STOCK **VICTOR'S**
New
BABY
GRAND
CHIEF
TREATS
VENDOR
also
JUMBO 100

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcal 7-1448

**CHLOROPHYL
GUM**
CHIEF TYPE
4 STANDARD SIZES
210's • 170's • 140's
430 Count Tabs

Chloro-mint delects furnished with
order.

45¢ lb. F.O.B. factory.

BALL-GUM, INC.
2610 W. 19th St. Chicago 8, Ill.
You can pay more—but you can't buy
better!

SEND—PUBLISHED BY THE BILLBOARD
**HUNDREDS OF MONEY-MAKING
VENDING IDEAS**

**MONTHLY
FEATURES**
Candy, Gum &
Nuts
Beer, Eggs,
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

Cost you a fraction of a cent a
page—when you subscribe to **SEND**—the
magazine of automatic merchandising!
FILL in—tear out—mail today!

SEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio.
Yes—Please sign me up for **SEND** for:
 1 year at \$3 2 years at \$5 3 years at \$6.
Foreign rates upon request.

533

Name

Address

City

State

Occupation

30 DAY MONEY BACK TRIAL

Northwestern **TAB GUM**

Sensational
10-COLUMN
1 1/2 Selective

Try this famous vendor for 30 days. If it
doesn't **EARN MORE MONEY** for you, return
it and we'll refund your purchase price in
full, plus freight both ways. You have
nothing to lose and we know we will gain a
satisfied customer.

GUARANTEED USED MACHINES

DELUXE 14 and 8 1/2 Combination .. \$18.95	CHALLENGER
MODEL 33 BALL GUM .. 7.45	31 Co.
PORCELAIN, 14 .. 7.45	Plastic Globe \$22.50
MASTER, 34 .. 7.45	MURPHY (Like New) .. 23.50
	ESQUIRE .. 23.50

MERCHANDISE AND SUPPLIES

ZENOBIA PISTACHIO 1 1/2 lb. Can.	VIRGINIA PEANUTS 3 1/2	BALL GUM, AM 6100
Jumbo Queen 3 .41	SPANISH PEANUTS .38	500 Lbs. Min. (5
ZENOBIA PISTACHIO 1 1/2	ALMONDS, 48 Count	Flavors, Per Lb. 5.70
Pecan 1/2 lb. 38	5 LB. Vac'um Packed .85	ADAMS GUM, All
PISTACHIO 3/4 lb. 41	ITALIAN CHICK	Flavors, 100 Count .43
PISTACHIO Vendors	PEAS, Rented and	WIGLEY'S GUM, AM
50	Soft .32	Flavors, 100 Count .47
PISTACHIO 3/4 lb. 41	RAINBOW PEANUTS .38	BURNARD CHOC-
CASHEW, whole .43	BOLTON BAKED .28	LATE, 200 Count 1.30
BEANS, W. 1/2 lb. 28	SEASIDE PEANUTS .28	HERSHEY'S CHOC-
FILBERTS 38	LICORIC BAKEDENGS .25	LATE, 700 Count 1.30
MIXED NUTS 35	M. & M. 37	Minimum Order, 25 Boxes.

Complete Line of Parts, Supplies, Blank Globes, Brackets, Charms, etc.
713 Depost, Balance C.O.D.

TIME PAYMENT PLAN AVAILABLE—TRADES-IN ACCEPTED.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • LOngacre 4-6467
4105 76th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

**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 bulk mints, nuts, gum balls, candy, charms.
- Polished, easy to clean merchandise chute.
- Temperature Held by top lock and body clamps only.
- Guaranteed mechanically, weight less than 7 lbs.

East & Midwest
M. L. ABELSON
Gen'l. Equip. Dept.
2613 Fifth Ave.
Pittsburgh

Phone: AT 1-6279

Pacific Coast Distributor
OPERATORS VENDOR
MACHINE SUPPLY
1928 S. Grand Ave.
Los Angeles

WAK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

the American Red Cross Is Your 24-Hour Friend in Disaster and Misery

CANADIAN OPERATORS
The Finest in the Vending Industry
OAK'S ACORN VENDOR



We are the headquarters for Leaf's Gum and carry a complete assortment of Chews.

INTERNATIONAL VENDING
111 Broadview, Toronto, Ont., Can.

When answering ads...
SAW YOU SAW IT IN THE BILLBOARD!

King & Co. Adds New Charms Dept.

CHICAGO, June 21.—King & Company announced full operation of its new charms department this week. The five-firm assortment is featured in a special display in the showroom along with its line of Northwestern bulk vending equipment.

Paul Crisman, partner, said both the convenience of one-stop buying plus the charms variety has induced a number of non-charm-using ball-gum operators to include them in their supply orders.

Crisman also reported increased buying of bulk machines by the firm's Canadian customers during the last two months.

REVENUE QUARTER OPERATION
KING SIZE INCLUDED

HERE ARE THE MOST SENSATIONAL BUYS OF FACTORY OVERHAULED AND REBUILT CIGARETTE MACHINES EVER OFFERED!

SPECIAL! ROME TART GUM
5 Cols. 18, 400 cap. \$17.50
Mounting Bracket, \$1.50 Extra



Rows Imperial 8 Cols. 240 Pack Cap. \$105.00
National 8-36 8 Cols. 270 Pack Cap. \$100.00

Our Patents Are **VENDORIZED**
Prevents Peeling, Flaking & Rusting

SUMMER SPECIALS ON CANDY MACHINES
Counter or wall models—no bases. DUG. Candyman, 75 Cols., \$87.50
Unesco Candy, 122 Bar Cap. \$4.00

All Equipment Unconditionally Guaranteed
Trade In Priv. 1/3 Dep. B.M. 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 7-3568

NOW! THREE PURPOSE BABY GRAND

Vending the 336 count Chlora Treats 2 for 1c, Chlora Chews 218 count Ball Gum or Chlora Treats 2 for 1c... EITHER WITH NO ALTERATIONS.

LEAF CHLORO CHEWS, 210 count Chlorophyll, 60c per lb.
CHLORO TREATS, 336 count squares... 52c per lb.
CHLORA TREATS, Six Flavors... 45c per lb.

Deals furnished with Chlorophyll Gum
\$13.00 EA. 100 OR MORE \$12.00 EA.

Packed 4 to the carton.
1/3 deposit, balance C.O.D., F.O.B. Dallas

GRAFF VENDING SUPPLY CO.
2841 W. DAVIS STREET DALLAS, TEXAS

Sc Chlorophyll Gum
BIG PROFITS—VICTOR'S Sc BABY GRAND AND CHLORO TREATS 122 to the pound.
PROFIT STATEMENT

BABY GRAND, TAKES IN COST TO FILL WITH CHLORO-TREATS	\$34.35
1 CASE 10 BABY GRANDS, 5c	5.00
50 LBS. CHLORO-TREATS, 52c COUNT	26.35
Net Profit	\$3.00

MAKE A PROFIT OF \$30.50

We have 5c Baby Grand with Chlorophyll Decks and Chlora-Treats in stock for immediate delivery. \$42.00
1 CASE 10 BABY GRANDS, 5c
50 LBS. CHLORO-TREATS, 52c COUNT

This deal takes in \$34.35. Cash only \$40.50
1 SAMPLE BABY GRAND FILLED WITH CHLORO-TREATS
This deal takes in \$34.35.

Terms: 25% deposit with order, balance C.O.D.
LOGAN DISTRIBUTING CO.
527 MILWAUKEE AVE. CHICAGO 32, ILL.

MAKE MORE MONEY IN VENDING!
Read *The Billboard* Every Week

For the biggest vending opportunities—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!
Fill out this coupon and mail today.
Saves you more than 20% on newsstand price.

The *Billboard*, 2160 Patterson St., Cincinnati 22, Ohio.
Yes! Please send me *The Billboard* for one year at \$10.
 Check here for trial subscription of 12 weeks at \$3.
Foreign rates upon request. \$34

Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____

THE BILLBOARD Index of Advertised Used Machine Prices

• Vending Machines
Equipment and prices listed below are taken from advertisements in *The Billboard* issued as indicated below. 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 parenthesis. 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 June 21	Issue of June 14	Issue of June 7	Issue of May 31
Advance Model D Ball Gum				
Aber Electric 18 Col.	\$150.00	\$150	150.00	\$150.00
Alax Hot Nut 5c	32.50			
Alex Whigley Gum & Ice Saver	19.50			
Alex Hot Nut	14.50		15.00	
Atlas Banana Almond	9.95			
Burol 1c 45 Col.	19.50			
Canby Hot Nut 5c 12 Col.	19.50			
C-B Electric (9 Col.)	185.00	185.00	185.00	185.00
Colonial Model M 1c or 5c	8.50			
Colony 1c Ball Gum	5.95			
Columbus Model 466 Ball Gum			6.50	
DeGreaser Candyman	57.50			
DeGreaser Challenger, 5c (5 Col.)	22.5c	22.58		22.50
Defender Champion (11 Col.)	120.00	120.00	120.00	120.00
Defender Model W (9 Col.)	17.95			
Electro Saver Pop Gum		99.00	99.00	99.00
Erica Fast End		6.95		6.95
Excelsior, 1c	6.95		19.50	
Exhibit Card Vender		95.00 19.50	119.50	119.50
Fast Vibrator	119.50			
Harley 219 Bar Cap	39.50			
Hoff for Whigley Gum (8 Col.)	12.95	185.00	185.00	185.00
Keeney (9 Col.) Elec.	185.00			
King Astrology Scale	100.00			
Kendall Pop Gum	39.50			
Lehigh Pop King Size		149.50		
Lucky Boy Ball Gum 1c	6.50	89.50	89.50	89.50
Marion Scale	89.50			
Master 1c	7.95			
Master 1c & 5c	7.95	7.40		7.45
Master 5c	7.45		135.00	135.00
Mini Pop	39.50			
Multi-Color Card Vender 2c	85.00	85.00	85.00	85.00
National Candy (9 Col.)	45.00		39.50	
National Postage 1c & 5c	95.00	85.00	85.00	85.00
National 750	85.00 100.00	85.00 125.00	85.00 125.00	85.00 100.00
National 930	125.00	140.00	140.00	140.00
National 950	140.00	7.45 7.50	7.90	7.45 7.50
Northern 23 Ball Gum	7.45 7.50c			
Northern Deluxe				
1c and 5c	13.95	13.95	15.00	13.95
Northern 39 1c	8.50			
Northern Standard 1c 5c	7.50			
Northern Tri-Selector				
12 Col. 1c 5c	17.50			
Peppercorn Machine 10c		69.50	49.00 69.50	49.00 69.50
Pop Gum	69.50			
Rhodes 2 in 1 (2 Col.)	9.95			
Rome Candy (8 Col.)	60.00 75.00	60.00	60.00	60.00
Rover Crusader (10 Col.)	155.00	155.00	155.00	155.00
Rows Imperial 4c Col.	95.00		95.00	
Rows Imperial (8 Col.)	85.00		145.00	145.00
Rows President (8 Col.)	145.00		130.00	130.00
Rows Royal (8 Col.)	140.00	95.00 130.00	140.00	140.00
Rows Royal (10 Col.)	140.00	95.00 140.00	140.00	
Rows Slick Gum (6 Col.)	9.95			69.50
Silver Shine Machine				22.50
Silver King Heater	8.50 17.50			
Silver King 1c or 5c	22.50			
Swales 1c (5 Col.)	8.50			
Silver King-Up	50.00	50.00	50.00	50.00
Unesco Candy	55.00			
Unesco Model E (5 Col.)	85.00	75.00	75.00	75.00
Unesco Model E (32 Col.)	75.00	85.00	85.00	85.00
Unesco Model E (15 Col.)	85.00		95.00	
Unesco (9 Col.) Model 500	95.00(2)	95.00(2)		
Unesco (15 Col.) Model 500	79.50 110.00	79.50 110.00	79.50 110.00	79.50 110.00
Unesco Monarch (9 Col.)	110.00	110.00	110.00	110.00
Unesco Monarch (12 Col.)	125.00	125.00	125.00	125.00
Unesco Monarch King				
Size 25c	99.25			
Unesco Palm Model 500 (7 Col.)	75.00 95.00	75.00 95.00	75.00 130.00	75.00 130.00
U-Pop-It	195.00	195.00	195.00	195.00
U-Sweet-It	41.50	49.50	49.50	49.50
Wander Shop (5 Col.)	11.50			
Whigley Gum (1 Col.)	6.95			
Yo On Ball Gum 1c	3.95			

Supplies in Brief

WASHINGTON, June 21.—Tobacco wholesalers recorded increased April sales of 8 per cent over March and 12 per cent above sales for April a year ago, according to a Commerce Department report covering 300 wholesalers. Sales for the first four months of this year were 5 per cent ahead of sales for the corresponding period of 1951.

The Department said all geographic divisions reported gains over the previous month, as well as above a year ago. Greatest increase over last April's sales were found in a 25 per cent jump in the East South Central region. This year's sales were below those of a year ago only in the mountain region. Total April sales of 10 tobacco wholesalers reached \$226 million, \$18 above March sales. Tobacco wholesale inventories at the end of April dropped 2 per cent below inventories on March 31, but were 7 per cent above inventories of April, 1951, according to department figures. Total tobacco inventories amounted to \$142 million on April 30, \$1 million below those of March, but \$7 million more than on hand the end of April last year.

WASHINGTON, June 21.—Cash receipts from tobacco sales totaled \$10 million in April, a jump of 50 per cent over receipts for the same month of last year, according to the latest Agriculture Department figures. March tobacco sales receipts also totaled \$10 million, as compared to \$11 million for March, 1951. Tobacco sales for the first four months of the year reached \$167 million, as against \$170 million for the same period last year. The Department emphasized that, because of higher production costs, farmers' net income this year is not likely to show an increase over 1951 and might be "somewhat lower."

SMOKESHOP "612"
PACK CAPACITY



The NATION'S FINEST CIGARETTE VENDOR

Order Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO.
250 B. West 57th St., New York 19, N. Y.
Phone 7-3123

IN STOCK VICTOR'S
New BABY GRAND CHICLE and CHLORO TREATS VENDOR also JUMBO 100 ORDER NOW



4 or more, \$11.00 each.
100 or more, \$12.00 each.
Chicle Treat Gum—45c per pound.
Chloro Treat Gum—52c per pound.

PARKWAY MACHINE CORP.
715 Entor St. Baltimore 2, Md.

- Cared Merchandise
- Packaged Goods
- Spanish Peanuts
- Jumbo Peanuts
- Cashew Nuts
- Mixed Nuts
- Pistachio Nuts
- Indian Nuts
- Squash Nuts
- Red Shins
- Almonds
- Filberts
- Peasants
- Adam's Gum
- Ban Gum
- Pan Candies
- Strands
- Brackets
- Scoops
- Peppercorn Machine
- Globes
- Parts

Northwestern "Pop" 10c \$17.33 ea.
"122" 17.15 ea.
50 or more 16.75 ea.

NORTHWESTERN SALES & SERVICE
212 NORTH ST. BOSTON, MASS.

8 POPPERETTE
Automatic 10c play POPCORN VENDERS

in original factory crates.
ORIGINALS SOLD FOR \$425.00 Ea.
BEST OFFER TAKES ALL
1/2 Deposit With All Orders.

H. M. Branson Dist. Co.
811 E. Broadway, Louisville 4, Ky.

HELP YOURSELF TO MORE VENDING PROFITS



Get VEND Every Month—This is a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving money-making idea to VEND every month—to insure profits—to be up to date on every important development in the field. Less than a penny a day—brings ideas that could mean a fortune to wide-area vending operators, manufacturers and distributors.

SIGN UP NOW—MAR. THIS COUPON TODAY

Send Magazine 50¢
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VENDOR for
 1 year \$4 2 years \$5 3 years \$6
 Payment enclosed Please bill me

Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____

Chi Ops, Disk, Juke Box Reps Plan Golf Fete

CHICAGO, June 21.—Representatives of local phonograph and record distributing firms met with the Recorded Music Service Association's golf tourney committee Thursday (19) to map final plans for the operator association's annual summer party at the Dunker Hill Country Club on July 23.

Board members of Recorded Music, local juke box operators' group, also were present at the planning session. Ray Cunliffe of the Automatic Amusement Company, co-president of the group, said all members will be briefed on plans to date at a general meeting, tentatively scheduled for next Friday, June 27, at the Congress Hotel.

The association's golf tourney committee consists of Cunliffe, Phil Levin of Caryl Music Inc., association secretary; Joe Filitti of Blackstone Music, association treasurer; Moses Profit of South Central Novelty Company, and Paul Golden of La-Ru Novelty Company, a director of the association.

Meeting with the committee were Mike Spanola of the Automatic Phonograph Distributing Company, AMI, Inc. distributors, and Nate Feinstein of Atlas Music Company, Seeburg distributors. Feinstein and Spanola were named to direct the other juke box distributors and games distributors.

Record distributors at the meeting included representatives of RCA, Columbia, Decca and Coral. These representatives are to contact other disk distributors on their phase of the party arrangements.

The plans presently call for golf all day with a banquet, dancing and entertainment in the evening. Program books are to be printed and complimentary tickets will be issued the local press and trade publications.

FitzGerald Ends E. Coast Tour

GRAND RAPIDS, Mich., June 21.—Bill FitzGerald, advertising manager for AMI, Inc., returned Tuesday (17) from a two-weeks advertising research trip visiting AMI's Eastern area distributors.

While in New York City FitzGerald attended the testimonial dinner honoring Sidney H. Levine, legal counsel for the Automatic Music Operators' Association, and the convention of the Advertising Federation of America.

The purpose of his trip, FitzGerald said, was to familiarize himself with the current situation of the trade and discuss factors involved in advertising. He reported finding generally healthy trade conditions in the juke box field.

Persons visited included Virgil Christopher of the Chris Novelty Company, Baltimore; David Rosen Company, Philadelphia; Barney Sugarman and Irv Kempner of the Runyon Sales Company, New York City; Eddie Berg of the Runyon firm's Newark, N. J., office; Sy Redd of the Redd Company, Boston, and Roy Bergman, of the Sheldon Sales Company, Buffalo.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the Music and other departments up front in this issue of The Billboard are:

"TENNESSEE WALTZ" IS MOST POPULAR DISK SONG FOR 1951. Report filed by the Record Industry Association of America to committee on Bryson-Kefauver juke box royalties bill (Music Department).

ENGLISH FIRM TO DISTRIBUTE LP'S AND 45'S IN U. S. American distribution will be handled thru RCA Victor (Music Department).

14 MUSIC PUBLISHING HOUSES GET \$697,024 IN MECHANICAL ROYALTIES. Information is disclosed on House committee which had held hearings on Bryson juke box copyright bill (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

AMI D-80 SUBS FOR QUARTET

GRAND RAPIDS, Mich., June 21.—AMI, Inc., came to the rescue of an entertainment crisis at a conference of safety officials Tuesday (17) at the exclusive Park Congregational Church here.

A quartet which had been scheduled to appear failed to show up at the last minute. After a hurried call to AMI, factory officials arranged to rush out a new D-80 filled with the latest records to meet the emergency.

End Wurlitzer Labor Discord; Production Up

NORTH TONAWANDA, N. Y., June 21.—Production of the Rudolph Wurlitzer Company's 104-section, 1500 model juke box headed back toward normal this week following the termination over the last week-end of hampering labor difficulties.

Labor discord had disrupted production since last April when the new phonograph was shown at "National Wurlitzer Days." Output was estimated to have fallen as low as 25 per cent of normal.

According to a company official, much of the trouble stemmed from inter-union friction between Local 350 of the International Union of Electrical Workers, CIO, and the United Electrical Workers of Indiana over representation rights. The latter union was tossed out of the plant in a stormy election in April, 1950.

Several walkouts occurred and Local 350 also voiced charges of alleged reductions in take-home pay thru the shifting of job assignments. A union election is scheduled to be held later this month.

Altho it will take some time for production lines to return to normal operations, a company official said capacity production was expected shortly on all Wurlitzer items.

Tavern Exec May Rep L. A. Operators

Miller, Adams to Confer on Extension Of California Guild Over Los Angeles

LOS ANGELES, June 21.—Negotiations are scheduled here for a meeting during the coming week between George A. Miller, president of Music Operators of America and California Music Guild, and Ray S. Adams, executive secretary of California Tavern Association, to discuss extension of the CMG to include Los Angeles County. Should an agreement be reached, CMG will be in operation thruout Southern California.

Under the present boundaries, CMG goes south from Oakland to include Kern County, which adjoins Los Angeles County on the north. San Diego County was recently taken into the CMG fold. Orange County, located between

Charge 2 Los Angeles Juke Operators With OPS Violations

Complaints Filed in District Court May Set Precedent For Industry

By SAM ABBOTT

LOS ANGELES, June 21.—Two juke box operating firms have been charged here with violations of an Office of Price Stabilization regulation in what may become a precedent-setting case for the nation's operating industry.

The complaints, filed in U. S. District Court by Attorney Walter S. Binns, charge the Hawley Distributing Company and the Phono Music Company continued, despite warnings, to violate two sections of OPS Regulation 34.

It is believed that this is the first time that any case involving music machine operators under price regulations has reached a court. Counsel for the firms have until July 1 to answer the com-

plaints and an early determination of the suits, possibly by Friday, June 27, is expected.

Two Suits

The complaints were made in two separate and identical suits which ask the court to issue an injunction enjoining the defendants from operating at charging above ceiling prices until they comply with the regulations. A preliminary injunction restraining the firms also is requested pending a final decision.

Handing the cases for the firms are Harrison Call of Sacramento, Music Guild attorney, who is representing them on an individual basis, and a local attorney, William Rosenthal. Call is expected to ask dismis-

sal of the complaints on grounds it never was the intent of the OPS regulation to include automatic music machines under the Defense Production Act.

Call's Interpretation

He said that in his interpretation operators were not governed by the OPS ruling which froze prices at the highest price in effect between December 19, 1950 and January 25, 1951. The

(Continued on page 122)

Alberta Vending Western Canada Rep for AMI

GRAND RAPIDS, Mich., June 21.—The Alberta Vending Machine, Ltd. of Calgary, Alta., a general coin machine distributing firm, was named this week as distributor of the AMI, Inc. line for Western Canada.

E. R. Ratazack, AMI's Western regional sales manager, said the firm's showroom and service facilities are located at 109 Seventh Avenue East, in the downtown section of Calgary.

The Company is headed by Dale M. Johnson, its founder and president. Howard B. Connick is sales manager, and in top service personnel are Emer E. Johnson and George Lukehauf.

MOA Studies P-R Program

OAKLAND, Calif., June 21.—Music Operators of America's executive board is studying a proposed public relations program submitted to the group's president, George A. Miller, by Frank E. Mullen & Associates, but has taken no action thus far.

The Mullen proposal, Miller said, had two objects:

1. To improve the automatic phonograph industry's public relations with a long-range educational campaign aimed at mass communication media, particularly national consumer publications.

2. To "sell" music operators thruout the nation the necessity and value of supporting MOA thru membership.

MOA Board Meeting Lays Groundwork Of '52 Convention

Exhibit Charges Approximately Same; Set Advance Registration

CHICAGO, June 21.—Six members of the Music Operators of America's executive board met here this week with George A. Miller, national president, to pin down plans for the association's annual convention and exhibit September 11-13 at the Congress Hotel.

The board established entrance fees for exhibitors, registration fees for all delegates and placed Chicago operators, Ray Cunliffe and Phil Levin, in charge of convention arrangements.

This year, exhibitors at the MOA show will display their wares on the mezzanine floor of

the newly remodeled Congress. The rooms are larger than any provided for the group's previous conventions.

Maximum Fee \$250

Entrance fees, the board decided, should be kept approximately the same as last year: \$250 for the largest exhibit rooms; \$200 and \$150 for smaller space. Congress Hotel management has informed MOA that top rental for the rooms will be \$14 per day.

(Editor's note: MOA charges its exhibitors an entrance fee rather than a fee for room rental; exhibitors pay their daily room rental directly to the hotel rather than to the association).

Operators attending the convention will pay a flat registration fee of \$2 for all three days' meetings and exhibits.

Business sessions at this year's MOA convention will start at 11 a.m. and run thru 2 p.m. Exhibit rooms will open at 3 and remain open until midnight. Miller emphasized that exhibit rooms will be closed during the business sessions, and that no business

(Continued on page 122)

Elect Marble President At Neb. Guild Confab

OMAHA, June 21.—W. H. (Hap) Marble of North Platte was elected president of the Music Guild of Nebraska at the organization's annual convention and exhibition in the Paxton Hotel here.

Marble, formerly a vice-president, succeeded Jerry Witt of Omaha, who was elected a vice-president. Howard Ellis of Omaha was returned to office as secretary treasurer.

Other officers elected included C. B. Casey of Laurel, new director for District No. 2; Louis Prell Jr., new director for District No. 4, and Witt, new director for District No. 6. Casey also served as director last year.

Public Relations

The two-day convention, marking the first anniversary of the Guild's formation, concentrated much of its business session Sunday afternoon (18) on ways of implementing the organization's public relations drive. It was agreed that every member should survey his territory for worthy institutions to which juke boxes might be donated. The consensus was that many members have used equipment which no longer could be used on location and

that these machines might be turned to advantage in promoting good will.

A start in this direction was made recently when a juke box and several amusement games were donated to the famed Boys Town, located near Omaha. Other music machine gifts are planned for Creighton University in the near future.

Some 100 persons, including members, their wives, service-

(Continued on page 122)

Westchester Guild Elects

WHITE PLAINS, N. Y., June 21.—The monthly meeting of the Westchester Operators' Guild, held here Monday (18), was highlighted by the annual election of officers. More than 22 members participated in the balloting.

Re-elected for one-year terms are Carl Favesk, president; Max Klein, vice-president; Seymour Pollack, secretary, and Louis Tartaglia, treasurer. Renamed to the board of directors for a like term are Arone Goldberg and James A. Smith. New Guild members are Nathan Bensky and Joseph Weisz.

CARL PAVESI

West. Prexy Spells Out Success Formula

WHITE PLAINS, N. Y., June 21.—Anyone can make money in the coin-operated music business—providing he has a sound sense of business values, is willing to work long hours, and has a dozen or so years to spend developing the business. The story of Carl Pavese, president of the Westchester Operators Guild and prominent White Plains operator is a case in point. Carl was born 51 years ago in the Bavarian city of Badon, worked in German and Italian hotels until he was 26 years old, then came to America to seek his fortune. Today he is a respected and prosperous citizen of Westchester County and a leader in business and civic circles. However, in the intervening quarter-century, Carl Pavese had a long rough row to hoe. During his first six years in this country, Carl worked as an apartment house superintendent in New York and saved his money, waiting for a chance to invest it in a business of his own. That chance came in 1933 when a friend of Carl's began manufacturing coin-operated derricks in his workshop in Mount Vernon, N. Y. Carl invested his life savings in the business. The venture lasted three years, during which time Carl visited virtually every restaurant owner in Westchester County and in Fairfield County, Conn., to arrange for locations. When the business went sour in 1936, Carl didn't have much money left, but he did have something which proved to be more valuable than his original investment—the respect of hundreds of Westchester and Fairfield County restaurant owners. Coin Machine Route Carl made good use of this re-

spect. He started his own coin-operated amusement machine route with the money he salvaged from the derrick operation, and had little trouble getting good locations. He worked hard that first year, but the 1937 books showed that Carl Pavese was in the black. The following year Carl branched out into the coin-operated music industry when he bought a dozen music machines from Sam Kresberg of East Coast Distributors. Again Carl's knowledge of restaurant owners paid off, as he was able to get good locations and the machines began paying off in short order. By the early 40's Carl Pavese was firmly entrenched as one of Westchester's leading operators. He had disposed of his Fairfield route of 25 machines and was concentrating on his 65 machines in the White Plains area. Conditions Rough Meanwhile conditions for operators in the Westchester area were getting rough. By the end of the 40's, expenses were climbing and grosses were dipping. The law of the operators was approaching the law of the jungle, as the ops outdid each other to get placement on choice locations. Business, bad to begin with, was made worse by the operators themselves. They were their own worst enemies. Now Carl Pavese is not a man to forget a debt. The industry had been good to him, and in 1950 Carl took advantage of an opportunity to repay it. Together with nine other leading Westchester operators, Carl Pavese helped organize the Westchester Operators' Guild for the purpose of: 1. Eliminating chaotic, cut-throat competition. 2. Improving working condi-

tions for operators and their employees. 3. Stabilizing the coin-operated music and amusement machine industry in the county. Named President Carl Pavese was elected president, a post which he still holds. Today the Guild's membership includes 28 operators, controlling more than 90 per cent of Westchester County's juke boxes. This represents 1,500 juke boxes and 700 cigarette vending machines. No one is more sold on the Guild than is Pavese. Here's the way he looks at it: "Westchester operators have never had it so good as they have during the last two years. There is normal, healthy competition, but none of this cut-throat stuff. While none of us are really getting wealthy, we are all making good livings. We realize that we all have common goals—and we all work together. If the Guild ever folded, I'd quit the business." Service Is Problem However, if conditions were never better, all is not beer and skittles in Westchester County. Service poses a problem—one which accounts for a goodly portion of the operating expenses. For example, Carl figures that it takes about \$5 per machine per week to operate—exclusive of purchase price. The shop is open from 9 a.m. until 5 p.m. and a telephone answering service handles calls the other 16 hours. Carl has his own system for figuring whether or not it pays to keep a machine on location. Here's the way it works: A machine almost completely depreciates within three years. Figure the total cost, then figure depreciation at the rate of 40 per cent for the first year, 30 per cent for the second year, and 20 per cent for the third year. That leaves 10 per cent of the original cost, which is about what the machine is worth at the end of three years. The Formula Then, for the first year, divide 40 per cent of the machine's cost by \$2, and add the weekly operating cost of \$5. This is the weekly minimum. If the machine returns anything less to the operator, the answer is a new location. The working arrangement with operators poses another problem. Carl favors a flexible arrangement, and regards each operator as an individual case. For example, some of the better locations can be worked on a straight 50-50 split. Most of the run-of-the-mill locations, however, necessitate a minimum guarantee setup, or else the operator will find himself in the hole. Still other locations, which want juke boxes, but which can't possibly supply the business to make their installation profitable by any of the two above-mentioned methods, have the boxes installed, with all of the receipts going to the operator. Conservative Carl is conservative in record selections. He waits until a disk has been on the market a few weeks before buying it. By so doing, he explains, he may miss some revenue at the outset, but he also isn't buying any lemons. Much of his purchases now are 45 LPs which he feels have a better tone quality, last longer, and, dollar for dollar, represent the best value. All in all, Carl's operation is a cautious one, built on proven methods, and predicated on a lot of hard work. But it seems to have paid off.

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Table with columns for machine models (e.g., AIREON, AMI, EVANS, FILBEM, JALLS, PACKARD, ROCK-OLA) and rows for different years (June 21, June 14, June 7, June 7, May 31). Prices are listed in dollars and cents.

Post War MUSIC EQUIPMENT Bargains SEEBURG 1485L \$249.00 147M 149.00 146M or S 129.00 Hideaways H148M \$229.00 H246M 159.00 H146M 139.00 Wall Boxes 3W7-L56 \$44.50 3W2-L56 17.50 W1-L56 5.00 ROCK-OLA 1426 \$129 PACKARD Manhattan 89 WURLITZER 1015 139 WURLITZER 1250 395

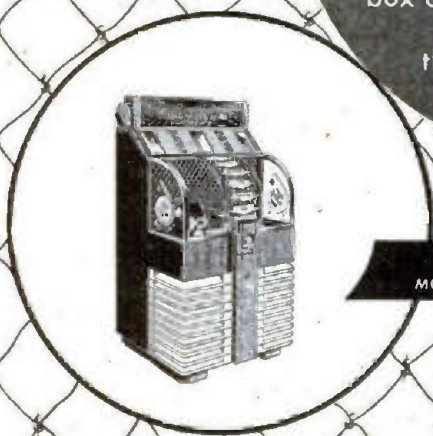
ROCK-OLA MFG. CORPORATION 800 North Kedzie Avenue Chicago 51, Ill. BASIC ROCK-OLA TIME-TESTED TROUBLE-FREE CHANGER. FASTER, IMPROVED MECHANISM WITH FEWER OPERATING PARTS. PLAYS BOTH SIDES OF 25 RECORDS—OFFERING 50 SELECTIONS.

Materiale proibito da copyright

net!

It may well be that there are untold millions of fish in the sea. The fisherman, however, lives only on what he nets.

So, too, does the juke box operator who nets more with the new Model "D."



THE "D" IS AVAILABLE IN 80 AND 40 SELECTION MODELS, BLOND OR MAHOGANY CABINETS.

AMI *Incorporated*

General Offices and Factory: 1500 Union Avenue, S. E. Grand Rapids 2, Michigan

Only the
WURLITZER
FIFTEEN HUNDRED
Plays
104 TUNES
on 45 and 78 RPM
RECORDS INTERMIXED

What You Don't See Below the Surface Shows Up in the Profit Column!

Under the appealing modern beauty of Jubilee Phonographs lies Evans' 60-Year Reputation for Quality! You won't pay more for this Hidden Extra Value... you will get more in enduring trouble free performance, play-inspiring, true-to-life Tone Reproduction and overall economical operating.

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 carefree, more profitable operating!

WATCH FOR IT!
EVANS' CENTURY 100/45
50 RECORDS—100 SELECTIONS—45 RPM

EXPORT INQUIRIES INVITED

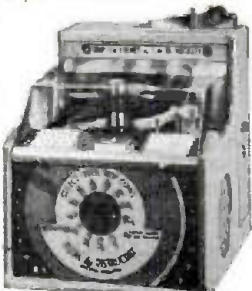
H. C. EVANS & CO.
1536 W. CARROLL AVE. CHICAGO 7, ILLINOIS

Low Cost + Low Overhead
= **BIGGER PROFITS!**

MAKE MORE WITH LESS with the

RISTAUCRAT S-45

Open up the small spots. Pocket steady profits week after week. The S-45 has proven you can do just this in location after location!



RISTAUCRAT, INC. 1216 E. Wisconsin Ave., Appleton, Wisconsin

Charge 2 Los Angeles Ops

Continued from page 119

operation of automatic music, Call said, was a luxury with no effect on the general economy, inflation-wise.
Conversely, he said, assuming that music machines do fall within the meaning of the act, there is a provision for increases on the basis that a business cannot be forced to run at a loss. The attorney said operators are entitled to a reasonable profit.

However, the government charges that the firms violated Sections 3 and 18 of Regulation 34, which it said was issued pursuant to the Defense Production Act of 1950.

The suits outline the firms' business of selling juke box services at various locations in Los Angeles and state that Regulation 34 became effective May 16, 1951, has been and still is in force, "and in general establishes the ceiling price for most services, including the services sold by the defendants."

The suits declare that Section 3 of Regulation 34 prohibit on and after May 16, 1951, the sale and the purchase in the course of trade or business of any service by the regulation at a price higher than the ceiling price.

Under Section 18, the suits state, the regulation describes in "five respective subsections... what records must be preserved for examination of the Office of Price Stabilization—what statements must be prepared, filed and kept for examination—what supplemental statements must be prepared, filed and kept available—signature requirements—how to apply for exception to the requirements of Section 18."

Suits Charge

The suits then charge that since May 16, 1951, the defendants have sold or supplied service... without complying with the following: maintenance of record, filing, posting or reporting requirements" and that this failure "is a violation" of the Defense Production Act and of Section 3, Regulation 34.

The firms are further charged with continuing to violate the regulation, despite the warnings. Because of this fact the suits charge, the government has brought action to accomplish the purpose of the Defense Production Act which it says is to "enforce necessary price controls designed to protect the national economy against future loss of needed purchasing power and to prevent a future collapse of value."

The suits state that unless the defendants and all persons actively participating with them are restrained from violating the regulation, the United States will suffer immediate and irreparable injury.

Also named in the suits are the owners of the Hawley firm, John R. Hawley and John August Donchi, and the owner of the Phono Music Company, Abraham Henry Rhein.

Neb. Guild Elects

Continued from page 119

men, guests and distributors attended the convocation. A delegation from the recently organized Kansas operators' association also were guests. Nebraska operators have been assisting the Kansas group thru its initial formation problems and the Kansas operators asked to attend in order to learn more about the methods of running an association.

Members voted to hold the Guild's next quarterly meeting at Grand Island on September 20-21, the week-end following the Music Operators of America convention-exhibit in Chicago. Mack McKee, a director of the Guild, will act as host.

Other business matters included the reading of the minutes of the last quarterly meeting and presentation of the treasurer's report for 1951. A committee consisting of McKee, Marble, Ellis and Casey was named to investigate trade conditions.

S. K. Freed presented a gift on behalf of the members to outgoing president Jerry Witt in appreciation of his services over the past year. Members also voted that a letter of appreciation be sent to all music machine and record distributors who exhibited at the meeting.

Tavern Exec

Continued from page 119

the CMG to include this county. In the past several associations have been formed but none has survived long. If the outcome of the Miller - Adams meeting is successful, it is expected that Adams will represent the CMG in this area. His experience in

Advance Record Releases

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

Continued from page 38

POPULAR	INTERNATIONAL
Record Reviews	Record Reviews
<p>THE JOHNSTON BROTHERS RAINBOWS.....73-74-72-74 LONDON 1236—The Johnston Brothers take a whiff at the styl of the Four Aces and do what Lead has a fine voice and group includes a good bass. Instrumental backing includes organ.</p> <p>CHIMNEY SMOKE.....75-76-74-75 Lone Payne takes the lead on this with the Johnston Brothers and a mixed backing. Tune has a folk flavor and is given a rousing performance by Payne and the accompaniment. Shining key upwards several times helps build performance.</p> <p>YERA LYNN BY THE FIRESIDE.....78-79-78-77 LONDON 1235—Miss Lynn is correctly riding high via "Ain't Widespread Sweetheart." Here she takes a sentimental overture and gives it an intimate reading. The Record Show set a derby mood for her vocal with a beautiful subdued accompaniment.</p> <p>PADAM.....PADAM.....80-81-73-79 Yera Lynn's version of the French hit is a very warm one. Backed by the Roland Shaw orchestra with its lush strings, it's a tune about as break loose, this disk should get a good share of the sales.</p> <p>LITA ROZA-TEO HEATH ORK ALLENTOWN JAIL.....79-82-74-79 LONDON 1176—Plaining tale about a lover in jail is set in a minor key by the Ted Heath ork. Lita Roza sets the lyrics across in heartwarming manner. Daring is typical of the fine job this label has been doing recently. Deejays should spin this one, and it could create action.</p> <p>MISIA KOREAN.....74-75-74-73 Dreamy tone is given a very warm performance by Misia Roza. Heath ork backing is delicate and includes a music box effect.</p> <p>STANLEY BLACK PIANOLA.....72-78-72-70 LONDON 1206—Item was served by Perez Prado and has been out on the market for some time. The wild and uninhibited romantic styling of Prado is missing, but in its place is the fine precision of the Caribbean Carnival and some very fancy piano work by Stanley Black. This is a generous and listenable disk.</p> <p>MOROCOCO.....72-76-70-69 Another fine Latin side by the Caribbean Carnival group under pianist Black's direction. Interpretation is very smooth without losing the basic flavor. Classics fan-out is effective.</p> <p>WILFRED ATWELL GOLD AND SILVER-WALTZ.....72-72-70-75 LONDON 1186—Nostalgic waltz is given a pleasant play by Miss Atwell. Has the flavor of an English Music Hall. Good for bones.</p> <p>JULIE RAG.....78-77-74-81 This one is a natural for Julie. Miss Atwell has a hearted up piano and really makes it jump. There's a certain English flavor to it which adds to its attractiveness.</p> <p>RAY BLOCH-BUDDY MEE-FOUR GUYS DENY.....76-77-75-76 CORAL 6075B—Two things this one which fortify it as a slow and easy tempo. The Four Guys provide a humming backing. Order by Ray Bloch is top-notch.</p> <p>DON T BELIEVE ME.....72-73-72-71 Satisfies the same mood as set on file side, on this new tune.</p> <p>DICK BROWN BOOMERANG.....75-76-75-74 KING 15183—Country ball is given a sprightly reading by Brown with the aid of a chorus plus interesting arrangement by the Feller ork.</p> <p>A LETTER FROM A LADY.....72-73-73-71 Brown comes thru with a strong vocal that is full of heart. Backed by Sid Feller is lush and showcases Brown's effort nicely.</p> <p>TEDDY PHILLIPS ORK TODAY, TOMORROW AND ALWAYS.....68-68-68-67 KING 15103—Ork sets a cheery to snare tempo for a husky vocal by Nido Davari and the ork.</p> <p>I'M NOT GONNA LETCHA IN.....74-75-73-73 Newly material is sung brightly by Lynn Hoyt. Arrangement by Phillips ork is nicely paced and adds interest. Should get spins.</p>	<p>VIC ZEMBRUSKI AT MY CRADLE.....72-72-72-72 CONTINENTAL 817—A rhythmic ballad, penned by Zembruski, is taken at a brisk tempo by the combo. Polish lyrics are done in happy style.</p> <p>RED LIPS OBEREK.....75-76-74-75 The old-country waltz is headed an authentic reading by the brassy ork. Chatter does line by the lyrics.</p> <p>VIC ZEMBRUSKI RED APPLE.....76-76-76-76 CONTINENTAL 816—The Polish three-quarter dance, in waltz style, would please many on disc in this fresh-sounding idiom. Leonard Widowski, as vocalist, shows a resonant set of pipes on the Polish lyrics.</p> <p>ARMY POLKA.....70-79-77-78 Chatter Widowski dished this strong polka entry and he gives it a rousing performance.</p> <p>VICTOR ZEMBRUSKI INT. ORK POLSKA TANCE POLKA.....76-77-75-76 REMINGTON 15023—Their polka is played as an instrumental by the Zembruski ork. Interest is added via bells and xylophone.</p> <p>SINGING CANARY POLKA.....74-75-73-74 Another fine polka effort by ork. Whistling a la canary style is pleasing addition.</p>

HOT JAZZ

Record Reviews

HOWARD MCGHEE'S KOREAN ALL STARS

HIGH THE MOON (Part 1 & 2).....80-80-78-81
HI-LO 1409—The Korean All Stars turn in a wild, jump version of the oldie, which features some exciting solo work by members of the combo. McGhee on trumpet, J. Johnson on trombone, Clifton Best on guitar, Charlie Rice on drums and Rudy Williams on tenor sax, all take a crack at the tune. Slim, which was used in Guam, builds dramatic, and audience applause adds to end-of-tune. Should interest all collectors.

HOWARD MCGHEE'S KOREAN ALL STARS

BODY AND SOUL.....75-76-74-75
HI-LO 1416—McGhee and the Korean All Stars take the title for an appealing, slow ride with a fresh, progressive styled interpretation of the tune. McGhee does some nice trumpet work, and Clifton Best stands out on guitar.

STARBUST.....73-74-72-72
McGhee scrips out some pretty stylings on the evergreen while the combo backs him quietly. Rudy Williams does fine on tenor. Sides were used on Guam this year, and audience applause comes thru now and then.

SPIRITUAL

Record Reviews

MARNA JACKSON IN THE UPPER ROOM

(Part 1 and 2).....83-82-84-85
APOLLO 262—This disk has power. Item is a spiritual standard, but there are few in the field who can make this song their own. To sell a song. A lead by a mixed chorus, the thrush starts this soul-pledged performance in a slow tempo. After the middle of the first side, the tempo picks up and builds all the way. This should find a ready sale.

MOA Meeting

Continued from page 119

meetings will be held during exhibit hours.

Banquet Second Night

In addition to appointing Cunliffe and Levin to head the convention arrangements committee, the board members put Hirsch de La Vez, Washington, in charge of entertainment. The annual banquet will be held on the second night of the convocation.

Miller also announced a plan for advance registrations for exhibitors and operators. To save time and avoid lines, MOA is prepared this year to handle advance registrations (at \$2 each) thru its headquarters at 128 East 14th Street, Oakland, Calif.

On hand for the meeting of the board, in addition to Miller, Cunliffe and Levin, were Les Montooth, Peoria; Clint Pierce, Broadhead, Wis., and Larry Marvin, Sacramento.

Miller met a week ago in New York with three members of the association's steering committee—Al Denver, New York; Hirsch de La Vez, Washington, and Richard Schneider, East St. Louis, to draw up the agenda for the board meeting.

INTERNATIONAL

Record Reviews

KENNY BASS ORK

MAGIC CITY POLKA.....69-69-69-69
CORAL 6075B—The combo takes the instrumental at a fast pace. Arrangement is full and the ork makes the most of it.

PIKE TREE POLKA.....73-74-72-73
More of the same, again played with a strong beat by Kenny Bass and his ork.

EDDIE HABAT

BLUE DANCING SHOES.....72-72-71-73
DECCA 28240—Fast, steady paced waltz has an old-country flavor. Roy Young does okay on the English waltz.

BARTENDER'S POLKA.....66-66-64-68
Routure polka entry is read energetically by the combo.

association work is expected to go far in organizing the operators. No name has been selected for the Los Angeles County branch. However, Adams favors CMG, Southern Division, or a similar title because of the State-wide inference.

Chicago

Sam Lewis, Chicago Coin Machine Company, returned from an Eastern road trip and Sales Manager Ed Levin was enthused over initial reception of the six-player Match Bowler. He stated that first deliveries were under way and in instances where distributors had had the opportunity to hold operator showings, good business resulted.

Over at United Manufacturing Company the plant was extra busy handling production on three games—6 Player Shuffle Alley, United Official Shuffle Alley and the new three-card unit, Stars. Woolf Solomon, Columbus, O., was among the visiting distributors in for conferences with sales Manager Billy DeSelm.

Exhibit Supply Company continues to make a strong showing in the coin horse field. Sales Manager Frank McIntire reports repeat business is coming in from all parts of the country and most of the major amusement parks have ordered rush shipments. Clara Meyer was handling the firm's showing of Big Bronco at the Toy Center here.

Coinmen You Know

At World Wide Distributors, Al Stern was trying to keep up with his voluminous business volume. Meanwhile, Monty West, Len Micon and Fred Skor were doing a steady job handling local and out-of-town operators. Firm reports heavy activity on the Williams games and new and used shuffle units.

Herb Perkins, Purveyor Shuffleboard Company, had a steady run of visitors this week. Many of them were in specifically for a look at the American Bank Shot game which has made a good showing in Midwest locations. Herb Perkins, Purveyor owner, will be back at his office Monday (23) following a plane trip to the West Coast with stops in several key cities on his way back.

At First Distributors, Wally Finkle and Joe Kline were getting praise from all sides on firm's new catalog and the idea of

uniforms for the repair and service personnel. Both boys had a heavy run of visitors most of the week, particularly from Indiana and Wisconsin. Mal Finkle, head of the merchandise division, is convinced the firm now carries one of the widest assortment of top grade premiums in the country.

Keeney's sales manager, Paul Huebsch, has found business improving especially where the firm's newest shuffle game and the cigarette vander are concerned. Irving Owils, who opened his own distributing house here last week, is handling a wide assortment of equipment right from the start. Firm trade name is Acme International Distributors.

Albert Cole, president of Cole Products Corporation, has returned from a two-week stay in Canada, where he promoted two Cole

Products Canada officials. Richard Cole, vice president of the U. S. firm, continues to report heavier cup machine buying by soft drink bottlers.

W. S. Deree, president of Alco-Deree Company, states that demand for his firm's refrigerated candy vander is on the increase thru the Southern and Western areas. He notes that the model is proving out an answer for placement in high temperature, high sale industrial installations, also.

M. L. Heffer, a partner in the Johnson Tobacco Company which operates vending equipment in Sears Roebuck stores, is traveling to New York City next week where he will huddle with officials of the ABC Vending Corporation, of which he is a vice-president.

Alvin Kantor, president of the National Association of Bulk

Vital Statistics Births

A son to Mr. and Mrs. Fred Skor at Chicago Lying-In-Hospital. Father is a sales official at World Wide Distributors.

Venders, is looking forward to a top type convention for the group next September. It will be NABV's second annual meet, and first exhibit.

Harold Saul, salesman for Cowen Distributors, left Monday (16) on a week's vacation. Fellow staffers reported that as one of Saul's sons has the measles he probably will spend most, if not all, of his vacation at home.

Hartford, Conn.

Certificates of organization for two new Connecticut corporations were filed with the secretary of State. They are the Connecticut Automatic Dispenser Company, New Haven; president and treasurer, Joseph Aistro; secretary, Frank J. Maggi; directors, (Continued on page 125)

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

Business Opportunities

ATTENTION MANUFACTURERS OF VENDERS, SUPPLIES, NOVELTIES, ETC. who wish a distributor for Kentucky. Am opening larger quarters in July. Contact JIMMIE CONTI & SONS 214 S. Ewing Ave. Louisville 8, Ky.

Help Wanted

WANTED PROMOTIONAL SALESMEN This is your opportunity to cash in on the new trend—CHLOROPHYLL GUM. We are just putting on the market a new Chlorophyll Gum Machine, machine holds 4½ lb. Chlorophyll Chickens, Vends 2 Chickies for 1¢. If you qualify as a vendor salesman experienced in selling through Business Opportunities advertising writes, telling us type and name of machines sold, name of companies you represent. All replies confidential. State information by letter only. BOX 525, c/o The Billboard 188 W. Randolph Chicago 1, Ill.

Parts, Supplies & Services

For Sale—\$500 Brandt electric counter and sorter, all complete. Cigarette Distributors, 359 Chestnut St., Springfield, Mass.

For Sale—10,000 used phonograph records; make offer; sell any amount. A & M Amusement Co., Hannibal, Mo.

NEW AND USED TENS CANDY, NUT, BALL GUM VENDERS BOUGHT, SOLD, EXCHANGED. All Parts—Charms—Coin Wrappers—Coin Counters—Ball Gum—Tab Gum—Panned Candies—Cav Iron Stands—Top Plates for 2 Venders—Top Plates for 3 Venders. All Prices F.O.B. Factory, ½ Deposit. Balance C.O.D. KING & CO. Distributors at Northwestern Model 49 and Tab Gum Venders. 2700 W. Lake St. Chicago 12, Ill.

Planica for "500" and "400" Coronet-Alrean machines. Write Lull Music Co., 1111 Carpenter St., Philadelphia, Pa.

Stamp folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Co. 2124 Market St., Philadelphia 8, Pa. Locut 7-1448.

Routes for Sale

For Sale—A business that has been going for 21 years, steady income; will sell to the right party. 135 music, 25 tables and shuffle alleys in Tidewater of Virginia. Apply Box 537, Billboard, Chicago 1, Ill.

OLD GAMES ARE VALUABLE!

List them in a low cost MARKET-PLACE ad. This size ad only \$28 for one issue; \$26.60 per issue for three consecutive issues.

For other low-cost rates see the Handy Order Blank on this page. Do It Today!

75 music machines, 125 amusement games 10 cigarette machines, 1 Chevrolet truck gross approximately \$50,000 a year; priced right. Check route in the Black Hills of South Dakota. Box 535, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Bargain Cigarette and Candy Vending Machines—makers and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

AMI B's, \$400; Chicago Hit Parades with stands, \$100; Pin Balls; Dreamy, \$100; Harvest Times, \$50; Jokers, \$135; Knockouts, \$98; Pin Bowlers, \$125; Red Shoes, \$95; South Pacific, \$95; Tri-Scores, \$65; Air Rader, \$50; Late Dale Gums, \$45; Jet Gums, \$235; Keener 2 player Bowlers Champ, \$30; United Shuffle Sloggers, \$99; Univ. Super Twin Bowlers, \$75; American 17' Cushion Shuffleboards, \$100; Giles Amusement Co., 725 Main St., Osgo, Iowa.

Cigarette Machines—for the finest in equipment see us, machines any way you desire; just off location or completely refurbished and overhauled; 25¢ conversions and 30¢ conversions, Kingzize bits and a full line of cigarette machine parts and mirrors. Central Vending Machine Service Co., 3967 Parrish, Philadelphia 4, Pa. EV 6-4244, BA 2-8710.

Coo-Eit Tables, 10¢ shot, good condition guaranteed, \$75 each, 117 Nelms Ave., Norfolk, Va.

For Sale—Master telephone music system, complete equipment for 100 locations; 500 wall boxes, single line operation; make offer. Toledo Magic Music Co., 1503 Adams St., Toledo 2, Ohio.

For Sale—Mills, Jennings, Pace, Waring Bells; beautifully reconditioned Bally Clover Bell; used pin games, alleys, etc.; tractors accepted; 12 years of reliable dealing. General Coin Machine Co., 225 N. 9th St., Philadelphia, Pa. Walnut 2-4378.

For Sale—Perfect conditioned, look like new: Coney Island, \$450; Bright Spots, \$323; Leaders, \$400; Bright Lites, \$350; Turf Kings, \$190; Citations, \$45; Hot Rod, \$60; various late flipper pins; write ½ deposit, balance C.O.D. W. E. Keeney Mfg. Co., 5229 So. Kedzie, Chicago. Phone: HElock 4-3844.

For Sale—2 each Williams All Stars @ \$50, Star Series @ \$75, Super World Series @ \$245; all clean and ready for location. King-Pan Equipment Co., 826 Mills St., Kalamazoo, Mich.

For Sale—6 triple machines or 18 singles; words \$8 or 1¢ merchandise; nuts or candy parts included; chrome finish; \$500. David Hoover, 1227 Aldridge, West Plains, Mo.

May soon have some good Spot Lights for sale at attractive prices. United Novelty Co., Inc., 111 W. Division, Bloom, Minn.

Mercury athletic scales, deluxe model, \$35 each; Franz, Aristo scale, \$30; Marion 10-boy scale, \$25; machines in good condition. Ray Tobetts, 502 18th Ave., Menomonie, Wis.

New Table Model Coin Radio, one sacrifice, \$25. Howard Young, 1828 State St., Quincy, Ill.

Pony Express, good condition; paid \$375 for it two months ago; sell for \$200. M. B. Variety Store, Caron City, Kan.

Reconditioned Silver Kings, like new, \$6.50 each. Logan Distributors, 627 Milwaukee Ave., Chicago 22, Ill.

Scale—Mills Moderns, good condition, porcelain finish, excellent, \$35. E. O. Lukana, Frankfort 3, Ky.

Shuffleboard Scoring Unit, wall model, new, \$79.50; used, \$59.50; Citations, \$34.50; Champions, \$54.50; Merch, \$42 W. 63rd St., Chicago 21.

Used Bally Shuffle Lines, excellent condition, \$95 each. Logan Distributing, 627 Milwaukee Ave., Chicago 22, Ill.

U-Select-It 54's, \$25; 74's, \$50; 74-J's, \$75; gum machines, free list. Albright Concessions, Warrington, Pa.

Will trade Turf Kings (like new) for music, cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Hattiesburg 6, Miss.

ATTRACTIVE—

An attractive, large type ad like this can be yours for only \$10 for issue—\$9.50 per issue for 3 consecutive issues.

See the "Handy Order Form" below.

Scale—K-Ray Pakem, latest location model, Scientific make; small space required; size 50"x22", \$95 each. Acme Amusement Co., 2210 Boardwalk, Wilwood, N. J.

20 Richards & Catchers, mechanically perfect; cabinets in excellent condition, many like new, \$17 each; \$320 for lot or best reasonable offer. J. W. Fields, 1830 Fifth St., Portsmouth, Ohio.

24 Atlas 5¢ venders, 6 months old, and 28 Atlas 3¢ hot nut machines, 3 years old, will accept best offer for either. Memphis Nut Co., 1821 S. Orleans, Memphis, Tenn. Board, Chicago 1, Ill.

26 hotel coin operated radiost, attractive steel cabinets, table model, 6 ruber; perfect condition; make offer. Box 529, The Billboard, Chicago 1, Ill.

25 Columbus penny ball gum venders, late model, \$6.95 each; 15 brand new Alrean flip-up speakers with Jensen units, \$25 each; half deposit required. Cleveland Coin Machine Exchange, Inc., 2021-25 Prospect, Cleveland, Ohio.

50 Mills Combinations at right prices; good condition. United Novelty Co., Inc., 111 W. Division St., Bloom, Minn.

Wanted to Buy

Wanted—Gem ball, charm, bulk, candy can, cigarette machines, Box M-9, Billboard, 2160 Patterson, Cincinnati.

Want to buy David Postmaster postage stamp machines, new and used. Mike Guernsey, c/o Walls Card Co., 529 Linden, Scranton, Pa.

Wanted—All types of 1¢ and 5¢ nut and ball gum venders and pin machines. Bull Dist., Co., 346 Mathew St., Marietta, Ohio.

FOR ONLY \$3—

You can sell your used equipment for as little as \$3 by advertising in the MARKET PLACE. See the "Handy Order Form" below.

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. 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. 3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch: Display Classified, Regular Classified. 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: Used want ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light. Per word... 3 or more CONSECUTIVE or 26 insertions, per word... 12 CONSECUTIVE insertions, per word... Minimum \$3. DISPLAY CLASSIFIED: Any advertisement using display make-up or white space. Figure space between cut-off lines, 1 pt. rule borders permitted only on ads of 28 lines or more. Per space line... 3 or more CONSECUTIVE or 26 insertions, per space line... 12 CONSECUTIVE insertions, per space line... 1 inch equals 10 space lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 1, ILL.

Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

SPECIAL!
"POP" CORN SEZ
10¢ VENDORS
RECONDITIONED
LIKE NEW!
WRITE!



SPECIAL-PANORAMS
Guaranteed Reconditioned
WRITE

RECONDITIONED EQUIPMENT

Bright Spot	\$435	Spot Lite	\$500
Coney Island	445	Turk Kings	195
Low-Lite	185	Bright Lights	345
United Royal	165	5 Stars	175

2-Way Match Bowler
3-Way Bowler
4-Way Match Bowler
5-Way Match Bowler
6-Way Match Bowler
7-Way Match Bowler
8-Way Match Bowler
9-Way Match Bowler
10-Way Match Bowler
11-Way Match Bowler
12-Way Match Bowler
13-Way Match Bowler
14-Way Match Bowler
15-Way Match Bowler
16-Way Match Bowler
17-Way Match Bowler
18-Way Match Bowler
19-Way Match Bowler
20-Way Match Bowler

WRITE FOR PRICES

NEW-WRITE

C.C. & Player Derby
C.C. & Player Match
C.C. & Player 5 Star
C.C. & Player 10 Star
C.C. & Player 15 Star
C.C. & Player 20 Star
C.C. & Player 25 Star
C.C. & Player 30 Star
C.C. & Player 35 Star
C.C. & Player 40 Star
C.C. & Player 45 Star
C.C. & Player 50 Star
C.C. & Player 55 Star
C.C. & Player 60 Star
C.C. & Player 65 Star
C.C. & Player 70 Star
C.C. & Player 75 Star
C.C. & Player 80 Star
C.C. & Player 85 Star
C.C. & Player 90 Star
C.C. & Player 95 Star
C.C. & Player 100 Star

MONARCH COIN MACHINE INC.
2327 W. Lincoln Ave., Chicago 34, Ill.
Phone: Lincoln 4-3994-78

MERCURY ATHLETIC SCALES
NEW DELUXE FLOOR MODEL



This sensational new proven Penny Athletic Scale has made a hit throughout the country. Our new model is completely redesigned and is now being offered at a new low price, finished in a variety of colors. Write us for distributor prices and all other information. Place orders now for early delivery. Write, wire or phone.

GREAT LAKES SYSTEM

Phone: Grand Blanc 275 Flint, Michigan

CLOSEOUT

Seeburg '46 \$ 95.00
Seeburg '47 139.50
Rock-Ola '49 and '50 295.00
(Like New)
Seeburg Wall Boxes 22.50
(Brand New)
Packard Wall Boxes 5.95

1/3 with order, balance C.O.D.

WIRE-PHONE-WRITE

DAVID ROSEN
Exclusive A.M.I. Dist. E.A. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2903

FOR SALE
CLEANED AND CHECKED

2 Seeburg 100 A's of	\$485.00	Back
2 Seeburg 106 B's of	\$500.00	Back
3 Model B A.M.I.'s of	\$350.00	Back
4 Wurlitzer 101's of	\$450.00	Back

One-third deposit.

Chicago Coin Derby Write

Want Premium Merchandise for lobbying in Wisconsin.

DONALD ZAK
3077 South 14th St., Milwaukee 18, Wis.

EVERY PIECE GUARANTEED GAMES

3 Best Lites Ee	\$450.00
3 Bright Beets Ee	425.00
4 Bright Lights Ee	325.00
United's ABC	225.00

Across the Board. New Write

PHONOGRAPHS
5 New Phonographs, in original crates - Write for Price

One-third deposit, balance sight draft.

FRANK SWARTZ SALES CO.
816-A Fourth Ave., Nashville 16, Tenn.

50 TURF KINGS-50

LATEST MODEL \$198.00
NEXT MODEL 178.00
FIRST MODEL 159.00

Guaranteed Perfect. One-Half Deposit.

JACK'S COIN MACH.
6732 Jernett Ave., Baltimore 16, Md.
Phone: MD. 1366

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 use has advertised the same equipment at the same price, frequently 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 dependent on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 21	Issue of June 14	Issue of June 7	Issue of May 31
ABC (United)	\$250 (0014)	\$229.98	\$229.98	\$239.50
	265.00	275.00	275.00	275.00
	295.00	275.00	275.00	295.00
Advance Rats (Geac)			35.00	39.50
(roll-down)	49.50	49.50	45.00	49.50
Alli Baba (Gottlieb)	39.50	54.50	39.50	54.50
Alpine Wonderland (Gottlieb)			169.50	
All Star Basketball (Gottlieb)	49.50(2)	84.50	49.50	84.50
Aqueduct (United)	49.50(2)	84.50	49.50	84.50
Arizona (United)	50.00	89.50	50.00	119.50
Baby Face (United)		119.50		119.50
		32.50	32.50(2)	45.00
Band Leader	24.50	25.00	24.50	39.50
Bank (Exhibit)	24.50	25.00	24.50	39.50
Bank-Ball (Gottlieb)	109.50	109.50	74.50	109.50
Baroness Bill (Gottlieb)	49.50	49.50		49.50
Basketball (Gottlieb)			169.50	
Basketball Champ (Chicago Coin)	195.00	225.00	195.00	225.00
	275.00	275.00	275.00	275.00
Be-Boe (Exhibit)	49.50	104.50	49.50	104.50
Big Top (Geac)	64.50	79.50	65.00(2)	79.50
Bingo Bingo	99.50	99.50	99.50	99.50
Black Gold (Geac)	59.50	79.50	59.50	79.50
Bomber (Chicago Coin)	100.00	100.00	100.00	100.00
Boston Williams	94.50	94.50	90.00	94.50
Boiling Champ (Gottlieb)	69.50(2)	75.00	69.50	79.50
	79.50(2)	79.50	79.50	79.50
Bright Lights (Bally)	345.00	345.00	345.00	345.00
	365.00(3)	365.00	365.00	365.00
	375.00(4)	375.00(3)	375.00(4)	375.00(4)
Bright Spot (Bally)	445.00	445.00	445.00	445.00
	450.00(2)	450.00	450.00	450.00
	475.00(2)	475.00(2)	475.00(2)	475.00(2)
Buchanan (Gottlieb)	59.50	59.50	59.50	64.50
Buffalo Bill (Gottlieb)	79.50	79.50	79.50	79.50
Build Up (Exhibit)	79.50	79.50	79.50	79.50
Button and Button (Gottlieb)	69.50(2)	69.50(2)	69.50(2)	69.50
Camel Cannon (Geac)	69.50	99.50	69.50	99.50
Campus (Exhibit)	104.50	104.50	104.50	104.50
Casitas (Geac)	65.00	109.50	49.50	65.00
	109.50	109.50	109.50	109.50
Carnival (Bally)	35.00	29.50	35.00	44.50
Carolina (United)	24.50(3)	49.50	24.50(3)	49.50
Carolina (Chicago Coin)			49.50	
Champion (Bally)	65.00	75.00(2)	60.00	75.00(2)
	79.50	79.50	79.50	79.50
	99.50	119.50	99.50	119.50
Champion (Chicago Coin)	69.50	72.50	64.50	69.50
	84.50	84.50	72.50	72.50
Cinderella (Gottlieb)	25.00	39.50	25.00	39.50
	49.50	49.50	49.50	49.50
Citation (Bally)	34.98	39.00	34.98	34.98
	40.00	47.50	35.00	45.00
	57.50	69.50(2)	40.00	47.50
	89.50	69.50(2)	74.50	69.50(2)
		79.50	89.50	79.50
Colt's Oar (Gottlieb)	79.50	99.50	60.00	99.50
	145.00(3)	145.00(3)	145.00(3)	145.00(3)
Coney Island (Bally)	450.00	465.00	445.00(2)	445.00
	475.00(2)	499.50	450.00	475.00
	65.00	475.00(2)	475.00(2)	475.00(2)
Contact (Exhibit)		39.50	39.50	39.50
Control Tower (Williams)	120.00	125.00	110.00	125.00
County Fair (United)	245.00	265.00	245.00	265.00
	275.00(2)	275.00(2)	275.00(2)	275.00(2)
	325.00	325.00	325.00	325.00
Crazy Ball (Chicago Coin)	29.50	29.50	29.50	29.50
Cyclone (Gottlieb)	150.00	169.50	169.50	169.50
Daily Racer	49.50	79.50	49.50	79.50
Dallas (Williams)	109.50	109.50	109.50	109.50
De-Lux (Williams)	99.50	99.50	99.50	99.50
Dem-We-Way (Williams)	69.50	89.50	69.50	89.50
Dance Shuffle (Gottlieb)	110.00	110.00	110.00	110.00
Dreamy (Williams)	140.00	175.00	140.00	175.00
D-8 Ball (Williams)	49.50	49.50	49.50	49.50
E-1 Pass (Williams)	104.50	104.50	104.50	104.50
Fighting Fish (Chicago Coin)	169.50	169.50	169.50	169.50
Five Star (Universal)	175.00(2)	175.00(2)	175.00(2)	175.00(2)
	195.00	195.00	195.00	195.00
	225.00	225.00(3)	225.00(3)	225.00(3)
Floating Power (Geac)	34.50	49.50(2)	34.50	49.50(2)
	55.00	55.00	55.00	55.00
Flying Saucer (Geac)	85.00	114.50	100.00	150.00
Football (Chicago Coin)	69.50	94.50	62.50	69.50
			94.50	94.50
Four Hurwans			110.00	
Frankie (Williams)	104.50	104.50	104.50	104.50
Geac's Williams	109.50	119.50	119.50	119.50
Gen Ramme (Gottlieb)			45.00	
Glenn (Williams)			185.00	
Glenn Treese	185.00	185.00(2)	185.00	185.00
Glamour (Gottlieb)	99.50	99.50	99.50	99.50
Gold Cup (Bally)	20.00	25.00	25.00	25.00
	40.00	40.00	40.00	40.00
	54.50	59.50	50.00	64.50
	69.50	64.50	65.00	69.50
	100.00	79.50	100.00	100.00
Golden Gloves (Chicago Coin)	100.00	99.50	99.50	99.50
Gondola (Exhibit)			60.00	
Grand Award (Chicago Coin)	159.50	165.00	150.00	159.50
	185.00	165.00	185.00	165.00
	225.00(2)	225.00(2)	225.00(2)	225.00(2)
	250.00(2)	250.00(2)	250.00(2)	250.00(2)
	265.00	275.00(2)	275.00(2)	275.00(2)
Happy Go Lucky			149.00	
			225.00	
Honest Time (Geac)	50.00	65.00	50.00	79.50
			94.50	119.50
			99.50	119.50
Harvey (Williams)	225.00	245.00	225.00(2)	225.00(2)
Hayburner (Williams)	250.00(2)	265.00	250.00(3)	250.00(3)
	265.00	275.00(2)	275.00(2)	275.00(2)
Heads and Tails (Geac)	115.00	115.00	115.00	115.00
Hit 'N' Run (Gottlieb)	210.00	210.00	210.00	210.00
Hit Parade (Gottlieb)			\$29.50	
Holiday (Chicago Coin)	47.50	69.50	47.50	69.50
Holiday (Keweenaw)	385.00(2)	385.00(3)	385.00	385.00
Homestead (Williams)	125.00	125.00	125.00	125.00
Hot Rod (Bally)	54.50	95.00	54.50	65.00
	134.50	114.50	134.50	114.50
	25.00	29.50(2)	25.00	29.50
Humpty Dumpty (Gottlieb)	25.00	29.50(2)	25.00	29.50
	49.50	49.50	49.50	49.50
Hy-Ball (Bally)			39.80	
			49.00	
Jack and Jill	275.00	295.00	275.00(2)	275.00(2)
Jalopy (Williams)			290.00	
Jenny (Exhibit)	119.50	119.50	119.50	119.50
Jockey Special (Bally)	49.50	54.50	27.50	54.50(2)
			54.50(2)	54.50(2)
Jenny (Gottlieb)			125.00	
Judy (Exhibit)	94.50	109.50	94.50	109.50
			115.00	
June 21 (Gottlieb)	25.00	30.00	34.50	41.50
			49.50	49.50
			79.50	79.50
			94.50	94.50
			119.50	119.50
K & C Jones (Gottlieb)			69.50	
King Arthur (Gottlieb)			94.50	
King Pin (Chicago Coin)			250.00(2)	
			250.00(2)	
Knock Out (Gottlieb)	79.50	99.50(2)	79.50	99.50
			100.00	
			115.00(2)	
			119.50	
Lady Robin Hood (Gottlieb)			39.50	
Leader (United)			375.00	
			395.00(3)	
			400.00	
			425.00	
			425.00	
Lite-a-Lite (Keweenaw)	135.00	165.00	135.00	165.00
	175.00(2)	175.00(2)	175.00(2)	175.00(2)
	175.00	179.00	185.00	195.00
Lucky Lady (Williams)	64.50	79.50	64.50	79.50
			94.50	
			124.50	
Madison Square Garden (Gottlieb)			195.00	
Major League Baseball (United)	39.50(2)	39.50(2)	30.00	39.50(2)
Major League (Chicago Coin)	49.50	79.50	44.50	49.50
			69.50	70.00
			79.50	79.50
Meadow	54.50	54.50	54.50	54.50
Mayland (Williams)	49.50	89.50	49.50	89.50
			95.00	
Mercury (Geac)	60.00	69.50	69.50	104.50
			104.50	
Mermald (Gottlieb)	25.00	39.50	125.00	145.00
Merry Widow (Geac)	25.00	39.50	25.00	39.50

Coinmen You Know

Continued from page 123

same as officers, and Pat Altro, all of New Haven; and the Valentine Beverage Company, 2 Broadway, Hamden, Conn.; president and treasurer, Louis Sidoli; vice-president Edna Sidoli; and secretary, Mario Tosetti.

Ralph Colucci, head of Sea-board Distributor Corp., Hartford, announced the resignation, effective immediately, of general sales manager Leonard J. Berema. The resigned executive is expected to announce a new affiliation after a short vacation. He was formerly sales manager of the Columbia Records division of Stern & Company.

Colucci is to attend the annual reunion of the Second Division Association in San Antonio later this summer. Commercial Music Distributors of New Britain has an attractive match book cover, stressing "Let Us SERVE You!" Match cover information notes availability of juke boxes for renting for weddings, parties and private affairs. Nearly 100 coin operators attended a recent Connecticut State Coin Association meeting at Donat's Town Ho Restaurant, Milford. Guests included Jack Gordon, Seeburg division manager; Barney Sugarman, AMI's New York distributor; Harry Rosen; Al Denver, New York operator; Sid Levine, MOA counsel; and George Miller, MOA president. Among other operators were Carl Pavlic, Westchester operator, and John Wilson, Poughkeepsie, N. Y. Abe Fish, honorary president, CSCA, noted the presence of good fellowship, better working hours and standard of living, public service and good will, thru the facilities of a strong State-wide trade organization.

Pittsburgh
Revival of the old-time folk ballads for juke play was evident, says Morris Vinocour, president, Monarch Music Company, with "Shrimp Boats," followed by the success of "Perfidia." Sidney Reinwasser finds coin meters placed on appliances bring pretty good money.

Harry Dennis, manager for Automatic Canteen Company in Pittsburgh has 11 years' experience selling vended service to locations.

William F. Hamel, divisional sales manager, Cole Products Inc., reports he has several plant locations where his company is paid a monthly subsidy to leave the machines on location, because the plant would lose money in employees' time were the machines taken out.

Thomas Moffatt, formerly office manager with Mills Automatic Merchandising Corp., has returned to Gibsonsia, Pa. for a dietary checkup. . . . Art Pitchford, electric shave vender, may be able to place his shavers on Pennsylvania Railroad passenger trains operating between New York and Chicago.

Elmer Willett, recently appointed sales manager for the Jack W. Young Company after being with the company only eight months as expeditor, reports the firm has speeded up shipments greatly. . . . Leon Pascholes, owner, Capitol Vending Company on the North Side, has been in the music business for 20 years.

M. J. Abelson, of Oak Manufacturing Company has been a frequent guest of Archie Campbell, doing a good job in vending. . . . Operators in the Duquesne area noted Mayor Frank Kepives and Police Chief Walter Weir's action in closing a great many establishments at midnight for the duration of the steel strike.

Eugene Wojac going on a trip to Chicago. . . . His partner playing a little golf at the Cambridge Springs hotel. . . . Two Frank Mickesic's employees from Johnstown in town buying.

Washington
Max Silverman, of the Quality Music Company, returned recently from a trip to New York. Silverman reports that business is better than it was this time last year. The Washington Music Guild, headed by Leonard Abrams, held its regular monthly meeting June 5.

Mrs. G. L. Sinclair, of the Northern Virginia Music Company, is busy planning vacations for the employees. She reports that collections are off slightly, due primarily to bad weather. She plans a month's vacation with her three sons. One of the G. B. Macke Corp's top men, Meyer Gelfand — was married June 8.

Victor Rubin, of Allied Beverage Corporation, reports that he is expecting new machinery from the Chicago office. It's all part of Allied's plan to "keep up with the times." Al Harsh, of National Vendors, visited Sid Lotenberg, Westway Vending Company, when he was in town. Sid is going to New York on business and pleasure for a few days.

Spacarb of Washington is doing a good business, says Bayne E. Phipps. . . . Melvin Banner,

head of Banner Vending, complains about the bad weather, too. . . . George Cervantes, of Southern Wholesalers, local Victor distributor, says business is picking up, and Tony Martin records are selling well.

Kwik Kaf of Washington, Inc., headed by James Bowen, is buying Bantam machines for use in smaller locations to supplement the larger machines. . . . Jim Schwartz, head of Schwartz Bros., local Mercury Distributor, believes Eddie Howard's recording of "Auf Wiederseh'n Sweet-heart" will be a hit. Schwartz adds that business is steadily advancing.

Bill Turner, of Nelson and Company, local Capitol distributor, is pleased that the Les Paul-Mary Ford recording of "I'm Confessin'" is going well. . . . Jack Spiller, who operates in Virginia, reports that a float entered by his company in a 5-man's Parade won first prize and a trophy. The float was decorated with vending machines.

Detroit
Joseph F. Aldright, who operates Panoram Movies in partnership with Raymond Rei, has branched out into the shuffle-board field. . . . F. L. Joyce of the Joyce Vending Company and F. Stanley Collins of Collins Vending are adding Juice Bar units to their respective routes. Albert A. Weidman, of Weidman National Sales, has been named distributor for this machine in the territory, introducing it in an area where such equipment was virtually unknown.

G. A. (Jerry) Snyder, manager of the Grand Rapids branch of Music Systems, Inc., is closing the office there and moving to new headquarters in Lansing. The Lansing site is more centrally located for the Michigan territory, as well as being in the State capital, which is a natural draw for operators from all directions. Announcement of the move was made by Lou Nemesh, of the Detroit office.

Earl C. Schill, who operates the World Coin Company, is specializing in providing an outlet for unusual coins that turn up in coin boxes. . . . The Hurd Lock and Manufacturing Company, with factories at Adrian and Almont, Mich., is making plans to go into the vending machine field with their lock production this fall, according to Ray E. Dillenbeck, sales engineer.

All production of beverage venders by F. L. Jacobs Company is now being absorbed by special customers, with no immediate plans for widening the market. A. R. Jacobs of the company reports. This firm has been turning out a large volume of Coca-Cola venders, among others.

Erry Loewenthal, Marlo Distributors, who has been developing the new Nickel Golf machine, was away on a business trip this week. . . . Mrs. Anna Siegel is running the Photomat and voice recorder operation, which was handled by her husband, Sam Siegel, until his death several months ago. She also has expanded in a sideline, talking over the photo gallery at Edgewater Amusement Park this season.

Frank D. Nunemaker, general manager of Detroit Surfacing Machine Company, reports the company is considering plans for a distribution set-up to tap the coin machine industry. . . . S. W. Duncan of Sik-Shav, Inc., announces that the company plans to place its new packaged shave set, to vend at 25 cents in the vending machine market in September. . . . Mennie Smelzer, Ben Rosen, and Mickey Samel of Confection Cabinet Corporation headed for Cleveland to attend the Hippodrome Theater, which is showing the Robinson-Maxim fight via television. Rosen's 21-year old son Herbert is an honor student at Wayne University.

Harry and Louise White have disposed of their music route, and will continue to operate the specialized record service only. (Continued on page 126)



Our Showrooms Are AIR CONDITIONED for Your Comfort

NEW GAMES

Wms. OLYMPIC
Wms. MAJORITY
Wms. DOUBLET
Wms. HANDBALL
Wms. SPORTSMAN
Wms. FUTUREITY
Bally ATLANTIC CITY
UN. OFFICIAL SHUFFLE
Chl. COIN DERBY
Genr. CROSSROAD

The Original
FORMICA TOP

Accept no substitutes! Silk Strapped. More durable, smoother, stronger, slicker. Eliminate coin chutes. Reversible. Simple installation. Available for United 2, 4, 5, 6 Player, all Chicago Coin, Universal, Keeney.

\$18.50 \$19.50

Lots of 50 ... \$17.50 Lots of 25 ... \$17.25
Lots of 100 ... 16.95 Lots of 100 ... 16.95

SPECIALS!

Wms. JALOPY 3500
Wms. SPARKPLUG 340
Wms. HAYBURNER 230
Wms. SEA JOCKEY 300

BINGO SPECIALS!

SPOTLITE 5495
BRITZ LITE, D.C. 348
BETTE SPOT 435
CONE ISLAND 335
UNIV. LEADER 395
UNIV. A.B.C. 245
UNIV. ZINGO 375

SHUFFLE GAMES

Formica Top installed correctly—only \$20.

UNITED

4 PLAYER Deluxe \$325
4 PLAYER Reg 260
4 PLAYER 225
6 PLAYER 195
4 PLAYER 195
SHUFFLE 85
SHUFFLER 85
SKEE ALLEY 65
HI-SCORE BOWLER 125

KEENEY

DELUXE LEAGUE BOWLER \$218
LEAGUE BOWLER 100 180
SIX PLAYER 258
KING PIN 45

WILLIAMS

FIVE PLAYER \$195
DOUBLE HEADER 75

MISCELLANEOUS EQUIPMENT

TURF KING \$145
QUIZZER & FILM 95
WML SUPER WORLD ABRIES Wire
Seed, SHOOT THE BEAR 275
Ex. VIX SHOOTER 175
Ex. JET GUN 225
Chl. COIN PISTOL 118
CHICKEN S&M 95
Ex. DALE GUM 45
Ex. GUN PATROL 220
C. C. 4 PLAYER DERBY 345

ACE COIN COUNTER

Brand New
Precision operated. Motors, tubes, trays. Counts 1c, 5c, 10c, 25c. Weighs only 8 lbs. Only \$159.50

WILLIAMS MUSIC MITE

Brand new. Modern design. Superb tone. Ten 45 RPM Records. Selector, Accumulator and Cancel Button.
Se also \$145 \$145 \$195



World Wide Distributors, Chicago 4, 2330 N. Western Ave.

PHOTOMAT
PICTURE YOURSELF SO SECONDS.

A SALE EVERY 50 SECONDS
Only the Amazing
PHOTOMAT delivers a set (3"x5") of two fine Large Portraits in Less Than a Minute

- ★ Unexcelled Portrait Quality
- ★ Can Also Deliver Set of Four 6"x6" Portraits
- ★ Loading Capacity for 700 Sales
- ★ Low Cost Supplies
- ★ High Profit Margin
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For Details Phone, Wire or Write to
International Mutoscope Corp.
William Rabbin, President
44-02 Ebereth Street
Long Island City 1, N. Y.
Stillwell 4-3800

	Issue of June 21	Issue of June 14	Issue of June 7	Issue of May 31
Talkie (Chicago Coin)	\$75.00 94.50	\$85.00 94.50	\$85.00 99.50	\$85.00 99.50
Tampico (United)	64.50 84.50	84.50 89.50	89.00 84.50	"
Telecard (Gottlieb)	49.50 54.50	49.50 54.50	49.50 54.50	49.50 54.50
Tennisco (Williams)	79.50	79.50	65.00 79.50	79.50
Texas Leader (Mercury)	50.00(2)	29.50 54.50	29.50 54.50	29.50
Thing (Chicago Coin)	49.50 109.50	59.50 64.50	59.50 64.50	59.50 64.50
Three Feathers (Green)	69.50	69.50	69.50	69.50
3-4-5 (United)	275.00 300.00	275.00	275.00 300.00	275.00 300.00
Three Minutemen (Gottlieb)	27.50 54.50	27.50 54.50	27.50 39.00	27.50 54.50
Thrill (Chicago Coin)			54.50	
Total Roll (Green)	39.50 45.00	39.50 45.00	39.50 45.00	39.50 45.00
(Unit-down)				69.50 25.00
Taughtdown (ABT)		325.00	325.00	250.00 285.00
Taughtdown (Merid)	325.00			325.00
Trace Wind (Green)	39.50 109.50	39.50 49.50	39.50 49.50	39.50 49.50
Tringer		109.50	109.50	109.50
Trinidad (Chicago Coin)	29.50 39.50	29.50 39.50	29.50 39.50	29.50 39.50
Triple Action (Green)	125.00	125.00(2)		
Triplets (Gottlieb)	75.00 94.50	74.50 94.50	64.50 74.50	60.00 60.00
Tri-Score (Green)	109.50	109.50	94.50 95.00(2)	94.50 95.00
Turcom (Williams)	69.50	69.50	69.50	69.50
Turkeywood (Exhibit)	94.50	94.50	94.50 95.00	94.50
Turf King (Bally)	150.00 174.50	139.50 140.00	139.50(2)	150.00 169.50
	175.00(2)	145.00 150.00	150.00 150.00	145.00 150.00
	200.00 225.00	160.00	199.50(3)	249.50 275.00
	275.00	199.50(2)	249.50 275.00	
Utah (United)	60.00 89.50(2)	249.50 275.00	65.00 89.50	89.50 94.50
		60.00 89.50	85.00 89.50	94.50
Victory Special (Bally)	49.50	49.50	39.00 49.50	49.50
Virginia (Williams)	29.50	29.50	29.50	29.50
Wing-Ball (Amusement Ent.)				22.50
Wild West	175.00 179.00	150.00 175.00	175.00	175.00
Winner (Universal Industries)	95.00(2) 99.50	89.50 92.50	89.50(2)	95.00 100.00
	110.00 149.50	95.00(2)	95.00(2)	124.50(2)
	195.00	110.00	124.50(2)	125.00 175.00
		124.50(2)	125.00 195.00	
		195.00		
Wisconsin (United)	34.50 39.50	34.50 39.50	39.50 45.00	39.50 49.50
	49.50	49.50	49.50	
Yanks (Williams)	49.50	49.50	39.00 49.50	49.50
Zingo (United)	500.00	350.00	325.00	325.00

WANTED

ANY QUANTITY OF—

- LATE 5 BALLS
- GUNS OF ALL TYPES
- BALLY TURF KINGS
- WURLITZER 1015, 1100 & 1250
- EVANS CONSTELLATIONS

Send in Complete Lists Today

EXCLUSIVE GOTTIEB, WILLIAMS AND SEEBURG DISTRIBUTORS.

Remember
IN NEW ENGLAND
IT'S TRIMOUNT

40 WALTHAM STREET
BOSTON 18, MASS.
T. C. Barry 7-9181

Coinmen You Know

Continued from page 127

Paster Distrib stronghold on Ford du Lac Avenue. In charge of the preem buying and merchandising, Jerry Groll, reports that the items given top priority by operator customers continues to fall in the fishing equipment and appliance categories. "Boards are going good, too," he adds, "but most of the ops have their eyes on good grade fishing equipment and small household items which seem to inspire the heaviest machine play these days, especially in the resort areas."

Paster manager, Sam Cooper, broke away for a day's visit to Iron Mountain, Mich., to get in some fishing. Recent stop-in visitor was Herman Paster, who evidently is highly pleased with the demand for AMI music boxes.

Deputy district attorney of Milwaukee, Joseph E. Tierney, recently flashed a warning to location owners about an amusement machine which he labeled a new type of "shuffle alley." Tierney warned that use of a "mystery" score in determining winners was illegal. Players attempt to score a total equal to a number displayed on a screen to merit an award. Use of this device to build machine play, he stated, would constitute gambling and pave the way for legal action.

Indianapolis

Sicking Company, Inc., now has on its floor Chicago Coin's six

player, Match Bowler. Operators have shown ready approval, according to reports from Mrs. Lottie Berman, manager. Another game meeting with success is United Stars the new three card game.

Joe Flynn, sales manager for the Shaffer Music Company, with headquarters in Columbus, O., has been visiting Indiana operators with Jim Peachy, sales representative in the state. The record business is now in its usual summer slump. Business is at par with last year, but even kiddie records have been hit because of hot and humid weather conditions. Juke box operators also have been affected by weather conditions, according to some record dealers. According to Clarence Holmen, of the Junes Record Shop, his business is holding its own.

William H. Smith, manager of the Junes Music Company, juke box section, is fishing in Tomahawk, Wis., where he will remain two weeks.

Miami

Coin-operated machines were getting a brisk workout last week as a result of the nearly 75,000 Shimmers and their families who jammed the area for their annual convention. The fez-topped, fun-loving Nobles staged mammoth parades, street dances and other events for the benefit of local residents who were urged to join in the fun. Music boxes

and cigarette machines appeared to be racking up high grosses.

ALLEN NILVA, Pastor Distributing, St. Paul, is vacationing here. . . . George Caravasio, his helper, Johnny Marino, and Phil Zimand and his brother, Harry, of Arme Music Company, went on a fishing junket the other day and Phil hauled in the biggest catch—a 47-pound saltfish.

Harry Goldberg, H & G Vending Company, who is devoting most of his time to promoting PX cigarette machines for which he is Florida distributor, except the Jacksonville area, made a business trip to Tampa, St. Petersburg, Fort Myers and Lakeland. . . . Mrs. Murray Cross, wife of music box operator, is spending some time at Mount Clemens, Mich. . . . Anne Williams, secretary at Supam Distributing, is planning a vacation at Charleston, W. Va.

Morris Marder says that band leader Bull Moose Jackson, whose recordings on the King label have been his, drew a large crowd for his one-night stand at Harlem Square. . . . Coinmen have been reminded that the federal license tax comes up for payment July 1, with a 30-day grace period. The \$10 per piece levy applies to jukeboxes and games.

James (Moon) Mullins, Mullins Amusement, and his wife became the parents of a baby boy, James Jr. The wife and baby of Eli Ross, sales manager at Taran Distributing Company, are visiting relatives at St. Louis Park, Minn. . . . DeWitt (Doc) Easton, formerly general sales manager for AMI, and his wife were in town from Sarasota, Fla., where he is now a manufacturer's agent for fishing equipment firms.

Willie Blast's wife, Sydelle, handled the office chores at Supreme Distributors in the absence of Doris Shapiro who moved north with her husband. . . . Al Soko, A & S Amusement Company, who recently purchased a games route from Bish-op Amusement Company, says the Gottlieb Mermaid game is attracting substantial play. Sam Taran, celebrated his birthday and Father's Day at the same time.

Ask \$725,000 Damages From Cohn Counsel

LOS ANGELES, June 21.—Auto Photo Company is seeking damages totaling \$750,000 in a suit filed in U. S. District Court against Walter Feldesman, attorney for Bowl-O-Mat Sales and Auto Photo of New York.

The suit charges that Feldesman, as attorney for the New York firms, prevented the sale of the Auto Photo Company to Chicago Coin Machine Company. Nat Cohn, of Bowl-O-Mat and Auto Photo of New York, had previously filed suit against Auto Photo of California asking damages of \$1,000,000. This suit charged the California firm failed to live up to a writers' agreement to sell the business to Cohn (The Billboard, June 21).

Remodel Taran Branch Office

JACKSONVILLE, Fla., June 21.—The offices of the Taran Distributing Company here have been remodeled to provide more modern parts and repair departments. Recently the branch was enlarged and currently occupies more space than the firm's main office in Miami.

One of the features is a newly purchased analyzer capable of instantly spotting trouble on music equipment.

The branch is managed by Herb Gorman, who has been with the organization since it opened a Jacksonville office in 1945.

Munves Shows Set Shot Game

NEW YORK, June 21.—Mike Munves Corporation has started showings on the new deluxe model Set Shot Basketball. Owner Mike Munves announced. Game has a hardwood cabinet and features skill basket shooting by the players. It can be played by one or two players.

Set Shot was especially made for the Munves firm which is now appointing territory distributors.

WASHINGTON, June 21.—Confectionery sales jumped 13 per cent this April over April, 1951, according to Commerce Department figures released this week. Although confectionery sales remained relatively stationary for March and April, they rose 9 per cent above a comparable last year period in the first four months of this year.

Chicago Area To See Permo On Television

CHICAGO, June 21.—The National Association of Manufacturers sponsored "Industry on Parade" television show which features the needle manufacturing methods of Permo, Inc., will be shown locally over Station WBBK at 3 p.m. on Sunday, July 6.

The show, produced and filmed by the National Broadcasting Company, already has been telecast in some areas and will be seen in other cities shortly. It has been scheduled for local release by some 65 television stations.

Jake Baker, Permo official, said the film concentrates primarily on Permo's phonograph needle production processes but also includes the firm's manufacture of defense items. All aspects of Permo's operations from the metallurgical laboratory to the designing of its own machines are covered.

Heffer Resigns ABC V-P Post

CHICAGO, June 21.—M. L. Heffer resigned this week as a vice-president of ABC Vending Corporation, a post held since November, 1951, to devote full time to his duties with Johnson Tobacco Company here, in which he is a partner.

Heffer was appointed to an ABC vice-presidency last year to direct activities of a new department set up to develop vending concessions in department stores and industrial facilities. During the seven months of his ABC office, Heffer also continued as an active partner in Johnson Tobacco, which is an exclusive operator of retail magazine and tobacco departments and merchandise vending in Sears, Roebuck & Company retail stores and mail order plants.

New Lily-Tulip Plant Producing Vender Cups

SPRINGFIELD, Mo., June 21.—Lily-Tulip Cup Corporation dedicated its new paper cup and container plant here last week following the start of limited operations. The plant, claimed by the firm to be the largest of its kind in existence, is not scheduled to be in capacity production for another year pending installation of all machinery. It will employ between 1,500 and 2,000 people when operating full capacity.

Initial production in the plant is on the single wrap cold drink cups and vending cups ranging in size from 6 to 24 ounces. Within a few weeks, ice cream and hot drink cups will be produced.

BOTTOM PRICES

THOROUGHLY CONDITIONED EQUIPMENT

- ROCK-OLA Model 1432 \$449.98
- BALLY CITATION 34.98
- COTTLEB WATCH-MY-LINE 134.98
- BALLY SHUFFLE LINE 79.98

MANY MORE VALUES AVAILABLE WRITE FOR INFORMATION

One-Stop Service: Records—Parts—Premiums



Exclusive Distributors of Wurlitzer Phonographs

BETTER BUY FROM BANNER

BETTER BUY from BANNER

ONE BALLS

NEW

Winner \$745.00

Special Entry \$ 39.50

Clubs Table \$ 300.00

Gold Cup \$ 19.50

PIN GAMES

USED

Bingo Range \$84.50

Blue Sheep 39.50

Ballistics Game 49.50

Buccanery 39.50

Callings Game 79.50

Carolina 39.00

Cinderella 39.00

Cyclone 149.50

Country Fair 399.00

Double 29.50

Fighting Irish 104.50

Four Nations 109.50

Georgia 109.50

Happy-Go-Lucky 139.50

Hickory 309.00

Harvest Time 99.50

Harvest 'n' Cash 99.50

Humble Dumpty 29.00

JUG 31 49.50

Kings Arthur 99.50

Knacker 29.50

Lucky Inning 64.50

Madam's 39.50

Mineral Men 139.50

Nutterary 34.50

Nifty 129.50

Oash 99.50

Playtime 44.50

Punchy 99.50

Red Sheep 99.50

Robin Hood 29.00

Rose Bowl 159.50

Salvo-A-Card 49.50

Shardsheet 89.50

Shanty Town 99.50

Ship Speed 149.50

Shooting 149.50

Spawder 99.50

Star Sprigs 129.00

Stearls Cheese 379.00

Summering 34.50

Sunrise Plus 29.50

Sun & Go 109.50

Tahiti 99.50

Beerheart 44.50

Tempo 99.50

Yankee 99.50

Yankee Write 99.50

Tri Stars 99.50

Triple Action 79.50

Tricker 109.50

Wisconsin 59.50

SHUFFLE GAMES

NEW

Original Match-a-Scors (Novelty Play) \$225.00

Original Match-a-Score (Free Play) 275.00

United Super Six-Player Rebound and the Official Shuffle Alley. Immediate Delivery. Write

USED

Chicago Coin Ace Bowler \$ 79.00

Chicago Coin Bowler 49.00

Chicago Coin Classic 79.00

Conce Shuffle Target 179.00

Kennedy League Bowler 149.50

Shuffle Alley Bowler 99.50

Single Shuffle Alley Rebound 99.50

Super Shuffle Alley Rebound w/Perma-Cast 119.50

Super Shuffle Alley Bowler 29.00

United Shuffle Alley with Double Fly-Away Pin Conversion 49.50

United Double Shuffle Alley 39.50

United Four-Player 399.00

United Five-Player 149.50

United Shuffle Alley Double De. Use Fly-Away Pin Conversion 79.00

United Six-Player 79.00

United Super Six-Player 139.50

United Twin Shuffles Cade 149.50

United Two-Player Brass 149.50

Universal Twin Bowler 49.50

MUSIC

AMI DISTRIBUTOR

WESTERN PENNSYLVANIA TERRITORY

VENDING

NEW

Gardley DRINK VENDOR

Carbonated, 2-Flavor, 1000 Cup Capacity, Brand New Machine \$450.00

Cigarettes, 3 Col. 64.00

Cigarettes, 6 Col. 84.00

Kennedy Cigarette Vendor Write

ARCADE EQUIPMENT

NEW

Erskin Big Shooter \$345.00

Foot Pool (Coin Operated) 175.00

Pool Table 175.00

United Team Hockey 99.50

Exhibit BIG BRONCO Write

USED

Bat-A-Score \$354.00

Bowl-O-Matic 354.00

Chicago Coin Pistol 79.00

Die Gun 79.00

Oxley 49.00

Orin Merit Deluxe 149.00

Panoram Solo-Vox 345.00

Pitch 'Em & Bat 'Em 149.00

Pony Express 395.00

Quizzer 121.00

Spot-Play 99.00

Total Roll 48.00

Wicked O 121.00

Wicked O 121.00

Williams Star Bowler 125.00

BINGO TYPE GAMES

NEW

United STARS Write

USED

Five Star \$715.00

2-4-8 399.00

Boiler 979.00

Williams Domino Write

Gottlieb 4 Stars. Write

Immediate Delivery All Items This Ad. Prices F.O.B. Philadelphia.

1/3 Certified Deposit, Balance C.O.D. or 3/10. Full Payment Saves C.O.D. Charges.

FOR BETTER BUYS BUY MCGINNIS

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

Camel Cigarettes \$ 79.00	Winners \$199.00
Thrill 77.50	Live-A-Line 159.00
Ten-Hi 75.00	Mits & Euns 195.00
Yacht 79.50	Canasta 65.00
Carolina 79.50	Bombay 109.00
Champion (CC) 75.00	Knockout 115.00
Chiffon 47.50	Harvest Time 54.00
Champion (Bally) 75.00	Merry 125.00
Bowling Champ 79.00	Merit 139.00
Golden Glove 125.00	Shardsheet 99.00
Punchy 125.00	

HOWLING GAMES

Kennedy League Bowler - \$175.00 & Kennedy Kings Pin \$50.00

We Shall Be Pleased To Demonstrate This New Equipment

Kennedy Electric Cigarette Vendor	Kennedy 6-Way Bowler
Kennedy Refrigerated Band	Kennedy 6-Way Horseshoe
Kennedy Machine	Leamus Bowler
Kennedy Deluxe 6-Way Bowler	Atlantic City-Double

ROY MCGINNIS CORP.

2011 MARYLAND AVE., BALTIMORE 14, MD. PHONE: BELMONT 1800

NEW

Lin. Official Alley

Chi Coin Match

A-Player Bank

Amper Bank

Shot

Golden High

Scors

Leamus Bowler

Wurlitzer 1813 \$175
Wurlitzer 1182 250
Wurlitzer 1234 325
A.M.I. Model 1 450
A.M.I. Model 3 450
Seabury 90-100A 725
Seabury 134 Bond 215
Rock-Ola 136 175
Rock-Ola 1422 154

Refinished

NEW

Foot Ball

Orin Merit

Atlantic City

Leamus Bowler

Big Shutter

Big Bronco

Terms: 1/3 Dep., Balance C.O.D.

Foreign Buyers—Write for Latest Pastwar Phonograph Catalog

KENEY ELECTRIC CIGARETTE MACHINE—IMMEDIATE DELIVERY!

ATLAS MUSIC COMPANY

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Branch: 1508 Fifth Avenue Pittsburgh 19, Pa. GRant 1-1373

Endorsing only the very best since 1917

Genco Game

Continued from page 113

numbered from one to six.

Balls dropping in the one, two, and three channels of one or both set, register three replays. Similarly, if a player drops balls in the first four numbered channels, he tallies 7 replays; in five channels, 12 replays, and all six channels, 20 replays.

Extra Ball Feature

The ball purchase feature permits players with either a small winning score or potential winning score to improve their standings. By inserting additional coins after the regulation six balls have been used skilled players can not only show a good score on both sets of channels but line themselves up for the major replay feature. The latter is completed when player shoots all 12 balls (six standard, and six thru ball purchase) into the 12 channels. This challenge to top players sets up a total of 440 replays. Broken down, this shows 20 for completing one set of six channels, 20 for the other set and an added 400 replays for registering a perfect score.

NO SLUMP

Va. Ops Eye Big Tourist Coin Gains

RICHMOND, Va., June 21. — Operators of all types of coin machines in Virginia are anticipating a banner year following a prediction by the State Chamber of Commerce that 1952 tourist business will surpass the record number of 29,000,000 visitors who spent in excess of \$400,000,000 a year ago.

Key to the prediction is the early large number of visitors who have already come into the State in recent weeks and the unusually heavy advance registrations for the summer vacation period.

Significance of the growing tourist business, operators throughout the State point out, is its aid in stabilizing collections on an all-year basis.

NOW PAY AS YOU GO with the RANGE RIDER PLAN

RANGE RIDER

A Small Down Payment Puts This Beauty to Work for You!!



- Variable Speed
- Indestructible Body
- No Springs No Gears
- Genuine Leather Saddle
- Low, Wide Base

RIGHT

... no other mechanical horse offers so much. It's been location tested under the roughest conditions. Low, wide base permits easy mounting for tiny tots. With a tug at the reins, the Range Rider changes speed automatically... there are no springs or gears to go "out of whack." Trouble free operation is assured. Each horse comes equipped with a genuine leather saddle.

You've heard the old saying, "It takes money to make money." Now hear the latest... "It takes the RANGE RIDER PLAN to make you money." This new plan was developed to help you get the most "monies-making" mechanical pony on the market working for you immediately.

Write now for the RANGE RIDER PLAN and be on your way to faster, bigger and better profits.

OPERATORS—DISTRIBUTORS

WRITE FOR OUR ATTRACTIVE PRICE

RANGE RIDER COMPANY
419 East 14th St. Terrace Kansas City, Missouri

NEW! Williams DOMINO!

FLASHY! COLORFUL! EXOTIC!

ONLY WILLIAM'S "DOMINO" HAS ALL THESE FEATURES:

- * SPECIAL BONUS VALUE builds up to 10 REPLAYS and carries over from game to game to pull repeat play!
- * 3 KICKOUT POCKETS score replays when hit
- * Making numbers 1 to 6 scores 1 replay!
- * 4 SPECIAL LANES 3-4-5-6 score replays after numbers 1 to 6 are made!
- * ROLLOVER BUTTON advances High Score Bonus!
- * 11 numbers 1 to 4 are made, ROLLOVER advances Special Bonus!
- * SPECIAL BONUS LANE at bottom of field SCORES "SPECIAL BONUS" after 1 to 6 are made!
- * THREE THUMPER BUMPERS score points when hit!
- * Players shoot point score and high score for replay!
- * 2 FLIPPERS, Bulet like animation in both scochet ground live-action play! It's FAST!

Fast!

for Richer Profits Williams DOMINO

See Your Williams Distributor Now!

CREATORS OF DEPENDABLE PLAY APPEAR!
4243 W. FILMORE ST.
CHICAGO 24, ILL.

Let's GO WITH DOMINO!

SUMMER SALE

10 Bally Spot Lighty... \$482.50 ea.
3 Bally Coney Islands 387.50 ea.
2 Bally Champions... 59.00 ea.

Special:
2 Chicago Coin 4 Player Derbys at \$204.50 each

DAILY ATLANTIC CITY—WRITE
1/2 Deposit, Balance C.O.D.

T & L Distributing Co.
1321 CENTRAL PARKWAY
CINCINNATI 14, OHIO
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CIGARETTE VENDERS

10 Bally Spot Lighty... \$482.50 ea.
3 Bally Coney Islands 387.50 ea.
2 Bally Champions... 59.00 ea.

ARCADE EQUIPMENT

Auto Voicegraph... \$435.00
Murg. Drivemobile... 150.00
Murg. Scavenger... 125.00
Star Series... 100.00
Pop Star... 60.00
Music Pen... 100.00
Pitchm & Barm... 165.00
Quicker & Purer... 100.00
Sire's Brush Up... 60.00
Set. Pak... 100.00
Standard Metal... 100.00
Yappa... 100.00
Midway Movies... 150.00
Silver Bullets... 150.00
Seaburg Bear Gun... 200.00
Six Shooter... 225.00
Supremo Bolescore... 100.00
Texas Leaver... 50.00
Ten Strikes... 75.00
Undeveloped Raider... 95.00
Wms Super World... 275.00
Wms Way Recorder... 100.00
Wurlitzer Skooball... 150.00
Western Baseball... 60.00

50-50 KLEENEX VENDERS
3 column capacity, like new, \$27.50 each

COUNTER GAMES

S.K. Duck Hunters... \$17.50
Hit-a-Homers... 32.50
Kick & Catcher... 24.50
Adv. Shotters... 34.50
Shipman's Pack... 57.50
Shooter, new... 57.50
Gott. Three-Way Grip... 25.00

BINGO GAMES FOR SALE

Five Stars... \$165.00
A-B-C... 200.00
Leaders... 265.00
Baltco... 225.00
Brito Lights... 250.00
Coney Island... 250.00
Keno Lite... 475.00

MUSIC

1015 Wurlitzers... \$190.00
1046 Wurlitzers... 200.00
1100 Wurlitzers... 200.00
Packard Manhattan... 100.00
All-RED SPEAKERS, brand new, square with fluorescent lights... \$79.50
ARCHON SPEAKERS, brand new, round, no lights... \$79.50
Each cabinet contains a 10" Jensen Speaker. Original price... \$149.50

OUR OPENING SPECIALS WURLITZER

1400... Write
1250... \$435.00
1100... 235.00
1050... 150.00
4820 Boxes (like new)... 74.50
3031... 11.50
219 Stoppers... 25.00
Bally Spot Light (Like New)... 475.00

Write or Call
Lowell Matthews—Phone 5-5262

AUTOMATIC AMUSEMENT & VENDING COMPANY
114 Fourth Avenue, South
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AMI
NOW DELIVERING MODEL D

Cleveland Coin MACHINE EXCHANGE, INC.
2021-2025 Prospect Ave. Cleveland 15, Ohio
All Phones: Tower 1-8713

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Sales Manager

WHAT'S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates!
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Yes, please send me The Billboard for one year at \$10.
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Address.....
City..... Zone..... State.....
Occupation.....

YOUR TICKET TO SALES RESULTS—THE ADVERTISING COLUMNS OF THE BILLBOARD!

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

HIGH SCORE FOR WEEK!

4 PLAYER SCORING!

MATCH SCORE OR MYSTERY SCORE
EITHER ONE OR BOTH CAN BE ELIMINATED!

all
OF THE BETTER
MONEY MAKING
FEATURES OF
EVERY POPULAR
BOWLER *plus*
SMART OPERATING
INNOVATIONS!

THE ONLY BOWLER COMBINING SUCH FEATURES!

Keeney's HIGH SCORE LEAGUE BOWLER

- ★ Match Score or Mystery Score at option of operator to suit changing location requirements!
- ★ Can pick up any combination of pins including 6-10 and 4-7 split!
- ★ Plastic EVER-SUCK Silent Playfield
- ★ Keeney's Jumbo Fly-Away Pins!
- ★ 20-30 Automatic Scoring
- ★ Up to 4 Players Each Game



2 SIZES:
9 FT. LONG
2 FT. WIDE
8 FT. LONG
2 FT. WIDE

Order FROM YOUR KEENEY DISTRIBUTOR

J. H. Keeney & CO., INC.
2400 W. NORTH STREET, CHICAGO 22, ILLINOIS

Remember HIGH-SCORE MATCH AND MYSTERY SCORE TAKE IN MORE!

MAKE YOUR SELECTION FROM

DAVIS GUARANTEED RELIABLE PHONOGRAPHS

THE FAMOUS DAVIS 6 POINT GUARANTEE

1. Mechanism Overhauled
3. Amplifier Reconditioned
5. Tonehead Renewed
6. Cabinet Replanned Professionally
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N147M	169	1080	159
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15 PANORAMS, Model 470 . . . \$249 each

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LOW SPEED START
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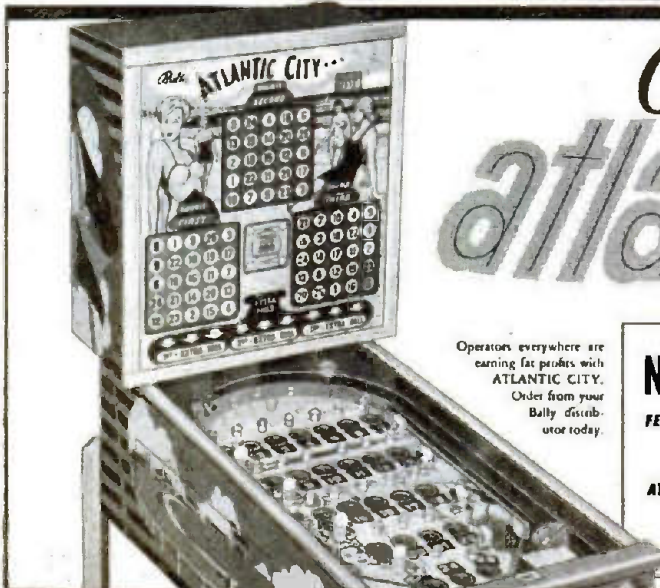
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FROM ALL 4 SIDES**



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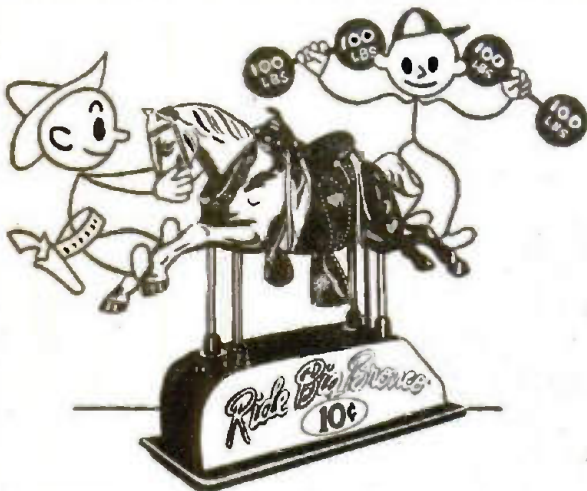
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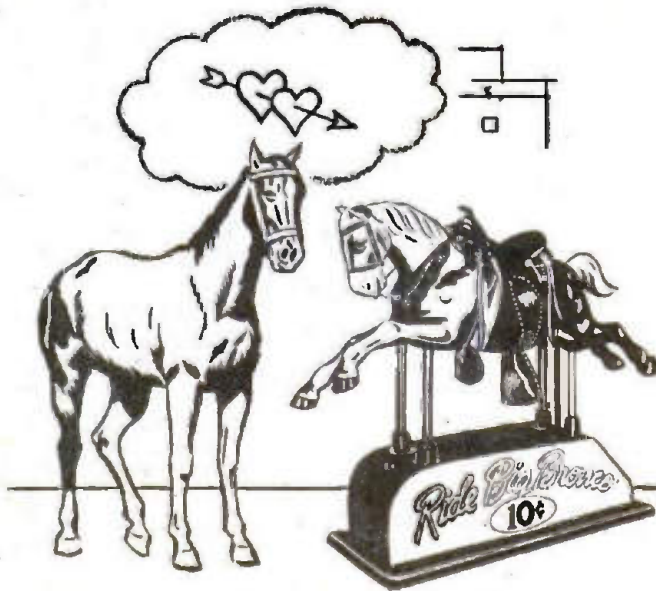


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6 PLAYER SUPER SHUFFLE ALLEY

ONE TO SIX CAN PLAY

(10c per game, each player)

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★ EACH PLAYER CAN SEE HIS SCORE

AT A GLANCE

HIGH SCORE

FOR THE WEEK

FEATURE

PLAYER WRITES NAME ON BACK-GLASS

JUMBO

DISAPPEARING PINS

• FAST REBOUND ACTION
• 20-30 SCORING

• FORMICA PLAYBOARD

• STRIKE OR SPARE
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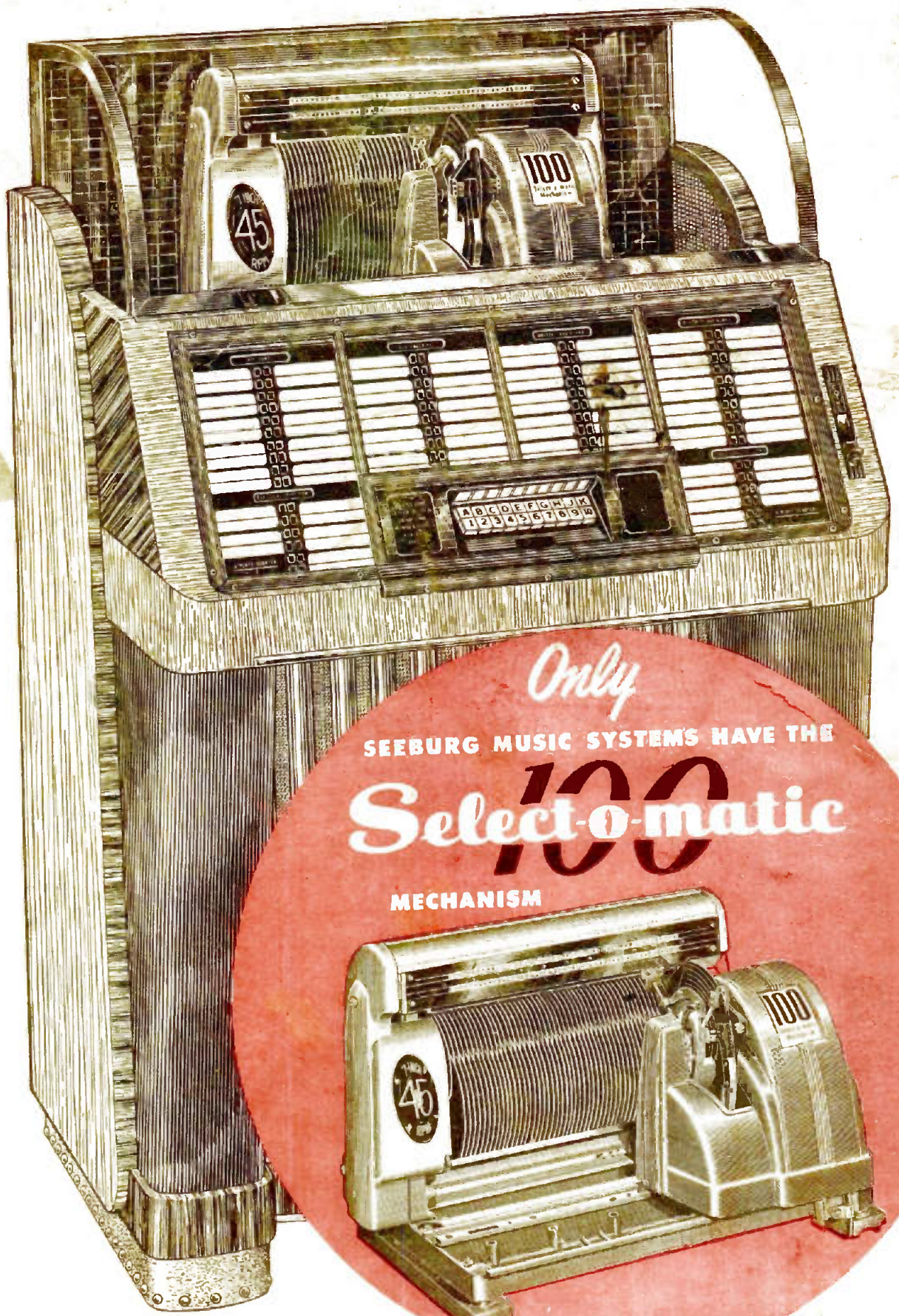
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