

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JULY 23, 1949



When Broadway's newest musical, the extravagant "Miss Liberty," hit the boards at the Imperial Theater last Friday (15) with book by Robert E. Sherwood and score by Irving Berlin, Columbia Records was completing the recording of the music with the original cast. Score will be issued on one LP microgroove record and in an album of seven 10-inch 78's. Pictured here going over the Berlin music are Manie Sacks, Columbia's vice-president and A. and R. chief, and the show's leads, Allyn McLerie, Eddie Albert and Mary McCarty. Berlin is seated at the piano.

NO ONE...
EVER...
HAD TWO...
IN A ROW...
THIS FAST!!!

VAUGHN

sentimental as "there i said it again" ... smooth as "ballerina"

MONROE

rhythmic as "cool water" ... homespun as "how soon"

"Comedy"

catchy as "let it snow" ...

powerful as "riders in the sky!"



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20-3510

RCA VICTOR RECORDS

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47-2986

TV DEVELOPING STAND-INS

Minority Revolt in AGVA May Force Show of Power; Bolt to AFM Is Threatened

New West Coast Regional Director Is Storm Center

HOLLYWOOD, July 16.—A minority revolt within ranks of American Guild of Variety Artists (AGVA) and a long smoldering fuse of dissension among local AGVA-ites may explode with national reverberations, forcing AGVA toppers to make a show of power which can either break the

union or strengthen its questionable influence. While squawks have so far been only local skirmishes, the situation is approaching the boiling point in which AGVA's national policy will not only be challenged, but attempts made to bolt the union and join the American Federation of Musicians (AFM).

Storm center of the local situation is Eddie Rio, recently named West Coast regional director replacing Florine Bale, who was transferred to New York and more recently fired. From the moment he took over, Rio was faced with resistance from a minority group who objected to Miss Bale's firing. Result has been a continual drive against Rio, with Miss Bale assuming the role of pseudo-martyr. Even tho the Bale transfer took place several months ago, dissident forces are still after Rio's scalp. Opposition has lately begun retaliatory measures which have centered around attempts to join AFM. A small group recently held "underground" confabs to plot means of switching allegiance to the musicians' org.

Thus Rio is faced not only with the problem of running the local office without previous administrative experience, but must necessarily keep eyes peeled to spot revolters and nip

TV Music Pact Awaits ASCAP Members' Okay

WASHINGTON, July 16. — Approval by the rank-and-file membership of the American Society of Composers, Authors and Publishers (ASCAP) remains the final step to consummate the major part of a television music pact between ASCAP and the television industry. With a number of lesser issues still to be negotiated by the National Association of Broadcasters (NAB) television music committee and the ASCAP board, the major part of the music pact containing a provision for TV broadcasters to get blanket ASCAP licenses has been given a green light (See Big Part of TV-Music, page 19)

Graveyard TV

WASHINGTON, July 16.—A town with an appropriately descriptive name on the Federal Communications Commission's (FCC) list of sites for proposed ultra-high-frequency video allocations is Tombstone, Ariz. The town has a population of 800 persons who presumably are expected by FCC to support a UHF television station someday. At that, Tombstone is a thriving metropolis compared to some of the others on the FCC's list which include a couple of cross-roads hamlets with a hundred souls apiece.

Two-a-Day Bills Being Tested in Shubert Houses

PHILADELPHIA, July 16.—Deal is reported completed between the Shuberts and Eddie Sherman, now a Hollywood agent, who still retains his original theatrical booking agency here, to return "big time two-a-day" locally. Plan is to use the Shubert Theater, legit temple, for nine-act vaudeville bills. House will not be converted to vaudeville entirely, relying on regular legit bookings between Sherman's variety bills.

Understood that Sherman will launch his unit in Chicago August 15 for two weeks, then taking in one-night stands in Detroit, Cleveland, Pittsburgh, Baltimore and Newark (See 2-a-Day Bills on page 42)

New Casts for Tele Versions Of Radio Segs

Duplicates for Amos & Andy

NEW YORK, July 16.—The tentative signing this week of Jackson Beck and Jay Jackson, to play the video leads of Amos 'n' Andy respectively, on the Columbia Broadcasting System (CBS) this fall, points up a hopeful situation for radio thespians. At least half dozen established radio shows now readying separate video versions are to utilize entirely new casts. It is expected that as more and more successful AM airers are adapted for video purposes, many opportunities in starring and supporting roles of major importance will be thrown open to the field for casting.

The signing of Beck and Jackson for the roles created originally by Freeman Gosden and Charles Correll, occurred after considerable searching by Jim Fonda, who is setting up the show. The program now is CBS property, as a result of the capital (See New Casts Set on page 8)

"Miss Liberty" Disappoints Critic

NEW YORK, July 16.—The much-advance-ballyhooed Irving Berlin-Robert E. Sherwood-Moss Hart musical, *Miss Liberty*, which had its Broadway premiere last night, was a decided let-down for the majority of New York newspaper critics. Typical excerpts from reviews today:

"A disappointing musical comedy."—*Times*.

"None of the over-all bounce that makes for a distinguished musical."—*Herald-Tribune*.

"It's likely that all of us expect too much."—*News*.

"A sharp disappointment."—*Sun*.

"Only pretty fair."—*Post*.

"Disappointingly lacking in humor."—*World-Telegram*.

The Mirror was the only paper to give the show almost unqualified approval. *The Compass* report was semi-favorable, and *The Journal American* review will not appear till Monday.

Despite the disappointing aspects, the critics rate the show a big piece of entertainment, decidedly worth seeing, and the hefty advance sale, now close to 500G, assures a long stay. (Review appears on Page 6.)

Hollywood Showbiz Comeback

Niteries and Legit Grosses Boom Again

Tourist Trade a Factor

HOLLYWOOD, July 16. — Nitery ops are again putting up the velvet ropes as Hollywood showbiz enjoys a healthy comeback. Survey by *The Billboard* of the area's major spots reveals that biz is climbing to good-old-days level. Macambo's owner-operator, Charley Morrison, has the brightest report of all: "Desi Arnaz is doing the biggest business ever seen at the Macambo in its nine years of existence. Last week, Desi broke Lena Horne's record (she appeared three years ago), but this week is topping his own record." Sunset Strip swankery will add Julie Wilson to its bill next week. Ambassador Hotel's Coconut Grove finds biz continues to mount. August Tozzi, Grove exec, gives the following figures: Attendance during the first (See *Hollywood Showbiz* on page 36)

Cross-Picketing Threatens Vaude Boom at Palace

NEW YORK, July 16.—A picketing battle was resumed at Broadway's Palace Theater yesterday between vaude actors under the sponsorship of the American Guild of Variety Artists (AGVA) and members of the Screen Office & Professional Employees Guild (SOEPG) who are picketing the house. The office workers' union is taking this action against the Palace because it considers it the flagship of the entire Radio-Keith-Orpheum (RKO) Circuit. SOEPG is now battling with RKO theater management for a raise in wages, job security, arbitration and no discrimination.

However, the claim of AGVA, now picketing the pickets, is that vaude has just recently been revived and that SOEPG picketing can kill this source of income just when it is starting to gain strength. They do not object to the picketing, but do object to picketing the Palace. An old vaude actor, Senator Murphy, organized the vaude artists to give combat, and he says they will continue their fight until the SOEPG stops its picketing.

Film Players In Exploiters AGVA-Bound?

Rio Makes Pitch to MPPA

HOLLYWOOD, July 16. — Motion pic stars and players who do personal appearance stints in theaters, clubs or parks to exploit new films are fair bait for the American Guild of Variety Artists (AGVA), according to a pitch made this week by Eddie Rio, Coast AGVA head. Rio went after long-ignored pic personalities in the first of several meetings to be held with Charles Boren, labor chief of the Motion Picture Producers' Association (MPPA). At the confab with Boren Friday (15) Rio argued that all flicker headliners working on personal appearance tours be required to join AGVA and abide by the union's regulations.

Rio held that the fact that filmites play theaters and clubs to exploit films or premieres is proof that they are doing vaude stints and should be (See *Film Players* on page 42)

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Donaldson Awards

AMERICAN BROADCASTING



TUESDAY, JULY 12, 1949
5-6 P.M.

Photos by Lucas and Monroe



3



2



4



5



on the Air

COMPANY



For a sixth successive year radio joins hands with the theater to pay honors to the season's outstanding achievements in the Broadway legitimate theater. American Broadcasting Company network airs the presentations of gold keys and scrolls to winners of the Sixth Annual Donaldson Awards (sponsored by The Billboard) over a coast-to-coast hook-up.

1. Ray Bolger, Mary Martin, Ezio Pinza and Program Director Martin Andrews take time out from script revisions to pose for a shot.
2. Lee J. Cobb, season's best actor, in a tense scene from "Death of a Salesman."
3. Alfred Drake, best musical actor, runs over a chorus of "Where Is the Life that I Led," from "Kiss Me, Kate," with Bernard Green, orchestra director.
4. Arthur Kennedy and Mildred Dunnock, voted best supporting performers, in another scene from "Salesman."
5. Ray Bolger, program's emcee and season's best dancer, for "Where's Charley," cues Yvonne Adair for her song, "What Hit Me?" from "Lend an Ear." Yvonne was voted best musical debut honors.
6. Producers Richard Rodgers and Oscar Hammerstein II compare scrolls naming them respectively best composer and lyricist for score and words for "South Pacific."
7. Myron McCormick, best musical supporting actor, explains origin of his belly dance in "South Pacific."
8. Mary Martin, year's best actress in a musical, and Ezio Pinza, voted best debut honors on his first Broadway appearance, wait their turns at the mike.
9. Emcee Bolger presents Juanita Hall with her scroll and key as the season's best musical supporting actress in "South Pacific."

Tax Revision Being Pressed

Congress May Bring Up Bill This Session

Early Action Doubtful

WASHINGTON, July 18.—Congressional tax leaders revealed this week that revision of excise taxes will be among the first order of business in the next Congress if action fails to develop this session.

Following the President's economic message signifying a return to deficit financing, Senate Finance Committee Chairman Walter George (D., Ga.) and House Ways and Means Committee Chairman Robert Doughton (D., N. C.) both commented that reduced excises would spur business in the score or more industries directly and indirectly affected by the levies. George and Doughton, however, both said that it appears impossible to hold excise tax hearings prior to adjournment.

A number of legislators opposed to excises are still determined to get cuts thru Congress this session. The strategy is to bypass the hearing route thru the rider technique. Pending on the Senate calendar is a bill designed to give the commissioner of internal revenue power to issue subpoenas. Already tacked to the bill is a rider cutting the admissions tax and a half-dozen other levies. This week Sen. Pat McCarran (D., Nev.) filed an amendment to reduce to 5 per cent present 20 per cent bite on the sale of services by cabarets, roof gardens and ballrooms.

"Miss Liberty" In Ticket Toils

NEW YORK, July 16.—Continued eruptions with regard to theater tickets sales to the public emanate from 50 Pine Street office of Commissioner of Investigation John W. Murtagh. This week the official finger was not pointed solely at the ticket brokers. Via some 150 letters of complaint the commissioner's eye was focused on the advance sales of ducats for *Miss Liberty*, which opened at the Imperial Theater last night. As an opening gun he subpoenaed William Goldhart, box-office treasurer, to appear at his office. (See "MISS LIBERTY" on page 40)

Treas. Dept. Weighs 4A Tax Relief Plan

WASHINGTON, July 16.—Representatives of Associated Actors and Artists of America (4A's), who attended a hearing held by the Treasury Department Thursday (14) on tax relief for performers came away satisfied that they had made comprehensive presentation of their point of view. The claim of entertainers is that the tax system is inequitable in that it taxes them the same way during their fat as well as their lean years.

The 4A's presented a tax plan to the government similar to the one corporations use. The scheme would total their incomes for four years then average it, with a rebate possible, if there is an overcharge. No decision has been made by the Treasury Department.

George Heller, of the American Federation of Radio Artists, led the 4A delegation.

"Ice-Capades" Visit Expected to Shoo A. C. Doldrums

ATLANTIC CITY, July 16.—Resort's theatrical scene will get a much-needed hypo with the late opening of the *Ice-Capades* of 1949 at Convention Hall Friday (22). Seasonal visit of the ice revue is later than usual and, cutting the summer run to about six weeks, is aimed at getting better houses for each night's performance.

Several offers have been received by the city fathers for the staging of entertainment events in the Convention Hall Ballroom. However, Philip E. M. Thompson, manager of the hall, nixed the variety form, including an offer from the Shuberts to stage legit shows there so as not to "compete" with plays presented in the Ocean Playhouse on Steel Pier. Instead, Thompson rented the ballroom to Al Soifer for the promotion of boxing and wrestling shows three nights a week. In recent summers, the ballroom housed legit shows but to poor returns. This summer, the Ocean Playhouse was leased by Philip Courtney for legit.

Because Steel Pier and Million Dollar Pier feature bands for dancing, Convention Hall Ballroom, by tacit understanding, is closed to dance band promotions during the summer season. Apart from the ocean piers, with only Steel Pier offering variety shows, resort's entertainment features are confined to the hotel rooms and cabarets. And save for one or two clubs, the season was practically ended after the crowds finished up. (See "Ice-Capades" on page 36)

Theater-Radio-TV Unit for Cape Cod

HYANNIS, Mass., July 16.—A new industry, Cape Cod Productions, has been formed on Cape Cod for the purpose of producing talent and entertainment for theater, radio and television.

The production of documentary and entertainment films and screen tests for talented Cape Codders is also on the books.

Officers of the new corporation are Carl W. Holmes, president and treasurer; Pauline J. O'Neill, vice-president, and Carroll E. Baker, secretary and clerk.

The company is now sponsoring Talks About Hobbies over WOCB and WOCB-FM.

Angels Throw Life Line to Cincy's Opera

3 More Weeks for Thesps

CINCINNATI, July 16.—Grand opera, a 28-year-old institution in the outdoor theater of the Cincinnati Zoo, got a long count Friday (15) in the form of substantial cash donations from local philanthropists after it appeared certain the curtain would be rung down after tonight's performance ended three weeks of the scheduled six-week season. As a result of the contributions, the full season will be completed.

The main contribution came from the Thomas J. Emery Memorial, which yesterday donated \$25,000. Others who contributed were *The Cincinnati Times-Star* and Hulbert Taft jointly, \$10,000; the American Federation of Musicians, Local 1, \$2,000, whose chieftain, Oscar F. Hild, is managing director of the opera association, and a host of other civic-minded persons who contributed lesser amounts.

Officials blamed intense heat which prevailed during the opera's opening (See CINCY ZOOPERA on page 18)

1 Dead, 50G Loss In Salt Lake City Cap. Theater Fire

SALT LAKE CITY, July 16.—An usher, Richard L. Duffin, was killed, and six firemen and several theater attendants were overcome Monday night (4) when fire broke out in the basement beneath the Capitol Theater, movie house of the Intermountain theater string.

Only 600 patrons were in the theater when the alarm sounded, and all were evacuated without incident. In tracing the source of the fire, however, C. L. Whitney, assistant manager, was overcome by smoke, but managed to reach aid. Duffin, however, was trapped by the fumes and died shortly after he was discovered by firemen.

Approximately \$50,000 damage was done to the theater building, which also houses the home office of the Intermountain chain. Most damage was suffered by mercantile lessees in the building. Only damage to the theater proper was by smoke and water. It will be closed about a month.

Dancing Highlites Lavish, Tuneful "Miss Liberty"

—By Bob Francis

NEW YORK, July 16.—Nobody last night would deny that Messrs. Berlin, Sherwood and Hart have a success on their hands in *Miss Liberty*. If the reported advance is reasonably accurate, already there is over 350G in the till, all concerned should be kept active for a long time to come. Also, *Liberty* premed as an over-all good brand of musical comedy entertainment, expertly and lavishly presented and, at moments, achieving real brilliance. However, Irving Berlin has come up with no such score and lyrics as were unveiled by *Annie Get Your Gun*, his last Stern essay in tunesmithing and rhyming. Nor does Robert E. Sherwood's book pack either the zest or imagination which Herbert and Dorothy Fields put into the musical saga of *Annie Oakley*. Berlin's tunes are pleasant and easy on the ear, and Sherwood's yarn is a sufficiently solid rack on which to hang them. But if *Liberty* owes a deeper bow to one contributor more than another, it should go to Jerome Robbins for dance patterns which give it its really scintillating moments.

Story Plot

For those not already so advised, Sherwood's opus concerns the circulation war between James Gordon Bennett and Joseph Pulitzer in progress at the time of the erection of the Statue of Liberty. An enterprising *Herald* reporter hoaxes Bennett into exploiting a French lass pretending to be sculptor Bartholdi's original model. This puts Pulitzer's *World* into a bad second slot, until the latter shrewdly discovers that the gal would have to be nearly as old as her own grandmother in order to have posed for the statue. Gratifying complications stem from these proceedings, with plenty of color (circa 1885) and a pleasant love interest festooned with songs and superlative dancing.

Eddie Albert and Allyn McLerie supply the international romance, with Mary McCarty in the picture as (See *Miss Liberty* on page 41)

The Billboard

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The Billboard also publishes Vend, the monthly magazine of automatic merchandising.

Turnover, the monthly magazine for radio, television, record and phonograph dealers.



NUMBER ONE ACROSS THE MUSIC-DISK BOARD

No. 1 On the Honor Roll of Hits

RIDERS IN THE SKY

No. 1 Sheet Music Seller

SOME ENCHANTED EVENING

No. 1 Most Played on Disk Jockey Shows

RIDERS IN THE SKY V. Monroe Ork., V 20-3411, 47-2902

No. 1 Disk via Dealer Sales

RIDERS IN THE SKY V. Monroe Ork., V 20-3411, 47-2902

No. 1 Disk in the Nation's Juke Boxes

RIDERS IN THE SKY V. Monroe Ork., V 20-3411, 47-2902

No. 1 Most Played Juke Box Country and Western Record

ONE KISS TOO MANY, Eddy Arnold, The Tennessee Plowboy, V 21-0051

No. 1 Best Selling Retail Country and Western Record

LOVESICK BLUES, H. Williams and His Drifting Cowboys, MGM 10352

No. 1 Most Played Juke Box Blues and Rhythm Record

TROUBLE BLUES, C. Brown, Aladdin 3024

No. 1 Best Selling Retail Blues and Rhythm Record

TROUBLE BLUES, C. Brown, Aladdin 3024

No. 1 Sheet Music Seller in England

WEDDING OF LILI MARLENE

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 20 to 34 in Music Section.

NBC TO SPLIT AM AND TV

Lever's Swan Soap Account Reported Copped by BBD&O

NEW YORK, July 16.—Batten, Barton, Durstine & Osborn yesterday was reliably reported to have landed the juicy Swan soap (Lever Bros.) account. The day before, Lever had notified Young & Rubicam that it was shifting the account. The change

will take place in several months.

At the same time, Lever is also shifting its Surf product away from its current agency, Day, Duke & Tarleton. New agency on the soap is N. W. Ayres.

News that Y. & R. had lost the Swan business, said to total close to \$2,000,000 a year, came as a considerable surprise to the ad agency business. Y. & R. developed the account from the beginning, starting with the naming of the product and taking it on from there.

Major effort on behalf of Swan is the Bob Hope radio program, but the current dispute between Hope and Charles Luckman, Lever Bros. president, over the taping of his program next fall had nothing to do with the change. Comment was that reportedly Swan hasn't been moving to Luckman's satisfaction and that there have been clashes as to copy and approach. However, neither Lever nor Y. & R. would make any comment on the change.

Acquisition of Swan by BBD&O is another major gain by that agency, which last year took the prize account of the year in American Tobacco.

CBS, NBC in Dead Heat on Open Nite Hrs.

NEW YORK, July 16.—Latest item to enter the competition between Columbia (CBS) and the National Broadcasting Company (NBC) is an abacus. That's what's needed to figger out which web is right about how many evening periods the other has for sale. NBC has been claiming for some time that it has six half-hour spots, while CBS has 11. This week, CBS gandered the situation and came up with two different totals; five and a half open hours for NBC, and five and three-quarters for CBS.

The way CBS sums it up, NBC has the following availabilities, all time being figured from 7 to 11 p.m. daily and 6:30 to 11 Sunday. This gives NBC a half-hour edge for the Catholic Hour (6 p.m. Sunday), which period it doesn't sell.

Sunday, 6:30-7; 10:30-11; Monday, 8-8:30; 9:30-10; 10:30-11; Thursday, 10:30-11; Friday, 8:30-9; 10:45-11; Saturday, 7-7:30, and 7:30-7:45, across the board.

CBS List

CBS lists its own availabilities as: Sunday, 10-11; Tuesday, 9:30-10 and 10:30-11; Wednesday, 10:30-11; Friday, 9:30-11; Saturday, 7-7:30 and 8:30-9. In addition, 45 minutes of the 10-11 *Sing It Again* Saturday series is open, CBS says, but will not disclose the sponsor of the quarter-hour sold.

Columbia this week also unveiled a new presentation it is making to advertisers and agencies, the pitch designed to support CBS's claim that it delivers more listeners at a lower cost per thousand than any other of the four webs. The CBS presentation declares that, because of its top anchor programs, its edge in high power wattage, its edge on popular programs, according to the Hooper and Nielsen reports, it is consistently delivering larger audiences. The web also points out that the ratings used were without benefit of Red Skelton, Bing Crosby, Groucho Marx and other top programs starting on CBS this fall.

'People' To Repeat P.M. Airing in A.M.

NEW YORK, July 16.—Brown & Williamson Tobacco is taking an unusual step in airing on a weekday morning the program it sponsored earlier that same week on a nighttime period. The program involved is *People Are Funny*, airing on the National Broadcasting Company (NBC) Tuesday nights. Starting shortly, the waxed show will be repeated from 9:30 to 10 a.m., Saturday on the same web.

The account is using a small network to concentrate on certain markets. Young & Rubicam is the agency.

Speidell Closing Ed Wynn Deal On CBS-TV Web

NEW YORK, July 16.—Negotiations are nearly completed for the Speidell Jewelry Company to purchase the Ed Wynn show on the Columbia Broadcasting System's (CBS) TV network this fall. Only a few contract provisions remain to be ironed out before the deal is consummated.

What time slot the Wynn comedy show will occupy next fall on CBS-TV has not definitely been decided, altho there is talk it may be on Thursday evening. The comedian is now here for the negotiations and meanwhile is looking at other TV programs to get better acquainted with the medium. His program will be on kine from the Coast.

Speidell also sponsors a segment of *Stop the Music*. Cecil & Presbrey handle the account.

Chase & Sanborn Shifts From JWT To Compton's

NEW YORK, July 16.—After many years of handling the account, J. Walter Thompson this week lost the Chase & Sanborn coffee business to Compton Advertising, Inc. The move followed the shift of Tenderleaf tea to the same agency from JWT six months ago. Both are products of Standard Brands.

The shift marks the completion of a noteworthy association. One of the first big spenders in radio, Chase & Sanborn for years was one of the top accounts in radio, bankrolling many of the air's leading programs. It checked out of radio last year when it gave up its last program, Fred Allen.

Sablon May Succeed 'Party' for Old Gold

NEW YORK, July 16.—Jean Sablon is reported likely to be tapped by Old Gold to succeed the sponsor's current *Party Time* show on the American Broadcasting Company (ABC). The Gallic groaner has been off the air for better than a year.

Party Time airs at 1 p.m. daily in the East, with a repeat at 4 p.m. (PST) for the Coast. The sponsor is reported anxious to gain a better time period. Lennen & Mitchell is the agency on the deal.

Own Org for Each Planned In New Set-Up

Red and Blue Web Parallel

NEW YORK, July 16.—The National Broadcasting Company (NBC), first of the major networks to adopt a policy of AM-TV integration, is virtually set to abandon that method of operation in favor of a set-up whereby sound radio and video each will have separate organizations within the company. By an odd circumstance, the NBC move toward separation develops at virtually the same time its competitor, Columbia (CBS), is veering toward further integration.

The NBC decision is not yet final and a complete pattern will not be worked out until the organizational study made by Booz, Allen & Ahmilton is completed, probably within the next 30 days. However, a top exec of the network this week declared that all current thinking is in that direction and the situation is one in which the shape of things to come, in terms of specifics, is the factor holding up further moves.

NBC is now integrated in all departments other than engineering and programming, each of which have their own TV-set-ups. All other network functions—sales, press, information, promotion, station relations, etc., are operated on a dual basis. One of the major questions involved is whether the separation should be completely 100 per cent; it is quite likely that in certain operations—news, publicity, information—duplication of staff would be uneconomical and wasteful.

Behind the policy change is NBC's thinking that with TV rapidly striding into its majority, it rates its own organization. At the same time, while TV is acquiring increasing stature, NBC feels that its position in sound radio can best be preserved with an aggressive organization dedicated to that purpose, rather than one serving two masters along a split personality line.

Thus, NBC will have, to some extent, a parallel of its erstwhile red and blue set-up, altho it is declared that the cleavage in this case will not become quite that distinct, even tho there will be strong AM-TV competition within the network.

Admiral Nixes Fall Return of 'B'way Revue'

CHICAGO, July 16.—Admiral Television will not sponsor its hour-long *Admiral Broadway Revue* next fall, according to reliable reports here this week. The reason for the switch is the heavy budget on the show, said to run around \$20,000 weekly. Meanwhile the Kudner Agency, handling the account, is said to be getting ready to submit the program elsewhere should Admiral formalize its cancellation, as expected, by the end of next week.

Admiral is expected to remain on video, however, with another program, probably a half-hour show. *Broadway Revue* costs, in addition to being high, varied weekly as production costs in turn varied, with the account said to insist on a show with a set price.

Radio Unions Join in Probe Of 'Blacklist'

NEW YORK, July 16.—Several radio unions, headed by the National Association of Broadcast Unions and Guilds (NABUG), this week moved to make a complete investigation of charges that there is a blacklist operating in radio which has as its purpose the firing of artists and directors with liberal sympathies. Specifically the issue arose from the resignation of William (Bill) Sweets from *Gangbusters* and *Counterspy*, two programs he was directing for the Philips H. Lord office.

Sweets's sudden resignation caused comment that he was "pressured" out because of his refusal to sign a non-Communist affidavit when he was an officer of the Radio and Television Directors Guild (RTDG) in compliance with the Taft-Hartley Law.

Reports also are current that radio actor Roger De Koven testified before an American Federation of Radio Artists (AFRA) local board meeting last week that he was not hired on several radio shows for similar reasons.

A fact-finding committee has been appointed by the RTDG to investigate the alleged existence of a blacklist of directors, writers and actors. NABUG has appointed a committee consisting of members of all its various unions to co-operate in the investigation.

The unions are proceeding cautiously in the matter and will wait on the packager, agencies and sponsors involved to sift the charges and see what can be done to settle things amicably. NABUG also will ask representatives of the Radio Writers Guild (RWG) and the Television Writers Guild (TWG) to examine the situation to see if it constitutes censorship.

Carson Kine Vetoed By General Foods

NEW YORK, July 16.—After shelling out about \$5,000 for a kine version of the Jack Carson TV show, the Jello division of General Foods decided this week not to sponsor the film comic on video. The food firm, thru its agency, Young & Rubicam, is still interested in sponsoring a TV show in the fall and is looking at other programs.

Y. & R., however, still feels that Carson has definite TV possibilities and is peddling the kine to its other clients. In addition, the quality of the kine was so good that it alleviated agency fears on that score. Now some of its other radio talent, such as Bob Hope, are slated to be seen on TV much sooner.

Willard Quits NAB in Wake Of Directors' Revamp Moves

NEW YORK, July 16.—Realignment of the National Association of Broadcasters (NAB) this week at the organization's board of directors meeting in Portsmouth, N. H., has resulted in the resignation of A. D. (Jess) Willard as executive vice-president of the organization. Willard resigned yesterday after the board had eliminated the position of exec veepee and Willard rejected the position of head of the NAB's new TV division.

Willard originally was offered the video post immediately after the NAB convention in Chicago, but had held off accepting it. As veepee, Willard drew \$25,000 yearly, but the TV post will pay no more than \$15,000 or \$18,000 at best. Willard, who joined NAB in 1945 to bolster President Miller, who at the time felt he needed an assistant with radio savvy, will wind up his NAB tenure at the end of this month.

Judge Miller declared yesterday that he had no idea who would be named to take over the new NAB TV chore, and would not until a complete job analysis had been made. At one time, while NAB and the Television Broadcasters' Association (TBA) were considering a merger, the post of heading up the combined TV operations had been offered to E. P. H. (Jimmy) James, Mutual vice-president, who resigned this week. With the merger out, it is not known whether James would be amenable to taking over the NAB spot.

The NAB board also lopped off the

Past Legislative Session Does Okay By Calif. Casters

HOLLYWOOD, July 16.—California broadcasters were given a fair shake by the Legislature during the past session, according to a report made before a joint meeting of the Southern California Broadcasters Association (SCBA) and California Broadcasters' Association (CBA) by CBA Prexy Arthur Westlund. Bulk of legislative measures considered harmful to radio and tele ops wound up in committee, while several new laws which will aid radio were passed.

Highlight of the 1949 session was passage of Senate Bill 493 which exempts stations from civil libel suits. Senate Bill 967, which originally included a provision levying a 5 per cent tax on tele rights for boxing and wrestling, was passed with all reference to radio and tele eliminated, climaxing a consistent lobbying campaign by broadcasting interests.

Of bills which failed to make law books were measures which would have levied a tax on radio and tele stations gross receipts; bill giving airport owners the right to condemn transmitter towers in their general area; law restricting crime shows, and a bill taxing motion picture film distribution.

Westlund said over 5,000 bills in the 1949 Legislature were screened by CBA for possible effect on broadcasting. He warned that one discriminatory law can equal many business cancellations and loss of station revenue, and recommended that broadcasters take an increasingly active interest in legislative affairs.

Urquehardt Rejoins Compton

NEW YORK, July 16.—Charles Urquehardt this week was inked to return to the Compton Agency as director for the *Guiding Light*. The program, penned by Irna Phillips, moves to New York from Hollywood, starting August 8.

Urquehardt, a radio veteran, directed numerous shows for Compton in the past.

association's program department, as exclusively reported in *The Billboard* some weeks ago. All told, even with the assumption of Broadcast Advertising Bureau (BAB) with its \$100,000 outlay, the NAB board cut the NAB budget from \$770,000 annually to \$701,000. The new plan calls for an NAB audio division. The elimination of the executive veepee post is subject to membership approval but no difficulty is anticipated.

Other economy moves taken by the board include reduction in the size of exec committees and heavy cuts to be made in the engineering department. Some protests were anticipated on the ending of the NAB's program service; some members feel that the association cannot neglect the basic operation of radio programming.

The budget cuts enabled NAB to cut dues 12½ per cent for August 1-December 31 period.

Staff Musicians Draw Best Pay

WASHINGTON, July 16.—The best-paid program employees are staff musicians, according to a survey of radio salaries released this week by the Federal Communications Commission (FCC). At the tail end of the wage scale or writers.

The survey covered salaries paid full-time employees of 804 stations and four networks for a sample week last October. During that week musicians earned an average of \$106; staff announcers averaged \$74; staff singers, \$70; staff sound effects men, \$90; staff newsmen, \$85, and staff writers, \$52.

The average salaries in the FCC study work out substantially higher than those in a previous study made by the Bureau of Labor Statistics (*The Billboard*, July 16). However, the FCC wage rates cover only full-time employees, while the earlier survey included many who had only part-time radio work.

Gov't-FCC Industry Study Urged; Color TV Pondered

WASHINGTON, July 16.—The Senate Interstate and Foreign Commerce Committee was considering a suggestion this week from Commissioner Edward M. Webster, of the Federal Communications Commission (FCC), that the FCC be given a chance to confer with congressional committees in a full-dress study of the broadcast industry's future in view of the current television boom and its impact on AM and FM broadcasting.

Already three members of the committee, including its chairman, have voiced strong interest in pursuing the proposal. Sen. Ernest W. MacFarland (D., Ariz.) and Sen. Charles Tobey (R., N. H.) were in accord that an exploration is in order at least to make certain that "monopoly" won't develop in the changing and growing economy.

Webster also told the Senate Interstate and Foreign Commerce Committee this week that color television could not possibly come into commercial use for at least two years even if standards are approved this year.

Color TV Status

Asked by Sen. Charles Tobey (R., N. H.) whether the commission has been "playing down" color video and thus leading protection to the black-white TV market, Webster replied emphatically that this was

New Casts Set for Television Versions of Radio Programs

(Continued from page 3)

gains deal made some months ago by Correll and Gosden.

Another video show cast recently was Mr. and Mrs. North, which showcased July 4 on the *Colgate TV Theater* over the National Broadcasting Company (NBC). Colgate, which also bankrolls the *Norths* on NBC's AM facilities, is reported planning to make the video version its regular presentation, probably next fall. Playing the titular roles on tele were Joseph Allen Jr. and Mary Lou Taylor. On the radio side, Joe Curtin and Alice Frost handle the same parts.

Some Problems

One airer causing considerable trouble in the transition is *Aldrich Family*, which General Foods airs on NBC. Irving Becker, who owns the package, has been searching high and low for a suitable replacement for Ezra Stone, who has played Henry, the voice-changing adolescent, for so many seasons. Stone who now is balding and corpulent, hardly would be suitable in the video version, and Becker is having a difficult time finding a competent thesp who also looks the part.

A more troublesome problem yet is posed in casting the tele side of *Life of Riley*. Not only has William Bendix's highly individual voice been indented with the show ever since its inception, but he also has appeared visually in the role in motion pictures. A new Riley thus will require a complete shift in the audience's impression of the character. The role has not yet been cast.

Somewhat simpler was the casting of television's edition of the *Lone Ranger*, which will debut via film this fall on the American Broadcasting Company (ABC). The whirlwind hero who will be bankrolled both on AM and TV by General Mills, will be portrayed on tele by Clayton Moore, film actor, who has appeared in a number of Hollywood oaters. The radio *Ranger* is impersonated by Bruce Beemer.

Vic and Sade, long-time radio show, made its tele debut last week

on NBC. Bernadine Flynn, who portrayed the femme half of the team from the start, still is holding down the fort on the video side. But Vic now is being played by Frank Dane.

Upshot of all this re-casting is the increasing availability of top roles in shows which are most apt to inherit the success of their radio predecessors.

Bill Would Stop Politico Air Hike

WASHINGTON, July 16.—Because "too many stations" make a practice of jacking up rates to politicians, Sen. J. Howard McGrath (D., R. I.), Democratic national committee chairman, this week introduced a bill forbidding any station to charge higher rates for political broadcasts than it charges other buyers for the same air time.

McGrath said he has heard numerous complaints from politicians that they have been charged rates greatly in excess of the price ordinarily charged for commercial time. His bill was referred to the Senate Interstate Commerce committee.

KLAC-TV Unveils Its Cinema-Scope

HOLLYWOOD, July 16.—KLAC-TV will unveil its new tele recording system, Cinema-Scope at a trade showing within two weeks, Manager Don Fedderson disclosed this week. Developed by KLAC-TV and Television Recorders, Inc., exec Jack Strauss, the film transcription system uses the same techniques employed in motion pic film and audio processing. Equipment has been installed and test films made of existing KLAC-TV shows with "entirely satisfactory" results.

Station will use its own trade name of Cinema-Scope rather than the accepted kinescope moniker referring to film transcriptions.

Westhouse Renews 'Studio One' for Fall

NEW YORK, July 16.—Westhouse Manufacturing has picked up its options on *Studio One* which it sponsored this spring over the Columbia Broadcasting System (CBS)-TV network. The time slot has not been selected, but the program will get under way during the week of September 11 on the same video network. The old time slot Wednesday 10 to 11 p.m., is being occupied by the fights from the St. Nicholas Arena.

It was thought earlier this year that the program would only be sponsored until the summer. However the audience and sponsor reaction to the program was so good this spring that its future was insured. McCann-Erickson is the agency.

Lab. Program Subs In Chevrolet Slot

NEW YORK, July 16.—An experimental laboratory theater of TV drama called *Academy Theater* was set last week by the National Broadcasting Company (NBC) as an eight-week substitute for *Chevrolet* on Broadway when the latter show begins its hiatus July 25, in the 8-8:30 p.m. Monday slot. The group will specialize in unusual plays, including fantasies, experimental items and Chinese dramas. Works of William Saroyan and Thornton Wilder also will be used.

Curtis Canfield, professor of drama at Amherst College, will be producer-director.

UHF—"ULTRA-HIGH FARCE"

Proposed FCC VHF Changes

WASHINGTON, July 16.—Under Federal Communications Commission's (FCC) proposed wholesale reshuffling of very-high-frequency (VHF) TV channels, 20 metropolitan areas wind up with the loss of a channel each—without being compensated by the addition of upper band channels—while 80 communities, most of them tank towns, gain from one to three VHF channels. Another 49 cities and communities lose VHF channels but receive upper band channels.

Hard hit in the major cities are such areas as Boston, Indianapolis; Albany-Schenectady-Troy, N. Y.; Des Moines; Columbus, O.; Spokane and Tacoma, Wash., all of which have fewer television channels under new allocations than originally. Albany-Schenectady-Troy started off with five VHF channels. The new allocations system allots the area only one VHF frequency and two in the upper band for a net loss of two channels. Indianapolis loses two VHF channels and gains one upper channel. The other major cities named lose one VHF channel each without getting any upper band frequencies.

Some Do Better

A few larger cities come off better in VHF than under the original allocations system. Gaining VHF channels are St. Louis, Miami; Superior-Duluth, Minn.; St. Paul-Minneapolis (2), Jacksonville, Fla., and Tampa-St. Petersburg (2).

As in the ultra-high-frequency (UHF) allocation proposal, a number of VHF channels are to be dumped in small towns, mainly in the West. To get VHF channels for the first time are such small communities as Coeur D'Alene, Idaho (pop. 10,000), which gets two VHF channels; Nampa, Idaho (pop. 12,000), two channels; Havre, Mont. (pop. 6,000), two; Billings, Mont. (pop. 23,000), four channels; Ely, Nev. (pop. 4,000), two, and Riverton Wyo. (pop. 3,000), one channel.

A number of major cities will have VHF channels lopped off, but are theoretically compensated by receiving UHF channels to make up the difference and, in a number of cases, to add to the total number of TV frequencies. Detroit loses one VHF and adds two UHF, Philadelphia loses one VHF and gains two UHF, Pittsburgh loses two VHF and gains two UHF, Cleveland loses one VHF and gains two UHF, Buffalo-Niagara lose one VHF and gain one UHF, Scranton-Wilkes-Barre, Pa., lose two VHF and gain two UHF, while Hartford-New Britain, Conn., lose two VHF and gain three UHF.

State	City	Present No. of VHF Channels	Proposed No. of VHF Channels
ARIZONA:	Phoenix	4	5
CALIFORNIA:	Fresno	4	2 (Gains 2 UHF)
	San Diego	4	3 (Gains 2 UHF)
	San Jose	1	0 (Gains 3 UHF)
	Stockton	1	0 (Gains 2 UHF)
CONNECTICUT:	New Britain	2	0 (Gains 3 UHF)
	Waterbury	1	0 (Gains 2 UHF)
DISTRICT OF COLUMBIA		4	0 (Gains 1 UHF)
FLORIDA:	Jacksonville	4	5
	Miami	4	6
	Tampa-St. Petersburg	4	6
	Tallahassee	0	1
GEORGIA	Macon	3	0 (Gains 3 UHF)
	Savannah	4	3
IDAHO	Boise	0	4
	Coeur D'Alene	0	2
	Idaho Falls	0	2
	Nampa	0	2
	Pocatello	0	2
ILLINOIS	Decatur	1	0 (Gains 2 UHF)
	Peoria	3	2 (Gains 2 UHF)
	Rockford	1	0 (Gains 2 UHF)
	Springfield	2	1 (Gains 1 UHF)
INDIANA	Evansville	2	0 (Gains 3 UHF)
	Ft. Wayne	4	2 (Gains 2 UHF)
	Indianapolis	5	3 (Gains 1 UHF)
	South Bend	1	0 (Gains 2 UHF)
	Terre Haute	1	0 (Gains 2 UHF)
IOWA	Davenport	4	2 (Gains 1 UHF)
	Des Moines	4	3
	Sioux City	4	3
	Waterloo	3	0 (Gains 2 UHF)
KANSAS	Wichita	4	3
KENTUCKY	Paducah	0	1
LOUISIANA	Alexandria	0	3
	Shreveport	4	3
MAINE	Augusta	0	2
	Calais	0	2
	Ft. Kent	0	2
MASSACHUSETTS	Boston	5	4
	Fall River	1	0 (Gains 3 UHF)
	Lowell	1	0 (Gains 2 UHF)
	Springfield	2	0 (Gains 2 UHF)
	Worcester	1	0 (Gains 2 UHF)
MICHIGAN	Detroit	4	3 (Gains 2 UHF)
	Mackinaw	0	1
	Gladstone	0	1
	Iron Mountain	0	1
	Marquette	0	3
	Saginaw	3	0 (Gains 3 UHF)
	Sault-St. Marie	0	2
MINNESOTA	Minneapolis-St. Paul	5	7
MISSISSIPPI	Jackson	4	3
	Macon	0	1
MISSOURI	De Soto	0	1
	Jefferson City	0	1
	St. Louis	5	6
	Springfield	4	5
MONTANA	Billings	0	4 (Gains 2 UHF)
	Butte	0	4 (Gains 2 UHF)
	Great Falls	0	4 (Gains 2 UHF)
	Havre	0	2 (Gains 2 UHF)
	Helena	0	2
	Miles City	0	3 (Gains 3 UHF)
	Missoula	0	2 (Gains 2 UHF)
NEBRASKA	Hastings	0	1
	McCook	0	1
NEVADA	Eiko	0	1 (Gains 3 UHF)
	Ely	0	2 (Gains 3 UHF)
	Las Vegas	0	3 (Gains 4 UHF)
	Reno	0	2 (Gains 1 UHF)
NEW JERSEY	Atlantic City	1	0 (Gains 3 UHF)
NEW YORK	Albany-Schenectady-Troy	5	1 (Gains 2 UHF)
	Buffalo	4	3 (Gains 1 UHF)
	Niagara	4	3 (Gains 1 UHF)
	Rochester	3	1 (Gains 3 UHF)
	Utica-Rome	2	1 (Gains 1 UHF)
NORTH CAROLINA	Asheville	3	0 (Gains 2 UHF)
	Greensboro	2	1 (Gains 3 UHF)
	Wilmington	0	1 (Gains 2 UHF)
NORTH DAKOTA	Bismarck	0	3 (Gains 2 UHF)
	Dickinson	0	3
	Fargo	0	3 (Gains 3 UHF)
	Grand Forks	0	3 (Gains 3 UHF)
	Minot	0	3 (Gains 2 UHF)
	Williston	0	2 (Gains 3 UHF)
OHIO	Akron	1	0 (Gains 3 UHF)
	Canton	1	0 (Gains 2 UHF)
	Cincinnati	4	3 (Gains 2 UHF)
	Cleveland	5	4 (Gains 2 UHF)
	Columbus	4	3
	Springfield	1	0 (Gains 2 UHF)
	Youngstown	1	0 (Gains 3 UHF)
OKLAHOMA	Enid	0	1 (Gains 1 UHF)
	Lawton	0	1 (Gains 1 UHF)
	Muskogee	0	1 (Gains 1 UHF)
	Oklahoma City	4	3
	Tulsa	4	3
OREGON	Klamath Falls	0	2 (Gains 2 UHF)
	Lagrange	0	2
	Medford	0	2 (Gains 2 UHF)
PENNSYLVANIA	Altoona	1	0 (Gains 1 UHF)
	Easton	1	0 (Gains 2 UHF)
	Harrisburg	1	0 (Gains 2 UHF)
	Johnstown	1	3 (Gains 1 UHF)
	Philadelphia	4	3 (Gains 1 UHF)
	Pittsburgh	4	3 (Gains 2 UHF)
	Reading	1	0 (Gains 2 UHF)
	Scranton-Wilkes-Barre	3	0 (Gains 2 UHF)
SOUTH DAKOTA	Aberdeen	0	3 (Gains 3 UHF)
	Mitchell	0	3 (Gains 1 UHF)
	Pierre	0	3
	Rapid City	0	3
	Sioux Falls	0	3 (Gains 3 UHF)
TENNESSEE	Chattanooga	4	5
	Knoxville	4	5
	Memphis	5	4

FCC's Proposed Allocations Gives TV to Towns Unable To Support AM Operations

WASHINGTON, July 16.—An analysis of the Federal Communications Commission's (FCC) proposed blueprint for television allocations shows it to be a plan threatening to restrict video's future for the most part to a limited number of "blue chip" stations on the very-high-frequency (VHF) band, despite the FCC's claim that the proposed dual-band allocations would open the way for 2,245 TV stations in 1,400 localities in the nation.

Leaving currently operating VHF stations untouched, as anticipated, the commission proposes a major upheaval in other VHF allocations (see separate story) and offers to dump the bulk of its proposed new ultra-high-frequency (UHF) channels into 918 hamlets of fewer than 11,000 inhabitants. Literally hundreds of tank towns for which the FCC has staked out UHF allocations are too sparse to attract the lowest-power radio station, to say nothing of a video plant that would need a \$250,000 capital investment for transmitter installation alone. One hundred and sixty-eight of the whistle stops for which the FCC has proposed UHF frequencies have a population of a thousand or less.

Small Town

Among others given at least one UHF frequency apiece with a sprinkling of VHF's are: 143 communities with population between 1,000 and 2,000; 100, between 2,000 and 3,000; 83, between 3,000 and 4,000; 110, between 4,000 and 5,000; 92, between 5,000 and 6,000; 73, between 6,000 and 7,000; 48, between 7,000 and 8,000; 49, between 8,000 and 9,000; 33, between 9,000 and 10,000, and 25 with population between 10,000 and 11,000.

In the No. 1 market area of New York City, New Jersey with a population over 11,000,000, for instance, the FCC proposes to freeze the present six VHF channels without introducing a single UHF station. In Chicago, the second largest market, similar treatment is given to that city's

seven VHF assignments. In Los Angeles, the same holds true. In Philadelphia, fourth largest center with a population of 2,899,000, the number of VHF channels is reduced from four to three, while a UHF channel is introduced. In effect, the UHF station, operating on lower power but with expenses equal to the VHF's, would be expected to compete for listeners on a basis of three VHF's to one UHF. Boston, the next largest area, with a population of 2,350,000, would lose one of its present four VHF channels and would get no UHF.

Stormy Hearings?

Because of a wholesale reshuffling of present VHF assignments in a number of cities where applicants would be squeezed out if the plan were adopted, it is anticipated that FCC's upcoming late August hearing on the proposed allocations will be a stormy one. It is expected that the blueprint will be subjected to sharp criticism, too, by a number of individuals who have been seeking to get into the major market areas and had been hopeful that room might be found for an additional VHF frequency. The FCC's proposed allocation of a low-power UHF station to compete against the four operating VHF's is being viewed by industry folk here as a hollow gesture to increase the national capital's assignments.

Considered most farcical of all proposed assignments, however, are those offered in wholesale lots to crossroads hamlets, some of which hardly have sufficient funds to support a local constabulary.

Equally interesting are the FCC's proposed assignments of as many as three UHF channels to such communities as Caliente, Nev., with a population of 1,000. Realistic industry folk are raising the question as to whether a wholesale allotment to a hamlet would be worse than none at all since a telecaster hardy enough to install a station in Caliente would face the risk of somebody even harder trying to install there as competition.

State	City	Present Channels No. of VHF	Proposed Channels No. of VHF
TEXAS	Abilene	0	1 (Gains 1 UHF)
	Alpine	0	1
	Amarillo	4	5
	Austin	3	0 (Gains 3 UHF)
	Beaumont	4	2 (Gains 3 UHF)
	Brownsville	0	3
	Corpus Christi	4	2 (Gains 2 UHF)
	El Paso	4	5 (Gains 2 UHF)
	Galveston	3	0 (Gains 2 UHF)
	Laredo	0	2
	Lubbock	0	2 (Gains 2 UHF)
	Monahans	0	1 (Gains 1 UHF)
	Odessa	0	1 (Gains 1 UHF)
	Palestine	0	1
	San Angelo	0	2
	Sweetwater	0	1 (Gains 2 UHF)
	Wichita Falls	0	2
UTAH	Cedar City	0	1 (Gains 1 UHF)
	Ogden	0	1 (Gains 3 UHF)
	Price	0	2
VERMONT	Montpelier	0	1
VIRGINIA	Norfolk	4	3 (Gains 2 UHF)
	Richmond	4	3 (Gains 3 UHF)
	Roanoke	4	3 (Gains 2 UHF)
WASHINGTON	Spokane	4	3
	Tacoma	3	2
	Walla Walla	0	3 (Gains 1 UHF)
WEST VIRGINIA	Beckley	0	1
	Charleston	3	2 (Gains 3 UHF)
WISCONSIN	Madison	0	1 (Gains 3 UHF)
	Superior	0	1
	Duluth	4	5
WYOMING	Casper	0	3 (Gains 1 UHF)
	Cheyenne	0	3 (Gains 1 UHF)
	Riverton	0	1 (Gains 2 UHF)
	Sheridan	0	3 (Gains 2 UHF)

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WOR-TV Jams Cable Talks; ABC Compromise Adopted

NEW YORK, July 16.—The video networks, meeting this week with American Telephone & Telegraph Company (AT&T) on the new cable allocations schedule, were thrown into a temporary tizzy when officials of Bamberger's WOR-TV demanded full network circuits on a par with other participants. After considerable haggling, the group decided to adopt a compromise formula advanced by American Broadcasting Company (ABC) which resolved the situation temporarily.

The agreement called for WOR-TV to withdraw from securing any cable allocations at this meeting, with the other four webs dividing the time among themselves. When WOR-TV begins operations, with the opening date now skedded for October 1, it is to come to the other webs with a list of its specific requirements. The webs then will work out some means of satisfying the WOR-TV needs.

Any open time on the cable not assigned to any of the other webs automatically will fall to WOR-TV. Bamberger also will have the right to any cable time assigned to another web but not in use. If there are any specific cable needs which the other webs cannot fill from their own assignments, WOR-TV will have the right to call a new allocations meeting upon one week's notice, which will try to resolve the problem within 30 days. If this cannot be done, a complete new allocations meeting will be called. Bamberger also owns WOIC, Wash-

ington, with WGN-TV, Chicago, an affiliate of the budding Mutual TV network.

Bamberger officials had startled the assemblage by demanding 7 to 11 p.m. on the cable, Monday thru Friday nights. With four webs already in the picture, and with only four links from New York to Washington, three links westbound to Chicago and one link eastbound from Chicago, this meant a new and bitter struggle probably would ensue to take care of all the webs' commercial needs. The new allocations schedule will be in effect from August 1 to the end of the year.

With the Bamberger problem out of the way, execs of the other webs expected clear sailing on the allocations, with few changes likely from the present schedule. The meetings, which started Monday (11), probably will wind up about the middle of next week.

KNBH Auditions "The Drunkard"

HOLLYWOOD, July 16.—A video show, built around Los Angeles's long-running *The Drunkard* melodrama, has been auditioned via kinescope by National Broadcasting Company tele outlet KNBH. Footing the bill was Theater Mart, owner of *The Drunkard*, with a special tele remote crew beaming the show from the mid-town theater.

Drunkard has been running continuously for 18 years, setting an all-time record for any local stage attraction. Idea behind the tele version is to weld a full-hour show, including a melodrama and olio, producing weekly series here and peddling nationwide via kine. Permanent stock company will be used with each week's show to feature original yarns as well as standard melodramers.

"Quiz Kids" Set For Radio and TV

NEW YORK, July 16.—Low Cowan this week sold two ends of the same package, the *Quiz Kids*. On the video side, Alka Seltzer was pacted to bankroll the mental moppets on the National Broadcasting Company (NBC) starting September 7. Same account has bankrolled the show in AM for years. The Wednesday time period is not set definitely, but it probably will be at 10 P.M. The Cowan office currently tinkering with the show, now airing sustaining at 8 P.M. Wednesdays, to add some new wrinkles to the format before the commercial bow.

On the radio side, Cowan is beginning a New York version of the *Kids* to air over WNBC, Sundays, from 1:30 to 2 P.M., sponsored by the Savings Bank of New York. Local geniuses will be plumbed from the public school system, and the ultimate survivor after a number of weeks will get his innings on the national radio opus, which originates in Chicago. Durwood Kirby will emcee. Each kid participant will receive, as a reward for his efforts, a \$10 account in his name in a local bank.

Longenecker Exits Veevee Film Firm

HOLLYWOOD, July 16.—Robert Longenecker, original founder of Telepak, Inc., video film firm, served connections with the outfit this week by mutual agreement. Firm, now headed by Gifford Phillips, with Merrill Pye veepee in charge of production, was renamed Veevee Film Company and will continue to do biz in Hollywood.

Longenecker recovered ownership of Telepak trade name and is currently in New York lining up a new affiliation.

TV Premium Draws Nary a Reply In 4-Week Test; AM Clicks Big

NEW YORK, July 16.—Television sales success stories are becoming everyday events, but a lack of success stories is still a comparative rarity. However, the Ice Cream Novelties Company of this city is said to be "cured" of buying video time due to the unhappy experience it recently underwent with the medium. By the same token, the firm is overjoyed by the response it has received from its radio efforts.

The firm entered tele about the middle of May with a month-long campaign to introduce a new product, ice-cream covered bananas. Thru the Monroe Greenthal Agency, a premium skirt for kids was offered free for sending in one wrapper from the product to the station. The offer was made via a one-minute film on WCBS-TV and WNBT, New York, plus one station each in Chicago, Boston and Los Angeles. About eight spots were used on each of the New York outlets in the course of four weeks, and about four times as many on each of the three other stations. Excellent time periods were obtained: on WNBT, time preceded the *Howdy Doody* show, and on WCBS-TV the

spots were on the *Chuck Wagon* program.

The response to this offer staggered the company. From the two New York stations, it drew exactly zero replies. The same number came in from Los Angeles. Boston and Chicago attracted a bumper crop of one wrapper each. A one-minute spot campaign, used simultaneously on a number of radio stations thruout the country and utilizing the same offer with virtually the same copy, drew thousands of replies. The TV films were reported more than adequate, with company execs at a loss to understand how even the worst film ever made could bring such negligible results.

Officials of the advertiser and the agency are reported convinced that video has been very much over-sold as a sales medium, feeling that the over-glamorization can do considerable harm even to a firm which gets merely satisfactory returns from its investment. Ice Cream Novelties Company will limit future broadcast advertising strictly to radio.

Colgate Signing Martin & Lewis

NEW YORK, July 16.—The Dean Martin-Jerry Lewis comedy show this week was close to sale to Colgate by the National Broadcasting Company (NBC). The deal percolated after Colgate execs got a gander at the Martin-Lewis combine in a preview of their new film, *My Friend Irma*, which is a Colgate radio property on Columbia Broadcasting System (CBS). The soap execs considered the tie-up a natural.

Probable time period will be 8 p.m. Tuesday, formerly occupied by Philip Morris with *This Is Your Life*. Ciggie firm shifts to 8 p.m. Wednesdays in the fall.

HOLLYWOOD, July 16.—National Broadcasting Company (NBC) has put out a call for more writers to spark the Martin and Lewis show which to date has failed to satisfy web programmers. Show is now written by Ray Allen and Dick McKnight with Robert Redd supervising scripting and production. Scribblers Norman Sullivan and Chuck Castallow, who were hired when show kicked off early this year, have since resigned.

Net has still to disclose any tele plans for the comedy duo and is understood to be holding off on tele until the radio show is sold and lads settle permanently on the Coast. Comics have been shuttling between Hollywood and the East fulfilling nitery and theater dates, but the team will settle here in the fall for additional Hal Wallis pic stints. Tele show will probably originate here and be fed east via kine recordings.

Six Major Changes In MBS Rate Card

NEW YORK, July 16.—Six major changes in the Mutual Broadcasting System (MBS) rate card were made this week with the issue of Supplement A to Rate Card 15. Z. C. (Jess) Barnes, MBS sales veepee, said the alterations are the first to result from a review of the entire sales pattern of the web, and that others will be forthcoming.

The supplement now permits dividing the MBS basic group of stations into discount groups of $\frac{2}{3}$, $\frac{1}{2}$ and less than $\frac{1}{3}$, and advertisers now can earn discounts on \$1,500 group purchases of non-basic stations. The mountain and Pacific group can be included as part of the dollar volume group. Geographical groups are discontinued, and stations formerly in these groups may be chosen without regard to geography. For discount purposes, groups other than basic are made up of stations whose gross evening hourly rates total \$1,500. Altho rates and discounts are unchanged, greater flexibility permits better discounts. A \$23,000 gross evening hour purchase is the new minimum to earn full web discounts.

Daly To Quit CBS; Pact Expires Oct. 31

NEW YORK, July 16.—John Charles Daly, veteran Columbia Broadcasting System (CBS) commentator, leaves the web October 31, when his pact expires. The newscaster this week requested and received a written release from CBS on their option to renew his contract for another year. Daly has a Sunday 9 a.m. news show on CBS. He did the announcing chores on *You Are There*. The commentator was with CBS for 13 years. He has made no definite plans for the future.

Eigen Gets Sponsor; It's Not Fred Allen

NEW YORK, July 16.—Hanscom Bakeries has bought a new half-hour giveaway show—*From A to Z*—for fall presentation over WNBT. Program will have disk jockey Jack Eigen as emcee.

Jerry Rosen will produce the giveaway from a script written by Ruth Rosen and Dotty Eigen. The deal was set thru Ehrlich & Newhouse, the baking company's advertising agency.

Elman Giveaway Package for ABC

NEW YORK, July 16.—A Dave Elman package, *Easy Come, Easy Go*, this week was signed for an early tele debut by American Broadcasting Company (ABC). The audience participation airer will be a cross between a variety show and a giveaway, with performers scrambling for a \$500 prize by putting on their acts. The greatest applause will denote the ultimate winner, with acts permitted to reprise during the show as the going gets tighter.

Time and date will be set shortly.

The
AL MORGAN SHOW
Featuring the
Dynamo of Piano and Song



AL MORGAN
Televised direct from
HELSENG'S VODVIL LOUNGE
Chicago
Every Wednesday Night
WGN-TV, CHANNEL 9
Sponsored by
TELE-TRONICS, INC.,
STROMBERG-CARLSON Distributor
Direction:
FRANK HOGAN
203 N. Wabash Ave. Chicago, Ill.

WLW
700 ON YOUR DIAL
THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

Don Lee Video Demands Long Talent Pacts

HOLLYWOOD, July 16.—Video packagers and talent will henceforth have to sign a long-term deal with Don Lee tele execs or the outlet won't play ball in developing new tele shows at station expense. That's the word handed down this week by Charles Glett, former motion pic exec and Don Lee's newly appointed veepee in charge of television. Glett said the station would no longer risk launching a new tele ailer if there's the slightest chance that rival tele ops will steal the show after show-casing on Don Lee.

To protect station against raiding, Glett said all future shows bought for airing over W6XAO will carry a firm two-year contract, subject to 13-week options. Glett held that it takes nine months to a year to develop a show to top potential, hence web takes a loss during that period. Second year of two-year deal, he opines, will enable the station to recoup some of its investment via commercial sale. Without contract guarantees, tele ops are at mercy of packagers who lend willing ears to highest bidders.

Of shows currently on Don Lee, only about six are considered worthy of signing up on a long-term basis, Glett said, and these ailers will be inked to 2-year terms as soon as contracts can be negotiated. Don Lee exec insisted that he was anxious to help packagers and talent make a buck out of tele and would include escalator clauses providing for graduated pay hikes if and when shows are bankrolled. To date, Don Lee has suffered little from raids by other stations but the measure is a protective step deemed necessary now that Don Lee plans to pull out the stops and build new programs.

Hooper-Spieler

KANSAS CITY, MO., July 16.—The American Federation of Radio Artists (AFRA) currently is contesting before an arbitration board the firing by Station WDAF here of announcer Charles Bedd on charges of "misconduct."

The outlet contends that when Bedd became employed after office hours by the Arthur Murray dance studios as a publicity director, he was guilty of misconduct. AFRA, on the other hand, doesn't see it that way. They say as long as he wasn't dancing in the streets, he's okay.

Loft Eyes Berns for 15-Min. Film Show

NEW YORK, July 16.—Loft Candy this week was reported interested in a series of 15-minute film programs featuring reporter-comic Bill Berns, titled *White Berns Roams*. Berns has had such a feature on the National Broadcasting Company (NBC) *Television Magazine* for the past 40 weeks, but there is a strong possibility that it will become a separate show.

Should the deal mature, Berns would undertake a new type of assignment on *Magazine*.

Pollak Quits WPIX; Wade Succeeds Him

NEW YORK, July 16.—James Pollak, program manager of WPIX, this week tendered his resignation, effective August 7. He made no announcement about future plans.

Warren Wade, formerly executive producer at the National Broadcasting Company, assumes Pollak's post August 1.

Impact Measurement Only, True Yardstick for Radio, Declares Ted Hill, WTAG

NEW YORK, July 16.—A recent *Billboard* article on the Sindlinger method of measuring AM and TV audiences by Radox has drawn a protest from E. E. (Ted) Hill, executive vice-president of WTAG, Worcester, Mass. Mr. Hill makes the point that measuring radio audience size is a perennial and perpetual perpetration of an inadequacy, since the true value of radio is its success in scoring impact on listeners' minds. No method, he points out—Radox, Hooper or Nielsen—can accomplish this sort of measurement.

E. E. Hill's Letter

The letter in full follows:

"I was intrigued by your headline in *The Billboard* (July 9), 'Come the Revolution—Radox,' but not convinced that the word revolution was the proper choice. In fact, I don't think that any radio research technique can be termed revolutionary until a method is developed which will determine and disclose the impact of radio on the mind of the listener.

"This was particularly emphasized by your comment to the effect that daytime rates of network affiliated stations might, in some instances, require adjustment because of the larger audience for the programs of certain independent stations. Thus, you attempt to attribute to audience size alone qualities which cannot be proved to exist. The success of a program can be known only by its effect upon its hearers, whether its purpose is to entertain, to sell merchandise or both. And this is something which neither Radox, Nielsen nor Hooper can measure.

"I think it transparently true that a person tuning in the average independent station, and by that I mean the station that grinds out music by the hour, does so for the purpose of obtaining background entertainment only. No conscious listening, no concentration of mind, no effort is required. In contrast, a person tuning in a soap opera, comedy, discussion, quiz or similar type of program, does so with the deliberate intention of listening intently to the program. Reactions, therefore, are positive, impelling, resultful; and no existing measurement, rating, tune-in or anything else, indicates the degree of impact, the intensity of emotion created by such programs. When this kind of measurement can be made, then you may well call it revolutionary, and suggest that a station base its rate structure upon it."

WTAG's Standing

"In speaking this way, I do not do so defensively, for WTAG enjoys phenomenal ratings. On the other hand, we are well aware that a large audience does not necessarily produce results. Consequently, our programs are carefully built to compel attentive listening.

"In passing, permit me to say that I see no reason for radio to concern itself unduly with refinements in research processes. Radio is researched to death. It has bared its soul to the searching eyes of the world, mostly at its own expense, until there is practically nothing left to the imagination. It has proved over and over again its remarkable effectiveness, yet has miserably failed (See *Impact Measurement* page 13)

the soap that slept for 9 years



IF YOU HAVE a new product—or a product that's been forced to slumber—use radio, use WOR. Radio and WOR are the fastest, most economical methods around the place.

Look at Pears—Pears Soap, we mean. It's a sensational story...

Forced out of the American market in 1940—due to England's war restrictions—(when Pears was selling for 15¢ per cake), Unilever, which makes Pears Soap, picked WOR—and WOR *only!*—to reintroduce it to the American public in 1949 for 50¢ per cake. Imagine, a product 9 years asleep and returning at 50¢ per cake! Such gall!

What happened? Gentlemen, it's breathtaking:

In 3 months—*three* months, mind you—WOR's adroit "Barbara Welles" placed Pears—at 50¢ per cake—in 3,100 drug stores; 48 department stores and 14 drug chains—from Hanover, New Hampshire to Raleigh, N. C. All but four major New York department stores now carry Pears!

How much did this distribution cost?

A pittance, men, a pittance—about \$1.00 per store.

That, we think, is *selling*. That is what WOR can do for you, too.

WOR

mutual

—heard by the most people where the most people are

DuMont Reshuffles Skeds; Ted Steele Off; Many Shifts

NEW YORK, July 16.—DuMont this week reshuffled its program schedule, with the expensive Ted Steele show the sole casualty among sustainers, and Old Gold Amateur planning to shift over to National Broadcasting Company (NBC). Two new evening shows have been added to the sked: *Talent Jackpot*, 9-9:30 p.m., Tuesdays, replacing Steele, starting July 19, and *Along the Boardwalk*, a variety show, 8-8:30 p.m., Thursdays, beginning July 21. The fifth and sixth races from Monmouth Park began

airing at 4:25-5:30 p.m. Thursday (14), and will be scanned on Mondays, Tuesdays, Thursdays, Fridays and Saturdays in the future.

Major time shifts occurred within the local WABD daytime structure, altho the 10 a.m. to 2:15 p.m. time for these shows remains intact. The video soap opera, *A Woman To Remember*, was shifted from its evening slot to the 1:30 p.m. time across the board. Two audience participation shows have been slotted back to back, with Johnny Olsen's *Rumpus Room* in the 12:30 p.m. slot daily, followed by Dennis James's *Okay Mother*.

A 90-minute block of kid shows also has been set up across the board, with *Small Fry*, *Magic Cottage* and *Captain Video* placed in the 6-7:30 p.m. periods. The last-named, however, is a local show only, and is not aired on Wednesdays at 8:30 p.m. This version is titled *Headline Clues, Extra Edition*.

Crosley Appeals FCC WHAS Sale Rejection

WASHINGTON, July 16.—The preliminary rejection of the bid of the Crosley Broadcasting Corporation to buy WHAS and associated FM and TV properties from the *Louisville Courier-Times* is headed for a hearing in the wake of the anticipated protest filed by Crosley this week.

Requesting oral argument, Crosley declared that the initial rejection of the deal by a Federal Communications Commission (FCC) hearing examiner was based entirely on the overlap between WHAS and the Crosley-owned WLW, Cincinnati. The FCC duopoly rules, said Crosley, are not an absolute ban on overlap, but are merely one factor in determining qualifications. Furthermore, Crosley stated, no account was taken of the fact there would be no overlap between the Cincinnati and Louisville operations in FM or TV.

La Bruce for CBS's 'Make Believe Town'

NEW YORK, July 16.—Virginia Bruce this week was signed as emcee on the new Columbia Broadcasting System (CBS) sustainer, *Make Believe Town*, which gets under way August 1. The program will be a five-a-week strip from 3:30 to 4 p.m., featuring a different story each day with a Hollywood background.

Ralph Rose and Frank Woodruff will direct the program on alternate days. Both Erskine Johnson and Constance Bennett were considered for the spot Miss Bruce will fill.

TV Bingo Version For More Cities

NEW YORK, July 16.—Indications are that the Harry S. Goodman TV telephone game, video's own version of bingo, will be extended by the American Broadcasting Company (ABC) to Chicago, Detroit, Philadelphia, Boston and Los Angeles this fall. The program is currently on WJZ-TV, two 15-minute periods six days each week, for several sponsors, among them Swift and Grape Nuts Flakes.

As the program will be on the cable, special telephone exchanges will have to be set up in each city to receive calls as they do here. However, in Los Angeles, beyond cable facilities, the program will be done live. Goodman will leave soon for the Coast to set up the operation there.

Veloz Set for NBC Tele Participator

HOLLYWOOD, July 16, — National Broadcasting Company (NBC) will unveil a new audience participation video show late next month featuring Frank Veloz, of the terp team of Veloz and Yolanda. Half hour sustainer will be developed and packaged by Skein's Coast video station KNBH for possible fall kinesyndication. Yolanda, temporarily retired from dancing, will be featured with her husband, Veloz, after the show has been launched.

Format will highlight a dancing contest in which the studio audience will be teamed with pro instructors attached to the Veloz and Yolanda ballroom dance school here. In addition, Veloz will introduce a new terp turn each week for the home audience.

WPIX, RTDG Provide Syndie, Net Pact Terms

NEW YORK, July 16.—The new pact signed this week between WPIX, here, and the Radio and Television Directors Guild (RTDG) makes provision for TV director to get commercial fees when programs go network and an additional fee if any of the station's programs are syndicated or sold to other stations. The commercial fee for a TV show going network is similar to the practice in radio, but it hasn't been done previously in TV.

Otherwise the contract will establish a local rate for meggers: \$115 per week for directors, \$80 weekly for associates and floor managers, and \$50 per week for program assistants. This is the hiring-in rate for video directors at the Columbia Broadcasting System (CBS) and the American Broadcasting Company (ABC), but the network scales go up to \$130 and \$95 for meggers and associates, respectively.

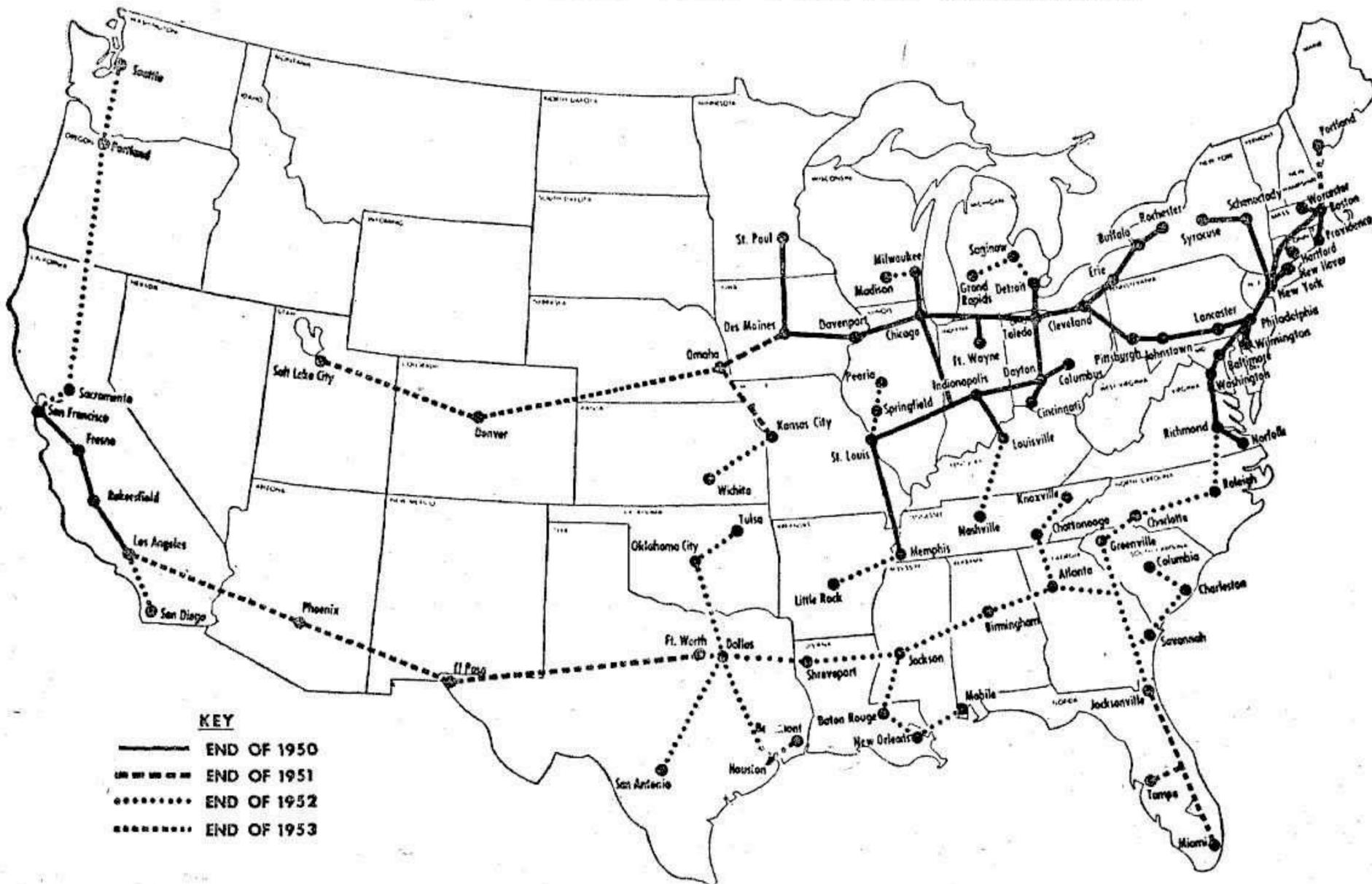
The agreement is retroactive for about six weeks and extends until December 31, 1950.

Camel 'Screen Guild' To Follow Durante

NEW YORK, July 16.—Camels this week moved to shift its *Screen Guild* show from 10 p. m. Thursdays to the same hour Fridays on the National Broadcasting Company (NBC). The switch would have the dramatic show following immediately after Jimmy Durante, another Camel program, and enable the bankroller to get a contiguous rate.

William Esty is the agency.

Latest Map of Future Video Network Connections



THE LATEST FORECAST as to the extension of the coaxial cable for video is embodied on the map printed herewith. The dates by which live web shows will be made available for different sections of the country are indicated by varied symbols, according to latest advices. The 1953 date for coast-to-coast networking remains as forecast by industry leaders. Heavy black lines denote cities currently interconnected and to be linked by the end of next year. The heavy broken line shows cities to be added during 1951. The dotted line indicates additions during 1952, while the light broken line points out 1953 link-ups.

TALK OF THE TRADE

Johnny Desmond signed to a year's pact to warble on ABC's "Breakfast Club," starting July 25. Deal also carries a year's option. . . . Fred Thrower, sales veepee at ABC, celebrated his 39th birthday (15), simultaneously marking his 20th year in radio, all with NBC-Blue and ABC. . . . Eddie Starr promoted from the NBC publicity department to assistant managership of NBC Employees' Services, where he will edit the company magazine. . . . Roy Battersby, of NBC press, startling his compatriots with a virtual baldy haircut. . . . Lee Cooley, video chief of the McCann-Erickson Agency, back from a month-long vacation on the Coast, where he spent one week in a hospital getting a reprise on an earlier operation. . . . CBS on the verge of selling a quarter hour of "Sing It Again."

Chicago office of Edward Petry & Company, radio rep, last week added two new members to its staff. J. Rolston Fishburn, former manager of the Chi office of the Walker Company, was added to the staff to handle television sales exclusively. Don Harding, recently with Paul H. Raymer, was appointed to fill a new post on the AM sales staff.

Frank Stanton, prexy of Columbia Broadcasting System (CBS), will get an honorary doctorate of laws from Ohio State University on September 2. . . . Herbert A. Morse has been elected a veepee at the Federal Advertising Agency. . . . He is manager of the sales promotion department. . . . Phelps H. Adams and Walter Trohan will be the team substituting for Fulton Lewis Jr. on Mutual Broadcasting System (MBS) while he vacations from July 25 thru August 19. . . . Manager Eldon A. Park of WINS, New York, is in Bermuda on a two-week vacation trip. . . . At the same station, Janef Johnston replaces Agnes Code as executive secretary.

Cy Pitts, former supervisor of radio and TV programs at Young & Rubicam, joins Ted Ashley, indie package producer, as an associate in production. . . . Walter B. Haase, general manager of WRDC, Hartford, Conn., CBS outlet, is observing his silver anniversary with the station. . . . WRFC, Athens, Ga., 1,000-watt indie, has added Franklin Butler to its announcing staff.

SHORT SCANNINGS

Duff Browne is now production supervisor at WRGB-TV at Schenectady, N. Y., replacing Paul Krauss, who left for New York. The same shift saw Bill Mulvey, WGY announcer in the same city, move over to WRGB as a television producer. . . . Western Auto Supply Company has bought "Polly Calling" for 13 weeks from KSD-TV, St. Louis.

So far eight stations—WGN-TV, Chicago; WBZ-TV, Boston; WWJ-TV, Detroit; KTLA-TV, Los Angeles; WAFM-TV, Birmingham; WSB, Atlanta; WHIO, Dayton, O., and WBTV, Charlotte, N. C.—have contracted for the new syndicated 13-feature film package being peddled by WPIX, New York. The package includes such important films as "Pygmalion," "A Star Is Born" and "The Young in Heart." . . . Alan Sands and Jess Kaplan are now writing sketches for the "54th Street Revue," the Columbia Broadcasting System-TV Thursday night sustainer.

Babs Doniger has left the program department of WPIX to join Wilber Stark-Jerry Layton, Inc., program packagers. . . . Larry Walker has been appointed general manager of WBTV, Charlotte, N. C. His assistant is Charles Bell.

FMA Would Require Longer FM Air Time

WASHINGTON, July 16.—FM Association (FMA) wants the Federal Communications Commission (FCC) to boost the present hours of operation for FM stations, it was announced this week.

FMA said it has filed a petition asking FCC to require that FM stations be on the air as long as their AM affiliate. If the FM is an indie, it should operate six hours minimum the first year, eight hours the second year, and 12 hours the third year, said FMA. Present FCC regulations require a minimum of six hours daily.

Keep your fans happy with low-cost

NU-TONE POST CARDS

on beautiful KROMEKOTE

Quantity	Per M (Any one subject)	Total
1,000	\$17.00	\$17.00
2,000	13.00	26.00
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4,000	11.00	44.00
5,000	10.00	50.00
10,000	8.50	85.00

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Ozzie's ABC Pact Unique Long-Term

NEW YORK, July 16.—The deal signed between Ozzie and Harriet and American Broadcasting Company (ABC) this week is a long-term pact unique in radio annals. The terms are for 10 years, with no periodic renewal options, and the contract is non-cancellable by either party, according to C. C. (Bud) Barry, ABC veepee. The web is considering slotting the situation comedy into the 8 p.m. Thursday time, and building its sked around it on that evening. This, incidentally, bucks ABC's own video version of *Stop the Music*.

The contract also calls for Ozzie and Harriet to go TV anytime after the fall of 1950, at ABC's discretion and selection of sponsor. Meanwhile, the couple will be set for guest TV appearances, and will participate in special shows, such as the annual Christmas stanza.

'Sherlock' for Petri; Network Undecided

NEW YORK, July 16.—Petri Wines, which has been out of radio for some time, this week was preparing to return as sponsor of *Sherlock Holmes*. A deal for the show was reported set, with the network not yet selected. Petri is believed to be listening to the sales arguments of at least three webs.

Holmes last aired over Mutual Broadcasting System.

Chi Stations Oppose Ad Plan; Newspapers Seek Paid Listings

CHICAGO, July 16.—Managers of local radio stations this week voiced strong opposition to the proposed plan of Chicago newspapers to run paid listings in regular radio and television logs. Altho some newspaper execs denied it, it is reported that the plan has been evolved after many meetings of top brass of four local papers. First paper to adopt the plan will be *The Chicago Tribune*, which will begin running paid listings September 6.

Tribune plan, which is expected to be followed by other papers, calls for elimination of highlight listings and substitution of paid space in regular column listings. Unpaid listings will be continued, but paid announcements, of 2 to 14 lines in size, will be run at the beginning of each time category. For example, for any given time period, paid announcements will be run first. Then, if space is left, free program listings will follow.

Altho he denied that there was any concerted action on the part of the newspapers, Leo J. Abrams, advertising director of *The Sun-Times*, said his paper is considering the plan and undoubtedly would follow *The Tribune's* example. He brought up the old theory of some paper execs that they were foolish to print free listings of a competing medium's programs. Advertising execs of *The Herald-American* and *Daily News* could not be reached for comment, but reports from editorial departments of these papers indicated following of *The Tribune's* policy.

Art Harre, general manager of WJJD, station owned by *The Sun-Times*, said, "the readers and advertisers will show the newspapers the error of their ways." Harre definitely was against the plan, and altho he had not conversed with *Sun-*

Times execs about it, he was of the opinion that WJJD programs would not be listed free in the paper owning the station.

Sponsors of programs aired on *The Tribune's* station, WGN, will have to pay for feature listings, it was also stated.

Chick Showerman, vice-president of the National Broadcasting Company, said, "If this plan contemplates omission of non-paid-for listings, then I question its propriety."

A WBBM exec who refused to be quoted voiced opposition to the plan. He pointed out that surveys have shown program logs to be among the most popular newspaper features. People would look for specific program listings, he said, and if they did not find them because paid announcements had forced them out, newspaper management would soon hear about it.

Not one station manager said he would advise his clients—agencies or advertisers—to buy listings. They stated this plan could be just the beginning of a campaign which would eventually result in running of only paid logs.

IMPACT MEASUREMENT

(Continued from page 1)

to charge rates comparable to its worth. No other medium has permitted itself to get into a similar position. If further research must be done, it should be to determine why radio has allowed itself to become the lowest cost advertising medium on earth."

CINCINNATI, July 16.—John P. Smith, assistant manager of WCPO here, this week was appointed television sales manager, in line with station's increasing operations in radio, FM and video broadcasting.



WWJ

HAS A STORY TO TELL . . .

It's a long story . . . 29 years long, to be exact. It's the success saga of WWJ, Detroit's first radio station, and it includes the many success

stories of its multitude of advertisers. It tells of WWJ's pioneering days, when radio was in its swaddling clothes. It covers the intervening years when radio came of voting age, and both WWJ and Detroit reached their pre-war peaks. And it brings you up to the present WWJ and the immensely wealthy post-war Detroit that is currently breaking all production records to keep up with the nation's demand for new cars.

Yes, the WWJ story tells advertisers, who themselves have a story to tell, how to tell it effectively and economically in the Detroit market. Get the WWJ story directly from us, or our national representative.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV



Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

James and Pamela Mason

Reviewed Thursday 9:30-10 p.m. Style—Drama. Sustaining on NBC. Producer-director-writer for this program, Arch Oboler. Music, David Raskin; announcer, Frank Barton. Cast, James and Pamela Mason, Loreen Tuttle, others.

Arch Oboler, just before the premiere of this new National Broadcasting Company (NBC) series, announced his resignation from the show as producer-writer. One of the best writers in radio, with a notable record of achievement to his credit (where are the radio writers of yesteryear?), it must nevertheless be reported that had he quit before recording this program, all concerned would have been better off. The script and story idea were transparent and spurious, and a bilious, Colonel Blimpish performance by James Mason botched any chance it may have had.

Maybe radio dramas backgrounded in Africa, India and like areas just can't command reality. This one was Africa—whence Oboler has just returned—and was all about a tight lipped Britisher (name was Sir Geoffrey, of course), returned to the Kenya country "to kill a man." Seems the fella wasn't stout at all, went into a funk whilst lion hunting with Sir Geoffrey's ever-loving wife and brought about her death. The payoff found Sir Geoff himself as the culprit, making atonement by blasting his noggin off. The one good scene, reminiscent of the more powerful moments Oboler has evoked on the air, was sort of flashback, with Mrs. Mason (Pamela Kellino) reliving the moments preceding the wife's demise. It was the only real moment in the entire affair.

NBC is pegging the price of the series at \$9,000 for talent alone. That's mighty high in these days, even for a good offering.

Bill Spier has replaced Oboler as producer. Jerry Franken.

Your Marriage

Reviewed Saturday (July 2) 1:45-2 p.m. Sustaining via MBS, New York. Producer-director, Bob Novak; writer, Gerald Gerson. Cast: Samuel G. and Esther B. Kling and others.

Sound suds-thesping and some impressive psychological double talk by Samuel G. and Esther B. Kling, well-known marital counselors, should make this show a popular daytime airer with the house frau. Altho the program purports to dramatize "authentic" case histories taken from the Klings' daily syndicated column, the decision handed down on the first show was as innocuous and devoid of Freudian significance as most run-of-the-mill lovelorn advice.

However, Kling is a prominent Baltimore divorce lawyer, and dishing out mass marriage advice in public is a risky business at best. So perhaps the Klings were merely being cautious and steering a superficial course for their initial scripting.

Smoothly Presented

Regardless of its depth, tho, the drama was smoothly presented and held the listener's interest all the way. Well-worn plot concerned the jealous suitor in love with a popular girl, who kept him guessing right up to the altar and tried to carry out the same

INTRODUCTORY OFFER

100 8x10 Prints

for

\$6.50 Plus Postage

When this ad is sent with order.

Regular Price \$7.50. A Saving of \$1.00.

NO NEGATIVE CHARGE.

50% Deposit, Balance C. O. D.

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Phone: 4015



Designates Radio Review

Radio and Television Program Reviews



Designates Television Review

Armchair Detective

Reviewed Wednesday (13) 9-9:30 (EDST). Style—Mystery. Sponsored by Whitehall Pharmacal Company via Benton & Bowles. Produced by Stokely & Ebert in conjunction with Benton & Bowles. Cast: John Milton Kennedy, H. Allan Smith, Jerome Sheldon, Cy Kendall.

This is a kinescope of a series currently being aired by Whitehall Pharmacal on KTLA, Hollywood, and off the first program aired in the East, the whole thing is lamentable. Even an armchair detective would have trouble finding a clue to any sort of entertainment in the program, altho its basic idea is sound. It is somewhat reminiscent of Whitehall's *Ellery Queen* AM series, in which the sleuth asked studio guests, after the mystery had been presented in its entirety, whodunit. The same gimmick is used in this TV series, except that two short mysteries are presented rather than one.

What loused up the preem kine, tho, were two utterly trite and transparent stories, in one of which a spouse was accused of murdering her helpmeet, and another in which a butler tried to do in his master so as to get his cotton pickin' hands on the old boys' loot. A kidnapped grandson also figured in this latter debacle, the entire presentation of which—acting, staging, lighting, script—was so dreadful as to be acutely embarrassing. H. Allan Smith, ex-FBI man, armchaired with John Milton Kennedy, to supply the answers, and probably needed Anacin to hold up under the atrocities.

The final sad touch is in the kine quality. Dark and devoid of contrast, the total result is somewhat akin to visiting a museum to watch old-time movies; the only item missing is a piano player in the pit.

Commercials Pose Problem

The commercials for Anacin, Koly-nos and Bisodol highlight the difficulties such products will encounter in video. How would you illustrate a guy being relieved of indigestion by using Bisodol? Or the foamy action of Koly-nos, or Anacin's demolition of headaches, etc.? The film commercials were unable to cope satisfactorily with any of these problems; the Anacin pitch was pretty much a word for word repetition of its radio commercials, against a shot of the human nerve system. The toothpaste plug showed a sea of foam floating amidst a mouthful of molars, and the Bisodol plug showed a guy gorging himself and then smiling with relief after the Bisodol, so to speak, held him over its shoulder to burp him. Admittedly TV may present problems for this sort of product, but the answer isn't in the treatment worked out here.

Jerry Franken.

flirtatious tactics after they were married. Hubby finally revolted and the story wound up in the Klings' office, where the unhappy couple gathered to discuss their problem. The Klings' advice to "stop playing guessing games now that you're married," supposedly solved everything.

The Klings, playing themselves, were quite stilted in the final scene and provided a distracting vocal contrast to the smooth-talking actors.

The show had a sure-fire dial-stopper in its opening scene. Without any preliminary announcement an irate male voice came on pleading, "Do you love me? Do you?" The answer was a fem's taunting laugh. The ladies must have loved that one.

June Bundy.

Varsity Varieties

Reviewed Saturday (July 2), 7:30-8 p.m. Sustaining via Don Lee KTSL (W6XAO), Hollywood. Style—Variety show. Written by Al Burton and Herman Eller; produced by Al Burton; directed by Carleton Winckler. Cast: Eddie LeRoy, emcee; Kay Brown, Kay Tapscott, Paul Edwards, Higgins Triplettes. Music by Eddie Samuels.

Al Burton, 21-year-old tele writer-producer, has aimed *Varsity Varieties* at the teen-age audience, weaving together an average mixture of music, dancing and comedy. *Varieties* is far from earth-shattering video, but the stanza nevertheless spotlights Burton's talent and labels the youthful impresario as a lad to watch.

Working with the skimpiest of sets and a puny talent budget, Burton (with an able and complete assist from director Carleton Winckler) has been able to build the seg into a fast-moving half hour. Format is simple and unpretentious, offering several songs, a terp routine, comedy turns, and production number at the close. Routines are spaced well and acts work hard to please. Talent layout, with the exception of emcee Eddie LeRoy, is fair, lacking necessary professional lustre but showing plenty of enthusiasm.

LeRoy, a teen-age comic, shows promise. Lad's delivery and timing are polished but effect is lost due to his overemphasized attempt to ape Milton Berle. LeRoy lifts not only Berle's cast-off jokes but imitates his facial gesturing and mannerisms with alarming similarity. To click on his own, LeRoy needs to develop a style and delivery in keeping with his own likeable personality. Lad was seen to good advantage in two record pantomime bits, a song duet with Kay Brown on *Baby, It's Cold Outside*, and the closing slot in which the youngster sang, danced and clowned for top results.

Given a few bucks to spend on sets and costumes, and brightened with more professional supporting talent, *Varieties* should be around for quite a spell.

Alan Fischler.

Earn Your Vacation

Reviewed Sunday (June 26), 9-9:30 p.m. Sustaining via CBS. Style—Quiz show. Director, Sterling Tracy; writers, Bernie Smith and Hy Freedman; announcer, Johnny Jacobs; emcee, Jay C. Flippen.

Despite the fact that the Columbia Broadcasting System (CBS) has given this giveaway show two new twists, it stacks up as just another quiz show. The show uses only teachers as contestants and offers only vacations as rewards to winners.

Putting the show on the other foot and throwing questions at teachers must have seemed clever on paper, because it seemed an ideal kind of wish-fulfillment to do unto them as they have done to us. Somehow, however, it works out as a tame sort of affair. The teachers become just another group of contestants trying to get something for nothing.

Question Format

Four questions in row must be answered before the program paid off, but two mistakes were allowed. In between, the usual information was sought as to their backgrounds and their reasons for wanting a vacation. A big thing was made of their reasons for wanting the trips, but that hardly

Young Love

Reviewed Monday (July 4), 8:30-9 p.m., EST. Sustaining via CBS, Hollywood. Producer-director-writers, Jerome Lawrence, Robert E. Lee. Assistant director, Roy Rowan; announcer, Roy Rowan. Cast: Janet Waldo, Jimmy Lydon, John Hlestand, Herb Butterfield, Ed Max, Gloria Holliday, Gil Stratton Jr., Frank Nelson and Jerry Hausner. Music, Wilbur Hatch and orchestra and Jud Conlon Choristers.

Despite the passion-pulp title, *Young Love* is a happy blend of commercial schmaltz, slick production work and bright scripting. The cast played the first show mostly for laughs, but there were occasional flashes of genuine sentiment in the sincere thesping of Janet Waldo and Jimmy Lydon. The youngsters handled their stock adolescent roles with a minimum of contrived cuteness and coy vocal inflections.

Monday's format set the stage for the rest of the series with a comedy-pathos campus wedding. The kids, a couple of starry-eyed undergraduates, decided to get married between classes, keeping it secret since the college frowned on connubial school-mates. They drafted a sympathetic professor as a witness and the knot was finally tied by a novice justice of the peace (it was his first ceremony). Afterward, the happy couple celebrated with cokes and peanut butter sandwiches at the corner drugstore where the young bride sighs, "From now 'til the day I die I'm going to feel romantic about Rexall."

The wind-up did a shrewd plug job for next week's program, with Lyndon's father ordering him to show the daughter of an important business associate a big time that week-end, a situation which conjured up some interesting plot complications with his child bride for the following broadcast.

The gag-wise script kept the show moving along at a lively pace, but sometimes the comedy punch lines were at odds with the story. Most of the Joe Miller asides were delivered by John Heistand, as the journalism teacher. At one point, the writers had him leer at a passing coed and crack, "Hello, half-pint. What a quart of milk she'll make." As a result, his performance was understandably off-key.

Between scenes the show's bouncy collegiate spirit was sustained by a pop-style vocal group with plenty of zip.

June Bundy.

seems necessary. Anyone in his right mind generally would like a free vacation.

The questions seemed somewhat more difficult to answer than those on the average quiz show. J. C. Flippen, the emcee, did a capable job. However, at times he seemed to be trying to emulate Bert Parks in whipping up suspense, and it became nerve-racking. It would be more refreshing to be able to relax while the questions are being asked, instead of making a Kentucky Derby out of the proceedings.

Each of the teachers told a humorous story about one of the kids they have taught. One of these bright sayings might be funny, but hearing eight or nine became wearing.

Leo Morse.

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MULSON STUDIO

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Four Star Playhouse

Reviewed Sunday (July 3), 8-8:30 p.m. EDT. Sustaining over NBC from Hollywood. Style—Drama. Producer-director, Warren Lewis. Writer, Milton Geiger; announcer, Frank Barton. Original music composed and conducted by Dr. Albert Harris.

If the success of soap operas means anything, this program should attract female listeners like bargain sales attract shoppers. Obviously and knowingly fashioned to cater to their tastes, their version of life's problems and their standards of radio drama, the program is just that—superior, high-powered opera.

Since names are supposed to guarantee both audience and performance, the program features names. Four filmstars from Hollywood—Rosalind Russell, Fred MacMurray, Robert Cummings and Loretta Young will rotate each week in a different vehicle. Adaptation of short stories from *Cosmopolitan* magazine, slickly fashioned by ace radio writer Milton Geiger, make certain that the choice of material isn't too far wrong.

The program caught featured Rosalind Russell in an adaption of Edna Ferber's *Welcome to the City*. The story, a bit outdated, told about a wife whose husband, a former Colonel back from the CBI front, was affected by what he called "peace nerves." They weren't doing too well until they decided on a second honeymoon in New York. There they found themselves fighting the city hotels, cab-drivers, headwaiters and others. And so a second honeymoon was suggested as an answer to what ails many couples in the same situation.

Problems Obscure

However, in spite of the slickness, the fact also came thru that we didn't really know what their problems really were. And we didn't even know them after 30 minutes in their company.

All this won't interfere with the program's success and with the probability that, if the formula is adhered to, a sponsor may find it desirable to pay the bills.

Miss Russell did her usual capable job. As her husband, Elliott Lewis also turned in an interesting effort. The direction was good. *Leon Morse.*

Mystery Theater

Reviewed Sunday (26), 8-8:30 p.m. Presented by WGN-TV, under sponsorship of The Chicago Tribune, station owner. Directed by Bruno DeSota; written by George Anderson. Cast: Gordon Urquhart, Bob Smith, Anne Blager, Mary-nell Murphy, Genevieve O'Connor, John Cox, Stanley Gordon, Bobby Bernard.

A mediocre weekly sustainer for months, this whodunit series shows noticeable improvement under sponsorship of *The Chicago Tribune*. The new success can be explained with one word, "money." When the show was limping along under a sustaining budget it had poor scripts and average actors. Under sponsorship the most noticeable improvement is in the script department, with the initial sponsored airer written by George Anderson, one of the top Chicago radio mystery writers.

The acting was improved to some extent, but was far from superior. Genevieve O'Connor, as a blond, sexy dame suspected of murdering a friend's fiance, did hammy work.

Citizens of the World

Reviewed Sunday (10), 10-11 p.m. Style—Documentary. Sustaining via CBS. Author-director, Norman Corwin. Producer, Werner Michel. Composer-conductor, Alexander Semmler. Singer, Oscar Brand. Narrator, Lee J. Cobb. Cast, Paul Bouchon, Butch Cavell, Robert Dryden, Stephen Hill, Gerald Kean, Paul Mann, Bryna Rayburn, Joseph De Santis, Ann Shepherd, Hans Van Stuwe, Carl Swenson, Charles Irving.

After two years away from broadcasting, Norman Corwin sweated over a hot microphone this week with a full-hour documentary about the biggest hope of our times: The United Nations (UN). Corwin and the CBS crew set out to delineate the functions of the UN in everyday terms, to bring its activities down to human rather than technical levels. In spots, he succeeded admirably, but by and large the stanza was disappointing, lagging badly in some places and never coming alive in others.

The best portions were those which dramatized the effect of the UN upon people thruout the world: the African chief who petitioned to be restored to throne of his tribe, the wheedling of an American doctor trying to get Bulgarian kids to try powdered milk, the rushing of vaccine from all over the world to plague-ridden Egypt. Tremendous impact was obtained from offering two contrasting figures, the \$245,000 it cost to kill each enemy soldier in the recent war, and the 10 cents it costs to inoculate a child against TB. A wonderful episode showed how virtually every move made by an American man over a five-minute period was dependent upon some idea or device imported from abroad, showing each nation's interdependence.

Some Points Fumbled

However, in grinding out the world-wide fight against the five big threats to human welfare, disease, war, soil erosion, famine and poverty, the show too often relied on sheer rhetoric rather than dramatic impact, and the points were lost in a morass of talk. Corwin's touch of making vast subjects simple seemed a bit rusty on this home-coming show. It might well have been the enormity of the job tackled, however, rather than any deficiency on the part of Corwin, that stymied making this a show that sang.

Narration by Lee J. Cobb was outstanding. He gave the show a lift in several low spots by a delivery which ran from wry and dry to humorous and crinkling. Voices of several world notables were well integrated with the offering but added little to hastening its pace. Alexander Semmler's musical bridges were sensitive and appropriate. The shortcomings were less important by comparison with the usual radio offering than with what one expects of Corwin. As a whole, the show fulfilled its mission of defining the world citizen as one who does something to make life in the world healthier and happier. *Sam Chase.*

Bob Smith as the police sergeant assistant of detective Jeffery Hall (played by Gordon Urquhart) also overplayed his role. Top work was done by Anne Blager, suspected of the same murder, and Urquhart.

The principal commercial for the paper consisted of an obvious but effective gimmick. Altho it might have been effective as a means of stimulating sales, it made the end of the program disappointing. Simply, the gimmick was this: The murder was not solved on the program. Instead the audience was told that the solution would appear on the radio-television page of the next morning's *Tribune*. To us, it seemed a bit unfair. But the paper is footing the bill for the program, and it certainly has the right to program its time as it sees fit. The big question, however, is whether viewers will continue to tune in a mystery show that does not solve crimes. *Cy Wagner.*

Little Old New York

Reviewed Monday (July 4), 7:30-8 p.m. Style—Interviews. Sustaining via WPIX, New York. Producer, Ed Sullivan; director, Cledge Roberts. Cast, Ed Sullivan and guests.

Flat and sluggish, this so-called "dramatization" of Ed Sullivan's *Daily News* gab column scarcely merits the tag "dramatic." The syndicated scribe's stilted interviews with a group of nervous non-professionals were far from scintillating.

His choice of guests, tho, was excellent. The rich, but virtually undeveloped source of colorful material on this show included a Coney Island life guard who never looks at the beach belles, a successful Negro sportscaster; a fight handler, veteran of 11 Joe Louis knockout bouts, a young gal from the Travelers' Aid Society, pretty but petrified; a taciturn chief police inspector, a singing switchboard operator and proud papa Frank Chisari, the ex-G.I. who recently adopted a Chinese orphan.

Sullivan obviously meant well by his frightened visitors, but his stony stare and Dick Tracy interrogation technique was hardly calculated to break the ice.

La Scott Fares Best

Telegenic Millicent Scott, the switchboard operator, fared the best. She gave a straightforward account of her Cinderella break as a recording artist (after 11 years as a "hello girl") and sang the first song she'd waxed, *Again*. The sound was apparently dubbed in, tho, or else Miss Scott has some unfortunate facial mannerisms.

The show's personable performer, Johnny Miles, was only on for a flash. Miles is slated to replace Sullivan for the next few telecasts. The columnist started to give him a nice build-up, but time was called, and the result was a very untidy wind-up.

Film clips of Times Square and a crowded Coney Island beach gave the production brief pictorial interest, but, on the whole, camera work was static and dull. It's difficult to understand why the producers didn't dream up something more imaginative than the old desk-chair routine.

June Bundy.

Red Barber's Clubhouse

Reviewed Saturday (July 2), 6:30-6:45 p.m. EDT. Sponsored by the U. S. Army and the U. S. Air Force recruiting service. Style—Sports program. Produced for radio by John Derr. Written by Judson Bailey. Announcer, Art Harris. Guest, Pee Wee Reese.

The radio side of the new Red Barber AM and TV show is very much like his old *Catbird Seat* which occupied the same time slot on the Columbia Broadcasting System (CBS). Only the addition of a guest and some commercials for the United States Army and the United States Army Air Force constitute the difference.

Barber in his usual trenchant manner interprets the sports news of the week—in this case the astounding come-back of Joe DiMaggio. He also commented on the Wimbledon tennis tourney.

The old Redhead's guest of the week was Pee Wee Reese, the Brooklyn Dodger captain, who also revealed a good radio voice and mike manner. Barber asked Pee Wee why the Dodgers were still up in first place. The shortstop modestly attributed the club's success to the managerial abilities of Bert Shotton.

Barber Chief Attraction

Since, as is apparent, material is not the great attraction of this or most sports shows, its success or failure hinges greatly upon the abilities of its commentator. The *Clubhouse* is fortunate in having the old Redhead pitching words at the audience, because he has a manner, a style and an interpretation of sports that has placed him on a par with the best in his profession.

The first commercial competently told about the careers available in the

Irene and Allan Jones

Reviewed Wednesday (June 29), 4:45-5 p.m. EDT. Co-op Monday thru Friday via the American Broadcasting Company. Style—Mr. and Mrs. program. Produced and edited by John Cleary; writer and recording supervisor, Don Miloe; music, Irene and Allan Jones; announcer, George Ansbrow. Cast: Irene and Allan Jones.

Only the engaging voice of Allan Jones saves this Mr. and Mrs. show from mediocrity. The only evaluation that can be put on the rest of the proceedings is that they are dull. One would think that a sailing on the Queen Mary would occasion enough interest to make for a pleasant 15 minutes of listening. However, the Jones duo, who were leaving for England via this liner, on the program caught, proved it to be otherwise.

They decided to concentrate on their stateroom and Allan's efforts to sleep. He was heard interminably moaning and tossing. Irene, perturbed, told him time and time again to no avail that he wasn't using a pillow.

Breakfast Questions

Without any transition, we next found that it was morning and that we were concerned with food and the Jones breakfast. "What will you have for breakfast, darling? Where will you sit at the dining table? Did you order oatmeal?" So the questions ran.

In between these momentous events, Jones, in his best voice, sang *Bless You, My Sweet*.

Both Irene and Allan Jones have talent and have proved it often. But as with many other shows, the fault here lies with the scripting, or lack of it. However, if they are worth presenting, it certainly should be worth spending the dough to get some writers who will present them at their best.

The doings of the Joneses will be featured on this co-op show thruout their trip to Europe and then after their return. The program replaces the long-time favorite, *Ethel and Albert*. *Leon Morse.*

Chesterfield-Como Deal Near Closing

NEW YORK, July 16.—The Chesterfield deal for a new 30-minute program featuring Perry Como this week was reported closer to realization, with the National Broadcasting Company and the bankroller nearing agreement on a time period. The Como stanza formerly was set tentatively for 10 p.m. Thursdays. However, the new time is probably going to be 10 p.m. Sundays, currently occupied by *Take It or Leave It*. Latter may move to 10:30, it is said.

Newell-Emmett is the Chesterfield agency.

services. However, the second had a recruiting sergeant deliver the sales pitch. He seemed to be ill at ease and fumbled around with words before he settled down.

The sports audience will listen to what Barber has to say. It always has. *Leon Morse.*

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Gov't-FCC Industry Study Urged; Color TV Pondered

(Continued from page 8)

CBS "is attempting to hinder the development of color television and to that end this company is 'dickering' with Radio Corporation of America on the CBS color patents" (*The Billboard*, July 16). "I should like to deny both these implications categorically," said Stanton. "Not only is CBS doing nothing to hinder the development of color television, but CBS has done more than any other factor in the industry to foster its development."

Denies "Dickering"

"As to 'dickering' with RCA to deprive the public of color television or anything else," he added, "anyone familiar with the industry need only review in his mind the vigorously competitive situation between CBS and RCA in the broadcasting and recording fields over the last few years to realize how inherently unlikely such dickering would be."

Insofar as the proposal for a congressional-FCC get-together, Webster declared that the future of broadcasting is so complex that the

questions raised were worthy of congressional consideration. The FCC, he asserted, is in a dilemma as to what is happening, and closer relations between the FCC and appropriate congressional committee would be highly worthwhile.

Earlier in the hearing, Senator Tobey grilled Webster lengthily on why he took a majority position supporting a grant of license to Arde Bulova for WNEW in New York in the face of a dissent by FCC Chairman Wayne Coy and Commissioner Robert Jones and a critical report from the FCC's legal staff. Webster declared he stood on the record of the judgment expressed in the majority report.

DuMont Makes 19-In. Ray Tube

NEW YORK, July 16.—The development by DuMont of a new short-necked metal 19-inch cathode ray tube for TV receivers may well push small-screen sets further into the background. The tube, which will be incorporated into the company's new Bradford model (*The Billboard*, July 9), is about seven inches shorter and 24 pounds lighter than previous 20-inch tubes and also lighter and shorter than present 15-inch tubes.

The new tube has a metal cone with a screen face of smooth plate glass annealed to the sides of the cones. It gives a picture of 203 square inches as against the 213 square inches of a 20-inch tube and is said to offer sharper focus than ever before. The tube is only 21½ inches long. The new Bradford model receiver is only 24¾ inches deep, 7½ inches less than the DuMont set with 20-inch tube.

Better Fringes

The additional feature of the Bradford receiver is said to be better reception for fringe areas because of the patent-applied-for synchronization circuit, which has a CTS as a selective magnifier. The set is a mahogany cabinet of 18th century design and includes FM radio and a 45 RPM record player.

The shorter tube may overcome

TV Mfrs. Unmoved By Color Furor

CHICAGO, July 16.—Despite all the trade talk and furor over the TV color controversy as pointed up in the recent hearings before the Senate Interstate and Foreign Commerce Committee, a spot survey of television manufacturers taken by *The Billboard* only brought forth the comment, "What's it all about? We haven't given it any thought."

Altho Sen. Charles Tobey (R., N. H.) last week tossed into the record a rumor that a deal between the Radio Corporation of America and the Columbia Broadcasting System could bring about color TV so rapidly that it will "make our hair curl," spokesmen from the video manufacturers are apparently willing to ignore the possibility. "No comment" is the attitude shown by most manufacturers.

Service Ass'n Will Admit Technical Installation Men

PHILADELPHIA, July 16.—The Philadelphia Radio Service Men's Association has opened its membership to two new classifications—television electronic technicians and television installation specialists. New membership groups will enable the association to embrace all the closely integrated electronic professional activities as they involve the service engineer.

To tie in the TV field more closely the association is also sponsoring a series of TV trouble shooting sessions at which prominent service engineers align and trouble-shoot different makes of video sets using conventional test equipment. To make the public aware of the association services and facilities the group has a tie with Station KYW, getting institutional spots on the station. KYW gets call-letter prominence from the membership in their stores and on service calls.

one of the biggest handicaps in selling large-screen sets—the bulkiness of the cabinet made necessary because of the length of the picture tube. Altho the new 19-inch tube is only about seven inches shorter, it will enable manufacturers to produce more compact receivers.

NARDA Hits Retailers' Price Cuts

Seeks Healthier Footing

CHICAGO, July 16.—Condemnation of the current wave of price-cutting in retail television sales was voiced this week at a meeting here of the National Appliance and Radio Dealers' Association (NARDA). The association, said to represent dealers doing about 45 per cent of the television set sales of the country, took no official action on the situation, but its members and officials were in accord in calling price-cutting one of the greatest evils of the industry today.

Cliff Simpson, managing director of the association, stated, "Following recent consultation with leading radio-television manufacturers, I firmly believe that these manufacturers are well aware of the dangers in present price-cutting merchandising techniques being employed at the retail and wholesale levels. Altho immediate results may not be apparent, over a period of time, with the first buying rush for TV having passed, it appears certain that every segment of this industry will have to cooperate if it is ever to maintain a healthy footing."

"Our recent 'cost of doing business' survey revealed that the average dealer's cost of operation varied between 20 and 25 per cent. If retailers continue to give away 20 per cent of their already too narrow margin, how long can they survive?"

During one of the major speeches of the meeting, Mort Farr, owner of a large appliance store in Upper Darby, Pa., and one of the country's most successful TV retailers, urged the dealers not to engage in price-cutting. He claimed that price-cutters eventually would be forced out of business because of low profit margins or poor service policies. He has never cut prices, he stated, but has given excellent service instead. He advised other dealers to follow a similar policy.

Speaking about price-cutting, Harry Alter, prominent local TV distributor and retailer, said: "I attribute this principally to the fact that non-servicing dealers who contract for installation and service have no responsibility after the sale like they have on other products. Therefore, if dealers can't get the list price they take whatever price they can get and figure it is all clear profit anyway. The radio business in times past had its share of price-cutting, but never on the scale of television. With radio each dealer had to assume the service responsibility and so was not willing to trade too closely—he knew that he would probably be called upon for service. I predict that some day not too far off TV manufacturers will have sets so sensitive that outside antennas will be unnecessary except in fringe areas. When that day comes the TV guarantee should be 90 days like on radio, then every dealer will assume his true responsibility and the public will patronize the dealer who builds the best reputation for good service, and price-cutting, as we know it today, will disappear."

Personnel Changes

Sylvania Products, Inc., has appointed John K. McDonough director of sales and C. K. Bagg, sales manager for the television receiver division of the company. . . . Sy Radzwiller has been named director of merchandising and sales promotion for Krich-Radisco, Inc., New Jersey distributor for the RCA Victor lines.

L. A. BBB Drive To Curb TV Ads

HOLLYWOOD, July 16.—The Los Angeles Better Business Bureau (BBB) has launched a powerful drive to regulate television set advertising, which the Bureau already feels is out of line. BBB official Glenn Hovey told *The Billboard* the org was intent on cleaning up phony sales claims and had successfully prosecuted several violators via "cease and desist" orders which curbed false claims and served to warn offenders of more serious implications.

According to BBB, the area's video set dealers have generally held to honest, fair advertising and trade practices. Few if any consumers have squawked to BBB, but many dealers and distributors have yelled when competitors pitched deals which they felt were unethical. Accordingly, BBB has studied ad campaigns and come up with the following list of objectionable ad pitches:

(1) False claims as to "big screen television" which upon checking turned out to be 10-inch sets; (2) set sales tie-ins which include the so-called "1-cent sale" whereby purchasers of large sets received a smaller instrument for "1 cent additional"; (3) false trade-in allowances and credit claims; (4) false claims of "no antennas required" when facts revealed that outdoor aerials were needed and sold; (5) phony "free trial" home pitches, and (6) misleading price cutting claims on outmoded models.

To avoid further violations, BBB has issued recommended standards of practices listing "do's" and "don'ts" of tele ads and urging unified co-operation. Southern California Radio & Electrical Appliance Association has also warned its members against tele sales falsifications, altho the org admits it cannot police the industry without outside aid.

Squawks have included beefs against specific distributors and manufacturers who, it is claimed, are in league with dealers on phony or misleading sales pitches. Situation was further highlighted recently when Crosley Corporation Veepee William A. Blees visited the Coast and spoke out forcefully against manufacturers and distributors who stress misleading ad copy. Blees also took a swipe at newspapers for accepting such ads, and urged the industry to get together to correct vices to prevent a disastrous public relations debacle.

How They're Selling Them

THIS WEEK AGAIN saw comparatively few television ads in daily newspapers. Despite the vacation season, ads for portable radios and TV sets were not getting much space. The only trend evident was a fairly heavy Motorola campaign, which included dealer co-operative ads and factory-distributor copy. Price still got the heaviest promotion play.

"DOWN THEY GO. ALL TIME LOW."

A sketch of a TV set sliding down a water chute and creating a big splash caught the eye in an ad offering 214 sets at savings up to 50 per cent. "Brand new, famous make, television." No manufacturer name given, and screen size not listed either. "Sale price—\$99.95 while they last."—Hudson-Ross, Chicago.

"BEDFORD STORES HAS THE TV SCOOP"

Headlines a busy ad for a Halli-crafter 130-square-inch set priced at \$399.50. Ad runs horizontally on a tabloid size page and features a large arrow carrying the words "giant tube this big." Arrow points to a ruler running the length of the page and noting "from here—to here. Picture size is a full 15 inches."—Bedford Stores, New York.

"TAKE YOUR ENTERTAINMENT WITH YOU"

And have twice the fun," suggested a seven-column, 13-inch ad that was unusual in combining television, radio and radio-phonograph promotion in one large spread. Cuts of vacationers, canoeists and dancers gave the theme of vacation time and leisure trips. Standard sets were ignored, and the emphasis was entirely upon the portables, with the Sentinel portable leading off—but not exclusively the center of attention. Small portable radios of several makes rated the bulk of the space, with nine sets illustrated in all. —J. L. Hudson Co., Detroit.

A FULL PAGE AD USING ULTRA BOLD

type running horizontally featured the "Vision Master" set with 16-inch tube at \$249.77. Ad points out, "You save \$100 because of a special purchase." Also pictured was actual screen size. Complete description of the set was given.—Goldblatt's, Chicago.

FIVE PHOTOS OF VARIOUS DuMONT

television sets and a screen-bordered photos of two ballet dancers gave life and eye-appeal to a large ad for the DuMont line. Heaviest play given to the Colony model at \$945, with the Club, Savoy, Meadowbrook and Chatham models all getting heavy play. Ad carried a spot circle listing "coming attractions" as Alabama football, World Series, Milton Berle, Ed Wynn, Jack Benny and "CBS Playhouse."—Bromberg's, Birmingham.

"THREE TIMES THE PLEASURE" IS

the theme of a neatly laid out three-column, 11-inch ad, tying in with a popular radio commercial theme style. Space was devoted to the Magnavox combination radio, phonograph and television set, and the triple appeal was played up thruout the brief text, which suggested "Enjoy all your pet programs"—radio or video, and then "relax with your favorite music on records." Two attractively planned photos of the set were used for artwork.—Grinnell Bros., Detroit.

CAP FIRST MAJOR ON 3 SPEEDS

Telefunken's Longhair on 33 $\frac{1}{3}$ by Sept.

Price in Line With Columbia

By Lee Zhitto

HOLLYWOOD, July 16.—Capitol Records will produce 33 $\frac{1}{3}$ long playing microgroove pressings of its classical Telefunken catalog in addition to the 45 and 78 r.p.m. diskings now being released, thereby becoming the first major label to straddle the speed fence to make its product available in all three forms. Initial long-playing release will be sometime in September, by which time the Coast major intends to have all its Telefunken releases to that date available in 33 $\frac{1}{3}$ r.p.m. form. This will amount to approximately 25 long-playing 10 and 12-inch platters.

Capitol will keep its microgroove price structure in line with Columbia's, asking \$3.85 and \$4.85 for 10 and 12-inch long-playing platters. Coast major will use 33 $\frac{1}{3}$ r.p.m. to supplement 78 and 45 r.p.m. only for its classical library, keeping pop, Western and all other wax categories on 45 and 78 r.p.m. Capitol factories are currently being converted for microgroove production. Bill Fowler, Cap veepee, is now in Scranton, Pa., to supervise changeover of the diskery's major plant.

General feeling at Cap is that the entire disk industry will eventually crystalize down to producing the product in the three speeds and leaving it up to the public to buy what it desires. Hence Capitol has decided to be the first to make the three-speed plunge. Cap's move to add microgrooved longhair to its releases came after its recent Hollywood-based branch manager meeting, where the matter was discussed and agreed upon by diskery execs and sales toppers.

Cap was the first diskery to join RCA Victor in 45 r.p.m. disk production when it made its first rapid-changer release last March.

In the meantime, rumors on the Coast insist that Decca will soon plunge into the multi-speed disk pool, some stating it will side with Victor's 45 r.p.m., others putting it on the Columbia LP side, while still others claiming Decca will follow Capitol's move for three-speed production.

Vogel Sued on "12th St. Rag"

NEW YORK, July 16.—An injunction and an accounting action involving renewal rights to *Twelfth Street Rag* has been filed in U.S. District Court by Shapiro, Bernstein & Company against Jerry Vogel Music Company, Inc.

According to the complaint, Vogel allegedly infringed on the tune by publishing it after August, 1948, using the original music composed by Euday L. Bowman and lyrics by James S. Sumner. Complaint alleges that the tune was composed prior to January 30 by Bowman, who assigned publishing rights during the original term to J. W. Jenkins' Sons Music Company, Inc., 1916. Bowman obtained renewal rights and assigned them to Shapiro, Bernstein in 1942. Since the latter date, complaint alleges (See VOGEL SUED on page 30)

Editorial

Three Speeds Ahead!

The Billboard has held to the position that the record business, for the foreseeable future, is a three-speed industry. It has urged disk companies to face this fait accompli squarely and to make material available on three speeds as quickly as possible—for only in this way can the public make up its mind. We believe acceptance of this philosophy will hasten the industry's recovery.

Glenn Wallichs, Capitol Records president, has made a major move toward this end. What he has done should not be misconstrued. His action, in the larger sense, does not represent a victory of one speed over another. His belief in 45 r.p.m. remains unshaken. He also believes it is good economics to put his Telefunken catalog on 33. He believes that what he is doing represents a step forward not only for Capitol, but for the record business.

The water has now burst the dam. Let's hope the flow strengthens as companies other than Capitol find the courage and resources to follow the lead of the Coast major.

Public Wanted It, Wallichs Explains

HOLLYWOOD, July 16.—In a statement to *The Billboard*, Glenn Wallichs, Capitol Records prexy, explained that public demand is responsible for the diskery adding 33 $\frac{1}{3}$ r.p.m. versions of its classical Telefunken line to its present 78 and 45 r.p.m. releases.

Wallichs said:

"Our desire to give the public what it wants is the sole factor behind our decision to produce our classics on long-playing, 33 $\frac{1}{3}$ r.p.m. records. Since the introduction of Capitol Telefunken last spring we have enjoyed greater-than-anticipated success in its sales on both 45 r.p.m. and 78 r.p.m. The acceptance of Capitol's classics by the public, the dealers, and the critics has been most gratifying. There has been, however, a tremendous demand from dealers and their customers, requesting that we make this great catalog available on 33 $\frac{1}{3}$ long-playing records. Since the public wants to buy classics on 33 $\frac{1}{3}$, it is our desire and responsibility to provide it for them.

"We remain as enthusiastic as ever toward 45 r.p.m. and look to it and our regular 78 r.p.m. as the most satisfactory records for popular music."

Bluebird Line Is Unbreakable

NEW YORK, July 16.—RCA Victor's forthcoming 46-cent plus tax Bluebird line will be issued on unbreakable material. The line also will be handled thru Victor's regular dealer-distributor channels with the normal trade discount rates prevailing.

Victor's move into the unbreakable field for its low-price line will mark an innovation in the cheap disk field. The only other regular unbreakable record line in the industry today is marketed by Mercury, but that firm's product retails at the regular 75-cents-plus-tax price.

The first release will include four single disks and two albums. The albums will be four-disk packages, one of tunes from *South Pacific* and another with songs from *Miss Liberty*. The release policy of Bluebird will not be based on a regular pattern. Rather disks will be issued on a sporadic basis dependent mainly on development of hit tunes.

Levy Springing With "Pinpoint Plugging" Plan

NEW YORK, July 16.—Lou Levy, Leeds Music chief, will personally supervise the professional activities of the firm's Leeds and Duchess catalogs, starting August 1, on which date professional manager Al Gallico exits to set up his own publishing firm. Levy intends to put into operation a new and scientific concept of song-plugging, which he terms "pinpoint plugging."

The firm's execs are loath to reveal details of pinpoint plugging, in order to baffle the competition for as long as possible. It's known, however, that Levy since last Christmas has been blueprinting methods designed to afford a more tangible and accurate evaluation and measurement of the different types of plugs. Inherent in Levy's plan, it is understood, is a means of isolating and appraising those devices and professional activities which bring results. Should the plan prove successful, Leeds Music figures it will mean a considerable saving in time and money, inasmuch as the plan will reveal, at a relatively early date, whether a song has possibilities or should be shelved.

Levy has lined up his professional staff as follows: Arnold Shaw, now doing promotion and publicity for the office, will handle advertising agency and transcription company contacts in addition to his present duties. The New York staff will also include Warren Brown, Doc Berger, Charlie Janoff and Alan Miller. The Chicago professional staff will be headed by Archie Levington, and California will have Happy Goday, Don Jensen and Goldie Goldmark.

Darnel Signed by Coral Records

NEW YORK, July 16.—Warbler Bill Darnel this week was signed to a waxing pact by Coral Records. The one-time band singer has been doing commercial radio work and has etched several free-lance sides for independent diskeries. This pact marks his initial term agreement with any waxery.

Darnel will be accompanied by Alvy West and His Little Band, formerly a Columbia diskery property.

Nat'l Wired, Muse-Art Biz Combine Set

To Expand Operations

PHILADELPHIA, July 16.—Making for the largest operation of wired music in the country, a merger was completed this week of the Muse-Art Corporation of Philadelphia and the National Wired Music Corporation. The new firm will be known as the Muse-Art Corporation with John B. Kelly, prominent local politician and sports figure and president of National Wired Music, becoming president of the merged company. Kelly is also vice-president of WIBG, local independent radio station.

Muse-Art was originally the local link of Muzak while National Wired Music was formerly associated with the World Broadcasting System. With the merger, the new Muse-Art firm will move on Monday (15) to larger offices and studios in the WIBG building. The Muse-Art firm, which formerly concentrated its activities in servicing restaurants, hotels and other public places with wired music, will now expand its activities into plant broadcasting. Max Ingber, president of the former Muse-Art Company, will head up the plant broadcasting division.

Plant Operations

In addition to the wired music service, the merged firm will provide many special features especially created for plant broadcasting. Designed to cement better employer-employee relationships and to curb factory hazards, the plant broadcasting division will provide canned dramatic skits, musical jingles and spot announcements, together with such promotional aids as placards, bulletin board posters, pay envelope stuffers, house organ material and fliers. Emphasis will be on improving the labor relations status at a plant in addition to providing music while they work.

Also active in the new firm will be Paul Harron, president of WIBG, and Joseph Lang, WIBG stockholder. Others comprising the board of directors of the merged company are P. J. McCall, Shamokin, Pa.; Benjamin Blum, president of Bennett-Shelburne Corporation, a local apartment house project, and John Morgan Davis and Bernard Eskin, Philadelphia lawyers.

The merged firm will expand into (See Combine Set on page 30)

BMI Announces 2,618 Licensees

NEW YORK, July 16.—An all-time high of 2,618 station and network licensees was announced by Carl Haverlin, president of Broadcast Music, Inc. (BMI). The figure includes 150 Canadian networks and stations, shortwave and non-commercial outlets.

Of the 1,965 AM stations in the United States, all but a handful have anticipated their renewal date in 1950 and have renewed for a nine year period from 1950-'59. Of the AM outlets, approximately 70 stations are still in the process of carrying out renewal contracts from 1950-'59, and among FM and TV outlets, about 50 are in the process of signing renewal pacts. Of these 50, 48 are FM and two TV.

MGM May Take Musicraft Catalog on Royalty Basis

NEW YORK, July 16.—Musicraft Records, which has been operating under terms of Chapter XI of the Chandler Act the past several months, this week completed a deal, subject to approval of the court and creditors, whereby MGM Records will take over the entire Musicraft catalog on a royalty basis. The deal, if approved by the court referee and Musicraft creditors, will entitle MGM to use of Musicraft masters for a minimum period of five years. In return, MGM will guarantee a minimum royalty of \$25,000 annually for use of the masters.

The Musicraft catalog includes sides by Sarah Vaughan, Dizzy Gillespie, Phil Brito, Mel Torme, Shep Fields, Duke Ellington, Mindy Carson, Esmerelda, Artie Shaw and a number of others. It also includes some 60-odd longhair albums, which group is highlighted by the only available recording of the Shostakovich Seventh Symphony. These will become the first longhair masters to be owned by MGM when and if the deal draws the necessary approval. MGM heretofore has gone in for 10-inch pop, country, Western, blues and rhythm type stuff.

Deal All Signed

Jack Meyerson, prexy of Musicraft, has been dickering with MGM topper, Frank Walker, the past few weeks. The deal was completed this week by Meyerson with Charles Moscowitz lending his signature on behalf of Loews, Inc., the MGM diskery parent firm. Meyerson's negotiation of this deal will have completed his tenure with Musicraft. He intends vacationing for a while and then will consider a number of offers he has received from several top disk firms. The Musicraft corporation will remain in business but will be in an inactive status, serving only to pay creditors and handle funds which will be forthcoming in the prospective MGM deal.

The entire deal will be taken to the referee in the Musicraft proceedings on Tuesday (19). He, in turn, will take the signed contracts to the court from where terms of the deal will be forwarded to creditors for approval. Meyerson is certain that creditors will welcome the plan and feels that there is little doubt that the deal will be fulfilled within the next month or so.

Sabin Submits Plan

NEW YORK, July 16.—Oliver Sabin, who for 12 years was associated with Musicraft in various executive capacities, last week submitted a plan to the court and the Musicraft creditors' committee in which he pro-

posed a rental and purchase of the diskery's catalog.

The Sabin proposal specifies that a minimum annual payment of \$20,000 will be forthcoming to creditors for a five-year period. If the \$20,000 figure is not paid in any given year the agreement, if acceptable, would be automatically abrogated.

Sabin also presented a royalty arrangement whereby the creditors could collect more than the guaranteed minimum in the event of large sales. This royalty arrangement is built on a sliding 5 to 10 per cent scale drawn from a minimum \$100,000 gross to a class over \$300,000 in business. Sabin's plan also proposes a liquidation of the Musicraft inventory of single and album merchandise. The proposal also includes payment of a fixed \$2,000 annual rental in the second five-year period as well as a stipulation whereby Sabin could purchase the catalog outright in the second period of the 10-year contract.

The Sabin plan was submitted coincidentally with the negotiations which had been going on between Prexy Jack Meyerson and MGM Records. Just like the MGM-Musicraft agreement, the Sabin plan will have to meet with the approval of the debtor in possession (Musicraft Corporation), the court and the creditors.

Stravinsky New Trial Plea Nixed

HOLLYWOOD, July 16.—Composer Igor Stravinsky's appeal for a new trial in his \$250,000 damage suit against Leeds Music, Inc., and Lou Levy was denied this week by California Superior Court Judge Joseph W. Vickers. Judge Vickers upheld the previous decision in favor of Leeds despite Stravinsky's pitch for a new trial on grounds that new evidence uncovered would change court's opinion. Composer sued Leeds for unauthorized use of his name on the composition *Summer Moon* which was adapted from Stravinsky's *Firebird Suite*. He also claimed loss of professional prestige as result of unfavorable publicity allegedly released by Levy.

In turning down Stravinsky's plea, Judge Vickers said he doubted if a different verdict could be handed down and questioned whether an appeal to a higher court would be fruitful. Levy was defended by law firm of Fink, Levinthal, Ralston, and Kent.

Drake Beefs to DJ On BMI Operation

NEW YORK, July 16.—Songwriter Milton Drake, formerly an executive in the Songwriters' Protective Association (SPA) and currently active in the American Society of Composers, Authors and Publishers (ASCAP) performance - classification hassle, this week wired Sigmund Timberg, head of the anti-trust division of the Department of Justice, protesting the Broadcast Music, Inc. (BMI) operation. The Drake wire follows:

"I vigorously protest the operation of Broadcast Music Incorporated as a monopoly in restraint of trade. As a vendor of music rights it is in a position to fix prices in collusion with the broadcasters, by whom it is owned. BMI and the broadcasters, as combined buyer and seller, can ultimately control conditions within the music rights field to the end that all songwriters and music publishers will be at their mercy. I strongly urge an immediate investigation of this monopoly."

Columbia's Economy Move Shuts Coast Pressing Plant

HOLLYWOOD, July 16.—Columbia Records announced late Friday (15) that it was closing down its multi-million dollar Hollywood pressing plant "indefinitely," effective at once, in a drastic economy move which will leave plantery with only one active pressing plant at Bridgetown, Conn. Shuttering, brought about by record slump, will affect all departments with exception of artists and repertoire unit which continues active under supervision of Ben Selvin, Coast a. and r. chief.

Plant and office personnel, totaling more than 130 employees, were given notice Friday. Andy Schrade, general manager of the plant, and his assistant, Jim Kelly, will remain on the staff, with the possibility of maintaining a skeleton crew being considered.

Closing of coast plant puts entire

Cincy Zoopera Wins Reprieve As Philanthropists Ante Cash

(Continued from page 6)

weeks for the decline in attendance, altho equally hot weather visited the opera during other seasons. Others felt that the zoo theater is not altogether suitable for summer opera due to its limited capacity which makes necessary a price scale of 90 cents to \$5.50. These critics point out that more good cheap seats for the masses might be the opera's salvation. They also point out that light opera in St. Louis draws near capacity crowds, altho the weather there is equally hot, and that municipal opera there is headed for a record season with a price scale of 35 cents to \$2.60. The \$3,000,000 St. Louis theater seats 11,000, while the zoo theater seats about 3,200.

With performances budgeted at a \$5,000 break-even point, the non-profit civic association figured on a nightly loss of nearly \$1,000, underwritten by the United Fine Arts Fund's contribution of \$35,000. This sum represents the opera association's share of \$250,000 gathered in the last annual fund drive. The unexpected drop, however, ate into the grant, leaving only \$5,000 at the end of the first two weeks. The third week's performances were possible by a gift of \$10,000 by James D. Shouse, president of the Crosley Broadcasting Corporation, on behalf of his firm.

Last week, when shuttering seemed certain, Hy Faine, executive secretary of the American Guild of Musical Artists (AGMA), rushed to Cincy to look after the interests of the 24 choristers, 10 dancers and approximately 30 principals, all AGMA members, who would have lost out on about \$40,000 worth of contracts for the canceled three weeks. Actually, situations of this type have been the main headache of this union, since most of the employing organizations are non-profit, public-sup-

ported ventures in which it is difficult to name any person or group responsible for contractual abrogations. AGMA procedure in such a case would have been to name the community of Cincinnati responsible for non-support, virtually declaring the city out-of-bounds for AGMA members if a similar venture would be launched there in the future.

Besides the AGMA members, about 30 stagehands and 60 musicians are employed for the opera season.

Eddie Delange Dies on Coast Following Illness

NEW YORK, July 16.—Eddie Delange, composer, arranger, conductor and recording artist, died in Beverly Hills, Calif., Wednesday (13) after an illness of several months that followed a heart attack. He was 45 years old.

Delange, who was born in Long Island City, N. Y., had a colorful career. Prior to his clicking in the music business he was a stunt man in Hollywood for Universal Pictures and Reginald Denny. In 1934 he came to New York with a pocket full of lyrics, but was unable to market them. With Will Hudson he opened a roadhouse on Long Island, and here was formed the Hudson-Delange orchestra, led jointly by both men. Hudson, from this period on, often collaborated with Delange on tunes.

Delange's first hit tune was *Moon-glow*, clefted in 1934, in which year the composer was admitted to membership in the American Society of Composers, Authors and Publishers (ASCAP). He later wrote *Solitude* with Duke Ellington, *Haunting Me*, *Deep in a Dream*, *Heaven Can Wait*, *String of Pearls* and other top hits. In 1942 he wrote one of the hit war songs, *This Is Worth Waiting For*.

His collaborators included Jimmy Van Heusen, with whom he wrote the music for the Shakespeare travesty, *Swing the Dream*.

Delange's father, Louis, was a playwright, having written *The Gay Mr. Lightfoot*, *The Globe Trotter*, and *Pousse Cafe*, which was the first Weber and Fields show in New York. His mother, Selma Mantell, was a Ziegfeld beauty.

Surviving are his widow and two children.

Howie Richmond On His Own Again

NEW YORK, July 16.—Howie Richmond, promotion chief for the Robbins-Feist-Miller combine will leave his job with the big three to go into his own exploitation and management business. The big three publishers will be his first major independent exploitation account. He also has landed the disk exploitation work for Dinah Shore, as well as a number of other lesser accounts. Richmond has been with the big three for about two years, prior to which he was in his own business.

Cafe Society Opens After Week's Close

NEW YORK, July 16.—Cafe Society, which shuttered two weeks ago for lack of a suitable attraction, reopened last night with Josh White heading the show. Also featured is Ruth Brown, young thrush recently discovered by Atlantic Records. This is Miss Brown's first local engagement.

Danny Polo Dies

CHICAGO, July 16.—Danny Polo, noted jazz clarinetist, died suddenly here Monday (11) after suffering a cerebral hemorrhage. He was 47. Polo, who established a great reputation in tootler circles as a result of his dozen years of work and recordings in England with the great Ambrose orchestra of the '30's, recently had returned to the lead clarinet chair in the Claude Thornhill orchestra, a job which he has held on and off for the past seven years. Thornhill's ork opened at the Edgewater Beach Hotel here the previous Friday (8).

pressing burden on Bridgeport, since firm's Kings Mills, O., plant was closed some months ago. Coast factory, which includes over 60 presses and shipping equipment was completed only last year, and has been used to service entire Western part of the country.

To speed West Coast shipments from Bridgeport, revised factory procedures will be required, including a system of quicker okay on master disks, plus advance pressing skeds which would allow for shipment of finished product to Coast a full two weeks before release dates. Henceforth, disks will be cut at least six weeks prior to release dates and warehoused here for relay to coast distributors.

There was no indication as to when plant would reopen, with future depending solely on biz conditions.

Big Part of TV-Music Pact Awaits ASCAP Members' Okay; Minor Issues Mulled

(Continued from page 3)

by both the NAB TV music committee and the ASCAP board.

Still being negotiated and considered as secondary to the paramount issues already agreed upon by the NAB TV music committee and ASCAP's spokesmen is the question of per-program license deals and some other lesser matters. Optimism continues to prevail among other TV-ers and ASCAP-ers that there will be no serious hitch in final negotiations, and bigwigs on both sides are continuing to figure on a timetable of successfully concluded negotiations by August 1. It is recognized, however, that there is just a slim outside chance that the pact might encounter delay or trouble in the ASCAP membership whose okay is necessary before the ASCAP board can consummate the deal. Even on this tho, optimism prevails, and spokesmen are voicing hope that the proposals will get approval.

Myers' Report

One of the last formalities on the TV side for speeding the major part of the music pact toward settlement was completed this week (13) at Portsmouth, N. H., where the NAB board of directors heard a report by Robert P. Myers, National Broadcasting Company (NBC) attorney and chairman of the NAB TV music committee. The board commended Myers and directed him and his committee to obtain from ASCAP alternative proposals of television per-program licenses which bear a "reasonable re-

lationship" to the proposed blanket-license agreement. The board unanimously okayed the Myers' committee's action in negotiating video blanket ASCAP license agreements. If this pact goes thru TV broadcasters will get blanket ASCAP licenses on the basis of the AM formula plus 10 per cent without the requirement of clearing special uses and paying special fees for such uses (The Billboard, June 18). The ASCAP board is restricted by its by-laws from signing such an arrangement until the rank-and-file membership have voted a green light for it.

With August 1 as the deadline for ASCAP's latest extension of cuffo TV music, the machinery for the membership poll has been set in motion rapidly. It is reported that ASCAP's leaders are standing by in readiness to offer another extension in the free TV music deadline, if necessary.

London Distribbs "Jealous Heart"

CHICAGO, July 16.—Bill Putnam, proxy of Universal Records here, last week worked out a deal for the London label to handle distribution of Universal's current topper, Al Morgan's dinking of *Jealous Heart*, in territories not covered by Universal. Disk has caught on in the Midwest territory covered by James H. Martin Distributing Company, Chicago.

Tune, a hillbilly ballad which hit in the oatune bracket six years ago via a recording by Tex Ritter on Capitol, is newest of the hay crop platters to hit as a pop. Ditty is by Jenny Lou Carson, writer of the current rustic fave, *Don't Rob Another Man's Castle*, and is pubbed by Acuff-Rose.

Morgan, currently at the Chicago Theater here, is set to return to Helsing's Vodvil Lounge for 13 weeks August 3. He is currently readying a trip to New York to talk over an offer with Dave Kapp of Decca.

Columbia Waxes "Miss Liberty"

NEW YORK, July 16.—Columbia Records will attempt to follow up its eminently successful original cast recordings of *Kiss Me, Kate* and *South Pacific* next week when the original cast of the new Irving Berlin-Robert Sherwood musical, *Miss Liberty*, begins to etch an album of tunes from the show, which opened yesterday.

The *Liberty* package will embrace either six or seven 10-inch disks and will be available a couple of weeks after the recording, which is skedded for Thursday (21). The recording will be available on Columbia's LP series as well.

Shapiro Revives Skidmore Music

NEW YORK, July 16.—Shapiro Bernstein & Company is reactivating Skidmore Music, one of its subsidiaries, starting in September. According to Louis Bernstein, a strong professional staff is being lined up to operate in New York, Chicago and the West Coast. Dick Vollter will supervise the professional staff.

Bernstein said the firm was being reactivated because of the abundance of song material available. Good tune which the parent company is too busy to handle will go to the Skidmore catalog.

Puner Requests Disk Mediator

NEW YORK, July 16.—Paul Puner, president of Allegro Records, this week asked Secretary of Commerce Charles Sawyer to appoint a mediator to assist in settling the record conflict. Puner's request — his second in some months — stated that the current situation in the industry is one of "stalemate." He said that "the large and strong companies control to a great extent the destiny of the smaller and weaker companies. Above all, the retail dealer, who depends for his stock on all companies, operates at his peril constantly because there is no general guiding policy for the industry."

"Once again rumors and denial are flying. The current one, which I believe to be well-founded, is to the general effect that the executives of PCA Victor Columbia and Decca have been meeting secretly in a New York hotel room to resolve the deadlock."

Richards Builds New Kem Label

HOLLYWOOD, July 16.—Bill Richards, former Columbia Records a. and r. chieftain here, will enlarge his recently launched Kem indie label with release of platters featuring Bonnie Lou Williams and Brad Gordon. Richards teed off the plattery several weeks ago with Wingy Manone's jazzed-up version of *Riders in the Sky*, released thru Jewel Distributing Company.

Next releases will include *On the Jersey Side of the Washington Bridge* and *Thinking, Just Thinking of You*, with Miss Williams and Gordon sharing vocal laurels. Thrush formerly chirped with the Tommy Dorsey ork while Gordon warbled with Lawrence Welk. Jewel will continue to market Kem products.

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Decca 24693
- SOMEDAY (You'll Want Me To Want You)
ON A CHINESE HONEYMOON **MILLS BROTHERS**
Decca 24694
- ROOM FULL OF ROSES
WEDDIN' DAY **CASS COUNTY BOYS**
Decca 46174

TOPS IN POPS

- THE FOUR WINDS AND THE SEVEN SEAS
MAKE BELIEVE (You Are Glad When You're Sorry)
BING CROSBY with **CARMEN CAVALLARO**
Decca 24677
- NOW! NOW! NOW! IS THE TIME
OH, YOU SWEET ONE (The Schnitzelbank Song)
ANDREW'S SISTERS and **RUSS MORGAN**
Decca 24664
- BE GOODY GOOD GOOD TO ME
DON'T EVER MARRY FOR MONEY **EVELYN KNIGHT**
Decca 24655
- THERE'S YES! YES! IN YOUR EYES
TWENTY FOUR HOURS OF SUNSHINE **CARMEN CAVALLARO**
Decca 24678

TOPS IN COUNTRY

- TENNESSEE POLKA
I'M THROWING RICE (At the Girl I Love) **RED FOLEY**
Decca 46170
- SLIPPING AROUND
MY TENNESSEE BABY **ERNEST TUBB**
Decca 46173

TOPS IN SEPIA

- DOWN BY THE RIVER SIDE
MY LORD'S GONNA MOVE THIS WICKED RACE **SISTER ROSETTA THARPE**
Decca 48106
- MOVE ON UP A LITTLE HIGHER
(Two Parts) **SISTER ROSETTA THARPE**
Decca 48093

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<input type="checkbox"/>	THERE'S YES! YES! IN YOUR EYES I HAD MY HEART SET ON YOU	BLUE BARRON and his Orchestra M-G-M 10417
<input type="checkbox"/>	(Just One Way To Say) I LOVE YOU GOOD-BYE	BILLY ECKSTINE M-G-M 10472
<input type="checkbox"/>	YUM YUMMY-YUMMY YUM-YUM CANADIAN CAPERS	ART MOONEY and his Orchestra M-G-M 10466
<input type="checkbox"/>	HOMEWORK YOU CAN HAVE HIM	HELEN FORREST M-G-M 10473
<input type="checkbox"/>	TWENTY-FOUR HOURS OF SUNSHINE IN A SHADY NOOK BY A BABBLING BROOK	ART MOONEY and his Orchestra 10446
<input type="checkbox"/>	TEMPTATION CRYING	BILLY ECKSTINE M-G-M 10458
<input type="checkbox"/>	I'LL KEEP THE LOVELIGHT BURNING YOU'RE MINE	DERRY FALLIGANT M-G-M 10462
<input type="checkbox"/>	THE FOUR WINDS AND THE SEVEN SEAS IF I ONLY HAD ONE DAY TO LIVE	JOHNNY DESMOND M-G-M 10451
<input type="checkbox"/>	THE BEAUTIFUL BLONDE FROM BASHFUL BEND EVERY TIME I MEET YOU	ART LUND M-G-M 10419
<input type="checkbox"/>	AWAY FROM YOU FORGIVENESS	FRANCIS CRAIG and his Orchestra M-G-M 10468
<input type="checkbox"/>	LOVER'S GOLD POSSIBILITIES	HELEN FORREST M-G-M 10450
<input type="checkbox"/>	A NEW SHADE OF BLUES NIGHT AFTER NIGHT	BILLY ECKSTINE M-G-M 10422
<input type="checkbox"/>	YOU'RE SO UNDERSTANDING MISSISSIPPI FLYER	BLUE BARRON and his Orchestra M-G-M 10369
<input type="checkbox"/>	DON'T CALL ME SWEETHEART ANYMORE HAVIN' A WONDERFUL WISH	SHEP FIELDS and his Orchestra M-G-M 10454
<input type="checkbox"/>	LORA-BELLE LEE TWILIGHT	JACK FINA and his Orchestra M-G-M 10447

FOLK and WESTERN

<input type="checkbox"/>	MIND YOUR OWN BUSINESS THERE'LL BE NO TEAR-DROPS TONIGHT	HANK WILLIAMS M-G-M 10461
<input type="checkbox"/>	I AIN'T GOT NOBODY PAPA'S JUMPIN'	BOB WILLS M-G-M 10459
<input type="checkbox"/>	WEDDING BELLS I'VE JUST TOLD MAMA GOODBYE	HANK WILLIAMS M-G-M 10401
<input type="checkbox"/>	CRACKER BOOGIE ONE LITTLE, TWO LITTLE, THREE LITTLE TIMES	ARTHUR (Guitar Boogie) SMITH M-G-M 10441

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HONOR ROLL OF HITS

(Trade Mark Reg.)

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This Week Last Week

- 1. RIDERS IN THE SKY** By Stan Jones
Published by Mayfair (ASCAP)
Records available: B. Crosby-K. Darby Singers, Decca 24618; D. Pallgant-H. Winterhalter Ork, MGM 10494; B. Ives, Columbia 38445; Vaughn Monroe, Victor 20-3411; P. Lee, Capitol 57-698; F. Willing & His Riders of the Purple Sage, Capitol 57-40164; S. Jones & His Death Valley Rangers, Mercury 5320; Sons of the Pioneers, Victor 21-0065; E. McCurdy, Monogram 134; Wincy Manone, Kem 2700; J. Saunders-R. Bloch Singers, Hi-Tone 122; The Song Spinners, Vocalion 55003.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 2. SOME ENCHANTED EVENING** By Rodgers and Hammerstein
Published by Williamson (ASCAP)
From the Broadway musical, "South Pacific"
Records available: Perry Como-M. Ayres Ork, Victor 20-3402; B. Crosby-J. S. Trotter Ork, Decca 24609; J. Laurenz-J. Carroll Ork, Mercury 5276; Frank Sinatra, Columbia 38446; J. Stafford-P. Weston Ork, Capitol 57-544; H. Winterhalter Ork, MGM 10399; P. Weston Ork, Capitol 57-629; J. Saunders-R. Bloch Ork, Hi-Tone 122; S. Black Ork, London 455; B. Harrington, Vocalion 55000; A. Joison-V. Young Ork, Dec 24667; J. Davis, Harmony 1048; B. Brees-The Paulette Sisters, Capri 2001; J. Davis, Harmony 1048.
Electrical transcription libraries: Dick Haymes-Carmen Dragon Ork, World, The Music of Manhattan; NBC Thesaurus; Elliot Lawrence, Associated; Shep Fields, Lang-Worth.
- 3. AGAIN** By Newman and Cochran
Published by Robbins (ASCAP)
Records available: V. Damone-G. Osser Ork, Mercury 5261; D. Day-The Mellomen, Columbia 38467; T. Dorsey-M. Lutes, Victor 20-3427; Joe Graydon-G. Jenkins Ork, Decca 24602; A. Mooney Ork, MGM 10398; M. Scott-The Paulette Sisters, Spotlite 516; M. Torne, Capitol 15428; L. Buckner & C. McLin Combo, Aristocrat 10001; J. Clay Ork, Hi-Tone 109; B. Harrington, Vocalion 55001; Phil Reed, Dance-Tone 330; D. Gardner, Gotham G-181.
Electrical transcription libraries: Linda Stevens-Rene Durant, Standard; Manhattan Madcaps, NBC Thesaurus; Geri Gallan, World.
- 4. BABY, IT'S COLD OUTSIDE** By Frank Loesser
Published by E. H. Morris
From MCM's "Neptune's Daughter"
Records available: C. Calloway, Hi-Tone 135; D. Cornell-S. Kaye Ork, V 20-3448; E. Fitzgerald-L. Jordan, Dec 24644; Homer & Jethro-J. Carter, V 21-0078; L. & P. Loesser, Mercury 5307; D. Shore-B. Clark, Col 38463; M. Whiting-J. Mercer-P. Weston Ork, Cap 57-567; E. Williams-R. Montalban, MGM 30197; H. Babbitt-The Allen Sisters, Vocalion 55011; P. Bailey-Hot Lips Page, Harmony 1049.
Electrical transcription libraries: The Jumping Jacks, NBC Thesaurus; Frankie Masters, Associated.
- 5. FOREVER AND EVER** By Franz Winkler-Malia Rosa
Published by Robbins (ASCAP)
Records available: H. Carroll & the Carolers, Mercury 5252; Perry Como-M. Ayres, Victor 20-3347; Russ Morgan Ork, Decca 24569; D. Shore-H. Zimmerman Ork, Columbia 38410; M. Whiting, Capitol 15380; P. Reed, Dance-Tone 312; Fran Allison, Rondo 185; J. Clay-The Riddlers, Hi-Tone 108; E. Ross Ork, Vocalion 55004; J. Webb, Spotlite 513.
Electrical transcription libraries: Larry Clinton, Lang-Worth; Sammy Kaye, NBC Thesaurus; Russ Morgan, World; Lucille Norman, Standard; David Street, Standard.
- 6. BALI HA'I** By Rodgers and Hammerstein
Published by Williamson (ASCAP)
From the Broadway musical, "South Pacific"
Records available: P. Como-M. Ayres Ork, Victor 20-3402; B. Crosby-J. S. Trotter Ork, Decca 24609; P. Lee-D. Barbour Ork, Capitol 57-543; F. Sinatra, Columbia 38446; A. Vincent-M. Miller Ork, Mercury 5273; H. Winterhalter Ork, MGM 10399; P. Weston Ork, Capitol 57-629; J. Long Ork, Hi-Tone 129; S. Black Ork, London 455; B. Harrington, Vocalion 55000; B. Brees-N. Hervey Ork, Capri 2000.
Electrical transcription libraries: Dick Haymes-Carmen Dragon Ork, World; Sweetwood Serenaders, NBC Thesaurus.
- 7. ROOM FULL OF ROSES** By Tim Spencer
Published by Hill & Range Songs (BMI)
Records available: P. Brito, Harmony 1051; C. Foster, Vocalion 55013; D. Haymes, Dec 24632; E. Howard, Mer 5296; S. Kaye, V 20-3441; G. Morgan, Col. 20594; S. Sims, Coral 60067; The Starlighters-P. Weston Ork, Cap 57-617; Sons of the Pioneers, V 21-0065; P. Terry-H. Arthur Quartet, Hi-Tone 145; J. Wayne, Col 38525; Cass County Boys, Dec 46175.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 8. I DON'T SEE ME IN YOUR EYES ANYMORE** By Benie Benjamin and George Wells
Published by Laurel (ASCAP)
Records available: B. Clark-E. Hagen Ork, Columbia 38408; P. Como-M. Ayres Ork, Victor 20-3347; H. Forrest, MGM 10373; J. Garber Ork-T. Reardon, Capitol 15402; K. Kallen-M. Miller Ork, Mercury 5265; V. Lynn-S. Browne-B. Parnon Ork, London 403; J. Pace-G. Ellis Ork, Keystone 1500; The Stardusters-G. Jenkins Ork, Decca 24570; L. Douglas-B. Curtis Quartet, Hi-Tone 119; B. Harrington, Vocalion 55001; Phil Reed, Dance-Tone 330.
Electrical transcription libraries: Kaye Armen, Associated; Vincent Lopez, NBC Thesaurus.
- 9. A WONDERFUL GUY** By Rodgers and Hammerstein
Published by Williamson (ASCAP)
From the Broadway Musical, "South Pacific"
Records available: I. Carpenter Ork, Vocalion 55007; S. Fields Ork, MGM 10423; E. Knight, Dec 24640; D. Shore, Col 38460; F. Warren-H. Rene Ork, V 20-3403; M. Whiting-F. DeVol Ork, Cap 57-542; J. Davis, Harmony 1048; E. Baird-R. Arthur Quartet, Hi-Tone 144; J. Davis, Harmony 1048.
Electrical transcription libraries: Louise Carlyle-Music of Manhattan Ork, NBC Thesaurus; Monica Lewis, World.
- 10. THE FOUR WINDS AND THE SEVEN SEAS** By Hal David and Don Rodney
Published by Lombardo (ASCAP)
Records available: R. Clooney, Harmony 1050; B. Crosby-C. Cavallaro, Dec 24677; V. Damone-G. Osser Ork, Mer 5271; J. Desmond-The Quintones, MGM 10451; H. Jeffries, Col 38511; S. Kaye Ork, V 20-3459; G. Lombardo Ork, Dec 24648; J. Saunders-The Riddlers, Hi-Tone 145; M. Torne-F. DeVol Ork, Cap 57-671; H. Babbitt-The Velvetones, Vocalion 55014; D. Dennis-S. Black Ork, London 467.
Electrical transcription libraries: Music of Manhattan Ork-Jack Kilty, NBC Thesaurus.

RIDE WITH THESE TO THE TOP!
 ... on both conventional and 45 rpm records!

Sizzling along!

Tommy Dorsey



THE HUCKLE-BUCK
 RCA VICTOR 20-3427

Racing up the charts!

Sammy Kaye



THE FOUR WINDS AND THE SEVEN SEAS
 RCA VICTOR 20-3459 (47-2923*)

Lusty novelty! Catching on big!

Ray McKinley



I'M NOT TOO SURE OF MY L'AMOUR
 RCA VICTOR 20-3436 (47-2904*)

Smash yodelling duets!

Elton Britt



Rosalie Allen



TENNESSEE YODEL SONG and SWISS LULLABY
 RCA VICTOR 21-0069 (48-0064*)

It's that "Tennessee Waltz" man!

Pee Wee King



ALABAMA MOON and TENNESSEE TEARS
 RCA VICTOR 21-0037

THIS WEEK'S RELEASE
 (Both 78 rpm and 45 rpm, Numbers marked * are 45 rpm.)

Circus
 No, No And No TONY MARTIN All Year 'Round
 20-3488 (47-2947*) I'll Keep The Lovelight Burning

BILL LAWRENCE
 20-3489 (47-2948*)

DEALERS! Are you ringing up those extra profits with RCA Victor's new Multi-Play Needle? Counter displays, Co-op Mats, and national advertising add up to easy sales.

The stars who make the hits are on

RCA VICTOR Records

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

THE CERTAIN SEVEN
 (Best-sellers that no dealer can afford to be without)

20-3411=47-2902*	Riders in the Sky	Vaughn Monroe
20-3402=47-2896*	Some Enchanted Evening—Bali Ha'i	Perry Como
20-3459=47-2923*	The Four Winds and the Seven Seas	Sammy Kaye
20-3441=47-2908*	Room Full of Roses	Sammy Kaye
21-0051	The Echo of Your Footsteps	Eddy Arnold
21-0083=49-0080*	I'm Throwing Rice at the Girl I Love	Eddy Arnold
11-8851=49-0176*	Clair de Lune	Jose Iturbi

*Now Available on 45 RPM

The Billboard MUSIC POPULARITY CHARTS
PART II
Sheet Music
 Based on reports received last three days of Week Ending July 15

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (F) Indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION	Weeks to date	Last Week	This Week	Song	Publisher
13	1	1	1	SOME ENCHANTED EVENING (M) (R)	Williamson
20	4	2	2	FOREVER AND EVER (R)	Robbins
12	7	3	3	BALI HA'I (M) (R)	Williamson
13	2	4	4	RIDERS IN THE SKY (R)	Mayfair
15	3	5	5	AGAIN (F) (R)	Robbins
24	5	6	6	CRUISING DOWN THE RIVER (R)	Spitzer
4	13	7	7	ROOM FULL OF ROSES (R)	Hill & Range
7	12	8	8	BABY, IT'S COLD OUTSIDE (F) (R)	E. H. Morris
19	8	9	9	"A"—YOU'RE ADORABLE (R)	Laurel
16	6	10	10	I DON'T SEE ME IN YOUR EYES ANYMORE (R)	Laurel
9	10	11	11	A WONDERFUL GUY (M) (R)	Williamson
5	9	12	12	THE FOUR WINDS AND THE SEVEN SEAS (R)	Lombardo
1	—	13	13	MY ONE AND ONLY HIGHLAND FLING (F) (R)	Harry Warren
8	11	14	14	KISS ME SWEET (R)	Advanced
17	15	15	15	CARELESS HANDS (R)	Melrose
1	—	15	15	YOU'RE BREAKING MY HEART (R)	Algonquin

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week	Song	English	American
10	1	1	1	WEDDING OF LILI MARLENE	Box and Cox	Leeds
10	2	2	2	RED ROSES FOR A BLUE LADY	Lawrence Wright	Mills
15	2	3	3	LAVENDER BLUE (Dilly, Dilly)	Sun	Santly-Joy
7	4	4	4	"A"—YOU'RE ADORABLE	Connelly	Laurel
9	6	5	5	CANDY KISSES	Chappell	Hill & Range
19	4	6	6	TWELFTH STREET RAG	Chappell	Shapiro-Bernstein
4	12	7	7	AGAIN	Francis Day	Robbins
15	6	8	8	HOW CAN YOU BUY KILLARNEY	Peter Maurice	Peter Maurice
2	14	9	9	RIDERS IN THE SKY	Morris	Morris
12	8	10	10	PUT YOUR SHOES ON, LUCY	Noel Gay	Bourne, Inc.
7	10	11	11	FOREVER AND EVER	Francis Day	Robbins
11	9	12	12	STRAWBERRY MOON	Edward Kassner	Jefferson
20	11	13	13	FAR AWAY PLACES	Leeds	Laurel
16	—	14	14	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON	Connelly	Remick
2	16	15	15	ECHO TOLD ME A LIE	Chappell	Chappell
30	19	15	15	CUCKOO WALTZ	Keith Prowse	Criterion
18	13	17	17	POWDER YOUR FACE WITH SUNSHINE	Chappell	Lombardo
16	14	18	18	IN A SHADY NOOK BESIDE A BABBLING BROOK	Keith Prowse	Stansy
6	16	18	18	I'LL ALWAYS LOVE YOU	Noel Gay	*
22	19	20	20	IT'S MAGIC	Campbell-Connelly	Witmark
4	—	20	20	CLANCY LOWERED THE BOOM	Peter Maurice	Kenmore Music

*Publisher not available as The Billboard goes to press.

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The Billboard MUSIC POPULARITY CHARTS
PART III
Radio Popularity
 Based on reports received last three days of Week Ending July 15

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys thruout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks to date	Last Week	This Week	Song	Artist
13	1	1	1	RIDERS IN THE SKY	V. Monroe Ork
13	9	2	2	SOME ENCHANTED EVENING	P. Como-M. Ayres Ork
12	7	3	3	AGAIN	G. Jenkins Ork-Joe Graydon
10	2	4	4	AGAIN	D. Day-The Mellomen
12	4	5	5	BABY, IT'S COLD OUTSIDE	D. Shore-B. Clark
9	4	6	6	SOME ENCHANTED EVENING	J. Stafford-P. Weston Ork
7	22	7	7	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kaydets

(Continued on page 103)

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system. Numerical points total are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental; 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

Week of July 8-14

Songs	Publisher	SI—Sustaining Instrumental				CI—Commercial Instrumental				Add. Sur. Tot.				
		SV	CV	SI	CI	SV	CV	SI	CI					
A Wonderful Guy (South Pacific)	Williamson	3	4	0	7	3	3	1	7	2	5	0	6	118
Again (Road House)	Robbins	1	11	0	8	2	12	2	10	3	4	0	8	173
And It Still Goes	Shapiro	1	14	0	2	0	16	2	2	4	11	0	1	113
Baby, It's Cold Outside (Neptune's Daughter)	Morris	0	4	0	4	0	5	0	5	1	8	0	4	87
Bali Ha'i (South Pacific)	Williamson	5	9	3	10	4	9	7	8	3	6	3	7	199
Candy Kisses	Hill & Range	2	8	0	2	1	9	0	2	2	6	0	2	75
Dreamy Old New England Moon	Leeds	3	9	0	4	0	8	2	4	2	6	0	4	105

(Continued on page 102)

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

(Beginning Friday, July 8, 8 a.m., and ending Friday, July 15, 8 a.m.)

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. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

A Wonderful Guy (M) (R)	Chappell—ASCAP
"A"—You're Adorable (R)	Laurel—ASCAP
Again (F) (R)	Robbins—ASCAP
And It Still Goes (R)	Shapiro-Bernstein—ASCAP
Baby, It's Cold Outside (F) (R)	E. H. Morris—ASCAP
Bali Ha'i (M) (R)	Chappell—ASCAP
Candy Kisses (R)	Hill & Range—BMI
Dreamy Old New England Moon (R)	Leeds—ASCAP
Everytime I Meet You (F) (R)	Feist—ASCAP
Everywhere You Go (R)	Lombardo—ASCAP
Five Foot Two, Eyes of Blue (R)	Feist—ASCAP
Forever and Ever (R)	Robbins—ASCAP
Girl From Jones Beach (F) (R)	Harms, Inc.—ASCAP
How It Lies, How It Lies, How It Lies (R)	E. H. Morris—ASCAP
I Don't See Me in Your Eyes Anymore (R)	Laurel—ASCAP
Just One Way To Say I Love You (M) (R)	Berlin—ASCAP
Kiss Me Sweet (R)	Advanced—ASCAP
Let's Take an Old Fashioned Walk (M) (R)	Berlin—ASCAP
Lora Belle Lee (R)	Santly-Joy—ASCAP
Lover's Gold (R)	Oxford—ASCAP
Merry-Go-Round Waltz (R)	Shapiro-Bernstein—ASCAP
My One and Only Highland Fling (F) (R)	Harry Warren—ASCAP
Riders in the Sky (R)	E. H. Morris—ASCAP
So in Love (M) (R)	T. B. Harms—ASCAP
Some Enchanted Evening (M) (R)	Chappell—ASCAP
Swiss Lullaby (R)	Southern—ASCAP
There's Yes! Yes! in Your Eyes (R)	Witmark—ASCAP
Through a Long and Sleepless Night (F) (R)	Robbins—ASCAP
Weddin' Day (R)	Famous—ASCAP
Who Do You Know in Heaven (R)	Robbins—ASCAP
Younger Than Springtime (M) (R)	Chappell—ASCAP
You're So Understanding (R)	Barron-Pemora—BMI

FOR COMBINATIONS THAT CAN'T BE BEAT . . .

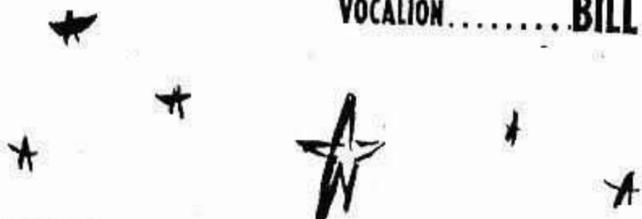
The New
BENJAMIN AND WEISS
tune...



**"I'LL KEEP THE
LOVELIGHT
BURNING"**
(In My Heart)

*...and these
terrific
recordings...*

- CAPITOL.....RAY ANTHONY
- COLUMBIA.....JERRY WAYNE
- DECCA.....DICK HAYMES
with Gordon Jenkins
- LONDON.....VERA LYNN & Sam Brown
- MERCURY.....PATTI PAIGE
- MGM.....GERRY FALIGANT
- RCA VICTOR.....BILL LAWRENCE
- SIGNATURE
(HI-TONE).....ALAN DALE
- VOCALION.....BILL HARRINGTON



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"Ain't She Sweet"

PEARL BAILEY with
Hot Lips Page and bones player
b/w "It's A Great Feeling"

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Immediate Delivery
Any Quantity
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"TEARS IN MY EYES" #216



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AFTER
JULY 26

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MARK THIS UP
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Does a sensational job with

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The **Billboard** MUSIC POPULARITY CHARTS
Part IV
Retail Record Sales
Based on reports received last three days of Week Ending July 15

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically, according to greatest sales. The "B" side of each record is listed in italics.

POSITION	Weeks to date	Last Week	This Week	Record Title	Label
14	1	1.	1.	RIDERS IN THE SKY.....V. Monroe Ork. <i>Single Saddle</i>V 20-3411, 47-2902—ASCAP	
12	2	2.	2.	SOME ENCHANTED EVENING.....P. Como-M. Ayres Ork. <i>Bali Ha'i</i>V 20-3402, 47-2896—ASCAP	
14	3	3.	3.	AGAIN.....G. Jenkins Ork-J. Graydon. <i>Skip To My Lou</i>D 24602—ASCAP	
11	9	4.	4.	BABY, IT'S COLD OUTSIDE.....D. Shore-B. Clark. <i>My One and Only Highland Fling</i>Col 38463—ASCAP	
6	16	5.	5.	YOU'RE BREAKING MY HEART.....V. Damone-G. Osser Ork. <i>The Four Winds and the Seven Seas</i>Mercury 5271	
11	4	6.	6.	BABY, IT'S COLD OUTSIDE.....J. Mercer-M. Whiting-P. Weston Ork. Cap 57-567, 54-582—ASCAP <i>I Never Heard You Say</i>	
9	5	7.	7.	SOME ENCHANTED EVENING.....B. Crosby-J. S. Trotter Ork. <i>Bali Ha'i</i>D 24609—ASCAP	
6	10	8.	8.	ROOM FULL OF ROSES.....S. Kaye-D. Cornell-The Kaydets <i>It's Summertime Again</i>V 20-3441—BMI	
8	11	9.	9.	HUCKLEBUCK.....T. Dorsey Ork-S. Shavers. <i>Again</i>V 20-3427—ASCAP (B. Goodman, Ca 57-576; F. Sinatra, Co 38486; B. Marshall-Cozy Cole Ork, D 48099; R. Milton & His Solid Senders, Specialty SP 328; The Pig Footers, Merc 8130; Big Sis Andrews & Her Huckle-Busters, Ca 57-7000; C. Calloway & His Cab Jivers, Hi-Tone 135)	
19	20	10.	10.	FOREVER AND EVER.....P. Como-M. Ayres <i>I Don't See Me in Your Eyes Anymore</i>V 20-3347, 47-2892—ASCAP	
19	6	11.	11.	FOREVER AND EVER.....R. Morgan Ork. <i>You! You! You Are the One</i>D 24569—ASCAP	
16	8	12.	12.	I DON'T SEE ME IN YOUR EYES ANYMORE.....G. Jenkins-The Stardusters. <i>Because You Love Me</i>D 24576—ASCAP	
15	11	12.	12.	AGAIN.....M. Torme-P. Rugolo Ork. <i>Blue Moon</i>Cap 15428—ASCAP	
18	23	14.	14.	BLUE SKIRT WALTZ.....F. Yankovic and His Yanks-The Marlin Sisters <i>Charlie Was a Boxer</i>Col 12394-F—ASCAP (H. Harding, Grand G-25031; H. Carroll & Carollers, Merc 5252; L. Duchow's Red Raven Ork, V 20-3356; Socach-Habat Polka Ork, Dec 45068, V. Zembrusky, Continental C-1260; Harmony Bells Ork-J. Conway & the Wayfarers, Dana 2042; R. Ross Ork, Vocallon 55095)	
13	—	15.	15.	AGAIN.....V. Damone-G. Osser Ork. <i>I Love You So Much It Hurts</i>Mercury 5261—ASCAP	
5	17	15.	15.	HUCKLEBUCK.....F. Sinatra <i>It Happens Every Spring</i>Col 38486, 1-222—ASCAP	
6	7	17.	17.	THE FOUR WINDS AND THE SEVEN SEAS.....S. Kaye Ork. <i>Out of Love</i>V 20-3459, 47-2923—ASCAP	
22	23	17.	17.	CRUISING DOWN THE RIVER.....R. Morgan Ork. <i>Sunflower</i>D 24568—ASCAP (L. Monti's Tu-Tones, Double Feature DF 2010; The Paulette Sisters-Spotlite Ork, Spotlite 505; The Riddlets-The Hi-Tonians, Hi-Tone 104; Ames Brothers, Coral 60035; B. Barron Ork, MGM 10346; N. Alexander, Monogram 111; H. Carroll & the Carollers, Merc 5249; P. Scala's Ork, London 356; J. Smith-The Clark Sisters-P. DeVol Ork, Cap 15372; D. Majewski Ork, Harmonia H-1215; F. Carle Ork-M. Hughes, Col 38411; Three Suns, V 20-3349)	
9	17	19.	19.	A WONDERFUL GUY.....M. Whiting-F. DeVol Ork. <i>Younger Than Springtime</i>Cap 57-542—ASCAP	
10	15	20.	20.	BALI HA'I.....P. Como-M. Ayres Ork. <i>Some Enchanted Evening</i>V 20-3402, 47-2896—ASCAP	
1	—	20.	20.	AIN'T SHE SWEET?.....Mr. Goon Bones and Mr. Ford <i>The Sheik of Araby</i>Crystalette S-1803 (P. Bailey & The Mariners, Harmony 1054; B. Brothers, Merit 301; M. Herth Trio, Coral 60079; Mr. Goon Bones & Mr. Ford, Crystalette S-1803; Tiny Hill, Mercury 5308)	
5	—	22.	22.	AGAIN.....T. Dorsey Ork-M. Lutes. <i>Hucklebuck</i>V 20-3427—ASCAP	
9	—	23.	23.	AGAIN.....Doris Day-The Mellomen. <i>Everywhere You Go</i>Col 38467—ASCAP	
10	11	23.	23.	I DON'T SEE ME IN YOUR EYES ANYMORE.....P. Como-M. Ayres Ork. <i>Forever and Ever</i>V 20-3347—BMI	
2	21	23.	23.	MAYBE IT'S BECAUSE.....D. Haymes.....D 24650 <i>It Happens Every Spring</i> (Bob Crosby & M. Morgan, Col 38504; C. Thornhill Ork-R. McIntyre, V 20-3456; A. & D. Russell-B. Cole Ork, Cap 57-559; E. Howard & Ork, Merc 5314)	
2	11	26.	26.	ROOM FULL OF ROSES.....D. Haymes.....D 24632—BMI <i>A Chapter in My Life Called Mary</i>	
4	28	26.	26.	BABY, IT'S COLD OUTSIDE.....S. Kaye Ork-D. Cornell. <i>Whispering Waters</i>V 20-3448, 47-2914—ASCAP	
1	—	28.	28.	AGAIN.....A. Mooney Ork. <i>Five Foot Two, Eyes of Blue</i>MGM 10398—ASCAP	
5	17	28.	28.	BABY, IT'S COLD OUTSIDE.....E. Fitzgerald-J. Jordan. <i>Don't Cry, Cry Baby</i>D 24644—ASCAP	
15	—	30.	30.	"A"—YOU'RE ADORABLE...P. Como-Fontaine Sisters-M. Ayres Ork. V 20-3381, 47-2899—ASCAP <i>When Is Sometime?</i>	
1	—	30.	30.	THE FOUR WINDS AND THE SEVEN SEAS.....V. Damone-G. Osser. <i>You're Breaking My Heart</i>Mercury 5271—ASCAP	

WARNING!

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The Billboard
MUSIC POPULARITY CHARTS
PART IV

Retail Record Sales

Based on reports received last three days of Week Ending July 15

BEST-SELLING CHILDREN'S RECORDS

Records listed are those children's records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION	Weeks	Last	This	to date	Week	Week
58	1	1.	LITTLE TOOT (One Record)	Don Wilson-The Starlighters.....Cap DAS-80, CASF-3001		
43	9	2.	BOZO UNDER THE SEA (Two Records)	Vance "Pinto" Colvig, Alan Livingston.....Cap DBX-99		
58	5	3.	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig..Cap BBX-34—DBX-114		
58	2	4.	BUGS BUNNY (Three Records)	Mel Blanc.....Cap CC-64, CCF-3004		
34	7	5.	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records)	Fred Waring and Pennsylvanians.....D CUS-7		
3	2	6.	BOZO'S JUNGLE JINGLES (One Record)	P. Colvig-B. May Ork.....Cap DAS-3011		
25	6	6.	SO DEAR TO MY HEART ALBUM (Four Records)	Walt Disney-B. May, director..Cap BD-124—DD-109, CDF-3000		
46	—	8.	NURSERY RHYMES (Two Records)	Frank Luther.....D CS-5		
31	9	9.	BAMBI ALBUM (Three Records)	S. Temple-Chorus, P. Smith, director.....V Y-395		
1	—	10.	THREE LITTLE PIGS (Two Records)	W. Disney-Don Wilson.....Cap DBX-3013		
28	—	11.	JOHNNY APPLESEED (Three Records)	Dennis Day.....V P-368		
3	—	12.	LITTLE BLACK SAMBO (Two Records)	Paul Wing.....V Y-333		
47	4	12.	BUGS BUNNY AND THE TORTOISE (Two Records)	Mel Blanc-Billy May.....Cap DBX-93		
5	15	14.	MICKEY AND THE BEANSTALK (Three Records)	J. Mercer.....Cap CCX-87		
4	11	14.	SPARKY AND HIS TALKING TRAIN (Three Records)	B. May-Alan Livingston.....Cap BC-66, DC-119		

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

POSITION	Weeks	Last	This	to date	Week	Week
194	1	1.	Clair de Lune	Jose Iturbi.....V 11-8851; 49-0176		
9	2	2.	Bachianas Brasileiras	B. Sayao.....Col 71760-D		
184	3	3.	Chopin's Polonaise	Jose Iturbi.....V 11-8848; 49-0134		
136	4	4.	Warsaw Concerto	Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist.....V 11-8863; 49-0252		
3	—	5.	Faure: Pavane	Liverpool Symphony Ork; Sir Malcolm Sargent, director.....Col 72707-D		

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

Newcomers in this classification this week apparently mirror heavy sales resulting from RCA Victor's clearance sale.

POSITION	Weeks	Last	This	to date	Week	Week
12	1	1.	Rimsky-Korsakov: Scheherazade (Five Records)	San Francisco Symphony Ork; Pierre Monteaux, conductor.....V DM 920		
9	2	2.	Salome (Two Records)	L. Welitsch, Metropolitan Opera Ork; F. Reiner, director.....Col MX 316; ML 2048		
5	—	3.	Facade (Four Records)	E. Sitwell, reader; Chambers Ork; F. Prausnitz, director.....Col MM 829, ML 2047		
9	5	3.	Beethoven: Fifth Symphony (Four Records)	NBC Symphony Ork; A. Toscanini, director.....V DM-640		
16	4	5.	Grieg's Concerto in A Minor (Three Records)	A. Rubenstein, Philadelphia Ork; E. Ormandy, director.....V. DM 900		

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among dealers in all sections of the country. Albums are listed numerically according to greatest sales.

POSITION	Weeks	Last	This	to date	Week	Week
10	1	1.	SOUTH PACIFIC (Seven Records)	Mary Martin-Ezlo Pinza.....Col MM-850		
22	2	2.	KISS ME, KATE (Six Records)	A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond.....Col C-200		
9	3	3.	DICK CONTINO (Four Records)	Dick Contino, Accordion.....Magnolia MA-501		
8	5	4.	SQUARE DANCES (Four Records)	C. Stone and His Square Dance Band.....Cap BD-44		
22	7	5.	VAUGHN MONROE SINGS (Four Records)	V. Monroe Ork.....V P-234		
2	—	6.	OKLAHOMA (Six Records)	J. Roberts, A. Drake, H. DeSilva, C. Holm, L. Dixon With Oklahoma Ork and Chorus, J. Blackton, director.....D 359		
13	—	7.	STAN KENTON ENCORES ALBUM (Three Records)	S. Kenton Ork-J. Christy.....Cap CC-113		
9	—	8.	SUPPER CLUB FAVORITES (Three Records)	P. Como-R. Case-The Satisfiers-L. Shaffer Ork.....V P-237		
1	—	8.	SONGS WITHOUT WORDS (Three Records)	P. Weston Ork.....Cap DCN-170		
4	4	10.	JIMMIE RODGERS MEMORIAL (Three Records)	J. Rodgers.....V P-244		
6	8	10.	SOUTH PACIFIC (Four Records)	Bing Crosby-Danny Kaye-Evelyn Knight-Ella Fitzgerald.....D A-714		

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The Billboard

MUSIC POPULARITY CHARTS

PART V



Juke Box Record Plays

Based on reports received last three days of Week Ending July 15

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 7,558 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. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I.

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
13	1	1	1	RIDERS IN THE SKY	V. Monroe Ork.	V 20-3411, 47-2902—ASCAP
9	2	2	2	SOME ENCHANTED EVENING	P. Como-M. Ayres Ork.	V 20-3402, 47-2896—ASCAP
7	5	3	3	SOME ENCHANTED EVENING	B. Crosby-J. S. Trotter Ork.	D 24609—ASCAP
13	3	4	4	AGAIN	G. Jenkins Ork-Joe Graydon	D 24602—ASCAP
14	10	5	5	I DON'T SEE ME IN YOUR EYES ANYMORE	G. Jenkins Ork-The Stardusters	D 24576—ASCAP
19	4	5	5	FOREVER AND EVER	R. Morgan Ork.	D 24569—ASCAP
4	8	7	7	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kaydets	V 20-3441—BMI
7	6	7	7	BABY, IT'S COLD OUTSIDE	D. Shore-B. Clark	Col 38463—ASCAP
6	11	9	9	BABY, IT'S COLD OUTSIDE	E. Fitzgerald-L. Jordan	D 24644—ASCAP
6	18	10	10	AGAIN	T. Dorsey Ork-M. Lutes	V 20-3427—ASCAP
11	27	11	11	AGAIN	M. Torme-P. Rugolo Ork.	Cap 15428—ASCAP
7	9	11	11	BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-P. Weston Ork.	Cap 57-567, 54-582—ASCAP
6	18	13	13	SOME ENCHANTED EVENING	J. Stafford-P. Weston Ork.	Cap 57-544—ASCAP
16	13	14	14	FOREVER AND EVER	P. Como-M. Ayres	V 20-3347, 47-2892—ASCAP
10	7	15	15	AGAIN	A. Mooney Ork.	MGM 10398—ASCAP
11	20	16	16	AGAIN	V. Damone-G. Osser Ork.	Mercury 5261—ASCAP
10	17	16	16	I DON'T SEE ME IN YOUR EYES ANYMORE	P. Como-M. Ayres Ork.	V 20-3347—ASCAP
5	28	18	18	BALI HA'I	P. Como-M. Ayres Ork.	V 20-3402—ASCAP
6	28	18	18	FOREVER AND EVER	D. Shore-H. Zimmerman Ork.	Col 38410, 1-134—ASCAP
3	28	20	20	ROOM FULL OF ROSES	E. Howard	Mercury 5296—BMI
4	—	20	20	ROOM FULL OF ROSES	D. Haymes	D 24632—BMI
2	23	22	22	YOU'RE BREAKING MY HEART	V. Damone-G. Osser Ork.	Mercury 5271
2	—	23	23	BABY, IT'S COLD OUTSIDE	D. Cornell-S. Kaye Ork.	V 20-3445, 47-2914—ASCAP
3	12	23	23	BALI HA'I	B. Crosby-J. S. Trotter Ork.	D 24609—ASCAP
18	14	25	25	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	Col 12394-F—ASCAP
9	14	25	25	RIDERS IN THE SKY	B. Crosby-K. Darby Singers	D 24618—ASCAP
2	21	25	25	THE FOUR WINDS AND THE SEVEN SEAS	S. Kaye Ork.	V 20-3459, 47-2923—ASCAP
15	16	28	28	"A"—YOU'RE ADORABLE	P. Como-Fontaine Sisters-M. Ayres Ork.	V 20-3381, 47-2899—ASCAP
1	—	29	29	A WONDERFUL GUY	M. Whiting-F. DeVol	Cap 57-542—ASCAP
1	—	30	30	AIN'T SHE SWEET?	Mr. Goon Bones and Mr. Ford	Crystalette S-1803

(H. Harding Grand G-25013; H. Carroll & Carollers, Mero 5252; L. Duchow's Red Raven Ork, V 20-3356; Socach-Habat Polka Ork D 45068; V. Zembrusky Continental C-1280; Harmony Bells Ork-J. Conway & The Wayfarers, Dana 2042; R. Rose Ork, Vocalion 56005)

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MY ONE AND ONLY HIGHLAND FLING
Dinah Shore and Buddy Clark 38463 (1-200)

THE HUCKLE BUCK
IT HAPPENS EVERY SPRING
Frank Sinatra 38486 (1-222*)

LET'S TAKE AN OLD-FASHIONED WALK
JUST ONE WAY TO SAY I LOVE YOU
Frank Sinatra and Doris Day 38513 (1-260*)

AGAIN
EVERYWHERE YOU GO
Doris Day 38467 (1-211*)

LOVERS' GOLD
TILL MY SHIP COMES IN
Dinah Shore 38509 (1-254*)

ST. BERNARD WALTZ
BYE BYE, MY BABY
F. Yankovic 12414-F

ROOM FULL OF ROSES
PUT ALL YOUR LOVE IN A COOKIE JAR
George Morgan 20594 (2-272*)

BLUE SKIRT WALTZ
CHARLIE WAS A BOXER
F. Yankovic 12394-F

SOME ENCHANTED EVENING
BALI HA'I
Frank Sinatra 38446 (1-174*)

COUNTRY BOY
I'M FADING FAST WITH THE TIME
Little Jimmy Dickens 20585 (2-238*)

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The Billboard MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

Based on reports received last three days of Week Ending July 15

PART VI

TRADE SERVICE PLATINUM

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

Weeks to date	Last Week	Position	Record Title	Artist	Label
20	1	1.	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352-BM
4	4	2.	I'M THROWING RICE AT THE GIRL I LOVE	E. Arnold	21-0083, 48-0080-BM
10	3	3.	WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM 10401-ASCAP
10	2	4.	THE ECHO OF YOUR FOOTSTEPS	Eddy Arnold, the Tennessee Plowboy	21-0051-BM
11	5	5.	ONE KISS TOO MANY	Eddy Arnold, the Tennessee Plowboy	21-0051-BM
21	7	6.	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold	21-0002, 48-0042-BM
17	13	7.	TENNESSEE BORDER	R. Foley	46151-BM
13	13	7.	CANDY KISSES	R. Foley	46151-BM
4	-	8.	THE DEATH OF LITTLE KATHY FISCUS	Jimmy Osborne	King 788
1	-	10.	ROOM FULL OF ROSES	Geo. Morgan	20594; 2-272-BM
1	-	11.	I'M THROWING RICE AT THE GIRL I LOVE	R. Foley	46170
4	12	12.	COUNTRY BOY	"Little" Jimmy Dickens	Col 20585
3	7	13.	TENNESSEE POLKA	R. Foley	46170
14	11	13.	I'M BITING MY FINGERS AND THINKING OF YOU	E. Tubb, Andrews Sisters-Texas Troubadors	24592-BM
3	10	15.	SLIPPING AROUND	F. Tillman	Col 20581

WARNING!

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ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

- A Little Love From You**
A. Gibson & His Mountain Melody Boys (I'm a) Mer 6205
- A Tear for Your Heart**
R. Kirk (Honeycomb Waltz) Mer 6204
- After We Are Through**
Big Jeff (Poppin' Bubble) World Records 1520
- Along About Daybreak**
B. Monroe & His Blue Grass Boys (Heavy Traffic) Col 20595
- Arizona Waltz**
R. Allen (Tell Me) Mer 6203
- Automatic Mama**
D. Gibson (Why Am) Mer 6178
- Candy Kisses**
T. Stuckey (Don't You) High Time HT-107
- Cheaters Never Win**
Leon Payne (I'll Stick) Bullet 679
- Country Boy**
"T" Texas Tyler (Show Me) 4 Star 1346
- Crowderville Jail**
C. Washburne (I Was) Cap 57-40210
- Dance of the Goldenrod**
C. Atkins (Telling My) (78) V 21-0090; (45) 48-0089
- Echoes of the Trail**
B. Hughes (Let's Go) 4 Star 1338
- Follow the Rules of the Game**
C. Johnson (In Spite) High Time HT 110
- Gone Like the Leaves in Autumn**
H. Hart & D. Darling (Oklahoma) 4 Star 1342
- Gonna Go Back to Texas**
D. Belmont-Texas Townsmen (Gonna Ride) Bullet 680
- Gonna Ride to the Rainbow**
D. Belmont-Texas Townsmen (Gonna Go) Bullet 680
- Heavy Traffic Ahead**
B. Monroe & His Blue Grass Boys (Along About) Col 20595
- Honeycomb Waltz**
R. Kirk (A Tear) Mer 6204
- Honkey Tonkin'**
Maddox Brothers & Ross (Last Night) 4 Star 1322
- I Was Tryin' To Be True**
C. Washburne (Crowderville Jail) Cap 57-40210
- If My Head Had Only Listened to My Heart**
L. Charney, E. Beal (Secrets) Spinet 1003
- I'll Stick by You**
Leon Payne (Cheaters Never) Bullet 679
- I'm a Walkin' and Talkin' to Myself**
A. Gibson & His Mountain Melody Boys (A Little) Mer 6205
- I'm Gonna Go**
J. Boyd-Cat Thomas (Two Dollar) Spinet 1002
- In Spite of All**
C. Johnson (Follow the) High Time HT 109
- Last Night I Heard You Cryin' in Your Sleep**
Maddox Bros. & Rose (Honkey Tonkin') 4 Star 1322
- Let's Go Back to Yesterday**
B. Hughes (Echoes of) 4 Star 1338
- My Swiss Moonlight Lullaby**
Montana Slim (Streamlined Yodel) (78) V 21-0091; (45) 48-0090
- Oklahoma**
H. Hart (Gone Like) 4 Star 1342
- Poppin' Bubble Gum**
Big Jeff (After We) World Records 1520
- Scattered Love**
C. Johnson (Candy Kisses) High Time HT 108
- Secrets**
L. Charney-E. Beal (If My) Spinet 1003
- Show Me the Way (Back to Your Heart)**
"T" Texas Tyler (Country Boy) 4 Star 1346
- Soft Lips**
H. Thompson (The Grass) Cap 57-40211
- Streamlined Yodel Song**
Montana Slim (My Swiss) (78) 21-0091; (45) 48-0090
- Tell Me, Little Darlin'**
R. Allen (Arizona Waltz) Mer 6203
- Telling My Troubles to My Old Guitar**
C. Atkins (Dance of) (78) V 21-0090; (45) 48-0089
- The Anniversary of My Broken Heart**
Bank Snow (The Blind) (78) V 21-0089; (45) 48-0088
- The Blind Boy's Dog**
Bank Snow (The Anniversary) (78) V 21-0089; (45) 48-0088

The Billboard MUSIC POPULARITY CHARTS
Folk (Country & Western) PART VI
Record Section

Based on reports received last three days of Week Ending July 15

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks to Date	Last Week	This Week	Record	Artist	Label
10	2	1	1	ONE KISS TOO MANY	Eddy Arnold, the Tennessee Plow-boy	V 21-0051—BMI
21	1	2	1	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352—BMI
3	6	3	1	I'M THROWING RICE AT THE GIRL I LOVE	E. Arnold	V 21-0083, 48-0080—BMI
8	—	4	1	WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM 10401—ASCAP
9	3	5	1	THE ECHO OF YOUR FOOT- STEPS	Eddy Arnold, the Tennessee Plow-boy	V 21-0051—BMI
5	7	6	1	TENNESSEE POLKA	R. Foley	D 46170
2	12	7	1	COUNTRY BOY	"Little" Jimmy Dickens	Col 20585
2	—	8	1	NEVER AGAIN	H. Williams and His Drifting Cowboys	MGM 10352
1	—	9	1	SLIPPING AROUND	F. Tillman	Col 20581
3	—	9	1	HADACAL BOOGIE	B. Nettles & His Dixie Blue Boys	Mercury 6190
1	—	11	1	TENNESSEE SATURDAY NIGHT	J. Bond	Col 20545—BMI
1	—	12	1	MIND YOUR OWN BUSINESS	Hank Williams and His Drifting Cowboys	MGM 10461—BMI
15	2	12	1	TENNESSEE BORDER	R. Foley	D 46151—BMI
11	—	14	1	CANDY KISSES	Cowboy Copas	King 777—BMI
37	—	14	1	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	D 46136—BMI
1	—	14	1	COME WET YOUR MUS- TACHE WITH ME	Stabby and The Buccaneers	D 46169

WARNING!

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FOLK TALENT AND TUNES

By Johnny Sippel

Western Wax Wampum: In the third week of The Billboard's July survey of the nation's disk jockeys, which has been answered by 56 wax whirlers across the country, **Hank Williams's "Lovesick Blues"** (MGM) remains the top requested tune, with **Floyd Tillman's "Slippin' Around"** (Columbia); **George Morgan's "Candy Kisses"** (Columbia); **Eddy Arnold's "One Kiss Too Many"** (Victor) and **Pee Wee King's "Waltz of the Alamo"** (Victor) finishing in that order. In rating releases as future hits, the oatune wax spinners continued to tout **Homer and Jethro's "Baby, It's Cold Outside"** (Victor), with **Jimmy Dickens's "Country Boy"** (Columbia); **Red Foley's "I'm Throwin' Rice"** (Decca); **Hank Thompson's "Tomorrow Night"** (Capitol) and **Eddy Arnold's "I'm Throwin' Rice"** (Victor) in that order.

Hillbilly Herald: **Bob Nolan**, leader for years of the Sons of the Pioneers (Victor) has resigned from the group and will devote his time to song writing and music interests. **Ken Curtis**, film star, will take over immediately as Nolan's replacement. Curtis cut sides for several labels previously. In another replacement switch, **Shug Fisher**, Capitol's stammering singer, has taken over with the Pioneers for **Pat Brady**, who is now under contract to Republic pictures.

Tommy Paige, better known as "Butterball" for his work with **Ernest Tubb** (Decca) over WSM, Nashville, has been inked by **Bullet Records**. He has left Nashville and is managed by **Murray Rose**, the Miami folk music promoter. Paige is on **WTVJ**, the Miami video outlet, and is working up a Monday night jamboree for the station. He has organized a new unit, **Butterball and His Red River Boys**, working barn dances at the local Biscayne Palace. He is planning to open a downtown rustic disk shop, where he will do a disk jockey shot. . . . **The Pickard Family**, veteran folk music group, including **Dad and Mother, Ruth, Charlie and Ann**, are doing a video shot, "Sunday at Home," airing via **KNBH, Hollywood**. . . . **Gene Autry** will cut a batch of kidisks for Columbia soon. Autry will be celebrating his 20th anniversary with the firm. . . . **The Bailes Brothers**, **KWKH, Shreveport, La.**, who had records on both Columbia and King during an experimental period, have parted company with Columbia and are inking with **Sid Nathan's** firm. . . . **Paul Simpkins**, d. j. at **WGRM, Greenwood, Miss.**, is working out a deal to stage barn dances locally with the American Legion.

Joe Reaves, d. j. at **WPTF, Raleigh, N. C.**, reports that the **Bailey Brothers (Rich-R-Tone)** on that station are doing very well on personals. . . . **Roy Vernon**, who spins two platter shows at **WIBW, Topeka, Kan.**, recommends **Rodney Morris's "Rancho Serenade"** on **Central, the Kansas City label**. . . . **Fay Santello**, of **WOLF, Syracuse**, reports that she tested interest in her area by sending out autographed pix of h. b. and Western artists. Survey showed that folk packed a real wallop. . . . **"Sleepy" Jeffers** doubles between platter spinning and heading the **Pioneer Pals**, a live unit, at **WTIP, Charleston, W. Va.**

Plenty of rumors buzzing about artist switches at **KWKH, Shreveport, La.**, the enterprising folk music center. **Hank Thompson**
(Continued on page 31)

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KING 4299

★
LONNIE JOHNSON
I FOUND A DREAM
YOU TAKE ROMANCE
KING 4297

★
IVORY JOE HUNTER
THAT'S THE GAL FOR ME
WAITING IN VAIN
KING 4291

★
TODD RHODES
RED BOY AT THE MARDI GRAS
POT LIKKER
KING 4287

★
JIMMIE OSBORNE
THE DEATH OF LITTLE KATHY FISCUS
A BUNDLE OF KISSES
KING 788

★
RED PERKINS
HOE-DOWN BOOGIE
AGGRAVATIN' LOU FROM LOUISVILLE
KING 792

★
HAWKSHAW HAWKINS
THE LONGER WE'RE TOGETHER
WOULD YOU LIKE TO HAVE A
BROKEN HEART
KING 793

★
COWBOY COPAS
IT'S WRONG TO LOVE YOU LIKE I DO
A PACKAGE OF LIES TIED IN BLUE
KING 787

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FRANK PAGE, of
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The **Billboard**
MUSIC POPULARITY CHARTS
Rhythm & Blues Records
PART VII

Based on reports received last three days of Week Ending July 15

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
14	1	1.	1.	TROUBLE BLUES	C. Brown	Aladdin 3024—BMI
				<i>Honey, Keep Your Mind on Me</i>		
23	2	2.	2.	HUCKLEBUCK	P. Williams	Savoy 683—ASCAP
				<i>Hoppin' John</i>		
12	8	3.	3.	TELL ME SO	The Orioles	Jubilee 5005—BMI
				<i>Deacon Jones</i>		
17	4	4.	4.	AIN'T NOBODY'S BUSI- NESS (Parts I and II)	J. Witherspoon	Supreme 1506—ASCAP
12	3	5.	5.	LITTLE GIRL, DON'T CRY	B. M. Jackson and His Buffalo Bears	King 4288
5	8	6.	6.	IN THE MIDDLE OF THE NIGHT	A. Milburn	Aladdin 3026—BMI
				<i>Pot Luck Boogie</i>		
14	5	7.	7.	DRINKIN' WINE, SPO-DEE- O-DEE	"Stick" McGhee	Atlantic 873
				<i>Blues Mixture</i>		
8	7	8.	8.	DRINKIN' WINE, SPO-DEE- O-DEE	W. Harris	King 4292
				<i>She Just Won't Sell No More</i>		
8	15	9.	9.	POT LIKKER	T. Rhodes	King 4287
				<i>Red Boy at the Mardi Gras</i>		
14	—	10.	10.	HOLD ME, BABY	A. Milburn	Aladdin 3023
				<i>Jitterbug Parade</i>		
8	11	11.	11.	COLE SLAW	L. Jordan's Tympany Five	D 24633—ASCAP
				<i>Every Man to His Own Profession</i>		
6	13	12.	12.	CONFESSION BLUES	Maxine Trio	Downbeat 171
				<i>I Love You, I Love You, I Love You</i>		
13	10	12.	12.	HUCKLEBUCK	R. Milton	Specialty 328—ASCAP
				<i>Sympathetic Blues</i>		
4	—	14.	14.	HOBO BLUES	J. L. Hooker	Modern 663
				<i>Hoogie Boogie</i>		
1	—	15.	15.	HE KNOWS HOW TO HUCKLEBUCK	P. Williams & His Hucklebuck- ers	Savoy 702

WARNING!

In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart and whether a record's popularity has increased or decreased. This information is shown in the left-hand column under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
14	2	1.	1.	TROUBLE BLUES	C. Brown	Aladdin 3024—BMI
13	4	2.	2.	LITTLE GIRL, DON'T CRY	B. M. Jackson and His Buffalo Bears	King 4288
7	5	3.	3.	POT LIKKER	T. Rhodes	King 4287
15	3	4.	4.	DRINKIN' WINE, SPO-DEE- O-DEE	"Stick" McGhee	Atlantic 873
24	1	5.	5.	HUCKLEBUCK	P. Williams	Savoy 683—ASCAP
6	14	6.	6.	CONFESSION BLUES	Maxine Trio	Downbeat 171
2	—	7.	7.	I LOVE YOU SO	Pee Wee Crayton	Modern 20-675
2	14	8.	8.	A KISS AND A ROSE	The Charioteers	Col 38438
5	—	8.	8.	RICKY'S BLUES	The Ravens	National 9073
16	8	10.	10.	AIN'T NOBODY'S BUSI- NESS (Parts I and II)	J. Witherspoon	Supreme 1506—ASCAP
3	—	10.	10.	BABY, IT'S COLD OUTSIDE	E. Fitzgerald-L. Jordan	D 24644—ASCAP
2	—	10.	10.	EVERY MAN TO HIS OWN PROFESSION	L. Jordan Tympany Five	D 24633
13	—	13.	13.	HOLD ME, BABY	A. Milburn	Aladdin 3023
8	—	14.	14.	HOBO BLUES	J. L. Hooker	Modern 663
1	—	14.	14.	DRINKIN' WINE, SPO-DEE- O-DEE	L. Hampton Ork	D 24642

ADVANCE RHYTHM & BLUES RECORD RELEASES

Big Three Stomp
Big Three Trio (I Ain't) Col 30166
Daddy Sauce's Airline
G. Ammons & Ork (Little Irv) Mer 8145
Everything Depends on You
J. Hartman (Good-Bye) Mer 8149
Fare Thee, My Baby
C. Gant & His Combo (I'll Remember) 4 Star 1339
Good-Bye
J. Hartman (Everything Depends) Mer 8149
I Ain't Gonna Be Your Monkey Man No More
Big Three Trio (Big Three) Col 30166
I'll Remember You
C. Gant & His Combo (Fare Thee) 4 Star 1339
Let 'Em Roll
C. Williams & Ork (Slidin' and) Mer 8143
Little Irv
G. Ammons & Ork (Daddy Sauce's) Mer 8145
Miss Martha King
B. B. King (When Your) Bullet 309
One Man Blues
A. Laurie (Worried All) De Luxe 3225
Slidin' and Gildin'
C. Williams Ork (Let 'Em) Mer 8143
Tendalayo
Big J. McNeely (Hoppin' With) Exclu-
sive 108X

Tonight I Smile With You
Memphis Minnie & Son, Joe (Jump Lit-
tle) Col 30164
Up in Dodo's Room
H. McGhee (Dilated Pupils) Monogram
146
What More Can a Poor Fellow Do
J. Medlin Ork (If I) Atlantic 877-D, J.
When Your Baby Packs Up and Goes
B. B. King (Miss Martha) Bullet 309
When Things Go Wrong With You
Tampa Red Ork (Come on) V (78) 22-003;
(45) 50-0019
Working Man
H. (Pecle) Wheatstraw Ray (President's
Blues) Dec 48107
Worried All the Time
A. Laurie (One Man) De Luxe 3225
You Turned Your Back on Me
I. Willis (Hen Pecked) MGM 10463
You're My Best Poker Hand
T-Bone Walker (Long Lost) Cap 57-70023
You're the One
D. Dickens Quintet (Arnold Pine) Gotham
G-185
You've Got To Have What It Takes
B. Hall Jones (If I) Cap 5-70011
You're Heartless
The Four Tunes (Careless Love) V 22-
0024
You've Got To Reap What You Sow
W. Davis (Move Back) Bullet 305

VOGEL SUED

(Continued from page 17)
leges, plaintiff is owner of renewal rights. In the second cause of action, Shapiro, Bernstein alleges that the firm now known as Jenkins Music Company assigned its rights to plaintiff in 1942—these rights including the lyrics composed by Sumner, who wrote them while in the employ of Jenkins in 1919. Jenkins had published the tune with the music by Bowman and lyrics by Sumner, and complaint alleges that since September, 1947, Shapiro, Bernstein has been and is the sole owner of the tune as a new work, and of the lyrics of Sumner. Complaint also asks that Vogel be required to deliver up to be impounded during pendency of the action all alleged infringing copies of the music.

COMBINE SET

(Continued from page 17)
territory outside of Philadelphia proper to cover rich industrial districts in Eastern Pennsylvania, Southern and Central New Jersey and Delaware.

Sell NATIONAL Hits!

- 9073—THE RAVENS
"Rickey's Blues"
"The House I Live In"
- 9074—JOHNNY BOTHWELL
"Scotch Plaid"—"Bolero Ballnese"
- 9079—TOMMY EDWARDS
"Just Love, My Sweet!"
"Help! Help!"
- 9080—WINGY MANONE
"Face on Bass"
"Can't Get You Off My Mind"
- 9081—DALLAS BARTLEY
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"You're the Greatest"

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The Billboard MUSIC POPULARITY CHARTS

PART VIII

Record Reviews

Based on reports received last three days of Week Ending July 15

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined

Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for appraisal within the market.

Point listings are maximums. Song caliber, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'ts-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST	RATINGS			
	OVER-ALL	RETAILERS	OPERATORS	DISK JOCKEYS
TUNES				
LABEL AND NO.				
COMMENT				

POPULAR

ARTHUR LEE SIMPKINS
(Jack McLean Ork)
(Crystaletta CR-604)

Marie 45--45--45--45
Simpkins, a fine live performer, doesn't come off well at all on wax. His treatment of the Berlin oldie hardly satisfies.

With Love 45--45--45--45
This is a pleasant song but it is done little justice by Simpkins.

JIMMY HARRIS-THE HITTIMERS ORK
(High Time HT-114)

Would It Be Surprising? 52--52--50--54
Harris sings with an ingratiating quality and certainly is worthy of better songs than this one.

Don't You Ever Forget 56--59--53--56
Harris impresses even more on this weak ballad.

RALPH BRANCA-CARL FURILLO-ERY PALICA-THE EBBETS FIELD CHORUS
(Leslie 918)

The Brooklyn Dodgers Jump, Parts I & II 53--50--50--60
As strictly a novelty, this etching may bring in a pretty fair amount of coin from the vast expanses of Brooklyn. Elsewhere it's valueless. The singing ball players come on like a wilted male Andrews Sisters. Individually they make far better ball players. The tune is nothing more than a batch of unfunny—even silly—blues choruses.

BAILEY BROTHERS
(Merit 300)

Maybe 63--62--64--62
Organ gets a good caliche sound, on this oldie ballad. Corny block-drumming and bones sound like skating rink fare and that's all.

Crackerjack Polka 64--62--68--62
Lively polka is more apt to get sales attention.

PAUL WESTON ORK
(Capitol 57-697)

Reckon I'm in Love 76--76--76--75
Picture gets a fine dance beat by the ork and an adequate vocal interpretation by newcomer Pauline Byrns.

Ooh, If You Knew 75--75--75--75
Chirp Byrns does better with this commercial ballad.

BAILEY BROTHERS
(Merit 301)

Ain't She Sweet 63--62--64--62
Organ, bones, blocks instrumental in an up-tempo version of the oldie.

Sheik of Araby 63--62--64--62
More of the same.

ARTIST	RATINGS			
	OVER-ALL	RETAILERS	OPERATORS	DISK JOCKEYS
TUNES				
LABEL AND NO.				
COMMENT				

JANETTE DAVIS
(Harmony 1048)

Some Enchanted Evening 78--78--79--77
A fine effort by la Davis and a lush orchestral background make this low-priced disk a good buy.

A Wonderful Guy 78--78--79--77
Same comment.

FRANK MULLEC ORK
(Continental 1264)

Tell Me a Story 84--84--83--85
Tune—not last year's pop success, but a new pop polka—registers as Mullec's ork scores in a Yankovic-type rendition.

Pyramid Polka 72--72--70--74
Conventional polka fare, but well played.

BUTCH STONE (Van Alexander Ork)
(Capitol 57-699)

Don't Bring Lulu 70--70--70--70
The semi-Dixieland background lends fine support to this gimmickless version of the old novelty tune.

Pay the Man the Money 74--78--74--70
A musical version of the old "pay the two dollars" vaude routine. Material is better suited than top-side to Stone's talents.

BETTY HUTTON (Joe Lilley Ork)
(Capitol 57-696)

That's Loyalty 85--90--85--80
The ebullient Hutton personality comes thru in fine fashion. Loesser tune for "Red, Hot and Blue" is a natural for big jock play. Ork arrangement excellent. Fine disk.

Hamlet 87--92--89--80
Perfect mating of Hutton talents, Loesser material and ork. Jazzed-up version of Shakespeare's Prince of Denmark story.

THE WAGNERS
(Bullet 1078)

I'm A Rollin' 45--45--45--45
Slow-paced Western with recitation of lyrics doesn't come off.

Lili Marlene 43--43--43--43
Poorly arranged rendition of the nostalgic war ditty, with one vocal chorus winding up several dull instrumental choruses.

BING CROSBY
(Harmony 1007)

Paradise 75--75--75--75
A memorable souvenir of Croz's early days is re-issued here. Should get across-the-board attention, since young and old seem to be suckers for early Bingiana. He was more a tenor here.

She Reminds Me of You 75--75--75--75
More of the same.

(Continued on page 110)

The Billboard MUSIC POPULARITY CHARTS

PART IX

Record Possibilities

Based on reports received last three days of Week Ending July 15

THE BILLBOARD PICKS:

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

IT ALL DEPENDS ON YOU.....Frank Sinatra.....Columbia 38550
An unusual waxing indeed by The Voice. The tune is the familiar oldie, slated for revival in the forthcoming "Jolson Sings Again" flick. The arrangement, by George Siravo, is basically in band style with a lift, and Frank, whose biggest sides have been rhythm tunes, loses it off with more than a trace of Frankie Laine leanings. At any rate, it's sock song selling, aided and abetted by Hugo Winterhalter's usual inspired batoneering.

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.

- WHERE ARE YOU NOW THAT I NEED YOU?.....Doris Day.....Columbia 38507
- WHO DO YOU KNOW IN HEAVEN?.....King Cole.....Capitol 57-680
- TWENTY-FOUR HOURS OF SUNSHINE.....Dick Jurgens.....Columbia 38530
- AT THE CAFE RENDEZVOUS.....Doris Day.....Columbia 38517
- TWENTY-FOUR HOURS OF SUNSHINE.....Art Mooney.....MGM 10446
- LET'S TAKE AN OLD-FASHIONED WALK.....Frank Sinatra-Doris Day.....Columbia 38513
- CIRCUS.....Tony Martin.....Victor 20-3488
- THE CHARLESTON.....Pee Wee Hunt.....Capitol 57-673
- AIN'T SHE SWEET.....Mr. Goon Bones and Mr. Ford.....Crystaletta S-1803
- TEMPTATION.....Billy Eckstine.....MGM 10458

THE RETAILERS PICK:

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

- THE FOUR WINDS AND THE SEVEN SEAS.....Bing Crosby.....Decca 24677
- LET'S TAKE AN OLD-FASHIONED WALK.....Frank Sinatra-Doris Day.....Columbia 38513
- CRYING.....Billy Eckstine.....MGM 10458
- WHO DO YOU KNOW IN HEAVEN?.....King Cole.....Capitol 57-680
- SOMEDAY.....Vaughn Monroe.....Victor 20-3510
- THERE'S YES! YES! IN YOUR EYES.....Kay Starr.....Capitol 57-681
- LET'S TAKE AN OLD-FASHIONED WALK.....Margaret Whiting.....Capitol 57-666

THE OPERATORS PICK:

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

- BE GOODY, GOOD, GOOD TO ME.....Evelyn Knight.....Decca 24655
- MAYBE IT'S BECAUSE.....Dick Haymes.....Decca 24650
- THERE'S YES! YES! IN YOUR EYES.....Larry Green.....Victor 20-3464
- HOMEWORK.....Jo Stafford.....Capitol 57-665
- LET'S TAKE AN OLD-FASHIONED WALK.....Perry Como.....Victor 20-3469
- THERE'S YES! YES! IN YOUR EYES.....Eddy Howard.....Mercury 5296
- TWENTY-FOUR HOURS OF SUNSHINE.....Art Mooney.....MGM 10446
- I'LL KEEP THE LOVE LIGHT BURNING.....Dick Haymes.....Decca 24654

FOLK TALENT AND TUNES

(Continued from page 29)

and Merle Travis were to have met last week with station execs about both Capitol artists joining that outlet this fall. The York Bros. reportedly left the station to work permanently on a Michigan outlet. Johnnie and Jack and Kitty Wells (Victor) are reportedly receiving offers to move to Nashville, with WSM rumored making the best offers. . . . Danny Dedmon (Imperial) has located with Jelly Elliott and His Cowboys at KPLC, Lake Charles, La., after a stint on the Coast. . . . Fiddlin' Andy Sanders is now working with Don Ramsey's Ramblers at CJIC, Sault St. Marie, Ont. . . . George Morgan (Columbia) will be married next month.

Bob Stern, of Leeds Music on the Coast, reports that Decca has inked the Cass County Boys of the Gene Autry troupe. Boys' deal with Modern Records failed to jell. . . . Fenton (Jonesy) Jones, the Coast square dance caller, will cut for Mastertone. . . . Kenny Roberts (Coral), the WLW, Cincinnati, caller, is vacationing at the home of his parents in Massachusetts. . . . The McCoy Brothers, Bob and Red, are working daily with Jon Farmer, the h. b. wax whirler at WAGA, Atlanta. . . . Skeets Yaney, of KMOX, St. Louis, cut his first session for Columbia June 28. . . . The 101 Ranch Boys (Columbia) celebrated their seventh anniversary at WSBA, York, Pa., late in June. Boys are heard twice daily on the station, in addition to their ABC web shot Saturdays at 2 p.m. . . . Johnny Lingo has departed KDIX, Dickinson, N. D., and will tour Canada with his Blue Mountain Gang and Tennessee Valley Folks, with booking by William Green, of the Canadian Orchestra Service. . . . Bill (Dusty) Dallas, the folk music disk jockey at KARM, Fresno, Calif., has started his own wax label, ABC Records, with the first release featuring Bill de Bruin and the Westernaires and the Sunset Ranch Boys. . . . Bob Kliment, the h. b. promoter at WJLL, Niagara Falls, N. Y., reports that he has set Elton Britt (Victor) to headline the "WJLL Jamboree" at the Gorge Auditorium there July 28, while the Sons of the Pioneers work the outdoor jamboree in Hyde Park Stadium, local outdoor site, August 18.

Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

The Billboard MUSIC POPULARITY CHARTS

PART X

Advance Information

Based on reports received last three days of Week Ending July 15

ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- A Wedding in the Park J. Kilty (It Took) MGM 10479
Aloha to Lovely You D. McIntire (My Hawaiian) Dec 25435
Alt Wien Milt Herth Trio (Two Hearts) Coral 60087

- On a Chinese Honeymoon Mills Brothers (Someday) Dec 24694
Pagan Love Song H. Jeffries (Twilight) Col (78) 38538; (LP) 1-287
Poet and Peasant Overture L. Weik Ork (La Chaparrita) Coral 60090

The following abbreviations are being used throughout the list of Advance Record Releases: Cap—Capitol Col—Columbia Dec—Decca Mar—Mercury V—Victor

- Flat Tortillas J. Venuti & the Venuti Trio (The Hot) Tempo Tr 426
Fugitive From Esquire J. Durante (It's My) MGM 30207
Good-Bye B. Eckstine (I Love) MGM 10472
Hang on the Bell, Nellie B. Kay (I've Come) Col 38528

- Through a Long and Sleepless Night C. Thornhill Ork (Moonlight and) V (78) 20-3522; (45) 47-2998
Tuxedo Junction (Parts 1 & 2) H. James & Septet, Col 28526
Twilight H. Jeffries (Pagan Love) Col 38538

CLASSIC & SEMI-CLASSICAL

- Anderson: Serenata Boston Pops Ork-A. Fiedler, Cond. (Anderson: Sleigh) V (78) 10-1484; (45) 49-0515
Anderson: Sleigh Ride Boston Pops Ork-A. Fiedler, Cond. (Anderson: Serenata) V (78) 10-1484; (45) 49-0515
Chopin: Melancolie B. Thebom (Dougherty: Love in) V (78) 10-1485; (45) 49-0516

INTERNATIONAL

- Ach Isabella L. Monti's Tu-Tones (Repast Band) Sharp S1
Army Polka M. Olekson's Ork (Jolly-Dolly Polka) Velvetone V-104
Backtime Polka J. Prindle (Oh, Please) Dec 45078

- Laughing Eyes Polka The Polka Rascals (Moonshine Polka) De Luxe 9157
Moonshine Polka Polka Rascals (Laughing Eyes) De Luxe 9157
Neopolitan Nights M. Zivka and His Polka Boys (Happy Go) Sharp S 3

RELIGIOUS

- Be Still, My Soul F. Shackleton (Cleanse Me) Tru Tone 1045.
Church in the Wildwood Album—The Dixie Four (3-10") Tru Tone DF-400
I Got That Old Time Religion in My Heart O, Rock of Ages Hide Thou Me Softly and Tenderly

- The Baritone Voice of Frank Dennard Album—F. Dennard (3-10") Tru Tone T-11
A Fountain of Love... 1058
Hiding in the Shadow of the Rock... 1057

HOT JAZZ

- Beban Cubop D. Lambert (When the) Cap 57-60014
Blue Lou B. Goodman Sextet (There's a) Cap 57-60009
Blues in Teddy's Flat T. Edwards & Others (Move) Dial 1033

CHILDREN

- Sparky's Music Mix-Up Album H. Blair-T. Reddy-D. May (3-10") Cap CCN-3019

VOX JOX

A National Accounting of Disk Jockey Activities

GIMMIX . . . Pat Wilkins, KELP, El Paso, Tex., has stirred listener interest in an imaginary cricket name George, with whom he holds regular conversations. George talks to Pat via a code of clicks which the audience is beginning to understand. . . . **Herb Gershon** reads poetry on his "Dreamtime" show at WCOH-FM, Newnan, Ga. . . . Unique promotion stunt is the monthly news sheet, *The Mirror*, published by the staff of an afternoon radio program, "Musical Sports Page Matinee" over WJEJ, Hagerstown, Md. This is believed to be the first instance of an individual program having a publication of its own. The sheet is distributed thru the shops of local sponsors of the show. . . . **Jimmy Hinson's** "Midnight Owl Club" at WGGD, Chester, S. C., features listeners' phone calls in which the caller is heard over the air introducing request tunes and making dedications.

CONNECTICUTTINGS . . . **Jim Strong**, formerly at WKNB, New Britain, has joined WTIC, Hartford . . . **Ralph Klein**, WONS, Hartford, reports a new hour show, aired daily from 10 to 11 a.m. . . . **Don Russell**, formerly of WSTC, Stamford, has been announcing on the WABD video station in New York. . . . **Allan Wiley** is the newest jock at WNIK, Norwalk. . . . **Dave Fenton** is spinning 'em at WICH, Norwich. . . . **Helen Wood**, general manager of WCCC, Hartford, devotes daily time on her "Housewives Disk Jockey" show to worthy civic projects or fund drives. . . . **Ivor Hugh**, WCCC, has added "Summertime Listening," a half hour light classical show to his daily sked. . . . The "Cockney Cowboy" show, handled by **Ivor Hugh** and **Bill Martin** on WCCC, is being replaced by "Western Roundup," with Martin at the helm solo. . . . **Elliott Miller**, on the sales force at WHTT, Hartford, has debuted as a jock with the weekly "Saturday Night Dancing Party" show.

STRICTLY FROM DIXIE . . . **Jim Gallogly**, WCOH-FM, Newnan, Ga., has been appearing with the Three Theaters, local stock company. . . . **Murphy Martin**, KTRE, Lufkin, Tex., has been thumping the tubs for the new **Buddy Ryland** band. "Ryland blows terrific trombone, band plays together very well, clean cut and well rehearsed," Martin informs us.

PHILLY PHADDLE . . . Paying off to the winning letter on why he should be the baby sitter, **Eddie Newman** did his late-evening WPEN show recently from the front lawn of the local resident under the glare of kleig lights with the audience treated to sandwiches and soft drinks for joining in on the baby sitting chore. . . . Beeching Motor Company using the town's spinners to lure crowds to its used car location with **KYW's Stu Wayne** kicking off the personal appearances on the part of the local d. j.'s. . . . **Ed Hurst**, who splits the deejay chores with **Joe Grady** on WPEN's "950 Club," now has a daytime solo spinning session of his own on the station—the "Ed Hurst Show."

WESTERN WAX WHIRL . . . **Ken Schleifer** has been upped to assistant station manager and program director at WBYS, Canton, Ill. He continues as pilot of the "Ken's Korner" shellac show. . . . **Bob Baker** has launched a professional deejay career with "Baker, the Wax Man" at KWIL, Albany, Ore. Baker just returned to the States after 18 months of platter programs with the armed forces network in occupied Europe. . . . **Ray Perkins** played host recently to visiting firemen **Dorothy Shay**, **Freddy Nagel**, **Ray Anthony** and **Orrin Tucker** at KFEL, Denver. . . . **Hal Barton**, WTAD, Quincy, Ill., writes that "re-recordings of the all-time favorites by some of the great artists who originally made them famous would be a great help to the disk jockeys. We get requests for the good oldies, but can't play them because they're out of circulation or worn out." . . . **Stew McDonnell**, WIMS, Michigan City, Ind., trekked to Chicago recently with his wire recorder to interview **Peggy Lee**. Stew figures he airs Peggy's platters about 700 times a year. . . . **Dick Long**, WFMU, Crawfordsville, Ind., has a running feud with his engineer on the disks programmed. "Occasionally we become so embroiled over a disk, we threaten to break it," Long writes. "We brought the listeners in on the argument recently over the **Buddy Moreno** "Open the Door Polka," with 50 in favor of breaking it to 40 in favor of preserving it." . . . **Warren (Andy) Anderson**, KSTT, Davenport, Ia., has been canvassing listeners over their preferences in platters of "Riders in the Sky." One interesting letter said, in part, "I Like Vaughn's okay, but tired of it and the song; if you don't like it, then **Wingy** has such a different version that you can enjoy it because you don't like it and can hate this version in a different manner."

ODDS AND ENDS . . . After concluding the highly successful "Far Away Places" contest, entries for which arrived from Timbuctoo and Greenland, **Bill Sommer's** "Melody Unlimited," on WKST, New Castle, Pa., closed due to baseball commitments. Sommer's listeners, however, are following him right thru the summer in his new program, "All Star Dance Parade." . . . **Les Brown**, **Eileen Wilson** and **Ray Kellogg** guested recently on the **Bob Earle** show, KSO, Des Moines. The program originated from Ames, Ia., while the National Intercollegiate Golf tourney was being held. . . . **Howard (Swannie) Swanson**, jock on WJPD, Ishpeming, Mich., raised \$175 via his listeners—in order that the tuberculosis sanitarium at Marquette might continue movies during the summer. The patients are happy again. . . . The gang at WIMS, Michigan City, Ind., are unanimous in saying that the record companies that send out new releases could save themselves some money if the disks were packed right. The last four or five shipments to the station were broken. . . . **Stew McDonnell**, of "Wake Up Time," WIMS, says "Yes Sir, That's My Baby," etched by **King Cole**, is one of his best. "The bongo drums sure add a lot to the group," he adds. . . . **Ray McKinley**, **Frankie Laino** and **Fran Warren** did congratulatory disks for **Eddie Chase's** "Make Believe Ballroom" over CKLW, Windsor, Ont. The station, incidentally, went 50,000 watts, July 15.

More Liberality On Broken Disks

PHILADELPHIA, July 16. — Designed for lightening the load of the record retailer, a more liberal policy on returns of broken records was instituted by Paul Knowles, manager of the record division of Raymond Rosen & Company, local RCA Victor distributors. Under the new plan, all single broken records will be replaced on an even exchange basis, selection number for selection number. On records broken in album sets, singles are also replaced upon return of the broken record from the set.

The Rosen firm will keep a careful check on all claims for credit under this policy to insure that such claims are resulting from "normal" breakage.

Promotion Splurge By Leeds, Victor On Monroe Platter

NEW YORK, July 16.—Leeds Music and RCA Victor are putting a flock of promotional gimmicks behind the Vaughn Monroe etching of *Someday*. RCA is cutting a special disk slated for disk jockeys, tabbed *The Vaughn Monroe Story*. This will contain excerpts of Monroe's hits, beginning with *Tangerine* and including *Riders in the Sky*. Reverse side will be Monroe's job on *Someday* Idea, of course, is similar to the promotional job done by RCA with the *Tommy Dorsey Story* disk. *Someday* promotion, however, will be done on a 12-inch disk.

In addition to this jockey promotion, a flock of tie-ups are being made. One, with Western Union, will be a "Someday Telegram," a standard telegram form designed to reconcile people who have quarreled. Special disk jockey programs to reconcile guys and gals are also being worked out. In the works also are a "Someday" postcard with Monroe's pic on it, and a "Someday" floral bouquet—all presumably to further romance.

Logozzo Quits Band Post

HARTFORD, Conn., July 16.—Rocco D. Logozzo, president of the Federation of Musicians at nearby Meriden, Conn., and a bandsman for many years, has announced his resignation as business manager of the Meriden City Band.

White Christmas No. 1

NEW YORK, July 16.—In the last issue of *The Billboard*, *Begin the Beguine* was reported as having scored No. 1 in the annual Peatman compilation of favorite standards of the 1948-'49 season. This was erroneous. The Peatman chart gives top spot to the Irving Berlin tune, *White Christmas*, followed by Harms's *Tea for Two*. Another Berlin tune, *Blue Skies*, scored third, with Harms's *Begin the Beguine*, fourth.

Modern Music May Revert to Jungle, Says Koussevitzky

HARTFORD, Conn., July 16.—Dr. Serge Koussevitzky, founder and director of the Berkshire Music Center, declared last week at the seventh opening of the Tanglewood School, Lenox, Mass., that modern America is in danger of returning to "jungle music" and "primitive sound."

The neglect of the string instruments, he warned, may eventually force composers to write exclusively for percussion. Placing blame for this "wild and realistic vision" at the doors of those who sacrifice quality for quantity, he said that string instruments often are forsaken because they demand so many years of intensive practice.

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MUSIC POPULARITY CHARTS

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The Honor Roll of Popular Songwriters

By Jack Burton

NO. 29—RAYMOND HUBBELL

"Raymond Hubbell? The name sounds familiar. Wasn't he the guy who wrote *Poor Butterfly*?"

That's about all the modern or bebop generation knows about this prolific composer who during the Golden Age of girl-and-music shows wrote the scores of 30 or more Broadway productions that included six of the annual *Ziegfeld Follies* and a half dozen of the New York Hippodrome spectacles—a tour of duty and achievement that started at the turn of the century and ended when the motion picture sound track changed the capital of the amusement world from New York to Hollywood.

Hubbell, who was born in Urbana, O., June 1, 1879, got off to a flying start as a musical comedy composer after serving a brief apprenticeship as an arranger in the music publishing house of Charles K. Harris in Chicago. In this city he also organized and directed one of the first modern dance bands in the Middle West. His first comic opera was an outstanding success both in the Windy City and New York and stamped him

as a man of musical distinction at the age of 23.

This maiden opus, which bore the name of *Chow Chow* when it had its Chicago premiere in 1902, was the first show to be staged at the historic LaSalle Theater, which had been erected on the site of the Pabst Blue Ribbon Restaurant, one of the Windy City's attractions during the 1893 World's Columbian Exposition. After a season's run in the Illinois metropolis, it was brought to New York where, under the title *The Runaways*, it packed the celebrated Casino for 157 performances and then repeated its metropolitan triumphs on the road for five straight years.

The Shuberts' First Musical

In addition to skyrocketing Raymond Hubbell to fame, *The Runaways* proved most auspicious for three others connected with it. It was the first American musical to be produced by Sam and Lee Shubert, who later made their Winter Garden a famous showcase for other productions that blended maids with melodies. It also took F. Ray Comstock,

who acquired the road rights to *The Runaways*, out of the treasurer's office of the Casino and launched him on a highly successful career as manager and producer.

Few if any rookies in the musical comedy league had as high a batting average as did Raymond Hubbell after he broke into the big time. *Fantana*, his second comic opera, was even more successful than *The Runaways*, hanging up a 298-performance record at New York's Lyric Theater before playing to top receipts on the road. *Mexicana*, his third production, also was a box-office success, while his *A Knight for a Day*, which holds the all-time Chicago record for long runs, made a fortune for its producer, B. C. Whitney, who tramped several companies from coast to coast.

Credited with four hits in four times at bat, Raymond Hubbell became one of the most sought-after composers on Broadway with Lew Fields, Florenz Ziegfeld and Frederic Thompson, of the New York Hippodrome, bidding for his services. In addition, he was Victor Herbert's right hand man in bringing the American Society of Composers, Authors and Publishers (ASCAP) into being 35 years ago. He served as ASCAP director from 1914 to 1941; as ASCAP treasurer from 1917 to 1928, and as chairman of the membership commit-

tee from 1914 to 1937. In these various capacities, Hubbell, who today is the only surviving composer among the nine men who founded the society in 1914, has played a dynamic part in the growth of the organization from a charter membership of 192 to the present membership of more than 1,600 writers and publishers, who divide over \$4,000,000 in royalties annually.

Last Show in 1928

*Twenty-one years have passed since Raymond Hubbell wrote the music for his last Broadway show, *Three Cheers*, in which Will Rogers pinch-hit for the ailing Fred Stone. That was back in 1928, when most of his fellow songwriters were California-bound in the gold rush to the movie lots of Hollywood. Hubbell, however, headed for Miami, where his chief concern is how to cut another stroke or two off his golf score. Many of the Ziegfeld girls he helped to glorify now are grandmothers. The New York Hippodrome, where millions applauded his tunes, has been razed to provide a parking lot. And of the hundreds of songs he wrote, only *Poor Butterfly*, which neither Hubbell nor John Golden thought much of after they had finished it, has survived the blight of obsolescence. Sic transit gloria in Tin Pan Alley and the theater.

RAYMOND HUBBELL'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Musical Comedies and Revues

1903—THE RUNAWAYS

Book and lyrics by Addison Burkhardt, and presented by a cast headed by Edna Goodrich, Alexander Clark, Van Rensselaer Wheeler and Dorothy Dorr, who was replaced by Fay Templeton during the New York run of this production.

PRETTY MAID ADELAIDE
MISS SUSANNA FROM URBANA
FOREVER AND A DAY
THE LAND I LOVE
MY LITTLE HINDOO BELLE
IN SWELL SOCIETY
THE GIRL OF THE TRACK
YET I'M THE SAME LITTLE GIRL
I'M GOING HOME TO DIXIELAND
A KISS FOR EACH DAY IN THE WEEK
IF I WERE A BRIGHT LITTLE STAR
IN THE DAYS WHEN KING SOLOMON RULED
LOVE IS AN AILMENT
STROLLING
MY RADIANT FIREFLY
THE ROSE DANCE
THE ROOSTER DANCE
THE MAIDEN AND THE JAY
Music by William Gould.

1905—FANTANA

Book and lyrics by Robert B. Smith, and with Adele Richie, Julia Sanderson, Douglas Fairbanks, Jefferson de Angells and George Beban heading the cast. M. Witmark & Sons.
NORTH, EAST, SOUTH OR WEST
A LESSON IN ETIQUETTE
IT'S THE GIRL AND NOT THE HORSE
THAT WINS THE PRIZE
THE CAN-CAN VERSUS THE CAKE
WALK
DROP IN ON ME AT LUNCHEON
THE FAREWELL WALTZ
DARBY AND JOAN
MY RICKSHAW OF BAMBOO
HOLD THE LANTERNS HIGH
LAUGHING LITTLE ALMOND EYES
THE SECRET
WHAT WOULD MRS. GRUNDY SAY?
TAMMANY
By Vincent Bryan and Gus Edwards.
SONG OF THE PIPE
THE GIRL AT THE HELM
THAT'S ART
JUST MY STYLE

1906—MEXICANA

Book by Clara Driscoll, lyrics by Robert B. Smith, and presented by a cast headed by Christie MacDonald, Caro Roma, Blanche Deyo, Thomas Q. Scarborough, Joseph Herbert and Edward Martindel. Mills Music, Inc.
HOW DO YOU ACCOUNT FOR THAT
UNITED WE STAND
TAKE CARE, SENOR
HARK TO THE VOICE OF YOUR LOVER
THE FICKLE WEATHER VANE
I AM THE WIZARD OF WALL STREET
GRAFT
WE'VE GOT A LOT TO LEARN
MAJOR MARIORY

I'VE HEARD SO MUCH ABOUT YOU
I WAS JUST SUPPOSING

1906—MAM'ELLE SALLIE

Book and lyrics by Harry B. Smith, and co-starring Katie Barry, the English comedienne, and John Slavin.
THE SWEET GIRL GRADUATE
EVERY LITTLE OBJECT HAS A HISTORY
A MILLION
I'M A LAWYER
I'D LIKE A SITUATION JUST LIKE THAT
LIFE IS A SEE-SAW
FAREWELL, PROSPERITY
THESSALY
HER PORTRAIT
LA DANCE PARISIENNE
LOVE MAKES THE WORLD GO ROUND
AND I LAUGHED
YOU NEVER TOLD ME THAT BEFORE
WE MARRIED
HURROO, HURRAY AND HURRAY FOR THAT
WHISTLE WHEN YOU WALK OUT

1907—A KNIGHT FOR A DAY

Book and lyrics by Robert B. Smith, and presented by a cast headed by Sallie Fisher, May Vokes, John Slavin and Percy Bronson.
THE SWEET GIRL GRADUATES
MARCELINE'S MEAT SAUCE
I'D LIKE A SITUATION JUST LIKE THAT
WHAT FOOLS WE MORTALS BE
LIFE IS A SEE-SAW
MY VERY OWN
CORSIKA
THE LITTLE GIRL IN BLUE
THE BOLD BANDITTI
HURRAY, HURRAY, HURROO FOR THAT
WHISTLE AS YOU WALK OUT
THE GIRL OF THE GREAT DIVIDE

1908—THE GIRL AT THE HELM

Book and lyrics by Robert B. Smith, and co-starring Cecil Lean and Florence Holbrook. Mills Music, Inc.
IN MY LITTLE RUNABOUT
I DON'T LOVE YOU WELL ENOUGH FOR THAT
THE LONG GREEN
IN WALKED BILL
THE MAN I MARRY MUST BE A MAN
ALL I WANT IN THE WIDE, WIDE
WORLD IS YOU
FISHING IS AN ART
NOT ALL BUT NEARLY
YOU'RE ALL THE WORLD TO ME

1909—THE MIDNIGHT SONS

Book and lyrics by Glen MacDonough, and with Harry Fisher, Fritz Williams, Lotia Faust, George Monroe, Taylor Holmes, Vernon Castle, Gladys Moore and Blanche Ring heading the cast. Charles K. Harris Music Publishing Co., Inc.-Jerry Vogel Music Co., Inc.
HIGH, HIGH, HIGH
JUST CALL ME BILL
MY FIREFLY LADY
THE LITTLE MARY GARDENERS
THE SOUBRETTE'S SECRET
MY SIST' TERAZIN

PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1892 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

CINDERELLA AT THE SHOE STORE

THE BILLIKEN MAN
THE CYNICAL OWL
YANKEE HONEYMOON
EILY RILEY
LITHOGRAPH LAND
TRUE BLUE
CARMEN THE SECOND

1909—THE AIR KING

Book and lyrics by Harry B. Smith, and starring John Slavin in a cast that included Josephine Hall and Thomas Meighan. Jerry Vogel Music Co., Inc.
THERE IS NO SUCH THING AS LUCK
I'D LIKE TO GO UP IN AN AIRSHIP
NEWPORT IS WAITING FOR ME
THE GIRL I USED TO KNOW
ART WITH A CAPITAL "A"
I WANT TO BE KISSED BY A MATINEE
IDOL
FAREWELL, PROSPERITY
I SAVED HIS LIFE
POLLY

1910—THE JOLLY BACHELORS

Book and lyrics by Glen MacDonough, and co-starring Nora Bayes and Jack Norworth in a cast that included Billie Taylor, Elizabeth Brice, Gertrude Vanderbilt, Nat Fields, Stella Mayhew and Josie Sadler. Charles K. Harris Music Publishing Co., Inc.-Jerry Vogel Music Co., Inc.

TAX, THE BACHELORS

ROSA ROSETTA
THE RED CROSS GIRL
THE LUNCHEON LINE
HAS ANYBODY HERE SEEN KELLY?
By C. W. Murphy, Will Letters and W. J. McKenna, Famous Music Corp.
PLEASE, OH, PLEASE
LANGUAGE OF SIGNS
WHAT AM I GOING TO DO TO MAKE
YOU LOVE ME
STOP THAT RAG
WALK THIS WAY
FRESHIE, OH, FRESHIE
THE SINGLE BIRD
WE'UNS FROM DIXIE
SAVANNAH
THE AIRSHIP JOY RIDE
YOUNG AMERICA
Words and music by Jack Norworth and Nora Bayes.
COME ALONG MY MANDY
Words and music by Jack Norworth and Nora Bayes.

1910—THE BACHELOR BELLES

Book and lyrics by Harry B. Smith, and starring Adeline Genee in a cast that included Frank Lalor, Eva Fallon and Mae Murray. Remick Music Corp.
TRYING IT ON
A POPULAR GIRL
IT'S STYLE THAT MAKES THE GIRL
SHE TRIMMED THEM ALL SO NICELY
THE BACHELOR BELLES
WHY DON'T YOU BE NICE TO SOME
NICE FELLOW
I'M DYING FOR YOU
EVERYBODY BRUSHES BY
SONG OF THE FASHIONS
IN VANITY FAIR

KISSES AT AUCTION

IF I JUST THINK OF HER
YOU'VE BEEN KISSING THE BLARNEY
STONE
WHAT HAS BECOME OF THE GIRL I
USED TO KNOW
ROSES AND BUTTERFLIES
THE SUMMER GIRL
GIVE US A RAGTIME TUNE
THOSE WERE HAPPY DAYS
CARMENITA

1911—THE NEVER HOMES

Book by Glen MacDonough, lyrics by E. Roy Goetz, and presented by a cast headed by George Monroe, Jess Dandy, Joseph Santley, Bessie Clifford and Helen Hayes. Charles K. Harris Music Publishing Co., Inc.-Crawford Music Corp.-Jerry Vogel Music Co., Inc.
TONIGHT'S THE NIGHT
THERE'S A GIRL IN HAVANA
Music by A. Baldwin Sloane.
TAKE ME ALONG WITH YOU, DEAR
I'M ALL FOR YOU
FIRE BELLES
THE FIRE LADIES' BALL
THE KISS BURGLAR
Music by A. Baldwin Sloane.
THAT SPOOKY TUNE
Music by A. Baldwin Sloane.
GOOD MORNING, JUDGE
FIRST LOVE DAYS
THE BASEBALL GIRL
HERE WE ARE SCRUBBING
JUST A BIT OF LINGERIE

1911—THE THREE ROMEO'S

Book and lyrics by R. H. Burnside, and presented by a cast headed by Peggy Wood, Georgie Calne, William Danforth and Fritz Williams. Harms, Inc.
ALONG BROADWAY
ANABELLA JEROME
DIVORCE
HE'S CRAZY
IT'S NICE TO HAVE SOMEONE TO
LOVE LIKE YOU
HUMPTY AND DUMPTY
MARY ANN WHERE ARE YOU?
I'VE BEEN LOOKING FOR A GIRL
LIKE YOU
MOONLIGHT
EXPERIENCE
OH, ROMEO
THAT'S BETWEEN YOU AND ME
SHE DIDN'T SEEM TO CARE

1911—ZIEGFELD FOLLIES OF 1911

With Maurice Levi. Book and lyrics by George V. Hobart. With Bessie McCoy Davis, Leon Errol, Walter Percival, Tom Dingle, George White, the Dolly Sisters, Bert Williams, Harry Watson and Fanny Brice. Harms, Inc.
NEW YORK
THE WIDOW WOOD
BE MY LITTLE BABY BUMBLE BEE
By Stanley Murphy and Henry Marshall.
THE GIRL IN PINK
IMITATION RAG
TAKE CARE, LITTLE GIRL
TEXAS TOMMY

MY BEAUTIFUL LADY
WOODMAN, WOODMAN, SPARE THAT TREE

By Irving Berlin.
EPHRAHAM
By Irving Berlin.
THAT'S HARMONY
By Grant Clarke and Bert Williams.

1912—**ZIEGFELD FOLLIES OF 1912**
Book and lyrics by Harry B. Smith. The cast was headed by Leon Errol, Harry Watson, Bernard Granville, Bert Williams, Lillian Lorraine and Rae Samuels.
HURRY, LITTLE CHILDREN
YOU MIGHT AS WELL STAY ON BROADWAY
ROMANTIC GIRL
YOU GOTTA KEEP COIN'
MOTHER DOESN'T KNOW
THE BROADWAY GLIDE
IN A PRETTY LITTLE COTTAGE
SOCIETY CIRCUS PARADE
GOOD OLD CIRCUS BAND
IN A PRETTY LITTLE WHITE HOUSE

OF OUR OWN
By Blanche Merrill and Leo Edwards, Mills Music, Inc.
DIP, DIP, DIP
BEAUTIFUL, BEAUTIFUL GIRLS
ROW, ROW, ROW
By William Jerome and Jimmy Monaco.
DADDY HAS A SWEETHEART AND MOTHER IS HER NAME
By Gene Buck and Dave Stamper.

1913—**THE MAN FROM COOK'S**
Book and lyrics by Henry Blossom, and with Flavio Arcaro, Walter Percival and Fred Walton heading the cast. Harms, Inc.
ALL FOR YOU
GIRL OF CHANCE
A LITTLE WORLD FOR TWO
NAPOLI
PERHAPS
TRAVELOCUES
YOU AND I
WE CAN'T DO WITHOUT MEN
A LITTLE POT OF TEA
WHY IS A GIRL? DO YOU KNOW?
A WOMAN'S WORK IS NEVER DONE
THE LITTLE TIN SOLDIER AND THE LITTLE RAG DOLL

1913—**A WINSOME WIDOW**
A musical comedy founded on Charles H. Hoyt's "A Trip to Chinatown," and presented by a cast headed by Harry Kelly, Charles J. Ross, Charles King, Leon Errol, Kathleen Clifford, Elizabeth Brice, Frank Tinney, the Dolly Sisters, Mae West, Jack Clifford and Emmy Wehlen. Harms, Inc.
TEACH ME EVERYTHING YOU KNOW
YOU'RE A REGULAR GIRL
THEY MEAN MORE
I TAKE AFTER DAD
POUSSE CAFE
PICCOLO
SONGS OF YESTERDAY
THE FRISCO
COULD YOU LOVE A GIRL LIKE ME
FASCINATING GIRL
I NEVER KNEW WHAT EYES COULD BE

By Stanley Murphy and Henry Marshall.
STRING A RING OF ROSES
By Billy Jerome and Jean Schwartz.

1913—**ZIEGFELD FOLLIES OF 1913**
Book and lyrics by George V. Hobart. Ann Pennington made her "Follies" debut in this production in a cast that included Nat Wills, Leon Errol, Frank Tinney and Elizabeth Brice. Harms, Inc.
YOU MUST HAVE EXPERIENCE
KATIE ROONEY
NEW YORK, WHAT'S THE MATTER WITH YOU
GOING THERE
THE RACTIME SUFFRAGETTE
IF A TABLE AT RECTOR'S COULD TALK
PANAMA
HELLO, HONEY
SLEEP TIME, MY HONEY
YOU'RE SOME GIRL
ISLE D'AMOUR
By Earl Carroll and Leo Edwards.
NEVER TOO OLD TO LOVE
Gene Buck and Dave Stamper contributed the following numbers to the score:
JUST YOU AND I AND THE MOON
EVERYBODY SOMETIME MUST LOVE SOMEBODY
WITHOUT YOU

1914—**ZIEGFELD FOLLIES OF 1914**
With Dave Stamper. Book by George V. Hobart, lyrics by Gene Buck, and Ed Wynn making his Follies' debut in a cast headed by Vera Michelena, Ann Pennington, Gertrude Vanderbilt, Arthur Deagon, Leon Errol and Bert Williams. Harms, Inc.
BE CAREFUL WHAT YOU DO
I'M A STATESMAN
I'VE GOT HIM NOW
THE HURDY-GURDY MAN
I'M CURED
BECAUSE I CAN'T TANGO
RACTIME REGIMENT
THE LONE STAR GIRL
THE FUTURIST GIRL
SAVE YOUR LOVE FOR ME
UNDERNEATH THE JAPANESE MOON
GOOD NIGHT
NIGHT LIFE IN OLD MANHATTAN
NOBODY SEEMS TO KNOW
TANGORILLA
PRUNELLA MINE
NOTHING TO WEAR
MY LITTLE PET CHICKEN
THERE'S SOMETHING IN THE AIR IN SPRINGTIME
AT THE BALL THAT'S ALL
By J. Leubrie Hill.
ROCK ME IN A CRADLE OF LOVE
By J. Leubrie Hill.

1915—**FADS AND FANCIES**
Book and lyrics by Glen MacDonough, and presented by a cast headed by Frank Moulton, Tom MacNaughton, Madge Lessing, Leo Carrillo and Laura Hamilton. Harms, Inc.
COME ACROSS
I'M SEEKING A THRILL

SONGWRITERS COMING UP!

July 30 Issue
WILLIAM C. HANDY
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The Billboard Will Present

HARRY CARROLL
WALTER DONALDSON
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HARRY TIERNEY
PETE WENDLING
PERCY WENRICH
LOUIS B. HIRSCH
A. BALDWIN SLOANE
RICHARD WHITING
RUDOLPH FRIML
JEROME KERN
... And Others

LOVE ME, LOVE MY DOG
IT'S HEAVEN TO BOHEME
HONEY
I'M STILL SINGLE
I'M LONELY FOR ONLY ONE
MARY ANN O'SAN
THE HUNT BALL
MUSIC WITH MEALS
WE'LL TAKE CARE OF YOU HERE
THOSE GIRLS OF LONG AGO
THEY DO YOU MUCH BETTER AT HOME

NEVER AGAIN
ALIMONY ALLEY
THE YUCCA TANGO

1915—**HIP HIP HOORAY**
Book by R. H. Burnside, lyrics by John Golden, and with Arthur Deagon, Bells Storey, Nat Wills, Toto and John Philip Sousa and his band being headlined in this New York Hippodrome production. Harms, Inc.
HIP, HIP, HOORAY
FOR THE HONOR OF THE FLAG
THE LADDER OF ROSES
MY CUTIE DOLL
MY FOX TROT WEDDING DAY
THE WEDDING OF JACK AND JILL
I'D RATHER BE A LAMP POST ON OLD BROADWAY
By Benjamin Hapgood Burt.
MY LAND, MY FLAG
By Marcus C. Connelly and Zoel J. Paranteau.
CHIN CHIN (OPEN YOUR HEART AND LET ME IN)
By A. Seymour Brown.
SAN SAN SOO (IN A SAMPAN FOR TWO)
By Percy Edgar and Alfred J. Lawrence.

1916—**THE BIG SHOW**
Book by R. H. Burnside, lyrics by John Golden, and with Toto, the clown, and Paylowa, the dancer, sharing headline honors in this New York Hippodrome production. Harms, Inc.
HIPPODROME STREET PARADE
HELLO, I'VE BEEN LOOKING FOR YOU
POOR BUTTERFLY
Sung by Haru Onuki and the Kim City Four.
(Available on the following records: Columbia 36732 in Set C-102, The Benny Goodman Sextet; Capitol 10159 in Album GC-103, The Pied Pipers; Capitol 10130 in Album CD-81, Paul Weston and His Orchestra; Decca 18297 in Album A-280, Deanna Durbin; RCA Victor No. P (27627) in Album P-88, Leo Reisman, Jack Kelly and Anita Boyer).
WE'LL STAND BY OUR COUNTRY
COME ON DOWN TO RACTIME TOWN
THE GOOD SHIP HONEYMOON
QUEEN OF THE LAND OF SNOW
MY SKATING GIRL

1917—**ZIEGFELD FOLLIES OF 1917**
With Dave Stamper and a patriotic finale by Victor Herbert. Book and lyrics by George V. Hobart and Gene Buck, with Will Rogers and Eddie Cantor making their Follies' debut in a cast that included Irving Fisher, Walter Catlett, Lillian Tashman, W. C. Fields, Bert Williams, the Fairbanks Twins, Dorothy Dickson and Carl Hyson, Fannie Brice, Allyn King and Peggy Hopkins. Harms, Inc.
MY ARABIAN MAID
BEAUTIFUL GARDEN OF GIRLS
THE POTATO BUG
HELLO, DEARIE
JUST YOU AND ME
CHU, CHIN, CHOW
JEALOUS MOON
HOME, SWEET, HOME
By Ring Lardner.
UNHAPPY
By Henry Creamer and J. Turner Layton.
BECAUSE YOU'RE JUST YOU
Music by Jerome Kern.
CAN'T YOU HEAR YOUR COUNTRY CALLING
Music by Victor Herbert.
THAT'S THE KIND OF A BABY FOR ME
By Alfred Harrison and Jack Egan.
MODERN MAIDEN'S PRAYER
By Ballard MacDonaid and James Hanley.

1917—**CHEER UP**
Book by R. H. Burnside, lyrics by John Golden, and with Nat Wills, the tramp comic, and Harry Houdini, the magician, getting top New York Hippodrome billing. Harms, Inc.
MELODY LAND
BEAUTIFUL QUEEN OF THE NILE
MY BRIDAL ROSE
CHEER UP, LIZA
JOY TOWN
WON'T YOU FOLLOW ME THERE
WHAT A WONDERFUL MATE YOU'LL BE
ONE, TWO, THREE
THE BLUSHING BRIDE AND GROOM
Lyrics by William Jerome.

WHEN OLD NEW YORK GOES DRY
By Benjamin Hapgood Burt.

1918—**THE KISS BURGLAR**
Book and lyrics by Glen MacDonough, and presented by a cast headed by Fay Bainter, Janet Velle and Armand Kalisz. Harms, Inc.
HE LOVED, HE LOVES ME NOT
A LITTLE CLASS OF ONE
SINCE I MET WONDERFUL YOU
ONE DAY
THE MANTLEPIECE TRAGEDY
THE SHIMMERING, CLIMMERING NILE
I WANT TO LEARN TO DANCE
THE GIRL I CAN'T FORGET
BECAUSE YOU DO NOT KNOW
THE LITTLE BLACK SHEEP
THE ROSE
YOUR KISS IS CHAMPAGNE

1919—**HAPPY DAYS**
Book and lyrics by R. H. Burnside. A New York Hippodrome show that featured Belle Story, Happy Jack Lambert and the Hanneford Family in a circus riding act. Harms, Inc.
LET'S GO TO FAIRYLAND
JAZZ TIME CITY
LOVE IS VERY WONDERFUL
BE A PARTY AT THE PARTY TONIGHT
DON'T YOU REMEMBER THOSE SCHOOL DAYS
HAPPY DAYS
LIFE'S A RACE
THE STATELY AMERICAN ROSE
THE MARRIAGE OF THE LILY AND THE ROSE
MY SING SONG GIRL
SOMEWHERE THERE'S SOME GIRL
I FOUND THE GIRL I'VE BEEN LOOKING FOR
BEAUTIFUL GOLDEN LAND

1919—**AMONG THE GIRLS**
Book by Roi Cooper Megrus and Henry Blossom, lyrics by Henry Blossom and Glen MacDonough, and starring Percival Knight. Harms, Inc.
LADIES' DAY
I'M A HUMAN POUSSE CAFE
I WANT TO GO BACK TO WAR
SAYONARA
I'M MARRIED, I'M SINGLE, I'M DIVORCED, I'M IN LOVE
YOUR CIGARETTE
THE OVERSEAS GIRL
TELL ME TONIGHT
IN DREAMS ALONE
M-O-N-E-Y
COME ON, JIM
KING SOLOMON
THE NIGHT HAS A THOUSAND EYES
WE HEAD FOR LITTLE OLD NEW YORK TOMORROW
THE CAMOUFLAGE CLUTCH

1919—**MISS MILLIONS**
Book and lyrics by R. H. Burnside and starring Valli Valli. Harms, Inc.
DON'T SAY GOOD-BYE
DREAMS
THE FARMER'S DAUGHTER
IF YOU'LL JUST WAIT A LITTLE WHILE
I KNOW THAT I'M IN LOVE
MARY

1920—**GOOD TIMES**
Book and lyrics by R. H. Burnside, and starring Joe Jackson, the tramp cyclist, in a New York Hippodrome production in which the disappearing diving girls provided a spectacular finale. Harms, Inc.
YOUTH AND TRUTH
WAKE UP, FATHER TIME
THE LAND I LOVE
THE WEDDING OF THE DANCING DOLL
HANDS UP
JUST LIKE A ROSE
HELLO, IMAGINATION
I WANT TO SHOW YOU COLORLAND
SING A SERENADE
WELCOME TRUTH
TRUTH REIGNS SUPREME
YOU CAN'T BEAT THE LUCK OF THE IRISH

1921—**SONNY BOY**
Book and lyrics by George V. Hobart, and with Carl Randall, Ernest Glendinning and Emma Dunn as featured members of the cast. Harms, Inc.
I'M IN LOVE, DEAR
DREAM
SONNY
MY CHUM
PEACHES
HOMETOWN BLUES

1922—**BETTER TIMES**
Book and lyrics by R. H. Burnside. Long Tack Sam, Powers' elephants and Marceline, the French clown, were the headline attractions in this New York Hippodrome production. Harms, Inc.
AN UP-TO-DATE TUNE
BETTER TIMES
BLOWING BUBBLES ALL DAY LONG
GRAND OPERA BALL
MY GOLDEN DREAM SHIP
PEACH BLOSSOM TIME
TALE OF A FAN

1922—**THE ELUSIVE LADY**
Book and lyrics by Glen MacDonough, and starring Julian Ellinge. Harms, Inc.
DESERT LOVE
HEART O' ME
WHEN YOU'RE ASLEEP IN YOUR BED AT NIGHT
I'LL BREAK THE HEARTS OF MEN WHO BREAK THE BANK AT MONTE CARLO
A TUNE LIKE YOU
FASCINATION
VIOLIN AND CELLO
A CUTE LITTLE BEAUT FROM BUTTE, MONTANA

1927—**YOURS TRULY**
Book by Clyde North, lyrics by Anna Caldwell, and presented with a cast headed by Irene Dunne and Leon Errol. Harms, Inc.
FOLLOW THE GUIDE
MAYFAIR
SHUFFLIN' BILL
LOOK AT THE WORLD AND SMILE
SOMEBODY ELSE
THE GUNMAN

THE LOTUS FLOWER
QUIT KIDDIN'
MARY HAS A LITTLE FAIR
DON'T SHAKE MY TREE
I WANT A PAL
YOURS TRULY
JADE
HIGH YALLER
DAWN OF DREAMS

1927—**THE GIRL FROM COOK'S**
Book and lyrics by R. H. Burnside, Harms, Inc.
I'M IN LOVE, IT'S A WONDERFUL FEELING
LOVE IS NOT ALWAYS JUST WHAT IT SEEMS
THE ROAD TO HAPPINESS
STELLA
YOU TELL HIM

1929—**THREE CHEERS**
Book and lyrics by R. H. Burnside and Anne Caldwell. Fred Stone planned to make this musical his Broadway farewell, but during the rehearsals, he was taken ill and Will Rogers substituted for him in a cast that included Dorothy Stone, Patsy Kelly and Allan Edwards. Harms, Inc.
THE AMERICANS ARE HERE
LADY LUCK
MAYBE THIS IS LOVE
IT'S AN OLD SPANISH CUSTOM
BECAUSE YOU'RE BEAUTIFUL
BOBBY AND ME
THE SILVER TREE
SEE IT'S GREAT TO BE ALIVE
PUTTING ON THE RITZ
TWO BOYS
HAPPY HOBOES
BRIDE BELLS
POMPANOLA
By Buddy DeSylva, Lew Brown and Ray Henderson.

Interpolated Numbers in Stage Musicals

1908—**ABOUT TOWN**
Lyrics by Joseph Herbert.
THE GIBSON GIRL
GOSSIP
THERE'S NO ROOM FOR A DEAD ONE ON THE CAY WHITE WAY
A FRENCH TONIC

1919—**HITCHY-KOO OF 1919**
Lyrics by Glen MacDonough. Harms, Inc.
LILY OF LONGACRE SQUARE
RESURRECTION RAG

1924—**ZIEGFELD FOLLIES OF 1924**
Lyrics by Gene Buck. Harms, Inc.
A NIGHT IN JUNE
MONTMARTRE

1925—**ZIEGFELD FOLLIES OF 1925**
Lyrics by Gene Buck. Harms, Inc.
I'D LIKE TO CORRAL A GIRL
HOME AGAIN
IN THE SHADE OF THE ALAMO
I'D LIKE TO BE A GARDENER IN A GARDEN OF GIRLS

First 'Basic Jazz' Album To Debut

NEW YORK, July 16.—The first in a new series of basic jazz albums will make its debut September 1 on Folkways label. The entire series, for which five albums are already set, will be composed of material dubbed from old jazz and blues sides dating back as far as 1910. None of the music will be freshly waxed, as was the case with Capitol's History of Jazz series. One album is to be released monthly, with all sets sold direct to stores by the diskery.

The disks, unbreakable 10-inch platters, will carry up to five minutes of music to the side but will play on standard 78 r.p.m. phonos. The basic jazz series, which will emphasize the social-musical background of jazz, is directed by Joe Asch, with material selections made by Charles Edward Smith, who will also do the program notes. Advisors are Fred Ramsey, author, and Howard Courlander, an anthropologist.

The initial album release, to feature New Orleans vocal blues, is dedicated to the late trumpeter, Bunk Johnson. Participants, besides Johnson, are Leadbelly, Ma Rainey and Lonnie Johnson. Most of the sides were cut many years ago for labels that are now defunct.

Andrews Gals To Cut One

NEW YORK, July 16.—Andrews Sisters were scheduled to cut the *Wedding of Lilli Marlene* for Decca this week. Diskery and Leeds Music, which secured American rights to the tune from Box and Cox, British firm, are arranging for special promotion via a disk for jockeys. This disk, on the reverse of the straight recording of the tune, will have a recorded version of *The Mystery of Lilli Marlene*.

NATIONAL AGVA CHALLENGED?

Coast Revolt May Force It To Use Power

Fight Centers Around Rio

(Continued from page 3)

anti-AGVA drives.

That the attempt to bolt AGVA is a serious move was indicated in a secret confab between revolt leaders and Ray Menhennick, Local 47 AFM member and a delegate to the union's recent convention in San Francisco. Before the convention began, Menhennick was solicited by a group of AGVA members here to bring the problem before the AFM national board and determine how AGVA members could shift to AFM. Menhennick is understood to have pitched for the AGVA group at the AFM confab but received no commitments.

More recently, however, the same dissatisfied AGVA members have approached C. L. Bagley, local AFM official and veepee of the national federation, with a plea to pave the way for a switchover. Bagley has as yet not met with the group but indicated he would listen to any pitch and report to his superiors. Bagley told *The Billboard*, however, that AFM by-laws would probably need altering if a serious effort is made to raid AGVA. By-laws could be changed only by national convention which will not meet again until next year. Meanwhile, only exploratory talks can be held.

Basis of squawks against AGVA stem from charges of intimidation and threats to members, lack of strong leadership, arbitrary and unfair rulings and general weakened financial and political structure within the union. Rio has denied charges and warned against subversive action by AGVA members, thus widening the breach between majority elements and the revolting minority.

To stem the tide, Rio last week warned that he would invoke powers under AGVA's constitution to punish members found working against the union. For authority, Rio cited Article 17, Section 1, of AGVA's by-laws.

While only a handful of dissatisfied (See *COAST REVOLT* on oppo. page)

"Ice-Capades" Visit Expected to Shoo A. C. Doldrums

(Continued from page 6)

the banner Fourth of July holiday week-end.

Nitery owners, earlier optimistic about the season's outlook, are now more realistic about it. All fear that the resort has become a week-end town—at least, that's the only time the vacationists seem to find their way into a nitery. Even the "unofficial" green light to some of the spots that the gambling room can now be lit up has failed to provide the expected lure.

Four niteries are operating casinos, with the green light said to be good until horse racing season gets under way mid-August. However, two of the rooms dropped all entertainment, while the other two are still offering floorshows in spite of the "unofficial" order that gambling and entertainment were not to be mixed. It is figured that if the rooms drop the entertainment, it will keep the family trade away and not give rise to any rumors that the town is wide open again.

From the patron's standpoint, skimpy budgets and skimpy entertainment rosters are reason enough to keep 'em from attending night spots. Case in point is Sam Singer's Club Harlem, which has only a "good" floorshow to offer, and even with a \$1.85 admission tariff manages to fill the large room even on week-days. But for the most part, it's become a vicious circle, with the nitery ops saying they won't spend for talent until the ringside tables are at least filled, and the patrons staying aloof until something inviting is offered them.

Witten Joins Grades

NEW YORK, July 16.—Larry Witten, formerly with the Eddie Sherman Coast office, joins Lew and Leslie Grade, Ltd., soon as an associate. He will work with Eddie Elkort, who heads up the New York operation of the English firm.

Witten will not specialize in any one department of the outfit, since it is set up so that execs work in all. He brings with him Zero Mostel and is working on a legit deal with George Abbott.

Hollyw'd Showbiz Comeback; Niteries, Legit Boom Again

(Continued from page 3)

week of *Salute to Gershwin* (spot's previous bill) was 3,160 persons while the current show (Jack Cole dancers, Merry-Macs and Emil Coleman) pulled 3,368. Biz increase is evidenced by the weekly average between April 20-May 22, which figured at 3,000 persons as compared to the May 24-July 3 average of 3,500. Biz at the Grove is a little over last year's mark during the corresponding period. At that time

AGVA, Equity To Talk Status Of Woolf Outfit

NEW YORK, July 16.—A confab is slated between a committee from Actors' Equity and one from the American Guild of Variety Artists (AGVA) to try to settle jurisdiction of the Stanley Woolf Players. The meeting takes place July 20 or 22, and Equity will be represented by Phil Loeb, Raymond Massey, Charles Tate and Margaret Gibson. Among the AGVA reps will be Jimmy Lyons and Dewey Barto.

AGVA adamantly contends that the legit shows are tab shows and belong in its jurisdiction and that it has representatives in the mountains who can police the Woolf Players adequately. Woolf offers many hotels so much entertainment for so little that he substantially cuts into bookings that vaude acts would get in the borscht circuit. AGVA acts get \$30 a show, while the actors get \$25 a week, plus room and board, according to an agreement Woolf has made with Equity.

Woolf contends that he does not need to operate with any union's permission, that he does full length legit versions of plays which run from an hour and 45 minutes to two hours, and that AGVA acts furnish their own material, props, wardrobe, etc., while the thesp only acts and production expenses are paid by the producer.

In any event, AGVA is pushing the matter to a decision.

Frankie Laine was appearing and by 1948 standards was doing big biz.

Earl Carroll's reports attendance has tripled since spring. Ciro's H. D. Hover told *The Billboard* his Sunset Strip swankery is enjoying a 25 per cent boost in biz. Beatrice Kay is currently packing 'em in. Biltmore Bowl's Joe Faber says biz is definitely on the increase. Larry Potter's Supper Club in San Fernando Valley states: "Our business has been building, building, building. . . ." Arthur Blake is continuing a long engagement at the spot. Charley Foy's, other Valley nitery, claims biz is jumping with Ben Blue, Sid Fields and Uncle Willie taking the bows. Billy Gray claims his Ban' Box has increased biz by 10 per cent. Eddie Allen, one of the partners in the newly re-opened Florentine Gardens, says spot's biz is getting stronger from day to day.

Palladium B. O. Builds

Danceries are enjoying a boost in take. Russ Morgan at Hollywood Palladium is continuing to build his b. o. draw. Normally, ballroom booked bands for a four-five-week stand, claiming bands taper off during latter part of their engagement. Morgan is in for an eight-week stand, longest ever played by a batoner, but instead of tapering, attendance grows from week to week. Beach front ballrooms, Casino Gardens, Aragon and Spade Cooley's Santa Monica Ballroom, are currently enjoying their seasonal biz.

Los Angeles legit is now nearing its wartime boom grosses. Six theaters are doing top biz, with three of them hanging out the SRO card. Threesome includes *Kiss Me*, *Kate*, *Show Boat* and *Streetcar Named Desire*. (See *H'wood Showbiz* on opp. page)

Boston AGVA Execs Protest Bd. Ruling On Parkers' Claim

NEW YORK, July 16.—Execs of the Boston local of the American Guild of Variety Artists (AGVA) have protested the decision of the National Arbitration Board upholding the claim of the Parker brothers against agent Paul Jordan for a week's salary. This ruling was a reversal of one made by the performers' local in the Hub, which ruled for the agent. The act had appealed

Case arose out of a date booked by Jordan in the Town Casino Schenectady, N. Y., last December. The performers appeared ready for work, but said they were not used when the owner canceled his booking arrangement with the 10 per center. The act claims he exceeded his authority by booking them in the club three weeks ahead, when he had a two-week cancellation clause in his agreement with the owner. Jordan already has paid them their week's salary.

The Boston local execs state that "if the national board goes against our ruling, in our area, we are looked upon as imbeciles. Unless we are upheld . . . there is no need of an executive board." The execs at national headquarters point out in rebuttal that performers must have somewhere to appeal, if their grievances are to be given full and impartial consideration.

Chicago Flesh Resurrection Big

Palace Vaude Revival Gets Good Grosses

Video, Air Plugs Nil

CHICAGO, July 16.—Despite terrific competition at the Oriental and Chicago theaters, rival Loop houses, revival of straight vaude at the Palace brought a "reaction which was way ahead of very good motion picture openings at the house," according to Frank Smith, local RKO exec. Smith, who would not give out gross (See *Chi Palace's Revival*, page 38)

Social Security Angle Defined For Borscht Circuit Talent

NEW YORK, July 16.—A decision made here this week defines exactly who the employer of an act is at the borscht resorts, so that, in the event Social Security returns are needed, the performers know who is responsible. The matter of getting Social Security returns after short engagements at mountain hotels has always been a source of difficulty for entertainers.

The ruling was made Tuesday (12) at a meeting held between Jimmy Lyons, Eastern representative for the American Guild of Variety Artists (AGVA), and Morris Oppenheim, the attorney for resort operators in the Catskills. It was decided that the

hotel is the employer when it buys acts direct or thru an agent. However, the booking agent becomes the employer when he sells a package to hotels.

Nitery-Strawhat Combo

HARTFORD, Conn., July 16.—Felix Ferdinando, owner of Club Ferdinando, local night club, has revealed plans to turn the spot into a combination restaurant-summer strawhat theater for the season, with the start of the new policy slated for the latter part of July. Productions will be handled by Chamberlain Brown, with the initial show to be *John Loves Mary*.

VAUDEVILLE REVIEWS

Palace, New York (Thursday, July 14)

Capacity, 1,700. Price range, 55 cents-\$1.20. Chain booker, Dan Friendly. Number of shows, four daily. Show played by Don Albert's house ork and staged by David Bines.

A spotty layout, one which plays without a really boff turn, had an overflowing-standee house for the Thursday (14) afternoon show which gave warm receptions to each of the eight offerings. Oddly enough, with two dancing acts out of eight, they're spotted back to back, the Sylvia Manon Trio playing fifth, and followed by the Mercer Brothers. With a wealth of variety on the bill, it's difficult to see the logic behind this placing.

The nearest thing to a real sock is Kate Murtah (Murtagh Sisters—please note different spelling), now doing a song-impression routine, all but the opening *My Bill* being special material. A hard working performer, the husky voiced gal does take-offs on various would-be singers—a drunk, an operatic tyro and a Negro maid, as well as a number setting forth the lament of a gal dancing instructor. Her uninhibited style of performance punches the numbers over, but her king-sized, resonant burp, used to highlight the drunk bit, is in questionable taste. She played third.

Comedy Measure

There's a good measure of comedy, with Mantan Moreland and Nipsy Russell, fourth; the Mercers, sixth, and Eddie White, next-to-closing. White hasn't been around in some years, reportedly having worked further West for some time. His song and gag act scored well, but with a lot of summer vacationing kids in the house, he could have eliminated a few lines. His Jewish accent stories give his act a somewhat borscht belt circuit flavor, altho several of 'em really pulled howls. Moreland, with Russell doing a good straight, does his standard unfinished sentence bit, familiar for years, but surefire.

The Mercer freres not only dance well but give their work a welcome and rare touch of comedy thruout. They open doing precision stuff, go into challenge and close with a funny Latin-American take-off. The preceding act, the Sylvia Manon Trio, offers straight adagio twirling and twirling, well received, but giving the impression of being a recently built act.

The opener is a good trampoline act, the Bouncing Bodos, two men and a girl. They're on a bit too long before they get into the close, a series of back somersaults by the boy who also does the comedy bouncing. He did around 30 at the show caught to get off strong. The deucers are two puppeteers, Pat Hill and Larry Delma, whose production work with the dolls is quite effective, including a grandmother and baby in a crib number; a Negro pianist and skeleton number, and a singer, cooch dancer and trumpeter. It might be advisable to shift the mike a bit away from stage center in the boy crooner number, since maestro Don Albert's noggin partially blocks vision.

The closer is the veteran standard Kim Yen Soo & Company, an elderly Chinese and two trim Chinese gals. His illusions, disappearances and one quick protean bit are good, but the Houdini-type finish, when he's locked into a chest, breaking out instantaneously, with one of the girls replacing him, is a sure pleaser.

The film is *Massacre River*, and biz is very good. Jerry Franken.

Radio City, Minneapolis (Tuesday, July 12)

Capacity, 4,100. Price range, 55 to 85 cents. Number of shows, four daily.

Anyone who doubts that Minneapolis, at least, is flesh hungry should have been around for the Frankie Carle-Mills Brothers opener here. First stageshow in this town in more than a year, the bill forced a sellout and shuttered the box office before 8 p.m. on opening day (Friday), followed by more of the same Saturday and Sunday. When they stopped selling tickets, lobby and foyer were jammed, crowding the ticket taker against his box, while on the outside the line extended more than a block.

Carle always draws in this town, but never before like this. He was highly deserving, however, as he came thru as a polished showman in comparison with his earlier appearances here. His daughter, Marjorie Hughes, is indeed an improved thrush who sells well, having gotten the early jitters out of her system.

The Mills Brothers were solid sellers in their first local appearance in some years. Only weak spot on the bill were Jack Mann and Irv Benson, whose comedy fell flat. The material appeared to be older than they are. They could use a writer with new ideas, and Benson should clean up the lines, especially for the afternoon shows which attract kids. If flesh is dead, it's from stuff such as theirs.

Carle Is Highlight

Carle opened with a novelty tune based on the types of music his ork offers. Bob Locken, singer, wasn't on long enough, with only two bary numbers, *How It Lies and You Were the Only Girl in the World*. An ork novelty, *Alabama Bound*, is followed by Canary Hughes's *Look What You've Done to My Heart* and *Chick With the Band*.

Highlight of the ork program, followed by the Mann-Benson stint, was Carle at the piano alternating new and old for half a dozen numbers to terrific mitting.

The four Mills singers, with a fifth as guitarist, wound up the 65-minute show with six numbers to show stop. The boys were in good humor and fine voice and enjoyed being in front of the mike as much as the audience wanted them up there. Their *Paper Doll* and *Basin Street Blues* were the tops of a good set of ditties. Applause was deafening after *Up the Lazy River*.

Pic, *Beautiful Blonde From Bashful Bend*. Jack Weinberg.

HOLLYWOOD SHOWBIZ

(Continued from opposite page) sire. *Streetcar* is collecting a \$30,000 weekly average, one of the top grosses for the Biltmore. Kate is sold out for the engagement, and established a record on advance sales. Greek Theater's *Show Boat* is proving to be the best b. o. grosser in the three-year history of the Gene Mann outdoor presentations. Ken Murray's *Blackouts*, always strong at the b. o., continues to draw at a \$17,000 weekly average. *Accent on Youth* shows a stronger first night than the preceding play at the El Patio, while *Blood in the Streets* is filling the Coronet Theater.

Fattening showbiz purse has two causes: Return of the tourist trade and boost in motion picture production. Nitery ops can well join voices for a chorus of *Thank God for the Tourist*.

Paramount, New York (Wednesday, July 13)

Capacity, 3,654. Prices, 55 cents-\$1.50. Four shows daily; five Saturdays. House and chain booker, Harry Levine. Show played by Jimmy Dorsey's band.

Potent box-office appeal of Peggy Lee and Jimmy Dorsey, plus a well-balanced supporting bill, make the Paramount's new show top-drawer entertainment.

Radiant in a tight, blue sequin gown, la Lee sang as well as she looked—and she looked terrific. Rich melodic backing by Dave Barbour's quintet provided a perfect musical setting for her sexy, smooth warbling. Teeing off with a bouncy arrangement of *Careless Hands*, Miss Lee segued into *Can't Help Lovin' That Man*. Her highly stylized phrasing gave the standard torcher a decided lift and drew a big hand. She wisely undersold *Riders in the Sky*, strictly baritone material and hardly suitable for the very feminine Miss L. The blonde looker scored her biggest hit with a lush, creamy rendition of *Bali Ha'i*, and closed with her familiar trade-mark, *Manana*. Miss Lee's cute south-of-the-border accent injected some life into the done-to-death novelty tune, but the final set of special lyrics didn't come off.

Jimmy Dorsey is still a big name draw, but it's been a long time since he waxed a hit record and his band doesn't generate the show-stopping excitement that it did back in 1940. Smooth and subdued, the band leader did a competent emcee job and scored a personal success with a sax and clarinet solo on *Finger-Bustin'*. The band's nostalgic medley of *Maria Elena* and *Green Eyes* (Dorsey's two most popular records) was a sure-fire applause-getter. Larry Noble and Claire Hogan, attractive youngsters, turned in satisfactory mimic jobs on the vocals, using the exact inflections and trick phrasings of the original waxers, Helen O'Connell and Bob Eberle.

Comic Georgie Kaye displayed a good sense of timing and some fresh material. His act moved fast and was a real crowd-pleaser. Kaye's switch take-off routine of a Frenchman imitating Gene Autry and Al Jolson proved a sock encore, and he finally had to beg off.

Tip, Tap and Toe, standard turn, rounded out the bill. Their solo and trio terp routines on a raised platform were excellent and gave the show an effective change of pace.

Pic, *The Great Gatsby*.

June Bundy.

Coast Revolt May Force AGVA To Show Power

(Continued from opposite page)

members have so far shown their hands, the union's greatest fear is that should AFM indicate willingness to play ball with revolvers, other AGVA members would move to AFM, cueing similar action elsewhere and mushrooming to a national debacle.

Rio has so far made no attempt to carry out threats against revolvers but indicated his patience had reached the breaking point. To his credit, administration of the local territory has been efficient, particularly Rio's campaign against free benefits and amateur shows. Most striking test was Rio's defiance of the Los Angeles newspaper fraternity when he banned talent from working a recent Press Club benefit show. Rio nixed the performance on grounds that the show was not a legitimate benefit.

Another unknown quantity in future developments is Miss Bale, who has returned here and remains in touch with dissatisfied members. Miss Bale met with a group of AGVA members at her home last week to discuss her grievances against the union.

Rio, meanwhile, continues to gather support from the local group, having won over many doubting AGVA-ites who objected to Bale's transfer and dismissal. He still faces the stiffest test, however, in nipping the revolt plot and winning over holdouts from among Bale supporters.

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NIGHT CLUB REVIEWS

**Florentine Gardens,
Hollywood**

(Friday, July 1)

Capacity, 900. Price policy, \$1 admission; drinks, 50 cents up; dinner, \$1.65 up. Shows at 9:30 p.m. and 12. Owners-operators, Barney Van Der Steen, Eddie Allen and Mark Hansen. Booking policy, non-exclusive. House booker, Eddie Allen. Estimated budget this show, \$2,500.

Lights are again bright at the Hollywood Boulevard nitery. Under Frank Bruni, spot folded a year ago to the tune of \$100,000 in the red. Earlier this year Hal Stanley changed it to the Cotton Club, but after 10 weeks threw in the sponge. New owners-operators feel they have the know-how and the coin to make the Florentine pay. They include Barney Van Der Steen of the Hotel El Rancho Vegas, Mark Hansen of the Paramount theater chain, and Eddie Allen, also connected with the El Rancho. First show, *Grandfather's Follies*—a Gay '90s revue—indicates new management is on the right track.

It offers patrons plenty of entertainment at prices within reach of the middle-class purse—admission \$1 with drinks at 50 cents and dinner at \$1.65. Gay '90s idea permits the use of broad comedy, down-to-earth acts, and plenty of old-time songs. However, before the show can hope to attract biz, Eddie Allen will have to do plenty of weeding out and tightening up to give the revue pace and punch. Revue is at its weakest with its two headliners—Vernon and Draper dance duo and emcee-comic Harry Savoy.

Weak Comedy

Vernon and Draper are sad as a comedy dance team. Their attempts at rib-tickling only spurs yawns. Vet showman Savoy should know better than to use some of those yellow and frayed devices he does and should be able to sense that his material is miles away from clicking. Particularly ill-advised was the comic's attempt to go straight for a scene from *Richard III*—even if he could do Shakespeare, the night club platform is not the place to display his talents.

Best of the lot were the singing waiters, the fresh looking line and Jimmie Grier's dance music.

Lee Zhito.

**Lookout House, Covington,
Kentucky**

(Monday, July 11)

Capacity, 600. Price policy, \$2.50 minimum. Shows at 8 and 1. Operator, Lookout House, Inc. Manager, S. D. Alex. Booking policy, Frank Sennes, exclusive. Publicity, Sive & Rosenfield, Inc. Estimated budget this show, \$5,000. Estimated budget last show, \$4,500.

This is topflight nitery fare, smartly routined and packed with youth. The Kings and Their Ladies (8), pretty and accomplished steppers directed by Buddy King and wife, get the show rolling with an imaginative *West Point Garden Party*, with the Kings offering top-drawer ballroomology in a solo shot to warm mitting. Colorful garb here and at the wind-up, a speedy *Oriental Fantasy*, matches well the line's sharp precisionists.

Ruby Ring's graceful acro turn maintains the solid pace. She amazes diners with her contortionists and goes thru a potpourri of ace balance turns, handwalks and familiar stair caperings that send her away a solid winner.

Mickey Manners, youthful and smartly tailored comic, handles the emcee chores and his own slot like a vet. He's a definite comer. Material, however, could stand a hypo, despite the fact that the customers missed some of the smart chatter he tossed their way. His projection is good, his timing and pace something to be admired, and he packs an abundance of personality.

Back again after a year's absence is Billy Farrell, bary with the Bob

Chez Paree, Chicago

(Thursday, July 14)

Capacity, 525. Shows at 8:30, 12 and 2. Price policy, \$3.50 minimum. Operators, Joe Jacobson and Mike Fritzel. Booking policy, non-exclusive. Producer, Dorothy Dorben. Publicity, Bob Curley. Estimated budget this show, \$5,800. Estimated budget last show, \$7,000.

This class spot is making its first experiment with a record name as headliner, with the trial working out only fair because the squares are not yet alerted to Billy Eckstine's MGM wax warbling. Tho biz is down, patrons lay it on heavy for the ex-Hines baritone. Eckstine, a handsome lad who deserves a break on MGM film, is singing greater than ever. His once uncontrolled vibrato is as smooth as silk and his presentations, ranging from *Jealousy to Yours*, brought sock response. Eckstine's rendition of *Old Man River* is so good that it deserves preservation in shellac. He won two deserved callbacks.

Willie Shore has a bundle of new comedy material, most of which is top caliber, but a cold house didn't give in until he had punched five minutes. He has a couple of double entendre stories, long situation bits, which pulled yocks. Shore, who never has handled this type stuff before, did so well with it that he should add more. He went into high gear with his soft-shoe and tap dancing at the finale. His great stepping plus natural comedy ability, would make him great material for a legit musical. Shore's bow-off bit, with Illinois's Atlantic City beauty candidate, Trudy Germa, in which he drapes the girl with a futuristic dress using a piece of printed material, is too slow.

Stan Kramer, assisted by his mother and dad, has taken over the spot vacated by the Bunin Puppets when they went into video. Lad has dolls such as Betty Hutton, Carmen Miranda, Bill Robinson and a drunk, all of which are tops for realism. His closer, in which the trio parade a line of five figures doing the cakewalk, won a salvo.

The Paysees, in the opening slot, had a rough assignment, but the male's adroit handling of the blond partner put them into the win column immediately. A young team, they're just right for this room because of the excellent aerial work, which gives even those in the rear a good idea of what they are doing.

The Dorothy Dorben Adorables contributed two well-costumed numbers, with the parasol finish the best. Willie Shore's closing assist in the number enhanced the routine. Cee Davidson's ork did a swell job, especially with Eckstine's numbers.

Johnny Sippel.

Hope airshow. A polished performer on his previous visit, he's a much better salesman now and has enhanced his showmanship immensely. Wins payers with the interest he takes in his chores and the relish with which he gets under a tune. Gives 'em eight numbers and then warms up to the job by dishing up throatings of such heartthrobbers as *Blue Skies*, *So in Love*, *Powder Your Face With Sunshine*, *Don't See Me in Your Eyes Any More* and *Slow Boat to China*. After two recalls he wound it up with *You've Changed* and a new tune, *And It Still Goes*, recently disked for MGM.

Bob Snyder's ork continues to back the show in standout style as well as providing sock terp tunes. Genevieve Dae is at the Steinway at the Wonder Bar.

Bob Doecker.

Malkan Gets Athletic Post

HARTFORD, Conn., July 16. — Samuel Malkan, former vaudeville performer, is Connecticut's new State athletic commissioner.

**Chi Palace's
Revival Clicks**

(Continued from page 36)
figures, did say that if the first two days' crowds hold out, a satisfying gross would be accrued.

House, which opened Thursday (14) after a decade without flesh, had a line a half-block long after the first house had been filled. Hold-out ropes were up all day. Mayor Martin Kennelly cut the red ribbon to open the door at 9 a.m.

While the house got good press, it failed to raise the rumpus here that occurred in New York. *The Chicago Tribune*, heaviest circulated sheet, failed to carry a line opening day or Friday, but a columnist promised a full story for Monday's paper. Other sheets came thru with column and half-column reviews, plus scattered pix describing the opening show in laudatory fashion. Video and radio plugs were almost nil.

While a number of acts were reportedly in the house, only Willie Shore, dancing comic, and Mercedes, old-time mentalist, made appearances as a part of the first show. In the second show, Stepin Fetchit, comic, took a bow.

Early success of the Palace resurrection of vaude is notable in the face of stiff competition. The current four disk jockey package at the Chicago Theater (4,200 seats, from 50 to 98 cents daily) registered a shattering \$69,000 with acts including Vic Damone, Al Morgan, the Treniers and Evelyn Knight. Platter spinners are Linn Burton, Ernie Simon, Eddie Hubbard and Dave Garrowa. The B & K flagship house had been registering grosses in the vicinity of \$50,000 since spring. Pic is *The Girl From Jones Beach*.

At the Oriental, a package featuring Frankie Laine, with Monica Lewis, Ming and Ling and Lewis and Van racked up \$50,000 in its second week. House has a 3,200 seat capacity, with a duet scale from 50 to 98 cents daily. The pic is *It Happens Every Spring*. Both the Oriental and Chicago theaters were holding despite competition of the Palace.

Palace has the advantage of its new price slash (*The Billboard*, July 16) with an 80-cent top weekdays, as compared to the rivals' 98-cent top. Pic at the Palace is *The Judge Steps Out*.

Palace show, which ran 70 minutes, was a fast, well-balanced presentation. Berk and Hallow opened with a fair precision tap, warming up when the rubber-legged male went into some exceptionally fine eccentric cleating. The Chords have worked out a routine of impreses that's loaded with current continuity, doing a number of recent hits that won good mitting.

Fanny and Kitty Watson have switched to a cowgirl format in place of their wartime WAC program. Gags are about the same, but crowd, especially the oldsters, chuckled plenty. Bob Hammond's birds went thru the standard paces, getting exceptional response despite a number of local appearances recently.

Mack, Ross and Brown tore thru some fine slapstick tumbling and acrobatics, throwing in just enough straight stuff to maintain a top pace. Dwarf's tumbling is unusual and full of comedy. Wally Brown did his usual dangling partiple routine, breaking it up here. Guy's parody about growing old is still a little too deep for a vaude audience that's bound to be full of moppets.

Dolinoff and the Raya Sisters, with their standard black magic session, and Pat Rooney Sr., split the biggest hands of the show. Rooney's explanation of the return of vaude, describing it as the "college of show business," was sincerely delivered and well received. The veteran's hoofing reaped a mitt equal to that of any headliner who's worked locally in the past year.

Nick Francis and the 10-piece Palace ork did an excellent job of working the opening show.

Davis-Pully Snag Over Florida Law Straightened Out

MIAMI, July 16.—Settlement Tuesday (12) of the dispute between Danny Davis and B. S. Pully which threatened to put the entire State of Florida on the out-of-bounds list has cleared up a molehill which was fast becoming a mountain. Davis, one of the operators of Kitty Davis's Cafe Miami, had notified the American Guild of Variety Artists (AGVA), thru his attorneys, that his interpretation of Florida law was that the union's system of having cafe owners put up cash bonds was contrary to State law. If the Davis contention had been sustained, AGVA might have had to declare the State out-of-bounds.

The Davis move was made because of his resentment at a decision recently rendered by the AGVA (See Davis-Pully Snag on page 42)

Review

Sylvia

(Reviewed July 12 at Nats Comisar's La Normandie Restaurant, Cincinnati)

Sylvia, former WLW canary, has become a valuable asset with her pianistics and caroling in the cocktail lounge of this popular eatery located in the heart of town. Now in her second year here, she holds a ticket to remain as long as she likes.

Not only is the comely brunette solid in the entertainment department but she serves equally as well as the house's official greeter, calling most of the customers by name, and beating off a couple of bars for them, as they parade thru the portals. It strikes the vanity, and thus the customers love it. Her knack for remembering names and faces stands her in good.

Sylvia totes a capacious repertoire from the pops thru the semi-classics, and she sells both her vocal and piano work in topnotch fashion. She also has her zany moments when she employs a keen sense of humor to kibitz and make small talk with the folks at the bar and tables from her perch in front of the Steinway. Occasionally, too, she calls for one of the patrons to do a guest shot vocally or at the piano. Her carefree, easy style has made her highly popular here, and she is regarded as one of the gang by all the regulars who make the popular spot. She's a handy gal to have around.

Bill Sachs.

Philly Niteries Trim Nut For All-Summer Operation

PHILADELPHIA, July 16.—Altho nitery business around town has been blotto since the hot spell set in, this season finds the town's bonifaces sporting hardier chins than in former summers. Where mid-summer would find wholesale shutterings under the pretense of renovating the spot for the new season, the nitery boys aim to stick it out this season. Paramount is the realization that, if they close down now, they may never find the courage to reopen in the fall, apart from the fact that prospective patrons might get a notion that the nitery form has passed out entirely as a medium of entertainment.

In order to survive the summer lull and at the same time assure institutional for the night spot, the operators have pruned their budgets to the proverbial bone. Cutting hasn't been confined to the floorshow alone, with slicing also extending to the kitchen and service help. Other spots, such as Ciro's, class musical spot in the center-city zone, have installed sandwich bars to entice daylight hour trade as a possible source of added income.

Rumors to the contrary, town's two major spots are determined to see it thru. At the Latin Casino, where the big floor names used to hold forth, Jack Lynch has cut the budget to the bone, but still large enough to bring in Al Nesor to head the new floorshow. The Click also modified its policy. Instead of spending all the show budget on a dance band, starting Monday (18) the large spot introduces a summer policy calling for a five-act floorshow, with a local combo for the backing. Room has used acts successfully before on a spot basis, but this will be the first time for a regular run. Moreover, the modified budgets for both Latin Casino and the Click enables local acts to crack the rooms for the first time.

Nabes Cutting Down

Out in the neighborhoods, many of the spots are cutting down the running time of the floorshows in order to maintain the calibre of show. As a result, Marty Bohn has put his Nut Club on a Thursday-Friday-Saturday basis, and Tony Phillips's Lexington Casino goes on a Friday-Saturday scale, as far as the floorshow is concerned.

Budget pruning to survive is also enforced at the private clubs which catch the after-dark trade after the regular 2 a.m. closing of the public places. With the midnight crowds sparse, the after-hours clientele is

even slimmer. However, week-ends still hold good at the private clubs where floorshows are offered only on Sunday nights. The 2-4 Club, largest of the private membership rooms, which carried a band every night, has cut down to the week-ends. However, full band and show continues nightly at the town's classiest private room, the CR Club.

But while slicing has become the general rule, at least two spots in the area are finding that a good floor attraction will continue to lure in patronage. Chubby's, North Collingswood, N. J., aims to keep to the regular winter policy of bringing in recording names. Patti Page held strong for the two weeks during the extra-warm spell; Art Lund is currently (See Philly Clubs Cut Nut on page 42)

Frank Palumbo Gets Click Back From Bill Levine

PHILADELPHIA, July 16.—The Click, large downtown nitery featuring name bands, will again be operated by Frank Palumbo and Ben Corson, who originally opened the room. Palumbo interests sold the Click earlier this year to a New York combine headed by Bill Levine, who once operated the Footlights Club on Gotham's 52nd Street.

The sale of the room to the Levine interests involved a series of notes which reportedly paved the way for Palumbo to regain the spot. According to Levine, Palumbo "bought back" the Click, returning some of the funds originally invested. The room reportedly has been running in the red for some time.

Palumbo takes back the room on Monday (18) and still has about five years to go on his lease on the Click property. The room was originally built during the war years at a cost exceeding \$250,000 and over the years has played all the name bands.

Levine's plan to institute a five-act floor show policy on Monday will be maintained for the week to honor existing contracts. Whether floor shows will be continued beyond the week will be decided later. Palumbo aims to retain the band policy, and the band contracts, signed by Levine for next season will be followed thru by Palumbo.

Stem B. O. Strong at 401G; Cap 60, Palace 25, MH 147

NEW YORK, July 16.—Stem vaude-pic grosses still continued strong with \$401,000 collected last week as against the very hefty 437G raked in the week before. The take was still impressive, considering that the previous gross was made over the Fourth of July week-end.

Radio City Music Hall (6,200 seats; average \$125,000) is doing excellent biz, with a sizzling \$147,000 the third week for its current bill. The gross the week before was \$156,000. The presentation is Steve Evans and Look for the Silver Lining.

Roxy (6,000 seats; average \$80,000) fell off to \$75,000 the last seven days, as against a substantial \$100,000 the initial stanza with Janet Blair, Herb Shriner and House of Strangers.

Para Sensational

Paramount (3,654 seats; average \$65,000) has done truly sensational biz with the show that closed this week. Louis Prima and his ork, the Amazing Mr. Ballentine and Sorrowful Jones rounded out their sixth week with a \$60,000 gross, as com-

pared to a \$63,000 the week before. The show opened to 90G, followed by 75G, 63G and 63G. The new bill, reviewed this issue, is Peggy Lee, Georgie Kaye; Tip, Tap and Toe; Jimmy Dorsey's ork and The Great Gatsby.

Capitol (4,627 seats; average \$44,000) is still doing good biz its second week with Bert Wheeler, Thelma Carpenter, Hal McIntyre's band and Any Number Can Play. The gross last week was \$60,000. The pre-week take was \$73,000.

Strand (2,700 seats; average \$47,000) wrapped up only a fair bundle of cash for its initial week without flesh. The gross was \$34,000. The Fountainhead is the attraction.

Palace (1,700 seats; average \$24,000) still more than held its own at \$25,000 last week, as compared to the same figure the week before. The show was the Three Swifts, Patsy Garrett, Six other acts and Follow Me Quietly. The new bill (caught this issue) is Kate Murrah, Mantan Moreland, six other acts and Massacre River.

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Equity Probing Silo Violations

NEW YORK, July 16.—An intensive investigation by Actors' Equity of strawhat companies has turned up a considerable number of violations of union policy. The majority of these are concerned with org members working in non-Equity groups or with companies in which Equity bonds were not posted or Equity contracts used.

At its meeting Tuesday (12) the Equity Council determined to enforce its summer stock regulations to the letter and bring those charged with violations before it for a hearing. It was decided, however, to defer such hearings until the end of the summer season, since many silos are located too far away to summon players or managements to New York without a serious disruption of playing schedules. It was further decided that no theater, management or player involved shall be named in advance of the hearings.

An Equity spokesman stated that the total of the violations uncovered to date is no greater than usual, but that the stiffened inspection program would be continued. Willard Swire and Ben Irving are currently gathering first-hand silo data for the union and will cover the whole barn field.

Equity Council also endorsed the bill introduced in the Senate by Paul H. Douglas (D., Ill.) and Raymond E. Baldwin (R., Conn.). The proposal calls for authorization by the Federal Works Administration for the leasing of the Belasco Theater in Washington to the American National Theater and Academy (ANTA) on a non-segregational basis.

Foreign Opening

L'AMOUR ET SON IMAGE (Love and Its Reflection)

Comedy by Roger Dornes
THEATER DE L'OEUVRE

Sets and costumes by Douking; directed by Douking; presented by Douking.

Salat.....Daniel Ceccadil
Cesar De Sesto.....Raoul De Manez
Francis De Melzi.....Hubert Noel
Leonardo Da Vinci.....Louis Arbessier
Lisa.....Marcelle Derrien

Roger Dornes' new play is one of the most boring, poorly conceived theatrical pieces to be seen in Paris this season. The author has completely missed the jackpot this time.

The story is inconsequential. Its characters are unbelievable and action crawls at a snail's pace. The result adds to all conversation and pseudo-philosophy. The plot concerns the love of Leonardo Da Vinci for Lisa Gherardini, who eventually becomes the Mona Lisa. The problem Dornes tries to solve is whether a model who is desired inspires more than the model possessed, whether age and genius are more troubled by love than youth and beauty.

Unfortunately Douking, who has done brilliant staging in the past, has completely fumbled L'Amour. His stage is too small for the heavy draperies, the huge armchairs and vistas of the great Florentine churches. No playing room is left for the actors and they have trouble not upsetting props or falling over each other. Also Douking has placed Lisa facing the customers with Leonardo at the extreme left of the stage, so at best he can only see his model's profile. And he often turns his back to her, a position no painter in his right senses would ever assume.

Marcelle Derrien plays Lisa, and a more amateurish conception would be hard to find on a professional stage. Louis Arbessier is Leonardo and is an impressive figure in his flowing robes and silvery beard. Daniel Ceccadil, Raoul De Manez and



BROADWAY SHOWLOG

Performances Thru July 16, 1949

DRAMAS		
	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12- 3, '47	647
Born Yesterday (Henry Miller)	2-24, '46	1,450
Death of a Salesman (Morosco)	2-10, '49	180
Detective Story (Hudson)	3-22, '49	132
Goodbye My Fancy (Fulton)	11-17, '48	277
Mister Roberts (Alvin)	2-13, '48	552
Two Blind Mice (Cort)	3- 2, '49	157
MUSICALS		
Cabaret (Broadway)	7- 7, '49	12
Funzappoppin (Madison Square Garden)	6-30, '49	19
Kiss Me, Kate (Century)	12-30, '48	226
Lend an Ear (Broadhurst)	12-16, '48	244
South Pacific (Majestic)	4- 7, '49	116
Where's Charley? (St. James)	10-11, '48	320
ICE SHOWS		
Howdy, Mr. Ice of 1950 (Center)	5-20, '49	72
RECESSED		
Anne of a Thousand Days (Shubert)	12- 8, '48	230
Madwoman of Chailot (Reopens August 23)	12- 8, '48	208
OPENED		
Miss Liberty (Imperial)	7-15, '49	8
CLOSED		
As the Girls Go (Winter Garden)	11-13, '48	279
At War With the Army (Booth)	3- 8, '49	151

Time Spent by Crix In Theater Is Work, Conn. Court Rules

HARTFORD, Conn., July 16.—The First Circuit United States Court of Appeals has held that time spent in theaters by a theater editor of a newspaper to see plays for reviews is compensable time under the Fair Labor Standards Act, notwithstanding any custom or understanding to the contrary.

The ruling was made in a case which originated on one of the newspapers published by the Republican Company of Springfield, Mass. Annette Doyle, who reported labor and industrial news for the paper and reviewed plays at night, was the employee in whose behalf the American Newspaper Guild entered the litigation.

Evidence was introduced by the newspaper to show that it had never paid any compensation for time spent by theater editors watching plays, that the position of theater editor was much sought after, altho employees knew that time spent in the theater was uncompensated. The Court of Appeals, affirming the District Court's decision, held that liability under the act did not hinge on whether the work was voluntary or agreeable to the employee, but rather on whether the worker was performing services for the benefit of the employer.

Barbara Ann Scott To Head Canadian Ice Show in Fall

NEW YORK, July 16.—An all-Canadian ice show will be built around Barbara Ann Scott, 21-year-old figure champion, and a tour of 44 cities in the fall is being arranged. Osborne Coulson, former Canadian figure skating champion, will produce and direct.

It is reported to be the biggest show of its kind ever produced in Canada. National Sports Enterprises is sponsoring the show in co-operation with the Music Corporation of America, agents for Miss Scott.

Hubert Noel do as best they can with the impossible roles of Leonardo's young apprentices. Jean White.

"Miss Liberty" In Ticket Toils

(Continued from page 6)
fice Monday (18) to explain the ticket distribution situation.

Meanwhile Liberty producers Irving Berlin, Robert E. Sherwood and Moss Hart conferred yesterday with the commissioner at their own request. Murtagh said later that while there were extenuating circumstances in distribution mix-ups, due to the task of handling a reported 200G mail order sale plus another \$150,000 in cash sales over the counter and an additional 85G in orders received for November and December for which tickets are not printed, the situation was such that Liberty's producers were in complete agreement with him that control of ticket sales must be taken out of the hands of theater owners and treasurers and turned over completely to the producers. All three, he said, pledged their full cooperation.

More License Revocations

On Tuesday (12) the commissioner recommended the revocation of the licenses of eight more ticket brokers to Commissioner of Licenses Edward T. McCaffrey, for a total to date of 18. One of the last eight named, the Louis Keltz Theater Ticket Office, subsequently surrendered its license voluntarily, bringing the total number of previous revocations to nine. The others named for hearings in Tuesday's communique are: Broadway Theater Tickets, Alexander Theater Ticket Office, Joseph Davascio, Eddie's Theater Ticket Agency, Atex Theater Service, the President Travel Agency and Joy's Ticket Agency, Inc.

First A. C. Tryout Since Early '30s

ATLANTIC CITY, July 16.—Presented basically as an audition calculated to attract financial backing to take the production to Broadway, Leonard Field is previewing his *Pretty Penny* revue at the Ocean Playhouse on Steel Pier for the week ending Sunday (17). Authored by Jerome Chodorov, staged by George S. Kaufman, with a score by Harold Rome and choreographed by Michael Kidd, only simple settings are used for the local "angel audition."

The break-in marks the first time since the early '30s, when George White's *Scandals* premed at Garden Pier Theater, that the resort has had a pre-Broadway tryout. Revue cast, aiming to reach Gotham, includes David Burns, Lenore Lonergan, George Keene, Marilyn Day, Carl Reiner, Bud Sweeney, Barbara Martin and Walter Scheff.

Big Summer Season In Boston Territory

BOSTON, July 16.—Even at this early date it appears that summer theaters in this section may enjoy their greatest season. Reports from three of the major houses show hefty grosses, with some at least 20 per cent above last season. With strong marquee names skedded to follow, these figures are expected to hold up.

Topping the list is Richard Aldrich's new Falmouth Playhouse on Cape Code, where Tallulah Bankhead in *Private Lives* grossed \$13,400 for nine performances. The *Winslow Boy*, co-starring Sir Cedric Hardwicke and Dennis King, the second attraction at this house, is expected to wind up not far behind. Signe Hasso, appearing in *Love From a Stranger*, teed off the season at Aldrich's Cape Playhouse in Dennis and pulled a very satisfactory \$9,500 for the week.

At the Boston Summer Theater, *Pretty Penny*, a new revue, broke the house record, and the current appearance of Ann Harding in *Yes, My Darling Daughter*, is meeting substantial advance cash activity at the b. o.

Out-of-Town Review

SUGAR HILL

(Opened July 12)

LAS PALMAS THEATER, HOLLYWOOD

Musical comedy in two acts presented by Paul P. Schrelbman and Alvin B. Baranov. Music by James P. Johnson. Book and lyrics by Flournoy E. Miller. Directed by Charles O'Curran. Music under supervision of Dudley Brooks. Production supervisor, Robert Finkel. Settings by Les Marzef. Costumes by Freddy Kuwalsky, Dee Lewbel and Joyce Erickson. Choreography by Charles O'Curran. Musical advisors and co-ordinators, Nat Flinston and Andre Brummer. Pianist, Dudley Brooks; organ, Nina Russell; nova-chord, Eric Henry.

Rose Jones.....Marjorie Day
Flip.....Jesse Cryor
May.....Maidie Norman
Hannah.....Monette Moore
Joe.....Roy E. Gienn Sr.
Punk.....Johnnie Lee
Harry.....Bob Bailey
Babe.....Dolores Parker

The Ebonaires:
Charles E. McCladdie, John C. Dix, James O. Bradley, Norman Brooks
Rug Cutters:
Ike Parrish, Arthur C. Duncan, Joel Jurner, Benjamin F. Roberts

Girls:
Bettye DeQuincey, Louise Collette, Donna Jean Jones, Mildred Bruce, Marguerite Pryce, Jeanette Owens, Harriett Young, Alda Jean Smith, LaVerne Byrd Weaver

One of the most promising new starters to try out locally since *Lend an Ear*, *Sugar Hill* has a better than even chance of clicking, both here and eventually in New York. The dynamic force of talent involved and drive of show's staging and production were enough to register soundly, overcoming several glaring and vital weaknesses. Boasting a youthful cast of Negro artists and several outstanding production numbers featuring a pleasing score, *Sugar Hill* is basically excellent entertainment.

Show's trouble is that author Flournoy E. Miller and clefter James P. Johnson never made up their minds as to whether they were doing a musical comedy or a light opera. Hardly a word is spoken during the two-act festival, with characters reverting to rhyme and music in place of dialog. Result is a distorted over-all impression since melodic banter between characters becomes tiresome and monotonous by curtain time. A combination of rhyme, dialog, and stage biz, plus additional comedy, would have been much more palatable.

But if music is overdone, producers can take heart in staging and style of presentation. Director Charles O'Curran (who doubled as choreographer) rated huzzahs for one of the best staging jobs yet seen on the smallish Las Palmas platform. O'Curran not only showed amazing resourcefulness in overcoming physical limitations of the stage, but an amazingly keen sense of musical expression in blocking out numbers. While direction was good thruout, O'Curran's brilliant staging of a specialty production number in the first act tagged *Peace, Sister, Peace* and his exciting, riotous finale were worth the price of the play.

Johnson's music is tuneful and bouncy while Miller's lyrical talents proved highly imaginative. Of play's peppy score, a ballad tagged *You Can't Lose a Broken Heart* showed best commercial possibilities. *Peace, Sister, Peace* and *My Sweet Hunk of Trash* are both tops in special material and tailormade for nitery or recording treatment. Balance of the score was pleasant but not outstanding.

Cast boasted spark and enthusiasm, with several standout performances (See *Sugar Hill* on opposite page)

ROUTES Dramatic and Musical

Brigadoon (Curran) San Francisco.
Inside U. S. A. (Shubert) Chicago.
Kiss Me, Kate (Philharmonic Auditorium) Los Angeles.
Mr. Roberts (Eranger) Chicago.
Streetcar Named Desire (Russ Auditorium) San Diego, Calif., 20; (Auditorium) Pasadena 21; (Auditorium) Long Beach 22-23.

Broadway Review

MISS LIBERTY

(Opened Friday, July 15)

IMPERIAL THEATER

A musical comedy. Book by Robert E. Sherwood. Music and lyrics by Irving Berlin. Staged by Moss Hart. Settings by Oliver Smith. Costumes by Motley. Musical director, Jay Blackton. Dances by Jerome Robbins. Dance arrangements by Genevieve Pittot. Orchestrations by Don Walker. General manager, Victor Samrock. Stage manager, Don Hershey. Press representative, William Fields. Presented by Irving Berlin, Robert E. Sherwood and Moss Hart.

Maisie Dell.....Mary McCarty
The Herald Reader.....John Thompson
James Gordon Bennett.....Charles Dingle
Horace Miller.....Eddie Albert
Police Captain.....Evans Thornton
The Mayor.....Donald McClelland
French Ambassador.....Eddie Reman
Carthwright.....Sid Lawson
Joseph Pulitzer.....Philip Bourneuf
The Sharks:

Bill Bradley, Allen Knowles, Kazimir Kokie, Robert Pagent

Bartholdi.....Herbert Berghof

The Models:

Stephanie Augustine, Trudy De-Luz, Marilyn Frechette

Montague Dupont.....Ailyn McLerie

The Boy.....Tommy Rall

The Girl.....Maria Karnilova

The Acrobats:

Virginia Conwell, Joe Milan, Eddie Phillips

Strong Man.....Kazimir Kokie

The Countess.....Ethel Griffies

A Lover.....Ed Chappel

His Girl.....Helene Whitney

A Gendarme.....Robert Penn

A Lamplighter.....John Thompson

Another Lamplighter.....Tommy Rall

A Socialite.....Marilyn Frechette

An Actress.....Helene Whitney

A Minister.....Ed Chappel

An Admiral.....Robert Patterson

The Boys.....Bob Kryn, Ernest Laird

The Mother.....Elizabeth Watts

The Policeman.....Evans Thornton

The Brothers.....Lewis Bolyard, David Collyer

The Train:

Eddie Phillips, Erik Kristen, Joseph Milan

Reception Delegation:

Dolores Goodman, Virginia Conwell, Fred Hearn, Bob Tucker, Allen Knowles

A Maid.....Gloria Patrice

The Dandy.....Tommy Rall

Ruby.....Maria Karnilova

A Sailor.....Eddie Phillips

His Girl.....Dolores Goodman

Richard K. Fox.....Donald McClelland

The Judge.....Erik Kristen

A Policeman.....Robert Patterson

Immigration Officer.....Evans Thornton

A Boy.....William Calhoun

Singers—Girls: Stephanie Augustine, Irene Carroll, Trudy DeLuz, Marilyn Frechette, Estelle Gardner, Norma Larkin, Yolanda Renay, Helene Whitney. Boys: Lewis Bolyard, Ed Chappel, David Collyer, Billy Hogue, Sid Lawson, Robert Patterson, Robert Penn, John Sheehan, Evans Thornton.

Dancers—Girls: Virginia Conwell, Coy Dare, Norma Doggett, Dolores Goodman, Patricia Hammerlee, Norma Kaiser, Gloria Patrice, Janice Rule, Tiny Shimp. Boys: Bill Bradley, Fred Hearn, Allen Knowles, Kazimir Kokie, Erik Kristen, Joe Milan, Robert Pagent, Eddie Phillips, Bob Tucker.

Newsboys—William Calhoun, Ronald Kane, Bob Kryn, Ernest Laird, Kevin Mathews, Rusty Slocum.

Understudies—Horace, Edward Chappel; Montique, Norma Doggett; Maisie, Irene Carroll; Pulitzer, Evans Thornton; Bennett, Donald McClelland; The Countess, Elizabeth Watts; Bartholdi, David Collyer; The Mayor; Richard K. Fox, Robert Penn; French Ambassador, Robert Patterson; Principal Dancer, Bob Tucker and Eddie Phillips; Principal Dancer, Virginia Connell and Patricia Hammerlee.

Songs—"Extra, Extra," "What Do I Have To Do To Get My Picture Took?" "The Most Expensive Statue in the World," "A Little Fish in a Big Pond," "Let's Take an Old-Fashioned Walk," "Homework," "Paris Wakes Up and Smiles," "Only for Americans," "Just One Way To Say I Love You," "Miss Liberty," "The Train," "You Can Have Him," "The Policeman's Ball," "Follow the Leader Jig," "Me and My Bundle," "Falling Out of Love Can Be Fun," "Giving Me Your Tired, Four Peer."

(Continued from page 6)

a hard-boiled gal reporter and an also-ran in the love sweepstakes. Albert is ingenuous and likeable in the juvenile lead and does credit to his songs. Miss McLerie is particularly brilliant in her stepping and in a second-act specialty with him, *Me and My Bundle*, hits the top bracket. Miss McCarty is excellent thruout and with *Homework*, likely the show's best vocal, really rings the bell. Charles Dingle and Philip Bourneuf do well by musical comedy parodies of the blustering Bennett and the suave Pulitzer, and Tommy Rall contributes some superlative dancing.

Short on Comedy

What real comedy is injected into the plot—and there is little of it—is in the hands of Ethel Griffies, a "countess" who lives under Paris bridges and sells flowers swiped from

Silo Circuit

Leslie MacLeod and Gordon Kitchton open their Bayshore (N. Y.) Playhouse Tuesday (19) with Zasu Pitts starred in *The Late Christopher Bean*. Via sponsorship of the American Legion, the pair have leased the local 1,200-seat high school auditorium for an eight-week season.

Wilbur Evans and Susanna Foster co-star the week of Tuesday (19) in *Naughty Marietta* at St. John Terrell's Lambertville (N. J.) Circus. Robert Zeller conducts and William Holbrook has staged.

Betty and Jane Kean share billing honors with Billy Gilbert in *The Man Who Came to Dinner* at the Matinuck (R. I.) Theater for the week beginning Monday (18).

Harold J. Kennedy and Herbert Kenwith guest-star Susan Peters in the *Barretts of Wimpole Street* at the McCarter (Princeton, N. J.) Theater starting Monday (18). Kennedy will play Papa Barrett.

Sarah Churchill and Jeffery Lynn costar at the Casino (Newport, R. I.) Theater in *Philadelphia Story* starting Monday (18). Support will stem from Frances Tannehill, Carl Betz, Kenneth Tanner, Florence Bray, Jaques Aubuchon and Alexander Clark.

Leo Carroll guest-stars at the John Drew (Easthampton, N. Y.) Theater the week of Monday (18) in his original Stem chore as *The Late George Apley*. John McKee is featured with him.

"Look Ma" Silo

Starlight (Dallas, Tex.) Operetta gives *Look, Ma, I'm Dancing* it's first summer session production starting Monday (18). Kaye Ballard has the comedy lead. Veterans of the original Stem edition, who are giving an assist, include Loren Welsh, Don Liberto and Katherine Sergava.

Stage manager Henry Caubisen's daughter, Denise, has joined Jill Miller's acting troupe at the Putnam County (Mahopac, N. Y.) Playhouse as a junior member.

The Bellport (N. Y.) Summer Theater's current bill of *Little Brown Jug*, featuring Helen Donaldson and Lou Frizzell, will be followed by a tryout stanza, starting Tuesday (26). The new play to get a showcasing is *The Proud Age*, by Stanley Richards.

Another playwright will get a showcasing when Richard Aldrich unveils *Western Winds* by Charlotte Francis on August 8 at the Cape (Dennis, Mass.) Playhouse. Aldrich has signed Cornel Wilde and his wife, Patricia Knight, for the new three-character play. John Baragrey will make the third side of the triangle.

graveyards as a profession. She is terrific in the first act as a bedraggled old harridan, and completely stops the show with an insane specialty, *Only for Americans*. Later she manages to make sparse material enormously funny via sheer personality. Miss Griffies is a fine tonic for *Miss Liberty*.

As indicated above, *Liberty* is at its best when dancing. Robbins has devised a lovely ballet background for Berlin's innocuous *Let's Take an Old-fashioned Walk* and another for *Paris Wakes Up and Smiles*. There is more super-stepping for Miss Griffies' *Americans* number; a little interlude, called *The Train*, has imaginative charm. But the stepping climax is reached in the *Follow the Leader Jig*, comprising such roughhouse terping calisthenics as have not been seen on the Stem in a long time. Robbins's entire ensemble does him and the show ample credit.

Production-wise, nothing has been skimped. Oliver Smith's sets are always eye-filling and at times really magnificent. The firm of Motley has done itself proud in the matter of period costumes. Moss Hart has cut and paced the show until it is smoothly compact. In sum, while *Liberty* won't send customers out dancing on their toes or humming its tunes, it is a tasteful, overall-rewarding evening interval in the theater.

Plans are in the works for a Stem production by the Theater Guild in the fall. Martin Manulis will direct.

Richard Arlen guest-stars with the Ogunquit (Me.) Playhouse in Hagar Wilde's *Made in Heaven* for week of Monday (18). Madeleine Clive has the leading fem role. Noel Leslie has directed.

Debut Shelved

Woodstock (N. Y.) Playhouse's try-out of Velma Roynton's *Dark Morning* (19), has been shelved in favor of *Skin of Our Teeth*. Mary Loane and Randolph Echols are featured in the substitute bill. Joseph Leon did the staging.

Riverhead (N. Y.) Summer Theater offers *Claudia* with Fran Benton and Joel Thomas, beginning Monday (18).

Southold (N. Y.) Playhouse continues the season with *The Heiress*, featuring Karen Lind, Will Scholz and Mark Roberts.

Ivan Simpson, Peter Moss and Robert McBride are featured in Robin Hood (Arden, Del.) Theater's revival of *On Borrowed Time* for week of Tuesday (19).

The Duchess Players' offering for Tuesday (19) stand is *Chicken Every Sunday* at their Cecilwood (Fishkill, N. Y.) Theater. Lynn Masters, Joseph Anthony, Dan Reed and Perry Wilson have top slots in the comedy.

Miriam Stovall has the title role in the current revival of *Dream Girl* by the Valley (Holyoke, Mass.) Players.

Boothbay (Me.) Playhouse offers *Hay Fever* starting Tuesday (19).

Adler Is Re-Elected Detroit Local Prexy

DETROIT, July 16.—E. Clyde Adler, of the Michigan Theater, was re-elected president and Jerry Eric re-elected business agent of the stagehands' Local 38, International Alliance of Theatrical Stage Employees (IATSE), at the annual meeting this week.

Other new officers are: First vice-president, Clarence Apgar, Hollywood Theater; second vice-president, Alton Finley, Jam Handy Organization; financial treasurer, Sidney L. Day Sr., United Artists Theater; corresponding secretary, George Glenwallis, Lafayette Theater; sergeant-at-arms, Edgar McMillen; delegate to IATSE convention, Michigan Alliance, and district convention, E. Clyde Adler.

No-Smoking Edict For Boston Houses

BOSTON, July 16.—"No Smoking" signs in Massachusetts theaters, public halls and special halls, are going to mean just what they say from now on, with the signing of a bill (July 11) by Governor Dever permitting State and local officials to prohibit or regulate smoking. Altho such signs have been posted in the past, no charges could be brought against violators, except a charge of creating a nuisance. The new legislation would apply to the Boston Opera House and Mechanics Hall, in addition to theaters.

DETROIT, July 16.—Local theaters have been notified by Local 327, International Union of Operating Engineers, that increases in both rates of pay and vacation time will be sought in negotiations to renew the present annual contract, expiring July 26. Detailed objectives on rates have not been disclosed, but Jesse Crow, business agent of the union, said that increases of 9 to 35 cents an hour have been sought generally in other fields where their members are employed, and that the theater increase was expected to be in this range.

Strawhat Review

SEE HOW THEY RUN

(Opened Monday, July 11)

LAKWOOD THEATER, SKOWHEGAN, ME.

Comedy by Philip King. Staged by Melville Burke. Setting by Charles Perkins. Publicity, Pauline Lord. Stage manager, Donald McGinnis. Presented by Melville Burke and the Lakewood Players.

Ida.....Paula Houston
Miss Skillon.....Jeraldine Dvorak
Rev. Lionel Toop.....James Engler
Penelope Toop.....Neva Patterson
Lance-Corp. Clive Winton.....John Baragrey
The Intruder.....Craig Williams
Choir Boy.....Reg Venable
Bishop of Lax.....Reynolds Evans
Rev. Arthur Humphrey.....Henry Richards
Sergeant Towers.....Tom Tempest

The Lakewood Players, at Skowhegan, had the first crack at *Life With Father* more than 10 years ago and have staged many another good thing before and since in their half-century of operation. Usually every season they can be counted upon for the trial spin of at least one new play. This week they offered an awful little thing called *See How They Run*, an English importation by Philip King. It's so bad it's almost funny. And produced as a ripe Broadway joke (tho a pretty expensive one) it might find a place. Otherwise, it's hopeless.

It's one of those merry-go-rounds involving an Anglican bishop, two or three curates, a drunken busybody, much mistaken identity, much slapping of doors and chases thru the living room, out into the garden and back again. The jokes are terrible. Samples: "Don't bicker, Vicar." "If those are the kind of manners they teach you in the army, maybe you'd better turn in your notice."

As an example of playwrighting, *See How They Run* shows a case of arrested development. If taken seriously, it belongs only in the back pages of the Baker or French catalogs as material for the farthest, outlying dramatic clubs.

The thing was played pretty much as it was written, in various degrees of embarrassment by John Baragrey, Neva Patterson, Reynolds Evans, Paula Houston and some others.

Bill Riley.

SUGAR HILL

(Continued from opposite page)

running away with the show. Romantic leads were handled neatly by Marjorie Day and Bob Bailey, with Miss Day particularly charming and vocally gifted. Comedy honors went easily to veteran actor Johnnie Lee whose portrayal of Punk was a masterpiece of timing and delivery. Monette Moore as Hannah the cook, Jesse Cryor as Flip and Maidie Morman as May were all equally competent. Special mention was earned by Dolores Parker, former band vocalist who is spotted in the second act. She does a sexy tune called *My Sweet Hunk of Trash* which stops the show. Gal has all the vocal styling and subtlety of Lena Horne, plus a sense of rhythm which rates whistles. Chorus lassies, male dancers and Ebonaires, vocal quartet, round out a good company.

Setting designed by Les Marzolf was expensive looking, while costumes boasted smartness and lavish taste. Special attention to lighting was effective with Milton Starr's use of bright hues and overhead spotlighting doing much to dress routines.

Alan Fischler.

Farrell, Guild To Tie In

NEW YORK, July 16.—Producer-theater-owner-tycoon Anthony B. Farrell has apparently recovered from the financial lumps dealt him via the spectacularly delayed demise of *All for Love*. The Theater Guild announced this week that the fabulous Farrell will be associated with that organization in its next season's production of the musical version of *The Pursuit of Happiness*. Rouben Mamoulian will direct.

Magic

By Bill Sachs

AL SHARPE postals from Paris that he's working the Continent and enjoying it, and tells of renewing acquaintances recently with M. Venno and Guy Bert. . . . **Franklin McKinnon**, formerly assistant with the **Great Virgil**, has his own mystery opy working under canvas thru the West on fairs and celebrations. Unit is currently in Wyoming. McKinnon is billing himself as the **Great Franklin**, with the business end of the show being handled by **H. A. Johnson**. Business is reported as highly gratifying. . . . **Doc and Mrs. Weise** were guests at Mr. and Mrs. **Lou Tannen's** summer home in White Meadow Lake, N. J., July 9-10, with the Doc reporting that Tannen is currently sporting a new magic catalog that's netting lots of praise. The Weisses presented their magic and escapes at the Bronx Veterans' Hospital Monday (18) thru the American Theater Wing's Hospital Committee. . . . **Randolph and Company** are displaying their magical wares this week and next at Glenn Rendezvous, Newport, Ky. . . . **Horace E. Rose** scribbles that he's spending the summer at his home in Meriden, Conn., prepping a new school layout to open in September from a swing that will take him from New York to New Orleans. . . . **Arthur Schalek**, Montreal magic enthusiast, after five weeks in Jewish General Hospital, that city, with a heart ailment, is mending at Montreal Convalescent Hospital. Friends are urged to drop him a line. . . . **Lou Gerber**, after three days at the Varsity Theater, Columbia, Mo., has hustled back to Indianapolis to go to work in a picture being filmed there starring **William Bendix**. From what we can learn, Lou is serving as stand-in for Bendix. Gerber mingled with the St. Louis magic lads for a day en route to the Columbia engagement. . . . **D. Robbins & Company**, New York magic house has just released its new No. 14 catalog, with its 98 pages crammed with an assortment of nifties, old and new, especially adaptable to the pro magish and emsee. A feature is the firm's reasonable prices on the tricks.

JACK HERBERT is current at the Cheat Lake Supper Club, Morgantown, W. Va. . . . **Milbourne Christopher**, on a honeymoon jaunt to Havana, says that he and his bride were royally entertained there by **Pelaro Riera**, president of the local magic club, and **Rafael Benitez**. Only magic on public view in Havana at the moment, Christopher says, is that presented in Central Park by the buskers, who juggle, eat fire and do card tricks. **Sam Walker**, however, is due to appear soon at a Havana theater. . . . **Ray Amy** infos from St. Louis that magic is at a standstill in the Mound City, and adds a tragic note by saying that the Circle Bar, mecca for the magicians in the town, has closed permanently to make way for a hotel expansion. Amy reports, too, that **Freddie Jourdan** recently presented a corking turn as magical emsee at Katsina's Evergreen Gardens in East St. Louis, Ill. . . . **Lieut. Lee Allen Estes**, Safety First Magician, of the Kentucky State Police, is playing in and around Terre Haute, Ind., this week under sponsorship of the Automobile Dealers' Association and the Terre Haute

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Wildwood Nitery Biz Tops Atlantic City; More Work

WILDWOOD, N. J., July 16.—Although nitery ops here failed in their effort to extend the closing time an hour to 4 a.m., on Sundays, felled by protests from church circles, there has been no diminishing of after-dark activity. In spite of dire forecasts as to the kind of summer season to be expected, operators opened this month with full budgets for floorshows or musical attractions in keeping with their standard policy.

On a comparative basis, there is more work for performers and musicians at this resort than in Atlantic City, 30 miles away. There are more rooms here offering full floorshows, and there are more attractions in cocktail bars than at any other South Jersey resort.

More than a half dozen rooms are offering regular floorshows. Eddie Suez's Club Avalon has Mickey Shaughnessy in the lead, with Grace O'Hara, Herbert Brothers, Ethel Riper, Al Marshall, Joe Di Marco and Rocky Valentine's band. Club Hof Brau, operated by Valentino Lanoce, is set for the season with Pepper Davis, Jean O'Neil and Andy Russell, Barney Long and Ruth Mason, Jerri Delmar and the Moonlighters, with Tony Reese. Ed Wright, for his Wright's Restaurant, has a complete show with Scarey Gavin, Johnny Felice, Margie Leslie, Doty Merrill, Buddy Coffee and Billy Repsher. Marty Bohn, nitery comic operating his own Nut Club, surrounds himself with Marita and Manuel Viera, James McGinty, June Sayres, Eddie Sheppard, Tiny Kaye and the Massive Twins.

Full Show at Moore's

Moore's Inlet Hotel Cafe again offers a full floor in Jack Griffin, O'Connor Twins and Virginia Ayers, Nate Raye, Ruth Day, Cherie Joslyn, Nick Nichols, Nick Charles' Novelty Quartet, Johnny Palma's Jolly Tars and Billy Hayes's band. Lou Booth's Chateau Monterey, class spot, has Jerry White, Montez and Maria, the Hollis, Canfield Smith and "Snodgrass" and Joe McGrath's band. Bamboo Room at the Manor Hotel, newest of the resort's rooms and striking out for class trade, offers Jimmy Evans, Betty Percy's Puppets, John and Maria, Danny Desiderio, Stan Nelson Trio and Jack Verna's rumba band. Hotel's Sand and Surf Cocktail Lounge houses Rena and Spartacos.

In addition to the half-dozen niteries, the resort's two dozen musical bars find at least half of the lounges using units. Top budget musical spots include Jack Diamond's Club

Young Men's Club. . . . **Prince Samara (Terry Brady)** is in Ward C2, State Hospital South, Blackfoot, Idaho, undergoing treatment for an ailment incurred while serving in the Canadian Army with the 48 Gordon Highlanders. . . . **Sydney Levine**, Montreal pasteboard expert, is serving his sixth season as managing director of Sunshine Camp for kiddies at St. Margareth's, Que. . . . **Landrus the Magician** reports that the magic fraternity was well represented at the 47th Annual Convention of the International Platform Association held on the University of North Carolina campus at Chapel Hill July 3-8. The line-up of mystery workers present for the occasion included Mr. and Mrs. L. Daniel Schmidt, Pittsburgh; W. C. (Dorner) Dornfield, Chicago; Rajah Keppler, Hamilton, O.; Maxine and Ambrose, Plattsmouth, Neb.; Mr. and Mrs. "Lorenzo" Rohrer, Lebanon, Pa.; George Bailey, Freeport, Pa.; D. D. Foxwell; Lee Wallace, Durham, N. C.; Coke Cecil, Greensboro, N. C.; Jonny Miles, Evelyn Leeds, Cleveland; Arnold the Magician, New York; Doc Dougherty, St. Mary's, W. Va.; C. Thomas Magrum, Rock Island, Ill.; Roy Moser, Troy, Ill., and Landrus the Magician.

Martinique, where Steve Gibson and the Red Caps and Eddie Cole's Three Loose Nuts and a Bolt are set for the season; Molly Diamond's Club Bolero, with the Three Peppers and the Tucker Sisters; Maurice Taylor's Surf Club, with the Tunesmen and Park Avenue Jesters; Ben Martin's Riptide, with the Nocturnes and the Merry-makers, and the Golden Dragon, with the Don Renaldo Quartet and the Feminaires.

Other musical bars featuring units include the Grenoble, with the Grenoble Four, Bill Donahue's songs and Pat Poulson's piano; Bradley's Cafe, with piano-vocals by Art Craig Mathues, Penn Fay, Charlie Stone and Elsie Harrington; Bill King's Emerald Room at the Hotel Blackstone, with the Three Clefs and Melissa Murphy's organology; Bishop's Cafe with Jake Turner's combo; Oak Cafe, with the Tune Sellers and Ann Sheldon; Rainbow Musical Bar, with Ed Drudi's Ambassadors and Ted Gacek's piano, and the Jones Boys Bars of Music, with Bob O'Neill's piano and the Jagon Sisters.

Organ Singles

Organ singles are offered by the Hotel Wildwood Glass Bar in Nan Jones, Rio Grande Cafe in Otto Beck and Delaney's Cafe in Joe Weston. Rooms with piano singles include the Jack and Dennis Bar with Dick Dean, Fred's Cafe with Robert Barksdale, Hermann's Cafe with Frank Kienzle, Johnson's Cafe with Maurice Swerdlow, Lucky Club with Bob Kane, Spinning Wheel with Alice Ritchie, Gingham Club with Joey Nichols, Elmer's Cafe with Conrad North, and the Windsor Hotel's Cafe with Al Tumolo.

DAVIS-PULLY SNAG

(Continued from page 39)

tional board, which ordered him to pay B. S. Pully back salary for a date on which the comic was ordered off the floor at the Cafe Miami after he had created a near riot. The union sent Mort Rosenthal, one of its top legal advisers, down here and the lawyer conferred with both parties and emerged with a settlement giving Pully \$1,000, about half what Davis was ordered to pay.

Davis, Union Again Amicable

With that matter settled, Davis once again is on amicable terms with the union and is withdrawing his action contesting the validity of bonding night clubs. AGVA also states that the union is not covered by the law that Davis claims they have violated since they are not an employment agency.

Vaude performers' org says the law does not apply to guilds that offer employment services. However, the question is now purely academic since no operators are contesting the AGVA right to collect any bonds.

FILM PLAYERS

(Continued from page 3)

AGVA-controlled. Moreover, AGVA wants talent to be paid for such jobs, rather than allow the artists to take junkets for "expenses and free publicity." While Rio admitted that the \$5,000 weekly contract stars are paid for their efforts, he claimed many lesser lights, particularly supporting players, often go touring for expense money only and at studio insistence.

Still another AGVA beef is that pic personals are direct competition to AGVA-regulated shows, contending that vaude and nitery ops squawk when they suffer at the hands of film folk playing promotional dates. To allow film stars and players to work theaters without AGVA jurisdiction is unfair to ops required to abide by the union's regulations, Rio holds.

Another meeting will be held next week, at which time Boren will call in film industry execs to explore the problem in an effort to arrive at a compromise solution.

Burlesque

By UNO

BUDDIE LASHER, singing-straight, and **Mickey Jay**, comic, are a new team at the Jay-A Club, Boston. Co-principal is **Georgette Bouchea**. . . . **Donna Leslie** is at the Riptide Club, Calumet City, Ill. . . . **Marie Voe** and **Susan Bishop** have opened at the Follies, Los Angeles, and **Betty Rowland**, **Genii Young**, **Don Lynn**, **Harry Rose**, **Faith Carlton** and **Ames** and **Arno** are at McDonald's Party House, Compton, Calif. . . . **Vickie Hayes** has teamed with **Tommy Vinn** in a new act for vaude. . . . **Matt Kennedy** out of New York hospital after an ulcer operation. . . . Chorines at the Globe, Atlantic City, include **Dorothy Montgomery**, **Yvette**, **Rosalie Postylka**, **Ronnie Russell**, **Violet Palsto**, **Helen St. Chermaine**, **Peggy June Meredith**, **Mini Kirda**, **Alice Welsh**, **Lillian White**, **Shirley**, **Ivy Andrews**, **Jewel Bennett**, **Sis McMillan** and **Loretta Ruke**. **Lester Montgomery** replaced **Bill Henriques** as producer there July 17. **Les Shonnes** trains the ballet. Manager **Jack Beck's** box office guardians are **Boots Larkin** and **Aaron Kohn**. . . . **Loney Lewis** and **Joe Cowan** have signed for a Hirst Circuit tour for next season.

EVELYN TAYLOR has moved from the Melody Club, Union City, N. J., to the Gayety, Montreal, where she opened July 10. . . . **Ina Lorraine** is featured in her Stroblite number with a girlie unit on the Meeker Shows touring Montana, Idaho and Washington. . . . **Lynn Atland**, daughter of house singer **Chet Atland**, and **Al (Pudgie) Baker Jr.**, son of **Al Baker**, straight, and **Margelle**, strip, held over two weeks at the Globe, Atlantic City. . . . **Princess Wah Wah Taysee** concluded five weeks at the Frolics Club, Tampa, July 16 and opened July 18 at the Selingrove, Pa., Fair. . . . **Herbie Faye**, back in New York after two years on the Coast, is readying a vaude act with a new teammate, **Barbara Barry**. . . . **Mary Lundon**, singer; **Sunny Suratt**, emsee; **Justine**, **Amy Fong** and **Betty Palmer** are current at the Monte Carlo Club, Miami. . . . **Syra** is at the Cinderella, New York, thru **Paul Lester** in association with **Dave Cohn**. . . . **Billy Mack**, **Margie Roye** and **Jeanne Delair** are new at the Burbank, Los Angeles, and **Bozo Lord**, **Diddy Case** and **Ruth Phillips** at the El Rancho in the same city. . . . **Walt Collins** is doing straights at the Gem, Chicago, while his wife, **Elaine Collins**, is working in the box office. . . . **Jack Montgomery** is rehearsing a 12-girl line-up to work behind behind **Sally Lane** in a unit to open at the fairs in August.

PHILLY CLUBS CUT NUT

(Continued from page 39)

keeping the crowds coming in; the **Charlie Ventura** unit is set to finish out the month, and house booker **Nat Segall** is shopping around for recording names to carry thru August. The **Showboat**, also booked by **Nat Segall**, is also finding that the regular winter policy of recording names helps keep the room crowded every night. Room has **Savannah Churchill** this week, following jazz man **Earl Bostic**, with blues man **Eddie (Cleanhead) Vinson** set to follow.

In the face of all the pessimism, ops are at least optimistic about the new season. Latin Casino is shopping around for names for the coming year, and the Click has already lined up name bands for its seasonal parade, including **Tommy Dorsey**, **Vaughn Monroe**, **Harry James** and **Spike Jones**.

2-A-DAY BILLS

(Continued from page 3)

before hitting the Shubert house here for a week or two. Houses will all be Shubert temples, with the extension of the playing time depending upon the success of the units. Sherman is casting only his first nine-acter, and will try it out first over the newly formed circuit before casting another.

Rep Ripples

E. R. CONNOR'S Vaude-Museum Show has been playing halls around Pendleton, Ore., to fair business. This winter he will have an educational and museum show playing Central Oregon schools. . . . **Breck's Platform Show**, in the Bloomsburg, Pa., vicinity has had fair returns. . . . **Cosra Show**, lately playing around Sault St. Marie, Ont., has had fair takes. . . . **E. F. Furbish** advises from Tenants Harbor, Me., that he has been showing pix along the Maine coast to fair returns. . . . Writing from Hollis, Okla., **D. D. Lewis** states that he has added flesh to his pic show and is doing some short-cast bills. . . . **L. L. (Lee) Atherton** has a dance-rep outfit in Adams County, North Dakota, working to okay returns. . . . **Curt Bradley** will open his '49-'50 season near Boston the middle of August, using **E. F. Hannan's** "Those Were the Days." . . . **Hull's Show**, three-person platform trick, pens from Dayton, Nev., that biz is satisfactory. Org will return to schools in the fall. . . . **Colin Henry** is showing 16mm. pix around Columbus, Neb. . . . **Joyce** brothers, who have 16mm. films in the New London, Conn., area, will play usual religious pic dates later and probably work from New Britain, Conn. . . . **Beard's Vaude-Museum Show**, three people, has been having fair biz around Ogden, Utah. . . . **Gifford Players**, four people, are having spotty biz in Eastern Maine and will move into Sherbrooke, Que., soon. . . . **W. J. McDonald** is readying a coast-to-coast tour of one-day stands with his solo show. . . . **Clifford Sawyer**, who has his pic-museum show around Napanee, Ont., expects to add more flesh later.

JACK W. MAHONEY has a vaude-pic trick in the Angola, Ind., sector. . . . **Toler Players**, four people, have been experiencing fair biz in the Alexandria Bay, N. Y., area. . . . **David's Pic-Museum Show** reports from El Paso, Tex., that it had been playing under canvas and will now go it on platform until schools open. Returns have not been up to last season. . . . **Arthur Kinsley** has taken over a commercial film show and will play sponsored dates for a national concern with 16mm. pic stories and trailers. He will open in Connecticut and make about 20 States as per present schedule. . . . **Colin's Show**, four in cast, is making resort towns in Central Wisconsin.

PHILADELPHIA, July 16.—A State charter has been issued to Reading Drive-In Theatre Company, Inc., here, authorizing the new firm to capitalize at \$40,000 for the purpose of operating drive-ins.

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Toby & Susie Jaunt Paying Off in Moola

Indoor Tour Formulated

CINCINNATI, July 16.—With five weeks of its usual 20-week season already played, the Toby & Susie Tent Show, under direction and ownership of Neil Schaffner, is playing its regular route of towns in Iowa, Northern Misouri and Western Illinois. Al J. Lindberg advised this week in a communication to *The Billboard*. Schaffner, who has played that same territory for about 25 years, says that business has been holding up well despite heavy rains and humid weather since the org opened its season in Wapello, Ia.

Show's top is 60-foot square stretch with three middle 20's and on the two nights Lindberg visited the org at New Sharon, Ia., it was filled to near-capacity. Fred Boone is in charge of the set-ups and tear-downs, with Lyle Gerwin and Ken Cunningham assisting. The last named also is carpenter and mechanic.

Roster also includes Don Lasley, leads; Don Weige, juveniles and general business; Dick Ellis, light comedy and heavies; Dorothy Eddy, leads; Janice Davis, ingenues, and Neil and Carolyn Schaffner, portraying Toby and Susie. Ed C. Ward handles characters and the piano. The Schaffners' son, Rome, is starred on one bill in the week's rep and supervises activities in the white wagon.

Most of the bills used this season are Schaffner's originals, which, according to Lindberg, accounts in no small way for the steady business enjoyed by the org for many years. Lindberg says the tent is wired for sound, mikes being placed in various spots on the stage with exponential type speakers being mounted on the center poles. Off-stage sound effects are run thru a separate unit utilizing a complete set of sound effect records.

Lindberg says that Schaffner is formulating plans for a rep run in houses in Iowa to follow the season under canvas. Three and four-day stands will be the formula indoors as against the seven and eight-day runs under canvas.

Majestic to Cincy For 3-Week Stand

CINCINNATI, July 16.—Believed to be the only moving showboat still in existence, Capt. T. J. Reynolds's Majestic will tie up at the foot of Lawrence Street on the Ohio River here July 23 for the opening of a three-week stand of mellers to be presented by the Hiram, O., College Showboat Theater.

Reynolds's boat, boasting a cast of amateur thespians from Kent State University and Hiram College, was here last summer for a similar run, which proved highly successful.

The Hiram College's showboat venture is a practical education project of the school. As on last year's tour, the students will receive academic credits in dramatics. A number of the members do several parts in each play in addition to participating in vaude acts as musicians, comedians, singers and dancers.

Stony Brook Gets Charter

YORK, Pa., July 16.—A State charter has been issued to Stony Brook Drive-In Theater, Inc., here, authorizing the new firm to capitalize at \$67,500 for the purpose of operating drive-in theaters. Incorporators were listed as Paul J. Binder, Henry B. Leader and Laurence T. Himes.

Death Climaxes Colorful Career Of Mrs. Bryant

CINCINNATI, July 16.—Mrs. Violet Bryant, whose death of a heart ailment in Point Pleasant, W. Va., Sunday (4) was recorded in the Final Curtain Department in last week's issue, was one of the nation's leading showboat actresses during the gas-light era. She was the widow of Samuel Bryant, who operated Bryant's Showboat, familiar along the Ohio River for many years, and the mother of Captain Billy and daughter, Florence, widely known in rep and showboat circles. The quartet also toured the country as a vaude unit known as the Four Bryants, in the era of the Four Cohans.

Born in Bristol, England, where she sang in Aborn's Grand Opera as a girl, she eloped to America in 1884 with her husband. The Bryants started West in a one-horse wagon, selling patent medicines, soap and corn cure. Years later, finding themselves in Buffalo in dire straits they turned to the river and joined Price's Water Queen Showboat at Augusta, Ky. In 1901 the Bryants purchased a shantyboat at East Liverpool, O., and while her husband reconditioned the boat, Mrs. Bryant canvassed the little towns along the Ohio River from house to house as they toured the river.

Their first showboat was christened the Princess by the family after their mother. The family achieved its final goal in 1917 when it launched the first modern showboat and named it Bryants' Showboat. They became prime favorites up and down the major rivers of the East and played a lengthy engagement in New York. Their river activities eventually led to fortune and success.

Bowing to the inevitable demands of time, Mrs. Bryant and her husband returned to Point Pleasant several years ago and Mrs. Bryant appeared there as an entertainer until recently. Her three great loves were her family, her home and the city of Point Pleasant. Capt. Billy Bryant currently is appearing thruout the East with his wife, Josephine, actress, musician and author.

Kinsey Grabs Top Defiance Location; Stand in Ada Fair

ADA, O., July 16.—Defiance, O., came thru with a top location for the Madge Kinsey Players and the show's trailers were parked on the Maumee River. Move in here was a smooth one, excepting that Harry and Madge Kinsey Graf's trailer had a flat tire. Regular truck rims are to be installed this week.

Despite a free ladies' night, Monday night's opening proved a flop, while Tuesday night brought out about a half house. All are looking forward to the eight-day engagement in Findlay, O., with its good lot and proximity of the swim pool.

Jean and Pep Graves entertained Willie and Jeannie Krause and Damoo Dhotre enjoyed dinner at the Graf's trailer. Many members of the show visited the personnel of the Ringling Circus, which was playing near by.

Loew Drive-In for Brockton

BROCKTON, Mass., July 16.—E. M. Loew Theaters Circuit, which operates a number of drive-in theaters in the Northeast, has announced plans for construction of a \$250,000 drive-in here. Features include in-car speakers, a refreshment building, a bottle-warming service and capacity for 1,000 cars. Nathan Trager, Brockton, is president of the newly formed corporation, Brockton Drive-In Theater, Inc., with Loew as treasurer.

Plunkett Biz Good on Tour Of Colorado

Flood Nixes Holly Stand

STRATTON, Colo., July 16.—Business for Plunkett's Stage Show, currently on a tour of established Colorado territory, continues good in spite of the fact that the route had to be changed almost at a moment's notice because of a flood in Holly, Colo., Kennedy Swain reports. Big news on the show was the announcement of the secret marriage of Charlene Plunkett and Bob Wegher, musician and actor on the show, in Clovis, N. M., May 21. The newlyweds planed into Denver where they purchased a new car and trailer.

Mr. and Mrs. Rusty Plunkett purchased a new trailer, as did Flo and Dick Darling. Cleo Plunkett has added a few new tricks to his magic act, including the Floating Lady illusion, with Marie Plunkett assisting.

Practically the entire working crew has heard the call of the wheat fields and left the show short of workingmen. However, Swain says the girls on the show came to the rescue and with their help it goes up and down faster than ever.

Recent visitors included Mr. and Mrs. Lester Garrett and son, Jim; Colley and Rosalee, Mr. and Mrs. Henry Brunk, Jack Hoxie and family, and Fred Blakey, long-time friend of the family. Mrs. Garrett is a former Plunkett sister.

Guilderland Gets Drive-In

SCHENECTADY, N. Y., July 16.—After several vain attempts to obtain permission to erect a drive-in theater in near-by Rotterdam, N. Y., John Marotta, of Amsterdam, N. Y., has started construction of the 500-car Carman Drive-In at Guilderland, N. Y., three and one-half miles from here. Marotta said booking for the theater will be handled by Robert Baranoff.

HARTFORD, Conn., July 16.—At public hearing here Monday (11) State Police Commissioner Edward J. Hickey denied the Outdoor Bowl Theater Corporation petition for permission to construct and operate a drive-in theater opposite an airport at Stratford, Conn.

AGENT WANTED

Must be Sober and capable of billing 3-day-stand Repertoire Show. State salary and all details first letter.

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Man or Woman. Must be sober and able to cut it with one of America's best Hillbilly Bands. Person doing parts and specialties preferred. State age, salary, etc., in your first letter.

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Colored Musicians, Comedians and a good Male Singer. Must be sober and reliable. Enlarging show. Long season. Show going South this fall and winter. Free Platform Med Show making 3 and 4-week stands in larger cities. Top salary rain or shine, finest equipped costumed show on road. Show now out. Write stating salary, experience, etc.

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GEN. DEL. McRAE, GA.

THE FINAL CURTAIN

BROWN—Dr. G. A., widely known by show people, June 25 in Detroit. His widow, Rosina, survives.

BUCHHOLZ—Oscar H., 81, costuming business owner for many years, July 12 in Springfield, Mass. He entered the business at the age of 15 with his father, the late Herman Buchholz, operating the costuming and decorating business in which he remained all his life. He supplied costumes for masquerade balls, as well as minstrel shows, theatrical productions and pageants. His widow and brother survive.

COLLINS—Edward, father of L. E. Roba Collins, Side Show manager with the John Pawling Circus, and magician, July 7 in the Poplar, Mo., hospital.

COVINGTON—G. W. Jr., owner of radio station WCOV, Montgomery, Ala., July 12 in Chicago. He also owned stations at Selma and Gadsden, Ala. A brother, Oscar, survives.

CURTIS—Mrs. W. H., 74, veteran circus wardrobe lady, July 9 in Cuevas, Miss., of heart disease. She was the wife of W. H. (Bill) Curtis, who has retired after 58 years' connection with circuses. He was superintendent of canvas for Ringling-Barnum last year. She had been wardrobe lady with Sells-Floto, Hagenbeck-Wallace and the John Robinson Circus.

DAVIE—Charles, former film salesman and theater manager, July 3 in Veterans' Hospital, Grand Rapids, Mich. He was one of the early franchise holders for the old Metro film company in Michigan, and later Detroit salesman for Universal Pictures and other firms. He was later manager of the Echo Theater in Detroit.

DELANGE—Eddie, 45, composer, author, conductor and recording artist, July 13 in Beverly Hills, Calif. (Details in Music Section.)

DICK—Elsie, director of women's, religious and educational programs for the Mutual Broadcasting System, July 12 in an airplane crash near Bombay, India.

A Loving Tribute
To a beautiful memory of my dear husband

HARRY DUNN

Who passed away 2 years ago, July 12. Sad and sudden was the call, of one so dearly loved by all. A bitter grief, a shock severe, it was to part with one so dear. Deep in my heart he is living yet, I love him too much to ever forget.

Your Loving Wife
RITA DUNN

GIBSON—Myron E. (Sonny), 36, who with his widow operated the B. & L. concession stand at Keyes Stadium, Kansas City, Mo., recently at his home in that city. Survivors include his widow, Mary E. Gibson; father; two brothers, one of whom, Murray (Jack) Gibson, is with the 20th Century Shows, and two sisters. Funeral services at Wildwood Chapel in Restland Memorial Park, Dallas.

HANBY—Mrs. Etta Jane, 85, grandmother of singer Kate Smith, July 10 at Lake Placid, N. Y. Two sisters also survive.

HARRELL—Mrs. Ella V., mother of two sons, showmen, at Waco, Tex., July 6. H. M. Harrell is a former circus billposter and now a stagehand in Waco, and Edward is connected with the Capitol Theater, Austin, Tex.

HART—Fritz, 75, conductor emeritus of the Honolulu Symphony Orchestra and former conductor of the Melbourne (Australia) Symphony, July 9 in Honolulu.

HUMKE—Albert J., 49, former carnival and circus agent and for the last few years an independent operator, July 11, in Marion, Ind., of heart disease. (Details in General Outdoor Section.)

IVES—Anice, radio commentator and broadcaster for 17 years, July 6 in Rochester, N.Y. She originated *Everywoman's Hour* and conducted it on WFIL for 10 years. Her brother and sister survive.

KADUKE—Mrs. Paul, wife of Paul Kaduke, Tilt-a-Whirl foreman on the Cetlin & Wilson Shows, recently in Bluefield, W. Va. In addition to her husband, survivors include her mother and brother. Interment in the family plot at Oaklawn Cemetery, Jacksonville, Fla.

KNICKERBOCKER—H. R., 51, radio commentator for WOR, July 12 in an airplane crash near Bombay, India.

KUHN—Walt, 71, one of America's outstanding painters, often referred to as the "Rembrandt of show business," July 13 in White Plains, N. Y. Included in his many famous paintings are canvases of the big and little of the theater, vaudeville and circus. Kuhn executed a portrait of Bert Lahr, and his *The Blue Clown*, *The White Clown*, *Juggler* and *Bobby Barry*, *Comedian*, are among his outstanding works. At one time Kuhn wrote, designed and produced state pantomimes and satirical ballets. He had planned an open-air theatrical show, *State of Maine Follies*, which was to be presented in Ogunquit, Me., as a revue with circus acts, burlesque skits and choruses, written and directed by himself. His widow and daughter survive.

LAMB—Mrs. Ruth Findlay, 45, actress who under her maiden name, Ruth Findlay, played opposite Lionel Barrymore and William Faversham, July 13 in New York. She first appeared in *Baby Mine* at the age of 12, and subsequent successes included *Rebecca of Sunnybrook Farm*, *Successful Calamity*, *The Prince and the Pauper* and *Man or Devil*. Mrs. Lamb appeared in movies in 1938 and came out of retirement in 1941 to play in *The Land Is Bright*. Her husband, Donald W., three sisters and a brother survive.

LAREY—Max, 60, at his Los Angeles home July 7. For the past 20 years he served as production assistant to Henry King, film director. Survived by his brother, Gaston, and a sister, Mrs. Caroline Herck, both of New York.

MANGIAGALLI—Riccardo Pick, 67, one of Italy's leading composers of ballet and symphony music, July 8 in Milan, Italy.

MATHEWS—Samuel, 81, musician and bandsman, July 9 at his home in Philadelphia. He played the bass drums, was former manager of the old Franklin Band, and was one of the organizers of the Musicians' Union of America, Local No. 1. His widow, Anna; a son, three daughters and two grandchildren survive. Services July 13 in Philadelphia, with burial in Northwood Cemetery there.

McKECHNIE—James Murray, former manager of the Earl Carroll Vanities show for 20 years, of a heart attack in Yakima, Wash., July 10. McKechnie was acting as company manager for the Gene Autry road show when stricken. He had been with the Autry show for the past year. Survived by his brother, Bill McKechnie, former big-league baseball manager.

McKENZIE—Robert B., 68, legit actor, July 8 in Manunuck, R. I. He had gone there for a strawhat engagement and was stricken during rehearsal. Besides many Broadway shows to his credit, he had appeared in movies since the silent days. His daughter, Fay McKenzie, actress, survives.

McKEON—John Joseph, 60, chairman of the board of the Roxy Theater from 1937 to 1939, July 12 in New York. He was once associated with Sam H. Harris in legit enterprises and was general manager of the Stanley Theater circuit. McKeon also produced films in the early days. Three sisters survive.

MOORAD—George L., 41, radio commentator for KGW, Portland, Ore., July 12 in an airplane crash near Bombay, India.

NORTH—Norma, 25, actress, July 12 in an airplane crash in the mountains near Burbank, Calif.

ONOYE—Kikugoro, 64, one of Japan's leading actors, July 10 in Tokyo. He suffered a stroke while on stage; he was best known for his acting in classical plays.

PACE—Charles Walter, electrician at the Majestic Theater, Paterson, N. J., a former burly house, recently in Paterson. He was a member of the International Alliance of Theatrical Stage Employees and Motion Picture Operators in the U. S. and Canada. Burial was in Fort Worth.

PERRY—Paul, 34, aerialist, July 11 in New Orleans. (Details in General Outdoor Section.)

In Loving Memory

JOSEPH A. PISARA

Died July 23, 1948

Babe Pisara

POLACK—Irving, 63, of Polack Bros.' Circus at his Van Nuys, Calif., ranch July 13 of a heart ailment. (See details in Circus Section.)

POLO—Danny, 47, musician, July 11 in Chicago. (Details in Music Section.)

PUGH—S. P. (Denny), 54, ride and concession operator, of a heart attack in Dallas, July 10. (Details in Carnival Section.)

QUINN—James B., 80, former shooting gallery concessionaire, July 10 in North Wildwood, N. J. He was killed in flames that destroyed his house.

SHANER—Carl L., former actor and player with the Horne Stock Company, July 1 in Youngstown, O. He was the manager of the Cascade Park at New Castle, Pa., for eight years.

SIMMONS—Eddie, 79, in show business for many years and at one time with the Bon Ton Girls burly act, June 28 at his home in Gales Ferry, Conn. He was one of the oldest members of the stagehands' union, Local 53, Springfield, Mass. His widow, Nora, survives.

In Sweet and Loving Memory

of our Son and Brother

BURTON

who passed on July 22, 1946

MR. AND MRS. B. A. SLOVER

AND JIM AND BOB

STEVENS—Jack, veteran showman who had been with White Star Attractions this season, July 8 in a Bucyrus, O., hospital. In show business for 57 years, he had been in failing health for several years, having returned to the road this year for the first time since 1943. Services and burial in Upper Sandusky, O.

STINE—Walter R., 57, treasurer of the Hunt's Theaters, Wildwood, N. J., July 3 in Atlantic City (N. J.) Hospital, from a heart condition. He was associated with William C. Hunt in the operation of the theater chain since 1925. His widow, Marguerite, and a son survive. Services July 7 in Wildwood, with interment in Riverside Cemetery, Norristown, Pa.

In memory

of my dear husband

PHIL C. TRAVIS

who passed away July 16, 1948.

Sadly missed by wife.

GUSSIE TRAVIS

WARING—Peter, 30, leading British comedian, July 9 in London. He was a regular performer with the British Broadcasting Corporation. Recently committed to prison, he hanged himself.

Marriages

DE MARTEL-CALVER—Wilkie de Martel, Broadway character actor, and Carey Calvert, actress, July 14 in Mount Kisco, N. Y.

DEL MONTE-JOHNSON—Michael Del Monte, drummer formerly with the Lawrence Welk and Joe Saunders orks, and Mary Jane Johnson, non-pro, June 18 in Louisville.

FRANCI-GERBER—Frank Franci, nonpro, and Georgina Gerber, daughter of Joe (Red) Gerber, veteran concessionaire, and Mrs. Gerber, recently in Turtle Creek, Pa.

HALE-DUANNE—Jack Hale, clown and concessionaire, and Joanne Duanne, night club dancer, July 8 in Chicago.

HILLIARD-BURNS—Rober J. Hilliard and Viola Burns, former Young & Rubicam radio and television producer, recently in Chicago.

KADISON-MOORE—Philip Kadison, musical comedy composer, and Fay Paula Moore, actress, July 9 in White Plains, N. Y.

KEATING-McGUIRE—Robert E. (Bob) Keating, formerly with Endy Bros.' Shows, and Ella J. McGuire, non-pro, July 5 in Utica, N. Y.

POWELL - JOHNSON—Austin Powell, leader of the Cats and a Fiddle musical unit at Lou's Moravian Bar, Philadelphia, and Jean Johnson, whose father operates a cafe in Richmond, Va., July 7 in Philadelphia.

RUBY - COTTRELL—Clifford J. Ruby, frozen custard operator on the Johnny J. Denton Shows, and Ruby E. Cottrell recently in Tazewell, Va.

WATSON-CUSTER—Curtis Watson, assistant on the bingo on the Schafer's Just for Fun Shows, and Beatrice Custer, operator of the cigarette gallery on the same organization, July 8 in Waco, Tex.

WILLIAMS-CRANDEL—Jeff Williams, owner of the Roseville and East Detroit theaters in Detroit suburbs, and Helen Crandel recently in Roseville, Mich.

Births

A son to Mr. and Mrs. Mickey Donovan recently in Hartford, Conn. Father is a trick rider in the Motor-drome of the Coleman Bros.' Shows.

A daughter to Mr. and Mrs. Burt Lancaster at St. John's Hospital, Santa Monica, Calif., July 6. Father is the film actor.

A son to Mr. and Mrs. Johnny McGettigan July 5 in McGurran's Hospital, Atlantic City. Father is proprietor of the Albany Arms Cafe, that city.

A son, Philip William, to Mr. and Mrs. Harry Hofmann June 20 at Community Hospital, Hemet, Calif. Father is special events director for San Diego County Fair, Del Mar, Calif.

A daughter to Mr. and Mrs. Frank Baur July 6 in Hollywood. Father is assistant director on *Kiss for Corliss*, radio show.

A son, Michael, to Mr. and Mrs. Martin Block July 9 in New York. Father is a WNEW disk jockey.

A son to Mr. and Mrs. Alec Chesser July 6 in San Antonio. Father is KITE program director.

A daughter to Mr. and Mrs. Robert Ferris July 6 in Seattle. Father is a KJR newscaster.

A son to Mr. and Mrs. William Kent July 9 in Santa Monica. Mother is Irene Tedrow, mother of Corliss Archer, of the radio show.

A daughter to Mr. and Mrs. L. Jerry Spengler July 6 in San Antonio. Father is program manager of KABC.

A daughter, Rita Mozelle, to Mr. and Mrs. T. A. Stevens recently in Gadsden, Ala. Father is a concessionaire lately with the Royal Crown Shows.

A daughter, Carroll Elizabeth, to Mr. and Mrs. Jack Capell July 8 in Okmulgee, Okla., hospital. Father is one of the owners of the Capell Bros.' Shows.

CALGARY RECORD TOTTERS

Attendance at RR Fair Down From Yr. Ago

Weather Big Factor

CHICAGO, July 16.—Attendance the first 19 days of the Chicago Railroad Fair thru Wednesday (13), was down less than half compared with the first 19 days of 1948. Rain fell 10 of the 19 days and for 8 days temperatures ranged from 90 to 102. An early start this year also was blamed for the comparatively lower attendance.

Sunday (10) was the best day, attendance-wise, 43,308 persons paying the 25 cents general admission. Wednesday (13) was second best, with 30,842. Four-a-day pageant *Wheels A-Rolling* drew 16,964 Wednesday, boosting the total thus far this year to 192,225. Over-all attendance at the fair for the first 19 days was 406,508, compared to 871,025 last year. Deadwood Central, narrow-gauge railroad ride that goes for 10 cents, carried 15,659 of the Sunday crowd.

Water Show Draws

Roby Parks's Water Show, getting plenty of publicity in local newspapers, is drawing better each day. The Fleckles and Voorhees Ice Show, free attraction, lost one performance when a flash rain flooded the outdoor ice pond.

Law-Outlaw Show, operated by John Courtney and Bob Seery in Gold Gulch, has added a flashy new paint job. Inside Lecturer, Larry (Arizona) Kane, is pulling good crowds with his 15-minute pitch. Courtney has added Marilyn Kittell and Marilyn Domke as ticket takers in full Western get-up. He reports good results with a 9-cent kid price, initiated last week. Funhouse is doing better than the

(See R.R. Fair Down on page 89)

Dave Malcolm Files 75G Suit Against Bedwell in Geneva

GENEVA, Ill., July 16.—Dave Malcolm, Chicago booker, Wednesday (13) filed a \$75,000 damage and injunction suit in Kane County Court here against Ralph O. Bedwell. Malcolm charges Bedwell with changing the name of the circus, held here July 6-12, from David Malcolm First Annual Mooseheart Circus to R-B Mooseheart Circus produced by Ralph Bedwell Enterprises, and with representing himself as the producer of the circus.

Neither Mooseheart nor the Moose lodge is involved in the suit.

Bedwell, it is claimed, was hired by Malcolm under contract to promote shows and handle production, and is charged by Malcolm with violating terms of the contract and with damaging Malcolm's business and reputation.

Malcolm asks \$25,000 for damages done to his business and \$50,000 for damages done his reputation. He also asks the court to direct Bedwell to produce books and account for money netted in shows at Springfield, Jacksonville, Moline, Peoria and Aurora, all in Illinois.

Hope and Godfrey To Highlight Minn. Aquatennial Radio Show

MINNEAPOLIS, July 16.—Three top programs for the 10th annual Minneapolis Aquatennial were set this week.

Al Sheehan, producer-director of *Aqua Follies*, which kicks off the Aquatennial with a Wednesday night (20) preview, has inked his emcee and two stage acts to round out his combination water-stage show.

Merle S. Jones, radio chairman for the Aquatennial, reports Bob Hope will star in a two-hour radio show Saturday night (23), after participating in an afternoon parade. As an added feature, it appeared almost certain that Arthur Godfrey, who took part in the radio feature a year ago, will fly to Minneapolis, on his own, to join Hope and Cedric Adams, WCCO feature headliner, in the radio show.

Coronation Ceremony Set

Mrs. Jerry Vessels, promotion chief for the Aquatennial, said plans have been completed for the 1950 Queen of the Lakes coronation ceremony and ball July 29.

Sheehan, who is bringing in Vicki Draves, American Olympics champion, as his gal water star, backed up by a strong ensemble of men and women swimmers, has signed Joe McKenna to emcee the *Aqua Follies* show. Paul Remos and His Toy Boys, and Don Roy, single terpster, have been added to the stagershow, bringing the total of acts to six. Meanwhile, Sheehan reports that advance box-office sale for the *Follies* is good.

Altho Hope is a National Broadcasting Company star, he will go on a Columbia Broadcasting System station for the two-hour show, 30 minutes of which will be carried by the CBS coast-to-coast web. Adams will

emcee the show, with Clellan Card and Bob DeHaven, other WCCO staffers, taking part. In addition, Monica Lewis, chirp appearing at the Radisson Hotel, Minneapolis, will appear. Show will be in Minneapolis Auditorium.

Godfrey for Free

Godfrey said on his morning show Wednesday (13) he plans to fly his plane to Minneapolis to be the guest of the Aquatennial. Godfrey would appear cuffs, while Hope will be paid.

Mrs. Vessels, in announcing completion of coronation night plans, said John Ford, of WTCN, will be emcee. Art Mooney and his ork have been booked to play the coronation ball in Minneapolis Auditorium.

Shrine Tabs 100G Advance In Providence

Top Harlacker Promotion

PROVIDENCE, R. I., July 16.—Added effort during the past week sent the advance sale of the Shrine Circus, which opens at Narragansett Race Track Monday (18) for a seven-day run, close to the \$100,000 mark. Early sales were off, but a late drive, under the direction of Shriner Bill Knight, resulted in sales that will

(See Shrine Racks Up on page 89)

338G Refurbishing Readies Reviving Syracuse Annual

SYRACUSE, July 16.—The sprawling 267-acre site of the New York State Fair is undergoing a \$338,000 transformation that will ready buildings and grounds for the exposition's opening Labor Day, September 5.

Visitors to the first fair in eight years will be greeted by a completely rejuvenated and beautified area. Contracts totalling \$208,000 have been awarded by the Department of Public Works for exterior and interior repair, including painting, electrical wiring, plumbing, street lighting and sanitary work. An additional \$130,000 has been allocated by the department for further grounds and building rehabilitation.

New Lighting System

Largest single project is the repair of the manufacturers' and home builders' center which will house the home-building and home-making exhibits of the Better Homes Exposition. Old-time skylights, extending almost the full length of the structure, are being eliminated and sealed over to make the roof waterproof. A modern lighting system is being installed thruout the grounds.

The cracked concrete pavement within the manufacturers' building is being replaced by a black top surface.

Fifty painters are applying 10,000 gallons of paint to the 40-odd buildings. Structures such as exhibit buildings, offices, barracks and utility houses are receiving a coating of buff paint on the exterior walls with a dark green trim. Colors of the interiors vary to coincide with the planned exhibits.

Infield Re-Seeded

The race-track infield is being transformed into lawn studded with floral displays. The race-track and all roads are being resurfaced. The lagoon in front of the horticultural buildings is being rebuilt and beautified.

Work on the Empire Court, the green, tree-lined park which greets fair visitors at the entrance, has been completed with the installation of the spectacular, revolving lights, purchased from the New York World's Fair in 1940.

Bricklayers are replacing the weather-worn surface of the gate's pillars. A glossy coated brick is being used to give the entrance a bright and colorful appearance.

About 5,000 copies of premium lists for the livestock department have been distributed.

Early Marks 31,000 Ahead Of Year Ago

Rain Fails To Hurt

By Frank B. Joerling

CALGARY, Alta., July 16.—The all-time attendance record of 373,983 chalked up at the Calgary Stampede and Exhibition last year was expected to be passed this year when the final figures were in late tonight, finale of the six-day event.

First three days, Monday thru Wednesday (11-13), the Stampede drew 310,201, an increase of 31,000 for the corresponding period a year ago.

Figures, compared to a year ago, for a 25-cent admission gate, follow:

	1949.	1948.
Monday (11).....	70,951	64,854
Tuesday (12).....	66,943	49,612
Wednesday (13)....	72,307	63,575

These figures were rolled up in the face of bad weather this year and in contrast to last year when every day was ideal. Rain marked the first three days, but it failed to hurt.

J. Charles Yule, managing director, and the board of governors said plans are under way to enlarge the grounds (See *New Calgary Marks*, page 90)

Al Humke Dies In Marion, Ind.

ANDERSON, Ind., July 16.—Albert (Al) Humke, 49, formerly with Bailey Bros.' Circus, Lee Bros.' Shows, Gold Medal and Gem City Shows, and for the last few years an independent operator in outdoor show business, died Monday (11) in Marion, Ind. Death was due to heart disease.

Funeral services were held here Wednesday (13). Surviving are his widow, his mother, Mrs. Blanche Humke, both of Anderson, and two brothers, Maj. Sterling Humke, stationed in Florida, and Carl F., residing near Anderson.

Ill for some time, Humke was in Marion on business when he was stricken. He died a few hours later.

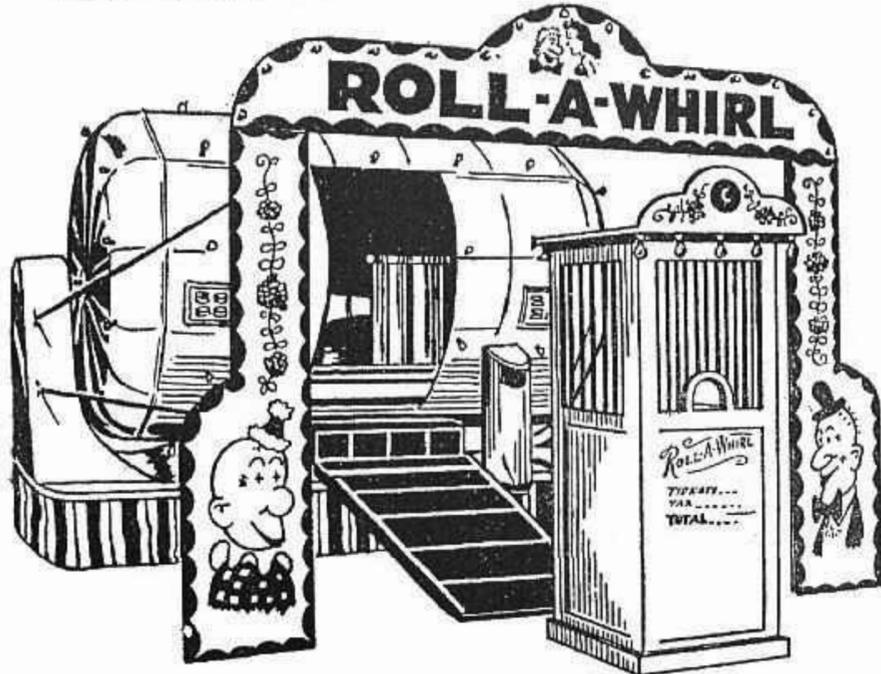
Born and reared in Anderson, Humke, following graduation from the Anderson Public School, entered outdoor show business as an advance publicity man for a circus and was in the entertainment field until his death.

P. Perry Killed In Fall at N. O.

NEW ORLEANS, July 16. — Paul Perry, 34, Los Angeles aerialist, was killed when he fell from his rigging during Monday night's (11) performance at Pontchartrain Beach here.

Perry, a member of the Aerial Perrys, who opened at Harry Batt's park Sunday (10), fell 85 feet from his trapeze while doing an ankle drop and suffered multiple internal injuries, a broken neck and fractured skull, resulting in a fatal hemorrhage.

SENSATIONAL NEW MONEY MAKER



THE ROLL-A-WHIRL

AN EIGHT PASSENGER RIDE FOR KIDDIES AND ADULTS

The Roll-A-Whirl is built on and made a part of a two-wheel trailer and can be transported behind a passenger car as easily as a medium weight house trailer.

★ ★ ★

Requires no help for setting up or tearing down. Constructed of steel and aluminum throughout. It makes a nice flash in the midway because of the streamlined construction and the numerous colored lights on the hull.

★ ★ ★

Ride is powered with two high quality capacitor type 110 volt Century Electric Motors.

Overall dimensions: Length 18 ft., height 10 ft., width 7 ft. 10 in. Approximate gross weight 2300 lbs.

Complete with ticket box, sign, heavy duty rubber covered lead wire, light bulbs, automobile controls for the electric brakes.

Trailer is equipped with Atwood hitch, Hammer blow, safety engineered axle and springs, Warner electric brakes; R.C.A. public address system, which includes pick-up mike amplifier and speaker. All bearings are heavy duty Seal Master. Firestone 6-ply Champion DeLuxe tires.

Write for pictorial catalog. Send your order in NOW! We can still deliver some rides early this season. Wire or phone TODAY

PRICE COMPLETE, \$3,450.00

F. O. B. Factory, St. James, Mo.

Want reliable Representative in new territory. Must have good car, financially able to operate, furnish reference above reproach, know Carnival business, particularly rides. Good proposition for right man. Send references in your answer.

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IMMEDIATE DELIVERY
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MT. CLEMENS, MICH.

C-CRUISE... A Re-Ride Bonanza

- ★ Super-Safe
- ★ No Experienced Help Needed
- ★ Fun For All Ages
- ★ Indoor or Outdoor
- ★ Self Loading
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EASY TO FILL UP... OPERATE... SET UP AND TRANSPORT!
C-Cruise can be set up to suit your customers
Write for details

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New, thrilling ride for all ages. Brilliantly decorated and illuminated. Engineered and sturdily built for carnival and park use. Also manufacturers of Kiddie Airplane Ride, Kiddie Boat Ride, Adult and Kiddie Chairplanes. Free literature.

SMITH & SMITH
Springvale, New York

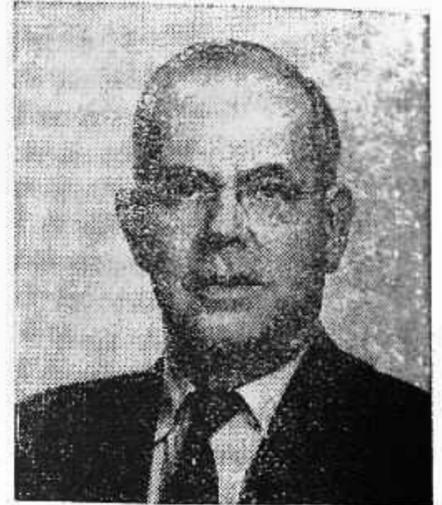
Close-Ups:

Many Tarheel Annuals Gained Vigor Under Norman Chambliss

By Jim McHugh

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

THIRTY-ONE YEARS ago Norman Y. Chambliss, who was then only 27, was told that he had been elected president of the Rocky Mount (N. C.) Fair. At the time Norman was secretary of the Chamber of Commerce and his appointment to head the locally owned annual was engineered by J. L. Horn, the chamber's prexy. Wrestling with the problems of operation from a standing start whetted Norman's appetite for the fair business and it wasn't long before he had undertaken management on a mass production basis. His interests today are still extensive with no signs of leveling off. Current activities include the Rocky Mount Fair, which he owns; the Greensboro (N. C.) Fair, in which he is now associated with George A. Hamid but which he will take over in 1950, and Pitt County Fair, Greenville, N. C., a new enterprise, started a year ago.



NORMAN Y. CHAMBLISS

While operating the Rocky Mount annual and continuing as secretary of the Chamber of Commerce, Norman was drafted to take over the public relations department of the Planter's National Bank & Trust Company.

Manages State Fair

Norman was successful at his various jobs and content to limit his activities to a relatively small geographical sphere until 1933 when, together with George A. Hamid, he leased the North Carolina State Fair during the administration of Governor Ehringhus. Their tenure was highly successful and lasted thru 1936 when the fair was taken back by the State when Gov. Kerr Scott began his first term as commissioner of agriculture. Dr. J. S. Dorton was appointed manager of the State Fair in 1937 and continues in that capacity.

While still operating Rocky Mount and Raleigh, Norman recalls regretfully that he got too ambitious. He took over annuals at Salisbury, Tarboro, Williamson and Clinton on five-year leases. He began in 1937 and he was definitely over extended. Because of the very nature of fair business, which necessitated operating all events in a short period of time, Norman was unable to give to each the time and attention it should have. He gave them all up as the leases expired.

In 1942, in association with Hamid, (See Many Tarheel Annuals, page 91)

BOOMERANG
1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949
WRITE FOR CATALOG ETC.
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FOR SALE Latest Model Merry-Go-Round, 20 Jumping Horses, 2 Chariots, khaki top and sidewall, beautifully decorated inside and outside scenery, pulled by Allis-Chalmers engine. Will deliver this ride within 1000 miles free. Price \$5500.	FOR SALE Ferris Wheel, brand new, 12 seats, 40 ft. high, made out of solid steel. Has extra wind braces on it. Pulled by Allis-Chalmers engine. Has Conway clutch, pulled by cable with elephant ears. Actual weight 3 ton. Price \$4500. Delivered 1000 miles free.	FOR SALE One Tilt-a-Whirl, 7 Tubs, rebuilt and repainted, new Allis-Chalmers engine, new clutch drive and new cable. Will take \$5000 F.O.B. here. One 24-seat Mix-Up, new engine, new seats, 20 ft. high, all gears are steel. \$1500.
Take orders on Merry-Go-Round and Ferris Wheels to be delivered in 10 days. Will haul and erect same on location free within 1000 miles.		
JAY WARNER		
BOX 181	Phone 9121	BAY ST. LOUIS, MISS.

FLYING SCOOTERS
QUEEN OF THE FLYING RIDES
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EIGHT CAR STATIONARY & NEW JET
PORTABLE RIDE ELEVATED KIDDIE RIDE
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Man-Made Drought

LONG BEACH, N. Y., July 16.—While there was no lack of water for dunking at this Long Island resort, an all-time record of 200,000 on July 4 lapped up the town's drinking water at such a pace that it resulted in a temporary shortage.

85G Refurbishing Sparkles Ramagosi's Wildwood Units

WILDWOOD, N. J., July 16.—S. B. Ramagosi has streamlined his many amusement enterprises here at a cost of approximately \$85,000. The renovation program, first since the war, was necessary, Ramagosi said, because of increasing competition.

Assisting Ramagosi in his operations are his three sons, Jim, Bill and Gilbert, with Dick Edwards, veteran park man, back as general manager, and Johnny Lue as machine manager.

Ramagosi's Casino Arcade Park on the Boardwalk came in for the largest measure of improvements. In addition to the color lighting effects, Ramagosi has installed many new games and rides. Scoota Boats, manufactured by Ben Schiff, Miami Beach, have been installed in the pool. Other Schiff units are at Palisades (N. J.) Park and Carlin's Park, Baltimore.

New Units Added

In addition to many new concessions, Casino Arcade Park has added two new attractions in Joe Blake's Frozen Alive show, and Ben Puzutti's miniature railroad exhibit. The toy trains exhibit was at Willow Grove Park, Philadelphia, for the past three years and was last seen here in 1941 at Hunt's Ocean Pier. Also for the first time, Ramagosi has built a restaurant in the arcade park called the Circus.

As a free exhibit, Ramagosi is displaying a Gruman Avenger gun turret, and to attract small fry to that section of the arcade featuring kiddie rides, he has engaged Happy Justi, clown, working with Major Nowak, midget.

Juke Dancing

Dancing to juke box music is again featured in the park ballroom. Afternoon sessions got under way with the airing from the dancery of Jimmy

Edwards' two-hour *Noontime Is Tuntime* disk show over WMID, Atlantic City.

At Sportland, also operated by Ramagosi, the Kehoe Bros.' Water Circus is featured in the big indoor pool. For the first time, a number of kiddie rides have been installed, along with a Motordrome.

Ramagosi has also added six open air tram cars, similar to those introduced at the New York World's Fair. The cars are used for sight-seeing trips along the Boardwalk.

Commutin' Pokes

MOLALLA, Ore., July 16.—This rodeo business now requires a bit of commuting, cowpokes here for the annual Molalla buckaroo July 4 reported.

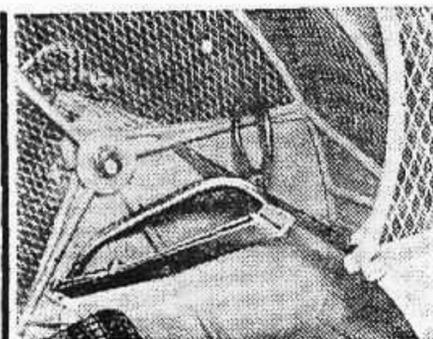
Some of the cowboys made daily trips by car between the Molalla competition and that at St. Paul, Ore., 40 miles distant. Five cowboys, Buck Sorrels, Dean Pruitt, Jim Shoulders, Bill Hancock and Sonny Tureman, did their commuting via air. The quintet performed here the afternoon of July 4, then boarded a private plane for Tappanish, Wash., arriving in time for the rodeo there.

DEPENDABLE POWER

Has your old Power Unit been giving trouble? You can't afford to have this happen during your celebrations and fairs.

An ample stock of the famous ELL "D-140" Power Units are here at the BIG ELL Factory. These Units are mounted on steel trucks for portable convenience and are adaptable for any type of ride. The "D-140" develops 25 h.p. Operates smoothly and is economical on oil and gasoline. Write for Price List A-60 today. Learn how you too can have dependable, trouble-free Power on your ride.

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Avenue Jacksonville, Illinois



RIDE OWNERS are reporting greatly increased grosses on peak capacity stands with Eyerly rides having the new Eyerly automatic passenger safety belt, now standard equipment on new 1949 models. This speedy, positive and self-adjusting fool proof safety development actually decreases passenger loading time from fifty to seventy-five per cent. Write for complete information.

Eyerly

Portable One-Truck Rides for Carnivals

- OCTOPUS
- ROCK-O-PLANE
- ROLLOPLANE
- FLY-O-PLANE

Engineered and sturdily built for parks. Write for descriptive circulars.

EYERLY AIRCRAFT CO.
SALEM, OREGON

1949 Spitfire

**BETTER THAN EVER
ALL BALL BEARINGS
AND
FLUID DRIVE
SIDE OR BOTTOM LOADING**

FRANK HRUBETZ & CO.
SALEM, OREGON

NEW IMPROVED CHAIRPLANES

24 Seats, Le Roi Engines, Portable Steel Tubing Fences for Rides.

RIDE III MFG. CO.
Murphysboro, Illinois

Rogers Biz Spurts On 3 Iowa Stands

SHENANDOAH, Ia., July 16.—Two straw houses marked the Tuesday (12) stand here of Rogers Bros.' Circus, with weather perfect. Police and fire departments sponsored org's stand in Creston, Ia., Monday (11), which brought two full houses.

Despite hot humid weather, the Rogers org pulled a strong matinee and a full night house in Newton, Ia., Friday (8). Rain held the houses in Nebraska City, Neb., Wednesday (13) to half and three-quarters.

Chipperfield Returns To Eng. After U. S. Biz Tour

NEW YORK, July 16.—James Chipperfield, well-known circus owner of England, left here by plane Thursday (7) afternoon for Montreal, en route to England.

Chipperfield spent a week here looking over the circus situation and prospects for the interchange of circus acts between England and the U. S. The highlight of his visit was a day with the Ringling circus at Bradford, Pa., Monday (4).

Chipperfield Circus, which is jointly owned by James, John, Richard and Marjorie Chipperfield, has developed into one of the most important tent shows in the British Isles, having the largest number of trained animal groups, including elephants, tigers and horses, in England.

Hollywood Dare-Devils Find Business Good in Canada

MONCTON, N. B., July 16.—Congress of Hollywood Dare Devils is enjoying good business in Canada.

Fredericton, N. B., Springhill, Sydney, Bridgewater and Halifax, all in Nova Scotia, proved big. Featured with the org are Buttercup Pearce, Frankie Mathews, Jimmy Curry and Buddy Young.

Park and Carnival Men
**ACCLAIM THE NEW
Allan Herschell
LITTLE DIPPER**

ROYAL AMERICAN SHOWS

"One of the finest Kiddie Rides ever on the market...it will no doubt pay for itself many times over during the first season."
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CRESCENT SHOWS

"Very popular; when kiddies have left the lot the adults keep the ride going...Receipts far beyond our expectations."
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CONKLIN SHOWS

"Great appeal...many adults taking advantage of riding with their children...topping all other rides in our Kiddieland area."
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GARTO AMUSEMENT CO.

"Have operated the Little Dipper several months...it is mechanically perfect, easy to handle, and a big hit with the kiddies."
Garto Bros.

From all over the country glowing reports are coming in about the newest of Allan Herschell Kiddie Rides... the sensational Little Dipper! Gives the youngsters the thrill that only a roller coaster can provide. Yet the Little Dipper is safe—even for the tiny tots. It's easy to erect, dismantle, transport. Write today for full information, delivery schedule and prices on this pace-setting new kiddie ride.

Made by the makers of THE CATERPILLAR, MOON ROCKET, LOOPER, HURRICANE, WATER SCOOTER, CARROUSELS, KIDDIE AUTO RIDE, KIDDIE MERRY-GO-ROUND, KIDDIE BOAT RIDE and other famous amusements.

ALLAN HERSHELL COMPANY, Inc.
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PACK OF 79 EGYPTIAN F. T. CARDS.
Answers All Questions, Lucky Numbers,
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Label. No checks accepted. C. O. D. 25% Deposit.
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complete with clutch panel gas tank radiator,
stub shaft, governor, all enclosed, brand new
with spares. Crated for export, \$485.00 F. O. B.
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Out in the Open

F. M. Shortridge, Des Moines, rep-
resentative for Boyle-Woolfolk, Chi-
cago booking office, reports signing
contracts to provide grandstand at-
tractions at Enid, Pawhuska, Black-
well and Miami, Okla., and Kirks-
ville, Cape Girardeau, Columbia and
Lamar, Mo. . . . Mr. and Mrs. Jack
Perry, together with many members
of the Jack J. Perry Shows, were
guests of Mr. and Mrs. T. L. Dedrick
recently at their Lakeside Amuse-
ment Park, Barnesville, Pa. . . . John
Ringling North left New York Fri-
day (15) on the Queen Elizabeth, en
route for Cherbourg, France, where
he will be joined by Umberto
Schichholz, European representative
of the Big Show, in the annual search
for circus talent.

Frederick V. Bowers, circus good-
will ambassador, formerly with Cole
Bros., recently joined the Ringling-
Barnum show. . . . Bernie Griggs and
his unit of six people played an 11-
day engagement for John Billsbury
at the San Diego County Fair, Del
Mar, Calif. Unit leaves for its East-

ern Fair dates late in July. . . .
Thomas Hayden visited Lou Wallon
on the Clyde Beatty show in Seattle.
Hayden, clown cop, last worked on
the Parker-Watts Circus. . . . Ace
Turner recently visited his sister
who operates the Kirkwood Hotel,
East Liberty, Pittsburgh, and while
there took in the Ringling show as
the guest of Theo Forstall. Turner
has returned to his hotel job in At-
lanta. . . . Ray Hibbeler, Chicago
songwriter, recently drew notice in
The Chicago Tribune for his loan to
the Gold Gulch Nickelodeon at the
Chicago Railroad Fair of his collec-
tion of old-time stage melodrama
lithos.

Visitors at the Rex M. Ingham
Animal Farm, Ruffin, N. C., included
Shan Wilcox, owner, Shan Bros.
Shows; Ed Hiler, of Howard Ingram's
Animal Show, who purchased a buf-
falo; Mr. and Mrs. Jim Speagle,
Charlie Allen Jr., Mr. and Mrs. Eddie
Mellon, Isa LaBird and family and
Oscar Wiley, of Diamond Jim's Cir-
cus. George Barrett, Ingham's part-
ner on school dates, is recuperating
at his home in Decatur, Ill., after an
operation. He expects to be back
soon to start building his units for
the coming season. Jack Crawford,
who has been breaking stock in Ruf-
fin since the closing of the schools,
is no longer connected with the
farm. Johnny and Alma Fly, for-
mer troupers, were guests of the
Inghams over the July Fourth week-
end. The Jenkins, who work with
Ingham on school dates, also visited.

President George A. Hamid, of the
New Jersey State Fair, announces
the appointment of William C. Skel-
ley and William M. Nulton Jr. to
superintend the cattle departments,
and G. W. Vander Noot as superin-
tendent of the goat show. . . . Roy
Vincent, trick roper, formerly of
Hodge's Side Show on Thomas Joy-
land Shows, reports he has recov-
ered from a recent knee operation
and is working on Pop Kuntz's Show.
Vincent left the Joyland org in
Wheeling, W. Va.

Joe Bowers, former manager of the
late Tom Mix, will go on tour soon
with one of the Hamid grandstand
revues, as carpenter. . . . Roy Gill,
operator of Boston's Norumbega
Park, recently worked up a lot of
interest with a contest to name four
bear cubs in residence at his funspot.
. . . Services for Eddie Temple,
aerialist billed as Eddie Polo, who
was killed Friday night (8) at River-
side Park, Agawam, Mass., were held
in St. Patrick's Church, Nashua,
N. H., Monday (11).

Raymond A. Loring, vice-presi-
dent of Eastern States Exposition,
Springfield, Mass., has been ap-
pointed to serve as a member of the
Connecticut State Development Com-
mission by Gov. Chester Bowles. . . .
Edward Otto, promoter of midget
and stock car races at Cherry Park
Speedway, Avon, Conn., last week
presented a trophy to the winner
of the Record-Guernsey Soap Box
Derby at Meriden, Conn. . . . Mrs.
Osa Johnson, widow of Martin John-
son, famed African explorer, re-
vealed last week that she will leave
for Africa soon to shoot sev-
eral motion pictures. She plans
to bring back some okapis, gorillas
and bangos. The trip will be made
by air. Mrs. Johnson, a licensed
pilot, will be assisted by Capt. James
Laneri, who piloted the Johnsons on
a trip to Borneo in 1936. . . . Will
Fitzpatrick, director of public rela-
tions of Wildwood, N. J., has intro-
duced a new type of baby-sitting
service for resort visitors. It's a
supervised Tot Lot directly on the
beach serving as a parking area for
kiddies at the rate of 50 cents per
hour. . . . Elmer Foehl's Willow
Grove Park, Philadelphia, is again
promoting Astor Coffee and Tea
weeks. Free and part-paid ride

Portland's New Amusement Tax Now in Effect

PORTLAND, Ore., July 16.—Port-
land's new tax ordinance went into
effect here July 1. Virtually every
business is taxed under the new law,
including all amusement devices,
amusement parks, circuses and car-
nivals.

Initiated by Finance Commissioner
Ormond R. Bean, the new taxes are
expected to produce \$1,731,000 in ad-
ditional revenue.

Peter Schwable, attorney for the
Portland Retail Trade Bureau, has in-
stituted a suit, seeking an injunction
against the tax on retail sales on the
grounds "the tax is discriminatory."

Under the new tax program, license
fees include:

Amusement Devices: (a) Propri-
etor's license fees, annual, \$1000;
(b) Each device, semi-annual, \$15.

Amusement Parks: Class 1, \$300
(annual); Class 2, \$150 (annual).

Automatic Panoramic Projectors or
"Soundies": Class 1, annual, \$250,
plus for each device, annual, \$25;
Class 2, annual, each device, \$25.

Cigaret Vending Machine Operator:
Annual, \$100, plus \$1 for each ma-
chine owned.

Circuses-Carnivals: Class 1, \$7.50
per day per railroad car, or \$3.75 per
motor vehicle, providing daily fee not
to exceed \$300; Class 2, \$7.50 per day,
per railroad car, or \$3.75 per day per
motor vehicle, providing daily fee not
to exceed \$150.

Merry-Go-Round: \$25 (monthly).

Biller Eastern Biz Shows Improvement

SALEM, Mass., July 16.—Biller
Bros.' Circus, which has been experi-
encing light business on its Eastern
tour, found the going better here
Tuesday (12), when the org scored
with two full ones, and in Gloucester,
Mass., Monday (11), when two three-
quarter houses further hyped sag-
ging grosses.

Friday (8) in North Conway, N. H.,
org registered light biz, but in New-
port, Vt., Wednesday (6), it was a full
night house and near capacity matinee.
Fourth of July stand in Frank-
lin, N. H., was hampered by late
billing and a polio threat, but brought
two three-quarter houses.

tickets are being distributed thru
neighborhood grocery stores in the
area.

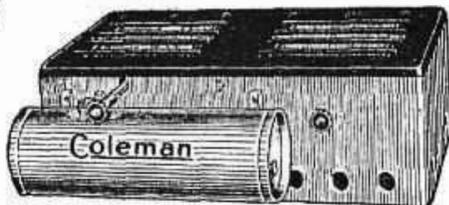
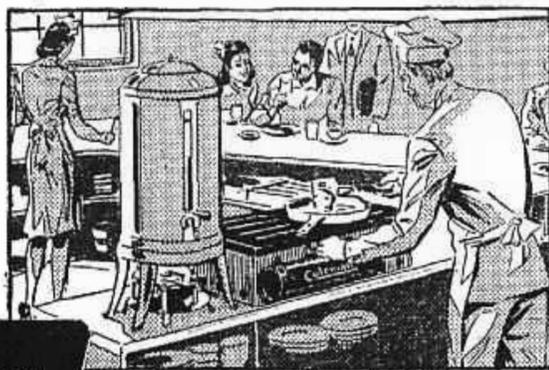
Jim Forest, Forest Amusement
Park, Daytona Beach, Fla., is sing-
ing the praises of the Eli Bridge
Company these days. Writes Forest:
"At 9 p.m. Friday (1), the clutch on
my Ferris Wheel broke. Wasn't
much I could do but wire for new
parts and it was 100 to 1 that I
would not be able to operate the
Wheel July 4. Thanks to Eli Bridge,
however, the new parts arrived and
Sunday morning (3) my wheel was
in operation. In 30 years in the ride
business I never have had such serv-
ice." . . . Edmonton, Alta., Exhibition
Association will stage two shows
nightly, except opening night, in the
grandstand, Monday thru Saturday
(18-23), because of a heavy advance
sale. . . . Honored guests at the High
River, Alta., Fair and Rodeo in-
cluded Fanny Perry Steele, Cutbank,
Mont., who won the cowgirls' bronk
riding championship of the world,
at Calgary in 1912; Ed Echols, Tuc-
son, Ariz., who won the steer roping
championship the same year, and
Flores La Due (Mrs. Guy Weadick),
who won the fancy roping title 37
years ago.

Omer J. Kenyon, Hamid-Morton
Circus exec, currently sojourning
in Denver, infos that he will soon
be heading back east.

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ANYTIME
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as bright as an ordi-
nary wick-type ker-
osene lantern



2. Coleman Burner—
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for cooking, water-
heating, portable,
economical



3. Handy Gas Plant—high-heat
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much heat as gas range
big burner.

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burners—Band-a-Blu type—big cooking space
—light instantly, regulate instantly! Cooks just
like a city-gas stove . . . makes and burns its
own gas from clean untreated gasoline. Use it
anywhere; no hook-ups necessary. Hinged top
for easy cleaning. Removable fuel tank with
built-in pump. Perfect as an auxiliary stove or
for extra orders in rush hour. Two models—
one has a giant and two standard burners! At
leading hardware stores. Write for illustrated
booklet—use coupon.

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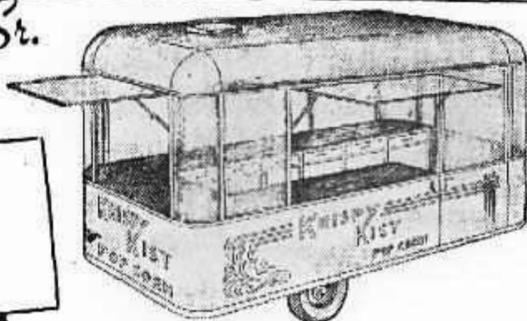
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Talent Topics

Spade Cooley's band is booked into Redondo Beach, Calif., for the third annual Spanish Festival, Tuesday (19). . . . Learmont's trained bull, chimp and pony highlighted the annual fireworks cele in the Pasadena, Calif., Rose Bowl. . . . The Three B Puppeteers, Bill and Bette Girard, head for Humboldt County Fair, Ferndale, Calif., after playing

San Diego County Fair, Del Mar, Calif. . . . Irving Parker reports that Dante will have his show on the midways at San Mateo, Stockton, Sacramento, Pomona and possibly Arizona. . . . "Icelandia," presented by Bert Gervis, is skedded for the fair in San Mateo, Calif., following good biz at the San Diego County Fair. Show carries a 30 by 50-foot tank. . . . The 32-day Ak-Sar-Ben racing season in Omaha drew 217,075 persons, according to James P. Lee, racing chairman. Last year's event drew 225,395. Betting this year hit \$8,004,297, compared to \$8,091,656 a year ago. . . . The Alliance, Neb., Times-Herald has started a fund-raising campaign for the widow and two sons of Ivan Jorgensen, 35, Denver, who was killed during the rodeo there.

Pete Hoxworth, Blind Miracle Wizard of Whips, played the July 4 celebration at Chino, Calif. The previous week, Pete and his partner-manager, Johnny Brown, appeared on N. T. G.'s TV show over KTLA, Hollywood. Also at the Chino event were the Royal Westerners ork, plugging their own tune, "Tennessee Tears." . . . Florence Diacoff, of The Diacoffs, played her first date at the San Diego County Fair, following a major operation. Her daughter, Winona, signed a contract for her songs with a Beverly Hills pubbery. Her tune, "Sailing Up the River," is the first to be released. The Diacoffs have been signed by Warner Bros. for a film stint. . . . Dale Petross, who had his high school and Liberty horses at the San Diego annual, played the Rose Bowl celebration at Pasadena, Calif., July 4.

Harold Barnes, high wire, and his father, Clint, now at the London Palladium, were guests of Bonar and Rubye Colleano, and their son, Bonar Jr., an English movie actor. The Barneses also were guests of Cyril Mills, of the Bertram Mills Circus, in Manchester. . . . Irving Yates, personal manager for Tex Ritter, was in Detroit Tuesday (12) to confer with Dick Fredericks, press agent for Michigan State Fair, on arrangements for Ritter's appearance during the fair. . . . Winifred Colleano, aerialist, opened Monday (18) at Edgewater Park, Detroit, as the free attraction for two weeks.

Bubbles Ricardo, vocalist with Joe Basile's band at Olympic Park, Irvington, N. J., is rounding out her eighth season there. Bubbles formerly was a member of the Flying Ricardos, aerialists, but a fall put an end to her career. As a result of the advice of maestro Basile and Henry A. Guenther Sr., owner of Olympic Park, she made her debut as a singer at the park and has returned there every year as vocalist with Basile's band. . . . Hartley Moore, performer with B. Ward Beam's auto hell-driving unit, was slightly injured Friday (8) in Manchester, N. H., when he was calapulted from his motorcycle while performing a fire wall crash. . . . Joseph Barzda, midget racer, was badly injured Saturday night (9) at the West Springfield (Mass.) Speedway. He suffered a dislocated left shoulder and possible neck and back injuries when his racer turned over. Slightly injured at the same meet were drivers Cliff Walls and Gordon Welch. . . . Don Dorsey, aerialist, is recuperating following an operation in a Newark, O., hospital. Dorsey had been working at Buckeye Lake Park, Buckeye Lake, O.

Acts which played the Falmouth, Ky., Celebration July 3-4 were Six Dancing Starlites; Doris May, xylophone and songs; Phyllis Lewis, acrobat; Walter and Irma, skaters; Patty Comen, dancer; Sampson Twins, unicycle; Leo Francis, musical clown; Toney, baton twirler; Red Dickerson, washboard; Lewis and

Pittsburgh Cop Unit Draws Big; 135G Take Seen

PITTSBURGH, July 16.—Even tho the Ringling show predated it last week, Tom Packs' Police Circus at Forbes Field is running well ahead of the pace set last year as it heads into its two final performances today. Attendance thru last night was about 68,000, while total attendance a year ago was 83,000.

With the house scaled from 65 cents to \$2.25, the gross is expected to hit around \$135,000 if today's performances click, as expected.

Threatening weather Tuesday (12) and Friday (15) held down the attendance mark. On Friday La Tosca, one of the features, threw a party for show personnel, including performers, musicians and execs. About 150 attended.

Mass. \$ Aid Sought For Salisbury Beach

BOSTON, July 16.—A petition to establish a State Salisbury Beach authority to finance improvements such as the construction of bath-houses, a summer theater and additional parking areas, was put into circulation July 2 by the Salisbury Chamber of Commerce.

The petition requests that the State establish the authority to develop and improve the four and one-half miles of beach front owned by the State. James P. Smith, president of the local Chamber of Commerce, said the State Department of Conservation prepared plans several years ago to develop Salisbury Beach into one of the finest along the Massachusetts coast, but lack of funds prevented the department from carrying out the plans.

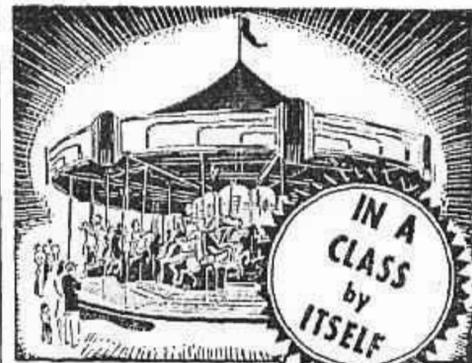
A beach authority would be able to issue and sell bonds to finance the improvements, Smith said. The petition, for which more than 1,200 signatures were secured within the first three hours, will be sent to Governor Dever, asking him to initiate the necessary legislation to create the authority. No exact estimate of the amount required for the project has been made.

Beach-front operators and concessionaires are behind the movement, pointing out that such improvements would make for more business.

Kelly-Miller Licks Weather

PERHAM, Minn., July 16.—The Al G. Kelly & Miller Bros.' Circus drew a three-quarter matinee and a full night house here Thursday (7) despite rain.

Cherine, rings; Marie Cozon, hula dancer; Daffy Dan, minstrel, and Doris Thompson, contortionist. . . . Dolly Jacobs spent a few days as guest of Dr. and Mrs. E. L. Cooper in Wichita, Kan., en route to join Stevens Bros.' Circus. Her children, Punch and Judy, and her mother will spend the summer with her on the show. . . . The Harrisons are back home in Wichita after an engagement with Gil Gray's Circus.



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3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

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3,000 Jack Pot Slips (strips of 7 numbers) Per 1,000 1.25
M. W. Cards, 5x7, White, Green, Red, Yellow, Per 100 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5, M. . . . 1.50
3,000 Leatherweight Bingo Sheets, large size, 5 1/2 x 3, 5 colors, loose, no pads, M. . . . 1.75
Adv. Display Posters, size 24x36 Each .10
Cardboard Strip Markers, 10 M for .75
Rubber Covered Wire Cable, with Clute, Wood Ball Markers Master Board; 3-piece layout for 15.00
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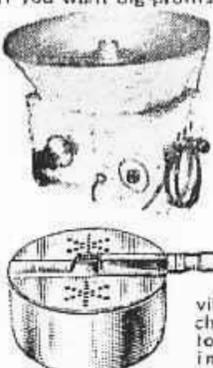
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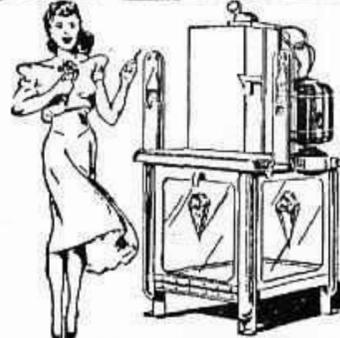
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Holiday Biz at L. B. Shows 15 Per Cent Upturn, Murphy Says

LONG BEACH, Calif., July 16.—Business for the three-day July Fourth holiday showed a 15 per cent increase this year, L. P. (Pat) Murphy, general manager of the Long Beach Amusement Company, reported. An estimated crowd of 200,000 was on the beach Monday (4). An estimated 100,000 were on hand to witness the fireworks display night of July 4. Fireworks were staged by Pat Lizza, Golden State Fireworks Manufacturing Company. The display cost \$1,500 with another \$1,000 spent for advertising.

In order to open the new amusement zone, 340 feet of concession space was cleared to provide for rides. Half of the 750-foot blacktop area has been set aside for parking. The zone is lighted by six towers with rotating neon tops.

Television was used for the first time to plug an amusement park here when the area was screened over KTLA June 26.

Rides Listed

The ride line-up includes a double Ferris Wheel, Tilt-A-Whirl, Sky Ride, Octopus, Caterpillar, five kid rides, a Miniature Coaster and the Funhouse, all owned by the Velare brothers. Other rides include the Looper, O. N. Crafts; Rock-o-Plane, Coffin & Page, and Merry-Go-Round, Arthur Loeff. Joe Glacey has the Crime Car and Motordrome, the latter in partnership with Red Crawford. Mickey Ringler has the Diving Bell. Also in the zone is E. W. Bell, artist.

Other features owned by Hi-Tide Company include a boat ride, train and Bat-a-Ball. The firm also has Mother Goose Garden, a kid show, in another location on the pike. The Glass House and Skooters are owned by Joe Creech. Frank Zambreno has the Penny Arcade.

Also in the area is Harry Flax pitching hum-a-tunes.

The ballroom is operated by Owen Mac who fronts his own band. Square dancing is featured every Wednesday.

Plunge Remodeled

The plunge, 150 by 60 feet, has been remodeled, Murphy said. In addition there is a small baby pool. The chlorinator capacity has been increased to give equal distribution.

Business at the plunge is also on the upswing, Murphy reported, with the gross for May \$1,500 above the same month in 1948. The increase was gained with \$2,400 less expenditures than in 1948. Figures for June also are ahead of last year.

Ore. Rodeo Draws Big

ST. PAUL, Ore., July 16.—More than 10,000 persons saw the final competition in the 14th annual St. Paul Rodeo here Saturday-Monday (2-4). Total attendance during the three-day affair exceeded 32,000, with gross receipts hitting near the \$40,000 mark. Ike Thommason, Tucson, Ariz., won top honors, with Dwight Maddox, Weiser, Idaho, a close second.

Superman

NEW YORK, July 16.—Fred C. Murray, 79-year-old general manager of the International Fireworks Company, last week added a new chapter to the saga of his life. He collapsed from heat prostration in Pennsylvania Station Sunday (3) just before he was to board a midnight train for Baltimore. He came to in Bellevue Hospital about 5 a. m. after ice-bag-wet-sheet-saline-solution-digitalis treatment and insisted on signing out in time to catch a day train to Baltimore where he supervised a holiday pyro show witnessed by about 45,000 persons in the municipal stadium. After the show he planned to Endicott, N. Y., to sign a contract for a fireworks display with the International Business Machines Company. He arrived back in New York by plane Tuesday (5) just in time to journey to Coney Island to witness the funspot's first fireworks display. Wednesday (6), he says, he gave up and spent the day in bed, but on Thursday (7) he was back in his Jersey City office after a 6 a. m. stop-off at the plant.

Iowa Centennial Attracts 50,000

WEST UNION, Ia., July 16.—Crowds totaling an estimated 50,000 attended the Centennial Celebration here July 3 and 4. Theme of the celebration was "March of Time Since '49," carried out in a historical pageant given the night of July 3, a parade the morning of July 4, and afternoon and evening grandstand performances at Fayette County Fairgrounds. Approximately 4,000 persons attended the historical program the evening of July 3, at which descendants of the town's founder, William Wells, were introduced from the stage.

Splendid co-operation from services clubs and Fayette County Fair Directors was credited with much of the success of the show. Use of the grounds was donated by the fair board. Over 160 units were included in the parade.

The afternoon program attracted 10,000 spectators to old-time sporting events.

Tait Cummins, WMT sportscaster of Cedar Rapids, Ia., was emcee. An overflow crowd attended the evening show, highlighted by fireworks. Gate and grandstand were free for all Centennial events. All costs were underwritten by the West Union Citizens Club.

Luptow Wins Lincoln Races, Strengthening Lead in IMCA

LINCOLN, Neb., July 16.—Frankie Luptow, Tampa, in big car races at the State Fairgrounds here Monday (4) strengthened his lead in the IMCA championship by winning time trials, Cornhusker Inaugural dash and the American Triumph dash.

Deb Snyder won second honors, and Bobby Grim was third. An estimated crowd of 14,000 saw the event, staged by National Speedways (Al Sweeney-Gaylord White).

Burwell, Neb., Offering 10G in Prizes for Rodeo

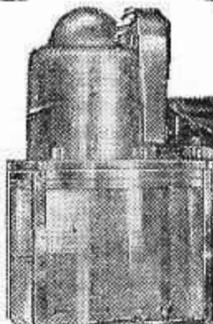
BURWELL, Neb., July 16.—Rodeo contestants will vie for \$10,000 in prizes at the annual show here August 10-13, according to Paul Banks, secretary. For the first time, cowgirls will compete on an even basis with cowboys.

Riders entered are Gerald Roberts, the four Rexes, Ted Allen, John Lindsey, Hoyt Haefner and Sunbeam and Smokey Chism.

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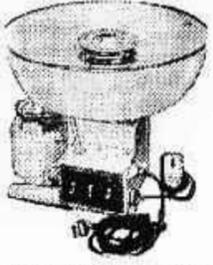
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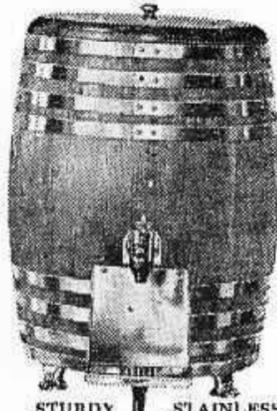
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GIVE TO THE RUNYON CANCER FUND

Outstanding Kiddielands:

Jim and Dorothy Carpenter's Moppetland in Omaha Is Just An Infant -- But It's Growing

OMAHA, July 16.—Nestled in a grove at Carter Lake Park, on Omaha's only lake, Jim and Dorothy Carpenter's Kiddieland, which debuted May 28, is doing okay business and the Carpenters are highly optimistic about the future. Located on city property, supervised by the Omaha Parks and Recreation Commission, Carpenter avers the arrangement is mutually satisfactory. Commission's cut is 20 per cent on rides and 18 per cent on concessions. The Kiddieland has eight rides: Little Dipper and auto ride, purchased from the Allan-Herschell Company; Merry-Go-Round, C. W. Parker Amusement Company; pony carts, made by King Amusements; Ferris Wheel, H. E. Ewart Company; Mar-Craft, Inc., boat ride; Miniature Train, Miniature Train and Railroad Company, and the Doodle Bug ride, Dean Manufacturing Company.

Carpenter estimates his present investment at \$50,000, but this will be increased, he says. Already he is planning the addition of a mouse circus and mechanical carnival.

Park is 600 feet long and 250 feet wide and is fenced. Carpenter has surfaced two major and three auxiliary lots, with a capacity of 1,200 cars.

Rides go for 9 cents for kids and 14 cents for adults. Carpenter features a club book, which sells at 50 cents and is good for six rides, while matinee ticket, good on week-day afternoons, sells for \$1 for 18 rides. The \$2 club book, good anytime, contains 30 rides. As an inducement, T-shirts are offered free with each club book purchased and a baseball cap with each matinee book. The park name, of course, is on both the T-Shirt and the baseball cap.

Has New Idea

Now Carpenter is working on a new promotion. He plans to give a Kiddieland piggy bank away with club books, instead of the T-shirt. Kids who return the banks filled receive five free rides. They got to keep the coins, but Carpenter figures the coins will filter back to the park sooner or later.

Spot has three concession stands. The main one is octagonal. Its front section houses a ticket office. Each of the other sides handles a different item. Superstructure of the stand carries panels of cartoon characters, with each panel representing a different refreshment carried in the stand instead of just a sign telling what is for sale.

Augmenting the main concession stand are two smaller ones. One handles novelties, the other snow cones and candy floss. The Carpenters have the exclusive on the amusement and refreshment concessions in the park.

Has 2-Year Option

Carpenter's lease is for one year with a two-year option. He has been assured of additional land for expansion. Carpenter hopes by the end of the season to have his parking space all set, added landscaping, a front entrance and the building for the mechanical circus, which also will house a photo concession.

Spot employs 18 persons, 3 of whom are veteran ride operators. Park's hours are 1 p.m. to 11 p.m.

Until this year, Carpenter operated two carnival units, the Silver States Shows and Byers Bros. With his partner, Harry Richman, he owns the Great Plains Shows, under the Richman - Carpenter Amusements banner.

The Omaha Kiddieland, however, is strictly a Carpenter affair.

Shreveport Rodeo Set

SHREVEPORT, La., July 16.—A champion "p" rodeo, produced by Sunset Carson, is scheduled for the fairgrounds here August 4-7.

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Packs Police Circus Has Big 3-Day Stand

BUFFALO, July 16. — The Tom Packs Police Circus drew an estimated 45,000 for three performances here Thursday thru Saturday (7-9) in the Civic Stadium. Org was the first circus to use the stadium and first to be sponsored by the Buffalo police. Buffalo Evening News-owned Station WBen televised part of the opening night performance, and Express-Courier Station WEBR made on-the-spot broadcasts.

Twenty-five piece band on the show was conducted by Jack Cervone, with Marcey Edwards, vocalist, and Bob White, announcer. Specialties were provided by McCormick Steele Bernet.

Line-up included: Eddy, Turelli and Dubletti troupes, trampoline; Wallenda five-girl cloud swing number; Professor Keller's animals; White Horse Troupe; Tom Packs' baby elephants; Tiebor's seals; Blomberg's dogs and ponies; 10-girl aerial ballet; Bobbie Steele's high school horses; Marcos Troupe, Yacopis and Hendersons, acrobatic display; Miss Rietta, high pole; La Tosca, bounding rope; Lynn and Linda, aerial adagio; Harold Voise Troupe, flying; Flying Zaccchinis; Wallendas, high wire; Blomberg's Liberty horses; Bob Cims Troupe, aerial motorcycle act, and Victoria and Duina Zaccchini, double cannon.

Clown alley included Bozo Harrell, Landrus, George Boris, Lew Herschel, Bozo Lamont, Whitey Harris, Billy O'Dell, Dick Lewis, the Bentlages, Kenneth Waite, Jack Kennedy and Glen Lewis.

San Francisco Cow Palace Opens for Showbiz Oct. 1

SAN FRANCISCO, July 16.—The San Francisco Cow Palace, indoor arena, will be available for professional sports and commercial show business, starting October 1, it has been announced by Nion R. Tucker, president of the board of directors. The California Legislature had previously limited the State-owned stadium to livestock and horse shows, rodeos, amateur sports, conventions, community entertainments, etc.

The fire-proof steel and concrete structure has 10,879 permanent seats, with a possible 13,294 for circuses, and a main arena measuring 220 feet by 126 feet. Sole exception to former restrictions was the '48 stand there of the Ringling show. Carl L. Garrison is manager of the Cow Palace, and Fred Gray handles public relations.

Trefflich Imports Gorillas

NEW YORK, July 16. — Henry Trefflich, Fulton Street animal dealer, received another air-borne cargo of wild animals, from West Africa, Saturday (9). The animals arrived at the Idlewild Airport in charge of Phillip Carroll, who bought and assembled the lot in the French Cameroons. Among the animals brought in by Carroll were a five-month-old elephant, five gorillas and nine chimpanzees. The gorillas, including three less than a year old, were valued at \$5,000 each. Trefflich has two more en route.

John Staley Gives Cole Personnel Real Super-Duper Feed

ROCK ISLAND, Ill., July 16.—John M. Staley and his cookhouse crew on Cole Bros.' Circus gave Cole employees and performers something to remember here Sunday (3) with a Fourth of July feed.

Veterans on the show reported it the best holiday meal and program in many years.

Staley's menu included olives, sweet gherkins, green onions, rosette radishes, stuffed celery, chilled tomato juice, shrimp cocktail, sour cream potato soup, tomato surprise salad, super-duper salad, French cranberry peach salad, porterhouse steak, fried chicken, smoked ham, frog legs, wild pheasant, roast pig, peas, Brussels sprouts, asparagus spears, potatoes, fresh strawberry pie, chocolate eclairs, cantaloupe a la mode, ice tea, beer, coffee, milk, after dinner mints, roquefort cheese, cocktail nuts, liederkrantz saltines.

And there were chocolates for the women and children and cigars for the men.

Fall in Stockholm Kills H. Verkerk, Aerialist

STOCKHOLM, July 16.—Hendrikus Verkerk, feature performer of the Three Torinis aerial novelty act, was killed here June 21 when he fell while doing a slide-for-life descent as the finale of the number.

The Torinis, well-known European aerial thrill act, recently signed up by Stanley Wathon for appearances in America, were the feature attraction at the World Sports Exhibition installed in the Djurgarden (park) near the center of Stockholm.

Captain Jimmy Jamison, American high-diver, who was working at Odense, Denmark, was rushed in here to take over the feature spot at the exhibition, which is a trade fair exploiting sporting goods made in Sweden. Jamison arrived in time to set up and put on his first dive June 24.

Bergstrom's Tivoli, a traveling carnival, has rides and concessions at the World Sports Exhibition, which has been operating for more than a year.

Oregon Outdoor Events

Do Okay Biz on July 4

PORTLAND, Ore., July 16.—Outdoor amusements did okay business in Oregon July 4. Ideal weather prevailed over the three-day holiday period.

At St. Paul, Ore., the rodeo drew approximately 35,000 paid admissions, with a gross of more than \$40,000 reported. This mark rivaled the wartime attendance and gross marks.

Other events thruout the State which drew bumper crowds included the Molalla Buckeroo, Gresham Rodeo and Horse Show, Albany Timber Carnival, Mirror Pond Pageant in Bend, and the Oregon Trail Days celebration in Baker.



Allan Herschell KIDDIE AUTO RIDE

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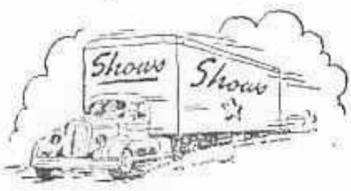
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2,000	\$ 4.45
10,000	6.85
100,000	23.95

GIVE TO THE DAMON RUNYON CANCER FUND

BERMAN

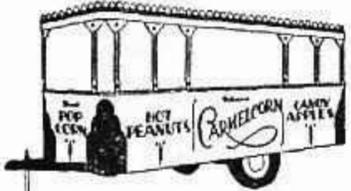
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Concession Trailer, with ten-foot body, 88 inches wide, heavy duty chassis. Price \$495.00. Immediate delivery.
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Medicine Men:

Rainmakers De Belle and Marks Make Talk, Comes Precipitation

NEW YORK, July 16.—Starr (Chief Rain-in-the-Face) De Belle, public relations medicine man of the James E. Strates Shows, and Honest John Marks, owner of the John H. Marks Shows, are both becoming firmly established as weather prophets and rain-makers.

While De Belle modestly lays claim to only a brief career in his new profession, Marks informed news-hounds of Clarksburg, W. Va., that since he started in show business 22 years ago it has rained every time his shows have played Clarksburg.

Out on a Limb

De Belle crashed Binghamton, N. Y., papers this past week with a promise of rain before the end of the week and backed up his prediction with the following statement: "It will rain, and we'll be glad. In Utica (N. Y.), Saturday (June 18) night, we had a regular gully washer. It didn't just rain, it poured and not a tear was shed on the lot to add to the dampness. We had it all the way up from the South. Everywhere we have appeared this season it has rained, so keep your rubbers and umbrella handy."

Medicine man De Belle's promises of rain were not too well received by some 25,000 members of the sales force of the International Business Machines (IBM) firm, housed in a gigantic tent city for their annual convention, nor by Chief Heap-Big-Noise Fred C. Murray, of the International Fireworks Company, who had a crew of pyro experts in Binghamton to put on an elaborate fireworks display Tuesday night (12) as a bang-up climax to the IBM meeting.

Prophecy Fulfilled

Could be that Chief Rain-in-the-Face De Belle reads Uncle Sam's prosaic weather forecasts, or his tim-

ing is uncanny, for we find these notations in the daily reports of Binghamton's weather bureau: Precipitation (rain, in the white man's language) for the 24 hours ending at 3 p. m., Monday (11), .83 inches; Tuesday (12), .09 inches, and Wednesday (13), the simple word, none. Anyway, it rained.

Honest John Marks also found his prediction fulfilled 100 per cent. Arriving in Clarksburg, W. Va., Monday (4), with his shows, Marks told newspapermen it would rain "about Wednesday"—and it did, with showers starting at 5:30 Wednesday afternoon (6) and continuing thru the night. Clarksburg papers gave rainmaker John H. Marks and his show big spreads.

Paul Perry Killed At Pontchartrain

NEW ORLEANS, July 16.—Paul Perry, 34, of Los Angeles, fell 85 feet to his death here Monday (11) at Pontchartrain Beach when he slipped from an ankle drop. Perry had opened here, with his partner, Jack Russell, the day before the mishap.

Funeral services from the J. T. Allen Mortuary, Bell Gardens, Calif., with burial in Rose Hill Cemetery, Whittier, Calif., were scheduled for Monday (18).

Perry is survived by his parents, Mr. and Mrs. L. D. Perry, Bell Gardens; a brother, Bob, of the same city, and three sisters, Mrs. Lois Carl, Highland, Calif., and Mrs. Dolly Shank and Mrs. Marjorie Sexton, Los Angeles.

Bingham Wins First Prize In Wright-Parker Tourney

DELAVAN, Wis., July 16.—Sen. J. H. Bingham, Kansas City, Mo., carried off the trophy in the golf tournament staged here Saturday and Sunday (2-3) by G. L. (Mike) Wright and Robert K. (Bob) Parker. Trophy was donated by Doug Currie, pro at Lake Lawn Golf Club here. Other prize winners were John P. Wulf, Mabel Wright, Ed Wall, Eli Hartenstein, Helen Currie and Howard McCan. Other entrants were Frank Legois, Bill Townsend, Ed Kollrose, Bob Tomerni, Wright and Parker.

Following the tournament, movies were shown by Mrs. Wulf and Mrs. Bingham and a buffet luncheon served in the Wright home. Guests, in addition to the golfers, were Ray Oakes, Joe Streibich and Ed Kornrumpf.

International Inks Coney, Rockaways Pyro Shows

NEW YORK, July 16.—Fred C. Murray, of the International Fireworks Company, has signed up both Coney Island and Rockaway Beach for weekly fireworks displays for the remainder of the summer.

In addition, Murray also provides the weekly pyro displays at Palisades Amusement Park and special event displays at Olympic Park in New Jersey.

On Tuesday night (12), Murray's crew put on an elaborate display on the golf course of the International Business Machine (IBM) plant, in Binghamton, N. Y., before a crowd of 35,000 spectators. The pyro show wound up the annual convention of IBM salesmen.

Record Crowd at Riverside

AGAWAM, Mass., July 16.—A record turnout of 7,600 persons viewed stock car racing at Riverside Park here Saturday night (2). Ted Tappett won the 100-lap feature.

Grand Ole Opry Features Copas At Detroit Date

DETROIT, July 23.—Cowboy Copas will be featured in the Grand Ole Opry unit, booked thru the Gus Sun Office, to close the Michigan State Fair grandstand show September 11. Unit, booked for one performance only, will also include Jim Day, singing comedian, and the Oklahoma Cowboys, vocal group.

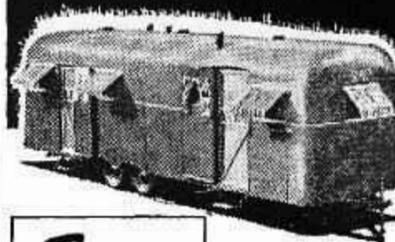
Personnel to be featured on the Welcome Travelers show in the Coliseum, Septemehr 9-11, will include Jim Ameche, Les Lear and Bob Cunningham, in addition to headliner Tommy Bartlett.

Lore City Celebration Off

LORE CITY, O., July 16.—The 1949 Lore City homecoming celebration, scheduled for July 18-23, has been called off. Another date is being considered but is not definite yet.

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Combination Popcorn and Living Trailer. Thirty foot over-all, complete with equipment. Frozen Custard Trailer, glass front, closed. Tufflil Freezer and Storage Cabinet. Fifteen feet over-all. Both Trailers and equipment like new. No reasonable offer refused. For immediate sale.

King Amusement Co.
Mt. Clemens, Mich.

Reno July 4 Cele Draws Big; Rodeo Prizes Hit 12G

RENO, Nev., July 16.—The annual July 4 celebration here drew a sizable tourist crowd and all events went off as scheduled despite a walkout by bartenders and cafe workers. An estimated crowd of 15,000 watched the two parades (3-4). Approximately 7,000 daily attended the three-day rodeo.

Before prize money could be distributed a dispute arose as to whether \$4,000 put up by local gambling clubs was to be considered an addition to the \$8,000 purse. A decision gave winners a total of \$12,000.

All around winner was Gerald Roberts, Tucson, Ariz., 1948 International Rodeo Association champion. Other winners were Wilbur Plaugher, Fresno, Calif., saddle bronks; Buck Wyatt, Tucson, bareback; Clay Carr, Visalia, Calif., calf roping, and Stan Gomez, Napa, Calif., steer wrestling.

Acts for Cincy Food Show

CINCINNATI, July 16.—Circus free acts are to be among features offered at the 31st annual Food and Home Show at the zoo here, August 23-September 5, it was announced by E. P. Zachman, general chairman. John F. Heusser, zoo executive director, will manage the show. The local Times-Star will sponsor a free cooking and homemaking school, while the Post will have a night attraction to be announced. Prizes valued at \$35,000 will be awarded in various contests. Promoted by the Greater Cincinnati Meat Dealers' Association, Cincinnati Electrical Association and Disabled American Veterans, proceeds of the show are used for zoo improvements. The local papers also are sponsoring the show.

Mijares, Scott Battle For Swedish Coin

STOCKHOLM, July 18.—Circus Mijares-Schreiber and Circus Scott, leading Swedish tent shows, are battling it out for biz this season, with Scott resorting to using flamboyant lithos showing Ringling Bros. and Barnum & Bailey title at top, followed by less conspicuous text saying Scott is presenting cream of the Ringling acts—and to distributing throwaways in towns on Mijares-Schreiber route, knocking the latter org.

Circus Mijares - Schreiber, with three-ring big top, has been playing to good business in Lapland, above the Arctic Circle, and as usual has a good program. In addition to Liberty, high school and cowboy horse numbers presented by Co-owner Mijares, Alicia Mijares, Ernest Carre and the Karolys, a large group of Chipperfield's baby elephants are presented by Ivor Rossari.

The line-up of circus acts included the Sandor Karoly Troupe, bareback riders; Edward and Dagmar (Karolys) and Edmondo and Lenadro (Karolys), jugglers; Seven Riffis, tumblers; Four Rondellis, double trapeze; Cryt and Alexander (Karolys), perch; Manulette, Astor and Rivoli, wire walkers; Ly Greth, Don Fransero and Lilo Juston, trapeze numbers; Five Alfredos, trampoline, and a large clown alley headed by the Yelding and Patato and Frito Trio (Karolys).

Circus Scott also has a good bill, with the Polo Rivals Troupe, presenting a good casting act and a clown number; Cyprianos, bareback riders; Two Cleran, trapeze; Five Johns, trampoline; Mich a e l a Constance (Busch), high school horse; Jolly, one-finger stand, and Roberto Chiesa, juggler.

Circus Historical Society

WICHITA, Kan., July 16.—Fourth annual national convention of CHS will be held in the Warren Hotel, Baraboo, Wis., August 5-7. John Kelly, former attorney for Ringling Bros. and Barnum & Bailey, will be the banquet speaker the final night. Kelly is writing a circus book, *Rain or Shine*.

M. W. Krieger Jr., Albuquerque, N. M., was seriously injured when struck by the propeller of a plane. He suffered a broken leg, the loss of two fingers, a broken wrist and severe lacerations. Walter Pietschmann, CHS treasurer, is recuperating from injuries suffered in a car accident near Columbus, O.

Fay Reed has completed his 32d scrapbook and reports he has now folded up until the convention in Baraboo. Buel Gabbert, San Francisco, is writing a series of stories on Jake Posey's life. He eventually hopes to put them into book form. Burns Kattenberg is writing articles on contortionists. They are appearing in the *Muscle Power* magazine.

J. A. Havriland reports he has caught Barnes Bros., Dailey Bros., Robbins Bros., and Cole Bros.' circuses. Ted Myers, Iola, Kan., former editor of *Sawdust and Spangles*, joined Cole Bros.' Circus, working bulls. Dad White returned to his home in Fredonia, Kan., after a 2,000-mile trip. While away he attended Mills Bros.' Circus when it played Galesburg, Ill., the Eagles State convention, the Chicago Railroad Fair, among other events. He is now resting before attending the convention. Joe and Elsie Tracy, Buffalo, caught Cole Bros., when it played Buffalo and enjoyed a visit with C. L. Brown, honorary member of CHS. They also caught Robbins Bros. at Niagara Falls and visited Bill Woodcock.

Ed Donewirth reports he's able to sit up again. The Lerches caught the John Pawling Circus recently. The June issue of *Elks* magazine carried a circus story by Earl Chapin May. Doc Olzendam, Manchester, N. H., visited Biller Bros.' Circus when it played there. Doc promoted a new lot for the Biller org. Bill Green, Wash-

L. B. Concessioners

LONG BEACH, Calif., July 18.—Concessionaires at the new fun zone here, owned by the Long Beach Amusement Company, include:

Louis Federici, Rialto Theater; H. P. Knudsen, restaurant; R. B. Babb, coffee and doughnuts and shooting gallery; Charles Rawlings, dart balloon and horse race game; L. H. and V. E. Johnson, jewelry; Harriet Parsons, cards and leather goods; R. and D. Goucher, fried shrimp; Mrs. T. Slammerl, Oriental goods; Lloyd Hillgoss, X-ray poker; George Johnson, snow cones and candy apples; D. Zampino and A. Musumeci, grunt derby; The Orient, Inc., Oriental goods; Amy Cook, milk bottle game; H. Hoopes and G. White, restaurant.

George Magruder, peanuts, popcorn and salt water taffy; E. T. Nellar, horoscopes; Inez Lane, fortune telling; Pearl Meyer, hand and art embroidery; E. C. Velare, sling shot game; R. J. and H. C. Wilson, novelties; Paul Wiemann, milk bottle game; Joe Oster, photo studio; Joe's Amusements of Long Beach, Mirror Maze and Skooter; Vlnstrand Theaters, Inc., Strand Theater, Dolly Varden Cafe, fortune telling; Mrs. Helen Martlett, restaurant; Daniel Zampino, weight guessing, ice cream, penny pitch.

Al Feight, restaurant; Sam Levin, jewelry; Arthur and Margaret Looft, Lite-a-Line game, horse race game, Merry-Go-Round; Jesse McLain, gold fish bowl; Joseph Creash and Jack Oster, air gun; Walter Harrison, knife sharpeners; Cyril Price, bowling alleys; N. Grice and N. Leitman, tattoo; R. Vuoso and Belle Lowell, restaurant; A. Maranian, cigar stand; Ted Sperry, Hamburger Hut; Sam Kramer, Hawaiian novelties; Fritter Chef Corporation, fritter franks; Claude Bell, sculpture.

3 Marks Employees Hurt When Truck Overtakes

AMBRIDGE, Pa., July 16.—Three members of the John H. Marks Shows were injured here Sunday (10) when the truck in which they were traveling to the show lot on the outskirts of town overturned in making a sharp turn, trapping the passengers. The truck was badly damaged.

Injured were Ernest Davis, driver of the truck; his wife and Dow Post, a helper. Dow, with a possible fracture of the right shoulder, severe bruises and burns, and Davis, with scalp lacerations and acid burns from the truck battery, were taken to Sewickley Valley Hospital. Mrs. Davis, with minor bruises, was released after treatment at the hospital.

Dales Luck Runs Bad On Four Dates; Blow Fifth

SULLIVAN, Ind., July 16.—Dales Circus drew half and three-quarter houses here Wednesday (13). Tuesday (12) stand in Linton, Ind., was held to half and three-quarters by 95-degree temperatures. Threat of rain in the afternoon and a downpour at night, together with hot humid weather, held the fire department-sponsored date in Hartford, Ind., to two half houses Thursday (7).

Peru, Ind., Wednesday (6), gave with half and three-quarters. Org blew Anderson, Ind., Saturday (9) because of the free fair.

Biz Light for Diamond Jim Org on Ruffin, N. C., Date

RUFFIN, N. C., July 18.—Business for Diamond Jim's Trained Animal Circus, owned and operated by Mr. and Mrs. Jim Speagle, was light here Friday (8).

Oscar Wiley is org's general agent. Ed Mellon is boss canvasman; animal numbers are presented by the Speagles; the Wild West Show features Charles Allen Jr., and the LaBird Brothers are in clown alley.

While here, Diamond Jim purchased a Chaema baboon from Rex Ingham, owner of Ingham's Wild Animal Farm.

Shaunavon, Sask., Inks King

SHAUNAVON, Sask., July 16.—King Bros.' Circus will show here Friday (29) in conjunction with the opening of the county fair.

ington, Kan., spent his birthday on the Al G. Kelly-Miller Bros.' Circus. Frank Gentry is at the Elks home in Bedford, Va.—BETTE LEONARD.



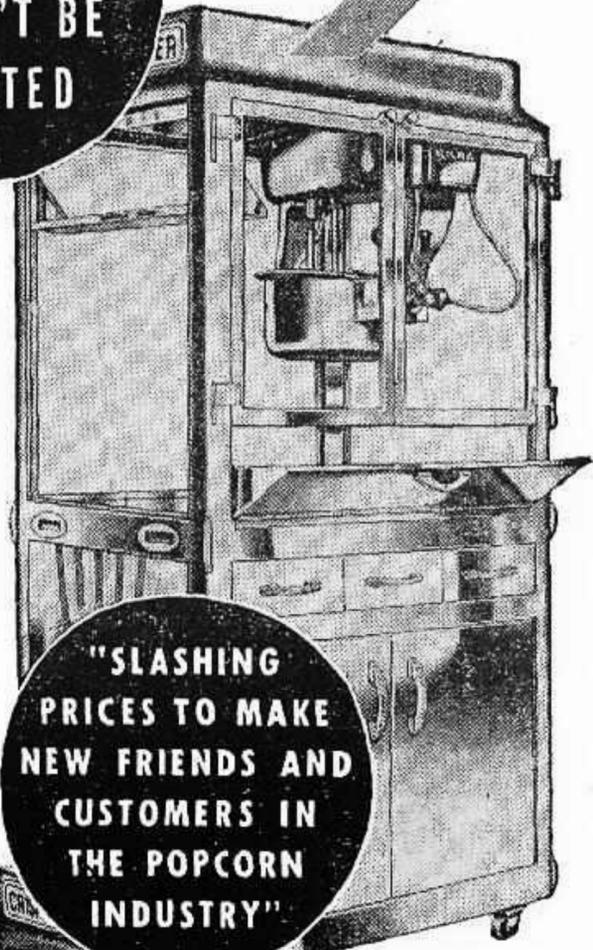
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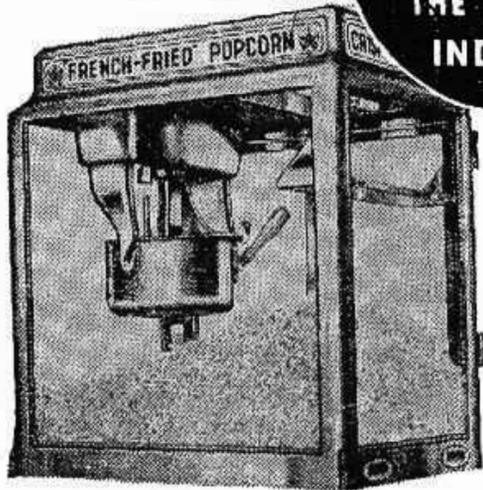
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Polack Bros. Eastern

Org visited Mills Bros.' Circus when passing thru Stevens Point, Wis., en route to Fond du Lac, Wis. Owner Jack Mills invited everybody to supper in the cookhouse.

Visitors included Mr. and Mrs. Adolph Delbosq and daughter; the Dime Wilson family, Gene Randow and his mother; Mr. and Mrs. Lopez, Mr. and Mrs. Borza and family; the Dwight Moores, Heavy Kimes, Mac Wells, the Malikova family; the Boyds, the Lewises, Terry Peers, Hubert Castle, Billy Barton, Henry Kyes, Jack Harris, Bob Porter, Walter Long and Ernie and Frieda Wiswell. Jack Harris spent some time with Bert and Jeannette Wallace.

Visitors in Fond du Lac were Bob Zimmerman, Cyril Mills, of London, Mr. and Mrs. Cliff Cowen; Dick and Betty Morgan, of Oshkosh, Wis.; John Wilson, CFA, and Mr. and Mrs. Harry Brown, of the Clyde Beatty Circus.

Fragments: Hubert Castle taking everybody for a ride in his new Jeepster, and Henry Kyes, another owner, wondering who will drive his. Shirley Charlton with her endless wardrobe. Adrianna and Charley's parents visiting from Sarasota.—BILLY BARTON.

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WRITE

T. W. WOOD & SONS11 SO. 14TH ST.
RICHMOND, VIRGINIA**Dressing Room Gossip****Hunt Bros.**

Six new television sets keep the personnel entertained between shows and appearances. George Foster, banner man, keeps tiny Marscha Hunt and the baby bull working every day with his advertising tie-ups with automobile dealers. Marscha is quite a hit as she leads the elephant thru the rear doors of a standard automobile.

Proudest man on the lot is Billy Oughton. Reason is the birth of an 8-pound son last week. It's dangerous to pass thru the big top between shows as the Townsends, DeRiskies and Kay Colleano keep the air filled with clubs, hoops and other props.

Francine DeRiskie left to join her husband but her sister, Lucy, stepped right in and is doing a swell job on the balancing traps and wire. Jimmie Colleano is gathering his share of applause with his wire act and juggling.

The traditional Fourth of July dinner was served at Norwalk, Conn., Sunday (3) so that it would be leisurely enjoyed. Ninety pounds of roast turkey with all the trimmings were consumed. Rating congratulations were Hazel Case and Hazel Oughton who planned the menu, Dan Stewart for preparing it, the four ladies serving it and Don Darnall who froze the ice cream in the custard machine. Harry and Helen Hunt furnished fireworks after dark, much to the delight of the small fry on the lot.

Peg and Ed Fitzgerald, of radio fame, have given the show numerous plugs on their program. Visitors included Mrs. Bob Smith and children. Their husband-father is the voice of Howdy Doody on the television show of the same name. Mrs. Pete Van Cleve, Mrs. Lottie Ewel, Mr. and Mrs. William Laffier, Mr. and Mrs. Day and many members of Bluch Landolf Tent of the Circus Fans Association.—BOBBIE STEWART.

Cole Bros.

Mr. and Mrs. Con Colleano celebrated their wedding anniversary in Burlington, Ia., Friday (8). As part of the celebration, they went fishing with Mr. and Mrs. Vern Berry on Lake Tatomka, Waterville, Ia.

En route to Austin, Minn., Jack Tavlin was visited by Mr. and Mrs. Harold Rumbaugh, owners of the John Pawling Circus. Marjorie Towson visited in Rochester, Minn., coming in from her summer home in Lindstrom, Minn. Another visitor was Father Callahan. R. M. Harvey, our general agent, has visited several times in recent weeks.

Rudy Docky recently received a big write-up in *Horse Shoe Magazine* about his basketball-dog act. On the Sunday off in Austin, many of the folks went to see Burt Lancaster's new picture. Lancaster made a host of friends while on the show early this spring. The Loyal Repensky troupe joined in Austin.

Toni Martin underwent a tonsilectomy but was off the show only three days.—SALLIE MARLOW.

Dailey Bros.

Hope Ray is the life of the dressing room. Jimmy Van had a birthday party with gag presents. The cake and candles were real, however.

Madge Snyder can't see why anybody wants to leave a nice cool town to come out on a dusty lot. Small boys in the towns demand to see Doug Autry early in the morning, which is asking too much.

Paul Pyle and Corky Plunkett had to put their Hudson Bay jackets back in mothballs. From all the practice going on between shows, there will be more girls in cloud swing and elephant numbers.

Mrs. Ben Davenport is on for a week's visit.

Visitors: Wallace G. Winter, founder of Ernestine Clark Tent, CFA, Bellingham, Wash., and Eddie Gillam.—HAZEL KING.

Kelly-Miller

Ira Watts, superintendent, and Raymond Kerr, boss canvasman, are doing good jobs. Kerr replaced Carl Wyche.

Bubba Moody and Frank Lemoind, clown alley, and Shirley Vining, swinging ladders and riding menage, joined.

Charles Weathersby, leading the Sid Show band, has six musicians, three dancers, and James Chesterfield Brooks, comedian. Mel Lewis, Side Show manager, has added an annex attraction.

The Guitierrez Trio bought a new trampoline, and the Gallaghers bought a school bus to be used as a sleeper. Art Miller, general agent, visited at Webster City, Ia., and joined the new Pie Car Club.

The writer is kept busy between shows teaching Mary Jo Klein, Karen Kay Miller, Mike Gallagher, Tony Guitierrez, Benny Rossi and Jimmy Rossi. Lorenzo is breaking the new baby elephants.

Frank Francois is serving fried chicken on Sundays. Mrs. Forrest Kuhn visited her home in Wichita, Kan.

Visitors: Del Graham, of the Flying Viennices; Barbara Hammond, of the Poodles Hanneford riding act; Mr. and Mrs. Leo Albright and son, Gary; Mr. and Mrs. Paddy Holm and daughter, Patsy, and James M. Cole.—MAURICE MARMOLEJO.

Stevens Bros.

Dolly Jacobs, Inc., which consists of the twins Punch and Judy, Grandmother Fuller, Darlene Beck, Clark Mac Dermott, David Dupes, Empress, Modoc, and Judy, elephants, and the writer arrived June 26 after a 1,700-mile trek from Oklahoma where we closed with the Gil Gray Circus.

Laura Stevens is the busiest gal on the lot. Bob Grub is forever grooming his Liberty horses. Senior Ricardo Sanchez is doing wonders with the four new ponies recently purchased by Bob Stevens. Claude Garner is getting the canvas up in nothing flat. Ray Hadley has the three light plants purring like kittens. Shorty Shearer meets himself coming and going working in the big show, producing the concert and operating a pit show in front, assisted by Buelah.

Juanita Hobson Thompson, concession manager, celebrated her birthday July 4.

Visitors: Mrs. Ray Hill, daughter of the De Kohls, Bill Echkoff and Mr. Wentworth.—DOLLY JACOBS.

Robbins Bros.

Everybody is getting in plenty of sightseeing on the Quebec tour. Sam, the mechanic, got lost in the Montreal traffic, and caught up with the show six days later.

Melvin Silverlake celebrated his birthday with a party in the big top. Otis Jones left to join King Bros. Tex Orton is doing well with his aftershow. Percena Morris is an added attraction.

Jimmie Nickling was hospitalized for a day when he fell during the trampoline act. Rosie Bass is back after a short hospital stay.

Charley Fournier, band member, got a chance to talk French when a group of kids visited the backyard. Martin Stodghill joined the band as trumpet player. Owner Bob Stevens returned from a few days' visit to Van Buren, Me. Shirley Stevens and Emily Michaud, who, with her parents, Mr. and Mrs. Elmer Michaud, Van Buren, Me., visited for a few days, celebrated July Fourth with Canadian firecrackers. Circus Fan Owsley, Stratford, Ont., presented us with a picture of the train mishap, when Jumbo was killed, at St. Thomas, Ont., in 1885. Canadian Advance Agent Nutting was back on the show for a few days.

Charles Clarke announces all concert routines in French.—JIM CONLEY.

Dales

In Rochester, Ind., some of the folks, including the Duttons, George and Pauline Penny and Charles and Virginia Smith, visited the old winter quarters. Rochester afforded plenty of opportunity for the swimmers to show off. A lake adjoined the lot. Those seen in the water included Willy and Elizabeth Hoffman and their daughter, Wilma; Frank Doyle, Henry Crowell, Clara Hoffman and the writer.

Segundo and Francisco Zavatta of the Zoppe-Zavatta riding troupe, visited before leaving for Aurora, Ill. In Peru, Ind., Mrs. Etta Hodgini, who operates a restaurant and tavern there, entertained several of the personnel at a chicken dinner, as did Fred and Lillian Young.

In Hartford City, Ind., the Knights of Pythias band, under direction of Russ Wilson, gave a concert before both performances. Russ visited on the show for a few days as guest of Jimmy Hurt.

Marie Pettus has dressed her daughter, Sandra, in an exact duplicate of her costume and Sandra rides in spec with her mother. George Earle and Smitty do a good job in clown alley. The Harters visited in Martinsville, Ind., and put their dog and pony act in the show just to keep them in practice. Nita Kinchen makes an attractive assistant for Fancher's impalement act.

Visitors have included Jorgen and Anna Christenson, A. B. Shore, George Piercy and the Zoppes, Fred and Lillian Young, Joe and Eva Mae Lewis, Joe and Etta Hodgini, Hanna Griebling, Al Jones, Roy Feltus, Ed (Blacky) Martin and Louis Dales, the last named of our advance crew.

—IDA MAE KERLEY.

Rogers Bros.

Show was saddened by the death of Frank Verdi, Sunday (3), in Canton, Ill. Burial was in Decatur, Ga. Bill Wymore replaced Verdi as big show drummer.

The Kuhns were dinner guests of Mr. and Mrs. Eddie Moran, of the Southern Valley Shows, when the carnival day and dated this show.

A special morning show was given at the State hospital in Mount Pleasant, Ia., by Mac Stafford, Tex Maynard, Jimmie Adams, Nina O'Dell, Shirley Temple, the O'Donnells, Al Matte, Jimmie Graham and Eddie Doucette.

New additions are Lester (Bob) Soloman, Carl Crist, Malcolm Ice and Jackie Lopez.

Visitors: Mrs. Lou Wolf, daughter of Owner Si Rubens; Billy and Helen LaZella and son, Teddy; Clarence Bickelheimer, Mr. and Mrs. Eddie Moran and Doc and Mrs. Mathers.

Biller Bros.

The girls wore small American flags, donated by Teresa Morales, in the web number July 4. Teresa looked good in her new red, white and blue wardrobe.

Ben Thomas, 24-hour man, made a hit with his sign describing a rough lot.

Charlie and Virginia Schuler, advance agents, visited in Franklin, N. H. Newcomer Ted White does cartooning in the Side Show, announcing in the big show, and also acts as press representative.

Visitors: Phil Hall, of the Ringling-Barnum show; Claire Walsh, Lonsdale, R. I.; Mr. and Mrs. John Sullivan, Saint Johnsbury, Vt.; Mr. and Mrs. Clayton Dodge, Dover, N. H., and Mr. and Mrs. Winham, Wilder, Vt.—JANIE STATZ.

Ameri-Congo

Ed Hiler joined the advance to pinch-hit for Mr. Bartlett, who is hospitalized in Lenoir. Leo Cogozzo took delivery on a baboon and four more capuchin monkeys. He is readying a No. 2 unit, which will take the road soon. Charlie Campbell, circus fan, took pictures of the layout when the show day and dated Pan-American in Brevard, N. C.—M. BAILEY.

Polack Bros.' Western

A recent four-day lay-off saw Mr. and Mrs. Berosini, Vicki, Otto and Josephine Berosini, Ross Paul, Harold Ward, Mr. and Mrs. Eddie Ward, Millie Keathely, Alex Konyot and Mr. and Mrs. Richard Sidney off on a salmon fishing trip; Mr. and Mrs. Eddie Kohl, Mr. and Mrs. Bee Karsey, George and Ruby Cutshall, Mr. and Mrs. Barton, Mr. and Mrs. George Page and Louis Stern visiting the Redwoods and Gus and Betty Bell, Chai and Somay, Harry and Hedy May, Mr. and Mrs. Heller, Joe and Chester Sherman, Harry Dann, Bobby Kellogg, Billy Griffin and Don Edwards visiting San Francisco.

Don Carlos and Etta Carreon furnished their new trailer, and Jo and Slivers Madison did some "spring cleaning." The Boginos put in time teaching their younger members to drive. The Freemans were dinner guests of Engrid and Bernard Zenner. Rose Gould is exercising her injured arm. Incidentally, Rose celebrated her birthday July 4.

When the season opened, gin rummy was the big game, but now pin-ohle has taken over, with such "sharpies" as Harold Ward, Roland Tiebor, Frenchy Durand, Joe Sherman, Eddie Ward, Ross Paul and the writer participating.

Recent vacationers on the show included Roland Natal, Frankie Bogino, Francine Zenner, Patsy Heller, Andre Gould Jr., Debbie and Skeeter Ward, Roddie and Nicki Bell, Harry Webb Jr., and Joyce Shawgo.

Chai and Somay gave a party in their trailer in Chico, Calif., serving Chinese food. After the dinner Chai showed movies and slides. Guests included Mr. and Mrs. Barton, Slivers and Jo Madison, Naida Roberta and Freddie and Ethel Freeman. Mr. and Mrs. Bernard Zenner were dinner guests of the Freemans. Zenner makes attractive picture albums and frames of Morocco leather.

The Ward-Bell Flyers came out with a T shirt ensemble in San Luis Obispo, Calif. Eddie Ward, catcher, received a cut lip and nose when he and Eddie Kohl, leaper, tangled in one of these California crosswinds as Eddie was doing his two-and-a-half.

Billy Griffin was the only one who had any car trouble on the jump from San Luis Obispo to Chico. Griffin, incidentally, has a new trailer.

Visitors: Cyril Mills, of the Mills show, England; Mrs. Madison Hopes, sister of Slivers Madison, and Paul and Louise Donika. — FREDDIE FREEMAN.

Seal Bros.

Norman Anderson has a new Tandem Wheel living trailer. John Foss purchased a new Chevrolet coupe and Joe Scharoun a new Ford coupe.

Don Hayden joined clown alley and also is working the come-in. Tate Carney joined concession row. He formerly was on Dailey Bros. Mrs. Hartsell celebrated her birthday and was gifted with a Wild West outfit by the women on the show. Russell Kennedy left to take a job in Seattle. Leon Snyder is doing a good job in the concert.

Bonnie Fuller, Shorty Wells, Mr. and Mrs. Eddy Moore and Leon and Kitty Snyder chartered a boat to go to Victoria, B. C., to catch Dailey Bros. Snyder's father is equestrian on the Dailey show. About two miles out, Snyder got seasick, and the party had to return to Port Angeles.

Bud Anderson has a new Chevrolet truck for the cookhouse. Chuck Fuller is now driving one of the trucks on the Wild Life Show. Hap and Marie Loder's trailer was damaged in a highway mishap recently. Charley and Jean Kelley have a new Buick.

Jack Tuner joined the backyard club. Hartsell Wells is framing a new clown walk-around with his pet rooster. Eddy Sheeler keeps busy working the Side Show and the big show. Harold Hall was on the sick list.

Francis Wallace, Dan Miller and John Foss and Dr. Burges, Moscow, Idaho, visited.—AL CONNER.

Ringling-Barnum

Buddy North's son, Johnny, donned make-up and a clown suit and paraded in spec in Pittsburgh.

The cookhouse boys won, 26 to 8, in a ball game with the prop boys, and the candy butchers won two of three games with the big top crew. The girls' team beat the midgets, 24 to 18.

The Meinharths entertained when the show played Akron. Red Grumley is still talking about the good time he had in his home town, Bradford, Pa. Martha Henderson, Rita Schroeder and Jerry Bangs celebrated birthdays.

Ted Deppish, CFA, showed movies when he visited in Akron. Joey Mayo, son of Dr. Charles Mayo, of the Mayo Clinic, has been the guest of Doctor Pils for the past few weeks, and is a real trouper. The swimmers had an outing in Fostoria, O., with Larry providing the transportation.

Visitors: George Hubler, Charley and Shirley Jones, Mr. and Mrs. James Van Cise, Pete and Florence Mardo, Jean and Pep Graves, John C. Graham, Helen and Seam Dunne and Judy; Mrs. Joe Bainbridge and daughter; Mrs. Mel Hamlin, Mr. and Mrs. Towne, Sam Vicarel, Mr. Underhill and Cuddles; Edna, Frank and Alfred Otaris; Rose Behee, Helen, Karl, Mario, Carla and Gunther Wallenda, and the Canestrellis.—MARY JANE MILLER.

Tom Packs

Big event of the week was the 20th wedding anniversary of Jack and Ruby Landrus, of clown alley. After a night performance, all personnel were invited to their trailer for refreshments. Members of the Free Roll Club were out in strength.

Harry Thomas is doing publicity in Pittsburgh. Bill Nelson and Jack Leer are lot superintendents, and Phillip Wallenda is prop and rigging boss. Carl Wallenda claims he is not a car driver, but a truck driver. Arthur Wallenda is doing comedy in the high wire act.

Gunther is trying to be another Ralph Kiner. Rose Behee has taken over the children's department, teaching web, cloud swing, etc., and chaperoning at movies. Harold Voise bought an awning for his trailer that almost requires a property department to erect.

Duina and Egle Zaechini, La Tosca and Yvette Wallenda add beauty to the show.—DICK LEWIS.

Jay Gould

The July 4 date in Blue Earth, Minn., was big. Show was augmented at night with fireworks.

The Jay Gould family held a family reunion in Blue Earth. First time in five years the entire family, Mr. and Mrs. Gould, six daughters, three sons and 21 grandchildren, has been together.

The son of Producing Clown Alcott was hospitalized for two days with a leg infection. Ernie Sibal, lot superintendent, does a fine job laying out the show. Many of the dates are on the main street of towns. Captain Hayes's chimp, Margaret, is a hit in the big show.

Visitors: Jimmy McCabe, circus fan from Lyons, N. Y.; Eleanor Barnard and her family, Royal, Ia.; Mrs. Ralph Lowh, wife of our Side Show manager, and Mr. and Mrs. Hanson, Northfield, Minn., who visited the Burdetts.—DOROTHY H. COLE.

Mills Bros.

Org played host in Madison, Wis., to Governor Rennebohm, Lieutenant-Governor Stone and members of the State Legislature.

Mr. and Mrs. Bert Wallace are the latest members of the Rod and Reel Club. Allen King puts out a flashy line of banners. Frankie Noel has a new pet, a catfish. Orville Wooster satisfies everybody with his salads.

Visitors: Senator Krueger, Dr. George Taylor, CFA; Mr. and Mrs. Kinkle, Mr. and Mrs. Grimes, Mr. and Mrs. Cowan, Walter (Dusty) Rhodes and Charles Reed.—JACK LAPEARL.

Clyde Beatty

At Twin Falls, Idaho, we day and dated the Siebrand Shows. Tom Plank, 24-hour man, visited with Al Weir and Bones Hartzell. Joe and Tommy Hodgini caught the malinee. They reported Betty Hodgini underwent a major operation.

Others on the Siebrand org who caught the malinee were Don Rey, Jimmy Goff, Hiko Siebrand, Polly Jones, Pancho and Donita Roche and Jean Evans.

The big top and prop departments spent the Sunday off in Provo, Utah, painting equipment. Many took advantage of the local movies. Picnickers were Jerry and Joan Lewis, Johnny, Milonga and Cathy Cline, Ted, Jerry and Bobbie DeWayne, Cliff Mosley, Don Johnson, Bob Yerkes, Gene Fuller, Tom Plank, Mr. and Mrs. Dewit and daughter, the Medini Troupe, Bobby Kay, Barbara Weir and Dave Cayuga.

Lew Kish is using his dog, Nola, in the come-in. Dorothy Sky Eagle, Smoky Chism and Nita Brooks visited.—LAURENCE CROSS.

King Bros.

Org is the first truck circus to travel the rough roads of Alberta, Saskatchewan and Manitoba. Many trailers were left at the border, and some of the hotels turned out to be bowl and pitcher affairs.

Show played St. Paul, Alta., Dominion Day. St. Paul is so far north that when the big show was over at 10 p. m., it was still light. Pete Sadowski, chief mechanic, is doing a good job of getting the fleet over the bad roads. Chester Gregory is having good biz with his Side Show, as is J. C. Rosenheim with the No. 2 annex. Tige Hale and his band are scoring.

Marie Concello left at Inisfail, Alta., for her home in Bloomington, Ill., to undergo dental surgery. Manager Lucio Cristiani added another horse to the big riding act. Daviso and Louise Cristiani are going over big with their perch act. Pete Cristiani and Buck Lucas are presenting good concerts in this rodeo-minded country.

Beline Cristiani, son of Lucio and June Cristiani, is spending his vacation playing clarinet in the big show band. Antoinette, Vicki and Bonnie Cristiani also are with the show.

Ben Davenport, co-owner of Dailey Bros.' Circus, met Floyd King in Lethbridge, Alta., and came on with him to the show in Wetaskiwin, Alta. Davenport was en route to his show from Austin, Tex. Jimmy Sullivan, of Wallace Bros.' Circus, was a caller in Humboldt, Sask., and Earl De Glopper, manager of the No. 1 car on the Dailey org, visited in Lloydminster, Sask.—VICKI KING.

Chi Rotary Club Plans Circus Day Luncheon

CHICAGO, July 16.—The Chicago Rotary Club will stage a Circus Day Tuesday, August 2, at its weekly luncheon in the Grand Ballroom of Hotel Sherman. Sidney T. Jessop, president of the U. S. Tent & Awning Company, and vice-president of Chicago Rotary, will be chairman.

Several executives of Ringling Bros. and Barnum & Bailey Circus will be special guests. To make the circus folks feel at home, Jessop will decorate the ballroom with large posters of Ringling-Barnum feature attractions. Tuesday night, August 2, Rotarians and their families, 500 strong, will attend the circus.

Dailey Pays Vancouver 2G

VANCOUVER, B. C., July 6.—When Dailey Bros.' Circus played a four-day stand here, June 22-25, the org paid the city \$1,500 lot rental and \$500 for a license fee.

OCONTO, Wis., July 16.—An American Legion-sponsored stand here Thursday (7) gave the Kelly-Morris Circus a full house and a near-capacity matinee.

POPCORN HQ and CONCESSION HQ

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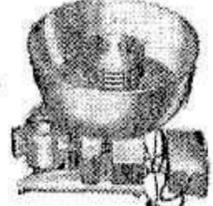
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A new Nashville Machine with 3 Bands, 3 Ribbons, 3 Compartments. Changes from one color or flavor to another with a flick of the selector switch.
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FOOD COLORS, Red, Yellow, Orange. Lb. 3.75
FOOD COLORS, Green, 1b. 5.75



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Carnival Routes

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Anthony, Kan.; Columbus 25-30.
 All-American Midway: Abila, Ia.
 Alleghany Expo.: Milton, Pa.; Phillipsburg 25-30.
 Allen-Smith: White River Junction, Vt.
 American Beauty: (Fair) Wapello, Ia., 18-21.
 American Eagle: New Boston, Ill., 18-20;
 Aquawka 21-24.
 American Expo.: Lorain, O.
 American Funland: Norman, Okla.; Blanchard 25-30.
 American Midway: Waco, Tex.
 American United: St. Anthony, Idaho.
 A. M. P.: Mannington, W. Va.
 Baker United: Noblesville, Ind.; Fowler 25-30.
 Barker, Gerald: Busti, N. Y., 21-23; Cassadaga 29-30.
 B. & C.: Keysville, N. Y.
 Beam's Attrs.: Apollo, Pa.; Ford City 25-30.
 Bee's Old Reliable: Lawrenceburg, Ky.; (Fair) Harrodsburg 25-30.
 Beacon, Tex. Am.: Belle, Mo.; Hunnewell 25-30.
 Big Four Am.: Lake Zurich, Ill.
 Big State: Floydada, Tex.
 Blue Grass: (Fair) Gibson City, Ill.; Paris 25-30.
 Bodart: Wisconsin Rapids, Wis., 22-26; Portage 28-31.
 Bogle & Reese: Pomona, Kan.; Paris, Mo., 25-30.
 Bohn & Sons United: Curtis, Neb.
 Boone Valley: Galva, Ia.
 Borderland: Beeville, Tex.
 Brodbeck: Sterling, Kan.
 Brownie Am.: Ralston, Okla.; (Fair) Barnes 27-30.
 Buck, O. C.: Fort Edward, N. Y.
 Bullock Am. Co.: Widen, W. Va.; Clendenin 25-30.
 Burke, Harry: Breauz Bridge, La.
 Burkhardt: Hanna City, Ill.; Rochelle 25-30.
 B. & V.: Ithaca, N. Y.; Norwich 25-30.
 California: Ukiah, Calif.
 Capell Bros.: Stillwell, Okla.

Capital City: Orleans, Ind.
 Casey, E. J., No. 1: (Fair) Russell, Man., Can., 21-23; (Fair) Rosburn 25; (Fair) Roblin 26-27; (Fair) Swan River 28-30.
 Casey, E. J., No. 2: (Fair) Kamsack, Sask., Can., 22-23; (Fair) Foam Lake 25; (Fair) Stoughton 27.
 Cavalcade of Amusements: Gary, Ind.
 Callett Greater: Barnard, Mo., 20-24; Humphreys 25-26; Meadville 27-30.
 C. & B. Am. Co.: Bonne Terra, Mo.; Richland 25-30.
 Central States: Linn, Kan., 21-23; Jewell 25-27; Lincoln 28-30.
 Central States: Linn, Kan., 20-23.
 Cellin & Wilson: Charleston, W. Va.
 Chances, Jimmie: Piqua, O.
 Cherokee Am. Co.: Burr Oak, Kan., 18-20;
 Scandia 21-23; Morganville 25-30.
 Coleman Bros.: New Britain, Conn.
 Coleman's State Side Shows: Black Oak, Ind. (Gary, Ind., P. O.); Dugger 25-30.
 Collins Bros. United: Scotia, Neb., 21-23;
 Wood River 27-30.
 Collins, Win. T.: (Fair) Langdon, N. D., 18-20; (Fair) Hamilton 21-23; (Fair) Perham, Minn., 28-31.
 Community Fairs: Montebello, Calif., 20-24;
 Hawthorne 27-31.
 Continental: Ticonderoga, N. Y.
 Cote Am. Co.: Montrose, Mich.; Vassar 28-31.
 Crescent: Medicine Hat, Alta., Can.; Weyburn, Sask., 25-28; Shaunavon 30-31.
 Crescent Am. Co.: Poteau, Okla.; Henryetta 25-30.
 Crystal Expo.: Tellico Plains, Tenn.
 Cumberland Valley: Shelbyville, Tenn.
 Cunningham's Expo.: Oak Hill, O.; New Martinsville, W. Va., 25-30.
 Curt, W. S.: Harrison, O.; Union City 25-30.
 De Luxe: Wilson, Conn.; Williamansett 25-30.
 Denton, Johnny J.: Somerset, Ky.; Central City 25-30.
 Dick's Greater: Corning, N. Y.
 Dickson's United: Gentry, Ark.; Colcord, Okla., 25-30.
 Dobson's United, No. 1: Amery, Wis., 18-21.
 Dodson's Imperial: Neenah, Wis.; Green Bay 25-30.
 Dobson's United, No. 2: Wilson, Wis., 18-21;
 North St. Paul, Minn., 22-25; Sauk Centre 28-31.
 Douglas Greater: Kent, Wash.
 Down River Am. Co.: Stockbridge, Mich.; Milan 25-30.
 Drago Am.: Montpelier, Ind.
 Drew, James H.: Cincinnati, O., 18-21.
 Dudley, D. S.: Las Animas, Colo.
 Dumont: Lebanon, Pa.
 Dupree & Keeler: San Luis, Colo., 20-28.
 Dyer's Greater: Galena, Ill.; Galva 25-30.
 Eastern Am. Co.: South Paris, Me.

Eddie's All-American: Bruin, Pa.; Brookway 25-30.
 Eddy Bros.: Johnstown, Pa.; (Fair) Harrington, Del., 25-30.
 Ferris, Carl D.: Smethport, Pa.
 Fidler's United: Eau Claire, Wis.
 Fleming, Mad Cody: Gainesville, Ga.
 Florida Am. Co.: Sullivan, Mo.
 Francis, John: Waupun, Wis.; Prairie Du Chien 25-30.
 Franklin, Don: Cross Plains, Tex.; Big Spring 25-30.
 Freat's United: Grand Island, Neb.
 Gaiety: Penn Yan, N. Y.; Syracuse 25-30.
 Garden State: (Fair) Mine Hill, N. J. (P. O., Dover, N. J.); (Fair) Mt. Freedom 25-30.
 Garden State Ride Unit: North Wales, Pa.
 Gem City: East Gary, Ind., 19-27.
 Gifford's: Kiowa, Kan.
 Golden Rule: Chester, Pa.
 Golden West: (Fair) Petaluma, Calif.
 Gooding Am. Co., No. 1: Greenfield, O.
 Georgia Am.: Powder Springs, Ga.
 Gooding Greater: Columbus, Ind.
 Graceland Greater: Ft. Madison, Ia.
 Gra-Loy: Middleville, Mich., 21-23.
 Grand American: Fort Dodge, Ia.; Toledo 25-30.
 Great Sutton: Tipton, Ia.
 Greater Rainbow: Waco, Neb., 19-20; Prague 22-24; Fairmont 27-28; Ulysses 30-31.
 Groves Greater: New Orleans, La., 18-31.
 Gulf Coast: Moberly, Mo.; Montgomery 25-30.
 Hagensick's Rides: Blue Springs, Neb.
 Hale's: Eldorado Springs, Mo., 19-21; Anamosa, Ia., 25-30.
 Hames, Bill: Leonard, Tex.
 Hannum, Morris: Glen Olden, Pa.; West Philadelphia 25-30.
 Happy Attrs.: (Parsons Ave.) Columbus, O.; (Fair) Woodfield 26-29.
 Happy Holiday: Plainwell, Mich.
 Happyland: Pontiac, Mich., 18-30.
 Harry's Greater: Sabina, O.; New Lexington 25-30.
 Hartsock Bros.: Clarence, Mo.
 Heart of Kansas: Arkansas City, Kan.
 Heiler's Acme: Franklin, N. J.; Roseto, Pa., 25-30.
 Hennies Bros.: Madison, Wis., 23-30.
 Henson, J. L.: Mt. Olive, Ill.; Nokomis 25-30.
 Heth, L. J.: Jeffersonville, Ind.
 Hiawatha: (Fair) Millington, Mich., 20-23; (Fair) Otter Lake 24-27; (Fair) Barryton 29-30.
 Home State: Grand Rapids, Minn.; Warroad 25-30.
 Hotle, Buff: Pinckneyville, Ill.; Vienna 25-30.
 Howard Bros.: (Fair) Wellston, O.; Oak Hill 25-30.
 Imperial, No. 1: Princeville, Ill.
 Imperial, No. 2: (Fair) Augusta, Ill.
 Inland: Higbee, Mo., 18-20; Atlanta 21-23.
 International: Horton, Kan.; Manhattan 25-30.
 Jack's Greater: Hagerstown, Md.
 J. & B.: Lexington Park, Md.
 Johnny's United: Veedersburg, Ind.; Burlington 25-30.
 Jellytime: Dalton, Pa.
 Jones Greater: Nelsonville, O.
 Jones, Johnny J., Expo.: Kokomo, Ind.; Salem, Ill., 25-30.
 Joyland Midway Attrs.: Van Dyke, Mich., 21-24; Uby 28-31.
 Kaus, Joseph E.: Havelock, N. C.
 Keystone Attrs.: Newport, Pa.
 Kile, Floyd O.: Oberlin, La.
 Kuntz Bros.: Hackensack, N. J.; W. Haverstraw, N. Y., 24-30.
 Lamb, L. B.: Quincy, Ill.
 Lane, Sammy: Waynesville, Mo.; Hartsville 25-30.
 Lawrence Greater: DeKalb, Ill.
 Lee United: Onaway, Mich.
 Lone Star: Liberty, Ky.; Columbia 25-30.
 Maple Empire: Newark, O.
 Maine Am.: Ellsworth, Me.
 Manning, Ross: Peekskill, N. Y.; (Fair) Onondaga 25-30.
 Marion Greater: Columbia, S. C.
 Marks, John H.: Zanenville, O.
 McKee, John: Marshall, Ind.; Brazil 25-30.
 Meeker: Bozeman, Mont.; Kalkapell 26-41.
 Merriam's Midway: Greens, Ia., 19-20; Cotuit 22-23; State Center 25-27; Ogden 28-30.
 Merry Midway: Armstrong, Ill., 26-30.
 Merryland: Charlevoix, Mich.
 Midway Expo.: Clyde, Kan., 18-20; Red Cloud, Neb., 21-26.
 Midway of Mirth: Colfax, Ill.
 Midwestern Expo.: Sigourney, Ia., 19; New Bedford, Ill., 21-23.
 Mighty Hoosier State: Knox, Ind.; Bremen 25-30.
 Model: Carthage, Ill.; Memphis, Mo., 25-30.
 Model Shows of Canada: Quebec City, Que., Can.
 Modernistic: Delmar, Del.; Princess Ann, Md., 25-30.
 Moore's Modern: (Fair) Martinsville, Ill.; Sullivan, Ind., 25-30.
 Motor State: Paulding, O.
 Mound City, No. 1: Farmersville, Ill.
 Mound City, No. 2: Hillsboro, Ill.
 Nelson, Geo. W.: Gilmore City, Ia., 18-19;
 Decatur 21-23; Tabor 26-28.
 Nessler's: Greenview, Ill.
 New England Am. Co.: Winchendon, Mass.; Worcester 25-30.
 Nolan, Larry: Imperial, Neb.
 Northern Expo.: Shelby, Mont., 20-24; Fort Benton 25-26; Lewistown 27-30.
 Ohio Valley: Kewanna, Ind.
 Olson: Grenora, N. D., 18-20; Fairview, Mont., 22-24; Poplar 27-28.
 Omar's Greater: Hutchinson, Kan.
 Orange State: Norristown, Pa.
 Page Bros.: Livingston, Tenn.; McMinnville 25-30.
 Palace: Kanorado, Kan.
 Palmetto Expo.: Ridgeway, S. C.
 Parada: Louisburg, Mo.
 Paul's Am. Co.: Wheaton, Mo.
 Peck Am. Co.: Arcadia, Ind.; Otterbein 26-30.
 Peck Am. Co. (Illinois unit): Wheatfield, Ind., 20-22; Riverdale, Ill., 26-31.
 Peerless Celebration Am.: Williamsburg, Pa.
 Penn Premier: Lancaster, N. Y.
 Pepper's All-State: Fayetteville, Tenn.; Winchester 25-30.
 Perry, Jack J.: Red Lion, Pa.
 Pike Am.: Phillipsburg, Kan.
 Pioneer: Roscoe, N. Y.; Mechanicsburg, Pa., 25-30.
 Playland: Ferndale, Mich.
 Playtime Am.: Newport, R. I.
 Powelson Greater: Reynoldsburg, O.; Salineville 25-30.
 Prett's Broadway: Huntington, L. I., N. Y.
 Public Amusement: Parkdale, Ark.
 Purvis: Lively, Va.
 Raftery, James M.: Jacksonville, N. C.
 Raines Am. Co.: Dixby, Okla.; Hartford, Ark., 25-30.

Raney United: (Bryant Square) Minneapolis, Minn., 21-22; Columbia Heights 23-24; Milaca 25-27; Wabasha 29-31.
 Reid, King: Bl. Albans, Vt.
 Reithoffer's: Kimberlton, Pa., 19-30.
 Robinson's Greater: Lewis, Ia., 18-20; Mitchellville 22-23; Garrison 25-26.
 Rooco: Prairie Farm, Wis., 18-20; Rockford, Minn., 22-24.
 Rockwell, Mike: Mangum, Okla.
 Rogers Bros.: Deer River, Minn., 19-21; Calumet 23-24.
 Rogers Greater: (Fair) Harrisburg, Ill.; (Fair) Rockport, Ind., 25-30.
 Rose City: Royce City, Tex.
 Rosen, H. B.: Saltville, Va.
 Royal American: (Fair) Edmonton, Alta., Can.; (Fair) Saskatoon, Sask., 25-30.
 Royal Empire: (Plymouth & Inkster Road) Detroit, Mich.
 Royal Expo.: Alderson, W. Va.
 Royal United: Tama, Ia., 20-23; Lacona 24-26; Des Moines 27-30.
 Rumble Rides: Bloomfield, Ind.; English 25-30.
 Schaefer's Just for Fun: (Fair) DeLeon, Tex.
 Shan Bros.: Lexington, N. C.
 Shorter: Walte Park, Minn.
 Stehrand Bros.: Missoula, Mont.
 Silver City: Cook, Neb., 19-21; Valparaiso 23-24.
 Silver Blipper: Irvine, Ky.
 Silver Star Attrs.: Bynamore, O.
 Smith Am. Co.: Seminole, Okla.
 Smith, George Clyde: Carrolltown, Pa.; Nanty Glo 25-30.
 Snapp Greater: Stoughton, Wis.; Blinger 25-31.
 Southern Valley: Columbia, Mo.
 Sparks, J. A.: Marion, Ky.
 Strader, M. A.: Newton, Kan.
 Standard: Wheatland, Wyo.
 Star Am. Co.: Cabot, Ark.; Melbourne 25-30.
 Star Carnival: Arkansas City, Kan.; (Fair) Cherrysale 25-30.
 Starr, Joe: Cross Timbers, Mo., 21-23.
 State Fair: Emporia, Kan.
 Stehlar's Greater: Hot Springs, Va.
 Stephens, C. A.: Chase City, Va.
 Stephen's: LeClaire, Ia.
 Strates, James E.: Rochester, N. Y.; Erie, Pa., 25-30.
 Stumbo, Fred R.: Everton, Mo.; Green Forest, Ark., 27-30.
 Sunset Am. Co.: East Grand Forks, Minn.; (State Fair) Minot, N. D., 25-30.
 Tatham Bros.: Gardner, Ill., 20-24.
 Thomas, W. A.: Silver Creek, Neb., 20; Elkhorn 22-23; Tekamah 25-27; Hooper 29-30.
 Thomas Am. Ent.: Warren, Ind.; Cicero 25-30.
 Thomas Joyland: Latonia, Ky.
 Thompson Bros., No. 1: Everett, Pa.
 Thompson Bros., No. 2: Johnstown, Pa.
 Tidwell, T. J.: Liversal, Kan.
 Tip Top: Truxton, N. Y.; Syracuse 27-31.
 Tip Top (Western), No. 1: Minong, Wis., 22-24.
 Tip Top (Western), No. 2: Melrose, Wis., 22-24.
 Tivoli Expo.: Chrisman, Ill.; Vincennes, Ind., 25-30.
 20th Century: Nebraska City, Neb., 18-21; Crete 23-24.
 Turner Bros.: Kewanee, Ill.
 United Expo.: Oskaloosa, Ia.
 United States: Matewan, W. Va.; Eskdale 25-30.
 Utah Expo.: Mt. Pleasant, Utah; Richfield 25-30.

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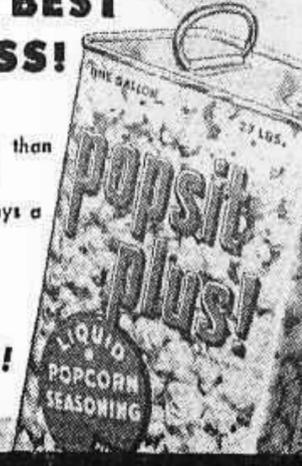
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Van Billard, Donald: Roxboro, Philadelphia, Pa.
 Veterans Expo.: Newnan, Ga.
 Veterans United: Carroll, Ia.
 Victory Expo.: (Fair) Sheridan, Wyo.
 Virginia Greater: Chestertown, Md.
 Volunteer: Smithville, Tenn.
 Wade, W. G., No. 1: Midland, Mich.; (Fair) Ithaca 26-30.
 Wade, W. G., No. 2: Port Huron, Mich.; (Fair) Cassopolis 26-30.
 Wallace Bros.: South Beloit, Ill.
 Wallace Bros. of Canada: (Fair) Melfort, Sask., Can., 21-23; (Fair) Lloydminster 25-27; (Fair) Vermilion, Alta., 28-30.
 Wallace & Murray: Delaware, O.
 Ward, John R.: Tuscaloosa, Ala.
 W. E. Attrs.: Cornersville, Tenn.
 West Coast: Salem, Ore., 19-24.
 White, Art: Reynoldsville, Pa.
 White Star Attrs.: Clyde, O.
 White's Rides: Dayton, Tenn.
 Williams, John, & Sons Rides: Greensboro, N. C.
 Williams Shows & Rides: Spanish Fork, Utah, 18-23; Price 26-30.
 Wilson Famous: Wyoming, Ill., 18-21; Peoria 22-23; (Fair) Macomb 26-29.
 Wilson Greater: Hyrum, Utah, 23-25.
 Wolf Greater: Redwood Falls, Minn., 18-24; Chaska 29-31.
 Wolfe Am.: Cowen, W. Va.; Fayetteville 25-30.
 World of Mirth: Hallowell, Me.
 World of Pleasure: Jackson, Mich.; Ann Arbor 25-30.
 World of Today: Yankton, S. D.
 Young, Monte: Ogden, Utah.
 Zeller's Attrs.: Delmont, Pa.; Oklahoma 25-30.

Circus Routes

Send to

2160 Patterson St. Cincinnati 22, O.

Beatty, Clyde: Denver, Colo., 18-20; Colorado Springs 21; Walsenburg 22; Trinidad 23; Las Vegas, N. M., 24; Albuquerque 25-26; Santa Fe 27; Raton 28; LaJuna, Colo., 29; Lamar 30; Garden City, Kan., 31.
 Biller Bros.: Manchester, Conn., 20; Wilmantic 21; Norwalk 22; Port Chester, N. Y., 23; Glen Cove 25.
 Cole Bros.: Kansas City, Mo., 19-20; Topeka, Kan., 21; Beatrice, Neb., 22; Lincoln 23.
 Gould, Jay: LeSueur, Minn., 19; Hastings 20-21; Glencoe 22-24; Mappleton 25-26; New Richmond 27-28; Hopkins 29-31.
 Kelly & Morris: Crandon, Wis., 19; Wabeno 20; White Lake 21; Tigerton 23; Clintonville 25.
 Kelly, Al G. & Miller Bros.: Virginia, Minn., 19; Cloquet 20; Atkin 21; Brainerd 22; Little Falls 23.
 King Bros.: Claresholm, Alta., Can., 19; Blairmore 20; Moleod 21; Cardston 22; Raymond 23; Taber 25.
 Mills Bros.: Iron River, Mich., 19; Kingsford 20; Escanaba 21; Isipemling 22; Munising 23; Manistique 25; Sault Ste. Marie 26-27; St. Ignace 28; Cheboygan 29; Petoskey 30.
 Packs, Tom: Montreal, Que., Can., 22-31.
 Polack Bros. (Eastern): (Stadium) Marinette, Wis., 21-23; (Polestra) Marquette, Mich., 25-27.
 Polack Bros. (Western): (Auditorium) Santa Cruz, Calif., 18-20; (Auditorium) San Jose 21-27.
 Ringling Bros. and Barnum & Bailey: Toledo, O., 19; Lima 20; Hamilton 21; Springfield 22; Columbus 23-24; Dayton 25; Indianapolis, Ind., 26.
 Rogers Bros.: Ogallala, Neb., 19; Sidney 20; Sterling, Colo., 21; Brush, 22; Greeley 23; Fort Collins 25.
 Roy's One-Ring: Fostoria, O., 20-23.
 Seal Bros.: Arlington, Wash., 19; East Stanwood 20; Oak Harbor 21; Lynden 22; Blaine 23; Mt. Vernon 24; Marysville 25.

Misc. Routes

Send to

2160 Patterson St. Cincinnati 22, O.

E. & J. Tent Show: Palmetto, La., 18-30.
 Miller's, Irvin C., Brown-Skin Models: (Grand) Paris, Tex., 20; (Orpheum) Waco 21; (Ritz) Fort Worth 26; (Gem) Waco 27.
 Pan-American Animal Exhibit: Coeburn, Va., 19; Appalachia 20-21; Big Stone Gap 22-24.
 Pierce's, Jack, Radio Jamboree: Livingston, Mont., 20; Bozeman 21; Lewistown 22; Havre 23.
 Plunkett's Stage Show: Benkelman, Neb., 18-20; Imperial 21-23.
 Slout, Toby & Ora, Players: Charlotte, Mich., 18-23; Eaton Rapids 25-30.
 Williams, Rusty, Show: Sims, N. C., 18-23.

Wildwood Nixes Hawkers;

A. C. Issues 200 Licenses

WILDWOOD, N. J., July 16.—Beach peddlers here will be subject to arrest, according to City Clerk R. Leonard Byrne. The city, he said, does not issue licenses for the beach, since a local ordinance bans selling in that section.

At near-by Atlantic City, it was reported this week, nearly 200 peddler licenses have been issued to war veterans, most of them for ice cream sales on the beach.

Weyburn Rodeo Set

WEYBURN, Sask., July 16.—The Weyburn Junior Chamber of Commerce is sponsoring a two-day rodeo here (27-28). Jim Orr and Jim Adolphe are rodeo managers.

"Railway Progress" Features JJJ Org

WASHINGTON, July 16.—Johnny J. Jones Exposition is featured in the July issue of *Railway Progress*, published here by the Federation for *Railway Progress*. The article, titled *Carnival's Coming*, is by Lee Lorick Prina and gives an interesting picture of carnival life aboard the train and on the lot. Author Prina studied the show at first hand during its opening engagement in Washington last April. Some highlights of the four-page story:

"In the beginning of the business the greatest money-makers were the show attractions. But today it is the time-honored riding devices such as the Ferris Wheel, Merry-Go-Rounds and Whips and their modern variations.

Has Private Car

"The she no longer takes an active part in operating the show, the widow of Johnny J. Jones (the former Florine Hurd), founder and long-time owner of the carnival, still enjoys traveling each year with the train in her own private car.

"Johnny J. Jones was perhaps the best known carnival showman of his day. He broke into show business as a cane rack concessionaire and in 1899 purchased a then novel miniature railroad. It was not long before he launched his own exposition which within a few seasons became the largest of its kind and is this year celebrating its 50th anniversary. Wealth and fame came to Johnny during his lifetime in the 'carny' business. While at his winter home in Florida, he became a friend of such great men of his era as Thomas A. Edison, Harvey Firestone and Henry Ford.

Lockett Sets Route

"The man who arranges the more than 6,400 miles of railroading for the Jones outfit is the traffic manager, Ralph G. Lockett. His job is to travel about 30 days ahead of the show in order to direct the advance advertising and execute the railroad contracts. Lockett estimates the dozen or so carnivals that travel by rail pay about \$800,000 in freight rates each year."

Prestons Quit Hinkle; Continue With 101 Ranch

SOUTH BEND, Ind., July 16.—Leon and Margaret Preston announced here this week that they have severed connections with Mill Hinkle in rodeo operations, but will continue with the 101 Ranch Wild West Show, with Zack Miller, and Cherokee Hammond, producer.

The 101 Ranch org is slated to show here July 24-26, with dates in Chattanooga, Atlanta, Nashville and Knoxville to follow, Preston says. Margaret Preston is working the advance.

Ocean Beach Execs Okay Coleman Kid Unit Franchise

NEW LONDON, Conn., July 16.—The board of municipally operated Ocean Beach Park has accepted an agreement transferring the exclusive children's ride concession at the fun-spot from Neal Fitzpatrick, former op, to a new corporation of which Richard T. Coleman, Middletown, Conn., carnival owner, and Conrad Nasetta, of New London, are the principal stockholders.

The board also authorized a license to the new concessionaires for the erection of an adult ride in the area vacated by Fitzpatrick.

Crescent Beach Chartered

COLUMBIA, S. C., July 16.—Secretary of State has issued a charter to Crescent Beach Amusement Company, Inc., Crescent Beach, which proposes to conduct general amusement enterprises. Victor H. Serunian is president.

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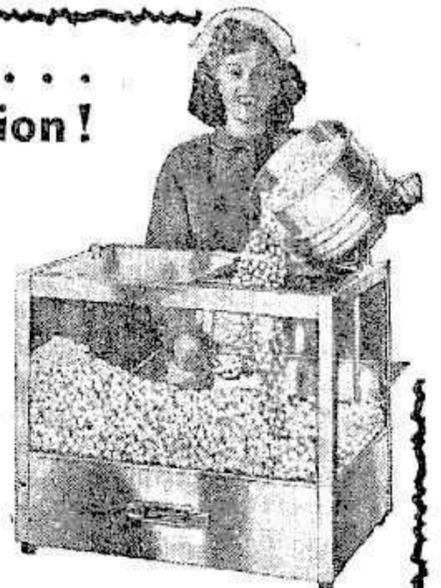
Size: 18"x24"x28" high.

Capacity: \$8.00 to \$10.00 popped corn per hour.

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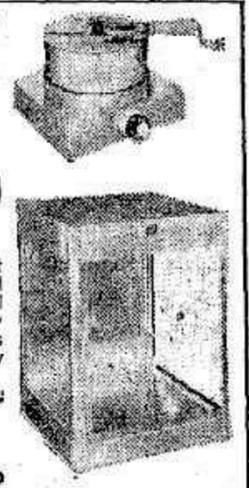
Matty Miller 231 N. Second St. Philadelphia 6, Pa.
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Grand Circuit Program Set For Sedalia

Young Revue Also Slated

SEDALIA, Mo., July 16.—Grand circuit harness racing will be a feature at Missouri State Fair this year for the first time, Roy S. Kemper, secretary, announced.

Missouri State is now a member of the grand circuit Big Five, which includes Illinois State Fair, Springfield; DuQuoin, Ill.; Indiana State Fair, Indianapolis, and Delaware, O.

Kemper announced early closing events and listings for the futurity stakes indicate more than \$97,500 will be paid in purses at the Missouri annual, events to be contested August 22-26. The annual runs August 21-23. Automobile races conducted by National Speedways (Gaylord White-Al Sweeney), also here for the first time, and Joie Chitwood's auto thrill show will round out remaining afternoon programs.

A new surface is being put on the mile track. Automobile stunts will be confined to the half-mile oval.

An Ernie Young revue, augmented by Thearle-Duffield fireworks, will feature the night grandstand.

Johnny J. Jones Exposition will make its first appearance as the midway attraction here. Pat Purcell, JJJ's general representative, was here Monday (11) conferring with Kemper and Herb Rice, public relation director for the annual.

17G Jr. Premiums Set for Santa Ana

SANTA ANA, Calif., July 16.—Directors of Orange County Fair, August 18-21, are offering more than \$17,000 in premiums to junior department exhibitors.

Top events will be a bicycle rodeo opening day and the junior horse show and gymkhana August 19.

Allocation of \$65,000 from the State's fair and exposition fund to Orange County Fair will be applied on purchase of the property from the War Assets Administration. Notice of the allotment was received by H. Clay Kellogg, president of the 32d Agricultural District Association, sponsor of the fair.

The \$65,000 will have to be matched by money set aside by the association, making the total purchase price \$130,000 for the 175 acres which include 126 buildings. The association obtained temporary possession of the property from the government last April.

Napa, Calif., To House Exhibits Under Canvas

NAPA, Calif., July 16.—Failure of the State architect's office to process blueprints for the new exhibit buildings on the Napa District Fairgrounds will force the use of two big tops for major exhibits this year. Buildings were to have been ready for the August 11-14 fair.

No horse show or rodeo will be held this year, Lamett Edington, fair manager, said, because of the cost of rodeo stock. Instead, there will be auto and motorcycle races.

Detroit Cuts Harness Races

DETROIT, July 16.—Harness racing will be absent again from the Michigan State Fair this year Manager James Friel said, because a tote machine, necessary for operation of the pari-mutuel system, has been leased to the new race track under construction about two miles away at Hazel Park, for the period of the fair.

\$2 Mil Budget Set For Int'l Trade Annual in Detroit

DETROIT, July 16.—Plans for the projected International Trade Fair took shape with the drawing of a budget of \$2,000,000 for 1950. Fair is scheduled 15 days in June from 1950 to 1952. Willis B. Hall, secretary of the Detroit Board of Commerce, is in active charge.

Cash to be raised is figured at \$300,000, with appropriations of \$50,000 each to be sought from city, State and county governments, and the balance of \$150,000 to be provided by local industrial interests, with the additional possibility of federal aid.

Bill To Encourage Int'l Fair Introduced

WASHINGTON, July 16.—The first congressional step to encourage the launching of international fairs in this country next year was taken with the introduction of a bill to waive duty on all articles imported for exhibition at fairs.

Introduced by Rep. Thomas Jenkins (R., Ohio), the measure is similar to the one enacted in Canada in preparation for the recent Canadian International Trade Fair. The Jenkins bill is likely to be approved by the House Ways and Means Committee prior to adjournment, altho it probably can't be enacted before early next year.

Commerce Department, which has been exerting great efforts in an attempt to get trade fairs going in the United States, is playing up the results of the Canadian exposition. In its magazine, *Foreign Commerce Weekly*, the agency declared that one foreign exhibitor contracted for his entire production for the next nine years during the Canadian fair. A Rolls-Royce exhibitor sold all the cars in his exhibit, Commerce said.

Estevan, Sask., Gate Attendance Near '48

ESTEVAN, Sask., July 16.—Despite threatening weather both days and a heavy shower opening day, attendance at the Estevan Exhibition, Monday-Tuesday (4-5), about equalled last year's record.

Gate attendance totaled 8,152, compared with 8,279 last year, and grandstand paid admissions were 6,051, against 6,875 in '48.

Exhibits, particularly livestock and domestic products, showed an increase.

Improvements this year included regrouping of livestock barns, addition of a spectators' stand at the new livestock judging ring, improved grandstand entrance, blacktop surfacing in front of the grandstand, permanent eating booths, and lighting in the parking areas and around the machinery exhibits.

Buck Steele's *Cavalcade of Stars* and Gus Sun's *Stars Over Canada* were the grandstand attractions. J. P. Sullivan's *Wallace Bros.' Shows* furnished the midway.

New Stage for Ore. Annual Now Under Construction

SALEM, Ore., July 16.—A general cleanup and renovation program has been started at the Oregon State Fairgrounds for the 84th annual event which opens September 5, Manager Leo Spitzbart reports.

"With some of the biggest prize money in history and better facilities than ever, we expect, weather co-operating, near record-breaking crowds this year," Spitzbart said.

A new outdoor stage, for the nightly grandstand show, is being constructed and quarters for entertainers and facilities for concessionaires are being improved.

Moose Jaw Tabs 9,000 Increase

MOOSE JAW, Sask., July 16.—An attendance increase of 9,000 was registered at the four-day Moose Jaw Exhibition here (6-9). Total attendance was 26,697. A new single day record was established the final day when 10,424 went thru the turnstiles.

Grandstand draw started slowly but built. Opening night only 791 were on hand. On the final night two shows were needed to take care of the 5,353 persons. Fair enjoyed good weather, except for a two-hour rain the second night which canceled the grandstand show and made for light business on the midway.

For the first time since 1947, running races were featured. Afternoon grandstand show was furnished by Buck Steele, with the night show being Gus Sun's *Stars Over Canada*, produced by Irving Grossman.

J. G. Wilkinson, fair president, announced \$10,000 would be spent on improvements next year, including construction of a junior farm club building.

Weymouth Slates Grandstand Program

WEYMOUTH, Mass., July 16.—Grandstand attractions arrangements for the Weymouth Fair, August 14-20, have been completed by General Manager Milton Danziger. Opening afternoon and night Jack Kochman's Thrill Show, booked thru George A. Hamid, Inc., will be offered, with fireworks and a Hamid stage show being seen on four other nights. A Horace Heidt unit also will be presented on two nights. Pari-mutuel racing will be offered six afternoons.

In addition to a national crochet contest, offering \$2,500 in cash awards and free trips to New York and Chicago as prizes, there will be exhibits by the army, navy, air force, boy scouts, State departments of education and agriculture, highway department safety division, and United Nations Center. For the first time major exhibition departments will have their own permanent buildings.

Owatonna Boosts Annual Advertising

OWATONNA, Minn., July 16.—Directors of the Steele County Free Fair here have gone all out this year in publicizing the annual set for August 16-21. A total of 50 highway billboards have been contracted for, plus plugs over two outside radio stations and newspaper advertising in 30 papers covering an 80-mile radius.

An extensive repair program is in full swing. Plant consists of 22 permanent buildings, located on a 45-acre plot. Grandstand and bleachers seat 6,000. Spot has a half-mile race track.

The Voorhees-Fleckles office of Chicago will present the grandstand revue, with Lou Breeze's ork. Frank Winkley will furnish the big car races and there will be two days of harness races, a horse and saddle show and Aviation Days. The William T. Collins Shows will furnish the midway. Fair is offering \$8,000 in premiums in the livestock division this year.

Storm Delays Kamsack Bow

KAMSACK, Sask., July 16.—Opening of the Kamsack industrial fair, skedded June 30, was postponed one day because of a dust storm. Fair operated July 1-2 with an attendance of 5,000.

Saskatoon Offers 15G

SASKATOON, Sask., July 16.—Emphasis will be on agriculture at this year's Saskatoon Exhibition, July 25-30, with \$15,000 offered in prizes for agricultural competitions.

Calif. State Sets 103G in Livestock Premiums for '49

SACRAMENTO, July 16.—In order to hypo entries for the livestock section at California State Fair (September 1-11) directors have posted premiums totaling \$103,000, plus additional classes and special association awards.

Prize money of \$72,000 is being put up in the open division, which is an increase of \$4,000 over 1948, with \$31,000 being earmarked for the junior division.

For the first time the Alex Wilson Memorial Trophy will be offered for annual competition at the fair until won three times by an exhibitor, at which time the trophy becomes his personal property. The award, made in honor of the late Alex Wilson, for 20 years manager of Los Angeles County Fair, Pomona, will be presented by Thomas Leavey, Los Angeles. Competition will be confined to individual Berkshire boars and sows.

A new feature of the 4-H Club livestock competition will allow members to combine individual entries in county groups to compete for total cash prizes of \$54 for swine and sheep and \$90 for beef cattle.

Special inducements for mineral exhibits are announced. There will be cash awards equaling the \$1,700 won by two exhibitors in 1948. Cash premiums will be put up for the best placer gold display, gold ore specimens, gold bearing gravels, lode gold ores, gold bearing sulfide ores and for the most important gold find of the year.

Other awards will be made for copper, iron, lead, manganese, mercury, gold mill products, asbestos and barite.

Edmonton Plans New 500G Stand

EDMONTON, Alta., July 16.—Work on a new \$500,000 grandstand will be started here about August 1, following this year's fair, July 18-23. The area between the stand and the race track will be increased to 110 feet from present 66 feet. The transit system will build a trolley bus loop near the exhibition entrance at a cost of \$8,900.

Pari-mutuel play for the spring race meet hit \$1,358,000, which was \$15,000 lower than in '48. Bad weather was the main reason for the drop.

IIG Exhibit Building Started at Dunkirk

DUNKIRK, N. Y., July 16.—Construction of an \$11,000 commercial exhibit building has been started at the Chautauqua County Fairgrounds. It is the first new building to be erected at the plant in 25 years.

The building, of the quonset type, will measure 60 by 60 feet. Construction was authorized in May by the fair association's executive board. Its cost will be met jointly by the association and the county Legion.

Waco Expo Sets Program

WACO, Tex., July 16.—Features planned for the Waco Centennial Exposition, October 24-30, under American Legion auspices, include a historical parade, children's day parade with awards going to school units having the best representation and appearance, street dancing to the music of a name band, a midway and prizes for exhibits of poultry, rabbits, agricultural products, school and model airplane exhibits.

REGINA, Sask., July 16.—A fairgrounds livestock barn here was damaged June 29 by a windstorm. Estimated damage was \$500.

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Hickory Legion Post Buys Catawba Stock; Development Mapped

HICKORY, N. C., July 16.—The local American Legion Post No. 48 has purchased over 90 per cent of stock in Catawba Fair Association and will have the remainder before start of the 1949 fair, September 27-October 1, reports Corbin Green, association secretary.

Legionnaires plan development of the 37½ acres for year-round activities. These plans embody a steel and concrete grandstand with exhibition space below, half-mile race track, ball park, playgrounds and picnic area, parking space for 3,000 cars, and new cattle and poultry barns to be ready by next year.

Green said the Lawrence Greater Shows have been booked for the midway this year, along with displays by Fireworks Corporation of America. Free acts will also appear. Five counties will be represented in the 1949 fair.

Winkley Racers Lure 5,000 at Regina Meet

REGINA, Sask., July 16.—International Motor Contest Association races, under direction of Frank R. Winkley, and auspiced by the Regina Exhibition Association, attracted more than 5,000 paid admissions Friday (1), despite opposition from other attractions on the Dominion Day holiday. Weather was perfect.

Indications are the association realized a net profit of \$1,000 which will help wipe out a \$1,200 deficit on June harness races.

Emory Collins, driving his Offenhauser, topped the field in every event in which he participated.

At Saskatoon Thursday (30), 2,500 attended. Rain forced cancellation of the races midway thru the event.

Weyburn, Sask., Exhibition Attracts 6,000 Opening Day

WEYBURN, Sask., July 16.—The first day of the 41st annual Weyburn Exhibition, Friday-Saturday (1-2), a Canadian holiday, drew 6,000 persons. Grandstand draw was 4,000. Fair featured horse racing and light horse events.

Grandstand attractions were Gus Sun's Stars Over Canada and Buck Steele's Cavalcade of Stars. Wallace Bros.' Shows were on the midway.

Attendance at Lethbridge Rodeo Up Over Last Year

LETHBRIDGE, Alta., July 16.—Attendance at the Lethbridge and District Exhibition and Rodeo, June 27-29, was up 2,000 over last year, C. E. Parry, secretary-manager, reported. Gate admissions totaled 22,906 as against 20,571 last year.

Grandstand figures were: First day, 2,041; second, 7,795, and third, 2,854. Weather cut attendance the final day. Besides the rodeo, attractions included Buck Steele's Cavalcade of Stars, Gus Sun's Stars Over Canada, and Wallace Bros.' Shows on the midway.

Ferndale Sheep Dog Trials

FERNDALE, Calif., July 16.—Feature of Humboldt County Fair, August 9-14, will be sheep dog trials. Cash prizes will be offered. Entry fee is \$7.50.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended July 15.

The complete List of Fair Dates was published in the issue dated July 9. The next complete list will be published in issue to be dated August 13. See each issue of The Billboard for corrections and additions.

- ARKANSAS**
Booneville—Logan Co. Livestock Show Assn. Sept. 15-17. George E. Lusk Jr.
Hatfield—Hatfield Fair Assn. Aug. 11-13. Harold Faulkner.
- GEORGIA**
Hahira—Hahira Community Fair. Sept. 12-17. A. V. Delbert.
- IDAHO**
Bonners Ferry—Boundary Co. Fair. Sept. 22-24. P. R. Snyder.
Caldwell—Canyon Co. Junior Fair. Aug. 17-19. D. D. Bechtolt.
Homedale—Owyhee Co. Fair. Aug. 18-20.
Jerome—Jerome Co. Fair. Sept. 6-10. V. S. Cross.
Lewiston—Nezperce Co. Fair. Sept. 8-10. J. W. Thometz.
Montpelier—Bear Lake Co. Fair. Aug. 18-20. H. G. Nuckols.
Moscow—Latah Co. Fair. Sept. 22-24. G. E. McProud.
New Plymouth—Payette Co. Fair. Aug. 18-20.
Orfino—Clearwater Co. Fair. Sept. 22-24. A. N. Bruce.
Shoshone—Lincoln Co. Fair. Sept. 5-6. George Cook Jr.

- LOUISIANA**
Jonesboro—Jackson Parish Fair Assn. Sept. 26-Oct. 1. R. G. Piper.

- NEW MEXICO**
Deming—Tri-State Fair. Sept. 16-18.
Hot Springs—Sierra Co. Fair-Rodeo. Sept. 10-11.
Las Cruces—Dona Ana Co. Fair. Oct. 13-15.
Mora—Mora Co. Fair. Sept. 10-11.
Santa Fe—Northern N. M. District Fair. Sept. 16-18.
Silver City—Grant Co. Fair. Sept. 8-11.
Taos—Taos Co. Fair. Sept. 28-30.
Tucumcari—Quay Co. Fair. Sept. 20-23.

- NORTH CAROLINA**
Durham—Durham Co. Negro Fair. Sept. 19-24. Fred Pratt, Am. Legion.
Kings Mountain—Bethware Community Fair. Sept. 15-17. John Rudisill.

- OREGON**
Ontario—Malheur Co. Fair. Sept. 1-3. Harry R. Sandquist.

- PENNSYLVANIA**
Perkasie—Sell Park Community Farm Show. Sept. 16-18. Hugh S. Niles.

- SOUTH CAROLINA**
Bowman—Bowman Community Fair. Week of Nov. 14. George W. Oliver.
Pickens—Pickens Co. Fair. Oct. 10-15.

- WASHINGTON**
Odessa—Livestock Fair & Rodeo. Aug. 26-28. Ted Anderson.

St. Paul, Alta., Dates Set

ST. PAUL, Alta., July 16.—The St. Paul Agricultural Society's annual fair and stampede will be held here August 10-11. Joe Bedard is president and Steve Demchuk is stampede manager.

95G Allocated for Bldg.

GRASS VALLEY, Calif., July 16.—Allocation of \$95,000 has been made to the 17th Agricultural District Association for construction of an exhibit building and portable bleachers for Nevada County Fair here.

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For Weeks of August 8, August 22, August 29

Fair Secretaries—We have plenty of acts available for August, September, and October Fairs.

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Want at least 8 good Rides and 25 or more Legitimate Shows and Concessions.

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Dates, August 8, 9, 10

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Tasley (Accomack County), Virginia. 5 nights—4 days. August 16 thru 20, 1949. Legitimate Concessions wanted for Independent Midway. No exclusives.

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Drain Problem Slowing Work At Ocean View

Electrical Job Complete

VENICE, Calif., July 16.—A drainage problem has slowed work on Ocean View Park here, and opening has been tentatively planned for the week-end of August 27 or Labor Day, General Manager John Lorman said. Electrical installation, costing \$75,000, is complete, including installation of 50 light towers. Later 50 additional towers will be erected.

Rides set up and ready for operation include Tom Wade's new Whirlwind; a three-quarter-mile double track miniature train, with electric switches, semaphores, bridges, tunnels and sheds for two trains; Harry Illion's Rapids, built 25 years ago at an estimated cost of \$130,000, and the Bozo. Park has its own power plant for the latter two rides. The boat ride, painted red and green, is completed and the basin filled with water and tested. The island will be used for caged simians, a boat repair shop and the ride office. The ride will have 20 boats equipped with fiber glass sides for interior lighting effects. Boats will be nine feet long and equipped with generators.

Ahead of Schedule

Work on Philadelphia Toboggan's Kiddie Roller Coaster is ahead of schedule, according to Rudy Illion, here supervising installation. The track is so constructed that two trains can run on it simultaneously on peak attendance days.

Foundation for Philadelphia Toboggan's 60-foot-high Skyrocket has been laid, also preliminary work for the installation of Harry Illion's 116-foot Ferris Wheel. Lorman will leave after Labor Day to bring the ride here. A miniature speedway is being laid out for midget racers. A Philadelphia Toboggan Merry-Go-Round and a Mangle miniature Merry-Go-Round also will be installed.

Rest Rooms Ready

Two rest rooms, costing \$30,000 apiece, are completed. Drinking fountains will be installed along the front of each building.

Also to be constructed is a ballroom. A total of 13 concession buildings are either completed or well on the way.

Top soil is being brought in for landscaping. Black-topping of a parking area, capable of handling 10,000 cars, also is under way.

Paragon Scores Big; Favorable Flack Aids

BOSTON, July 16.—Larry Stone's Paragon Park at Nantasket has been scoring red ones every week-end. With the Nantasket boats, from Boston, running again on prewar schedules, Paragon is getting increased patronage.

Some good publicity for Nantasket was obtained thru a feature story in *The Boston Globe* July 10 on the boat service and a budget showing how a mother and two children could do Nantasket for \$6.25.

Crowds Big, Spending Light At Council Bluffs Funspot

COUNCIL BLUFFS, Ia., July 16.—Crowds were as big as last year but spending was down at Playland Park here over the July Fourth week-end, Abe Slusky, general manager, reported. Weather was good, except Monday afternoon (4) when oppressive heat kept many home. Night business was good. A free fireworks show packed the stadium. Midget auto races drew well.

Lofty Promotion

REVERE BEACH, Mass., July 16.—A flagpole sitting stunt was inaugurated here Thursday (14) to bolster lagging biz. Mrs. Jean Ellis, 24, set up housekeeping on a six-foot-square platform on top of a 50-foot pole erected on the Rapids Amusement Enterprises site and said that she would remain aloft in protest against the apartment shortage. Boston and area press and radio coverage was thoro, and beach ops are expecting to reap a harvest from the curious likely to be on hand for ogling over the week-end.

Det. Weather Good But Biz On Short Side

DETROIT, July 16.—Despite the best weather of the season Sunday (10), Detroit parks found business on the short side. Saturday's business was way off because of rain.

Walled Lake Park was host Saturday to 20,000 persons at a General Motors picnic. Rain hit about 2 p.m., and Fred W. Pearce, manager, said spending was hit hard.

At Edgewater Park, Sunday afternoon was good but the cool evening drove attendance down. Afternoon attendance was aided by two union picnics.

Bob-Lo Park was hit by rain Saturday. Weather was okay Sunday and business good. Spot has inked Toby David, local radio star, to stage two shows at the park August 16. Admission will be free. Thursday (14) the spot featured a Li'l Abner dance in the ballroom, with Shmoo dolls given as prizes.

W. Springfield Fights ESE Tax Exemption

WEST SPRINGFIELD, Mass., July 16.—Attorney Frank T. Raleigh, counsel for the town of West Springfield, has disclosed that he has filed a motion for a finding of facts and a report with the State Appellate Board as the first step in appealing the decision by the board exempting the Coliseum at the Eastern States Exposition grounds from taxation.

Raleigh said the town will appeal the decision to the Massachusetts Supreme Court in an attempt to reverse the finding that the exposition is not liable to taxation under the general laws.

In the finding by the full board it was determined that the exposition is exempt from taxation on any and all property thru a definition of the laws. The victory for the fair came after the town first assessed taxes of \$6,560 on the Coliseum and later taxed all of the State buildings owned by Massachusetts.

A hearing before the assessors on the taxation of the State buildings resulted in abatement, while a similar hearing regarding the Coliseum brought about the hearing before the State tax board.

Sunday Play Lost To Rain at Revere

REVERE BEACH, Mass., July 16.—Funspots which had a big week-end over the Fourth and pulled record crowds the past 40 days, did a nose dive Sunday (10) because of rain. A scant 300 ran for shelter from one concession to another when rain hit in the afternoon.

This was the first day that extra traffic details were not in use and also the first day that Revere Beach Boulevard was open to traffic. Concessions reported business at a record low since May.

Cities Forced To Construct Pools--Ackley

'49 Biz Doubles '48

SEWICKLEY, Pa., July 16.—Lagging interest in construction of new swimming pools on the part of amusement parks and other private promoters is forcing municipalities to construct pools, in the opinion of Harry Ackley, head of Ackley, Bradley & Day, swimming pool designers and consultants here.

Ackley reported his firm has designed and is supervising construction of 22 pools this year—more than double the number for any previous year—at an average cost of \$150,000 each. "In most every instance, bond issues have been voted for construction of these pools," Ackley stated.

Washington Gets Three

Included are three for Washington that will be combination indoor and outdoor pools. Plans have been okayed and delivered to the district by Ackley, Bradley & Day and construction is scheduled to begin in 1950 for 1951 completion. Pools are to be built on junior high school grounds, to be used both by schools and on a paid admission basis by the public. Pools each measure 50 by 82.2 feet and have locker facilities within the buildings which will be so constructed that the sides lift up into the roof for outdoor operation in the summer. Cost will be around \$300,000 each.

Ackley also stated that all of the new pools his firm is working on are to be equipped with the new vacuum diatomite filtering system which his firm developed. This was the system which he described at the National Association of Amusement Parks, Pools and Beaches meeting last November as being in the experimental stage.

Easier To Operate

"Tests so far this year at pools in Ames, Ia., Chillicothe, O., and at Dundee Farms here have proved this system cheaper, easier to operate and to give forth clearer, purer water than the sand and gravel type," Ackley said. The diatomite system is based on use of diatomaceous earth as the filtering agent. This is earth mined from deposits of sea fossil shells built up in prehistoric sea beds located in the deserts of California and other Western States. "Because the system takes half the space of the sand and gravel type, can be built on the job, is less complicated mechanically and involves less chemistry than operation of heretofore conventional systems, we are now recommending its installation on all pools that we design," Ackley declared.

Lake Pearl Settles Discrimination Case

WALPOLE, Mass., July 16.—The management of Lake Pearl Park, Wrentham, was ordered to pay judgments of \$100 each to three of 18 Negroes who in a civil suit charged racial discrimination.

Judgments were awarded after an agreement between counsel for both sides and Judge Herbert Robinson in District Court, July 7, thru which special officer Kenneth Roberts was named as defendant instead of Ed-bury Enegren, manager of the park. Cases of the other 15 plaintiffs were dismissed by agreement.

Plaintiffs charged they were discriminated against when they were ejected from the park last August. The defense contended there was no discrimination, and that the Negroes were ejected for violating a park rule by bringing lunches on the grounds.

Olympic Cuts Air Promotion; Ad \$\$ Go to Newspapers

IRVINGTON, N. J., July 16.—Olympic Park, under direction of Owner Henry A. Guenther Sr., announces that experimental radio advertising, tried out last season, has been dropped this year, with the bulk of the park's promotional budget being earmarked for newspaper space. Publicity and advertising of the park are handled by Press Relations Organization, of Newark.

Robert E. Guenther, assistant manager, says that attendance has been appreciably higher during the first month of this season than it was during the same period last year. Although per capita spending this season has been slightly under last year grosses are unaffected because of attendance increases.

Dick Clemens and his lions have been held over for a second week as feature of the park's open-air circus. New acts on this week's bill include Sosimo Hernandez, novelty equilibrist, and Ralph & Lorraine, acrobats. Joe Basile's band provides the music.

First Rain Hits N. Y. Funspots

NEW YORK, July 16.—Long-prayed-for rainfall finally hit the New York area Sunday (10). Starting at midday, after an overcast morning, it continued intermittently until late at night.

While Sunday's rain cut down attendances at all beach resorts from Coney Island to Jones Beach to about one-third of normal, and killed off bathhouse business, many concessionaires and operators of games, shows and other enterprises under cover, reported business better than on recent jam-packed days when the heat was so intense that beach resort patrons remained in the water or on the beach and spent practically nothing in the amusement areas.

Saturday (9), with the temperature at 76 degrees, resulted in big turn-outs and good business at most of the beach resorts and parks. Coney Island drew exceptionally large crowds afternoon and night, with rides, shows and concessions doing brisk business.

Estimated attendance at the Rockaways Saturday (9) was 900,000, largest Saturday turnout of the season thus far. Long Beach reported attendance of 150,000, while Atlantic Beach drew 50,000.

Lakeside Biz Steady; New Coaster Preems

BARNESVILLE, Pa., July 16.—A new Roller Coaster, cash bingo prizes and free bus service within a 25-mile radius two days a week have stimulated business at T. L. Dedrick's Lakeside Park here.

Top ballroom crowds have turned out recently for the Korn Kobbler and Walter Solie's polka unit. Rides getting money include the C-Cruise, Spitfire, Flying Scooter, Chairplane and Ferris Wheel. Sayr's Motor-drome and Major Andrews' Motor-boat are getting a good play.

Special promotions are staged Wednesday nights with crowds averaging about 6,000.

Mr. and Mrs. George Harms Sr. and their son, George Jr., recently opened seven concessions.

20G Fire Hits Danbury Spot

DANBURY Conn., July 16.—Fire of undetermined origin leveled the main building at Hayestown Amusement Park on Lake Candlewood. Damage was estimated at \$20,000.

New Liberty Biz Okay But Celoron Dips

Illions Tries Promotion

JAMESTOWN, N. Y., July 16.—Business at his Celoron Park here is off about 25 per cent to date, Harry Illions reports, but the take at his latest venture, New Liberty Park in heavily populated Buffalo, is exceeding expectations.

The answer to maintaining grosses on a near par with those of the recent past may be in promotion, Illions believes. William Hilliard, of Chicago, recently took over the park's exploitation department. A "Shmoo Day" was promoted in co-operation with *The Jamestown Post-Journal* and drew a big crowd Thursday (7). The special days will continue each Thursday thruout the season.

Special coupons entitled the holders to 5-cent rides. The bargain element is extremely important, with patrons looking for cut rates at all park units, including concessions, Illions said.

New Units Added

At the Buffalo funspot, with nearly a million people to draw from, grosses have exceeded expectations. As a result Illions is adding several new devices and plans call for enlarging the park next year. Jack Gilbert's concessions are doing especially well.

On Wednesday (20) Les Brown and his ork will be at the Pier Ballroom, Celoron. Ducats are priced at \$1.80 in advance and \$2.40 at the door.

Illions left here June 1 to deliver the Bozo and Rapids rides to John L. Lorman, operator of the new Ocean View Park at Venice, Calif. After erecting and test operating the rides, he returned home June 23.

A. C. Auditorium Drops 28G in First Quarter

ATLANTIC CITY, July 16.—City-owned Convention Hall operated with a deficit of \$28,330 for the first three months of this year, according to an audit of accounts completed this week, which shows disbursements between January 1 and March 31 amounted to \$152,731, while receipts for that period were \$124,401.

At the beginning of the year the hall's cash balance was \$379,959, while March 31 the balance was down to \$351,629. The city budget provides \$100,000 each year to meet the operating deficit of the auditorium.

Broyles at Pleasure Pier

GALVESTON, Tex., July 16.—Curly Broyles's orchestra will be featured in the Marine Room at Galveston Pleasure Pier July 20-August 2. With him during the return engagement will be Teddy Norman, vocalist, formerly featured with Ray McKinley's orchestra.

N. E. Parkmen To Meet Aug. 2

EXETER, N. H., July 16.—The annual summer meeting of the New England Association of Amusement Parks and Beaches will be held August 2 at Hampton Beach, N. H., and Salisbury Beach, Mass., Fred L. Markey, association secretary, announces.

The shore funspots are within a few miles of each other. The program, to be announced later, will be divided between the two resorts, since Hampton is dry and Salisbury is wet.

CONEY ISLAND, N. Y.

By UNO

Sunday, July 10, brought the first rain of the season to end the long dry spell as well as the continuous week-end banner attendances. General trend of biz done so far as expressed by various groups of ops, is, for the bathhouses and refreshment and eateries, best ever; for the games, not so good and, for the rides, just medium.

Steeplechase Park concessionaires on the Boardwalk and on the interior include Peter Pappas, frozen custard; James Vanvakos, candy floss; Louis Fox, Penny Arcade; James DePolo, bar and eatery; Ralph Haim, hot corn and hot dog; Gus Tallam, candy and popcorn; Stratos Vargos, souvenirs; Max Brenner, penny pitch; James Corines, bar and grill; S. J. Frigenti, shooting gallery and poker roll; Peter Lazaris, eatery at the pool; James McCullough, carousel, and Harry Rifkin, Arcade and Poker Roll.

Joe Bonsignore's Roller Coaster on Surf has Ernest Torre, superintendent; James Repette, brakeman; Tony Vastola, trackman; Nick Fontanna and Warren Reilly, second fare men, and James Abuzo, Michael Gentile and Sam Yakia, ticket sellers. Bonsignore's Dark Ride, alongside, is operated by Happy McDonald with Cutillo Abuzo, ticket seller, and Sammy Smith, relief ducat vender.

Joe Graciano Takes Over

Joe Graciano, of the Stauch Bath brothers, has taken over one of the few remaining unrented stores his cousin, Joe Bonsignore, erected this season on Luna's front and equipped the interior with a waffle and ice cream stand on one side and 12 Frigidrink machines on the other and placed Natale Yeropoli in charge.

Entertainers at Louis J. Molinas' spacious Eagle Bar on Surf and West 12th comprise Walter Simon, veteran on the Steinway; Victor Benak, accordionist and vocalist; Mac Kaufman, the Man With a Thousand Songs, at the piano; Theodore Beverly, commander of the American Legion of Brooklyn, singer over the week-ends; Beatrice White, drummer, and Berye Margo and Angelo Jenebo, other warblers. Charlie Hall doubles as head barkeep and in the vocals.

Kyrimes Ordered To Retire

Jimmie Kyrimes, because of illness and doctor's orders that he must retire immediately or suffer the consequences, finds it necessary to seek a competent operator and purchaser for his Boomerang, Caterpillar, Looper and Virginia Reel rides that occupy the major portion of his Bowery Ride Park he perfected only within the last two seasons, his one life-long ambition. Other two rides on the site, Hurricane and Whip, are to be maintained and run by his two sons, Neil and George. Hurricane, so far, has ridden two and one-half million passengers without a single accident and, according to Harry Batt and F. E. Gooding, ride experts, is outstanding as a safety ride.

SHORTS: Islanders mourning deaths last week of three prominent residents in Father Francis A. Froehlich, connected with the Shrine Church of Our Lady of Solace; Joseph Kaufman, Ghost Ride and former photo gallery owner, and Fred Ruggiero, shooting gallery attendant. . . . Moe Silberman, prexy of the Coney Carnival Company, has called a meeting of members to learn what the prospects are in the way of collections for the Mardi Gras celebration. . . . George Wolpert, secretary of the Rockaway Chamber of Commerce, was guest of Bill Nicholson, Coney's Commerce sec, on July 5, first fireworks eve, and was impressed by the heavy turnout. . . . Dworman family, of Ravenhall Baths and Park sponsored the Battery to Coney swim by Shirley May France July 10. . . . Allen Buckwald and Harold Weinstein are two brass ring boys at Wil-

liam Bischoff's Merry-Go-Round on Surf.

Steve Andrews and His Five Cherokee Kids, a cowboy band, started July 11 at Falcon's Blue Bird Casino on Surf. . . . New at Phil Gould's Pleasureland, where Sam Wertheimer manages, are 12 units of Bango shuffleboard tables from Chicago Coin Company, the only ones on the Island and 20 Quiztime tables, another Chi product. . . . Faith Arlen and Claire Sisters are recent additions to the Shamrock House list of entertainers. . . . Sel Silverstein, mike man, shifted from Eddie's 5-Star Final on Surf to Sam Garber's Play the Races at Long Beach, L. I. . . . Sue Logan is new dancer in the Girl Show managed by Frank Garlo who has his eye on a Broadway house for the presentation of a modernistic musical right after Mardi Gras time. Jackie Casper is back as outside talker. . . . Arnold Sims, like his dad Sam on Jones Walk, has a tintype camera in action on the Boardwalk.

Boston Funspots Add Square Dancing

BOSTON, July 16.—Roy Gill's Norumbega Park chalked up a red one over the Fourth of July week-end, along with the other funspots in the area, but the big news in promotion there is that the park has gone in for square dancing, which is now swinging into the area. Pappy Howard and His Kentucky Kernels opened Monday (4) night at the Totem Pole Ballroom in the park, which previously had featured top name bands.

The square dances will be held Wednesdays, Fridays and Saturdays and Gill expects they will catch on well enough to keep it going all summer. Another spot to go for square dancing is John Dineen's Hampton Beach Casino. A recent Gill promotion was the offering of a \$25 government bond for each of four names suggested by patrons for the four bear cubs at Norumbega Park.

Atlantic City Luxury Tax Payouts \$40,000 Under '48

ATLANTIC CITY, July 16.—Luxury tax collections, this resort's barometer of business, are trailing those of 1948 by about \$40,000. Allen Wiesenthal, Luxury Tax Bureau administrator, reports that the collections for May totaled \$106,684.97, while receipts for the corresponding month of last year were \$122,661.70, or approximately \$16,000 more.

Wiesenthal said that the collections from January 1 until May 31 totaled \$393,162, while receipts for the same five months of 1948 were \$434,180, approximately \$40,000 more.

Calgary Zoo Spending 6G

CALGARY, Alta., July 16.—Calgary Zoological Society has authorized the spending of \$6,000 on a new polar bear cage and a beaver pen. The bear cage will cost \$3,500, and the beaver pen \$2,500. Zoological org, of which A. M. Van Ostrand is president, recently started a membership drive. Goal is to get \$1 memberships from all visitors.

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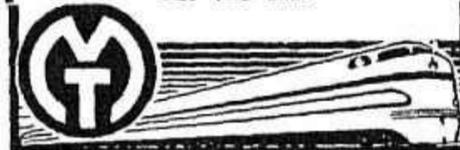
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RUMOR MILL WORKS OVERTIME

Cole Appears In Des Moines

Butler contracts R-B to play Butte, Mont., so stories tell of route switch plan

CHICAGO, July 16. — The circus rumor factory, usually working full blast this time of year, worked overtime this week. Rumors ranged from "Cole has closed for the season," to "John Ringling North insists Art Concello change Ringling Bros. and Barnum & Bailey route and play Los Angeles and other California spots to head off Cole Bros."

As of tonight, weighing the rumors against the facts, there was little if anything startling to report. Here's the way the rumors and facts lined up:

Rumors

Cole Bros.' Circus closed for the season in Iowa because of light business.

Verne Williams replaced R. M. Harvey as Cole general agent.

Ringling Bros. and Barnum & Bailey switching route and will play California to offer opposition to Cole.

Cole Bros., in Keokuk, Ia., Wednesday (6) had only 75 paid admissions at the matinee, so called it off and refunded the money.

Floyd King purchased the Lucio Cristiani interests in King Bros.' Circus, to become sole owner, and Cristiani purchased Robbins Bros.' Circus from Bob Stevens.

Facts

Cole org definitely had not closed and appeared Friday and Saturday (15-16) in Des Moines.

R. M. Harvey, contacted in Omaha, reported he still was the Cole general agent.

Ringling office denied knowing of any planned switch in route.

Cole had good day in Keokuk, Ia., according to Harvey, and the story of 75 persons at the matinee and the refunding money was purely rumor.

Floyd King and Lucio Cristiani denied any sale of any kind.

Regarding the closing rumor of Cole Bros., Harvey contacted by telephone, laughed. "The show is still on the road. . . . Business isn't terrific, but we are making our dates day in and day out and the show definitely played Friday in Des Moines and will show there again today."

The rumor regarding Ringling-Barnum changing its route no doubt stemmed from the fact that Al Butler contracted the R-B show for Butte, Mont., Labor Day. Contracts were inked Monday (11) and once the news was known the rumor that R-B would play Los Angeles and other California spots spread.

Contacted in Killam, Alta., both Floyd King and Lucio Cristiani denied any sales rumors. Both reported nothing from the administration angle has changed on King Bros.

Report J. Haworth Plans 15-Car Show

ASHTABULA, O., July 16.—Reports are circulating here that Joe Haworth, former legal adjuster on Cole Bros.' Circus, has laid groundwork for formation of a 15-car railroad show for next season.

Haworth, here a few days visiting F. L. Taylor, manager of the Warren Hotel, was noncommittal. He left here for his home in Wilkesboro, N. C.



IRVING J. POLACK

Irving Polack Dies in Calif.; Burial in Chi

Heart Disease Fatal

CHICAGO, July 16.—Irving J. Polack, 64, president of Polack Bros.' Circus, died in his Van Nuys, Calif., home Wednesday (13) of heart disease. The body, accompanied by his wife, Bessie, and his partner, Louis Stern, will arrive in Chicago late today and will lie in state in the Sharraro Funeral Home, 708 North Wells Street, Sunday (17).

Funeral services will be held from the funeral home Monday (18), with burial in Showmen's Rest, Woodlawn Cemetery.

Surviving, in addition to his widow, is a niece, Mrs. Madaline Duchon, (See IRVING POLACK on page 89)

King Org Scores Despite Weather

ROCKY MOUNTAIN HOUSE, Alta., July 16.—Rain spoiled two of three Canadian dates for the King Bros.' Circus. Here, Wednesday (6), show, first to play the town, drew two near-full houses despite a heavy rain. Thursday (7) in Lacombe, Alta., brought wet weather and two light houses. Best date was Wataskiwin, Alta., Friday (8), when org pulled two packed houses in perfect weather.

Clyde Beatty Bucks Big Odds In Salt Lake City, Does Okay

SALT LAKE CITY, July 16. — Clyde Beatty bucked terrific odds here Tuesday (12), but came out okay. Matinee drew better than a three-quarter house and night show was near capacity.

Beatty broke in a new lot, with sketchy parking facilities and too close to a bottleneck bridge on a busy highway. The show caught the tag end of a heat wave, with the year's top temperature being recorded the day the show was in town. It played one block from an outdoor boxing card, which drew a record throng of 11,000 persons, and an extended engagement of the University of Utah

Late Arrival Hurts R-B in Jackson, Mich.

Akron Date Is Okay

JACKSON, Mich., July 16.—Late arrival from Fostoria, O., plus a three-mile haul from the siding to the lot added up to a late matinee here Wednesday (13) for Ringling Bros. and Barnum & Bailey, and as a result, the matinee was small. Many of the folks on the grounds early left before the show got set up. It was different at night, however, and the org registered a full one.

Okley L. Pratt, Cincinnati, member of the electrical staff, had to undergo amputation of the left foot, as the result of injuries suffered when he fell, or jumped, from the moving train en route to the unloading site.

The first big circus to play Fostoria in 20 years, the Big One registered 4,000 payees at the matinee and 7,000 at night.

Passes Up Canton

Unable to find a location in Canton, O., the show moved into Akron directly from Pittsburgh Sunday (10). It took practically all day to get equipment set up. As a result, no matinee was given Sunday. Sunday night's crowd numbered more than 8,000. Monday (11) matinee brought a half house and night show drew near three-quarters. Show broke in a new lot at the Akron airport, which proved, according to show officials, a good one with plenty of parking space. Only bad feature is a five-mile haul from runs to lot.

In Pittsburgh the show also broke in a new lot. Business on the three-day stand (7-9) was okay. Opening day matinee was light but at night it was three-quarters. Friday matinee was light but Friday night it was a straw, with more than 2,000 turned away. Saturday matinee was near capacity and night was capacity.

Biz Down

General Agent Art Concello said in Pittsburgh that R-B's business to date was about 15 per cent off from last year.

Reports in Pittsburgh were that Cole Bros. officials had contacted Jack White, manager of the Heidelberg Speedway, where R-B showed, for a date late in August.

Austin, Minn., Two Iowa Spots Account For Okay Cole Biz

AUSTIN, Mich., July 16.—Moving in here from Cedar Rapids, Iowa, a 178-mile jump, Cole Bros. played to two three-quarter houses Monday 11.

At Cedar Rapids Saturday (9), despite intense heat, the show garnered a three-quarter matinee and capacity at night. The Cedar Rapids Gazette went all-out with publicity, head press agent Bev Kelley's boys getting a four-column spread on Page 1 Sunday and a six and three column picture layout inside.

At Iowa City Friday (8) show registered two strong houses.

Mills Does Good Biz In Wisconsin Area Despite Bad Breaks

LA CROSSE, Wis., July 16.—Mills Bros.' Circus did capacity and near capacity here Monday (11). A polio threat in Sparta, Wis., Saturday (9), held the houses to half and three-quarters. Date in Marshfield, Wis., drew two half houses.

Wausau, Wis., Wednesday (6), drew two full ones, but Stevens Point, Wis., Tuesday (5) gave with only half houses.

Sponsored by the Green Bay Optimists Club, Monday (4), org drew an overflow matinee and near capacity at night, the latter despite threat of rain. At Shawano, Wis., Saturday (2), org garnered two three-quarter houses, and in Oshkosh, Wis., Thursday (30), it was a full one at the matinee and three-quarters at night.

Mills Circus Party Winner at Madison

MADISON, Wis., July 16.—Photographers from local and State papers and news service men had a field day here June 28 when Jack, Jake and Harry Mills, operators of Mills Bros.' Circus, were circus party hosts to more than 300 State officials, circus fans and representatives of radio and press in the Park Hotel, reports Fred W. Stafford Jr., of the Mills show.

Gov. Oscar Rennebohm, Lt. Gov. George Smith, Secretary of State Fred Zimmerman and the entire State Senate and Assembly attended the chicken dinner, held after the matinee.

Sen. Clifford (Tiny) Krueger, former Seils-Sterling fat boy, was emcee and directed banquet arrangements. Sverre O. Braathen, Madison fan, traced Wisconsin's circus history and described the party as an outstanding affair. Governor Rennebohm extended welcome from the State. Krueger spoke on behalf of the Senate and Smith for the Assembly. Other speakers were Dr. Rice, Delavan, Wis.; Doc Waddell and Manager Jack Mills. Jack Lee, circus magician, entertained. From the hotel the group went to Truax Field to attend the night show. The day was launched by Waddell, who opened both the Senate and Assembly with prayers. Big Burma, Mills elephant, was taken to the Capitol steps to present Governor Rennebohm with his invitation to the dinner. Waddell also was presented with a citation and a special bound copy of the July issue of *Coronet*, which carries his life story. Governor Rennebohm made the presentation.

Summer Festival, playing across the town to 8,000 persons, rounded out the competition.

Two other Utah spots gave good business. In Provo, Monday (11), org registered two full ones, while in Logan, Saturday (9), it was a three-quarter matinee and slightly better than three quarters at night.

Competition from a rodeo held down attendance in Idaho Falls, Idaho, Friday (8).

Show officials reported the org will play a two-day stand in Albuquerque, N. M., Monday and Tuesday (25-26). Joplin, Mo., has been contracted for August 22.

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CURTISS SHOW PRINTING

Stock Cuts for Circus and Minstrel 9x24
Heralds—Dated Cards—Panel Dates.
Everything for Small Showman.
CONTINENTAL, OHIO—"SINCE 1905"

For Sale—Truck Circus

Seats, tent, trucks, light plants and miscellaneous. Cheap for cash. Reply
BOX D-194
Care The Billboard, Cincinnati 22, Ohio.

WANTED

ADVERTISING PHONE MEN. ALL YEAR WORK. COMMISSION PAID EVERY NIGHT. LABOR DEAL. CAPABLE OF BECOMING BRANCH MANAGERS. PREFER MEN OF NEWSPAPER ABILITY.
PETE MALONE
503 Market Street CAMDEN 2, N. J.

SWEDE JOHNSON
Contact SI RUBENS

Rogers Bros.' Circus
Need Man that can handle Stock and work Elephants
Sidney, Neb., 20; Sterling, Colo., 21; Brush, 22; Greeley, 23; Ft. Collins, 25.

**Extra Shows Give Robbins
Healthy Canadian Grosses**

FREDERICTON, N. B., Can., July 16.—Robbins Bros.' Circus put away the folding green with baling wire here Friday (8). Showing under the auspices of Fredericton Patrol of Luxor Temple, the org gave four complete shows, the first occasion of its kind in the history of this city. Kiddie attendance at the afternoon shows was heavy thru a newspaper-coupon-plus-30-cents arrangement. Patients of the polio ward of the Victoria Public Hospital were guests thru arrangements of Mayor H. S. Wright, M. D., and Emmett M. Lyons,

**Dailey, Robbins Vie
For Canadian Biz**

MONCTON, N. B., July 16.—Ads of the Dailey Bros. and Robbins Bros. circuses flanked each other in the Moncton Daily Times (morning) and the Moncton Transcript (evening) as Eastern Canada's first circus war in many a moon broke into the public prints here Tuesday (12).

The Dailey ad features a "wait" line. The org is skedded to show here on the MacBeath show grounds Wednesday, August 18. The Robbins ad directed attention to their engagement at the Moncton Raceway, Thursday and Friday (14-15).

Mayor F. W. Storey expressed disapproval and said that closer co-operation between the city and the county of Westmorland would be sought at the next meeting of the county council in an effort to prevent such overlapping of entertainment.

king-pin of the Patrol's circus committee. In the evening the first show was a turnaway and the second drew a strong three-quarters house.

Business in Quebec Province has been satisfactory, C. S. Smith, co-owner, said. French talkers were engaged, but the use of French language paper would have increased the takes.

Show entered New Brunswick at Edmundston on Tuesday (5) and has followed the St. John Valley thru Grand Falls (6), Woodstock (7) and Fredericton (8). Grand Falls, shipping center of the great northern potato belt, saw its first circus since the Mighty Haag Circus played there August 13, 1912.

Weather at New Brunswick stands has been right out of a circus man's prayer book—warm sunny days with light breezes and cool nights. Late afternoon showers at Woodstock dampened the lot but not the enthusiasm of patrons.

Org also garnered good business at St. Stephen Saturday (9).

Nutting Joins Advance

On the advance, Melvin Nutting, Hamilton, Ont., has replaced Charles Underwood as contracting agent.

New big top canvas is on order and is expected in about 10 days.

Flacking has been of the short order variety. Paper went up in Fredericton only six days in advance. Newspaper ads began Monday (4) for the Friday (8) date and spot announcements on CFNB were skedded only one day in advance. In many of the smaller stands only weekly newspapers were available.

UNDER THE MARQUEE

Dick Whitman, of Iron River, Mich., off the road the last few years, entertained Bob Couls, general agent of the Kelly-Morris Circus, recently in Stambaugh, Mich. . . Mr. and Mrs. William Flinn and son, William Jr., caught Ringling-Barnum in Akron Monday (11), and visited with clowns Irving Romig, Ernie Burch and Buzzy Potts.

"We are planning new territory," means that we don't know which way to go.

When Robbins Bros.' Circus was in Fredericton, N. B., Friday (8), C. A. (Teddy) Voye stuck closed to Skinny Goe's bandstand thru most of the two night shows. Prior to World War I Teddy had played traps on the Sells-Floto and John Robinson circus bands. In 1920 he booked the last of the big Tom shows over the Down East route. That was Newton & Livingston's which he picked up in Pittsburgh and afterward routed thru New York, New England and the Maritime Provinces.

Whole idea of trouping is that some other show is probably better than this one.

Jack and Ruby Landrus, midget clowns, celebrated their 20th anniversary in Pittsburgh while playing with the Tom Packs Circus and received many gifts. They had a party in front of their trailer for the personnel. . . John Ringling North, Big Show prexy, is featured in color on the cover of the July 17 issue of "Parade," Sunday newspaper magazine supplement. Also included is a two-page illustrated story on the circus boss authored by Frank De Blois.

Bad feature of televising a circus is that the Side Show concessions don't get a play.

Mills Bros.' Circus recently received a joint resolution from Wisconsin State Legislature, expressing appreciation to the org for its hospitality and generosity in entertaining members of the Legislature. Attested copies were sent to Mr. and

Mrs. Jack Mills and family; Mr. and Mrs. Harry Mills and family; Mr. and Mrs. Jake Mills, and Sen. Clifford W. Krueger. Resolution was signed by Alex L. Nieof, speaker of the Assembly; George M. Smith, president of the Senate; Arthur L. May, chief clerk of the Assembly, and Thomas M. Donahue, chief clerk of the Senate. . . Walter L. Main writes from Geneva, O., that he celebrated his birthday July 13. "My age is a military secret," Walter said.

In wartime, circuses need bosses who can double in labor. During peace they need bosses who won't.

A four-page spread in a recent issue of Life magazine includes a story on clown work and make-up and color pictures of clowns Paul Jung, Buzzie Potts, Myron Orton, Frank Luley, Ernie Burch, Edwin F. Green, Prince Paul, Frank Saluto, John Reilly, Irvin Romig, Jack Gerlich, John Tripp, Paul Mortier, Art Cooksey, Lou Jacobs, Jimmy Armstrong, Carl Stephan, Eddie Buresh, Felix Adler and Emmett Kelly.

Circus historical fiction is an old-timer's account of his hardships and achievements.

COLE BROS.' CIRCUS

WANTS FOR SIDE SHOW

Freaks and Novelty Acts, Sword Swallower or any good working act. Musical Harold Smith, answer at once. Wire

CHARLIE ROARK

Kansas City, Mo., 19-20; Topeka, Kan., 21; Beatrice, Nebr., 22; Lincoln, Nebr., 23

MILLS BROS.' CIRCUS

WANTS

● ELEPHANT MAN for best single Elephant Act in world. ● TWO CLOWNS who can make people laugh. ● SIDE SHOW TALKER—Must be able to make opening; must be sober, reliable, dependable. Circus furnishes meals and sleeping accommodations. Close about Nov. 14. Must join on wire. State lowest salary.

JACK MILLS, MILLS BROS.' CIRCUS

Iron River, Mich., July 19; Kingsford, 20; Escanaba, 21, or as per route in Billboard

Fair and Rodeo Chairmen

We Produced the
FAYETTEVILLE STAMPEDE, Fayetteville, Ark.
and the
DEWEY ROUNDUP, Dewey, Okla.
And We Can Produce Your
LABOR DAY CHAMPIONSHIP RODEO
Also, other open dates for the right kind of spots.

LOWRY-VEACH RODEO

LENAPAH, OKLA.

ELEPHANTS FOR RENT

Two young female Indian Elephants, 6 feet tall, tame and gentle. Broke for act. Available immediately on yearly contract.

Write or Phone

CIRCUS EQUIPMENT CORP.

240 East 45th St. New York 17, N. Y.
Murray Hill 2-1090

**WANT
PROMOTION MANAGERS**

Who can handle phone crews, Banners and U.P.C.'s. Must be able to finance selves. No drinks, limbsters or loafers. If you want to work, write, telling where you can be reached by phone.

JACK MILLS, MILLS BROS.' CIRCUS

Kingsford, 20; Escanaba, 21; Ishpeming, 22; Munising, 23.

WANTED

ALL AMERICAN CIRCUS

General Agent, Circus Cook, Boss Canvasman, Banner Man. Jimmie Troy, wire quick.

PAUL ZALLEE

4301 1/2 Court Street Pekin, Illinois

HAGEN BROS.' CIRCUS

WANTS

People in all departments

JACK HAGEN

Midwest Hotel Chicago, Ill.

J. B. SEITZ

Wire or call me at once. IMPORTANT

TED WHITE

LABOR HALL
110 Pine St. Monroe, Louisiana
Phone 4915

METAL SPANGLES

All sizes and colors. Chainette Fringes. All colors. Rhinestones and Settings. Ostrich Plumes and Fringes.

C. GUYETTE

346 W. 45th St. New York 19
Phone: Circle 6-4137

A-1 CIRCUS MECHANIC

WANTED

To take complete charge of our new fleet of GMC trucks. Must be competent and reliable. Wire Manchester, 20th; Williamsville, 21; Norwalk, 22; all Connecticut. Port Chester, N. Y., 23; Glen Cove, L. I., 25.

BILLER BROS.' CIRCUS

WAGNER LOVES MILWAUKEE!

Attendance, Grosses Hit Record High

Georgia Sothern Scores

By Hank Hurley

MILWAUKEE, July 16.—Al Wagner's Cavalcade of Amusements were well on their way to establishing something of an attendance record for a 10-day still date here on the lake front under auspices of the Fire Fighters' Association.

Thru Tuesday night (12), a total of 62,204 paid admissions were registered and Wagner had high hopes a final check, when the show closes here tonight, would show more than 80,000 paid.

Outside of Wednesday night (13) when rain hit, weather has been perfect since opening Thursday night (7).

A day-by-day attendance count, as released by Wagner, follows:

Thursday (7).....	7,821
Friday (8).....	9,729
Saturday (9).....	13,642
Sunday (10).....	17,012
Monday (11).....	8,872
Tuesday (12).....	7,128

Insofar as Wagner was concerned the stand was a huge success as early as Monday night. "It's the biggest still date I've ever experienced," he said, "and before the date is over I think we'll chalk up a still date record, both for attendance and gross, that will stand for a long time."

Cavalcade last played Milwaukee in 1944.

Spending Good

Spending, according to Wagner, was good thru Tuesday night, with rides, shows and concessions all chalking up good grosses. The rides, going at 9 and 12 cents, for instance, totaled \$3,000 Sunday when 17,012 persons jammed the midway from early morning until late at night. The Side Show, Wagner said, has been averaging over \$600 per day.

Georgia Sothern, featured on the Cavalcade midway, has proved a big draw here and garnered plenty of publicity. She charged 74 cents (including tax) on week-nights but upped it to \$1 on week-ends. Her show and Charles Taylor's *Harlem in Revue* scored big Saturday and Sunday. Sunday night, both the (See Cavalcade Sets on page 74)

Biz Down 20%, Perry Reports

LEMOYNE, Pa., July 16.—Jack J. Perry, owner of the shows bearing his name, which played here this week, reports business to date down 20 per cent. However, with fairs scheduled to start next week in Red Lion, Pa., he has hopes that attendances and grosses will swing upward.

Considerable rain and cold was encountered the first 10 weeks. Clearfield, Pa., July 4, gave only fair business. Org encountered much opposition from the Sesqui-Centennial Celebration held in nearby Curwensville, as well as from a rodeo and fireworks show in Clearfield. H. L. McKenzie, assisted by Jack Norris and Rhue Spence, headed the VFW committee which sponsored (See Perry Biz Down on page 74)



DENNY PUGH

Heart Attack Is Fatal to Denny Pugh

Burial in Dallas

DALLAS, July 16.—S. P. (Denny) Pugh, 54, widely known ride and concession operator, died here Sunday (10) following a heart attack. He was stricken in his home at the Irvington Hotel and died en route to the hospital. Surviving are his widow and a sister, Mrs. Gladys Meeks.

Funeral services, conducted by Dr. W. W. Phares, assisted by Rev. Kenneth Kellow, were held here Wednesday (13) in the South Dallas Christian Church and burial was in Showmen's Rest, Grove Hill Cemetery, Trinity Valley Lodge, No. 1048 AF&AM, conducted a service at the cemetery.

Following the church service, the (See Heart Attack Fatal on page 74)

Wallace Bros.' Biz For Canadian Fairs Down 20% This Year

MOOSE JAW, Sask., July 16.—Manager J. P. (Jimmy) Sullivan, of Wallace Bros.' Shows, estimated biz off 20 per cent from last year for the four-day Moose Jaw fair (6-9) and down the same amount for the first four Class "B" fairs.

He blamed the weather but at the same time said people are not spending freely. "It's being particularly felt on the front end," Sullivan said.

Kids' day, the second day of the Moose Jaw annual, was hit by rain in the late afternoon. Next day was chilly. At Lethbridge the last day was lost to wind and cold and July 4, at Estevan, usually a big one, was soaked late in the afternoon. Weyburn was about the same as last year, Sullivan reported.

Pete Kortess's Side Show, with Eddie Hagen on the front, is topping the midway, with Jean Nanson's *Broadway Follies* second, and Johnny Branson's *Monkeydrome* third. Tilt-a-Whirl, Rolloplane and Rock-o-Plane lead rides in that order. Of the six kiddie rides, the Boats lead with the miniature Train and pony ride following. W. H. (Bill) Haller has the cookhouse.

Strates Tabs Strong 12-Day Biz in Albany

Holiday Succumbs to Heat

ALBANY, N. Y., July 16.—For the first time in the Albany area the green light for Sunday (3) operation was given the James E. Strates Shows. The extra day added to the already hefty grosses garnered during the five previous days. The second week's business proved that the stand was good enough to hold up under a 12-day run.

However, with the temperature hovering around 98 degrees, the anticipated Fourth of July matinee biz failed to materialize. The night crowd wasn't up to expectations, either.

With the heavily publicized giveaway of automobiles Friday (8) and Saturday (9) to lure the crowds, the midway got bang-up biz for the wind-up.

Rain Fails To Hurt

A heavy downpour hit the midway at midnight Saturday, too late to hurt business. The rain eased the mind of General Manager James E. Strates who was worried that the lengthy drought blanketing the area would affect grosses at his string of New York fairs.

Playing here on his own grounds, Strates left many old wagons in the barns to make room on the train for newly built ones and to eliminate the necessity of adding system flats.

The org pulled on the Beattie show lot here Monday night (27) just as (See ALBANY FAT ONE, page 74)

Brighton, Mich., Cele Okay for Happy Holiday

BRIGHTON, Mich., July 16.—The Happy Holiday Shows, in their first season under ownership of Raymond A. Williams and Anthony Schipper, returned to Michigan Friday (1), after eight weeks in Ohio, to play the Fourth of July celebration on the streets here.

Crowds were excellent and spending generally good, with rides especially doing big. Civic support was exceptionally strong.

The Happyland Shows opened March 25, playing in the vicinity of Detroit for a few weeks and then moved into Ohio May 1. Monday (11) a No. 2 unit, with three rides, opened at a homecoming at Struthers, O. The two units will continue to operate the balance of the season, playing Michigan and Ohio.

Business for the season to date has been fair, tho off about 25 per cent from comparable dates last season, Williams said. He took over as show secretary following the death of Jack Raterink June 13, in Ohio. Mrs. (Dorothy) Raterink has taken over her late husband's interest in the concessions, continuing the partnership with Glenn Hockett, but the three shows, which were owned jointly by Raterink and Hockett, have been sold to Schipper and Williams.

Personnel

Executive staff includes Raymond A. Williams and Anthony (Skip) (See Brighton Cele Big on page 74)

Ohio Bell Program Airs Gooding Yarn

COLUMBUS, O., July 16.—The story of the Gooding family and the Gooding Amusement Company will be told July 20 on the Ohio Bell Telephone Company's *Ohio Story* radio program over a network of Buckeye stations, reports Floyd E. Gooding, president of the Gooding company.

The program will be heard at 6:30 to 6:45 p. m., EDST, over WTAM, Cleveland; WHBC, Canton; WLEC, Sandusky; WSTV, Steubenville, and WKBN, Youngstown; at 7:30 to 7:45, EST, over WSPD, Toledo, and at 6:30 to 6:45, EST, over WBNS, Columbus; WHIO, Dayton; WMOA, Marietta; WHIZ, Zanesville, and WRFD, Worthington.

RAS Gets It In Calgary Despite Rain

Org 20% Ahead of '48

CALGARY, Alta., July 16.—Despite rain the first three days, attendance and gross was running 20 per cent ahead of last year for Royal American Shows on the midway at the Calgary Exhibition and Stampede here this week, owner Carl J. Sedlmayr reported.

With attendance at the stampede running well ahead of last year, for the first three days, RAS, boasting more rides and attractions than ever before at this event, was getting a lion's share of folding money.

Opening day, Monday (11), always one of the biggest days of the stampede, was hit by rain for about two hours. Despite this, Sedlmayr said that business was "terrific and we operated on a skeleton basis thruout the rain." A final check of Monday's business, he said, was more than gratifying and had it not been for the (See Calgary Big for RAS, page 74)

George Whitehead Quits as Business Agent on Kaus Org

SPENCER, W. Va., July 16.—George Whitehead, business manager of the W. C. Kaus Shows, has resigned. Whitehead joined the shows, then known as Kaus United Shows, operated by W. C., A. J. and J. A. Kaus, in 1935.

When W. C. Kaus organized the shows bearing his name in 1937, Whitehead became general agent and business manager of the renamed Kaus Exposition Shows, operated by A. J. and J. A. Kaus. He served in those capacities until 1942 when the shows went off the road. Whitehead was off the road during the war, going into the mercantile business in Orlando, Fla. He returned to the road in 1947 under the Kaus banner as general agent and business manager. After one season, he became business manager, while Graves H. Perry was named general agent.

Prior to joining the Kaus org in '35, Whitehead was a concessionaire with the C. A. Wortham, T. A. Wolfe, George L. Dobyns and Browner & Dyer shows.

Jones Expo Inks Keokuk Street Fair

Will Be on Main Street

SPRINGFIELD, O., July 16.—The revived Keokuk, Ia., Street Fair has been added to the Johnny J. Jones Exposition route for the week of August 30, with shows to be set up on the main street.

Shows, rides and concessions will be strung along the streets with free acts and bands, to be presented afternoon and night, directly on the midway. A huge exhibit tent will house merchants and manufacturers' booths. Keokuk was added to the Jones route to fill one of its gaps caused by the cancellation of the Cook County (Chicago) Fair. Arrangements were made by Pat Purcell, Jones' general agent.

Springfield opened light despite excellent weather and a near-perfect lot. Shows were heavily advertised, especially in newspapers and on the radio, but the coming of the Ringling Bros. and Barnum & Bailey Circus kicked quite a hole into an excellent billing engineered by Louie Rosenberg.

JJJ midway was saddened Wednesday (13) by the death in Tampa of Mrs. Joseph Fleischman, sister of Mrs. Boots Paddock and Mrs. Hody Jones. Mrs. Paddock and Mrs. Jones are in Tampa.

Visitors here included E. L. (Eddie) Young and Harry (Irish) Gaughn, Royal Crown Shows; Wolfe Rosenstein, Frankfort, Ky.; John Anderson, Enquirer Printing Company; Frank Conway, Hudson Fireworks Company; Bill Carsky, Casey Candy Company; Harry Wald, St. Louis theater and night club impresario, and Bob Shaw, Gus Sun Agency.

FOR SALE NEW ROLLO WHIRL

With transportation. Can be booked on show. Have other interests. Operating now. Wire
STEVE LEE INTERNATIONAL SHOWS
Horton, Kansas

WANTED

A good clean Carnival for The Sebastian County Free Fair, September 8, 9 and 10, 1949.

SEBASTIAN COUNTY FREE FAIR ASSOCIATION

Greenwood, Arkansas

ATTENTION, AGENTS

For Ball Games and Stum Shows. Two spots a week—Long season in South. New Boston, Ill., July 18-20; Oquawka, Ill., July 21-24.
Wire or come on

WENDELL R. PIERCE

c/o American Eagle Shows

NOW AVAILABLE

CONTRACTING AGENT OR LOCAL ADJUSTER

HENRY (HANK) CARLILE

Newhouse Hotel, Salt Lake City, Utah

WANTED

Hat Sewing Machine for Mt. Vernon, O.;
Monroe and Bellville, Mich., Fairs

C. H. RASOR

5 WEST STATE COLUMBUS, OHIO

FOR SALE

Monkey Show, 14 nice monkeys and props. Wild-life. 20 cages full, all in A-1 condition; will sell either unit cheap. Now showing with Lawrence Greater Shows and could stay here.
De Kalb, Ill., July 18 to 24

Jack W. King (personal)

c/o Gen. Del.

NEED SKILLO AGENTS

Outside Help, Count Store and Coke Bottle Agents. Ray Marshall, Bill Adams, J. R. Howard, contact.

JAMES N. MORGAN

Carp Wallace & Murray Show, Delaware, O.

WANTED GENERAL AGENT

That knows Arkansas and Mississippi

HARRY ALKON

Graceland Greater Shows
Ft. Madison, Iowa

Woe Is Me!

Alamo Exposition Encounters Tough Going at Scottsbluff

SCOTTSBLUFF, Neb., July 16.—Albert Wright, manager of the Alamo Exposition Shows, ran into a stiff reception when the shows played here June 27-July 4.

Chauncey Sheldon, Scottsbluff attorney, said the show appeared illegally. He contended State law requires an application for a license to operate a carnival must be advertised and subject to a hearing. Sheldon said a blanket license here held by the Junior Chamber of Commerce is illegal.

As a result, Sheldon charged the show and Wright each day with operating illegally. Each day Wright posted \$100 bond on the charge in order to operate for the five days.

Niles Opening Proves Strong For Endy Bros.

NILES, O., July 16.—Getting away to a fast start opening night, Monday (11), when 4,000 persons were on the midway, Endy Bros.' Shows have been experiencing a good stand here. Org closes tonight.

Top money getter among rides are Frank Rupp's Kiddie rides and the Scooter. Del Crouch's Motordrome and Rita Cortez's Flame Revue paced the shows, followed closely by the Walrunus and Best Side Show and George Vogstadt's Illusion Show.

The previous week, at East Liverpool, O., was a good one. Final night, however, was hit by rain.

All rides are being repaired and repainted for the fair dates, which start the last of the month, the first being at Harrington, Del. Harry Batton and his staff haven't spared the paint. Superintendent John Dempsey completed a new front for the Colored Revue, which houses the band on the wagon roof. The new Scandals of '49 and Minstrel Show soon will have new canvas. The Merry-Go-Round top and organ, lost in a recent storm, have been replaced.

Secretary Vernon F. Korhn and Elmer Shoemaker, who has the cook-house and grab stands, purchased new cars. Bob Kline, general agent, conferred here with Owner Dave Endy. Mrs. Dave Endy and daughter, Joan, are visiting in New York. Tommy Allen joined here as lot man.

8G Blaze Damages Truck

Owned by Louis Light

UNION, Conn., July 16.—A truck owned by Louis Light, of the Ross Manning Shows, and operated by Albert Diener, caught fire near here Tuesday night (5). Firemen, who estimated the loss at \$8,000, believed the fire was caused by a short circuit.

Firemen salvaged \$80 from the blaze. The money was in a shirt pocket in a suitcase belonging to Clarence Yent, an employee. The unit was en route to Philadelphia.

Hennies Bros. Gets Average Racine Biz

MADISON, Wis., July 16.—Hennies Bros.' Shows, moving in here Friday (15) from Racine, was set up early and ready to go this afternoon on the East Washington Street lot. Org closes Friday (22). Racine business was reported as average by show officials. Weather was good thruout.

Three more charges were filed after the carnival left the county.

Wright also was required to post a \$1,900 bond to be permitted to take his trailer office with him. A judgment was put on the trailer because the show allegedly failed to live up to an agreement to show at adjoining Terrytown.

Terry Carpenter, head of Terrytown, contended he spent \$437 on improvements for the carnival's expected showing and lost business. He asked \$900 damages.

Wright's added piece of woe was posting a \$15 bond for failing to yield right of way. He was accused of driving an auto which struck a police car racing to an accident.

Wright's total bonds for the show date: \$2,415.

In addition, the city sued Wright for \$600 for damages to the police car.

Bill Snyder Back With Gem City as Managing Director

CHICAGO, July 16.—W. E. (Bill) Snyder, former business manager for the Gem City Shows under the banner of Jack Downs, and later general agent for Royal Crown Shows, re-joined the Gem City Shows, now owned by Thomas B. Hickey, here this week as managing director.

According to Snyder, Earl Bunting, who has the Octopus and Flying Scooter on the Gem City org, will take his two rides off the show Sunday (17) following the week's stand at a celebration in North Chicago and move to Wallace Bros.' Shows.

"We will move into East Gary, Ind., next week with six major rides, two kiddie rides and several shows," Snyder said. He reported that Ray Marsh Brydon, who has several shows on the org at the celebration here, has agreed to furnish two or three shows for the rest of the season.

Following the Gary date, Snyder said the show will play Fairfield and Mount Carmel, Ill., fair dates, originally contracted by Wallace Bros., and then will move to Davenport, Ia., for Mississippi Valley Fair and Exposition.

Business at the North Chicago stand has been just average, Snyder said, with Saturday and Sunday (9-10) good. Cool weather the first part of the week hurt, but Snyder said good biz this week-end, weather co-operating, will put the show over the hump.

Jack Downs, it was reported, will handle the Wisconsin fair dates that he turned over to the Wallace org when Hickey assumed management of Gem City.

Snyder left Royal Crown June 1.

Hennies Bros., Dodson Org Trade Dates

Dodson to Green Bay

HANCOCK, Mich., July 16.—To simplify railroad moves, Dodson's Imperial Shows, playing here this week, and Hennies Bros.' Shows have switched dates for the week of July 25. As things now stand, Dodson's org will play Green Bay, Wis., following Appleton, Wis., while Hennies will play the Champaign-Urbana Fair.

Imperial moved here from Negaunee, Mich., where business was reported good.

Harry Clark assumed charge of the Colored Revue in Negaunee when Butter Beans and Susie closed. Cast now includes Harry Clark, comic; Lillian Clark, singer; Flash Ford, tap dancer; Pee-Wee Cheatum, snake hips; Bobby Wallace, mimic, and Annette Bailey, singer. Show has a six-piece band and a nine-girl chorus. Chick Franklin handles the front.

Jack and Kitty Pugal marked their wedding anniversary here. Attending the festivities were Mr. and Mrs. Mel Dodson, Mr. and Mrs. Harold English, Mr. and Mrs. Bill Pink, Mr. and Mrs. Art Martin, Joe Thurman, Mr. and Mrs. Chick Franklin and Mr. and Mrs. Ray Cramer.

"Better Than Any Fair" BIG ANNUAL SUMMER FESTIVAL

Week Aug. 14-21, incl., 2 Sundays on the streets of Hazleton, Pa.

Wanted Rides, Shows, Motordrome, High Acts and Clowns. Atomic Age War Show, please contact. Wanted capable Promoter for Beauty Contest and Baby Show. Agents for Age and Weight. Can use 2 good Banner men. Three other big spots to follow.

All wire

JIMMY BROWN

401 N. Broad St., West Hazleton, Pa.
Phone 9228

WANTED

Family Act, doing two or more turns for three day and week stands with carnival. Can use Grooms, Clowns, Banner man.
Wire

Hugo Bros.' Circus Unit

Waco, Tex., July 18-23

INLAND SHOWS

Will book Bingo, Girl Show, Cookhouse. The following come on—"Buttermilk" McClung, "Nail Joint" Stutter and Slim, Leon McLendon, can use your Razzle Dazzle and Clothes Pin Joints. 2 spots a week, all Street Fairs and Celebrations. Charles Cory, Legal Adjuster. Want one Roll-down Agent.

Address

Higby Mo., July 16-20; Atlanta, Mo., July 21-23.

50th Year

50th Year

CARL D. FERRIS SHOWS

LAST CALL FOR OUR NEW YORK STATE FAIRS

Starting at Owego July 24 and followed by Towanda, Pa.; Waterloo, N. Y.; Watertown, N. Y.; Little Valley, N. Y.; Dunkirk, N. Y., and Trumansburg, N. Y.

CONCESSIONS—Candy Floss, Sno-Balls, Ice Cream, Grab, Cookhouse and any Concession that can operate on a New York State fairgrounds. Wire what you have.

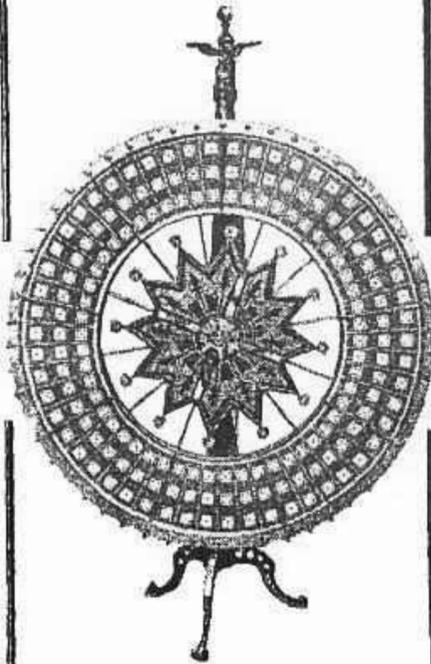
SHOWS—Ten-in-one, Animal, Snake, Monkey Drome, any Grind Show. Very low percentage.

RIDES—Any non-conflicting Ride, Tilt-a-Whirl, Flyplane, Octopus, Comet, Dark Ride. All good ride fairs, the best ride route in New York State. 50 years in ride business should prove this statement. Contact at Smithport, Pa., Old Home Week, July 18.

50th Year

50th Year

It's the Original!



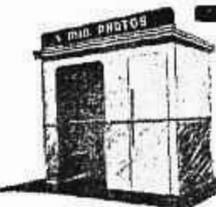
EVANS' JUMBO DICE WHEEL

The Finest Ever Made

Here's Chuck Luck in its most popular form! Richly ornamented and trimmed, Evans' Original Jumbo Dice Wheel has the extra, brilliant, irresistible flash that wins top takes every season, anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

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SEE "THIS IS IT" PAGE 38

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ELMHURST, ILLINOIS
"The Original Calliope Record"
Excellent list of old-time "Circus" and "Carnival" tunes. Just the record for Midway, Bally, Sound Trucks or Merry-Go-Round. Break-resistant plastic.
WRITE FOR FREE LISTINGS

Slightly Used Continuous Ezeway Custard Mach. Thirty gallon capacity, with holding cabinet, in modern aluminum trailer, white with red trim, 700x15 8 ply tires, electric brakes, seventy feet heavy duty lead wire, fluorescent lighting, Plexiglas display corners, water tank, built in cabinets, sink, mix cans, dippers, flavors, secret super mix with sale, 300% profit; a bargain at \$4,800.00.

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LARGE—20¢ MEDIUM—10¢

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SECOND-HAND SHOW PROPERTY FOR SALE
\$25.00 Male Head, Horn grow, from f'head. Rare. 15¢ Pennants on streamers. Send for list.
\$55.00 Concession Tent 14x14. No poles. Bargain.
\$8.50 Ball Game Nets. Good condition. Bargain.
\$6.50 Ticket Box Parasol 5 1/2 ft. Also larger sizes.

WEIL'S CURIOSITY SHOP
20 So. 2nd St. Philadelphia 6, Pa.

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

MIDWAY CONFAB

Wayne E. Marcy cards that Mrs. John (Mother) Bishop and J. L. Mickens, both retired, visited the Dupree and Keeler United Shows during the July 4 stand in Hugo, Colo.

Past lush years may be defined as the period in which salaries were no object.

Henry M. (Pat) Patterson joined Catlett Shows at Green City, Mo., with his concessions. . . . Maurice Duval, who closed with Garry Herne's Side Show recently, has joined Gulf Coast Shows. . . . Hav-



WHEN MOUND CITY SHOWS played Sparta, Ill., it was a good time for a jackpot session. Shown left to right are Ed Schantz, concessionaire; Charles Oliver, owner of the Mound City org, and William (Red) McCoy, Mound City special agent and concessionaire, cutting up a few jackies.

ing been discharged from the Merchant Marine recently, Lindell (Tex) Jenkins has returned to the road for the summer. . . . Otho Barb, well-known Girl Show operator, has accepted a position with Patterson's concessions on the Catlett Shows, Walter Whitmer reports from Mayview, Mo.

Getting to be the world's greatest at anything in showbiz may be great, but there is always a time limit to it.

Arthur Frederick writes that he is hospitalized at Imola, Calif. . . . Norman (Dutch) Schue recently visited Mrs. Schue on the West Coast Shows. . . . She has bought a new Spartan Manor Mansion Trailer. Dutch recently bought a new Roller

Coaster from Carl Miler in Portland, Ore., which he booked on the West Coast Shows for Mrs. Schue to manage.

Old-timer doesn't worry because he isn't one of the boys on payday; he well remembers his flings in life.

Phil Isser, partner in the operation of the IT Shows, playing Long Island, N. Y., reported tumbling grosses during a visit to The Billboard New York offices Wednesday (13). . . . Ray Marsh Brydon was in Alexian Brothers Hospital, Chicago, last week for a physical checkup.

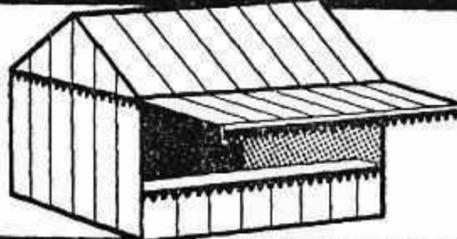
Losing money by playing a big fair isn't necessarily a tragedy. However, one can build up just as much prestige by playing a winner.

Russell Harms, son of George and Ethel Harms, concession manager on the Jack J. Perry Shows, and Ray Couillard, concession agent, were seriously injured in an auto accident during the org's stand in Girardville, Pa. Young Harms is in Fountain Springs State Hospital, Ashland, Pa., where he's expected to be confined the rest of the summer. Couillard, after being hospitalized a few days, returned to his home in New York to recuperate. Mrs. George Harms, and son and daughter-in-law, Mr. and Mrs. George Jr., are residing at Lake Side Park, Pa., to be near Harms.

It's the old miser's opinion that the most expensive piece of art ever painted is the office sign that reads, "Bills Paid Here."

Pete and Ethel Schuch pen from Harrison, Ark., that they joined Crescent Amusement Company after playing a blank with Red Sanders' Rodeo in Carthage, Ark., July 4. . . . The Robinson Family, concessionaires with Royal Crown Shows, closed with the org at Lima, O., to begin their trek of fair dates. R. Robinson reports that the season thus far has been highly successful and that the Fourth of July results at Lima with

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LARGE SIZE NOW 20 CENTS, MEDIUM 12 CENTS

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25 per cent deposit required. Shipped same day.

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Bazaars, Carnivals and numbered Laydown Charts; Milk Bottles; Cats; Hoopla Blocks and Rings; Horse Race; Dice Cages; Bingo Cages, Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.

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NOW IS THE TIME TO GET READY FOR YOUR FAIRS

Slot Rolldowns delivered in rotation. We make point charts for this game—also point charts for pin stores.

READY FOR IMMEDIATE DELIVERY

Our famous 6 Cats—Punks—Wooden Bottles—Aluminum Bottles—Penny Pitch Boards—Bottle Stands—Hoop-la Boxes—Lamp Blocks—Bear Blocks, 4 inch size—Pitch-Til-You-Win Blocks—Add-a-Ball Game—Pan Game—Dam Family Ball Game—Chuck-a-Luck Wheels, heavy metal stand, 32 inches, heavy Nickel-Plated Pegs—Race Horse Wheels, 32 inches, heavy Nickel-Plated Pegs—metal stand—25 inch Aluminum Hub Wheel—32 inch Aluminum Hub Wheel. . . . Best you ever saw—Pea Pool End Tables complete—Pea Pool Pills and Shakers—Add-Em-Up Dart games, Sponge Rubber. These games are ready for immediate delivery. We have added two mechanics to our force of help where others are laying off help. . . . So get ready to make money with RAY OAKES & SONS Games. No Baloney! Over 57 varieties. Always send deposit with order—Write for our Catalog.

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Brookfield, Ill.

VAC-BALL THE GOLD MINE OF '49 PARK—CARNIVAL—FAIR

The most fascinating public hit in years—It's new — all new — 100% skill — men, women and children all play—makes more money faster every day—low in cost and upkeep—liberal 15-day trial offer protects your investment and proves our point—send for free illustrated folders today.

VAC-BALL EQUIPMENT COMPANY

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COMPLETE TOP FRAME RAT GAME TABLE

12 FT. X 12 FT.

16 inch Counters, Royal Blue Canvas Awnings all around, Lights and Heavy Cable. Come and get it—\$300.00. This is brand new—Used 2 weeks.

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RIDE HELP WANTED

To join at once, First and Second Men for Tilt, Octopus and Merry-Go-Round. Must know Rides, drive semis and be strictly sober. Top salary if you can qualify.

Wire

BAKER UNITED SHOWS

Noblesville, Ind., this week; Fowler, Ind., next week.

FIREMEN'S CONVENTION

Four States—Penna., Md., W. Va. & Va. **MECHANICSBURG, PA.**

August 18, 19 & 20

"The largest Firemen's Convention in the East this year!"

Want Legitimate Concessions of all kinds—no Rides! This is a "Natural." Naval Depot here one of largest in the world.

Write, Wire, Phone

T. A. Koser, Mechanicsburg, Pa., Secy. Phone 9432. Rates reasonable.

"MAKE HAY WITH TRIPLE A"

A Promotion, A Celebration, A Fair, or not there

Want Ride Help, Second and Third Men, top salaries. Shows—Mechanical, Big Snake, Illusion, Sid, or Monkey Drome. Wrestlers for Athletic Show, Agents for Wheel and Hanks Punks. Will book Coke Bottles, Darts, Basket Ball and others open. Galena, Ill., G. C. Celebration this week; Galva, Ill., on streets next. If not "clean as a whistle" stay where you are. Contact

Dyer's Greater Shows

9 RIDES 5 SHOWS 30 CONCESSIONS

ROCCO SHOWS

Neon Light Towers Rocco & Son Search Light

Want Concessions for fairs and continental celebrations

Prairie Fair, Wis., July 18-20; Rockford, Minn., July 22-24; Osseo, Minn., July 28-31; Fair, Pine City, Arlington, Montevideo, Proctor, Minn., July 28-31

Webster, Cloquet Labor Day

Can use Cork Gallery, Strings, Pitch-Til-You-Win, Bumper, Glass Pitch, any Stock Outfits. Wire or call. 2400 No. Fairview Ave., St. Paul 8, Minn. Nestor 9870

NOTICE—Fair Secretaries

We have two open dates in July and August.

Contact

JOHN MCKEE, Mgr.

John McKee Shows, Valley Mills, Ind. Mail address: Marshall, Ind., this week; Brazil, Ind., next.

CARNIVAL WHEELS

24"-30"-36"-
42"-48" sizes
Mdse. and Paddle
Wheels
"Big Six" Dice
Wheel, \$95.00.
Horse Race & Dice
Wheels in all sizes.
Laydown Cloths, 30
Nos., \$2.00 Ea.
Write for Catalog

CARDINAL MFG. CORP.
Manufacturers of Carnival Wheels and
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WANTS**

For Cream of Texas Fairs: Freaks,
Working Acts, Fat Man or Women,
Knife Throwers, Magic That Pitch,
Fire Act that Knows How To Work,
Bally Girls, Front Man. Capt. Allen,
have good proposition for you. Carl
Stone, Bob Deart answer.

FLOYD WOOLSEY
care of **BILL HAMES SHOW**,
Leonard, Texas.

**BILL'S RIDES
WANTS**

For South Georgia Tobacco Markets, starting
July 26th
10 cent Stock Stores, Mitt Camp and some
P.C. Also Stock Store Agents and P.C. Dealers,
Second Men on 5 Rides. Kack Harrison,
answer. All replies to

BILL BORUP
Camp 41, Adel, Ga.

WANTED

For Chicago Lot and Suburb
Pop Corn, Fish Pond, Darts, Ball Game. Any
non-conflicting Stock Store
Want to buy Evans' Big Six Wheel

JOHN HANSEN
4107 North Spaulding Chicago, Ill.

ATTENTION, COMMITTEES

Rides and Concessions available for Septem-
ber 1st through 13th. Also want experienced
Wheel Man. Leslie, Mich., July 27th to 29th;
Addison, Mich., August 4th, 5th, 6th and 7th.

JACK CHARBONEAU
Saginaw 2-3686, Saginaw, Michigan

**FOR SALE
COMPLETE CARNIVAL**

6 Major Rides, Light Towers, Light Plant,
plenty good Wire; Concessions, including
Bingo, Cookhouse, etc., etc. Loads on 12
trucks.
Address
BOX 300 c/o Billboard, 390 Arcade Bldg.
ST. LOUIS, MO.



**At Cowen, W. Va., this week; Fayetteville next week,
down town—first in
CAN PLACE**
2 Grind Shows with own equipment. Photos, Custard, Diggers,
and all Hanky Panks open.
Want Mitt Camps. Jimmy Cyr and Bill Pinkston, get in
touch with me. This show has 7 bonafide fairs.

**PIKE AMUSEMENT SHOWS
WANT**

Ride Help of all kinds, Cook House, Bingo, Diggers, Mug Outfit and any other Concessions.
People for Girl Show; I have top and front. Fairs ready to start Kansas, Oklahoma and
Louisiana. Will book any other Show. Ray Wheelock wants Boxers and Wrestlers for Athletic
Show. Good proposition to man who handles front. Address Phillipsburg, Kan.

Royal Crown were among the largest
in their history. . . Esther Felke,
hoop-la operator at Riverview Park,
Chicago, reports she is a grand-
mother for the second time. Her
daughter, Mrs. Durwood Carroll,
Tampa, gave birth June 5 to a girl,
Deborah Lynn, in Tampa.

Freshly painted wagons look better than
ever annually to the old showman; but
that's before his builders start talking about
termites.

Ray Biehler, who has his dog act
in the Children's Theater at the Chi-
cago Railroad Fair, gave a surprise
birthday party for his wife Tuesday
(12). Guests included Diana Dietrich,
who works with her husband, Mike,
in the puppet segment of the kid
show; Bob King, vent act in the same
show, and Tommy Sacco, co-owner
with Mike Dietrich of the Children's
Theater.

Showman's memory is pretty sound if he
can remember more vividly the depression
hardships than he does the soft going of
the boom years.

When Prell's Broadway Shows
played Ronkonkoma, Long Island,
N. Y., the personnel celebrated
Peggy Holmes's birthday at the Ron-
koma Surf Club. Among gifts was
a fur evening jacket presented by
Ray Rayette, George V. Ice and
Steve Van Russell. Guests included,
besides Rayette, Ice and Van Rus-
sell, George De Andrade, Tony Lan-
dora, Blackie and Pat Gould, Ray
Colman, Charlie Phelis, Sealo and
Bobby Aughtman; Chubby, Bob and
Dimples Holmes, George and Marion
Ward, Eulah Williams, Tex King,
Al Becket, Elmer Jones and Fonda
Brown.

Among the cut-ups funny enough to get
a show into trouble is the ride boy who
likes to scare hell out of girls riding Ferris
Wheels by suddenly tilting their seats.

William B Starr has been dis-
charged from a St. Louis Hospital.
. . . Herb Shive, general agent for
Lawrence Greater Shows, who has
been confined to the Veterans' Ad-
ministration Hospital, Hines, Ill., for
two weeks, was discharged Friday
(15). He reported his eye ailment
much improved. . . Rube Liebman
in Chicago last week on a visit, re-
ported that his health is much im-
proved. . . Dave Fineman is with
Lawrence Greater Shows. . . Ralph
Wibberly is with the Thearle-Duf-
field Fireworks Company. . . Ep
Glosser was among visitors to the
Centralia, Ill., July 4th Celebration.
. . . Walter Hale recently visited
Mr. and Mrs. Ned Torti in Delavan,
Wis., where Mr. and Mrs. Russell
Cadi and son, Russell, are vacation-
ing. . . Margaret and Evelyn Hock
were among visitors to the Caval-
cade of Amusements and Hennies
Bros.' Shows during their stands in
Milwaukee. . . Frances Keller and
Mae Sopenar visited Al Wagner's
Cavalcade of Amusements in Ham-
mond, Ind.

**WILL
BOOK
SKOOTER
MONKEY
SHOW
OR WILL
CONSIDER
ANY GOOD
GRIND
SHOW
OF MERIT**

**CAN PLACE
LEGITIMATE CONCESSIONS**

OF ALL KINDS

For Our Still Dates and Including

**SOLDIERS & SAILORS'
REUNION**

SALEM, ILLINOIS

ALLEN COUNTY FAIR
FT. WAYNE, INDIANA

MISSOURI STATE FAIR
SEDALIA, MISSOURI

KEOKUK STREET FAIR
KEOKUK, IOWA

The season's top-notch dates for legitimate Con-
cessions. Can place Fish Pond, Pitch-Till-Win,
Cigarette Shooting Gallery, Hoop-La, Ball Games,
French Fries, Candy Floss, Chocolate Dips, Pop
Corn and Peanut, Photos, Glass Pitch, Hi-
Striker and others.

Johnny J. Jones Exposition

KOKOMO, INDIANA, UNTIL JULY 23
SALEM, ILLINOIS, JULY 25-30



ANN ARBOR, MICH., JULY 25-30

GROTTO SUMMER JUBILEE

WANT—Mechanical City, Animal, Glass House, Unborn, and
other Grind Shows of Merit.

Can place Penny Arcade, Photos, Ice Cream, French Fries,
Ball Games, and other merchandise concessions.

JOHN QUINN, Jackson, Mich. (Now)

INTERNATIONAL SHOWS

Titan of the Tented World

Want Manager with Acts for 10-in-1, have top and 100 ft. banner line. Will book Mechanical,
Wild Life, any Show of merit, Fun House, Train. One Wheel Agent, two Slum Skillo Agents.
Bing Crosby, Buster Cherako, answer by wire or call. Two Count Store Agents; Donald
Wrisk will give you head of store. Two Blower Agents; Jimmie Rounds will give you head of
store. One Wheel Agent, Danny Neamier or Berger Red Honeycutt, wire or call me. Debs
Pfeiffer and Pete Lamb, I can place you. Bennie Allen, can place all your Hanky Panks and
place you in Blower or Pin Store. We have 15 Fairs and Celebrations. Now carrying five
Major and 2 Kiddle Rides. We will positively give you four days action every week. Grind two
days. Can use several experienced Ride Men. Good treatment, good wages. Want Photo
Gallery, Lead Gallery, Popcorn, Ice Cream and Sno Cones.

COLEMAN LEE

Owner-Mgr.

Horton, Kan., July 18-23; Manhattan, 25-30; then real "red" one, Junction City, Kan., August 1-6.

L. C. (MACK) McCAFFERY

Public Relations Director

CELEBRATIONS AND FAIRS

Start July 25th at Richland, Mo.; then Dixon, Mo., Aug. 1st to 6th.

COMMITTEES: We have some open dates in August and September.

Want Pop Corn, Floss, Snow, Scales, Age, Crab, Ice Cream and all Hanky Panks not con-
flicting. Can use P.C. Dealers and other Useful Help in all departments. Need one Show, we
have 20x30 top you can use. Positively no drunks, chasers or agitators.

C & B AMUSEMENT CO.

BONNE TERRE, MO., THIS WEEK

HOWARD BROS.' SHOWS

WANT FOR LUCASVILLE FAIR, AUG. 2-6

AND 11 WEEKS OF FAIRS TO FOLLOW.

Motordrome, Fun House, Big Snake or any Show of merit. Chairplane Foreman,
Second Man on Wheel, must drive semis.

Week July 18-23, Wellston, Ohio; week July 25-30, Oakhill, Ohio

WANT CARNIVAL

Civic group wants Carnival in August, September or October. One week stand. Located just outside Norfolk Va., city limits. 5 acre lot available. Area population, 150,000. Contact

F. W. SNYDER

3923 Sewells Pt. Rd.
Norfolk 2, Va.

(Broad Creek Village Civic Council)

WANT AGENTS

Guess Your Weight, Scales, Guess Your Age, Novelty Agents for 16 Fairs starting in Harrington, Delaware on July 25.

FOR SALE: 1 24 Number Electric Flasher with Lay Down, \$25.00 cash; 2 new Hand Popcorn Poppers, \$5.00 each.

Two good Jewelry locations for rent at West Virginia State Fair, Lewisburg, West Virginia the week of August 22.

A. HYMES

455 Schenectady Ave. Brooklyn 3, N. Y.

FOR SALE

3 G.M. Diesel Light Plants, 60 K.W. A.C. current with switch board. These plants are in very fine condition, used only three months per year in park, 110 and 220. This equipment so well kept it looks like new. Downy Flake Doughnut Machine; Super Roll-o-Plane, almost like new; Wurlitzer Calliolo. Will sell part or all. Reason for sale, ill health.

SEASHORE AMUSEMENT CO.

A. J. KAUS
Box 743 Carolina Beach, N. C.

FOR SALE FOR SALE

Long Range Gallery, used 30 weeks, mounted on KB 5 International; 14 foot, 3 rows moving; 5 Remington #241 rifles, 600 loading tubes. Truck has 6,000 miles, like new; 10 ply tires. Booked on Penn Premier Shows, with 15 fairs, starting July 25th at Batavia, N. Y. Priced at \$4,500.00.

W. R. POWERS

Lancaster, N. Y., week July 17, or per route.

CARNIVAL WANTED

ATLANTIC CITY, N. J.

Five or six Rides and Concessions, between July 15 and last day August 11, 1949. One week or more, percentage basis. Contact

E. P. JACKSON

36 N. New Jersey Ave., Atlantic City, N. J.

BURNHAM (WHITEY) PELY

Please contact

R. C. BRYAN

608 Tampa St. Tampa, Fla.

WANTS EARL MEYER WANTS

Side Show Acts wanted. Working Acts of all kinds. Ticket Seller for Unborn. Ticket Seller for snake Show. Join at once.

EARL MEYER

c/o ROSS MANNING SHOWS
Peaskill, N. Y.

Idamont Show For Sale

Condorman Ferris Wheel, Dangler Mix-Up, 8-seat Kiddie Swing and Bear Kiddie Auto Ride, 6 Concessions, Ground Cables, other odds and ends. These Rides are in good operating condition. Can be seen in operation at the following Celebrations: Ronan, Montana, week July 18; St. Ignatius, Montana, and Stevensville, Montana, to follow.

WANTED

Grind Store Agents. Wire

ROYAL UNITED SHOWS

c/o GELLMAN BROS.
129 N. Fourth St. Minneapolis, Minn.

CARNIVAL WANTED

Labor Day Celebration

SEPT. 1, 2, 3 and 5.

NEWARK FEDERATION OF LABOR
1/2 E. Church Street Newark, Ohio

JACK ORCHELL

Contact

DUTCH

Gen. Del. West Yellowstone, Mont.
Here permanent. Wire, important.

FROM THE LOTS**Virginia Greater**

FREDERICK, Md., July 16.—Weather was fair here but biz was under previous years because of numerous firemen's doings staged in the vicinity previously.

Nightly visitors included F. Nikirk, State's attorney; Lieutenant Magaha, of the State police, and Pete Joseph, ride operator. Jimmy Flanagan is operating the Girl and Posing shows. E. L. Nichols, candy floss op, closed. Arnold Nelson rejoined after visiting his parents.

Business over July 4 was satisfactory at Brunswick, Md. Weather was too hot for good day play. Wednesday night (6) was lost to rain and a thunderstorm. Cooler weather for the remainder of the week aided business and the spot was good, all things considered.—H. W. (HAP) ARNOLD.

Inland

HIGGINSVILLE, Mo., July 16.—Org played here thru July 4 under auspices of the Lions Club.

Staff includes N. E. Davis, owner-manager, and Mrs. N. E. Davis, secretary-treasurer.

Concessionaires include Mrs. Ethel McCain, bumper; Dorothy Conaway, milk bottles; Ace King, balloon darts; Frankie Davis, hit and miss; Johnny Davis, scales; Mr. Dean, jewelry; Mr. Perkins, country store; Mr. Patterson, coke bottles; Mr. Wells, darts; William Davis, popcorn; Mrs. Marg Davis, over and under; H. H. Harkins, penny pitch; Mrs. Harkins, shooting gallery, and Mr. Rilie, glass pitch.

Charlie Edwards has the Glider and Johnny McCain the kiddie rides. Shows include George Davis's Monkey Show and Junior Brown's Hell on Earth Show.—JACKIE DAVIS.

Heart of Texas

BLACKWELL, Okla., July 16.—Org opened here Saturday (2), to fair biz. Rain killed the matinee July 4, but evening attendance was good. Rides, shows and concessions were off.

Bob and Opal Vance joined with a Girl Revue and are building a new front. Mrs. Harry Craig gave a shower for the twins who were adopted by the Vances. Bucky Craig, son of Mr. and Mrs. Harry Craig, who has the pony ride, is vacationing at a boys' summer camp. Billie and Bobbie Conogan, high act, left.

Mr. and Mrs. Wayne Lugeanbeal joined with their new miniature

Southern Valley

JEFFERSON CITY, Mo., July 16.—Org moved in here Thursday (7) from Mount Vernon, Ill., for a 10-day stand under auspices of the VFW. Owner Eddie Moran reported the Mount Vernon, Ill., Fourth of July stand the worst blank since he has been in show business.

Recent additions are L. K. Lutz, Motordrome; Cashbla, Girl Show; Buck Owens, Wild West Circus, featuring Irma, aerial act; Zina Mae Smiley, jewelry and engraving, and Al and Ruth Master, cookhouse.

Mrs. Moran's bingo has been getting good biz. Johnny Martin, secretary, is on the sick list. New light towers have been installed.

Dick Thornton, lot man, does a good job. Eddie Moran purchased two new trailers and tractors, making a fleet of 20 show-owned semis.

Visitors were Mr. and Mrs. Lasbrook, Slim Johnson and Dutch Loebber's sister, Mrs. H. E. Koll, with her sons, Kenneth and Gene, of Fort Dodge, Ia.—ZINA LOEBBER.

Ontario Enterprises

CLARK MILLS, N. Y., July 16.—Shows moved in here under auspices of the American Legion, after a stand in Deferiet, N. Y., which proved the best of the season. Closing night, Monday (4), included fireworks, floor-show and open air dancing. Date was sponsored by the volunteer fire department.

Mrs. Harold Morley and children spent a week on the shows. She was honored at a picnic given by Mrs. Elis Craig. Co-owner Raymond Morley left for Exter, N. H., to bring his wife on for the rest of the season.

Mr. McSwain joined with two concessions. Wayne Nelson, secretary, left for Syracuse, to undergo a major operation.—FRANCIS MORLEY.

train. Mrs. Lugeanbeal was visited by her daughter and son-in-law, Mr. and Mrs. Ted Yearout and their son, Gary Wayne.

Mrs. Fogle, cookhouse, suffered second degree burns when a kettle of hot beans slipped from her grasp. Annie Lee Dougan is spending her vacation with her parents, Mr. and Mrs. R. A. Dougan. Dougan is show secretary.

Mr. and Mrs. Whity Black and sons, of Southern Amusement, and Jean Anderson, Independence, Mo., visited Mr. and Mrs. L. R. McNeece, bingo and digger operators. Van G. Allen and family, Wichita, Kan., visited his brother, Barney Allen.

C. C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT
Edgar County Fair, Paris, Ill., commencing Sunday, July 24,
followed by Coles County Fair, Charleston, Ill.

Can place Legitimate Concessions and Hanky Panks of all kinds.
Can place non-conflicting Rides and Shows with own transportation. Also Ride Man who drives and has chauffeur's license. All wires
C. C. GROSCURTH
Gibson City, Ill.

FLOYD O. KILE SHOWS

WANT FOR AMERICAN LEGION CELEBRATION, OBERLIN, LA., JULY 18-24
Opening for Bingo, small Grab (sit-down), Stock Stores of all kinds and Direct Sales, Diggers, American Palmistry, must be clean. Foreman for Merry-Co-Round, Chairplane, must be sober. Can place Octopus, Tilt and Kiddie rides. Will book, lease or buy Ell now or arrange to join Sept. 1st for cream of the crop and fairs till Dec. 1st. No grift here; free gate. Wire
FLOYD O. KILE
OBERLIN, LA.

WANTED

For American Legion State Convention, Bennington, Vt. July 25 to 30
All Kinds of Shows and Concessions.

GILLETTE BROS.' SHOWS

60 SHEFFIELD ST.

Wire or Phone 2-9471

PITTSFIELD, MASS.

KUNTZ BROS.' SHOWS

Still Dates till August, then Fairs to December.

WANT CONCESSIONS—Bingo, Blower, Cook House, French Fries, Bowling Alley, Snow Cones, Long and Short Range Gallery, Hoop-La, Glass Pitch, High Striker, Photos, Scales, Weight, Mitt Camp, String Game, Coke Bottles and others except Duck Pond, Custard, Cork, Floss and Pop Corn. WANT SHOWS—Any Shows with own equipment. WANT RIDE HELP—Ferris Wheel, Chair-o-Plane, 8 Octopus Foreman, Boss Canvas Man. All replies on location.

To: **A. C. KUNTZ JR., Owner;**
WM. B. MOORE, Gen. Agent
July 17-23, Hackensack, N. J.; July 24-30, W. Haverstraw, N. Y., Firemen's Celebration.

Side Show Acts Wanted

Can place 2 Working Acts. Pete the Pin Cushion, come on. Wire

JAMES THOMPSON

King Reid Shows, St. Albans, Vermont

MIDGET HORSE

Bill as smallest Percheron Stallion in the world, \$400.00

Large Rhesus Monkey, very tame, \$50.00.

TOM BERRY

West Newton, Pa.

CONCESSIONS WANTED

Can use Bull Games, Darts, Fish and Duck Ponds, Photo, Cork Gallery, String Game, Hoop-La, Age and Weight and any Stock Concessions.

V.F.W. Street Fair, Huntington, Ind.
Aug. 2-3-4-5-6

W. O. RANDOL, Fair Mgr.
Markle, Ind.

WANTED

Candy Floss, Coke, String Game, Fish Pond, Bumper, Dart Game. For Sale—12x18 Bingo, Hi Striker and Tripod Scales.

JOHN and LEE, Mgrs.

Kiddieland Amusement, Puxico, Mo.

FOR SALE — FOR SALE**MOON ROCKET**

'46 Park or Road Model, moved once, A-1 condition, \$8,500.00.

CLIFF WILSON DISTRIBUTING CO.

1121 South Main Street, Tulsa, Oklahoma

CARNIVAL WANTED**4th FAIR**

Two-Day Stand — July 30-31

Contact:

Ken Gilman, Gilman, Wis.

WANTED

Shows, Concessions, Free Acts (send literature and price) for
Forest Park Free Fair, Hanover (York Co.), Pa., Sept. 5 to 11 Inclusive

A. KARST

Forest Park, Hanover, Pa. Phone 3-5286

CALLIOPE RECORDS

By

GLENN DAVIS

Write for Complete List.

KLI-O-PEE RECORDS

BOX 1555

SANTA ANA, CALIF.

PRODUCING AMERICA'S BEST

CARNIVAL — CIRCUS

BANNERS

SNAP WYATT STUDIOS

Rt. 3, Box 1180

(Phone: Y62463)

Tampa, Fla.

ST. ANN'S PARISH

SILVER JUBILEE FESTIVAL

July 30 to August 6, Luzerne, Pa.

WANT—Rides and Concessions.

Write, Wire or Phone

Rev. J. C. Kundreskas

Before 1:00 p.m.

Crystal Exposition

MORRISTOWN, Tenn., July 16.—Show made the long jump from Raven, Va., without mishap and was ready to operate by 10 o'clock Monday morning, July 4. Crowd was slow during the day but there was a large turnout in the evening. A fireworks display drew well. The remainder of the week was just fair, due to intermittent rains. Tilt-a-Whirl topped the rides.

Eddie Betts has framed a Monkey Circus. He also has charge of the Funhouse and does a clown act for the matinees. Art Carver has bought a new panel truck that he has made into a sound car. Ivone Staunke has added a cane rack and also guess-your-age.

Mrs. Edward Esry and daughter, Patricia, joined recently to spend two months with Mrs. Esry's niece, Ivone Staunke.—LUCILE BUNTS.

WANT AGENTS

For Wheels, Outside Help, Point Agents for Count Stores. Also Skillo Agents. Hagerstown, Md., this week; ten fairs to follow, starting Berryville, Va.

JACKS GREATER SHOWS

WANTED TWO RIDES

Ferris Wheel and Merry-Go-Round One Day Only—Aug. 14, 1949

AMERICAN LEGION PICNIC

Write JOHN PREY Oglesby, Illinois

John H. Marks

CLARKSBURG, W. Va., July 16.—A heat wave failed to slow biz on the July Fourth week-end here. Shows, rides and concessions registered the best grosses of the season. A tie-up with a VFW picnic Monday afternoon (4) proved only fair, but night was big.

Frank Carpenter, managing editor of *The Evening Telegram*, formerly with the Mighty Sheesley Shows, gave the org three days of front-page publicity, playing up John H. Marks as "The Rainmaker." A heavy rain Thursday night broke a 43-day drought, and, incidentally, closed the midway. Saturday kid matinee was a big one.

Bennie Wells, painter, joined with two assistants and is redecorating the whole show. He has designed three new show fronts. Fair season starts in August.

Tom Allen, business manager for Endy Bros.' Shows, visited. Ernest Davis was hospitalized briefly by a truck accident.—WALTER D. NEALAND.

Brasch's United

MONTICELLO, Wis., July 16. —Wisconsin's newest carnival org has been enjoying good business since opening June 16.

Concessions: Red Murray 2, Karris brothers 1, Johnson 1, Norman Meredith 1, Frank James 3, Bill Gersbach 4, Geeryie 2. Bill Ashard has popcorn, and Orié Clark, cookhouse.

Organization carries 6 rides, 2 shows and 20 concessions. Org is booked solid for the season except for one open date.—BILL GERSBACH.

ALLEGHANY EXPOSITION SHOWS
ONE OF THE BEST

PHILIPSBURG FIREMEN'S CELEBRATION

JULY 25 TO 30

Can place Octopus, Roll-o-Plane or Spitfire; good proposition. Patsy Cole wants high class Girls for Revue. Top wages. Can place Hanky Panks. Also have Novelties open. Dan Donnini wants capable Wheel, Roll Down and Slum Skillo Agents. Address all communications or wire to

L. C. HECK or DAN DONNINI, Milton, Pa., this week

CRESCENT AMUSEMENT CO.

Wants Concessions—Fish and Duck Pond, Watch-La, Bumper, Pitch-Till-Win, Hanky Panks of all kinds. Sell Exclusive, Custard, Jewelry, Hi-Striker. Shows with own outfits. We have outfit for small Side Show. Rides—Will book Chairplane, Spitfire, Rolleplane, Kiddy Rides, Kiddy Airplane, Train, Boat Ride. Ride Help—Second Men who can drive semi trailer. Best route fall fairs. Address

L. C. McHENRY, Mgr.; JESS WRIGLEY, Gen. Agent Poteau, Okla., this week; Henryetta, Okla., next.

MODEL SHOWS, INC.

WANTS

Couple to operate well framed Cook House, 50-50 deal. 12 fairs. People who answered before do so again. Want Second Man on little Beauty Jenny. Jack Vinson wants Agents for Hi-Striker, Bingo, Electric Derby and Ride Help, also Man to take charge of Diggers on trailer. Mr. La Rue wants Wild West Show Help. Capable Agents come on, we can place you. Will book one Bally Show.

Carthage, Ill., this week; Memphis, Mo., Fair next.

WANTED

JOHN PAWLING CIRCUS

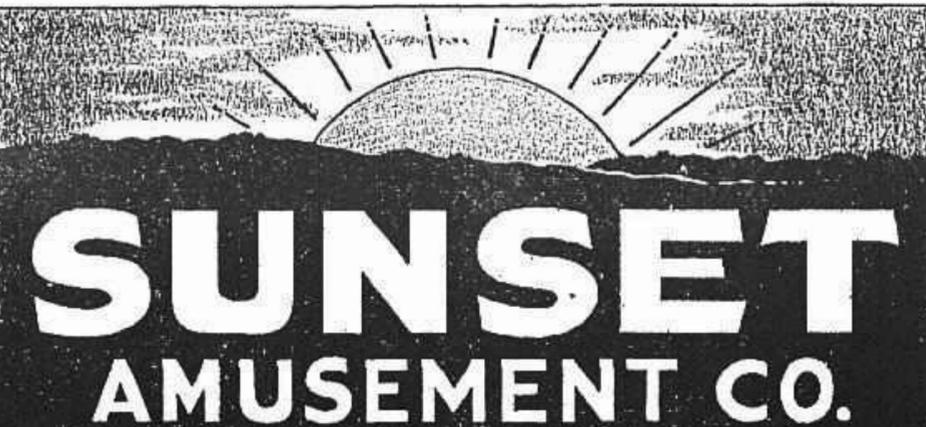
BRIGADE MANAGER, BANNER MAN, JACK BRADY, JOHNNY UNDERWOOD, WIRE. YANKTON, 22; MITCHELL, 23; WOONSOCKET, 24; ALL SOUTH DAKOTA

W. S. CURL SHOWS

Want Ride Help—Merry-Go-Round Foreman and Second Man for Wheel, semi drivers preferred. Deafy Seavers, answer. Want Concessions—Cotton Candy, Apples, Photo Gallery, Basket Ball, Ball Games, Jewelry and Stock Concessions.

Address W. S. CURL

Harrison, Ohio, July 18-23; Union City, July 25-30.



SUNSET AMUSEMENT CO.

Want for North Dakota State Fair, Minot, July 25 to 30

Game Concessions, Ball Games, Slum Stores, Novelties, Custard and Ice Cream.

No Coupon Stores, Wheels or Mitt Camps.

Can Use Shows With Own Equipment. No Iron Lung.

Can Book Arcade and Fun House and Pretzel Ride.

All Space Must Be Contracted Before July 22, With Deposits, as Lot Will Be Laid Out That Date.

MINOT TO BE FOLLOWED BY FAIRS AT THIEF RIVER FALLS, PRESTON, MINN.; DECORK, MONTICELLO & MARSHALLTOWN, IOWA; KIRKSVILLE, MO., & OTHERS

Can Use Octopus Foreman and Ride Help Who Drive.

East Grand Forks, Minn., This Week; Minot Next.

CONTINENTAL SHOWS

NOT THE LARGEST, BUT POSITIVELY THE FINEST

CONCESSIONS: Want attractive and clean Custard. Fine opportunity for Ball Games, Pitch Till You Win, Basketball, Bowling Alley or other legitimate concessions.

SHOWS: Motordrome—excellent territory. Want Snake, Illusion, Monkey Show or any other show of merit.

Our Fairs begin at Lyndonville, Vermont, August 25, 26, 27. Can use P. C. Tables at Fairs, no exclusive.

Stash and Tratch contact Ralph Jacobs, Care of Shows, Ticonderoga, N. Y., July 18-23.

ROLAND CHAMPAGNE, Owner; RALPH JACOBS, Bus. Mgr.

TURNER BROS. Shows

CAN PLACE

Stock Concessions, High Striker, Candy Floss, Ball Games, etc.; Pony Ride, Train, Dark Ride, Caterpillar or any major ride not conflicting. Shows with own transportation and equipment. Experienced Ride Help that drive semis.

ADDRESS: Kewanee, Ill., This Week.

(Phone: Mobile Telephone ZA-52637)

L.B. "JUST A GOOD CLEAN SHOW" FAIRS CELEBRATIONS Lamb SHOWS

Wants for 16 Fairs starting Donnellson, Iowa, July 27, ending Armistice Week. RIDES: Place one Flat Ride with own transportation. SHOWS: Fun House, Fat Show, Animal Show or any Grind Show. CONCESSIONS: Fish Pond, Duck Pond, Watchla, Heart Pitch, String Game, Clothes Pins or any Hanky Pank, Mitt Camp must be American. Some P.C. open if you have other outfits. SIDE SHOW ACTS: Working Acts of all kinds, Freak to Feature, Talker, Ticket Sellers and Grinders. MINSTREL SHOW: Want Musicians to strengthen band. All wire

L. B. LAMB QUINCY, ILL., THIS WEEK.

NOTE—Fency Franzell, get in touch or come on.

CARNIVAL PLASTER

Largest Plaster House in the New England States. QUALITY PLASTER—LOWEST PRICES.

We Deliver Anywhere in the New England States and Nearby New York State.

MAYFLOWER STATUARY CO.

Providence-Fall River Highway Rte. 6 Swansca, Mass. Phone: North Swansca 1-2256

H. W. JONES WANTS

SOBER COUNTERMEN, BINGO HELP

JOIN SUNDAY, JULY 24.

VIVONA BROS.' SHOWS, NORTH PLAINFIELD, N. J., and MATHEW J. RILEY SHOWS, PHILADELPHIA, PA.

PRELL'S BROADWAY SHOWS

Get in line in '49 with the largest motorized show on Eastern Seaboard

OUR FAIRS OPEN AUGUST 8TH, BEDFORD, PA.

WANTED: Looper, Fly-o-Plane, Octopus, Skooter, Rocket, and #12 Ferris Wheel.

WANTED: Side Show, Girl Show, Posing Show, Jig Show, Midget Show, Fun House, Iron Lung, Pit Show, Wild Life Show or any Show with merit.

WANTED: Concessions, Eat and Drink Stands, Age and Scales, Novelties, Arcade.

WANTED: Ride Help, semi drivers preferred.

This Show booked solid until December 3rd, ending in Florida.

#2 Show booked solid until November 13th, ending in Charleston, S. C.

We have 32 outstanding Fairs booked. All wires and letters to

SAMUEL E. PRELL, Manager, Huntington, Long Island, N. Y.

MAGIC EMPIRE SHOWS

14-FAIRS-14 LONG SEASON

Want Ride Help for new Tilt, Caterpillar, Fly-o-Plane and Wheel; must be sober and reliable and drive semis. Drunks the cause of this ad. If you must get drunk, don't come here. (Bill Davis, contact J. R. Tompson.)

Can place Shows with or without own equipment, Girl Show, Athletic Show, 10-in-1, Motordrome, Fun House, or what have you?

CAN PLACE CONCESSIONS—Penny Arcade, Snow Cones or any other Hunky Pank except Bingo, Pop Corn and Flat. All contact:

A. SPHEERIS, MAGIC EMPIRE SHOWS

NEWARK, OHIO, JULY 18-23

PIONEER SHOWS

—high class midway attractions—

MECHANICSBURG, PA., JULY 25 TO 30; THEN JENNER FAIR, JENNERSTOWN, PA., AUGUST 2 TO 6.

Want Legitimate Concessions, Kiddie Rides, Shows of all kinds. Always can use good Ride Help. Ange Desire wants Razzle Agents.

Answer this week Roscoe, N. Y.; then Mechanicsburg, Pa.

MICKEY PERCELL, General Manager

HEART OF KANSAS SHOWS

WANT FOR CHERRYVALE, KAN., 50TH ANNUAL REUNION AND FAIR—FREE GATE

SHOWS—Organized Minstrel Show, Manager for Athletic Show, Acts and Manager for Side Show, Fun House, Wild Life, Grind Shows of all kind. CONCESSIONS—Lead Gallery, Sno Cones, Pop Corn, String Outfits, Candy Apples. RIDES—Will book Train, Boat, Octopus. Agents for Ham & Bacon Store with Crew. Agents for Bowling Alleys. RIDE HELP—Come on, we'll place you. Sound Car Man.

HARRY CRAIG

ARKANSAS CITY, KANSAS, NOW

LONE STAR SHOWS

Want for following Fairs: Columbia, Ky., July 26-30; Nicholasville, August 1-6; Campbellsville, 9-13, with Fairs in Tennessee—Nashville, Labor Day, Franklin Fair, Jasper Fair and Georgia and Florida to follow. If you had a tough spring, join the Show that is making it. Want Hunky Punks of all kinds. Bingo, Pop Corn, Snow Ball and Floss sold. Can place Show of merit. Doc Warner, contact at once. Want Ride Foreman for Tilt, Roll-o-Plane and Ferris Wheel, also Second Men on all Rides. Must be licensed semi drivers. No drunks tolerated. Address all mail.

M. MacSPADDEN

Liberty, Ky., this week; then per route.

ORANGE STATE SHOWS

Want one or two Kiddie Rides, one more major Ride. Shows with own outfit, Snake Show, Monkey Drome. Concessions—Good opening for Popcorn and Candy, Palmistry, Fishpond, Penny Pitch, Shooting Gallery, Photos. Will book Bingo, one or two more Wheels. Can use High Free Act. Long season.

Wire or Write **LEO BISTANY**

NORRISTOWN, PA., THIS WEEK

HART SACK BROS.' SHOWS

5 OFFICE OWNED RIDES

Want for balance of season including 9 weeks of Celebrations and Home Comings in City Park and on the Streets. Will book only one of a kind, Coke Bottles, Add-Em-Up Darts, Photo, Balloon Darts, String Game, Six Cats, Buckets, Cig. Shooting Gallery, Novelty, Clothes Pin Pitch, Glass Pitch, Hoop-La, Plug Pong, small Bingo, Basket Ball, Hit and Miss Ball Game, Snow Cone, Age and Weight, Jewelry Store. Want Man and Wife to take charge of Ball Games and Penny Pitch. This Show goes South this fall for the cotton.

CLARENCE, MO., JULY 18-23.

FROM THE LOTS

Garden State

YORK, Pa., July 16.—Org's stand in Gettysburg, Pa., was met with rain two of its four nights. Stand was way below expectations due to the fact that all p.e. and most of the line-up concessions being closed as a result of an anti-gambling law. Rides and shows held fair, with the wheel tops.

A last-minute change of lot from the ball park to Briggs drive-in failed to hurt biz in West Fairview. Ray (Whitey) Siegfried, new billporter, did a good job of papering. Daily radio announcements aided in bringing out large crowds. Alex Pronsetti rejoined show here after recovering from recent illness. R. H. Miner Sr., of the ride unit, visited here.

Org's arrival here was greeted by a downpour which lasted thru the day. However, all rides and shows were ready for Monday's opening, which proved big. Tuesday was lost to the weather. The Crime Show is turning in large houses, with the Sky Ride topping the rides.

Tuesday an on-the-lot broadcast was given by the local radio station, featuring James Tierman, business manager, and R. H. Miner Jr., manager.—HIP ROBERTS.

Bee's Old Reliable

MOREHEAD, Ky., July 16.—Org moved here from Greenup, Ky., where business was good the Fourth of July. All shows, rides, and concessions reported good business. Org has signed the spot again for next year.

Opening was delayed two days as residents in the neighborhood sought an injunction to keep us from showing. It took the staff two days to get everything straightened out. It rained, however, those two nights and little was lost by not being open. Saturday matinee (9) drew good business. Business this week has been up to expectations and the stand will likely wind up a winner. Several concessions have joined for the Kentucky trek of fairs which start next week at Lawrenceburg. Among those joining were Slim Dunlap and Fred Schille, with six concessions, and Mr. and Mrs. Corlew, with their glass blowing show.—RAYMOND C. HULS.

Kuntz Bros.

CALDWELL, N. J., July 16.—Faced with bad weather, the org drew small crowds and only fair business during the stand here. Mr. and Mrs. Bill Cisim, however, did well with their business during the stand here. Mr. and Mrs. Bill Murphy have the slum spindle and shooting gallery. Capell brothers have five concessions.

Al Kuntz, owner, has a new house trailer, and Mrs. Kuntz joined the show this week. Bill Kuntz is kept busy repairing the trucks. All rides are newly painted and three new tops have been purchased. Steve Bazzone has candy floss, and Vera Hodge, popcorn and apples. The show carries six office-owned concessions.

The office staff is as follows: Al Kuntz, owner-manager; Willie Kuntz, owner; William Moore, general agent, and Charlie Olsen, secretary.—WILLIAM MOORE.

BLUE GRASS SHOWS

Can place first-class foreman for Allan Herschell Merry-Go-Round. Loads on one semi. Must know ride thoroughly and take the best care of same, and be Herschell Merry-Go-Round. Loads on All Wires.

C. C. GROSCURTH
BLUE BRASS SHOWS, Gibson City, Ill.

CELEBRATIONS

Want Concessions all kind. What have you? Also Help and Agents, any Stock Concession, Show or Ride not conflicting. Want Cook House and Grab. Gentry, Ark., July 21-23; then annual Celebration, Colcord, Okla. Athletic Talent. For Sale or Lease—Nearly framed Cook House, bargain; come and get it.

DICKSON UNITED SHOWS

WISH TO PLACE

#5 Ferris Wheel for Ohio Fairs and Celebrations. Available after Aug. 27. Also Kiddie Train and Airplanes if desired.

L. L. McGINNIS

8118 Linwood

Cleveland, O.

STRATES SHOWS

AMERICA'S BEST MIDWAY

WANT

Organized Hillbilly Show of recognized ability that can and will produce outstanding performance. Have newly built Platform Wagon for single hit attraction if you have something worthwhile. Wire, don't write.

Can place Tractor and Truck Drivers. Also show Carpenter and Builder.

Rochester, N. Y., this week; Erie, Pa., Week July 25 to 30th.

HELLER'S ACME SHOWS

Want Shows, Ride Help, Foreman on Chair-o-Plane and Spittire. Ferris Wheel Foreman and Second Men on Rides; best of wages and treatment. Long season South, come on now, starting Cambridge, Md. Want Wheels, Count Stores and Hunky Punks. Want good Legal Adjuster, good Promoter. Ten weeks South. Want Concessions and P. C. Operators. Franklin, N. J., week July 18-23. We have Lady of Mt. Carmel Celebration, Rosetta, Penna., week July 25; Cambridge, Maryland, Big Home Week Celebration, August 8 to 13; then the big Tasty Colored Fair, week of August 15 to 20. Good Still Dates in between. Out till Christmas.

Ecotty, Anna Lee King and Dutch Whiteside, write or phone Wyckoff 4-0333M.

HARRY HELLER

WANT—TIP-TOP SHOWS—WANT

Duck or Fish Pond, Cork Gallery, Pitch-Till-You-Win, String Game, Bowling Alley, Striker, Glass Pitch, Age, Novelties, Bottle Ball Game, Jewelry. GET WELL HERE, Two downtown Syracuse locations with Fireworks, Attractions. Many bona fide Celebrations to follow. We play the money spots in Central New York. Can place any Show with own equipment except Sex. TEX AND SALLY, you didn't pick up my wire. Contact me again.

DICK NEUGENT

128 HURON ST.

Phone 4-8255

SYRACUSE, NEW YORK

Dupree & Keeler United

QUESTA, N. M., July 16.—Org opened here Tuesday (12) to good weather, with business fair. A heavy afternoon rain made for a muddy lot. Weather cleared in late afternoon and night crowd didn't seem to mind the mud.

Mr. and Mrs. John Bishop returned here after a brief vacation in Pueblo, Colo. Co-Owner Dupree, John Bishop and Bill Fowler are getting in plenty of fishing. Co-Owner Ross Keeler is busy making repairs on his Ferris Wheel, Monkey Motordrome and trucks.

Recent additions to concession row include Mr. and Mrs. Tommy Bailey, diggers; Mr. and Mrs. Gene Joplin, fish pond and darts; Mr. and Mrs. Virgil Turner, bingo and ball game, and Mr. and Mrs. Ralph Baldwin, who assist the Turners.

Shows move from here to San Luis, Colo., where they open Thursday (21).—WAYNE E. MARCY.

L. B. Lamb

HANNIBAL, Mo., July 16.—Move in here from Griggsville, Ill., where org furnished the midway for the fair, was made in good time, but plenty of trouble was experienced getting on the lot, which was soaked by a rain Saturday (9). Everything was up and ready for the Sunday (10) opening. Monday was hot but crowd okay. Tuesday was lost to rain. Wednesday (12) was big from attendance standpoint, but spending was light.

Jack Gavitt, son of Whitie Gavitt, org's electrician, is in Levering Hospital with pneumonia. Ross Sinder-son, who has kiddie rides, was away a few days on business.

Visitors here included Pat Purcell, general agent of the Johnny J. Jones Exposition; Larry Smith, formerly with Royal American Shows; Bob Skinner, secretary of the Griggsville, Ill., Fair, and Tom Dawson, Acme Premium Supply Company, St. Louis.

Org moves from here to Quincy, Ill., the final still date before the fairs start.—ERNE MURRAY.

Rocco

ST. PAUL, July 16. — Manager Rocco said here this week that the org will remain for a week before starting its fair and centennial dates.

Local business was good. Future dates include Prairie Farm, Wis., Fair, and Rockford, Minn., and Osseo, Minn., firemen's centennials.

Rocco Jr. is getting all rides in top condition.

WANT AGENTS

For office-owned 10-cent Slum Stores. Will book Fish Pond, Photo, Novelty, High Striker, Jewelry, Ice Cream, Glass Pitch or Coke Bottle.

Can use Monkey, Snake, Fun, or any Show with own outfit.

FOR sale or trade for 32-ft. Merry-Go-Round, newly rebuilt Caterpillar or Whip. Also 10x10 Sit-Down Grab, good top, good equipment, \$250.00 cash. Sell on Show or call

A. E. RAINES
BIXBY, OKLA., THIS WEEK

SHOWS and CONCESSIONS WANTED

for

- Weymouth Fair, Weymouth, Mass., August 14 to 20
- Orleans County Fair, Barton, Vt., August 18 to 20
- Hartland Fair, Hartland, Vt., August 24 to 26
- Lancaster Fair, Lancaster, N. H., September 2 to 5
- Three County Fair, Northampton, Mass., September 4 to 10

Contact

LAGASSE AMUSEMENT COMPANY

HAVERHILL, MASS. TEL. 292

Note: Positively no grift—no mitt camps—no gypsies

BOONE VALLEY SHOWS

WANT WANT WANT

Lead Galleries, Short and Long, String Outfit, Auto Bumper, Penny Pitch, Glass Pitch, Fish Pond, Basketball, Guess Weight and Age, American Mitt Camp, no gyps. Will book all Concessions not conflicting. Low priv.

Full season. Celebrations and Fairs. Big Labor Day spot, Dayton, Iowa, Rodeo. Now playing at Galva, Iowa, and as per route.

FOR SALE—Army Searchlight, G. E. type complete and equipped for welding, all mounted on a 1942 Chev. truck in A-1 shape.

Also Mechanical Railroad Show, built new this spring. 32 ft. front on 1938 Chev. truck. All in first class shape, priced cheap.

Bing top and frame, 20x40, new in 1947, complete with awning, also 24 ft. semi Van built to haul same and stock. Some new stock on hand priced cheap.

Contact from Billboard routing.

JOLLY TIMES SHOWS

WANT FOR BAINBRIDGE, N. Y., FIREMEN'S CONVENTION, WEEK OF JULY 23 AND FAIRS TO FOLLOW

Ball Games, Duck Ponds, String Games, any Merchandise Wheels, Hanky Panks of all kinds. Any Grind Show; Sit Down Grab. Will book Merry-Go-Round for rest of the season. South until Nov. 15th. Anyone joining Bainbridge given preference balance of season.

This week Dalton, Penn.

WILSON FAMOUS SHOWS

WANT

Second Man on Wheel who can operate. Manager for Fun House Concessions—Mug, Bumper Penny Pitch, Age, Hoop-La, Pitch to Win and Glass Pitch.

July 18-21st, Wyoming, Ill., Legion Home-Coming; July 26-29th, McDonough Co. Fair, Macomb, Ill., and all fairs and celebrations until Oct. 1st. July 22-23, K. C. Barbecue, Peoria, Ill. with Rides only.

WANTED CARNIVAL

FOR AMERICAN LEGION, LILLY, PA.

WRITE JAMES RODGERS OR PHONE 9863

Week of Aug. 22 or week of Aug. 29

LAWRENCE GREATER SHOWS

ENLARGING FOR OUR FAIRS

CONCESSIONS — WANTED — CONCESSIONS

All Hanky Panks \$26. Those joining now given preference at our 12 BIG FAIRS. French Fries, Coca Cola Bottles, Floss, Hi-Striker, Short and Long Range Gallery, Chocolate Dip, Novelties, Age and Scales, Agents for Six Cats and Buckets. SHOWS—Want Midget, Fat or any Grind Shows, Arcades, Wild Life, Unborn.

WE HAVE THE FAIRS FOR YOU

GIRLS WANTED FOR TWO SHOWS. Francis Gede, Lee & Cathy, others who worked for me, contact. Casey, Baldy or first class Convan Men, don't write, come on or wire Robert Red Marcus. RIDES—Will book SEIFIRE, TILT, OCTOPUS, PONY, SCREW-BALL, KIDDIE BOATS AND CART RIDE. BILLPOSTER WANTED who can do special agent's duties. James Rapple, wire, and Albert Seabock, wire. Cal Sykes, get in touch with us.

DEKALB, ILLINOIS, NOW; THEN PER ROUTE.

LAWRENCE GREATER SHOWS, INC.



VIVONA Bros.
Amusement Shows
ENTERTAINMENT AT IT'S BEST



12 RIDES—5 LIGHT TOWERS—7 SHOWS

This Show holds contracts for 14 bona fide fairs through Virginia, Maryland and North and South Carolina

WANT—Concessions. Will sell Exclusive on Scales and Age. Also want Huckley Buck, High Striker, Photos, Rat Game, Basket Ball, Long Range

SHOWS—Unborn, Wild Life, Snake, Penny Pitch, Fat, Midgets and Motordrome. Must have own outfits. Talkers wanted to handle newly framed Fun House and Glass House mounted on somers with 60 foot fronts

WILL BOOK—Caterpillar, Looper Hi-Ball Whip, Rocket or any Ride not conflicting.

FOR SALE, CHEAP—10 Skeeball Alleys ready to go. Will book on show. This week—Madison, N. J.; North Plainfield, N. J., July 25-30; then the big one—first show in 10 years. All replies to:

MORRIS OR JOHN VIVONA

103 So. 21st Street

IRVINGTON 11, N. J.

W. G. Wade Shows



UNIT NUMBER TWO

Michigan's First and Finest

CASS CO. FAIR

July 27-28-29-30, Cassopolis, Michigan

Want for this and 12 other Fairs to follow. Legitimate Concessions of all kinds.

RIDES

Octopus, Kiddie Auto

SHOWS

Pit Show, Mechanical City, Fun House

Rochester, Indiana. 4-H Free Fair to follow. Write or wire

C. D. MURRAY, Mgr.

W. G. WADE SHOWS, Unit No. 2

PORT HURON, MICHIGAN

WANTED

WANTED

For Biggest Celebration in Michigan BELLEVILLE, MICHIGAN

JULY 27-28-29-30

FREE ACTS — BANDS — PRIZES

Want Concessions of all kinds, Lead Gallery, Cook House, Photos, Fish Pond, Ball Games. Want Tilt, Octopus, Kiddie Autos. Lake Orion, Michigan, Aug. 3rd to 7th, downtown location; this week Plymouth and Inkster Rds. Wire

SAM STONE, Mgr., Royal Empire Shows

9619 DECATUR

DETROIT 27, MICH.

WANT

AGENTS

WANT

Six Cat and Watch-La (with soup pegs), must work 25 and 50. Ten choice Fairs starting next week at North Dakota State Fair, Minot, S. D. Relief Caller for Bingo, top salary. Wire at once:

VINCE McCABE

c/o SUNSET AMUSEMENT CO.
East Grand Forks, Minn. this week.

SNAKE SHOW

Open for Competent Operator, preferably with own large Reptiles. New top, banners and frame up

Want Foreman for Octopus, Hi-Ball and Little Dipper. Also Ferris Wheel Help. Also Rope Men

CAVALCADE OF AMUSEMENTS

GARY, IND.

Bodart SHOWS

THE SHOW BEAUTIFUL

WANT

TO BOOK MERRY-GO-ROUND

MUST BE IN GOOD CONDITION!

Junk is the reason for this ad.

We have two fair circuits in Wisconsin booked. You can have your choice of either circuit.

Can Use Legitimate
Concessions for Both Shows

Can Use Wheel Foreman
On New Wheel

BODART SHOWS

Wisconsin Rapids, Wis.—July 22 thru 26

Portage, Wis.—July 28 thru 31

JOHNNY J. DENTON SHOWS

Will Start the 15 Fairs July 25

Central City, week July 25th
Russell Springs, Ky., Aug. 1st to 6th
Hopkinsville, Ky., Aug. 8th to 13th
Mayfield, Ky., Aug. 15th to 20th
Russelville, Ky., Aug. 22d to 27th
Fulton, Ky., Aug. 29th to Sept. 3d
Clintwood, Va., Sept. 5th to 10th

Grundy, Va., Sept. 12th to 17th
Cullman, Ala., Sept. 19th to 24th
Athens, Ala., Sept. 26th to Oct. 1st
Attalla, Ala., Oct. 3d to 8th
Roanoke, Ala., Oct. 10th to 15th
Troy, Ala., Oct. 17th to 22d
Hawkinsville, Ga., Oct. 24th to 29th

Two more pending

All Concessions Open, Reasonable Rates

Will book any Show with merit, liberal Percentage.

Will book two Girl Shows; must be first class.

Book Rides not conflicting. Can always use reliable Ride Help.

All replies to JOHNNY J. DENTON

Somerset, Ky., week July 18th to 23d.

W. G. WADE SHOWS

GRATIOT COUNTY FREE FAIR ITHACA, MICH., JULY 26-30

CAN PLACE SHOWS—Good 10-in-1 with own transportation.
CONCESSIONS—Legitimate Privileges all open (except Corn Game and Popcorn). THIS STARTS OUR SOLID FAIR ROUTE

W. G. Wade Shows, Midland, Mich., this week; Barry Co. Free Fair (Hastings, Mich.) follows Ithaca

J. L. (JIMMIE) HENSON SHOWS

Can place for balance of season Photo, Cork Gallery, Pitch-U-Win, Watchla, Hoopla, Hi Striker, Darts, Ball Games or any Legitimate Concession that works for stock. No gypsies, no flats. Place Motordrome, Side Show, Illusion, Mechanical, any clean Show except Animal. Place Pony Ride, Boats, Train, Jenny, Chairplane. Have Wheel, Octopus, Roll-o-Plane, Roll-a-Whirl, Kid Auto and Swing.

Booked solid—Celebrations and Fairs now thru November 12, Illinois, Arkansas, Louisiana. Mt. Olive, Ill., this week; Nokomis Homecoming next.

LONE STAR SHOWS WANT

Foremen for all Rides who can drive trucks and semis, for Merry-Go-Round, Ferris Wheel, Rolloplane, Tilt-a-Whirl, Speedway. Want Man and Wife to take charge of Kiddieland on percentage. Will pay salary and percentage.

All mail and wires to

R. M. MacSPADEN

Liberty, Ky., July 19-24; then Columbia, Ky., Fair follows.

OLSON GREATER SHOWS

CONCESSIONS WANTED

Basketball, Add-'Em-Up Dart, Fish Pond, Hoop-La, Watch-La and Mechanical Shows. Will book Skillo, good proposition—have only one on show.

Fairview, Mont., July 23, 24 and 25; Poplar, Mont., July 27 and 28.

CLUB ACTIVITIES

National Showmen's Association 1564 Broadway, New York

NEW YORK, July 16.—Acting Executive Secretary Ethel Weinberg was a recent visitor to Jack and Irving Rosenthal's Palisades Park, where she was entertained by Manager Anna Halpin and Superintendent Joseph McKee and Mrs. McKee. McKee has been written up in several national mags and was recently on Ed Sullivan's television show.

Eligibility committee, in charge of Chairman Jack Lichter, approved the following applicants for membership: David Grafstein, Jack Rich and Julius Yale Okun, all sponsored by L. D. King.

Louis Aarons is at the Mother Cabrini Hospital, the Bronx, N. Y., for a check-up. Morris A. Horowitz is still at Queens General Hospital, Jamaica, L. I.

George Stein, of the Pacific Coast Showmen's Association was a visitor. Arthur (Doc) Marcus has left for a two-month trip to England. Frank Miller, of the Ringling circus, in town for a few days. Vice-President Ross Manning and Secretary Phil Isser visited the club. Other visitors were Max Cooper, Jacques Mohr, Frank Norton, Arthur Campfield, Irving Pearlstone, Babe Harris, David Brown, Tom Quincy, Joseph Dubin, Sam Finkel, William Dieckman, Tom Pell, Jack Zupan, Larry Neumann and Ben Rosenberg.

Letters received from George H. Washburn, Thomas Hefferman, Louis Lapointe and William Scott Logan. Mail here for William E. Pringle. Dues are payable.

Ladies' Auxiliary

Dode Allen is on a trip thru the West. Elizabeth Metz is visiting her daughter in Connecticut. Ethel and Sam Shapiro, who has been ill, have been out of town for a few weeks. Bess Hamid is enjoying her new home in Atlantic City. A dry spell is keeping Manager Anna Halpin and her staff busy at Palisades Amusement Park. Dues are payable now. Please send in your correct address.

Miami Showmen's Association 236 W. Flager St., Miami

MIAMI, July 16. — Club officers hope to reach a goal of 232 new members by the time of the first meeting in October.

Walter B. Fox, now living in Mobile, Ala., donated old-time circus pictures to be used in the new Circus Room. Letters were received from Sol Weintraub, Ben Jack Barth, Phil Cook, and Lloyd Serfas, manager of Penn Premier Shows.

Sam Sullivan attended his niece's wedding in Fort Lauderdale, Fla. Robert Hunter is in Good Shepherd Hospital, Syracuse, for an operation.

All members are asked to send their addresses so that an important mailing can be completed. Mail is being held for Frank Deluca, Peter Glenn, Carl L. Hanson, Ben Karno and Louis Condell. Members who are holding advertising contracts and copy for the 1949 year book are asked to send them in.

Showmen of the World 1211 Louisiana, Houston

HOUSTON, July 16.—Plans are being made by members to produce a Western movie.

New members are Ralph Payne, Weldom Beckom, David Harrington, Jim Ford, Neal Todd, Walter Hannsz, Artie Dorrel, Cecil Patty, Marcellyn Gregory and Mae Dell Horak.

Visitors included A. J. Crow, Joe Valone, Pete Reno, A. E. Akery and J. C. May.

Showmen's League of America 400 S. State St., Chicago

CHICAGO, July 16. — Members were saddened by the death of Denny Pugh. Sheik Lempart flew to Dallas for the funeral.

Rudy Singer is on the mend. Bob Seery, now at his home, reports feeling better. William O. Perrot writes he will be confined for some time. Mrs. Bertha (Gyp) McDani 's is resting after a recent operation. No late news from W. C. Deneke or Tom Vollmer. Rube Liebman, in town for a few days, advises he is much improved. Roy Marietta, New Orleans, will be a Chicagoan this winter. Silent O'Brien is back in town. Secretary Walter F. Driver reports satisfactory results in the Legion Poppy Day drive.

Markers on the graves of Eddie Mathias, Fred Beckmann and Sam Feinberg have been fixed.

Callers at the rooms included Harry Shore, Bob Hughey, Harry Simonds and Bob McDowell.

Ladies' Auxiliary

Mrs. L. M. Brumlieve's nephew, George Kirchen, is recuperating at home after a long stay in the hospital. Myrtle Hutt Beard's father is seriously ill in Fargo, N. D.

Margaret Filograsso, chairman of the ways and means committee, received a luncheon cloth for the bazaar from President Elsie Miller. Send bazaar donations to Mrs. Filograsso, 4404 N. Dover Street, Chicago.

Margaret Jeske reports she lost three near relatives by death in recent weeks.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., July 16.—Eilis (Whitey) White is recuperating after a recent operation.

Sam Benjiman, chairman of the banquet and ball committee, reports he has contracted a floorshow and an orchestra. President McCrary's offer of prizes in the membership drive is bringing good results.

L. K. Carter visited. George Carpenter stopped in en route to Hale Shows of Tomorrow in Clinton, Mo. Mr. and Mrs. Al C. Wilson left for Chicago and will go on to Battle Creek, Mich., to visit their son, Lawrence A. Wilson.

RIDES FOR SALE

Silver Streak, in perfect condition; Allan Herschell Kiddie Auto Ride, like new; Miniature Train, perfect condition, made by Miniature Train Co., Reusselaer, Ind., fully equipped with covers and 370 feet of track. Price for the three above rides, \$9750. Can be seen in operation at present location until September 1st.

BOX NY-111

c/o Billboard, 1564 Broadway
New York 19, N. Y.

WANTED

Rides or small Carnival with Rides for
ANNUAL LIONS' CLUB CARNIVAL
For Late July or August—Four Days

T. J. ROEMER, Secy.
NEWBURG, MO.

CIRCUS OR CARNIVAL WANTED

For One Week—Aug. or Sept. by
THE AMERICAN LEGION POST
Not fewer than 6 major rides, six Shows and 25 to 50 Legitimate Concessions.

Contact: **LOUIS GLASSER**
25 Dysart Ave. Asheville, N. C.

DANNY NEWMAN

Wants Agents for Nail Game and
Swinger.
MARKS SHOWS
Zanesville, Ohio, this week.

WANTED

EITHER CARNIVAL OR INDEPENDENT RIDES, SHOWS AND CONCESSIONS

Two prosperous Communities. Legion Festival, Grove City, Pa., and Firemen's Festival, New Castle, Pa. Tentative dates in August can be set to meet your route. Four Free Acts already contracted. Very liberal terms for Rides.

B. R. COGLEY

109 W. Main Grove City, Pa.
Phones 1188 or 4051

MERRY MIDWAY SHOWS

Need Concessions for the following 4-H fairs—Armstrong, Ill., 4-H, July 26-30; Greentown, Ind., 4-H, Aug. 2-6; Swayzee 4-H, Aug. 10-13; Cissna Park, Ill., Aug. 16-20; Williamsport, Ind., 4-H, Aug. 23-27. Need Ride Help on No. 5 Wheel and Swings Any Grind Show or Fun House.

Contact

ALBERT BARKER

Armstrong, Ill., July 26-30.

BIG PICNICS NOW South This Winter

Want Hi-Striker, Novelties, Age, Pitchmen, Animal Show and Fun House. Geo. Harms, Jr., wants Stock Store Agents. Will book or buy Merry-Go-Round and one more Kid Ride. All replies

T. L. DEBRICK, Mgr. Midway

LAKESIDE AMUSE. PARK

BOX 52 BARNESVILLE, PA.

WANTED

Independent Rides for Big Labor Day Celebration, Sept. 4 and 5 Cedar Rapids, Iowa

Andrew C. Hanson, Mgr.

ALL-IOWA FAIR Cedar Rapids, Iowa

MORRIS KAHNTROFF

Wire Immediately—Important

DICK HARRIS

P. O. Box 9058 Tampa 4, Fla.

WANTED

Shows and Concessions for DENVER FALL FESTIVAL AND FREE FAIR

Sept. 21-24

NORMAN L. HAY

Denver Community Assoc., Denver, Indiana

CARNIVAL WANTED

AUGUST 10-11-12

Jasper County Fair

Carthage, Missouri

Contact: J. C. Gibbons, Sec'y Chamber of Commerce

RARE BARGAIN, \$800.00

For all three 30 ft. Highway Trailer, 10 ft. Trailer 1943 Chev. Tractor.

JACK GARRAHAN

845 Anthracite Ave. Kingston, Pa.

WANT

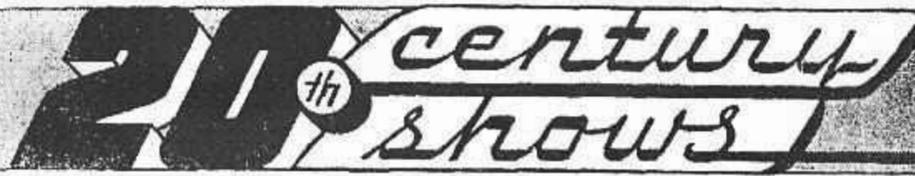
LADY FORTUNE TELLER Who wants a good home. I have nice trailer house and car.

PROF. STAR

West Monroe, La.

PALACE SHOWS

Book any Ride, Bingo, Popcorn, Floss, Hanky Panks, Agents of all kinds, Grab Joint or Gold-dleman, Mitt Camp. Come on, Kanorado, Kan., July 18-23.



CAN PLACE CAN PLACE FOR 16 FAIRS AND CELEBRATIONS INCLUDING THESE PROVEN SPOTS

Sidney, Iowa — Rodeo
Trenton, Nebr. — Pow-Wow
Bellville, Kans. — Fair
Hastings, Nebr. — Fair
Bethany, Mo. — Fair
Wakeeney, Kans. — Fair

CONCESSIONS—Custard, Photos, Long and Short Range Gallery. Will sell "ex" on Age, Scales. Other Merchandise Concessions open. SHOWS—Can place for balance of season—one more Show, prefer Fun House, Glass House, Monkeys or Wild Life.

DROME RIDERS—Bud Steele wants man or woman, straight or fancy rider. Prefer man and wife. Salary or percentage.

WIRE, DON'T PHONE

Nebraska City, Nebr., July 18-21; Crete, Nebr., July 23-24



"HONESTY IS OUR POLICY"

Now playing Veedersburg, Ind., on the streets Burlington, Ind., 32d Old Settlers' Homecoming, following with Colfax, Ind., Annual American Legion Street Fair, Aug. 3-6

Will sell X on Short Range, Diggers, Jewelry, Novelties, Photo. Can place: Fish Pond, Clothspin Pitch, Cork Gallery, Basketball, Milk Bottle, Cat Rack, Slum Spindle or Pitch-Till-U-Win. \$20.50 privilege. Shows: Illusion, Snake, Monkey or any neatly framed Grind Show. Rides: Have seven office owned; will book Spitfire or Rolloplane. Help: Experienced Fun House Operator to work on percentage basis.

All replies: **JOHN PORTEMONT, Veedersburg, Ind.**

WANTED—HIAWATHA SHOWS—WANTED

For the Following Street Celebrations in Michigan

Millington, July 20-23	Concord Home Coming, Aug. 18-19-20
Otter Lake, July 24-27	Fair, Aug. 22-27
Barryton, July 29-30	Twin Lake Home Coming, Aug. 30-Sept. 1
Reed City, Aug. 1-2-3-4	Newaygo Labor Day Celebration, Sept. 3-4-5
Marion, Aug. 5-6	Paw Paw Grape Festival, Sept. 8-9-10
Reading VJ Day Celebration, Aug. 11-12-13	and others to follow

We hold exclusive on above dates. Will book any Ride not conflicting with the six we have. Can use Penny Pitch, Hoopla, String Game, Bumper, Ball Games or any ten-cent Stock Store. Will give "X" on Ice Cream, French Fries, Guess Your Age and Novelties. Will book Snake, Peek, 5-in-1 or any Show that can work the streets

All replies to

TONY CARL, Asst. Mgr., or GLEN D. WYBLE, Mgr.

HOME STATE SHOWS WANT

For following Fairs: Bagley, August 4-7; Park Rapids, 8-10; Detroit Lakes, August 11-14; Slayton, August 19-21; Canby, August 22-24; Appleton, August 25-28; Henning, August 30-September 1; International Falls, September 3-10; all Minnesota. Concessions: Ball Games, Bowling Alley, Novelties, Jewelry, Long and Short Range Galleries, Grind Shows.

HOME STATE SHOWS

Grand Rapids, Minn., July 18-24; Warroad, Minn., July 26-31.

B & V SHOWS

ITHACA, N. Y., WEEK JULY 18

Want Merry-Go-Round and Ferris Wheel, any Rides that will not conflict. Want Custard and can place any Hanky Panks. Want Shows with own outfits. VETERANS' PLAYGROUNDS FUND, Fairgrounds, Norwich, N. Y., week of July 25.

PLACE RELIABLE OPERATOR FOR TWO ROLL-O-PLANES

Must be sober and capable handling help.

Gary, Ind., this week.

AL WAGNER

CAVALCADE OF AMUSEMENTS

OPENING for BINGO CALLER and COUNTER MEN

FROM AUGUST 6th to OCTOBER 11th

Good pay. State experience and last employer in first letter. Must be sober or don't reply. Can also use Straight Stock Wheel Workers at my fairs

JOHN MULDER

72 GRANDVILLE AVE., S. W.

GRAND RAPIDS, MICH.

DICK'S GREATER SHOWS

CORNING, N. Y.

FAIRS START AUGUST 9

WANT—WANT

CONCESSIONS: Photos, Hanky Panks, Frozen Custard, French Fries. SHOWS: Wild Life. RIDE HELP: Semi drivers preferred. Pay day every week. JERRY GEROULD wants capable Talker and Girls for Revue.

R. E. Gilsdorf, Gen. Mgr.

BINGO HELP WANTED

Counter Men who can drive semi. Salary \$100 a week. No lush. No prima donnas.

TACKIE'S BINGO

Care Ferris Shows, Smithport, Pa., this week; Owego Fair, next.

GIRLS - - GIRLS

For Girl Show, also Talker and Ticket Seller. Patsy Lacey and Norma and Howard Mason, wire. Also want Candy Butcher.

F. W. MILLER

Care Wade Shows, Midland, Mich., this week; Ithaca, Mich., week July 26.

STATE FAIR SHOWS WANT

For 10 Fairs and Celebrations Kansas—Nebraska—Oklahoma

All Stock Concessions, Penny Pitch, Photos, Cookhouse, Pea Pool, Custard, Novelties, Popcorn, Snow Cone. Agents for Count Stores and Slum Skillos. Ride Help that drive.

For Sale—7 Tub Tilt, 2 IHC Tractors, 2 28 ft. Hobbs Semi. Cash \$5,000.00. Now operating.

WIRE

C. A. GOREE
EMPORIA, KANSAS

SECOND TO NONE

IVAN

THE GREAT

Shooting over wheels. For details contact

AL MARTIN AGENCY
BOSTON, MASS.

WANTED WANTED CONCESSIONS

For The Great Mercer Co. Fair, Celina, Ohio., Aug. 14-19 inc. Cork Gallery, Pitch-Till-You-Win, Basket Ball, Pop In, Darts, any other Games that will pass Ohio Fair regulations. Write or wire

GETTUS PUGH

122 Wilson Ave. Lancaster, Ohio

WANTED

Counter and Griddle Men Highest salaries paid. Must be sober Apply

ZELDA MEYERS

Lawrence Greater Shows, Inc. Dekalb, Illinois, this week.

RIDE HELP WANTED

For Ride-O, Rolloplane, Ferris Wheels; must drive semis. Top salaries. Tom Miller, got your wire too late

LAWRENCE GREATER SHOWS, INC.
De Kalb, Illinois, this week.

HARRY ROSS

WANTS
BLOWER AGENTS

For the Johnny J. Jones Exposition. Wire or phone Kokomo, Ind. this week.

P. S.: Little Mac, contact me at once

TILT WANTED

or other Feature Ride for a string of MICHIGAN FAIRS & CELEBRATIONS Booked solid until Oct. 9. Can use a few more HANKY PANKS. Also PENNY ARCADE. Any worthwhile GRIND SHOWS. Stockbridge, Mich., all this week, Milan Free Fair (Mich.), next week.

DOWN RIVER AMUSEMENT CO.

10138 W. Jefferson, River Rouge, Mich.

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.

CHICAGO, ILLINOIS

Anyone knowing the whereabouts of EUGENE KIRKWOOD

Last known address (October, 1948), Allen & Allen Concessions, Heart of Texas Shows, Longview, Texas, get in touch immediately with

C. J. CHURNS

513 E. Elmwood Kansas City, Mo.

ROLL-A-WHIRL

FOR SALE

Dissolving partnership. Must sell. Used 2 months, like new, cost \$3,450.00, sacrifice \$2,900.00 or best offer. Parked in Atlanta, Ill. Phone 14R2 or write WILL SIGLER ATLANTA, ILL.

WANT WANT WANT

Foreman for Smith & Smith Chairplane; top salary. Also Man to take charge of four Kiddie Rides at once. Marie Hughes, wire me. All replies to

BOBBIE HENDRIX

Room 27, Ellender Hospital, Houma, La.

WANTED

Big Eli Wheel Foreman. Must be sober, reliable and furnish first-class references. Good wages, pleasant working conditions. Can use good legitimate Penny Arcade for complete list of Fair dates starting August 1.

Address inquiries:

GOODING AMUSEMENT CO.

1300 Norton Avenue, Columbus, Ohio.

NORTHERN EXPOSITION SHOWS

WANTS FOR 10 MONTANA FAIRS

SHOWS—Hillbilly, 10-in-1, Midget, Motordrome, Unborn, Fat Show, Fun House. Any clean flashy Slide Show with own transportation. No Mitt Camps wanted. Call or wire

MIKE SMITH

Harlem, Mont., July 17-19; Shelby, Mont., Fair, July 20 thru 24.

INDEPENDENT SHOWS

I hold contracts to furnish all shows at the Italian Festival, Chicago, Illinois, July 27 through August 7. Draws 400,000 people and is as good as a State Fair. Can still place few A-1 Shows with your own equipment and transportation. State fully what you have, frontage and depth. State fairs follow after this date and will use you right on through Dallas

Want to hear from the following people immediately: Babe LaBarrie, Ray Walton, Mark Williams, Doc Ward, Charles Hodges

Reply to me c/o CEM CITY SHOWS, East Gary, Indiana

RAY MARSH BRYDON

Cavalcade Sets All-Time High At Milwaukee

(Continued from page 64)

Sothorn show and Harlem in Revue each gave eight shows.

"It was wonderful," Georgia said. "We had them lined up almost continually. It was like the war days, folks not bothering to ask 'how much,' just walking up, laying down the green."

Scoter Leads Rides

While all rides were doing better than okay, Wagner said, the Scooter, Looper, Caterpillar and Dipper were the top money getters, in that order, thru Wednesday night. Georgia Sothorn paced the shows, followed closely by the Side Show, Harlem in Revue, Motordrome and Midget Show.

Over the week-end, it was necessary, Wagner said, to have five ticket boxes at the gate. Wagner and his general agent, Louie Berger, were pressed into service to sell ducats.

Org moves from here to Gary, Ind., for a week's stand, then to Terre Haute, Ind., and the following week starts its fair route at Muncie, Ind.

Before the first fair date, the Sothorn show will undergo a face lifting. Much neon will be added, together with large cut-outs of the show's star, and all new scenery will be installed. Show was hit by a storm four weeks ago and the front, along with scenery, drapes, etc., were damaged.

Brother Is Emsee

Jerry Sothorn, Georgia's brother, is the emsee. Show's line-up includes, in addition to the Sothorns, Freddie Vincent, comic and acro dancer; Maria Alvarez, Babe Tavers, Francine Jones, Betty Bradford, Marian Baxter, Billie Boston, Fay Kay, Donna Kennedy and Alice Michaels. Bill Traikoff, trumpet, fronts the band; Gus Schultz is at the organ and Joe Tavi on drums.

Monday night, Mr. and Mrs. Harry Hennies, Mr. and Mrs. Barney Gerety and Mr. and Mrs. Jack Young were guests of Al Wagner. The group, along with Wagner, Joe S. Scholibo, Wagner's first assistant, and O. J. (Whitey) Weiss cut up plenty of jackpots in Edgar Neville's concession office wagon. Other visitors have included George Johnson, U. S. Tent & Awning; Mrs. Eddie Hauck and daughter, Evelyn; Mr. and Mrs. Grace Goss, Mr. and Mrs. Cliff Bammell, Ned Torti, Walter Hale, Mr. and Mrs. Eddie Yaeger, Mr. and Mrs. Button and Mrs. Blanche Sullivan.

Brighton Cele Big For Happy Holiday

(Continued from page 64)

Schipper, owners; Glenn Hockett, general manager; Paul Greeley, publicity director; Raymond A. Williams, secretary; Florence Williams, head cashier; Ernie Pisa, ride superintendent; Joe Crognale, lot man; Pee Wee Utley, electrician; Bob Williams, carpenter; Clark Davis, mechanic; Arthur Martin, painter and scenic artist.

Rides

Merry-Go-Round, Don Laffness, foreman; Richard Reardon, assistant. Octopus, Paul Conrad, foreman; Dale Berkey, assistant. Ferris Wheel, W. H. Redmond, foreman; Don Harvey, assistant; Rolloplane, Donald Shady, manager; Don Kaufman, assistant. Chairplane, Jimmy Henry, foreman. Kiddleland (three rides), Pee Wee Utley, foreman; Josephine, Bunkle, and Edward Utley, assistants.

Concessionaires

Glenn Hockett and Dorothy Raterink, 7; Joe Blanco, set spindle; Sue Blanco, glass pitch; H. Mason, clothes pin pitch; Tex Thomas, slum spindle; Russell Emmons, bottles. Joe Crognale and Bob Williams, 6; Dorothy Williams, ball game; Ben (Frisco) Lansberg, pea pool; Walter Dimitri, weight and age; D. Mickel, penny pitch; Josephine Utley, high striker; Leo Floruk, long range gallery; Emil Knodell, beat the dealer. Sam Soloff and Leo Small, 6; Billy Lancaster, Jack Shelley, and Mickle Brooks, clothes pin pitch; Albert Scully, cigarette gallery; Jack McCarthy, Joe Jackson and Whitey Campbell, razzle dazzle. C. W. Edwards, Johnnie Warner and Bennie Landis, roll down; Frances Campbell and Ruth Robinson, Parisian baseball; Eddie Gold, Joe Miller and Johnny Fisher, blower; Joseph Crognale, Bob Williams and Anthony Schipper, bingo owners; Mrs. Pat Crognale, checker; Sidney Goering and Casey Buhrie, countermen. Ed Bell, popcorn; Horace Bell and Charles Blackstone, assistants. Richard and Lena Welch, cookhouse; Perry Wilson, chef. William Smith, French fries; Charlotte Smith, assistant. Mr. and Mrs. Walter Dimitri, mitt camp. Wilber Bradley and Jack Meyers, bear stand; Thelma Bradley and Betty Lou Bradley, assistants. Ike Goldstein, country store. Eddie Edwards, cigarette wheel. J. C. Kutz, short range gallery; Ole M. Hancock, assistant. Charles and Philip Boots, hot dogs. Jimmy and Pearl Gatto, popcorn; Jean Schmöck, assistant.

Shows

Sigrid Sorenson, general manager of all shows; Williams and Schipper, proprietors. Circus Side Show—Mrs. L. W. Eldridge, inside lecturer; Dorothy Jackson, sound box and glass box; Willie Hart, electric chair; Clark Davis, tickets; Lee Lestra, annex; Horace Meoff, one-man band. Miss America—David Bryan, front; L. E. Eldridge, tickets; Jennie Ling, Shirley Thomas and Sadie Jones, performers. Pit of Death (Snake Show)—Bill Johnson, front; Clyde McDonald, tickets, and Mac McGregor, pit.

CALGARY BIG FOR RAS

(Continued from page 64)

weather the org would have chalked up its biggest single day in history.

Royal American came here from Brandon, Man., where, Sedlmayr said, they broke all previous midway records. Gypsy Rose Lee, "name" attraction on RAS, was doing big business in Calgary, as was Terrell Jacobs and his Wild Animal Show. Sam Gordon, in charge of the front end for Sedlmayr, reported the "take" running far ahead of last year.

Sedlmayr, who suffered a broken arm in a fall in Winnipeg two weeks ago, reported it on the mend. He was, as usual, active around the midway greeting many visitors.

PERRY BIZ DOWN

(Continued from page 64)

the Perry Shows here, and gave good co-operation, but all efforts to overcome competition proved futile. Press and radio publicity was good.

The Frackville, Pa., Six-County Firemen's Convention date, week of June 27, proved the worst of the season, Perry said.

Visitors in Clearfield included Mr. and Mrs. Benny Smith, John Bloom, John Balavage, Bill Saunders and Frank Caravella.

Following the fair in Red Lion, the Perry org heads south. First Southern fair will be at Lura, Va., week of August 22.

GIRL SHOW WANTED

For Fowler, Ind., American Legion Fair Week July 25

BAKER UNITED SHOWS

Noblesville, Ind., this week.

Albany Fat One For Strates Org

(Continued from page 64)

the Ringling circus was dumping its night show crowd. Despite the resulting confusion, with show wagons of the two orgs by-passing each other on the lot and the streets, thousands of folks on hand for the Big Show were exposed to the lure of the carnival and the publicity value was great.

To avoid losing a day here, the Strates show remained in Utica, N. Y., for a Sunday (26) showing. This was said to be the first time that a carnival ever played a Sunday stand in Utica.

Walter McCracken opened here with his Monkey Circus behind a new front. Veteran talker George Johnson, who closed with the Big Show, is handling the front. Bill and Arletta Demarest also opened here with their Follies.

Nate Eagle rejoined after attending funeral services for his mother, Dora. Claude Bentley has all new banners. Doc and Betty Hartwick report boom biz all along the route. Mr. and Mrs. Ed F. Ebsen are operating their candy apple stand with the show.

Mrs. Nelson Thomas, wife of the advance billing manager, joined her husband for the summer. She will return to Philadelphia, where she teaches school, in September. After spending several weeks attending her father, who has been ill at his home in Dallas, Mrs. Roy B. Jones has rejoined her husband, shows' business manager.

Heart Attack Fatal To Denny Pugh

(Continued from page 64)

funeral procession proceeded to the State fairgrounds, where Pugh operated rides and concessions, and passed the midway, as concessionaires, ride men and show operators along with State fair and park officials stood at attention. Pallbearers were W. H. Hitzelberger, Fred Tennant Jr., W. G. Ryan, E. R. Gaddy, Pat Bacon, V. S. Smart, John Lempart and Riley Hickman. Honorary pallbearers were Jack Lindsley, Joe Murphy, Noble Fairly, J. C. McCaffery, Ned Torti, Bob Parker, Charles Moss, Jack Rubach, E. P. James, Paul Juhliah, George Loos and Tommie Martin.

Pugh entered show business shortly after his discharge from the army, following World War I. Residing in Frederick, Okla., Pugh helped a crew of roustabouts put up a Merry-Go-Round and other rides. He was paid off with passes. As the show prepared to leave town, Pugh asked and received a job and continued as a ride and concession operator until his death.

At the time of his death, Pugh operated 10 major rides and 25 concessions, in partnership with Joe Murphy and Jack Lindsley, at State Fair Park here. He has made Dallas his home and headquarters since 1931. In addition to his Dallas interests, he operated two livestock farms near here in partnership with Murphy.

Pugh was a York Rite Mason and a Shriner, a member of the Dallas Athletic Club, the Variety Club, Elks and various showmen's organizations.

JOE E. KAUS WANTS

for Cherry Point Marine Base, Havelock, North Carolina. Pay day the twentieth. Foreman for Octopus and Ferris Wheel, also Ride Help Legitimate Concessions, Grind Show, Girl Show with Own Outfit.

WANT

FOR CASS COUNTY FAIR, LOGANSPOET, IND.

7 DAYS — STARTING SUNDAY, JULY 24

CONCESSIONS

Custard, Ice Cream, Popcorn, Apples, Grab, Snow, Floss, Novelties, Photos, High Striker, Ball Games, Basket Ball, Lead Gallery, Fish Ponds, Derby, String Game, Hoopla, or any Hanky Pank Concession.

Can place Concession Agents and useful Help for office-owned concessions. Also Cook House Help.

RIDES

Will book Dark Ride, Caterpillar, Looper, Kid Plane and Boat Ride.

RIDE HELP

First and Second Men who drive semi trucks. Long season, and you get paid every week. No drunks.

All replies to

E. L. YOUNG, Mgr., Royal Crown Shows

Crawfordsville, Ind., this week

WANT! WANT! WANT!

For 3 OUTSTANDING MICHIGAN CELEBRATIONS

MONTROSE, MICH., July 20-23

Auspices Lions' Club—on the Streets

VASSAR, MICH., CENTENNIAL, July 28-31

Sponsored by Civic Groups

DAVISON, MICH., August 2-6

Auspices Davison Rotary Club

LEGITIMATE CONCESSIONS—All kinds.

SMALL SHOWS—That can play on streets.

HELP—Ride Help that can drive Semis.

ELECTRICIAN for full-time electrical work.

(Boxers and Troublemakers—save your postage.)

COTE AMUSEMENT CO.

Per Route Above.

RAY CRAMER WANTS FOR CIRCUS SIDE SHOW

WITH DODSON'S IMPERIAL SHOWS

Circus Acts to strengthen Side Show for our 14 outstanding fairs, starting at Chippawa Falls, Wisconsin, August 1.

Side Show Acts of all kinds; nothing too big if outstanding. Sword Swallower, Alligator Girl or Boy, Impalement Artist, Juggler or Bay Puncher. Snow Family Pin Heads, answer. Billy Mitchell, quarter boy, can place you. Harold the rubber skin boy, can use you now, or any good bally attraction. Also one good Talker that can cut it. Justin Wagoner, Joe Lee or Joe Blake, answer. All acts must have the best of wardrobe and flash. If you drink on the job save my time and yours. This is an office show and you get paid every Thursday here.

Address RAY CRAMER

Dodson's Imperial Shows, Neenah, Wis., July 18th to 23d; Green Bay, Wis., July 25th to 30th; Chippawa Falls, Wis., Aug. 1 to 6th.

D. S. DUDLEY SHOWS

WANT

Ferris Wheel Foreman, Second Men on all Rides, People to take large Snake Show and Monkey Show. Have complete Shows, Girls for Girl Shows, Agents for Fish Pond, Hoopla, Log, Grind Store Agents and Skillo Agents. Las Animas, Colo., July 18 to 23. Wire all answers.

D. S. DUDLEY

WANTED

Count Store Agents, Legitimate Concessions of all kinds; also Diggers for these and balance of season. For Mt. Pleasant, Utah, Jubilee Days, July 19-23; Black Hawk Days and Old Settlers' Reunion, Richfield, Utah, July 25-30; Durango, Colorado, Spanish Trail Days Fiesta, Aug. 3-7; ten bona fide fairs and celebrations to follow. Will book Octopus, Roll-o-Plane or Spitfire. Good proposition to Shows with own transportation. P. S.—This Show operates 10 months out of year.

UTAH EXPOSITION SHOWS

Charlie Thompson, Mgr.

WANT LARGE COOKHOUSE

Must be equipped to handle big business. Hanky Panks, Custard, French Fries. Dave Little wants People for Hillbilly Show. Ride Help that drives semis. Best wages. Positively no drunks. Warren, Ind., Kiwanis Free Street Fair, this week; Cleero, Ind., Annual Street Fair, week July 25th; Starke County Fair, Hamlet, Ind., Aug. 1-6; Putnam County and 4-H Fair, Greencastle, Ind., Aug. 8-13; Owen County Fair, Spencer, Ind., Aug. 15-20; Fortville 100 Year Celebration, Aug. 22-27. Four more fairs to follow.

THOMAS SHOWS

CLIFF THOMAS, Owner—T. J. SMITH, Manager

WANTS

GEM CITY SHOWS, INC.

FEATURING GOOD, CLEAN, OUTDOOR AMUSEMENTS

FOR FOLLOWING FAIRS

MT. CARMEL, ILL., JULY 31-AUGUST 5

FAIRFIELD, ILL., AUGUST 9-AUGUST 12

MISSISSIPPI VALLEY FAIR AND CELEBRATION

DAVENPORT, IOWA, August 16 thru 21

RIDES—Will book or lease Octopus, Spitfire, Fly-o-Plane, Caterpillar, Baby Auto, Miniature Trains or any non-conflicting Ride on the right percentage basis. Rides must be in good condition.

SHOWS—Interested in any worthwhile Show that has its own equipment and transportation. **CONCESSIONS**—Can place Merchandise Concessions, Custard, etc. Will book legitimate Merchandise Concessions that comply with Illinois Fair regulations. Low privilege for Mt. Carmel and Fairfield.

NOW BOOKING MERCHANDISE CONCESSIONS FOR DAVENPORT. No exclusives except Novelties and Bingo which have been sold. Limited amount of space available.

FOR SALE—One of the finest equipped Electric Trailers. 225-kw. transformers A-1, in excellent shape. Stored in Chicago. Reason for selling we just purchased light plants.

To Fair Committees—Homecoming Celebrations

We have some open weeks this fall. This show will carry 8 rides, 4 shows, 30 or more concessions. We carry 6 light towers. Have our own light plants. Let us figure with you. We are now planning for 1950 and its our intention to present one of the finest motorized shows on the road.

WATCH THIS SHOW GROW AND GROW AND GROW

Reply to Cary, Indiana, July 19-28

Show Location, East Gary, Ind.

THOMAS D. HICKEY W. E. SNYDER HARRY THOMAS

President

Managing Director

Secy.-Mgr.

WE WILL ANNOUNCE MORE FAIRS AT A LATER DATE

—WATCH FOR ANNOUNCEMENT—

ROSS MANNING SHOWS

Want for Oneonta, N. Y., Fair, July 25 to 30

CONCESSIONS—Stock Wheels, Photos, String Games or any Hanky Panks and Grab.

CAN USE any Ride not conflicting with what we have.

CAN PLACE Arcade and Fun House.

Ross Manning, Gen. Mgr.; Harry Parker, Bus. Mgr.

Peekskill, New York, this week

HARRINGTON, DEL., STATE FAIR

OPENS JULY 25 FOR 6 DAYS

Can place Eating and Drinking Stands and one Custard, also Hanky Panks. Have openings for Penny Arcade, Glass House, Mechanical City, also Hi-Ball Ride. Will book any new and novel Attraction. Wire us for this and twelve more outstanding fairs, including the Springfield, Ill., State Fair. Splendid opening for Monkey Shows. Have wagons and staterooms. Want Foremen for Merry-Go-Round and Fly-o-Plane. Come on, general Show Help. Want Hey-dey Foremen, Rolloplane. Also place Iron Lung. Seymour Sclar wants Count Agents.

All answer

ENDY BROS.' SHOWS

Johnstown, Pa., this week.

JOHN FRANCES SHOWS

WANT

WANT

Good clean Concessions for Wisconsin. 7 weeks of Fairs and Celebrations.

Can place sober, reliable Ride Help. Highest salaries.

FOR SALE

Lunch Wagon, fully equipped with butane and electric.

Address: Waupun, Wis., this week; then Praire du Chien.

All Celebrations and Fairs to follow.

CENTENNIAL AND CROGAN DAY CELEBRATION

Fremont, Ohio, July 31 to Aug. 6

Mammoth and Historical Pageant nightly. Estimated attendance over 200,000 people. Will book the following: Custard, Tarty Candy, Ice Cream, Grab, Walking Charley, Jewelry, Novelties or any other Stock Stores not conflicting. No Hats or gypsies. Will book Shows: Illusion, Snake, Monkey, Fun House, Glass House. Ten-in-One. Will book Fly-o-Plane or Tilt, or any other Ride not conflicting with our 12 Rides. Also want good Ride Help. All replies this week to A. O. Coffman, White Star Attractions, at Clyde, Ohio, or

Karl Coffman or Schubert Fruth, Silver Star Attractions

Sycamore, Ohio. Home Office, 35 East Market St., Tiffin, Ohio.

Morris Hannum Shows

One of the Great Eastern Shows

WEST PHILADELPHIA, PA., CRUSADERS FIELD

68th and Dicks Ave., July 25-30

RIDES: Roll-o-Plane, Tilt, Spitfire, Whip.

SHOWS: Any show with own equipment, except girls. Exceptional route for Arcade and Motordrome.

CONCESSIONS: Ball Games, Hanky Panks of all descriptions. Come on. No exclusives.

HELP: Ride men who drive semis.

NOTICE: Now selling space for the great Flour-town Fair, August 3-13. Limited amount of space left for legitimate concessions. Solid route of fairs for balance of season. Replies to

MORRIS HANNUM

Glenolden, Pa., this week; West Philadelphia, July 25-30

PRIDE OF THE ROCKIES SHOWS

WANT FOR BOULDER POW-WOW, STARTING JULY 28, FOLLOWED BY ARAPAHOE COUNTY FAIR, DENVER, COLO., WITH 7 OTHERS TO FOLLOW

RIDES—Due to disappointment, Wheel. Also two other non-conflicting Rides SHOWS—Any Show other than Athletic Show or Girl Show. Will book good, clean Cookhouse. CONCESSIONS: All open except Snow Cone, Ball Game, Percentage and Bingo. No flats, no gypsies, no drunks. Can use Agents for Hanky Panks. Cotton Candy McCabe, Joe Devino, Teddy Burke, Speedy Long, all wire. Capable Ride Men, wire.

Address

H. J. WILDE, Mgr.

PRIDE OF THE ROCKIES SHOWS

385 Clarkson St., Denver, Colo. (No collect wires accepted.)

JACK'S GREATER SHOWS

WANT

WANT

WANT

For Berryville, Va., Fair and Horse Show, July 25-30

Can place Slum Concessions of all kinds. Want Custard, French Fries, Floss, Diggers. A few choice Concessions open. Also some Percentage. Have complete outfit for organized Minstrel Show. Want one more Girl Show with two or more Girls. Want Acts to feature for Side Show. Also Half and Half for Annex. Will book any worthwhile Show. All mail and wire to

FRANK HARRISON, Mgr.; JIMMY DAVIDSON, Business Mgr.
Hagerstown, Md., this week; then as per route.

WANT CAPABLE CONCESSION AGENTS

Three best still dates in Alabama, then fairs. Tuscaloosa Veterans' Festival this week; American Legion Celebration, Bessemer, next; then Montgomery. Want Agents for Count Stores, Swinger, Pins, Buckets, also capable Bucket Help. Richard, wire Ace Noble. Skillo, Wheel, line up. Want several Agents for Hanky Panks, capable Help to take care string of Concessions, A-1 Concession Builder who can frame and take car. 15 Concessions, wire. Only territory I have seen money this year. Come down and be convinced. Sterchl, Earnie Dennison Jimmy Skillo, Agent Blackie McPeak, Scotty, Chubby, wire. Want to hear from Iodine Bally. Everybody address

H. BAXTER, Business Mgr., John R. Ward's Shows
Tuscaloosa, Ala., this week. All who worked for me before, come on.

LEGAL ADJUSTER AT LIBERTY

AFTER JULY 23—CAN BRING SIX CONCESSIONS

Wire

GLEN OSBORNE

c/o WALLACE BROS.' SHOWS

SLIM CUNNINGHAM WANTS AGENTS

Address: c/o WALLACE BROS.' SHOWS, Beloit, Wis., this week

WALLACE & MURRAY SHOWS

WANT

WANT

Will book two Stores if you have Hanky Panks. Want Custard, Jewelry, Long and Short Range Gallery, Cigarette Gallery, Fish Pond, Ball Game and any other legitimate Concessions. Will book Bucket Store, Six Cats and Swinger, Exclusive. Dave Rutherford wants Ball Game and Hi-Striker Agents. Want experienced Kid Ride Foreman and Chairplane Foreman. Top salaries. Want Free Acts, starting August 15 and ending Armistice week. Will book two more Rides for balance of season. Prefer Octopus and Roll-o-plane. Want non-conflicting Shows, good proposition. Address Delaware Ohio, this week; Kenton, Ohio, next week.

Graceland Greater Shows

WANT

WANT

FOR FT. MADISON, IA., BASEBALL ANNUAL SUMMER FESTIVAL, JULY 18-23
FOLLOWED BY WARSAW, ILL., STREET FAIR; LAHARPE, ILL., FAIR;
VAN BUREN AND JEFFERSON COUNTY, IOWA, FAIR; CEDAR COUNTY FAIR

Concessions: Photo Gallery, Ice Cream, Custard, Diggers, Bowling Alley, Basket Ball, Milk Bottles, Coke Bottles, Fish or Duck Pond, Hit and Miss, String Game, Mitt Camp, Age and Weight, Hoop-la. Rides: Can use Tilt or Octopus for 7 Street Fairs. Ride Help: First Man for Wheel and Chairplane. Second Men on all Rides. Shows: Motordrome, Side Show, Snake Show or any Shows that can get money.

All wire: **HARRY ALKON, Mgr., Ft. Madison, Ia., this week**

GEORGE CLYDE SMITH SHOWS

WANTED

Custard, Ball Game, Fish Pond, Duck Pond, Glass Pitch, Pitch Till You Win, Photos, Six Cats, Buckets, Swinger, Huckley Buck. Wanted Monkey Show, Side Show, Half and Half, Truck Drivers and general Ride Help.

All replies

GEORGE CLYDE SMITH SHOWS

Carrolltown, Pa., this week; Nanty Glo, Pa., next week.

DODSON'S IMPERIAL SHOWS

35—RAILROAD CARS—35

14 WEEKS OF OUTSTANDING FAIRS STARTING

Chippawa Falls, Wisconsin, August 1 and closing in Alabama in November

Have first class Motordrome (except machines), Drome loads on wagons. Want good, reliable party that has machines and riders to take over and manage this Drome. Address: Neenah, Wis., July 18-23; Green Bay, Wis., July 25-30; Chippawa Falls, Wis., Aug. 1-6.

WANTED FOR HIGH CLASS ILLUSION SHOW

Fast Ticket Seller, also Working Man. Both must be strictly sober and able to drive semis; prefer Young Men who are ambitious to become Talkers or Lecturers. Can also place Girl to work Illusions and small Man or Boy for broom suspension. Enlarging to play best fairs in Midwest.

A. W. McASKILL

Lorain, O., this week; Mt. Vernon, O., next.

RIDE HELP WANTED

Salary and bonus. Want Foremen for Jenny, Wheel and Octopus. All wires to

NEW ENGLAND AMUSEMENT CO.

HARRY KAHN, Manager

Winchendon, Mass., now; Worcester, Mass., July 25 to 30. Have opening for Legitimate Concessions, also Free act.

VIRGINIA GREATER SHOWS

Want at once: Frozen Custard, French Fries, Candy Floss, Ball Games, Age and Scales, all Hanky Panks open. Want at once: Complete Side Show, have wagon and top for same; also banner line; Wild Life Show, organized Minstrel Troupe, have tops for same, and Minstrel Show Wagon Front.

Chestertown, Md., this week.

All mail and wires to

WM. C. (BILL) MURRAY

ADOLPH HITLER'S GENUINE PERSONAL ARMORED LIMOUSINE

Captured by "Free French Forces" at "Berchtesgaden"
World's most talked about car and greatest attraction.
Available for Parks, Resorts, Conventions, Fairs and Celebrations.
Attractive Show Piece, Fully Equipped for Any Spot

PROSPECT ASSOCIATES

BOX 183

SOUDERTON, PA.

VETERANS' EXPOSITION SHOWS

"PLAYING THE CREAM OF THE SOUTH"

We are working toward our tobacco markets in Georgia and South Carolina. Still playing spots first in. Those booking now given preference. Have good opportunity for flashy Bingo. Can place Mug Joint, Floss, Sno-Cone, Milk Shakes, Caramel Corn, Ice Cream or Custard. Have openings for live Hanky Panks working for Stock. Excellent openings 2 Water Joints or Ball Games. Shows not conflicting with Minstrel, Snakes. Would book 5-in-1 or Posing Show with own equipment. All replies Johnny Carruso or O. O. "Bud" Point, Newnan, Ga. P. S.—Tattoo Tex, show painter, come on.

OHIO VALLEY SHOWS

Want for Sheridan, Ind., American Legion Homecoming and other celebrations and fairs to follow, booked until Jan. 1

Want Mouse Game, Diggers, Darts, Pitch-Til-You-Win, Age and Weight, Cork, Short Range and Ball Games. Can place Girl Show, Grind Shows with or without tops.
FOR SALE—14x14 Cookhouse with or without transportation. Address

ROXIE HARRIS

Kewanna, Ind., this week.

FOR SALE

1949 Short Range Gallery, with eight new guns, two full cases of shells, \$100.00 in new targets, plenty of stock, built on new two wheel trailer, \$1,150.00 cash. Have 1940 three-quarter ton Ford panel truck in first-class condition, with truck, \$1,550.00. Can leave on this show with 14 fairs.

GEORGE FOTH

W. C. Wade Shows, Midland, Mich., this week; Ithaca, Mich., Fair next.

White Star Attractions

WANT

For Clyde, Gibsonburg, Fremont Centennial and Sylvania

Fish Pond, Ball Game, String Game, Hoopla, Dart or any other Stock Store not conflicting. No flats or Mitt Camp. They are all annual celebrations. Fremont Annual Crogan Day Celebration combined with Centennial, Clyde; opens July 20. Also reliable Ride Help.

All replies

A. O. COFFMAN

Clyde, Ohio

SAMMY LANE SHOWS

"SWEETHEART OF THE OZARKS"

WANT

American Mitt, Ice Cream, Root Beer, String Game, Hoop-La, Jewelry, Bumper, Custard, Penny Arcade, Duck Pond, Glass Pitch, Darts, Pan Game, Basket Ball. A couple of good Grind Shows. We will play the cotton. We do not have to brag, others do it for us. Waynesville, Mo., this week; Hartsville, Mo., next. We are booked solid.

Modernistic Shows

WANTED

High Diver, have my own outfit. Ferris Wheel Foreman and other Ride Help that drive. Agents for Slum Joints.

FOR SALE—Cheap, 2 15 kw. Light Plants. Delmar, Del., July 19 to 25; Princess Ann, Md., July 26 to Aug. 1.

MOTORDROME OPERATOR

WANTS

Manager, Rides for Motordrome. Plenty good celebrations and fairs. Excellent opportunity capable manager. Wire

M. A. BEAM, Apollo, Penna.

IF AT LIBERTY

Ted Fisk, Toby Tobias

Contact me

JIMMY ANNIN

Western Union
Kewanna, Indiana

**—NOTICE—
CARNIVALS—
CIRCUS—**

SPECIALTY—

If you are coming our way you'll find it pays to arrange with us FIRST.

Large, fenced in area at
PUEBLO, COLORADO
Minnequa's Lakeside Park
P. O. BOX 1511 PUEBLO, COLO.

JOHN MCKEE SHOWS

WANT

One or two Kiddie Rides for balance of season. Few Stock Concessions open. Cookhouse Help, Man and Wife to take charge and drive truck. Shows—Girl, Mechanical, Fun House and Side Show. Fairs start July 18 through October—Indiana, Illinois, Missouri, Arkansas and Louisiana.

Contact: **JOHN MCKEE, MGR.**
Valley Mills, Ind., this week. Mail address: Marshall, Ind., this week; Brazil, Ind., next week.

FOR SALE

No. 12 Ell Wheel, good condition. 1941 Dodge Tractor, Rosa Starr. Also Short Range Lead Gallery, 20,000 Rounds Ammunition, 3 Guns.

GRANT POWELL

c/o JOE STARR SHOWS
Cross Timbers, Mo., week July 18, 1949.

WANTED

Fish Pond, Pitch-Tilt-U-Win, Hoop-La, Ball Game, Cork Guns, Bee Bee Guns, Candy Floss, Snow Cone or any Concessions not conflicting. Have all sponsored Celebrations.

BURKHART'S SHOWS

Hanna City, Ill., July 19-23; Rochelle, Ill., next week.

BARNEY TASSELL UNIT SHOWS

WANT for WARSAW, VIRGINIA, JULY 25 to 30

First one in—right in town

Week Aug. 1, Cottage City, Md., right on route No. 1, District of Columbia line

Kiddie Rides including Train Ride and Merry-Go-Round

Want Shows of Merit

CONCESSIONS—Long Range Gallery, Hoopla, Jewelry, Clothes Pin Pitch, Photos, Blower, String Game, Cat Rack, Frozen Custard or any other legitimate Concession.

Wire to summer address, 4501 Madison Ave., Riverdale, Md.

Phone Washington, D. C., Union 4549

P. S.—Can place Ride Help in all departments. Must drive semi trailers.

WANTED—C. A. STEPHENS SHOWS—WANTED

Concessions—Jewelry, Novelty, Cork Gal, Sno, Custard, Ball Games, Penny Pitch, Agents for Count Stores and Spindles. Can use a couple of nicely flashed Stores. Must have Hanky with each to split up. Also P. C. with Slum Stores. Rides—Need Second Man on Wheel. Shows—Any good Grind Shows with own outfit catered to.

P. S.—Fair committees, look us over. We invite you. Have some open dates in August within one hundred miles of Lynchburg.

Chase City, Va., this week, then as per route.

PEPPERS ALL STATES SHOWS

WANT

Hi-Striker, Cork Gallery, Bumper, Hoop-la, String Game, Country Store, Bucket Store, Bowling Alley and other Hanky Panks. Privilege \$21.00. Will sell X on Photos, Custard and 2 Mitt Camps. Want Agents for Count Stores, Want Manager for Girl Show with not less than 3 girls and sound system. Everything else furnished. Want Illusion Show, Mechanical Show and Snake Show. All shows with own outfits and transportation, 25%. Doral Deshon, come on. Long season to January 1st. Fayetteville, Tenn., this week; Winchester, Tenn., next week.

J. A. SPARKS SHOWS

FAIRS

FAIRS

FAIRS

Marion, Ky., This Week, July 18-23. \$10,000.00 in Prize Money
WANT CONCESSIONS—Jewelry, Novelty, Hi-Striker, Frozen Custard, Ball Games, French Fries, Candy Apples or any Concession that works for stock. Want Pin Store, Rollovers and Buckets, Lemonade Shake-Up and Snow Balls. WANT RIDES—Will book Octopus, Flyoplane and Merry-Go-Round. Good proposition. WANT SHOWS—Monkey Show, Mechanical Show, Snake Show, Girl Show, Glass House or any Show not conflicting. Central City, Ky., July 25-30; Sturgis, Ky., Union County Fair, Aug. 1-6; Gallatin, Tenn., Sumner County Fair, Aug. 17 thru 20; Lancaster, Ky., Ballard County Fair, Aug. 22-27; Cherokee County Fair, Murphy, N. C., Sept. 26-Oct. 1. Positively have contracts for Georgia and Alabama Fairs to follow. Watch Billboard for our Fair Route next week.

P. S.—Have for sale: 50-kw. G. E. Transformer, \$250.00 cash. Just like new.

Address **J. A. SPARKS, Owner; E. H. BROOME, Bus. Mgr.**

All replies to Marion, Ky., this week.

FOR SALE—TILT-A-WHIRL

In good condition, with or without trailers and tractor. \$7,000 with tractor and two trailers; \$5,000 cash without trailers. May be seen in Penn Yan July 18-23 or regional market, Syracuse, N. Y., July 25 or as per route. Will book on show for balance of season. Contact

F. W. SMITH, New York Gaiety Shows

Penn Yan, N. Y., or Syracuse, N. Y.

**F. M. SUTTON SR. Presents
GULF COAST SHOWS**

Want Shows with or without own equipment. Our fairs start July 23 at Montgomery City, Mo. 7 fairs—best in Missouri. Can place Stock Concessions and Ball Racks. Can use one more big Ride. Prefer Octopus, Tilt or Rolloplane. Can place Pony Track. Get with a carnival that has the best fairs and the cream of the cotton country.

F. M. SUTTON SR.

Moberly, Mo., July 18-23; Montgomery City, Mo., July 25-30.

OPERATOR FOR ILLUSION SHOW WANTED

Have complete Show, new this season; 8 Illusions, 83 ft. top, 120 ft. front; all new banners. 27 ft. van for transportation. Operator who can do magic. Proposition—40% to office, including fairs. No time for correspondence.

Want Operator for small office owned Cookhouse. Can place Tilt Foreman.

Address

DON FRANKLIN, Mgr., Don Franklin Shows

Cross Plains, Tex. (Reunion), this week; Big Springs to follow.

WANT FOR 12 FAIRS—STARTING NOW

Ride Foremen for Merry-Go-Round and Mix-Up. Second Men on all Rides, must drive. Concessions: Cookhouse, Clothes Pins, Fish Pond, Coke Bottles, Bumper, Popcorn, Snow Cones, Candy Floss, Lead Gallery, Penny Pitch, Ball Games. Anything that works for Stock. We carry no rackets. Shows: Will place any Grind Show with own transportation. We have 12 fairs booked, starting July 25 at Barnes, Kansas. (Doc Walls, answer.)

Address

BROWNIE AMUSEMENT CO.

Ralston, Okla., this week.

WANTED

RIDES—SHOWS—CONCESSIONS

FOR CENTENNIAL CELEBRATION

AT PERU, INDIANA

Aug. 21 thru 27 inclusive

Street Fair—Pageant produced by Rogers Producing Company

Wire Only—Do Not Write

John Stegman

14 S. Broadway
John Stegman
Chairman

Peru, Indiana
Nick Carter
Co-Chairman

WANTED

DROME RIDERS

One with mechanical ability given preference. Long season. (Henry Dixon, contact me.)

EVERETT FILLINGHAM

c/o Cavalcade of Amusements
Gary, Ind., this week.

STAR AMUSEMENT CO.

Wants all kinds of Stock Concessions, no Ex. Ball Games, to join at once. Look at this route, we have the contracts: Cabot Picnic, July 18-23; Melbourne Picnic, July 25-30; Heber Springs Reunion, Aug. 1-6; Humnoke Picnic, Aug. 6-13; DeWitt Reunion, Aug. 15-20; then we have Marion Fair, Dumas Fair, Hampton Fair and first showings in Earl, Parkin, Holy Grove and other good ones; all in Arkansas. Need Merry-Go-Round Foreman. Wire or come on.

B. E. MILLER, Mgr.

AGENTS WANTED

One Man for Bowling Alley, also Man to take the head of joint

A. "DUTCH" WILSON

c/o Great Sutton Shows
Tipton, Iowa (Fair), July 20-23

JACK GALLUPPO

WANTS 2 MORE GIRLS

For Girl Shows

Sunshine, contact

BILL ROWE

Grand Forks, N. D.; then North Dakota State Fair, Minot.

GIRLS

Can place 1 or 2 Attractive Dancers for "Flaming Youth Show" and single up Pitt Show. Top salaries. Everything furnished.

Wire

SAILOR KATZY

c/o World of Pleasure Shows, Jackson, Mich.

WANT

For a nice line of Fairs and Celebrations. Hanky Panks of all kinds, Pop Corn. WANT SIDE SHOW—Have new 100 ft. top and all new banners. RIDE HELP WANTED—Can use Foreman on Merry-Go-Round, Wheel and Rideco. Top wages paid. Buck King, come on in. Will book any Ride not conflicting. Want Electrician and Truck Mechanic, Diggers. Man to handle Girl Show or will book Girl Show. Contact this Show at

**GRAND ISLAND, NEBR.
FREAR'S UNITED SHOWS**

**MAJOR RIDES
AVAILABLE**

Have from 2 to 10 Major Rides available Oct. 1st for Southern locations. Write full details.

MARKS • BOX 204 • NEWFIELD, N. J.

WANTED

Legitimate Concessions, 10 day Celebration, starting July 25 and ending with Annual Horse Show at Blowing Rock, N. C. Also reserving space for the big Green County Agric. Fair, Greenville, Tenn., Sept. 1-2-3. Address all wires to

Paul Sumner, Mgr.

AMERICAN LEGION SHOWS

BLOWING ROCK, N. C.

Houston Derby Ends Click Run

HOUSTON, July 16.—Houston's first roller derby of the season, under auspices of a league embracing five cities, ended June 29 with Houston winning 9 of the 14 games against Chicago. The two teams moved to Los Angeles for a 15-game series. Another Houston derby will be held this fall.

Average attendance was 5,200 paid admissions per game. Lowest attended game was 4,000 and highest almost 9,000 (ladies night). Prices of \$1, \$1.75 and \$2.50 prevailed. Record-breaking hot weather hurt attendance, especially week-ends when potential patrons sought relief at bayshore resorts.

Game results and team standings were reported daily on sports pages of local papers.

SKATE CASES AT A NEW LOW

- ★ STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$29.64 Doz. Sample, \$2.47.
- ★ ALL ALUMINUM CASE—"The Featherweight Champion." Light, sturdy, with satin finish. Former OPA ceiling, \$6.50. NOW \$37.80 Doz. Sample \$3.15.

L. & L. PRODUCTS
7019 Glenwood St. Chicago 26, Ill.
Distributors of Heiser Products, Skating Rhythm Records, Champ Brakes, Pro Tek Toe Stops, Rawson Books, Skaters' Jewelry, Floor Brushes, Skate Wheel Grinders, E-Z Roll Wheels, Laces, Stickers, etc.
Write for Price List

WANT TO RENT

Building or hall suitable for use as a Roller Skating Rink. Cash or percentage. My equipment all in A-1 condition. Can furnish floor if needed. Will go anywhere good location available, but prefer Midwest. Write

BOX D-212
c/o The Billboard Cincinnati 22, O.

PORTABLE BUILDING

50x132, now being dismantled at Seymour, Ind., for sale, \$3,000.00. Come see or call

CARROLL GREEN
Truman Hotel, Seymour, Ind.
50x110 Tent, portable, complete; 125 pr. Chicago Skates, 60 pr. rental shoe skates, RCA, Sound, Trailer, Skate House. Now operating west Frankfort, Ill. \$5,500.00. Selling to dissolve corporation.

PORTABLE RINK FOR SALE

40x104 White Maple Floor, 220 Chicago Skates, Campbell Tent. Less than year old, \$5,500.00.

EDGAR HUBERT
Phone 100 Eldell, La.

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Mich.
Originator and Sole Distributor

WANTED AT ONCE

Manager for Portable Skating Rink who has the experience and know how to meet the purpose. Give all information about yourself and where you can be reached by telephone. If you do not have experience, don't answer. Must furnish references.

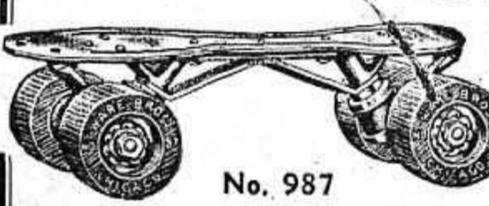
BOX D-213
c/o The Billboard CINCINNATI 22, O.

COMPLETE RINKS FOR SALE

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Stick to Sticker Collector--Ludwig

CARROLL, Ia., July 16.—Rink operators who throw collectors' requests for stickers into the waste basket are making a mistake, according to Charles C. Ludwig, operator of Parkview Roller Skating Palace here, who makes a practice of filling all requests.

While the courtesy is not as valuable to a rural rink as it is to a city establishment, says Ludwig, he nevertheless accounts for many an extra dollar falling into his cash register because of his habit of sending stickers to collectors. Ludwig says many carloads of collectors, on vacations, have stopped overnight in Carroll so that they could visit his rink, and points out that these visits probably would never have occurred had he not filled their requests for stickers.

Collectors, naturally, are skating fans, Ludwig says. They meet in rinks and like to compare collections, thus keeping the names of various rinks and the sport in general impressed on their minds. It naturally follows, he says, that the collector is more apt to patronize the rink whose advertisement is constantly before him.

Flint Rollerade To Social Skating

FLINT, Mich., July 16.—New rules to encourage social skating are being adopted by Flint Park Rollerade, with certain numbers on the nightly schedule set aside for mixed couples only. Under the revised rule, two girls will not be allowed to skate together during the first tune played in such numbers, but if a girl has not been asked to skate by a boy by that time, she may select a girl partner for the remainder of the number.

The rink has set September 10 as the date for a wiener roast to be featured in the park in mid-evening, with a late skating session to follow. A similar event proved popular last year, and is being repeated on a Saturday night to allow maximum attendance.

Friendly Skatery, Hartford, Holds Championship Party

HARTFORD, Conn., July 16.—A championship party was held June 23 at Friendly Roller Rink here to help send 11 members of the Hartford Skating Club to the national championship of the United States Amateur Roller Skating Association at Mineola, N. Y.

Participating in skate exhibitions were Robert Mailloux, Marcia Wilenski, Alfred Marquis, Marianna Koczera, Ronald Rancourt, Chester Simpson, Beatrice Ferriere, Rita Roy, and Helen Orsino.

New Pennsy Spot Chartered

HARRISBURG, Pa., July 16.—A Pennsylvania charter has been issued to West Lake Roller Rink, Inc., 1111 G. Daniel Baldwin Building, Erie, authorizing the new firm to capitalize at \$20,000 for the purpose of operating a roller rink. Incorporators are listed as Carlton S. Wells, 936 Linden Avenue, and Samuel J. Roberts, and T. P. Dunn, both of the Baldwin Building address.

Portl'd Tax Bite On Skatery Ops

PORTLAND, Ore., July 16.—Portland's treasurer last week began to feel effects of new revenue ordinances which became operative at the start of the new fiscal year July 1. Virtually every business is taxed under the new laws, including skating rinks, which pay a semi-annual tax of \$100.

The tax program was initiated by Finance Commissioner Ormond R. Bean, who expects an influx of \$1,731,000 in additional revenue to aid Portland's recovery from a serious financial plight. The ordinances were passed over considerable opposition in city council. Whether they will remain in effect depends on a suit which is expected to be instituted by the Portland Retail Trade Bureau, which plans to seek an injunction against the tax on retail sales on the grounds that the tax is discriminatory.

Seaview Schedules 12-Month Operation

SALISBURY, Mass., July 16.—Seaview Roller Rink near here has recently been equipped with a maple floor and redecorated, outside and inside, in light and dark blue with a gray trim. Officials are now making plans for remodeling and installation of a heating system for year-round skating.

At outset of the summer season the management acquired the professional services of Lorraine and Bill DesHarris, who are conducting dance and figure classes for beginners and juniors. Class attendance has been excellent, the management reports. The DesHarris are also making plans for a skating show, said to be the first ever to be presented in this district.

Hoosier Spot Has New Flooring Idea

FRANKFORT, Ind., July 16.—Hoosierland Roller Rink, embodying modern conveniences and a new idea in floor construction, opened here July 14 under the management of Roy H. Seibert.

According to Seibert the floor has been constructed of two-inch black walnut covered with clear plastic. Put together with waterproof glue, the floor, in effect, is one solid piece of lumber 60 by 130 feet, floating on Celotex and asphalt. The new rink is also equipped with soda fountain and snack bar.

Jackson Ironton Stand Good

IRONTON, O., July 16.—W. A. Jackson's portable Rainbow Roller Rink is operating to good business here on a four-month schedule, reports Landrus the magician. The 40 by 105-foot maple floor is under new canvas. Jackson's wife assists him in the operation and specializes in conducting children's matinees. A recent feature at the rink was a watermelon eating contest.

Kleinman Joins URO Ranks

NEW YORK, July 16.—Staten Island Rolladium, \$400,000 super rink operated by Harry Kleinman in New Dorp, has become a member of the United Rink Operators, it was announced at Saturday's (2) victory dinner dance by URO Prexy Perry Giles.

Illness Halts Ainley Marsh

LONG ISLAND CITY, N. Y., July 16.—Sunnyside Roller Rink, operated for 10 years by Ainley Marsh here, shuttered permanently following its Saturday (2) session. A truck rental firm will take over the building after necessary changes have been made. Doctors have ordered a change of climate for Marsh.

USARSA Officials At Mineola Meet

MINEOLA, N. Y., July 16.—Below is a list of officials who conducted the national championships of the United States Amateur Roller Skating Association at Mineola Roller Rink, June 27-July 2.

Judges: Patsy Ahlue, Pittsburgh; Wilfred Burgart Jr., Washington; Jude Cull and Doris and Alfred Dahl, Elizabeth, N. J.; Margaret Engle, Chesterton, Ind.; Edwin Erdman, Cincinnati; Charlotte Groves, Everett, Wash.; Ellen Fronrath, Detroit; Joseph P. Gibson, New York; Rodwell Hackett, Elizabeth, N. J.; Heidi Lepplanti, Worcester, Mass.; Theresa Lioci, Milford, Conn.; Charles Lowe, Westbury, N. Y.; Alfred McCullagh, New York; Mattida Klein, New York; Patricia Bank, Havertown, Pa.; Ozzie Nelson, New York; Ibs Twaroschk, New York; Edward O'Brien, Emil Gulstead, Matthew Solomon and Laverne Solomon, Chicago; Arthur Vaughn Jr., Philadelphia.

Referees: George Apdale, New York; Dr. Keith Kahn, New York; Barbara Killip Gallagher, Hempstead, N. Y.; Alfred Dahl, Elizabeth, N. Y.; Chief clerk: Louise Bickmeyer, Hempstead, N. Y. Tabulators: Helen Apdale, New York; Mrs. Harry Bickmeyer, Hempstead, N. Y. Announcers: Earl VanHorn, Mineola; George Sticks, Elizabeth, N. J.; Wally Kiefer, Hauppauge, N. Y.; Dr. Keith Kahn, New York. Chief caddies: Muriel H. Sumner, Lynbrook, N. Y.

Speed Officials

Referees: Jay and George Apdale, New York. Starters: Ozzie Nelson, New York; John Cunningham, Elizabeth, N. J. Judges: LeRoy Jay and Alice Burnham, New York; Charles Lanzotti, Linden, N. J.; Frank Johnson, Newark, N. J. Time keepers: Richard Cwirko, Hackensack, N. J.; Thomas Leahy, Irvington, N. J. Scorers: Violet Moore, Newark, N. J.; Althea Clewell, Elizabeth, N. J. General championship committee: James Irwin, West Englewood, N. J., chairman; Mrs. Charles Lanzotti, Linden, N. J.; Terry Thorne, Farmingdale, N. Y.; Joyce Fields, Mineola, N. Y.; Mrs. Thomas Leahy, Irvington, N. J.; Mr. Charles Lanzotti, Linden, N. J.; Mrs. Helen Apdale, Richmond Hill, N. Y.

Universal Roller Skating Sticker Exchange, a club whose members collect rink stickers, is planning to hold its second convention at Arcadia Gardens, Chicago, September 30-October 2, according to Vice-President Rene R. Burton. The club was organized last year at a meeting held in New York.

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ABALONE PEARL SEA SHELL JEWELRY—Italian Branch Sea Coral and Inlaid Mosaic Jewelry; genuine. Joseph Fleischman, 1535 Broadway, Tampa, Fla. ju30

AGENTS, PITCHMEN, DEMONSTRATORS, DISTRIBUTORS! Make big money with amazing new Toy. Sample, 10¢. Thurber Plastic Products Co., Sabina, O. ju23

AMAZING OFFER—\$40 IS YOURS FOR SELLING only 50 boxes Christmas cards; also 50 and 25 for \$1 with or without name; free samples; other boxes on approval, including entirely new, different de luxe assortment with feature television card; cute plastic assortments; write today; it costs nothing to try. Cheerful Card Co., 722 White Plains, N. Y. ju30

ATTENTION—CONCESSIONAIRES, PREMIUM HANDLERS, Bingo Operators who work carnivals and fairs, get our proposition on three fast moving household items Perfect Products Co., Dept. B2, Beloit, Wis. ju23

ATTENTION, CONCESSIONAIRES — PREMIUM handlers-bingo operators who work carnivals and fairs call in person for low price, fast selling merchandise. World Trading Corp., 37 W. 23d St., N. Y. C.

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 218-F Investment Bldg., Pittsburgh 22, Pa. au6

CASH IN ON THE 1849 GOLD RUSH—SELL latest novelty Key Chain with a California Gold Dollar replica imbedded in ever-glowing red lucite, 1849-1949 California Centennial printed on each tab with gold letters, 2 styles, 25¢ and 50¢ sellers; the newest and fastest item on the market; send 50¢ coin or stamps for both samples and descriptive list of discounts. Reisman & Son, 340 Washington Blvd., Venice, Calif.

DEALERS WANTED — BULOVA, GRUEN Watches; 1847 Rogers, Community Plate, Holmes and Edwards; Ronson Cigarette Lighters, Parker 51 Pen Sets, Waterman Pen Sets. Box 410, Billboard, N. Y. C. ju30

EASY TO SELL BIBLE TEXT PENCILS, MORTARS, Charms, direct or to stores. Write: Al Hawkins Company, Sioux City 7, Ia. ju30

GET ON YOUR TOES—HERE IS A DOOSEY suitable souvenir for resorts, cigar stands, tourist stops, racetracks, carnival hand outs; mention big special surprise extra, 50 for \$2; sample, 15 for \$1; regular 35¢ seller. Ken Miller, Box 1257, Louisville, Ky.

FREE SAMPLES — BIG PROFITS SHOWING amazing Glow-in-the-Dark specialties; house numbers, pictures, plastic novelties, religious and nursery objects, etc.; large manufacturer. Madison Plastics, 303 Fourth Ave., New York 10, N. Y. np

HOT SELLER! COMBINATION TIRE GAUGE—Key Case guaranteed; enjoying big repeat sales with service stations, car dealers, drug, cigar, department stores; dollar retail, 10 to display card; make \$1.50 per card; also big souvenir-premium deal: \$1 brings sample and information. Campbell Oil & Supply Co., Cleveland 3, O. ju23

INDIAN BEADWORK, BUCKSKIN, BEADS, Feathers, Wigs, Supplies; buying direct from Indians; prices reasonable; free price list. Pawnee Bill's Indian Trading Post, Box 35B, Pawnee, Okla. au13

LITTLE GIANT—NEW AMAZING TOOL—SENSATIONAL powerful pocket magnet; clips in pocket like a pen; recovers tools lost in rivers, lakes; a real pal for repairs on amusement machines and equipment; power packed for life; no wires or batteries, \$2 postpaid, \$2.25 C.O.D., \$22 per dozen; a little giant in your shirt pocket; immediate delivery on mail orders. Charles R. Boyd, Dept. 24, 2764 Second Blvd., Detroit 1, Mich. ju23

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MAKE 80¢ PROFIT ON \$1—CLEANER FOR Upholstery, Rugs, Carpets; your name on label; free sample. Kolamite Co., Box 572, Dept. A, Dayton, O. au6

MAKE MONEY EASILY; NEW SPARE TIME plan; up to 100% profit; no experience; show unusual Christmas, everyday Card Assortments; Plastic, Glean and Glo, Kiddies Cards, Wrappings; attractive gift items; bonus; special offers; send today for free samples 30 different Christmas Cards with name; 50 for \$1.00 up; Stationery, Coasters. Thomas Terry Studios, 99 Union Ave., Westfield, Mass. ju30

NEED MONEY? GET IT EASY! SELL friends glamorous plastic Christmas Cards, other Novel Assortments; profits to 100%; bonus; 50 and 25 for \$1; 25 for \$1.95; Name Imprinted Christmas Cards, free sample portfolios; feature samples on approval; special offers. Write Pilgrim Greetings, 111 Summer, Dept. R-2, Boston, Mass.

NEW ITEM—FAST SELLING CELLOPHANE package containing 72 New Buttons; sells for 38¢ each pkg.; tremendous value, sells on sight; cost to you, \$2 dozen; more than doubles your money; trial order, \$1 for 6 pkg. Capitol Findings Co., 153 E. 26th St., New York 10, N. Y. au6

NOVELTIES FOR "REGULAR FELLOWS"—Real money-making fast sellers; 20 samples and price list, \$1. "Action Novelties," 12-B Churchlane, Philadelphia. ju30

NYLONS BY DUPONT—INDIVIDUAL FANCY envelopes, three pairs to box; #1, sheer, clear legs, \$6 dozen; everyday wear, \$3.50 dozen; rejects, \$2 dozen; sample dozen consisting of 4 pairs of each, \$4; some of our jobbers are turning 100 dozen weekly; Rayon Panties and Briefs by DuPont, \$3.50 dozen in assorted colors and sizes; salesmen are having a rapid turnover with these two numbers; Socks for men in classy college sports, \$1.75 dozen; cotton service Socks, 85¢ dozen; men's rayon short, 85¢ dozen; men's rayon long, 95¢ dozen; one agent is selling 250 dozen weekly; Anklelets for children in assorted colors, sizes 6 1/2 to 11, 90¢ dozen; infants, 80¢ dozen; they sell quickly; we guarantee our prices the lowest or equal to the lowest available today in any quantity; order C.O.D. this ad. Sibert Jobbin House, Box 1242, Chattanooga, Tenn.

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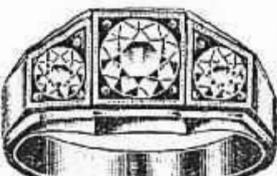
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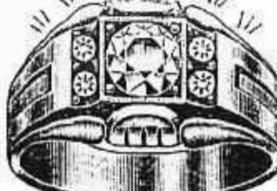
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MICE, WILD FIELD—IMMEDIATE LIVE DELIVERY guaranteed, 75¢ each. C. O. D. E. K. Barbour, Route 4, Hopkinsville, Ky. Phone: 1595-W-3.

MONKEYS, YOUNG RINGTAILS AND SQUIRRELS, 3 for \$100; Capuchins, \$40 each; half cash with order, balance C. O. D. The Pesky Pet Shop, 1113 Franklin St., Tampa, Fla.

MOTHER BABY CHACMA BABOON, \$250; large Sphinx Baboon, Male, \$175; Pair Wallaroos, \$600; 10 Ft. Python, \$125; Vervet Monkeys, \$40 each; Male Cheetah, \$900. Warren Beck, Merchantville (10), N. J.

NEW WHOLESALE CATALOG PLUS 5 SAMPLES—Chameleon Chats, Mexican Revolutionary Bill, Feather Pictures, 25¢; Hamsters, dozen males, \$9; females, \$16.00; Mice, \$3.50 dozen; Chameleons, \$1.80 dozen; Chats, \$2.50 hundred; 24" Alligator, \$5. Quivira Specialties, Topeka, Kan. jy30

SEALS, SEA LIONS READY FOR SHIPMENT; order direct from transporter, Homer Snow, 1538 Golden, Hermosa Beach, Calif. au13

COSTUMES, UNIFORMS, WARDROBES

ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirt, \$7.50; Satin Bras, 75¢; Satin Baby Capes, \$7.50; combination Oriental and Strip Costumes, \$10; Rhinestone G-Strings, \$6; Bras, \$1.50; Chorus or Strip Pants, \$1. C. Guyette, 346 W. 45th St., New York 19. Tel.: Circle 6-4137.

CLOWNS AND BURLESK COMICS' PROPS. Whis. Accessories; free list assortments, \$50. "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. jy30

DROP CURTAINS—40 THEATRICAL CURTAINS and drapes, some hand-painted, silks, duvets, velours, good assortment, priced for quick close out. The Costume Mart, 67 E. Lake St., 3d floor, Chicago, Ill. Open Tues., Wed., Fri., Sat., noon till 5.

HEADQUARTERS FOR CLOWNS AND MINISTREL GOODS; circulars free. The Costumer, 238 State St., Schenectady N. Y. au13

SINCE 1899 COSTUME BARGAINS, CHORUS dollar up; principals, three up; no catalog; state wants. Gothenberg & W. 18th St. New York 11. N. Y. au6

2,000 COSTUMES—PRICED FOR QUICK SALE; line wardrobe and individuals just received from the stock of Lester, Ltd.; have not been offered before; worth a trip in to see; sorry, no mail orders. The Costume Mart, 67 E. Lake St., 3d floor, Chicago, Ill. Open Tues., Wed., Fri., Sat., noon till 5.

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ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$135. Krispy Korn, 120 S. Halsted, Chicago, Ill. au6

FOR SALE—SEMI-TRAILER, DROP FRAME, all steel furniture vans, 24 ft. in length; also Chevrolet 2 ton 1946 model Tractor; this equipment in good running condition; we are replacing with larger units; price, trailer, \$1,000; tractor, \$500; delivery, St. Louis, Missouri. Contact: United Van Lines, Inc., St. Louis 12, Mo. jy30

FOR SALE—SECOND-HAND SHOW PROPERTY

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S. Cinema Supply Corp., Dept. L. 602 W. 52d St., N. Y. 19. np ju30

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BUILD MAJOR RIDES FROM TESTED PLANS—16 passenger Chairplane, \$10; 24 to 36 passenger Creased Lightning; flat thrill Stage Coach Ride, \$15; both, \$20; free catalog. Brill, 228-B N. University, Peoria, Ill.

COMPLETE EQUIPMENT FOR 500 SEAT MOVIE Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. au13

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DRIVE-IN THEATRE SPEAKERS, \$15 PER SET; complete Drive-In Projection Equipment, slightly used, \$2,500; Projection Equipment for small theater, used, \$1,250; also new equipment at lowest prices; contact nearest office. Theatre Suppliers, Florence, S. C., or Henderson, Ky. se24

ELECTRO FREEZE FROZEN CUSTARD MACHINES—3 phase motors, 1946 model, fully equipped; excellent condition, \$975. Write: Edward Rothenberg, 2597 Broadway, N. Y. C. jy23

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NEW \$60 PENNY PITCHES, \$25; JUMBO DICE Wheel, Post Laydown, like new, \$45; 1/2 deposit. Ed Roach, Rolla, Mo.

OCTOPUS—IN GOOD RUNNING SHAPE, NOW up and can be inspected here; bargain. Archie Taylor, 1300 2d Ave., Seaside, Ore.

PROJECTION BOOTH—PERFECT TIRES; TWO Power's machines, amplifiers, turn tables, extra parts, speakers, etc.; all perfect and ready to run; living quarters for operator. Rusty Williams, Sims, N. C.

SHORT RANGE TARGETS—20 KINDS, MANY new ones; free samples. Fine Arts Press, 115 Donald, Peoria, Ill.

SIDE SHOW MANAGERS—GOOD STRONG Blow-Off Attraction; get this one, "Girl With a Horse's Mane"; looks like the real thing, heavy, full mane, 12" long; can be shown close range without fear; always makes a strong impression; complete with explicit instructions and lecture for its presentation; this outfit is custom made, \$25, half cash with order, balance C.O.D. Eureka Magic Co., Box 345-A, Somerville, N. J.

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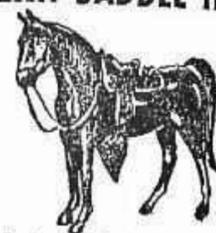
1 1/2 TON CHEVROLET HOUSE BUS—PERFECT, insulated, running water, \$800. Dexter, 1208 Spruce St., Philadelphia 7, Pa.

2-3 SEATED USED COASTER CARS, SOME used machinery for small Coaster; plans for construction, large or small. A. Vettal, R. D. #4, Springfield, O.

10x12 CLOTHES PIN PITCH—COMPLETE flash lights, stock A-1 condition; 8x10 Cig Gallery, new 5 guns, 12x12 center joint, complete flash lights; 1 1/2 ton Panel Truck, Ford V-8, A-1 shape, plenty of extra stock and slum 5650 takes all. Lefty Levine, c/o The Billboard, 2160 Patterson St., Cincinnati 22, O.

(Continued on page 82)

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10 1/4" High, \$24.00 Per Doz. Samples \$2.50

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- Comic Felt Hat Bands, Hundred .75
- #5 Dart Balloons, Gr. .75
- Heavy Bamboo Parade Canes, Crook Handle, Doz. 2.25
- 7" Feather Doll—Earrings, Necklace, Doz. .40
- False Mustaches, Doz. .60
- 24" Reed Balloon Sticks, Gr. 1.50
- 7" Hula Doll—Earrings, Necklace, Doz. 1.25
- Red, White & Blue Bell Batons, Doz. 1.15
- Lash Whips, Doz. 2.00
- Mexican Cholo Hats, Doz. 2.00
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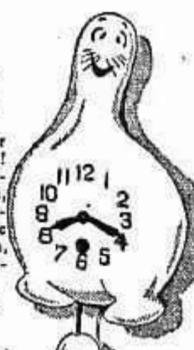
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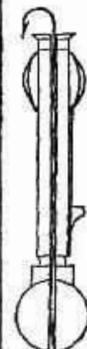
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HUMDINGER FISHHOOK REMOVER

THIS IS THE SEASON!
Fits Any Tackle Box—Protects the Line and Removes the Hook From the Fish's Throat.



Priced at **\$12.17** Dozen
\$1.69 Each

M. D. B. Ufica, Mich.—1/2 Down
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WALTER W. PRIENS
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Flash! New Three-Star Set

★ Fountain Pen ★ Pencil ★ Ball-Point Pen
All newly styled with Gold Finish Caps.
Price List on request. Sample, \$1.00.

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ANALYZE HANDWRITING FOR PROFIT!!!—Complete Outfit, \$1; profits, \$20-\$50 daily; extra charts, \$7.50 1,000. Graphologers, POB-971, Philadelphia. jy30

FOR SALE—LUCKIE BOWLING LANES, PORT Arthur, Tex.; 24 practically new Brunswick Victory Lanes in a row; air conditioning; opened new 1947; 70 million dollar payroll; Gulf, Texas, Pure and Atlantic refineries, DuPont Chemical and many others; new location with practically no competition; 250,000 to draw from; 60 teams in association 1947; 170 in 1948, should be 300 by 1950; incorporated \$75,000, will sell part or all to good operator, \$15,000 down, long time on balance and lease building on percentage; want to retire. D. F. Luckie, owner.

FREE FOLIO—WHOLESALE SUPPLY SOURCES, Business Deals, Plans, Ideas, Formulas, Kola-mite Co., Box 572 E. Dayton, Ohio. au6

FREE WHERE-TO-BUY-IT INFORMATION—Most products, materials or equipment; state wants. Donald Kelly, AW-9544 Whitcomb Detroit 27, Mich. jy30

HANDLE HOROSCOPES, BE YOUR OWN BOSS—Large profits; depression-free business; information free. Psychic Science, Box 7-R, Darby, Pa. se3

INCORPORATE IN DELAWARE—DO BUSI-ness anywhere; quickest, cheapest; assistance securing partner, broker, etc.; investors mailing lists. F. Organization, C-3439 Michigan Ave., Chicago 16. au6

MAKE PLASTIC NOVELTIES—FULL INSTRU-ctions and formulas, \$1; free circulars on others. Arrowhead, Box 82, San Antonio, Tex.

NEW ELECTRIC MACHINE BAKES GREASE-less doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs sixty pounds; small investment; free recipes. N. Ray Co., 3605 South 15th Minneapolis 7 Minn. au27

NEW CONTEST GAME—EXCITING, ENTER-taining; better than bingo; bonanza for carnivals, fairs, salesmen, agents. Everybody write Reynolds, 5510 Le Moyne, Chicago 51.

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COIN-OPERATED MACHINES, SECONDHAND

Large List of Second-Hand Coin Machine bargains will be found on page 91 in this issue.

TOP THE MIDWAY WITH MYCO SUPER VALUES



Whips ...

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#9 Round Asst. Color Balloons	2.75 Gr.	American Medium Leis	3.00 Gr.
#524 Long Airship Balloons	2.75 Gr.	American Large Leis	6.00 Gr.
#14K Mottled Cat Balloons	7.50 Gr.	Comic Fell Hat Bands	1.25 H.
#10 Oak Mottled Nose Balloon	9.00 Gr.	Worth #3-1 Baseballs	2.25 Dz.
#10 Oak Rabbit Head Balloon	9.00 Gr.	Swagger Canes w/Tassels	8.50 Gr.
24" Balloon Reed Sticks	.75 Gr.	Ball Top Swaggers	9.00 Gr.
36" Balloon Sticks	1.00 H.	Bamboo Parade Canes, Crook Hd.	24.00 Gr.
Whistling Flying Birds	9.00 Gr.	Chesterfield Canes, Crook Handle	24.00 Gr.
Chinese Paper Snakes	6.00 Gr.	28" Plush Bear	2.75 Ea.
Red, White, Blue Ball Batons	14.40 Gr.	Large Plush Fawn	3.00 Ea.
Slide Trombones	1.80 Dz.	Gibson Girl Boucior Doll	3.00 Ea.
Cowboy Lash Whips	12.00 Gr.	Stuffed Cuddly Dolls	4.50 Dz.
Imported Fur Monkeys	9.00 and 18.00 Gr.	Beacon Blankets	2.60 Ea.
Jingle Bell Fur Tail Monkey	27.00 Gr.	Ass't Color Pocket Combs	1.25 Gr.
Feather Plume Dresses	9.00 Gr.	Cigarette Holders	2.00 Gr.
Feather Dolls, 7" \$21.00 Gr.	30.00 Gr.	Wedding Rings	7.5 Gr.
Mexican Challo Hats	2.00 Dz.	Metal Whistles	1.00 Gr.
Cowboy Hats	3.00 Dz.	Jocko Monkeys	9.00 Dz.
Spanish Hats with Tassels	2.50 Dz.	Spotted Circus Clowns	15.00 Dz.
American Parasols	21.60 Gr.		

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New, fast-selling miniatures—faithful reproductions of 40 famous brands—individually or six in a cardboard carrier. Priced for many uses — for collectors, novelties, minor prizes, souvenirs, give-aways.

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NEW BEACON LEOPARD
DESIGN BLANKET
54x72 Packed 30 to Case
Ea. \$2.90
Less Than Case Lots, \$3.00 Each.

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This Amazing MAGIC MIRACLE of Time-Telling

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COMPARE THESE PRICES ON WESTERN HORSES

Bronze Plated or Gold Plated	
SIZE	PRICE
2 1/2" .. \$2.10 doz.	5 1/2" .. \$ 7.00 doz.
3 1/2" .. 3.40 doz.	6 1/2" .. 10.50 doz.
4 1/2" .. 4.20 doz.	8 1/2" .. 17.50 doz.
10 1/4" .. \$24.00 doz.	

Authentic reproductions complete with metal link reins

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Terms: 25% deposit with order, balance C. O. D., F. O. B. New York.

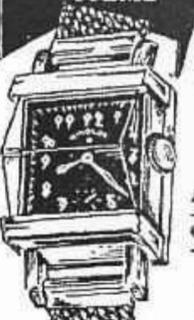
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Bingo and Premium Merchandise

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New Low Prices!
BRAND NEW MEN'S RHINESTONE DIAL Wrist Watches
 Assorted rhinestones dials—black, white or rubies. Guaranteed timekeepers. — with leather straps.
 7 Jewel \$9.95
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Additional for 1/20 G.F. Stretch Band Combination Stretch and Mesh Band \$1.90 Extra plus .75 for box

MEN'S REPOSESSED WATCHES
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Original factory models, original cases, original dials. Repossessed broken lot and job lot watches. Guaranteed like new. Complete with leather strap.

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 17 Jewel 19.50
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25% Deposit With Order — Balance C.O.D. Open Account to Rated Houses.

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Close out of 4500 pieces each in box, packed in shipping carton. Assorted bright lacquered colors, 11 inches in height, takes up a third the space of plaster and much more flashier.

Per Carton of 36 Pieces \$9.00
 Sample, Prepaid, 35c.
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New Gas Weight SHMOO BALLOONS



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WRITE FOR CATALOGUE AND LOW DIRECT PRICES

J. P. REDINGTON & CO.
 DEPT. 51, SCRANTON 2, PA.

FOR SALE—SECOND-HAND SHOW PROPERTY

(Continued from page 80)

16MM. SOUND FILMS PRICED TO SELL quickly in annual summer clearance sale; send for lists. Film Classic Exchange, Fredonia, N. Y.

16MM. SOUND FEATURES — WESTERN, Shorts all types; also Victor, De Vry and Ampro Machines; stamps for listings. Mertz Films, San Bernardino, Calif. Jy30

24 SEAT SMITH & SMITH CHAIRPLANE, LeRoy Motor, good condition; operating in city park. Write Leonard Porter, Fairfield, Ill. Jy30

50x120 FT. PORTABLE RINK, KIDDIE TRAIN; both new; for sale at a bargain. Write Harry Number, Galva, Ill.

1949 ROLL WITH! RIDE—USED 10 WEEKS; doing good, \$3,150 F.O.B. Russel Whitehurst, en route to Minot, N. D., with Sunset Amusement Shows.

INSTRUCTIONS BOOKS & CARTOONS

15 MINUTES MASTERS ADVERTISING AND Sign Lettering; complete system; sign painters' secrets, cartooning book; all three, \$1; free circular. ABE Enterprises, Box 875-B, Peoria, Ill. Jy23

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog, 10¢ Balda, The Lightning Cartoonist, Oshkosh, Wis. Jy23

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG, 10¢— "World's Largest Line." (Pitchmen's Headquarters); fast-selling specialties. Arlane Mfg. Co., 4492-B Germantown, Philadelphia. Jy30

A NEW SUB-MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitch; each unit weighs less than pound, easily concealed; write for brochure specifications, price. Nelson Enterprises, 336 S. High St., Columbus, O. Jy30

BLUEPRINTS, MINDREADING, ESCAPES, Wireless, Publicity, Books, Chemicals; list 30¢. Genoves. G.P.O. 217 (Dpt. B) New York 1. Jy23

BROOM ILLUSION, HOUDINI MILK CAN, Thayers Rod Thru Woman, Substitution Trunk, comedy gimmick Spirit Pole, Levi's Shooting Thru Woman, others. Dexter, 1208 Spruce St., Philadelphia 7, Pa. Jy30

NEW 1949 CATALOG MINDREADING MEN, talismans, Spirit Effects, Horoscopes, Forecasts, Crystal, Palmistry, Graphology, Books; 164-page illustrated catalog, 30¢; wholesale. Nelson Enterprises 336 S. High St., Columbus, O. Jy30

SUMMER SPECIAL — 5 COMPLETE TRICKS free with best pocket trick ever invented, a positive sensation, "The Egyptian Ring Trick"; requires no skill, done anywhere by anybody; satisfaction guaranteed; send 25¢ for all above and catalog of other good tricks and novelties. Eureka Magic Co., Box 345, Somerville, N. J. Jy30

VENTRILOQUIST FIGURES—MADE TO YOUR order; illustrated catalog, 25¢. Frank Marshall, 5518 S. Loomis Blvd., Chicago 36, Ill. Jy30

100-PAGE CATALOG OF 2,000 TRICKS — Pocket, parlor, stage; world's finest magic; send \$1 for catalog (refunded first \$5 order). Kanter's, B-1311 Walnut, Philadelphia 7. Jy30

MISCELLANEOUS

ACCOUNTANTS, BUSINESS CONSULTANTS, Buyer's Service and Representation; what's your problem? Write Bourcier's, 23 Broad St., Pawtucket, R. I. Jy30

COMEDY WRITER FIT TO BE TIED—TO A contract; berth desired. Box 438, Billboard, N. Y. C.

JEWELRY—5,800 PIECES; COSTUME JEWELRY retail value to \$2 each; close out lot; five cents each. United, 39 South State, Chicago. Jy23

"NAME IN HEADLINES"—PRINTING PRESS with approximately 500 newspaper blanks, will sell cheap. Tullin, 38 Lockwood Terrace West, Hanford 7, Conn.

SIDEWALL — WATERPROOF AND MILDEW proofed, complete with grammets and rope; Green or Khaki, approximate 8 oz., 6x100', \$54.56; 7x100', \$63.04; 8x100', \$71.52; 9x100', \$80; 10x100', \$88.48; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. Phone: CADILLAC 5691. Jy20

4 BOWLING ALLEYS, PRACTICALLY NEW (in storage), complete with Seetees, Scoring Tables, Drapes, Polisher, Balls, etc.; reasonable. Tullin, 38 Lockwood Terrace West, Hanford 7, Conn.

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FOR NEW THEATRICAL FIRM WHICH PLANS to run vaudeville house and produce vaudeville musical on road; fine opportunity for wide awake promoter of vaudeville musical revues, tab shows who can invest \$4,000; will exchange references. Box 439, Billboard, N.Y.C.

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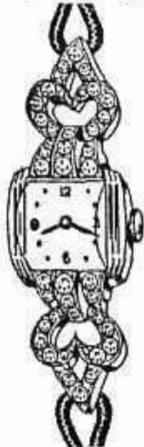
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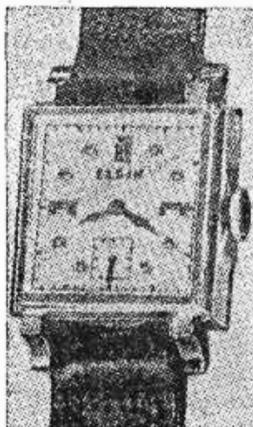
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10 Kt. Yellow R.G.P. cases, modern designs. Reconditioned and rebuilt—guaranteed like new.

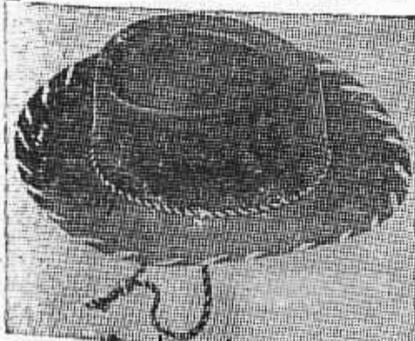


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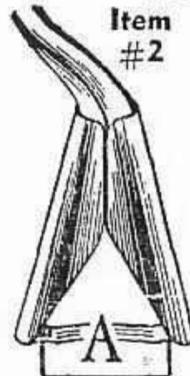
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2 1/2"	\$ 2.00 per doz.
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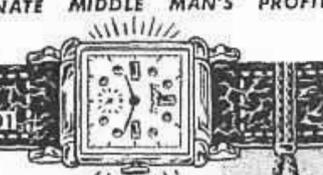


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IMMEDIATELY—BASS MAN DOUBLING VO- cals, Entertainers, Male Vocalist, Carl Colby, Alexandria, Minn. jy30

MECHANIC, PHONOGRAPHS, SLOTS, ONE and five balls; route southwestern State; give age, reference, experience, salary expected; if you drink don't answer. Box C-375, Billboard, Cincinnati, O.

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MECHANIC, PHONOGRAPHS, SLOTS, ONE and five balls; route southwestern State; give age, reference, experience, salary expected; if you drink don't answer. Box C-375, Billboard, Cincinnati, O.

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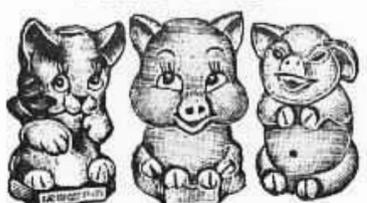
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 Remittance in full must accompany all ads for publication in this column.
 No charge accounts
 Forms Close Thursday for the Following Week's Issue

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RUBBER NOSES
 Never Before Sold to General Public
 Used exclusively by motion picture and television make-up artists.

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 Special Liquid Adhesion in 2 oz. bottles, \$1.20 Doz. Sample 25¢.
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 Charms on Key Chains, asst. styles.
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14K GOLD FINISH THREE PIECE WRITING SET

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\$9.60 Per Dozen Sets **\$108.00** Per Gross Sets
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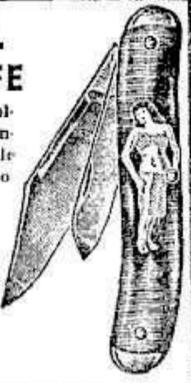
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TRUMPET — DOUBLING TROMBONE; BALLADS, vocals; read, fake, both instruments; dependable man for dependable band; available July 24; contact immediately. Jimmy Belk, Club Martini, Martinsville, Va.

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2160 Patterson St. Cincinnati 22, O.

Parcel Post
Cunningham, Mrs. San Fratello, Mrs. A. 15c
Clifford, Edith Be Struble, O. P. 5c
Lane, Edith Be Williams, Italy 35c

- Aarons, Joe (Blanket Man)
Ackley, Lawrence
Adams, Dewey P.
Adams, Frank
Adams, Grover
Adams, Nick
Adderton, Robt.
Albright, Sonny
Allen, Duke
Allen, Mrs. Roy Leo
Allen, Tex & Kitty
Allen, W. H.
Almang, Fred
Amo, E. E.
Anders, James
Anderson, Mrs. Eldie
Anderson, Snafy
Ansher, Joe
Arbogast, John
Arthur, V.
Asher, Mrs. Hester
Ashley, Thos. L.
Austins, Clarence (Art.)
Austin, Frank
Austin, Jack
Averill, Billy
Baer, John
Bagwell, James A.
Bagwell, Jimmy
Bailey, Cecil
Bailey, Dixie
Baker, Cecil (Red)
Baker, Mrs. Sally
Baldwin, Chas.
Bales, Mrs. Pat
Bahawie, Mrs. Peter
Banger, Fred
Barnes, Eugene
Barnes, Columbus
Barnett, Dave
Barrett, Wm. Turner
Bauman, R. A.
Baybinger, A. S.
Beasley, Mrs. H.
Beatty, Jack
Beck, Bob
Beck, Helen Gould
Bedell, Celeste
Ben, Mrs. Larry
Bennett, Ernest E.
Bennett, J. G.
Bennett, Melvin
Benway, Pappy
Berkley, Sandra
Binko, Alex
Bingham, Perry
Bingley, Sam
Bishop, Ted
Bishop, Leo M.
Blackburn, Hodgel
Blackley, Sandra
Blanton, J. W.
Blasio, Manuel
Blocker, Mrs. Sarah
Blucher, Mrs. C. E.
Bluestein, Sam
Bolsa, Mrs. Betty
Borror, W. L.
Boucher, Mrs. R. J.
Bovyl, Frank
Bozman, Mrs. Paul
Bozango, Paul
Bray, Bill
Bright, Jerline
Broadway, Asia
Brown, Delmer
Brown, Jessie
Brown, Tools
Brown, Wendell
Browning, Jimmie
Burke, Pvt. Ray
Burke, Sr. T. J.
Burlison, Gene
Burlison, Millie
Burns, Doc. James A.
Burnstein, Mrs. Sam
Burridge, Frankie
Butler, Mrs. Daisy
Butler, Don
- Bufoz, Don
Caquette, Armond J.
Calhoun, Beatrice
Campbell, Al
Campbell, Frank A. (Whitey)
Caroy, Roy
Carland, Clarence H.
Carmin, Derrell D.
Carrigan, Chief
Carter, Richard L.
Casanova, Jimmy
Cathran, Earl
Cathran, Earl (Hansbong)
Chalker, Mr. Sweetie
Chalmers, Richard
Chambers, I. E.
Chapman, E. A.
Christensen, Mrs. George
Clark, Chas. L.
Clarkson, Hubt.
Chastill, Wm. W.
Chick, Bob
Cham, Wm. T.
Coburn's Georgia
Cochran, Bruce
Cody, Herman Lee
Cody, Jimmy
Coffey, H. G.
Cole, Bruce
Coleman, Mrs. Jack
Collins, R. E.
Connie, Jack
Connors, Myrna
Cook, R. G.
Copenhul, N. H.
Corbett, Mary L.
Corlew, Martha M.
Corlew, Nathan C.
Cotton, Ray
Courtney, Madam Grace
Cowan, William
Crunk, Mrs.
Dadswell, Jack
Daniels, Richard
Daraw, Mrs. Ina
Darrow, G. G.
Davison, Wm. J.
Davies, A. & K. Show
Darica, Bud
Davis, C. R.
Davis, R. H.
Dawson, Bill
Dean, Wm. (Bill Billy Jamboree)
De Beau, Paul
Decmer, Murl
Delbert, R. E.
Delans, Phil
Demetro, Dewey
Dennison, E. W.
Diebert, Ed
Dixon, Earl Lee
Dodd, Sam Jr.
Dorsey, Miss Doris
Dowling, Mrs. Harry E.
Downs, Jack
Drew, H. D.
Dunbar, Mr. Galn
Dunn, Arthur
Dunn, Bill
Dunvick, Sam
Durham, Buddy
Edwards, Mrs. J. D.
Edwards, Winnie
Ellam, Robert Dale
Elliott, Sunshine
Ely, Steve
Emerau, Joe
Emil (Mouse Man)
Emswiler, A. D.
Emswiler, Mrs. Albert
Engerer, Capt. Ernest
English, W. H.
Entry, Chas. H.
Ervin, Helen
Etchison, L. L.
- Evans, Brewster
Farrar, Jake
Fee, Johnny
Feldman, Bernard
Ferrell, James
Fiebig, Otto
Fire, Miss Gene (Cook)
Flemming, Mrs. Pearl
Flippenstein, Leona
Floy, Kitty
Fontaine, Paul Paris
Fontanez, Sra. Rafaela
Fox, Bennie
Frank, E. J.
Frank, Edw.
Frazier, Sonny
Froemming, Mrs. Emily
Frumkin, Mrs. Ray
Fulen, Joe
Gable, Jon
Gaston, Dot & Paul
Gallaher, Mrs. Louella
George, Ernest L.
George, Joe
George, Miller
George, Tony
Gerard, Albert C.
Gibbons, Arthur W.
Girard, Marvin Slim
Glines, Morris
Gordon, Harry L.
Gordon, Keith Edw.
Graham, Del
Gragel, Chas.
Gray, Mrs. Carolyn
Gray, Clifford H.
Gray, Elias M.
Grear, Roy & Bug-Juli (Concessiona)
Green, Col Bill E.
Green, Johnny
Green, Mrs. Mary
Green, Ralph E.
Green, Silas (Ministrel)
Greene, Don E.
Griffin, George H.
Griffin, Ned W.
Griffis, Charlie A.
Groner, Ida & Sidney
Gwertin, Jack
Hackett, Mrs. E. J.
Hamilton, Mrs. Wynona
Hammans, Cherokee
Hancock, Kimble
Hand, Johnny (Hell Drivers)
Hanson, Mickey
Hansville Jr. Wm. E.
Hartbaugh, Chas. C.
Harby, Miss Pat (Williamson)
Harley, Mrs. B.
Harral, Mrs. Victor P.
Harrington, Bill
Hartman, Mrs. Mary
Hartman, Raymond Stuart
Hastinger, Art
Haskels, W. (Halt Gansen)
Hant, Mrs. Bessie
Hawn, Mrs. Y. D.
Hayes, Wm. James
Headley, Ray
Heaton, Arthur
Helin, Hymie
Henderson, Thomas H.
Hendrix, Mrs. Bobbie
Hennessy, Russell
Herlick, E. F.
Hester, W. H.
Hinkle, Milt (Hoden)
Holler, R. L. Leslie
Holland, Jean
Hollis, George
Holtkamp, L. B.
Houston, Lee
Hoyman, Vick
Hixie Bros. Circus
Huddleston, Earl
Huddleston, Carl Willie E.
Humphreys, Tommy
Hunnicut, Charles
Hunt, Jack Wm.
Hutto, Frances
Hutton, Tloy
Hutzler, Virgil
Hyde, Mrs. Iva
Hyland, Marvin E.
Ingle, Fred E.
Ingram, Howard (Mr. Ameri-Congo Animal Exped.)
- Ingle, Glen H.
Ingram, Lyle B.
Irvin, Ashton Path
Isaak, Philip J.
Isler, Ernest
Jablowski, Mags
Jannet, R. Francis
Jennings, Mrs. Vickie
Jennings, Wm. M.
Johnson, Alfred P.
Johnson, Willis (Bill Foster)
Johnston, Marvin Earl
Johnson, Pete Chubby
Jones, Garland P.
Jones, John R.
Jones, Larry
Jones, T. F.
Johnson, Michael R.
Kabakoff, Dave
Kane, Iran
Karr, Oton J.
Kearns, Marie
Keller, Harry
Kent, Larry
Kerling, James
Kernan, Larry
Kerros, Jim
Kinsell, Herbert L.
Kinsmore, J. A.
Kiry, Elaine
Kisinger, Mrs. Betty
Klapp, Matilda H.
Kleban, Harry
Kling, Emilie
Klinke, Danny
Knapp, Jimmy (The Tourist)
Knowlton, F. M.
Knox, Clifford R.
Kohlsrud, Armond
Kohlsrud, Morris
Kohlsrud, Scottie
Lacelle, Lefty
La Fontaine, Paul Paris
Lambert, Geo.
Lancaster, Billy
Lancaster, Mark & Helen
Lantz, Louis
Larigo, Lew
Lattue, Freddie and Gale
Lattrel, Helen
Laurence, Miss
Lawton, Danny
Lee, Jerry & Gale
Leich, Pat Dennis
Lehman, Francis
Leister, Chas. E.
Leonard, Sid
Lessor, Lewis W.
Lickliter, B. E.
Lieberkuecht, Geo.
Lindley, Chester
Lindsay, W. J.
Lint, Thomas W.
Litch, Willie
Litt, Dave
Locks, F. B.
Loehr, Chas.
Logan, Harry F.
Lombardelli, Herman
Lonn, John William
Long, Lew
Lottridge, Harry
Lumber, Carl
Lundy, Eugenia M.
Lush, Doc.
McArthur, Jack
McCarthy, I. G.
McCallum, D. P.
McCarthy, Mrs. Grace
McCarthy, Richard A.
McCarty, Gordon
McCathern, Hugh
McCullam, W. J.
McCully, Mrs. Billie
McCormack, James R.
McCrary, Betty
McCurdy, W. E.
McDonald, Mrs. R. L.
McDonald, Tommie
McFarland, Mrs. Jack
McHughy, Eileen
McKown, E. L.
McLean, A. C.
McNeal, Babe
McNeal, J. S. Jr.
McQueen, Ralph C.
Mack, Robt. L.
Mackey, Michael
Macolly, P. N.
Magid, Chas.
- Mason, Mrs. W. A.
Mathews, Paul W.
Mathews, E. W.
Mathews, Chas.
Mathews, Frank
Mathews, Grover
Mathews, Sam
Mathews, Mrs. Elizabeth
Marshall, Thomas
Marth, A. W.
Martin, Arthur L.
Martin, Mrs. Hazel
Mason, Harry W.
Matthews, Mrs. Edna
Mellow, John
Metzler, Walter W.
Miller, E. W.
Miller, Harry A. (White)
Miller, Jerry
Mintz, J. B.
Mitchell, Frank C.
Mitchell, Joe
Mitchell, Louis
Mitchell, Natch
Mitchell, Tommy G.
Moberly, G. H.
Mole, Nate
Monsieur, Dorothy
Monter, Joe
Moore, Kittle
Morgan, Mrs. T. J.
Morris, Edward L.
Mort, Mrs. Louis
Morton, Mrs. Fern
Mountain, Grant
Mutchie, Ann
Mueller, Mrs. Geo.
Murdoch, Milton
Murphy, M. W. (Duncan)
Murray, Walter
Myers, Curly (Violin)
Myers, Earl (Punch)
Neumann, Lorenz
Newcomer, M. L. I.
Newton, Harold
Nimo, Mrs. D.
Norman, Chas.
Norris, Wm. Orl
Nosterman, J. G.
Null, Blackie
O'Dare, Jack
O'Hara, J. P.
O'Malley, Doc
O'Riley, Jim
Olson, O. S.
Overman, W. H.
Parha, Mrs. Jen
Patrick, Loyd
Pasten, Blackie
Pease, S. D.
Peele, Jack
Pelley, Kenneth
Pentlich, Jon
Perloe, Harold
Peterson, Frank E.
Petka, Albert
Petranik, Mike
Pike, W. D.
Polo, Eddie
Popper, Theodore
Portemont, John
Powell, Red
Powers, Doc
Powers, L. X.
Price, Mrs. Ruth
Prokop, Ed
Pruitt, Donald
Rafford, Anna Co.
Rae, Chas.
Rabston, Vaughn G.
Randall, Mrs. Jean
Raney, Geo.
Raymer, Paul E.
Redman, Bill
Reed, Johnny
Reed, E. S.
Reed, Mrs. T. S.
Reisinger, A. H.
Resler, Mrs. Wm.
Revol, Paul
Reynolds, Sue
Rhea, Princess
Rice, Walter
Richardson, Bill (Attack)
Richardson, Jack
Richardson, Mrs. E. H.
Ritche, John
Ritzard, Joseph
Roach, Austin Lee
Robbins, Charles
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All white Stones or assorted white and red stones
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Brand new, gorgeous, sparkling, latest style case with ultra smart rhinestone indicator dial. Precision rebuilt high quality movement.
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Miller, Walter
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Rhinestone DIAL WATCH
In 14K Gold Plated Case
\$4.25

- Brand New - Not Reconditioned
- Written 1-Year Service Guarantee
- 8 Flashing Rhinestones and 4 Simulated Rubies
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- Looks Like \$50 Watch
- Individually Gift Boxed
- Genuine Leather Strap

(Matching Gold Plated Link Expansion Band, \$1.00 Additional)

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\$4.00 WITH A JEWELLED MOVEMENT!

- Written 1-Year Service Guarantee
- Precision Timekeeper and Stopwatch
- Radium Dial, Sweep Second Hand
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- Guaranteed New—Not Rebuilt

(With waterproof strap and gift box, 20¢ additional.)

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The Only **MABEL** \$2.90 Dozen
in the **BATHTUB** \$31.00 Gross

Try to keep Mabel in the bathtub. A mystery magnetic trick. Samples 79¢.

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each lighter comes with tripod. Looks like a real camera. Sample \$3.50. **\$29.90** Doz.

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Comes in assorted colors. Big profit. Make over 50%. Sample 59¢.

Chocolate WATER SQUIRTER
Looks like real chocolate. Give your friends a sanitary eyewash... **\$9.60** Gross

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SWISS MOVEMENTS, GUARANTEED WORKMANSHIP
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Send 25% deposit with order. Balance C.O.D., F.O.B. New York.

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Sensational novelty that sells on sight. Although there are NO VISIBLE WIRES, bulb mysteriously lights while held in your hand.
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Remit Full Amount With Order and We Will Pay Postage.
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To stores; over 1000 slogans, comedy, general, religious, ultra-blue signs, 7"x11", for homes and general display. Make money on our fast selling signs.
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Genuine hand-tooled, hand-laced LIFETIME bags, entirely hand-made from finest grade Western cowhide leather. Satisfaction positively guaranteed or money refunded!

Large Shoulder Bag (\$35 retail) \$12.75 each
Zipper 14" Handbag (\$30 retail) 11.75 each
6" Handbag \$2.25 each, 8" Handbag... 2.75 each

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#301, \$3.25 DOZ. — \$36 GR.
STAINLESS STEEL EXPANSION BRACELETS

#20 Double Heart
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\$2.75 DOZEN — \$30 GROSS
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#14" Beachballs, boxed \$4.50 doz.
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Small Coolie Hats, \$2.25 doz.; \$22.50 gr.
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The S. & P. Novelty Co.
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FUR COATS JACKETS—CAPES
Large assortment of NEW 1949-1950 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Buy your fur coat this year from our factory at half price. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.
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GIVE TO THE RUNYON CANCER FUND

The Latest Scientific Marvel

NO PICTURE OR WORDS CAN DESCRIBE THE RADIANT BEAUTY OF NEO-LITE FLUORESCENT NON-ELECTRIC SIGNS
 Reg. U. S. Patent Office 1949
AS NEW AS TOMORROW
 Reflect — Refract — Magnify — Day or Artificial Light.

BORN 180 DAYS AGO

Triod and proven a tremendous success in Miami, Fla.; Baltimore, Washington, Philadelphia and New York. The rest of the world in virgin territory.

Fluorescent Neolite Signs are being sold to stores, salesrooms, garages, realtors, hotels, theatres, business trucks and autos, or any type of business establishment. They are a proven hit wherever shown. Miami, Fla., business men have purchased these signs to the value of \$100,000 in the past 180 days in the downtown area alone.

In New York they are being used by such stores, firms, and chains as Kroger, Philco, General Electric, General Motors, Frigidair, Jantzen, Lighton's, Mohawk Carpets, and many other coast to coast chains and nationwide advertisers.

More attractive than Neon, at one-fifth the cost. No unsightly transformer boxes—no upkeep, no breakdowns. Uses no electricity; reflects and refracts a radiant, glorious light that commands instant attention. Up to one hundred dollars a day without risking a penny. You can be your own boss and make \$20 an hour selling the most fascinating and decorative product ever produced. No investment required.

We make Neo-Lite Signs to order, any name or any wording—thus:

TELEVISION

Base or Shelf Sign. State style of frame with each sign ordered.

This 10-letter sign in 8-inch letters, made in Neon, retails for \$105.00. The same 10-letter sign in 6-inch letters made of fluorescent neolite retails for \$20.00, only \$2.00 a letter—your cost 98¢ per letter including frame, allowing you 4¢ per letter express charges. This gives you a clear, net 100% profit.

BEAUTY SHOP

Hanging Sign with holes

This 10-letter sign in 4-inch letters, made in Neon, retails for \$95.00. The same 10-letter sign in 4-inch letters, made of fluorescent neolite, retails for \$15.00. Only \$1.50 per letter. Your cost 74¢ per letter including frame, allowing you 1¢ per letter express charges. This gives you a clear, net 100% profit.

AGENTS AND SUB-AGENTS

You can appoint sub-agents on commission, pay them 25 or 33 1/3% and still have a nice profit in addition to the 100% you make on your own sales. Exclusive territory if we see you are a live wire and can produce. We will give you a **CONTRACT IN WRITING** for your protection and cease selling to anyone who might trespass on your territory.

Letters come in 2, 4, 6 and 8-inch sizes. **SECURITY DEPOSIT \$10 FOR SUB-AGENTS**

We are now shipping a sample layout consisting of 1 sample 6-inch sign, 1 sample 4-inch sign, and 1 sample 2-inch sign. These are standard samples, you may return them for refund if they are not exactly as represented or if for any reason you cannot devote your full time to this agency. Consists of 3 signs: 6 in Cafe, 4 in Open and 2 in Office.

SECURITY DEPOSIT \$25 FOR AGENTS

This sample layout consists of one 10-letter 6-inch sign, TELEVISION; one 10-letter 4-inch sign, COFFEE SHOP; one 4-letter 2-inch sign, OPEN, and one 4-letter 8-inch sign, CAFE. This is by far the best sales-producing layout of samples. Your deposit is refundable if they are not exactly as represented or if for any reason you cannot devote your full time to this agency.

SALESMEN'S SAMPLES cash with order. Remit by postal money order. Checks must be certified.

PRICE LIST BLOCK LETTERS FLUORESCENT GLOW

Depth	Letters	Your Cost	Retail Price
Depth 3/4"	2-Inch Letters or Store and House Numbers	.49 1/2¢	\$1.00
Depth 1 1/4"	4-Inch Letters or Store and House Numbers	.74¢	1.50
Depth 1 1/2"	6-Inch Letters 96¢	1.35	2.00
Depth 1 3/4"	8-Inch Letters \$1.46	1.96	3.00

Neon Glow Neon Glow

NEW DELUXE NEO-LITE
 As brilliant as neon, up to 12" in height. Full 2 inches deep. The last word in attention-compelling signs.

PRICE LIST

Letters	Your Cost	Retail
4-Inch Letters	\$.10	\$2.25
6-Inch Letters	1.35	2.75
8-Inch Letters	1.96	4.00
10-Inch Letters	2.70	5.50
12-Inch Letters	3.45	7.00

Above prices are designed to cover cost of express—gives you a clear 100% profit. All our signs are sold with money-back guarantee. Above prices include luminous crystal-clear plastic frame.
 Send all MAIL ORDERS to 1422 Wisconsin Ave., Washington, D. C. Order will be shipped from nearest point. Use Western Union or Air Mail Special Delivery for same day service on samples.

Manufactured by **J. A. WHYTE & SONS**
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OUR MONEY BACK GUARANTEE WAS BORN IN 1923

Pipes for Pitchmen

By Bill Baker

THEY TELL US . . . that the summer set up in Los Angeles stores is poor, with the result that the spots are void of pitchmen.

What'll it be. Free spenders or just plain fairgoers?

PITCHDOM . . . generally was saddened to learn of the death of Archie Smith in Philadelphia recently. A pitchman for more than 40 years, he was well liked by all in the profession.

You can make it a good season working the fair season.

MARGE GOODMAN . . . continues to work wipe-on to average takes in the Newberry store in Los Angeles.

The best way to make good is to get started.

GETTING FAIR . . . returns with her Car-Bo-Tet demonstration in Woolworth's Los Angeles store is Lillian Robbin.

A pitchman's long suit is working on a short bankroll.

CLAIR MOORE . . . is lining up a group of items to work and will resume her demonstrations soon. She's making her home in Los Angeles.

Lucky is the pitcher whose voice don't go hoarse on his first big tip.

CLIFF JONES . . . has a Gold Seal package working to fair geedus counts in Sears' Los Angeles store.

Who ever heard of a pitchman operating by remote control?

IN ORDER . . . to make room for its own merchandise, the Broadway Department Store, Los Angeles, has closed all of its main floor space to pitchmen and demonstrators.

Fair dates often dictate jumps that really didn't look too bad during a winter of easy living and prosperity.

OPERATING . . . a dude ranch in Little Rock to successful business is Doc Sam Freidman, widely known in pitch circles.

Now the road to success is paved with good preventions. Formerly it was good intentions that did the trick.

THE RAGANS . . . Mary and Madaline, widely known in pitch circles, are vacationing in Clarksville, Ark.

Have your pitch layout in the best possible condition at all times. That's the best way to reap a harvest.

RICHARD ARCAND . . . is in his fourth month with mechanical toys in the W. T. Grant store in downtown Los Angeles. Writing from that metropolis, Arcand says: "The every day grind still is a tough one and everything is not as bright as it looks. I barely make a living since dollars are hard to come by out here. Many pitchmen are leaving for the fairs in the Middle West. There's plenty of sunshine but no money out here. So, if you want to make it this year, stick to the East. Let's have some pipes from Jimmy Beach, Bill Baring, Frank Ribedeau, Harry Mills, Morris Kahntroff, Kid Corrigan and Mary and Madaline Ragan."

Keep posted on your particular line of trade. That's what makes for success in any profession.

JACK VINNICK . . . worked Santa Monica, Calif., with novelties July 4 to fair results.

Ignorance may be bliss, but in these days of tightened spending budgets the present is no time for ecstasy on the part of pitchdom.

"WHAT SEEMS . . ." to be going on in the pitch field these

LAVALIERS and EARRINGS

TO MATCH

FIRST QUALITY IMPORTED RHINESTONES
 Latest Styles—Silver Plated—Jobbers Prices

\$12.50 Per Doz. Sets, Boxed

Large new line of Wire Spray Pin and Earring sets, \$7.20 Doz. Boxed. Also Hanging Tailored Earrings, separate, \$4.50 Doz.

25% Deposit, Balance C.O.D.

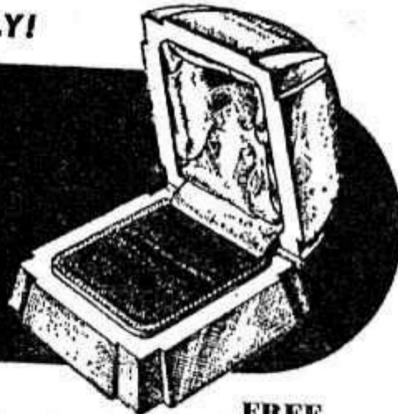
SAUL DE SARETZ (Mfr.)
 286 5th Ave. New York 1, N. Y.

GOOD FOR 10 DAYS ONLY!

SPECIAL OFFER BEAUTIFUL PLASTIC RING BOXES

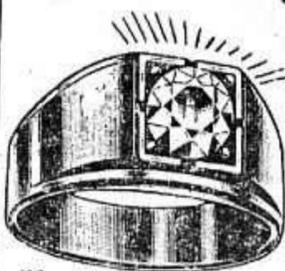
Holds either one or two rings. Velvet lined.

We will give you 1 doz. of these attractive boxes with each order for 3 dozen rings or 4 doz. boxes with every gross order.

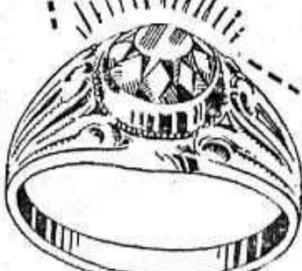


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ENJOY BIGGER SALES WITH THESE LEADERS



NO. 153
 Gold Filled
 \$9.75 doz.



NO. 02
 Gold Plated
 \$3.25 doz.—\$36.00 gr.



NO. 191-C
 Gold Sides
 \$3.50 doz.—\$39.00 gr.

Send your order today! Take advantage of this Special OFFER.

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44 E. LONG ST. COLUMBUS 15, OHIO

OAK HYTEX MOTTLED TOSS-UPS

Walt Disney's **MICKEY MOUSE**
 Inflates 23 inches High
 \$15.00
 Per Gross Plus Shipping Charges



Inflates 24 inches High



BUGS BUNNY
 \$15.00
 Per Gross Plus Shipping Charges

Sold by LEADING JOBBERS

The **OAK RUBBER CO** RAVENNA, OHIO.

IMMEDIATE SHIPMENT

ON ALL OAK PRODUCTS
 25% Dep. with order, bal. C. O. D.
 Catalog free upon request.

M. K. BRODY

1116 S. Halsted St. Chicago, Ill.

Authorized Distributor For **OAK RUBBER CO. PRODUCTS**

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last two or three weeks?" queries Henry H. Varner from his Akron headquarters. "Reports recently seem to be either dead or highly exaggerated. Can it be that the hot weather has gripped the boys and girls? I hope that one item describing the glamorous tall corn country doesn't make the boys leave fairly good territory in the East only to be let down. Who's going to get the scalping this season, the chief or the people? One Akron license here could enlarge on the background of the well-known people who create the heat. He's walking the streets and occasionally gets his key out and opens the shuttered spot and reminisces by himself. Such luck for a square shooter. Let's hear from the real bonafide operators who leave no unpaid telephone bills."

The business of being a successful pitchman requires years of experience. It can't be learned in a season.

Shrine Racks Up 100G Advance on Providence Stand

(Continued from page 45)

likely top the \$95,000 advance mark set last year.

Because of the giveaway of several hundred expensive prizes, the \$100,000 advance take will only cover the opening nut, it is estimated. Merchandise awards include 14 automobiles, 15 television sets, 15 electric refrigerators, 75 radios, 40 sets of silver and 36 wrist watches, including six studded with diamonds.

Ideal Show Site

Because the show is an annual and is famed for its giveaways, the distance from downtown Providence to the race track, six miles, is no drawback. Thirty acres of parking and a grandstand that seats 12,000 appeal to patrons.

Past Potentate Earl C. Whelden will be in his 26th year at the helm. The production is again under the direction of J. C. Harlacker, Boston producer. Arthur F. Brunner is handling the publicity.

Acts, which will be presented on three stages and the infield, include: Bob Gray and His Circus Band, beauty contest, Gautier's Steeplechase, Sylvia and Her Pals and Torelli's Dogs and Ponies; Walter Dare Wahl Troupe, the Three Extremes; Oldfield and Ware, comedy acrobats; Ira Watkins and his trained chimps; Harry Pickard, musical seals; Bozo Cosmo Troupe, the Jolly Jesters and the Three White Face Comics, clowns.

Variety Acts

Also listed are the Six Paiges, the Three Cyclonians, and Al Libby and Betty, cyclists; Johnson and Owens, the Shaller Brothers and Montes De Oca, trampoline and bars; the Nelson Sisters, the Skating Macks and the Skating Queens, roller skating; the Five Antileks, the Three Craigs, and Howard and Wanda Bell, gymnasts; the Six Hollywood Starlets, the Swaying Ortons and the Three Alcidos, high acts.

Joe Basile and his band will play on the midway, and the Neopolitan Recording Band will play at the industrial home show.

The midway area will include rides, concessions and shows. Among the latter will be Hitler's personal car and an exhibit by Chase's Wild Animal Farm.

New acts will be brought in for the final performances, Monday (25), on which day a giant jackpot will provide the principal lure. A single winner will be awarded 101 items for the home, cash, a home in Florida for three winter months and a new automobile.

Medicine Hat Budget Okayed

MEDICINE HAT, Alta., July 16.—A \$22,000 budget for the third annual Medicine Hat Exhibition and Stampede was approved here.

Irving Polack Dies in Calif.; Burial in Chi

Heart Disease Fatal

(Continued from page 62)

Cleveland, and a nephew, Sam T. Polack, employed on Polack Bros.' Eastern Unit.

Polack was a past president of the Showmen's League of America; Ben Ali Shrine Temple, Sacramento, and the Saginaw, Mich., Elks. Past presidents of the Showmen's League will act as honorary pallbearers at the funeral.

Stricken in March

Polack was first stricken with heart ailment in March of this year while his Western Unit was playing the Medinah Temple. He was ordered by his physician to his Van Nuys home for a rest. When his unit played Bakersfield, Calif., recently, Polack was on hand to visit and remained there during most of the four days.

Matinees on both shows, Polack's Chicago office reported, will be canceled the day of the funeral and memorial services held.

Polack, affectionately known by his friends as the "little Barnum of indoor circus business," was born September 15, 1885, in Henderson, Ky., the youngest of four children. While still an infant, Polack's folks moved to South Bend, Ind. A year or so later the family moved to Spokane, where his father was in the cigar business, and later to Seattle. When Polack was of school age the family moved to Bloomington, Ill., going later to Hammond, Ind., and then to Chicago. Polack attended Arnold Public School on Chicago's North Side and after school and Saturdays sold newspapers. At 14, Polack took a job with the Libby-Sherwood Printing Company, intent on learning typesetting. He tired of that, however, and secured a job with the Chicago Showcard Company.

Harry Hires I. J.

About that time his older brother, Harry, arrived home to spend the winter after closing with the Sells-Downs Show, later known as Sells-Grey, where he had the songbook privilege. The following spring, Harry left for Pittsburgh where he operated newsstands for Union News Company. Shortly after his arrival in Pittsburgh, he sent for I. J., then 16, to work with him at the newsstands in Pittsburgh and McKeesport, Pa.

In 1900, Harry opened the Owl Pool Parlor & Cigar Store in Braddock, Pa., and I. J. became his chief clerk. A few months later he left the cigar store and took a job as news agent on a train running between Durand, Mich., and Chicago. He returned to Braddock in the winter of 1902, but in 1903 got his first taste of outdoor show business when he joined the Walter L. Main Circus to sell colored fans. Later he joined the Pawnee Bill Show as a butcher and also worked concessions at Savin Rock Beach and at North Beach in New York's Bowery.

While at the Bowery, Polack decided to try his hand as a pitchman but soon went broke. His brother, Harry, wired him money to return to Braddock. He arrived with a gasoline torch and a paper suitcase as his only assets.

Became Booker

Along about this time the nickel-odions came into being. One was opened across the street from Harry's poolroom and I. J. sold the owner, Charles Couch, to hire him to arrange lobby displays. There only a short time, Polack sold Couch on his ability to obtain acts. His fame as a booker spread and gradually his booking business included 30 theaters throught

Pennsylvania. First acts booked by him were Eva and Harry, juvenile team; the LaVernes, comedy team, and Al Camm, ventriloquist.

By 1906, Polack's business had grown to such an extent he opened a large office in the Lyceum Theater Building and prevailed on Harry to join him.

In 1909, Polack organized the Polack Vaudeville Circuit. During Teddy Roosevelt's Bull Moose campaign, Polack arrived in Sandusky, O., where he met Jimmy Simpson, Bill Rice and Sam Solomon. A meeting of these four and Vic Woodward, manager of the Elyria Theater, culminated in the idea of promoting indoor circuses. The group had combined assets of about \$1,000. Rice was named general agent and booked theaters in Fremont, Akron, Canton and Youngstown, O., and McKeesport, Pa. Additional financial help was given by Harry but when the tour closed in McKeesport, the books showed the org just broke even.

Polack Joins Rice

In the meantime, Rice had become general agent for the J. Frank Hatch Carnival and had a country store on the show. I. J. joined him with several concessions. The following year, after a short tour with the Hatch org, Polack went to Toledo with his concessions. It was there he met William Judkins Hewitt, who wrote for *The Billboard* under the byline of Red Onion. They conceived the Great Continental Shows, along with John Mart. They opened in Oak Harbor, O., with Foley's Merry-Go-Round and 10 concessions. The shows closed five weeks later in Lima, O. Polack then opened a small jewelry store in Galveston, Tex., and later moved to Hot Springs, where he met Harry Bentum, a wrestler, known as Young Hackenschmidt. In Hot Springs six months, Polack decided to start a carnival. He sent Bentum to Pittsburgh to supervise the building of show fronts. The Polack org, under the name Rutherford's Greater Shows, opened in Sharpsburg, Pa., near Pittsburgh. That was the real start of Polack Bros. Harry, after much coaxing, decided to enter the business the night before the show opened. The partnership existed until Harry's death in 1919.

Has Two Units

The shows grew until there were two units, Harry managing Rutherford's Greater Shows and I. J. heading Polack Bros.' 20 Big Shows. In 1917 the brothers purchased the World at Home Shows from James T. Clyde, with Harry operating the unit and I. J. continuing with the 20 Big Shows.

In 1922, I. J. opened a New York office for the presentation of indoor circus productions in Eastern States. His circus played throught the East under various auspices in 1922-'23 and then closed. Next Polack started circus promotions thru the Middle West under canvas. He finished the fall of 1924, however, with a rodeo on the Morris & Castle Shows and later joined the Morris Miller Shows as legal adjuster until that org closed in New Orleans.

Handled Advance

In 1929, Polack bought a half interest in the Milton Holland Circus, an indoor promotion. He handled the advance promotion and in 1931 he entered partnership with Louis Stern in the indoor circus promotional field. They started under auspices of the Elks in Ashland, O. Business was anything but good and for a time Polack and Stern talked of quitting until Polack took the show to

R.R. FAIRDOWN

(Continued from page 45)

first two weeks and the lead gallery is doing just fair. Traffic on the pony ride, managed by Norman Hechtman, is picking up. Biz has been hypooed by addition of a loudspeaker and a reduction in price—two rides for the regular 25 cents, plus an additional penny.

Death Valley Strong

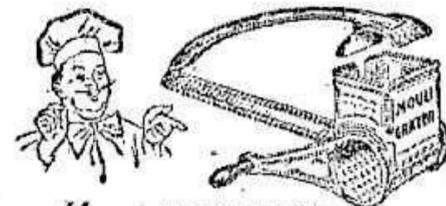
Clif Wilson's Death Valley is going strong. W. A. Peyton is augmenting J. Duffy as inside lecturer on the live reptile walk-thru, and Jack W. Burke is doing the outside grind.

Al Tigerman's Penny Arcade at the north entrance to the Gulch is still tops in the mock-up mining town. Gold Gulch Opera House is doing better but is still just making the nut. The later closing hour of 11:30 p. m., changed from the previous 10 p. m., is helping, as it is other attractions.

The Little Chief Fire Engine, operated by Jack Skelly, looks best of the kid attractions, getting 1,182 Wednesday, and increasing daily. Three kiddie rides run by Earl Ingals have had only two days since opening, when the nut was made. The Children's Theater, under direction of Tommy Sacco and Mike Dietrich, is building.

Hancock, Mich., under Elks auspices. To stimulate business, Polack gave away a car. He added concessions to the circus and business boomed. This started the Polack-Stern combo on the road to success until today Polack Bros.' Circus consists of two units, Eastern and Western, that play cities large and small throught the United States, mostly under auspices of the Shrine.

HERE'S THE HOTTEST BIG VOLUME KITCHEN ITEM IN YEARS NOW AVAILABLE FOR FAIRS AND SHOWS



The NEW Rotary "MOULI" Grater

PITCH TIPS:

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Commerce Dept. Tips Boardmen To Foreign Biz

WASHINGTON, July 18. — Any salesboard manufacturers with facilities to produce lottery equipment similar to that used in Spain may be able to land a good contract in Gibraltar, according to the Commerce Department.

Public lotteries, comprising 12,000 numbers each, are now being held weekly in Gibraltar, but the equipment is reported to be unsatisfactory. Commerce says interested manufacturers may correspond with the Government Lottery Board, Gibraltar, or thru the American Consulate in that country.

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609 Spring Garden St., Philadelphia 23, Pa.
Lombard 3-2676

SALESBOARD SIDELIGHTS

Joseph Berkowitz, general manager of Bee-Jay Products, Inc., Chicago, and Universal Manufacturing Company, Inc., Kansas City, Mo., reports that Chicago show and stockrooms are attuned to the times, sales and convenience-wise. In charge of Bernard Kite, sales supervisor for the Chicago district, the new facilities are customer approved after a little over a month's operation. Ample parking space both in front and rear of the Randolph Street headquarters further accentuates the convenience angle, Joseph adds.

Guy E. Noel, president of Gay Games, Inc., Muncie, Ind., has turned in reports of the steady demand for packaged ticket numbers. Firm's predecessors to its present Redi-Pac games, introduced 20 years ago, provide a valuable background of manufacturing and sales knowledge, Noel feels. Gay Games originated the packaged ticket idea, he says. The company's newest line of calendar girl boards is also going good in the 1949 market, and Noel declares that this was another "first" for his firm; it was the first manufacturer

to bring out a complete line of calendar girl tops on salesboards.

Jack Morley, vice-president of Consolidated-Container Corporation, St. Louis, tells of the good sales showing being made by firm's pellet boards. Jack says that the new sales manager for Indiana and Michigan, Marion Coffman, has made a host of friends since taking over last March. . . . Roy Galentine, Crown Products, South Bend, Ind., states that Crown's Southern route man, Moe Burden, is selling in a big way. Roy emphasizes that the board industry's future continues to "look rosy."

Sam Feldman, sales manager for Harlich Manufacturing Company, Chicago, comes up with the encouraging report that sales in June were about 20 per cent higher than the May level. "Not any one thing we can put our finger on to account for it," Sam declares. He adds that a combination of good numbers, fast delivery and excellent field representation most likely were the three leading factors responsible for the increase.

Mort Secore, Secore & Secore, Chicago, announced the introduction

of two new numbers this week, a board and a ticket item. The board, Jumbo Winners, nickel play, has 420 holes. Second release is an unnamed ticket deal, also nickel play, with a take-off on the Double Sawbuck with improvements. Five numbers to a ticket on this one. Mort reports Irwin's return from his Eastern tour. Mort himself took off on a trip East, a continuation of brother Irwin's, last week.

Harold Boex, vice-president of Pioneer Manufacturing Company, Chicago, is due back at headquarters this week when he winds up his lengthy Eastern coverage. . . . Dick Hitter, Carol Sales Company, Elmira, N. Y., says his mail-order coverage of the country is bringing in some nice business. Carol covers about every State except New York, with the latter handled by Dick's M. R. Hitter Company, Inc., and in the wholesale field only.

Gardner & Company, Chicago, reports no signs of let-downs in its parade of new numbers. Latter, officials declare, are tailored to meet present market conditions. Steady intake of orders on such Gardner lines as the Baby Charley, Sweetstake Charley and Baseball Bucks (which provide all classes of play from 5 cents, 10 cents, quarter and \$1) indicate that they are "on the beam," they add. Crediting its 40-year leadership in the industry to its ever-changing ideas in sound salesboard play, firm's executives promise a continuation of these policies. One of Gardner's leading officials, Saul H. Wyatt, is winding up a Wisconsin vacation with his family this week, and expects to be back in the sales saddle next week with a vengeance. Charles B. Leedy is off on an air jaunt to contact the "far afield" trade. Business is good and a good fall season is expected, he says.

IT'S SENSATIONAL!!

Test locations have PROVEN it's sensational. The only lighter with a built-in filling station. Attractively set in a body of Jewel Lucite, in beautiful colors of Crystal, Topaz, Ruby and Emerald. Everybody looks—everybody is talking about it.

We are featuring these lighters in connection with a 1200 hole board as illustrated. Deal takes in \$60.00—Consolation Payout \$9.00. Gross profit on deal, \$51.00. Sample Deal, \$17.95—Lots of six, \$15.95 each. 12 Deals or more, \$15.20 each. Prices include 25 pennies which cover the Jackpot Seals. Order today and be the first in your territory.

25% Deposit With Order, Please—Balance C. O. D.

ALLIED SALES COMPANY Sampliner Bldg., East 57th & Euclid Ave. CLEVELAND 3, OHIO

SALESBOARDS—All ORDERS Shipped Same Day Received

Holes Play	Description	Def.	Profit	Price
400	5¢ Lucky Bucks, Thick	Def.	\$ 7.00	\$ 7.75
1000	25¢ J. P. Charley, Thick	Def.	51.95	1.40
1200	25¢ Texas Charley, Thick	Avg.	102.98	1.75
960	5¢ Fully Packed Thick Girl Board	Avg.	24.25	2.75
960	5¢ It's the Knots Thick Girl Board	Avg.	24.25	2.75
1000	5¢ Barely Speaking Thick Girl Board	Avg.	24.25	2.75
1000	5¢ Glovely Lady Thick Girl Board	Avg.	26.60	2.75
1200	5¢ Pick a Cherry Thick Seal Board	Avg.	28.60	2.75
300	25¢ Pin & Sawbuck, Thick, 5 Nos. to Ticket	Avg.	30.04	2.50
120	25¢ Kwick Pin, Giant Holes, 4 for 25¢	Avg.	33.18	2.85
			28.73	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SALESBOARDS AND TICKETS ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes Play	Description	Def.	Profit	Price
2178	5¢ R.W.B. Singles	Def.	3650	\$7.10
400	5¢ Dollar Game, Ex. Thick	Def.	9.00	.60
1000	25¢ J. P. Charley, Thick	Def.	51.95	.75
1000	25¢ Charlie, Thick	Def.	50.00	.75
1200	25¢ Texas Charley, Thick	Avg.	102.98	1.75
600	5¢ Silver-Mt. Coin Bds.	Def.	14.50	1.25
1000	25¢ PAD Ticket Deals	Avg.	23.50	1.15
480	25¢ Gold Cup Pellet Bd.	Avg.	67.80	4.50
1200	5¢ Big Joker Card Game	Avg.	30.60	2.85
2400	5¢ or 10¢ Easy Picking	Avg.	48.50	2.50
1200	25¢ Charful Charlie	Avg.	76.98	1.85
200	4¢ \$1.00 Giant Win	Def.	81.44	2.98
600	5-10-25¢ One Card Draw Book Covers	Def.	14.00	1.75
			\$20.75	42.00

1000-1300 Girlie Bds., J.P. and Def. from \$27 \$ 35.00 \$2.25

U. S. MERCHANDISE CO. 25% WITH ORDER, BALANCE C.O.D. 10216 Superior Ave. Cleveland, Ohio

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FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN" NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS. 10th year giving immediate delivery on finest boards.

LEGALSHARE SALES
P. O. BOX 86-F 222 2nd St. Phone 2842 HUNTINGTON BEACH, CALIF.

NEW CALGARY MARKS

(Continued from page 45) for next year and provide additional grandstand seating. Weeks before the opening gun sounded grandstand reserved seats were sold out for every afternoon and night show during the six-day affair. Grandstand and bleacher seats accommodate more than 15,000 and each day saw an average of 5,000 standees at both matinee and night shows.

Despite rain the first three days Royal American Shows, on the midway, were running 20 per cent ahead of last year, when all previous midway marks were broken, Carl J. Sedlmayr, RAS owner, reported. Opening day, always one of the biggest of the six-day event, a deluge hit around 4 p. m. and lasted about two hours. Rodeo contests, midway attractions and everything else went on regardless. Sedlmayr said that all opening-day records for his org for the Calgary Stampede would have been broken had the weather co-operated. "As it was," Sedlmayr said, "we did okay."

The night grandstand show, booked thru the Barnes-Carruthers Theatrical Enterprises, Chicago, with Fred H. Kressmann in charge here, proved a tremendous draw. Titled *Cavalcade of Stars*, the revue's production numbers were elaborately costumed and lighting was ideal. Jules Shankman was musical director, Preston Lambert, emcee, and Eloise Dee, prima donna.

Acts Listed
Act line-up included a circus number as the opener, Ziggy the Zebra, Happy Harrison's Animals, Egyptian Fantasy number, Los Ridolas, Lowe, Hite and Stanley, Gems from Carmen, Strobolite number, Parker Brothers, Gray Sisters and Aida, Girl in the Moon.

Grandstand program was opened by the always-powerful chuck wagon races, followed by the revue and then fireworks, furnished by the T. W. Hand Fireworks Company, with W. R. Hand in charge.

This year found chuck wagon entries on hand from 38 different outfits. Cash prizes totaled \$7,350, with thousands of dollars worth of merchandise prizes.

Yule and his first assistant, Walter Ross, chief clerk, reported livestock entries, agriculture, education, horticulture and general departments exceeded those of any previous year. Eat, drink, novelty and game concessions this year were record breakers. Yule reported that more than 135 concessionaires and 35 exhibitors were turned down for lack of space.

PUSH CARDS

All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.

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Salesboards All orders shipped same day received

Hole	Name	Profit
1000	Come and Get It	\$24.35
1000	Easy to Get	25.62
1200	Fountain of Youth	32.40
1000	Futuristic	35.44
1350	Gold N West	31.85
1200	Goldie	32.65
1196	Gorgeous	31.50
1000	Lucky Fiesta	25.81
1000	Pipperoo	28.25
1000	Sitting Pretty	25.57
1000	Sunny Sue	25.68
1500	Sweet Pickin'	37.24
1200	Take It Easy	31.05
1000	Watta Life	25.48

ABOVE BOARDS \$2.50 EACH NET. CASE LOTS 12 OR MORE ASSORTED. 25% deposit with all orders, balance C.O.D. Freight prepaid on orders of \$100.

UNIVERSAL BEE JAY PRODUCTS
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Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS—CIGARETTE AND CANDY
Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postal, 6416 N. Newgard Ave. Chicago ly23

BARGAINS—MILLS 10¢ BONUS, \$155; 25¢ Bonus, \$160; Mills 25¢ Golden Fall, \$120; Mills 25¢ Black Cherry, \$105; 10¢ Black Cherry, \$95; 5¢ Black Cherry, \$85; Mills 10¢ Q.T., \$50; Pace 25¢ Chrome, \$85; Columbia Twin Jackpot, \$57.50; 1/3 deposit, balance C.O.D. Owl Distributing Co., 108 E. Sycamore, Independence, Kan.

CIGARETTE MACHINES—NO BARGAINS, BUT honest to goodness merchandise; all machines completely refinished and overhauled; twenty-five cent conversion; kingsize kits; we buy used cigarette machine equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

CORADIO COIN OPERATED RADIOS, AC OR DC; guaranteed same as new; close-out, \$29.95 each; special quantity prices on orders for 10 or more. Hotel Radio Corp., 307 7th Ave., New York City.

DIGGERS—ERIE DIGGERS, HAND OPERATED, Merchants, Mutoscopes, Buckleys, Rotaries. We buy Diggers, Rotaries; Wurlitzer Juke Boxes, 35 up. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—6 LOCATION POKERINOS, EX-cellent condition, \$79.50 each. King-Pin Equipment Company, 826 Mills St. Kalamazoo, Mich. jy23

FOR SALE—FIFTEEN DELUXE DRAW BELLS, all clean and perfect mechanically, \$200 plus erating. Knox & Howey, 529 Military, Baxter Springs, Kan. jy23

FOR SALE—CITATION, \$350; GOLDCUPS, \$215; Jockey Special, \$125; Special Entry, \$100; Double Ups, \$240; Deluxe Drawbells, \$200; all guaranteed. Wire Shaynee Vending Co., 230 Kansas Ave., Topeka, Kan.

FOR SALE—12 VICTORY STAMP MACHINES, in good condition, with folders; price, \$15 each. Douglas McBrayer, Anderson, S. C.

FOR SALE—TEN KEENEY 5¢ SUPER BELL, Comb; clean, ready to go on location, \$30 each; 1/3 deposit. Hightower Coin Machine Exchange, 19109 S. Harwood, Dallas, Tex.

SCALES FOR SALE—22 ROCKOLA LOBOYS, excellent condition, guaranteed to please, \$52.50 each; lots of 5 or more, \$47.50 each; also have other Scales for sale; we buy, sell and repair Scales of all kinds, refinish, replate; let us know your needs. Hyles Scale Service, 3711 S. Versailles St., Box 5915, Dallas 1, Tex.

REBUILT CIGARETTE MACHINES—PERFECT condition, baked enamel finish; all makes and models; send for list. New York Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, N. Y.

ROLL TYPE STAMP MACHINE WANTED—State manufacturer, quantity, price. Box 1040, 221 W. 41 St., N.Y. se10

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1654 Bedford Ave., Brooklyn, N. Y.

TARGET GUNS—LATEST MAKE; 16 SHOTS for 5¢; with step-up unit; shoots up to 75 shots; list price, \$289.50; will sacrifice 15 at \$165 each; 1/3 deposit with order. Marston Distributing Co., 20 W. Alexandrine, Detroit 1, Mich. jy23

TEN MILLS AUTOMATIC FOUNTAINS—400 cup capacity; excellent condition; approximately one year old; \$450 each F.O.B. Pittsburgh. Automatic Products Company, 4616 Henry St., Pittsburgh, Pa. jy23

WANT TO BUY—"E" AND "A" MODEL Uneda Pak Cigarette Machines; any quantity. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

WANTING GUESS YOUR WEIGHT SCALES—Clean, ready for location, \$75. W. Topping, 1260 Elm St., Stratford, Conn.

2 REVCO ICE CREAM CUP MACHINES, \$150 each; Advance 5¢ Selecteria Candy Bar Machines, \$15 each; Advance Model "D" Ball Gum Machines, just off location, \$4 each; Columbus Ball Gum Machines filled with gum, \$6 each; Victory Postage Stamp Machines, like new, \$12.50 each; 1/2 Jergens Lotion Machines, \$7.50 each; Groetchen Camera Chief Picture Machines, \$12.50 each. Devices Novelty Sales Co., 467 Milwaukee Ave., Chicago 10, Ill. Monroe 6-7533. jy23

2 616 WURLITZERS, \$82.50; 1 WURLITZER model 609, Victory Rotary Selector, \$69.50; 1 Super Roll, \$32.50; 1 Gold Ball Pintable, \$30.50; 1 Mystery Pintable, \$24.50; 1 A.M.I. Stream Liner Phonograph, \$47.50. Rebuilding Slots our specialty. All work guaranteed; write for prices. 10 Victory Stamp Machines, \$147.50. Coleman Novelty, Rockford, Ill.

10 MASTERS, \$10 EACH; 8 NORTHWESTERN Deluxe, \$14 each, square top; all 1¢-5¢ slots; will work like new. S. Resnick, 138 Riverdale Ave., Yonkers, N. Y.

over 10 per cent—may be experienced at fairs, Norman says. He bases his prediction on experience gained this season in the staging of a number of special events.

Norman was born in Emporia, Va., but as a youth moved to Rocky Mount, where he makes his home. Mrs. Chambliss is resident manager of the Rocky Mount annuals. They have three children, Norman Jr., who is married; Joe, a student and cheerleader at the University of North Carolina, and Mallory, a high school student. Joe is being groomed and may succeed his dad in the fair business since Norman Jr. shows no inclination. It's still too early to tell about Mallory but there is plenty of time since the head of the clan is as active now as he ever was and shows no inclination to retire.

Norman served in World War I and is an ardent Legionnaire, having served two terms as vice-commander of the North Carolina American Legion. He also is a member of the 40 and 8. He is a member of four Chambers of Commerce and four merchants associations. He is also a member of the National Showmen's Association and the North Carolina Association of Fairs and has served two terms as Juvenile Court judge in Rocky Mount.

SALESBOARD
For Immediate Delivery

1000 BINGOS ON STICKS \$.60
1260 BINGOS ON STICKS75
74 SEAL DIE CUT BINGO CARDS31
100 HOLE FIN & SAWBUCK 2.35
400 HOLE DOUBLE SAWBUCK 2.50
1000 HOLE PLAIN BOARDS60
120 HOLE E-Z PICKIN' JR.70
1¢ OR 5¢ CIGARETTE BOARDS65
1200 HOLE TEXAS CHARLEY 1.45
1000 G4AB A FIN PADS 1.40

We have a large assortment of good fast-moving 5¢ boards, girls or otherwise, double jackpot with \$25 top. These are all 1000 to 1200 hole boards in 35 different numbers from all leading manufacturers. Order now while assortment is complete at \$2.25 each. We carry a complete line of boards. Write for our Special Price List for Jobbers and Operators.

T. & C. SALES COMPANY
207 North Sandy St., Jacksonville, Illinois
Write — Wire — Phone

WE ARE MANUFACTURERS
All Kinds—PULL TICKET GAMES
• TIP BOOKS •
Buy Direct From Manufacturer at Very Very Reasonable Prices.

Columbia Sales Co.
302 MAIN ST. WHEELING, W. VA.
Phone: Wheeling 340

SALESBOARD SPECIALS

1200 Hole Plain Boards with Section \$.40
1300 to 1000 Hole Girly Boards 2.25
1200 to 1000 Hole J.P. or Seal Bds. 1.95
500 to 420 Hole, 6 Numbers on Ticket 2.25
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Assortment of 25 Boards (Case Lot) 50.00
17 J. Rensie Watches—\$15.00	20% Deposit.

B. F. PRODUCTS 1970 Piedmont Road
Phone 25-771 Charleston, W. Va.

It's Really Hot!!

ONE OF A COMPLETE LINE OF FAMOUS GARDNER GIRL BOARDS

5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	45¢	50¢
1.00	1.30	1.50	1.80	2.00	2.20	2.40	2.60	2.80	3.00
7.00	9.00	11.00	13.00	15.00	17.00	19.00	21.00	23.00	25.00

1000 FAST MOVING HOLES TO NAB THOSE NICKELS IN A HURRY

ORDER AS:
NO. 1000 REALLY HOT TAKES IN: 1000 - 5¢ = \$50.00
PAYS OUT: 22.71
AV. PROFIT: 27.29
MAX. PROFIT: 36.00

NOW READY!
A COMPLETE LINE OF GARDNER GIRL BOARDS IN ALL TYPES OF PLAY

WRITE FOR CIRCULAR

LEADING PUNCHBOARD MFR. OVER 40 YEARS
GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16 ILL.

Many Tarheel Annuals Gained Vigor Under Norman Chambliss

(Continued from page 46)

he took over the Rocky Mount annual and operated it successfully thru 1948 when Hamid sold him his interest. In 1935, while still managing the State Fair, he joined with Hamid in taking over the Greensboro Fair. This operation also has been highly successful.

Norman's reputation as a successful fair operator is widespread throughout North Carolina. As a result he is frequently approached by groups from other communities for assistance in the staging of annuals. A few weeks ago he was called to Elizabeth City and it is likely that the Pasquotank County Fair may be under his direction this year or next, depending upon the availability of a suitable midway. The plant has a race track and grandstand and adequate grounds—all that Norman needs to set up shop. Also in its favor is the probability that it may soon harbor pari-mutuel horse racing.

Special Events

In addition to fairs, and because the plants are especially adaptable, Norman presents spring and summer race meets, thrill shows and rodeos. The promotions serve a double purpose since they are both lucrative and serve to get the public in the habit of thinking of the fairgrounds as the scene of big events. Norman will not play or sponsor a carnival except in connection with one of his annuals and by so doing offers as much protection as he can to the traveling gentry who all too often find a community played out by fair time.

Norman is high in his praise of the carnival brethren. Thru the years he

has had business dealings with some 50 organizations and happily reports that none has resulted in an argument. He credits midway with a big part of the success at most fairs.

Mrs. Kendall Assistant

The various interests headed by Norman are administered from general offices in Greensboro. Mrs. Clyde Kendall, assistant manager, has been associated with him for 12 years and is generously credited with much of the success of the various enterprises. Also rating considerable credit whenever Norman discusses his success is George A. Hamid, a partner and friend of many years standing.

Norman has long taken an active lead in soliciting legislation beneficial to North Carolina fairs. Starting this year any event labeling itself a fair must be approved by the Department of Agriculture under a standard of operation. The latter will require that premiums representing a percentage of the average gross receipts for the past five years be offered. While the move has been fought by some operators who regard it as dictatorial and an infringement on their personal interests, Norman is of the opinion that it will benefit all fairs since it has the unanimous approval of all agricultural interests. Agricultural premiums at Norman's events are \$7,500 at Greensboro, \$4,000 at Rocky Mount, and \$3,000 at Greenville.

From his experience Norman is inclined to favor newspapers for advertising his events. Billboards are next in importance and radio is third, he says.

Biz Drop Predicted

A slight decrease in business—not

A Winner....

BELLE-O-VISION 5¢

It's a H-O-N-E-Y!

1500 INTERMEDIATE HOLES
5¢ PLAY
SP THICK

Takes In \$75.00
Pays Out 37.80
AVE. PROFIT. .. \$37.20

ASK FOR FORM NO. 15529

HARLICH MFG. CO.
1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS

Group Vacations in Full Swing

Line Output In 5 Plants Set To Roll

Skeleton Crews Kept On

CHICAGO, July 16.—Five of the 11 coin machine manufacturing firms which had announced production line shutdowns to provide vacations for their employees will resume full scale operations Monday (18). (See chart.) They are: H. C. Evans & Company; Genco Manufacturing & Sales; Chicago Coin Machine Company; D. Gottlieb & Company, and J. P. Seeburg Corporation, all of Chicago.

As these plants resume operations, personnel of the J. H. Keeney Company will just be starting a two-week vacation, ending August 1. Line workers at AMI's Grand Rapids, Mich., factory and Rock-Ola Manufacturing, Chicago, will end their two-week vacation in time to report for work July 25. The sole other firm initiating a July vacation period for plant workers is Williams Manufacturing, Chicago, which will shut down its production line July 28-August 8.

O. D. Jennings & Company line workers and Bell-o-Matic Corporation staffers will begin vacations in August. Jennings production men will put aside their tools August 1-15. Bell-o-Matic, world-wide distributor for Mills Bell products, will observe group vacations August 25 thru September 5.

The practice of halting production lines began a few years ago when most plant executives decided it would make for a more efficient production schedule.

Bally Manufacturing, Buckley (See Group Vacations on page 109)

Williams Mfg. To Move Plant

CHICAGO, July 16.—Williams Manufacturing Company will move to larger quarters at 4242 W. Fillmore Street at the end of the month, Sam Stern, vice-president, announced Friday (15).

New quarters are located in a one-story building, containing 40,000 square feet of production space plus 20,000 square feet which will be temporarily unoccupied.

Firm is headed by Harry Williams and is now producing Star Series, a five-ball game with a baseball background.

An Expensive Pause

CHICAGO, July 16.—Jack Nelson Jr., of the Jack Nelson Company, discovered a new high in the price of Coke last week. When he entered a near-by bistro to purchase a few cold bottles of the drink for the office staff, he found he had interrupted a gun-waving trio in the process of holding up the tavern. Nelson's contribution to the \$950 collected by the armed men was \$28.

Box Score on Factory Vacations

Firm	Closed	Reopens
AMI	July 11	July 25
Bell-o-Matic	August 25	September 5
Evans	July 2	July 18
Genco	July 2	July 18
Chicago Coin	July 2	July 18
Gottlieb	July 2	July 18
Jennings	August 1	August 15
Keeney	July 15	August 1
Rock-Ola	July 10	July 25
Seeburg	July 2	July 18
Williams	July 28	August 8

The officials of all above firms stressed that skeleton crews will be on hand to service orders during the effective closing dates.

New and Used Game Sales To Foreign Operators Up 69 Pct. in April Survey

Vender, Music Sales Drop But Unit Prices Increase

WASHINGTON, July 16.—Altho the sale of new and used games to foreign markets increased 69 per cent over the previous month, April coin machine export dollar totals dropped to \$126,491, according to figures released this week by the Department of Commerce. The March total was \$164,595.

Three nations, Guatemala, Cuba and Japan, accounted for the bulk of the game sale increase. In April, Guatemalan coinmen imported 50 U. S. made games worth \$6,527, compared with no importations the previous month. Cuba's April total was \$7,075 as against the March figure of \$3,005. Japan's March total of \$6,803 jumped to \$8,489. In all 569 games valued at \$39,378 were shipped abroad in April compared with 293 units worth \$23,719 the preceding month.

Music Off

Music machine shipments dropped to \$70,198 in the latest export summary, low point for this year. March jukes consigned to foreign operators were valued at \$119,775. For the second successive month Venezuelan music merchandisers were the biggest customers, accounting for 47 units with an aggregate value of \$33,198. Other quantity buyers in this grouping included Japan, \$17,408; Cuba, \$14,101; Guatemala, \$11,470, and Pan-

ama, \$10,124. Japan's purchases were its highest music total since the war and proved once again that constant development of new small coin machine markets pay off in the long run.

The vending field remained steady in April resulting in the sale of 207 automatic merchandisers with a total worth of \$16,915. This was 19 per cent less than March's \$21,101 but ahead of the \$14,000 monthly average for 1949.

Average Price Up

Average prices for music machines increased \$9 in April to \$459, with coinmen in the Netherlands Antilles paying the top price, \$829. The Netherlands Antilles comprise a group of islands in the Dutch East Indies. In previous reports some of them, notably Curacao and Aruba, were listed as separate export customers. The smallest per unit price, \$266, was paid by Philippine operators concentrating on older used equipment. The average price for venders sold to foreign operators also increased in April, rising from \$53 the previous month to \$81. On the other hand, game prices were off from March figures. The drop amounted to \$11, leaving April unit prices at \$69.

Despite the over-all drop in dollar totals in the latest report, coinmen wondering what to expect of export (See New and Used on page 109)

Postpone NCMDA Board Meet; Sked September General Session

CHICAGO, July 16.—Because of the conflict with vacation schedules of members of the board of directors, the National Coin Machine Distributors' Association (NCMDA) will not hold its midsummer meeting Monday (17) as originally planned, S. I. Neiman, NCMDA public relations director announced.

Neiman explained that Lou Wolcher, association president, had authorized him by wire from San Francisco to call off the meet and to ready plans for a board meeting later. Wolcher also advised that he

would air mail to each board member an outline of topics set for discussion at the postponed session so that members would be prepared to act in case the meeting is called on short notice.

Wolcher also told the NCMDA director that the entire membership would meet in general session in Chicago in September. At this second proposed meet, the membership will get a complete briefing on progress made in the association's first year of existence as well as the objectives of its new public relations program and budget for 1950.

Auto Mishap Takes Life of Hayden Mills

Bell-o-Matic Official

CHICAGO, July 16.—Hayden R. (Bill) Mills, executive vice-president of Bell-o-Matic Corporation, was instantly killed Tuesday night (12) when struck by a passing car as he attempted to help another motorist whose car was stalled on Route 64 near Wheaton, Ill. He would have been 48 years old October 26. Son of the founder of the Mills organization, Herbert S. Mills Sr.,



HAYDEN R. MILLS

Hayden joined the Mills Novelty Company as secretary and treasurer January 5, 1924. When the firm changed its name to Mills Industries in September, 1943, Hayden was secretary and remained in that capacity until May, 1948, when he became a Bell-o-Matic official. He was a part owner of Mills Industries, which builds bell products distributed on a world-wide basis by Bell-o-Matic.

A veteran pilot, Hayden was a sponsor of one of the first round-the-world flights undertaken by Jimmy Mattern. In his college days he was a stellar athlete and later became a leading sportsman.

He is survived by his widow, Mrs. Gladys Mills; a daughter, Marilyn; two sons, Hayden R. Jr., and James, and two brothers Herbert S. Jr., and Ralph, both Mills officials.

Funeral services were held yesterday (15) in Norris Chapel, St. Charles, Ill. Interment followed in Union Cemetery, St. Charles.

Pins Licensed By Mass. Town

FALL RIVER, Mass., July 16.—The licensing board of Fall River has announced that beginning August 28 all pinball machines will be subject to a \$20 license fee.

It is predicted that an estimated 350 machines in Fall River will produce more than \$7,000 added income for the city. The new tax was made possible by an enabling act passed last spring by the Massachusetts State Legislature.

AWARD N. Y. SUBWAY PACT

Northwestern Cuts Cost on 4 Bulk Units

Effects 10-13% Savings

MORRIS, Ill., July 16.—The Northwestern Corporation announced price reductions on four out of its six bulk venders this week, with new lists effective Friday (15). W. E. Bolen, president, stated that price cuts were being made on all units with the exception of the Model '49.

New price schedule effects reductions of approximately 10 to 13 per cent, depending upon the model. The new prices follow: Model 40, \$8.95 (was \$10.35); Model 33 Ballgum, \$9.95 (was \$10.80); Model 33, \$10.95 (was \$12.25); Model 39, \$12.25 (was \$13.55).

Bolen reported that firm's current production rate is 2,500 units per month. Glass globes are standard equipment on all models, with plastic globes available for most models. However, operators' preference appears to be overwhelmingly in favor of the glass globe, he said.

ABC Vending Corp. Names Bert Sanford General Sales Mgr.

NEW YORK, July 16.—Charles L. O'Reilly, president of ABC Vending Corporation, announced the appointment this week of Bert Sanford as general sales manager.

Sanford had been director of sales



BERT SANFORD

for the past 20 years for the Altec Service Corporation, which manufactures and services sound equipment. In this capacity he had contacted theater owners, industrial plants and public institutions.

O'Reilly stated that Sanford will take over his new duties immediately, but will continue as staff consultant for Altec Service.

Ind. Cig Smokers Puff Hard

INDIANAPOLIS, July 16.—Cigarette smokers in Indiana pay the federal and State governments approximately \$40,000,000 a year in taxes. This amount is eight times more than Hoosier farmers receive for their tobacco crop. Over the nation, federal and State tax collectors get \$1.75 for every \$1 the tobacco growers receive for their product.

Shoeshine Machine Sponsorship Plan Detailed by Southern Coin

MIAMI, July 16.—Robert Jacobson, head of Southern Coin-o-Mat Distributing Company, this week revealed details of his firm's sponsored shoeshine equipment program (*The Billboard*, June 18). Firm, which recently took over manufacture of the Imperial Shoe Shiner after having been national distributor for the unit, had contacted the Miami Lions Club as long ago as May, 1947, on the sponsorship plan.

Initial approval of the program was made by local Lions Club President Eugene Overstreet two years ago and basically follows similar sponsorship deals on bulk and candy venders (Ford Gum & Machine Company and Holli-Ware Manufacturing Company) and coin-operated scales of several manufacturers. Club members secure locations for operators of Southern's shiner, with location commission donated to the club for its charity fund.

Jacobson states that the commission paid the Lions organization is 25 per cent for nickel operations and one-third where there is 10-cent operation.

The sponsorship program, according to Jacobson, resulted in rapid placement of equipment in the Miami Court House, license tag department, Highway Patrol Building and the police department. Too, shoe shiners were installed in three local hotels, on several public piers, the veterans' hospital in Coral Gables and numerous other stops.

A "To Whom It May Concern" letter, released by Lions President Overstreet recently, indicates the growth of the club sponsorship idea. Urging other Lions Clubs to start a similar program, the letter said, in part: "The Miami Lions Club has for sometime had a contract with South-

ern Coin-o-Mat Distributing Company for the use of shoe shiners at various locations in this area on a percentage basis. Many of these machines . . . have produced considerable revenue for the club and its charity fund. I consider this a worthy project for any Lions Club and I am glad to recommend the same."

As a result of the letter, seven near-by Lions organizations have voted unanimously to sponsor the shoeshine equipment on the same basis as the Miami club.

Talking on the success of the venture, Jacobson declared that it should prove profitable for other operators in different parts of the country and that Southern "will offer co-operation in order that these contracts may be secured."

"Even the mayor of Miami has placed his personal approval on the Lions sponsorship project," Jacobson stated.

Victor Popcorn, Bulk Vender Output Up

CHICAGO, July 16.—Victor Vending Machine Company reported this week that production on its Hot-Pop popcorn-shoestring potato non-coin dispenser and its Topper bulk vender has been increased.

Recently added shoestring potato dispenser on the Hot-Pop unit makes it the first machine to vend this type of merchandise, H. M. Schaefer, president, said.

Victor has eliminated need for a wall bracket on its Topper units. The base of the machine incorporates a built-in-bracket that can be swung into use when a wall mounting is desired.

Winning Bid Submitted by Amer. Chicle

ABC, Wrigley Also Bid

NEW YORK, July 16.—A five-year over-all contract to operate venders and weighing machines in this city's subway system was awarded Tuesday (13) by the Board of Transportation to the American Chicle Company, Long Island City gum manufacturing firm. Two other sealed bids had been received from the ABC Vending Corporation, which operates in the Boston and Philadelphia transit systems, and the William Wrigley Jr. Company, whose subsidiary transit sales vends in the Chicago subway.

American Chicle's winning bid guarantees the Board of Transportation a \$65,000 monthly minimum commission, backed by a \$390,000 deposit. The pact contains an option to renew for a further period of five years, and permits the operation of penny and nickel gum, candy and nut machines and scales in all 527 stations of the New York City transit system, as well as in car shops, garages, barns and employees' crew and recreation rooms.

Just Develop Biz

While the contract fixes no minimum number of machines for installation, it stipulates that the contractor is required to increase the scope of the business to provide a greater return to the city and himself. In the event a "reasonable effort" to develop the operation is not made, the board can cancel the contract on a 30-day notice. At present, over 3,300 venders and scales are in use.

Under past agreements, commis-

(See *American Chicle* on page 99)

Candy Ops Add Drink Units

D. C. Operator Heads Community Chest for Small Biz Campaign

WASHINGTON, July 16.—Aaron Goldman, president of the G. B. Macke Corporation, large automatic merchandising operation, has been named chairman of the small business and professional campaign in the Community Chest drive. Goldman has been active in 12 previous Community Chest, War Fund campaigns, civic and philanthropic endeavors.

"Washington is essentially a city of small business," said Goldman in accepting the appointment. "Our job is to mobilize the 1,400 volunteers required to reach all of these people on time with the story of the Red Feather agencies in action."

Goldman's volunteer organization will have approximately 12,000 small firms and professional offices to contact when the drive starts this fall. He is a director of the National Automatic Merchandising Association (NAMA) and NAMA's national councillor to the Chamber of Commerce of the United States.

Smokes and Youth

WASHINGTON, July 16.—A probe of the effect of cigarettes on juvenile delinquency and other anti-social results is contemplated in a bill now pending before the House Agriculture Committee. The measure, however, isn't given a ghost of a chance.

It calls for a broad study of "the possibility of connection between advertising revenues and suppression by newspapers and magazines of unfavorable publicity regarding the effects of tobacco addiction."

The bill is sponsored by Rep. Walter Granger (D., Utah).

Dixie Names Moore New Sales Supervisor

EASTON, Pa., July 16.—Dixie Cup Company has announced the appointment of Craig Moore as assistant to S. M. Sawyer, national sales manager of firm's food container and automatic drink vending divisions.

Moore will supervise Dixie's vending sales.

See Seasonal Balance With Dual Routes

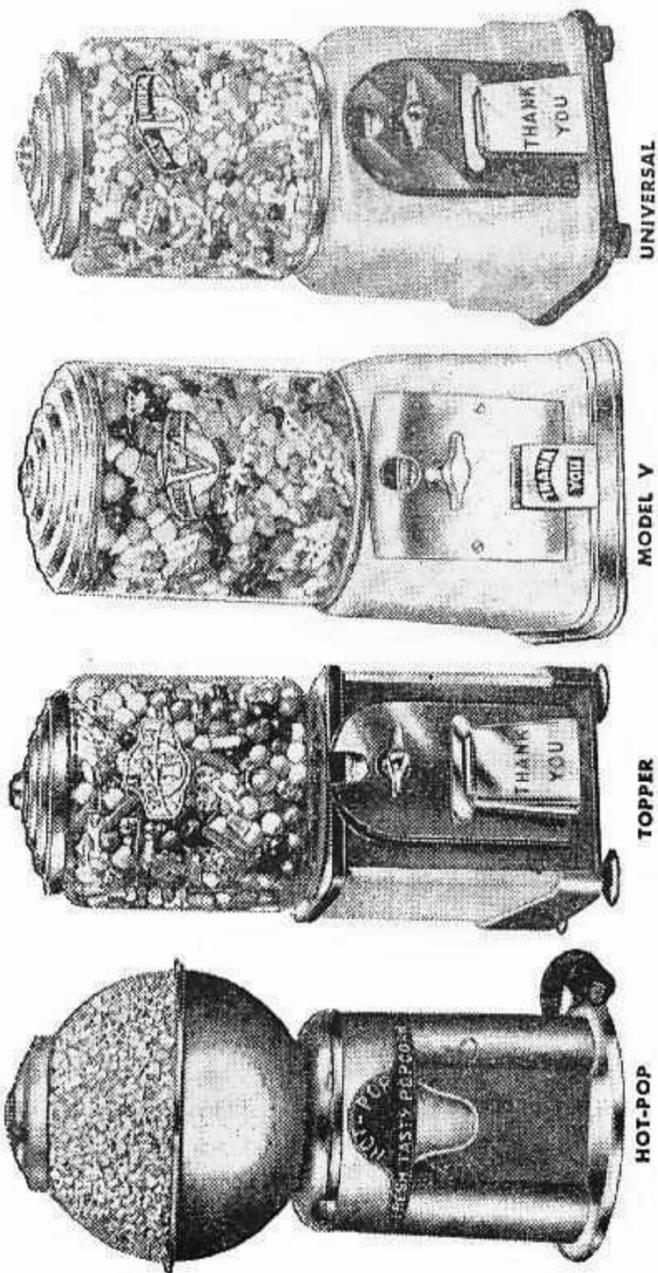
Supplement Candy Locations

By Fred Amann

CHICAGO, July 16.—A move toward "seasonal balance" by candy operators, spearheaded here, in Detroit and in Los Angeles, has become evident over the last few months and is based on the creation of diversified routes of candy venders and cup soft drink machines. With the return last season of the normal summer slump in candy sales, a number of operators began to apply the "balance" idea to their routes, figuring that drink sales in hot weather would offset declining candy grosses and lower drink sales in the colder months would be compensated for by hyped candy business.

Biggest obstacle to greater use of cup type soft drink equipment by the average candy operator is cost. High-

(See *CANDY OPS* on page 97)



UNIVERSAL

MODEL V

TOPPER

HOT-POP

VICTOR'S 4 BIG WINNERS

YOU CAN TURN THE MARKET UPSIDE DOWN and Shake it around and "Kouid" But you'll never find better bulk venders than VICTOR'S. Investigate the tremendous profit potentialities of these great venders long famous for their STABILITY—ENDURANCE—and ATTRACTIVE APPEARANCE.

The popularity of these venders is amply demonstrated by their total absence on the used-machine market.

It's Victor's Exclusively With Successful Operators—Get the Complete Details Now!

VICTOR VENDING CORP. 5701-13 W. GRAND AVENUE, CHICAGO 39, ILLINOIS

Jaya Vender Improvement By Futuramic

Names New Distributor

NEW YORK, July 16.—Frank Doyle, sales manager of Futuramic Machines, Inc., this week announced an improvement in the mechanical design of firm's hot coffee vender. Change involves the mounting of the dispensing valves within the refrigeration area, assuring temperature control of the cream from the bulk container within the machine to the cup.

According to Doyle, this improvement on the Koffee King unit was dictated by coffee operators and "fulfills a much-needed requirement in hot coffee vending equipment." Doyle added that the improvement has been incorporated in all production models now being shipped, and that it is being added to machines now on location at no charge to the operator.

Announcement was also made of the appointment of Felix Garnier to the sales staff of Koffee Vendors, Inc., Chicago distributor. Garnier will work under the direction of the Chicago office, maintaining personal headquarters in Indianapolis so as to cover the State of Indiana.

Doyle also announced that Multi-Sales, Inc., Dallas, has been appointed distributor for the States of Oklahoma and Texas. A staff of five road men, under the direction of Ray Freedman, will be maintained.

Pitney-Bowes Given Order For 300 More Stamp Units

HARTFORD, Conn., July 16.—Postal meter service in the United States is being greatly expedited thru new post-office equipment built by Pitney-Bowes, Inc., of Stamford, Conn., which has just received an order for an additional 300 machines.

The Pitney-Bowes organization manufactures stamp vending machines.

With these machines, everything in the line of weighing, computing cost and stamping is performed by the machine. The sender has only to pay for the official stamp, which is handed already dampened for application. In 1948 the government collected \$393,000,000, about one-third of its total postage revenue, thru postage meter equipment.

Reduce Forming Costs on Plexiglass Popcorn Domes

DALLAS, July 16. — Texas Engineering & Manufacturing Company, Inc., here has announced it reduced forming costs on plexiglass domes for popcorn venders by approximately 57 per cent. Using a newly developed punch, die, and compressed air, officials report between 40 and 50 domes can be produced by one man in an eight-hour day.

Domes are 1 1/2 inches high, have a 16 1/4-inch square base. They are formed from 24-by 20 sheets of .260 plexiglass.

Texas Engineering reports that among other commercial products which it is turning out are parts for soft drink venders, tractors and truck bodies.

Increase Beverage Sales With - MILLS Fully Automatic Fountain

With New Vending Stage

- 400 Drink Capacity
- Easy To Load and Service
- Compact—More Profit Per Square Foot
- COIN CHANGER, that increases sales 20 to 30%. No sale lost for want of proper coin.



MILLS AUTOMATIC FOUNTAIN

MODEL	OVERALL SIZE	ELECTRICAL RATING	CAPACITY
400	21 3/4" Wide	115 Volt AC	400 Cups
	20 7/8" Deep	60 Cycles	
	67 1/2" High		

Illustrated Bulletin 208-4 Sent Promptly Upon Request.

MILLS INDUSTRIES, Inc.

4100 Fullerton Ave., Chicago 39, Illinois

OVER 60 YEARS' EXPERIENCE IN THE MANUFACTURE OF COIN OPERATED MACHINES

VICTOR MODEL V-K
Sample \$12.25
24 or more \$11.50 EA.

5/8 140 Count COLORED BUBBLE BALL GUM
25 lb. cartons
26c LB. 170 & 210
27c LB.

(Prepaid in lots of 100 lbs. or more)
FULL CASH WITH ORDER

SPECIAL JULY OFFER
4 Model V-K's PLUS 257 170 Ball Gum PLUS 1000 Charms, all for ONLY \$51.50

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.
Orders Under \$10.00, Money in Full, ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7992

GET YOUR PISTACHIOS AND CASHEWS FROM HEADQUARTERS OR INSIST ON "SUN BRAND"

The leading brand of pistachios for over 20 years

Ask any user of pistachios if "Sun Brand" is not the best in quality and flavor, last longer in vending machines and is the lowest in price. You can sell more and earn more when you vend "Sun Brand."

Extra Jumbo Size, Red, 30 count, per oz. 62¢ lb.
Jumbo Size, Red, 34 count, per oz. 58¢ lb.
Special Blend Size, Red, 40 count, per oz. 55¢ lb.
Large Size, Red, 45 count, per oz. 44¢ lb.
White, salted, instead of red, deduct 8¢ lb.
Minimum order 200 lbs., otherwise add 2¢ lb.
Packet in Triplex 5 lbs. moisture proof bags and shipped 12 to a carton.

Write for our prices on cashews

AMERICAN PISTACHIO CORP.
Importers, Packers for over 20 years
111 Reade St., Dept. 15, New York 13, N. Y.

TOPPER \$10.00 EA.
IN LOTS OF 100

24 to 44, \$10.50 ea.
4 to 20, \$10.75 ea.

Packed 4 to a case.

Vends Ball Gum and Charms. Also Bulk Merchandise.

Made by Victor, Mfrs. of World's Finest Vending Machines for Past 15 Years.

JACK NELSON & CO.
2320 Milwaukee Ave
Chicago 47, Ill.

WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE, GAMES, ETC. BUBBLE BALL GUM

140 or 170 size, Crown Jack Brand with colored centers. 25 lb. cin. \$5.65
100 lbs. or more 21.90

COPPER AND SILVER PLATED CHARMS
Series #1, 1,000 \$4.50
Series #2, 1,000 5.75
Gold Plated "Georgia" Pins, 1 Gross 3.95
Gold Plated Bracelets in Capsules. 100 5.95
Silver Wedding Rings, 1,000 5.50
Gold Wedding Rings, 1,000 8.95
Stone Rings, 1 Gross 2.50
Sassy Wise Crack Buttons, 1,000 6.00
Gold Plated Basket Balls, 1 Gross 2.95

We are factory distributors for all leading makes of VENDING MACHINES.

PARKWAY MACHINE CORPORATION
223 West North Ave. Baltimore 17, Md.

ALL VICTOR MACHINES
Recommended and sold on
TORR TIME PAYMENT PLAN
Pay for same in 20 weekly payments Write for details.
ROY TORR
Lansdowne, Pa.

BUY SILVER KINGS KING OF VENDORS

Nut and Ball Gum, Candy, Charms Vendors, 1c-5c, U. S. and Foreign Coins. "Hot Nut" Vendors . . .



Bigger Profits from locations are a natural with Silver Kings or "Charm King" Ball Gum Vendor. Designed for sales compelling eye appeal. **\$10.55** in quantities. Sample, \$13.95.

At All the Best Dealers—or Write. Ask About the New "Hunter."

SILVER-KING CORP.
622 Diversey Parkway CHICAGO, ILL.

ALL SILVER KING MODELS

Recommended and sold on Time Payment. 20 weeks to pay. Write for details.

ROY TORR
Lansdowne, Pa.



VICTOR'S NEW 1c TOPPERS

Efficiently vends Ball Gum and Charms and other Bulk Merchandise. Specify "H a 11 Gum" or "Merchandise" when ordering. Packed 4 to Case.

\$43.00 per case

12 to 24 cases

\$41.00 per case

Quantity prices of all Victor made machines on request. Get on our mailing list.

ART GRAEFF CO.
1232 Broadway Toledo 9, Ohio

OUR NYLON PROMOTION!

- 1 **THE MACHINE**—guaranteed the best conversion.
- 2 **THE HOSE**—no one else offers 51 Gauge, 15 Denier Nylons for \$1.00.
- 3 **THE PRICE**—the lowest for both machines and hose.

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Price Control for Cigarette Sales by Ark. Liquor Stores

LITTLE ROCK, July 16.—A new price control regulation, effective immediately, aimed at the selling of cigarettes and beer "at bargain prices" was invoked by State Revenue Commissioner Dean R. Morley last week. Specifically, the regulation is slanted toward liquor store sale of these items at prices less than those charged by a "dominant" store.

Morley said the action was taken because of the 1949 Fair Trades Liquor Act, which prohibits the use of rebates, loans, gifts and other special inducements.

"Dominant" stores are defined as chain stores in the larger cities and private merchant groups in smaller towns. "The regulation will principally affect towns where there are no chain stores," Morley stated.

Refrigeration Firm In Citrus Juice Biz

SYRACUSE, July 16. — Carrier Corporation of Syracuse, manufacturer of air conditioning and refrigeration equipment, has announced plans for expansion into the citrus juice field. Cloud Wampler, Carrier president, stated that his firm is going ahead with a program to acquire control of a California company which has developed a new means of concentrating citrus for freezing and other purposes.

New concern, to be known as the C. E. Howard Corporation, will have Carrier as the principal stockholder. In activating the new firm, Carrier is taking over the business of C. E. Howard & Company, Southgate, Calif., manufacturers of the recently developed Kelly-Howard concentrator.

The new process, which retains vitamins and flavor by inducing evaporation in a high vacuum without employing heat, also can be used in concentrating a number of liquids other than citrus juices, Wampler said. Marketing plans are being developed to make the process available thruout the country.

The new corporation is expected to begin business within the next 30 days, according to Wampler.



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1 to 5 Cases, \$43.00 Per Case. (\$10.75 Per Mach.)

Victor's Sensational HOT-POP Non-Coin Operated—\$47.50, \$10 deposit, bal. C.O.D.
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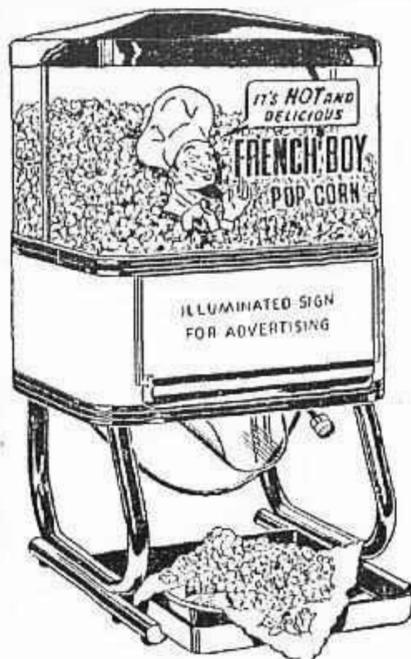
Nut and Charm Vendors hold 6 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit. Balance C O D

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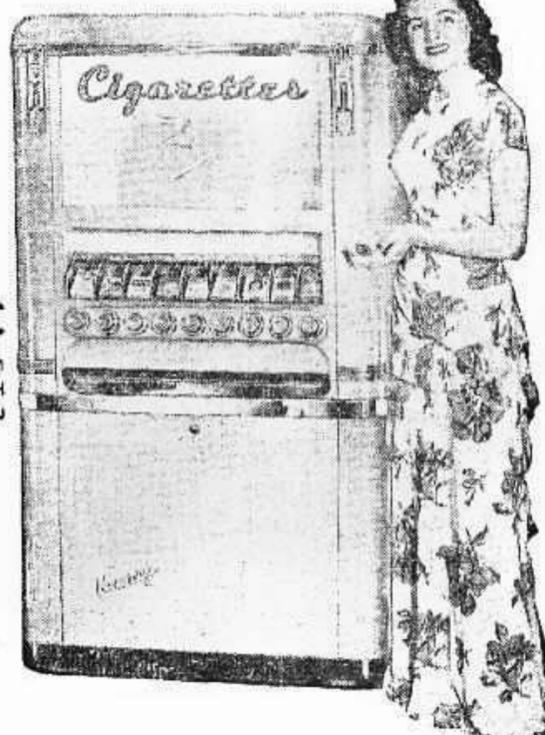
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Metal Color-Plated	\$4.75	White Plastic	\$6.00
Plastic—6 ass't colors	2.50	Metal-Plated	10.00
Metal-Plated	4.75		
24K gold or silver-plated	5.75	FUNNY-FACES (Cannibal, Clown, Indian, Devil, Pirate)	
		Plastic	4.00
		With Rhinestone Eyes	8.50
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Metal Color-Plated	5.75	With Rhinestone Eyes	12.50
Plastic—6 ass't colors	3.00		
Metal-Plated	5.75	A TO Z ALPHABET CHARMS	
24K gold or silver-plated	7.00	Plastic—6 ass't colors	2.00
SKULLS		3/8" FORTUNE BALLS FILLED WITH PRIZE	
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Plastic—6 ass't colors	2.50	Empty Fortune Balls	4.50
Metal-Plated	6.00		
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The new Victor "Topper" bulk vendors are filling a real need with operators for a dependable machine at a low price!

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Lots of 4 Packed 4 to a case (Lower prices in quantities)

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 Send for free leaflets showing "Topper" and other Victor profit-producing vendors.

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 Write now for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND GEMED RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.
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 3030 Crooks Road Pontiac, Mich. Phone 2-1200

Gott Details Govt. Facts on Candy Biz

WERNERSVILLE, Pa., July 16.—Speaking before the annual June meeting of the Pennsylvania Manufacturing Confectioners' Association (PMCA), National Confectioners' Association (NCA) president Philip P. Gott detailed facts and figures on candy production in leading "sweets" States.

"Pennsylvania is the third largest State in the union in confectionery products shipped and in amount of dollars and wages paid," said Gott. Discussing the leading candy producing States, he continued:

"The 141 confectionery establishments in Illinois shipped products valued at \$299,713,000 or 31.7 per cent of the national output of \$944,925,000 in 1947, compared to New York's 210 plants selling \$111,974,000 or 11.9 per cent; Pennsylvania with 183 plants selling \$103,693,000 or 11 per cent; California with 166 plants selling \$60,792,000 or 6.4 per cent; Massachusetts with 101 plants selling \$72,868,000 or 7.7 per cent, according to the U. S. Department of Commerce report just released."

The Commerce report also revealed that Illinois, New York, Pennsylvania and Massachusetts, the four largest candy producing States, include 635 plants or 37.8 per cent of the total shipped in 1947.

According to the just issued government report, Gott stated, the confectionery industry is revealed as being largely composed of small businesses with 1,510 establishments employing less than 100 workers and only seven firms employing more than 1,000 persons. Too, the report indicated that almost two-thirds of the 75,165 employees worked in 176 plants or about 11 per cent of the factories.

La. Soft Drink Biz Down; Beer Sales Up

BATON ROUGE, La., July 16.—Soft drink sales in Louisiana hit a sales skid for the 11 months of the fiscal year ending June 1, resulting in a tax revenue drop of \$743,700 from the corresponding period in 1948. Tax collections for soft drinks for the fiscal year to June 1 totalled \$905,300. For the same period last year revenue was \$1,649,000.

On the beer front, however, the picture appears brighter. Tax collections jumped to \$8,100,000 for the fiscal year up to June. For May, returns totaled \$925,000 compared with \$168,000 the preceding May.

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Use the original 'Pop' Corn Sez pre-popped corn to get highest profits and biggest sales! 'Pop' Corn Sez originated the present popular method of packaging popcorn for delivery to you fresh and conveniently packed. Our product is designed especially for your use and maximum benefit. Write for details! Ask about our 'Pop' Corn Sez Vendors, too—both new and reconditioned.

'POP' CORN SEZ, INC.
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THE LAST 50 OF THESE GOOD

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Candy Ops Look to Seasonal Balance With Dual Routes

(Continued from page 93) * capacity, "under \$700" machines are demanded. But operators feel that the cup vender industry is still in a state of flux and that "they are coming out with better machines all the time."

Ops Optimistic

However, most operators already getting their feet wet in the drink vender field express a cautious optimism and declare that they are in to stay. Starting with only a few units last year (often as low as one, two or six) many candy operations now have tripled and quadrupled their drink interests. They point out, tho, that placement of cup equipment is reserved for selected, high-traffic locations and is not a cure-all for all low volume summer stops.

Practically all drink units are being installed in the same locations along with candy machines, in some instances at the request of plant or store management. Operators are concentrating on increasing the profit potential of stops they already have. "Drink equipment is too expensive to gamble with, and so we stick to proven high-sales spots," is the typical reaction.

The problem of servicing the drink venders has divided the operators into two camps. One group holds that they can cut operating overhead by training their candy routemen to do the job, especially in view of the fact that they have only a few drink machines, while the other contends that it takes specialists to properly service the equipment right from the start. The first group, generally, grants this; however, they declare that when their drink operation expands, they will place their drink-vender-trained candy servicemen, along with others hired especially for the purpose, on the drink operation. Eventually, then, they intend having two distinct groups of servicemen for candy and drink equipment.

Chicago Picture

The Chicago picture shows a representative group of leading candy operators using, or planning to use, drink equipment. Vendall Service Corporation placed its first cup unit, offering three flavors, on location May 6, and has since added several others. A. Garrick Alex, firm head, intends restricting placement of these units to highly staffed industrial locations. He advocates training of candy servicemen for the new operation, on

the basis that on-location servicing of drink units is no more difficult or complicated than servicing candy venders. It is in the shop work and repair calls that special skill is required, he says. For these jobs, Alex intends to prepare one or two men with thoro training on refrigerated equipment.

Starting with six Lion venders last summer, another Chicago firm, Kandy Kit Company, has since added a number of others to its candy route. Joseph Kaden, who with brother Bernard Kaden heads Kandy Kit, revealed some interesting facts gleaned from firm's drink operation. Kaden states that while candy units drop some 25 to 30 per cent in summer operation, soft drink sales only decline a maximum of 20 per cent in cold months. And, he emphasizes, experience has proven that in many factory locations this winter drop-off of soft drinks does not even occur. This is due to the fact that plant heating systems, combined with workers' normal generation of body heat while performing his job, maintain the average 70-72 degree summer temperature inside a plant more or less constant thruout the year. This means that workers' thirst for soft drinks in such spots continues unabated thruout the year.

According to Kaden, when summer temperatures rise over the 72-degree mark, resultant soft drink sales are considered " gravy " and not the true norm.

In the Kandy Kit operation, special routemen service the drink units. Later, firm intends training one or two candymen to supplement the straight drink crew. An operation should have at least 50 machines before this is done, however, Kaden believes.

Citrus Drinks

Perry Rose, of Robot Sales, Maywood, Ill., while not as yet operating drink equipment, is in favor of such a step. Taking a different approach to the drink operation, tho, Rose says he will use only non-carbonated drinks preferably of the citrus juice type. He feels such a drink will have greater appeal to workers and plant management.

Says Rose: "Some plants have made suggestions that I install such equipment in addition to the candy venders." In other factories, which had not made such requests, Rose talked to management and discovered that it would welcome such installations. "Only hitch is that some plants have only 70 or 85 workers stationed thruout a large area, and while two or three candy machines can be placed for step-saving convenience, high cost of drink equipment prohibits such multiple placement." And management, of course, wants venders installed in number to keep workers from traveling long distances to reach them.

Rose says he will use candy servicemen to service drink units. In addition to saving in overhead, it will also provide work for the men during the slack, short-hour summer season.

While favoring the basic idea of drink vender operation in conjunction with candy equipment, Paul Crisman, of Tom King & Company, vetoed the practice at present because of the cost of such units. At least a 1,000-cup machine would be needed to do the job profitably, Crisman thinks.

Detroit Ops

In Detroit, the leading example of an independent operator moving into the soft drink field, on other than an experimental basis, is the activity of William S. Emig and Norman P. Noack, who operate Variety Vendors. The beverage units are actually operated by two affiliated firms, however. The combined drink operation consists of over 100 machines at present. Definite plans are being made to

Deran Confectionery Names 4 New Reps

CAMBRIDGE, Mass., July 16. — Four new sales companies, covering Southern and Southwestern areas, have been added to the Deran Confectionery Company's organization. Officials of the candy company appointed the following representatives effective this month:

John F. Brown, Charlotte, N. C., covering Virginia, West Virginia, North and South Carolina; Hubert Brokerage Company, Atlanta, covering Alabama, Georgia and Florida; H. L. Baker Company, Louisville, covering Kentucky, Tennessee and Arkansas, and the J. J. Bond Company, Fort Worth, covering Texas and Oklahoma.

greatly expand this phase of vending if business and industrial conditions warrant.

Emig declares that the separate set-up of the candy-drink routes is an advantage. "We feel that a separate serviceman is required, as the problems on candy versus drink equipment are entirely different."

Variety Vendors generally has the same locations for both types of equipment. Exceptions are those spots where potential customer traffic is below standards needed to support a drink vender.

Similar operations on a smaller scale exist for other Detroit candy operators, some of whom have an indirect interest in a cup beverage operation. But here, as elsewhere in leading industrial areas of the country, an important factor in the candy operators' addition of cup units has been the cost. The average candy operator here, too, tends to be a relatively small one in the field or a man with a large number of machines but without the capital for investment in an equal number of beverage venders.

L. A. Activity

On the West Coast, candy-beverage operation is also taking hold. The Automatic Beverage Company, formed several months ago as a straight candy operation, added cup venders in May. General Manager Robert Grenier states that the firm entered the soft drink picture due to requests from its candy locations. At present, a dual operation of about 100 candy and 100 cup venders is being maintained by the same servicemen. Drink installations were made almost exclusively in candy locations, but expansion of the beverage operation is scheduled if "conditions warrant."

Another large Los Angeles operation, Weymouth Service, altho confining its business to cigarette and candy units at present, is not averse to branching out into beverage operation. Word here is that such a move will be undertaken as soon as it is determined "business conditions warrant such expansion."

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EASTERN ELECTRIC VENDING MACHINE CORP

GENERAL MOTORS BLDG. NEW YORK 10, N.Y.
A PRODUCT OF C-B LABORATORIES

HERE'S A SIMPLE STORY!

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1c or 5c All Purpose Bulk Merchandiser

Simply sells all types of bulk merchandise as fast as you load it!

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THE "CHALLENGER"

THREE MACHINES IN ONE

\$10.00 to \$50.00 Weekly on Location!

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Manufacturer of HIGHEST QUALITY CHEWING GUM BALL GUM BUBBLE GUM BUBBLE BASE

SOLICITES INQUIRIES FROM QUANTITY BUYERS ONLY

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ACORN 1c or 5c ALL PURPOSE BULK MERCHANDISERS

LISTEN! All you have to do is set up a route of Acorn Vendors, fill 'em with Ball Gum and Charms... then, sit back and collect!

Write Today!

MFG. CO., INC.
11411 Knightsbridge Ave.
Culver City, California

Boardwalk Drink Units Boom

Some Machines Hit 2,500 Daily

Battery installation cuts service costs—new vender models outnumber prewar

BROOKLYN, July 16.—Paced by blistering summer weather which is bringing the crowds to Coney Island, soft drink cup venders at this seaside resort are enjoying a top season. While operators are reticent on facts and figures, at least one firm reports single machines pumping out over 2,500 drinks on sweltering Sundays. Innovations this season include a continuing trend towards the use of groups of machines in single locations to cut servicing costs; the presence of brand-new equipment, which contrasts sharply with prewar units in other sites; the initial use of coin changers in most of the new machines, and the spotty introduction of the dime drink price.

Currently, about 50 cup machines are in use at Coney, plus 13 wall-units at the Sodamat, forerunner of the modern drink vender, which dates back around 1930. Located on the Boardwalk, the Sodamat employs coin-operated dispensing units built into the marbleized wall of a store, which also houses a waffle stand. Supervised by a cashier, who makes change, this layout utilizes a central carbonating and cooling system to feed the individual venders. Each of these 13 wall-units stocks a different unbranded flavor, which include a couple of blends carrying such coin-nabbing names as South Sea Punch. This year the Sodamat hiked its drink price to 10 cents, and it is the major exponent of the upped level.

About 90 per cent of the remaining machines are geared to nickel inserts, with ops voicing the opinion that, in the face of decreased public spending and declining prices, this was not the year to go to a dime. Among the exceptions are two Bradley twin-drinkers, operated by General Vending Corporation, Brooklyn, in the outdoor Patio Arcade at the Boardwalk end of Feltman's, a large restaurant - amusement landmark. With this site's manual installations getting a dime for beverages over the counter, the automatic merchandising operation has followed in the 10-cent pattern.

Further down the Boardwalk at the Morris Restaurant, which houses a delicatessen and liquor bar, a battery of four prewar single-drink Spacarb are operating on a "split rate" basis. The first two of these machines vend Coca-Cola for a dime, while two others dispense 5-cent drinks of root beer and cherry. Some customers, who balk at paying 10 cents for a Coke, move over to patronize the nickel machines. On the whole, however, volume is said to be evenly divided between the two price levels.

Equipment here is location-owned, being operated by the Rifkin brothers, Coney concessionaires. They also run the Refresh-O-Mat, a Boardwalk store site, which includes a waffle stand and a bank of nine more Spacarbs, vending unbranded flavors. With the units painted a uniform green, this installation follows the "store" pattern of the Sodamat, less than two blocks away. In sharp contrast, however, the Refresh-O-Mat's venders all dispense nickel drinks, as do the rest of the Coney cup machines.

Demand Strains Pre-Cool

Over on Surf Avenue, the Colemat Company, new Brooklyn vending firm headed by Charles Cole, has spotted five new Spacarb 1000-cup 3D50's in Pleasureland, a walk-thru arcade. (Last season drinks were sold manually in this spot, tho canned drink Tele-Juice machines were in operation.) Indicative of volume at this site was the recent installation of pre-cool units, previously utilized only where peak patronage places a heavy demand on the standard vender refrigeration system.

Making full use of the Spacarb Mix-A-Drink feature, the machines have been placarded with large signs advising patrons how to push the flavor buttons to mix their own "combinations." A typical machine, serving cola, cherry, and lemon-lime, permits the sirups to be blended to concoct a "Dodger Delight," a "Flatbush Flip," a "Double Play," or, by combining all three flavors, an "All Star Special." Similar drink names are used on the other venders, hyping novelty appeal to the passing crowds.

Coinchangers further stimulate impulse patronage by solving the "no-nickel" problem. Four of the Spacarb units are now at the Surf Avenue front of the arcade, and a fifth on the Bowery side. Sole branded drink noted in the venders was Canada Dry ginger ale.

Pepsi Unit Display

Also employing new equipment is a battery installation of seven Lion 1,200-cup machines, all equipped with changers, located in a storefront site on Jones Walk, a busy thoroughfare off Surf Avenue. Operated by Lou Klein's Victory Dispensers, Brooklyn, these units all dispense Pepsi-Cola. Both the machines and the store background are finished in the franchise drink colors, while a large sign proclaims: "Pepsi-Cola Hits the Spot." This automatic display is an excellent ad for the beverage, and is understood to have been set thru Pepsi's concession department. (Location-owner John Ward also has an agreement with Pepsi-Cola to honor rebate coupons, distributed with the company's bottled drink take-home cartons, at rides in his Boardwalk

amusement park.)

A group of prewar single-flavor Frigidrinks, which had been spotted in this site for the past two years, has been moved by Victory Dispensers across Surf Avenue to a new store location, which also has a waffle-ice cream stand. Finished in a uniform maroon, three of the 13 venders sell Pepsi-Cola, while the remaining 10 dispense various unbranded flavors.

Arcade Adds Drinks

Another operator of new equipment is the Star Amusement Company, local arcade firm, with four Spacarb three-drink 600-cup units. Spotted in a Surf Avenue arcade and a Bal'em concession on the Bowery, they dispense Coca-Cola and flavors, but do not play up the venders' mixing feature. Other arcades on Stillwell Avenue are utilizing prewar Spacarb single-drinkers.

With postwar equipment pulling the lion's share of the Coney cup vender volume, trade circles report that location-owners are becoming "model-conscious," and predict that the Island will see more and more new machines. As one op summed it up: "With the public educated to demand more than the novelty of automatic merchandising for its nickel, venders must dispense a cold and palatable drink to do business. The day when any old machine was acceptable in Coney Island is over."

American Offering Changer Conversions For Mills Venders

BOSTON, July 16.—American Coin Changer Corporation announced its coin changer conversion kit for three Mills bottle venders this week. New unit, designed for use on Mills Models 47A, 47B and 47N, has been location tested, according to W. G. Fienemann, assistant to the president.

The kit includes steel casing, American coin changer mechanism with coin intake, coin box, coin return cup and chute. "Sold-out" and "five-cent only" lights are included. Anti-jackpot protection is offered as optional equipment.

Fienemann also revealed that his firm is working on a kit for use on Jacobs Model 26 which will permit vending drinks at a six-cent price.



Earn BIG Profits ALKUNO
5c GUM AND CANDY VENDOR

Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both.

MODEL 500
Metal Cabinet and Base. Ht. on Base, 60"x18" Wt. on Base, 64 Lbs.

Price \$69.50
Base 15.00

Immediate Delivery in Green, Blue or Tan

Write for Catalog of Complete Line of 5c Gum and Candy Vendors.

ALKUNO & CO.
NEW YORK 54, N. Y.
Melrose 5-7757
498 Concord Ave.



VICTOR'S TOPPER
Vends Ball Gum, Charms and Bulk Merchandise like magic! 4 machines to a case.

1 to 5 cases \$43.00 per case (\$10.75 per machine)
6 to 11 cases \$42.00 per case (\$10.50 per machine)

WRITE FOR CATALOG
on bulk merchandise, gum, etc., amusement games, music boxes, etc.

PARKWAY MACHINE CORP.
623 W. North Ave. Dept. 39
Baltimore 17, Md.



NOW HI-HO'S Featherweight STAND
Weights only 8 pounds

Simply add sand, gravel, etc., to fill base for desired weight! Iron Base, reinforced, heavily riveted for durability! Choice Chrome, Copper, Bronze or Hammered Finish (Grey Blue, Green) with beautiful chrome pipe (24 or 30")! This Hi-Ho has taken us one year to develop! One of the sturdiest and most beautiful stands ever constructed! Write E. LaRue, Sales Mgr. LEON "HI-HO" SILVER

640-542 Hayes St. San Francisco, Calif.



KOFFEE KING... Vends REAL COFFEE

FREE ILLUSTRATED BROCHURE

THE KEY TO YOUR FUTURE IN HOT COFFEE VENDING

Simply Mail This Coupon

FUTURAMIC MACHINES, Inc.
20 E. 35th St., New York 16, N. Y.
Gentlemen:
I am interested in hot coffee vending. Please send me without cost or obligation your illustrated brochure, "The Key to Your Future in Coffee Vending."

NAME
FIRM
ADDRESS
CITY STATE

ATTENTION—25c & 30c CONVERSIONS
Silver, Quarter or combination Nickel-Dime. Guaranteed Parts. Expert Workmanship.

CIGARETTE MACHINES

NATIONAL ELECTRIC 9E, 9 Col.	\$225.00
ROWE CRUSADER, 8 & 10 Col.	145.00
UNEEDA 8 Cols., 510 Pack Cap.	139.50
Uneeda Model 500, 7 Col., 250 Pack Cap.	90.00
Uneeda Model A, 9 Col., 270 Pack Cap.	75.00
National 9-30, 270 Pack Cap.	75.00
National 6 Col., 150 Pack Cap.	32.50
Rowe President, 10 Col., 475 Pack Cap.	119.50
Rowe Imperial, 8 Col., 240 Pack Cap.	70.00
Rowe, 6 Col., 150 Pack Cap.	35.00
DuGrenier, 9 Cols., Model WB, 386 Pack Cap.	62.50
Special! 4 Col. VENDOR, 80 Pack Cap.	20.00

SALE ROWE ROYAL CIGARETTE VENDOR
10 Col., 400 Pack Cap. \$97.50
8 Col., 320 Pack Cap. \$85.00

CANDY MACHINES

National 9-18	\$100.00
UNEEDA CANDY, 102 Bar Cap.	75.00
U-Select-It	35.00
Advance Candy Machines	25.00
Shipman Candy Vendor	22.50
ROWE 5 COL. 1c GUM VENDOR	15.00

SALE \$85.00 ROWE CANDY VENDOR
8 Col., 120 Bar Capacity. Floor Model

CIGAR VENDOR, 50 CAP. \$ 15.00
DELUX CIGAR VENDOR, 150 CAP. 32.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

American Chicle Is Awarded New York Subway Contract

(Continued from page 93)
 sion on penny gum, chocolate and peanuts had been 30 per cent, while scales called for 40 per cent. The new contract pegs penny gum and chocolate at 28 per cent; peanuts at 30 per cent and ups the weighing machine rate to 50 per cent. Since the board formerly paid the 2 per cent city sales tax on vended products, the new gum and chocolate commissions remain virtually the same, as the operator is now responsible for the municipal levy. Similarly, the peanut rate actually represents a 2 per cent gain. A board spokesman noted that the minimum \$65,000 monthly guarantee will, on an annual basis, exceed the city's 1948 subway vender earnings by over \$100,000.

Vender Tests

New products covered by this agreement are nickel gum at a 28 per cent commission and nickel candy at 20 per cent. In recent months, under a special agreement with the board, Interborough News has experimented with both Wrigley and Alkuno 5-cent package gum machines; Alkuno venders dispensing hard candy, such as Life Savers, and Statler and Al-

kuno cookie venders, featuring Sunshine and Austin crackers. While the latter units are not covered in the current contract, there is a provision whereby cookie machines can be operated after obtaining the Board of Transportation's permission.

In making the award, the board approved a management and service contract which American Chicle made with the Interborough News Company to run the vender operation, which becomes effective October 1. Under the old agreements, Interborough News operated venders in the IND system, while New York Subways Advertising Company had similar rights in the BMT and IRT lines. In 1948, Interborough News, with 1,533 venders and scales, grossed \$533,209.12, while New York Subways Advertising, with 6,795 units tallied \$1,824,739.40. Interborough News has used American Chicle gum in its machines since it began subway vending in 1934, while New York subways, which succeeded the Collier Companies in 1940, has been backed by Wrigley interests and has used that firm's products.

Equipment Used

Interborough News uses special Stewart & McQuire gum venders, built by Du Grenier, to vend tab-size Adams Dentyne, Beeman's and two flavors of boxed Chiclets. New York Subways Advertising has machines built to its order by Rowe, which were designed to dispense Wrigley stick gum and packaged candy-coated PK's. Recently, some of these machines in IRT stations were converted so that they could dispense American Chicle products, and these handle tab-size Adams spearmint and peppermint gum, Dentyne and a cellophane pack of 2 Chiclets. Under the existing subway contract, American Chicle (thru its agent, Interborough News) may replace the New York subways venders in the BMT and IRT lines with its own equipment, or rent these units for a six-month period at a rate of 30 cents per month per machine. In the latter case, or in the event it buys the venders on location, the stick gum columns would have to be converted to accept tab sizes. Both firms have used Stewart & McQuire venders to sell penny Suchard chocolate and utilized globe-type peanut dispensers. In the scale field Interborough News has the more modern weighing machines on location.

Interborough Moves

Just what moves in the equipment field Interborough News will make in the next 60 days are unknown, but the firm was reported to have been in the market for new penny gum equipment, as many of the subway venders took a wartime beating. About a year ago, it tested a unit developed by Stewart Products, Greenwich, Conn., and was also rumored to have designed its own gum machine. American Chicle itself has been eyeing the tests of the electric 5-column 375-pack nickel gum venders built for Wrigley by National Rejectors, St. Louis. The subway award carried the Board of Transportation's approval of 9 American Chicle penny gum sizes and 11 nickel size items, and the number of 5-cent gum machines in the subway is expected to increase sharply under the new contract.

The sole machines not covered by this award were coin-operated shoeshiners, run in conjunction with newsstands, and soft drink cup venders, on which the board has delayed taking bids. As one of the seven drink firms in the subway under a temporary agreement, Interborough News now has 17 beverage machines on location in midtown stations, and it expected to be a strong contender for the permanent drink contract, which will probably be let this fall.

Grismer Named New Sales Head At Johnson Box

CHICAGO, July 16.—Johnson Fare Box Company in a double announcement this week reported a change in sales department personnel and the development of a new coin changer.

R. H. Grismer has been named sales co-ordinator, a title new to the Johnson staff, replacing sales manager Edward Spaulding. Firm also stated it would introduce an entirely new coin changer in about 60 days. The unit will be the electrical built-in type suitable for use on either bottle or cup vender equipment.



Northwestern
 MODEL **49**
\$17.55 EACH

ALSO IN STOCK
 Dual Nut ... \$45.00
 DeLuxe ... 27.00
 Model 23 ... 12.40
 Model 39 ... 14.40
 Model 40 ... 11.00
 33 Ball Gum. 11.55

Write for Quantity Prices

EMPIRE COIN MACHINE EXCHANGE
 1012 MILWAUKEE AVE. CHICAGO 22

THE NEW REVOLUTIONARY NORTHWESTERN MODEL 49 FEATURING TRANSFER REFILL
 Cuts Service Time in Half
\$17.55

SAMPLE
 Write for Quantity Discount.

Other Popular Northwestern Vendors, \$10.35 and Up.

BADGER BULK VENDOR CONFECTIONS
 Finest Quality—Lowest Price
 Prompt Attention Given All Mail Orders

Minimum Order Shipped—25 Pounds

Almonds (Teeny), Vacuum Packed, 5 Lb. Tins, 600 Count	80¢ Lb.
Almonds (Vacuum Packed), 5 Lb. Tins, 400 Count	65¢ Lb.
Badger Super Pecan Mix	60¢ Lb.
Blanched Virginias, Salted	32¢ Lb.
Spanish, New Crop, Salted, Good	24¢ Lb.
French Fried Corn (Cornuts)	23¢ Lb.
Pistachio Nuts, Red, Lg. & Jumbo	65¢ & 88¢ Lb.
Boston Baked Beans, Dark, Reg. or Pee Wee	23¢ Lb.
French Burnt Peanuts, Reg. or Pee Wee	23¢ Lb.
Pine Nuts (Pinions)	43¢ Lb.
Rainbow Mix (Candy Coats)	23¢ Lb.
Gum—Reg. or Bubble Base	35¢ & 27¢ Lb.

Write for Circulars and Price List.

BADGER SALES CO., Inc.
 2251 W. Pico Blvd. Los Angeles 6, Calif.

NEW! REVOLUTIONARY!

Northwestern
 MODEL **49**

1c OR 5c
LESS THAN 25 \$17.55
LESS THAN 100 \$17.25
100 OR MORE \$16.95

Write — Wire Phone

NORTHWESTERN SALES & SERVICE CO.
 Authorized Northwestern Distributor
 4105 16th Ave. Brooklyn 4, N. Y.
 Phone: Godney 8-3600

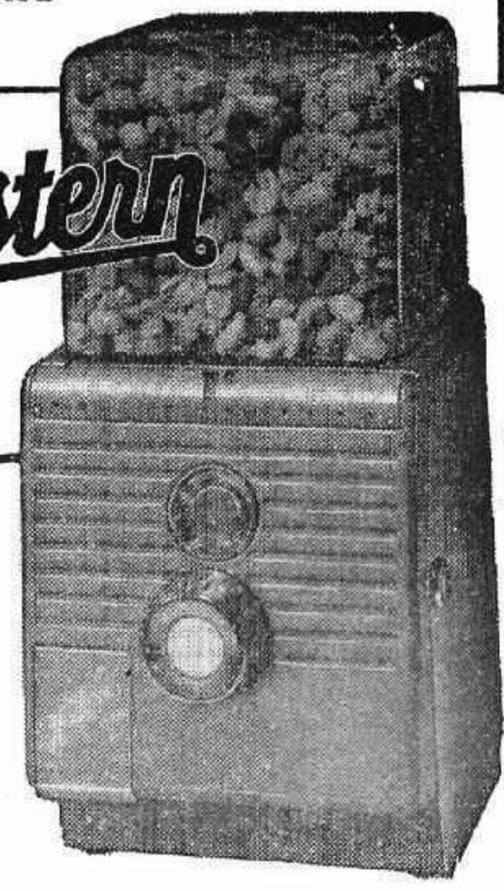
DIGGERS FOR SALE

Erie, Hand Operated Exhibit Merchants Electro Hoists Buckleys

Mutoscope Diggers Exhibit-Mutoscope Rotary Merchandisers

NATIONAL VENDING MACHINE CO.
 PHILADELPHIA, PA.
 4243 Sansom St.

for **BIGGER PROFITS** per vender **THAN YOU'VE EVER HAD BEFORE—**



Northwestern
 MODEL **49**

ENTIRELY DIFFERENT from any other VENDING MACHINE!



New Sani-Carry Globes can be cleaned and refilled at home or warehouse... by inexperienced help if you want it. No more filling, spilling and messy cleaning on location. Greater cleanliness assured. Cuts servicing time in half. That means twice as many machines serviced per day per man... bringing servicing costs down to new lows... boosting profits to new highs. Equally important, by checking merchandise in returned globes against cash collection, you can be sure of more accurate accounting and tighter control. No other vending machine gives operators so much. *Wire, phone or write for details.*

THE NORTHWESTERN CORPORATION
 818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

ALL NORTHWESTERN MODELS
 Recommended and sold on Time Payment. 20 weeks to pay.
 Write for details.

RAIN-BLO BUBBLE BALL GUM Packed 25 Lbs. to Carton	170c
5/8th 140c	210c
25 to 475 lbs.....	27c lb. 29c lb.
500 lbs. or over	26c lb. 28c lb.

Freight paid on 150 lbs. or over.
FULL CASH WITH ORDER.

NEW CHARMS
 President Buttons — Pictures & Dates of Office of the 33 Presidents of the U. S.— Washington to Truman ... \$7.50 Per M
 Metal Jingle Bells, 1/2"—in brilliant colors—red, blue, green, gold & silver. \$7.50 Per M

ROY TORR, Lansdowne, Pa.

OPS PROTEST DIRECT SALES

Sketch Ideas For Improved Juke Box Biz

Say Board Sales Hurt

(Editor's note: This is the concluding part of a series of articles based on operator comment prompted by *The Billboard's* survey of the music machine industry.)

CHICAGO, July 16.—Direct sales of equipment to locations—a perennial bugaboo in the music machine business—is one of the practices which operators say they would like to see stopped. Numerous phonograph operators, participating in *The Billboard's* music machine survey, pointed to direct sales as a hindrance to profitable operation.

A Louisiana operator who has a route in a small town summed up the temper of the group with this comment: "My suggestion to better the business of operating coin machines is to discontinue the practice of selling parts and machines and service direct to locations."

Shuffleboard Effect

The direct sales of shuffleboards to locations in many areas has had its effect on the phonograph business, a few operators said. When a location buys a shuffleboard of its own, the operators declared, it often gets the idea that it should also buy a phonograph—despite the fact that location-owned phonographs have always proved unprofitable.

Despite the problems to which they repeatedly called attention, music operators say they are finding solutions and putting them into effect.

"I operate my music route all by myself," a Kansas operator commented, "employ no help and try and keep it so I can give individual service to each of my locations. I also study each location as to the type of records I put on the machines. I do not want to get so large that I have to depend on help, since by checking and taking care of them myself I can sell myself to the location and also to the customers."

"In this way," the operator continued, "I feel I can give more value without a larger route, and I keep my overhead low."

A California operator suggested that manufacturers ought to put out a new model to operate at a dime, three for a quarter—the only suggestion of its sort received.

Lower Prices Help

"We (two of us)," a Miami company wrote, "operate our own route—devoting about 50 to 75 per cent of our time. We bought most of our equipment when it was high and it is taking a long time to pay for it. Recently we bought some new boxes at \$700 each, which is helping."

"If equipment prices and record costs decline, our situation will be much better. Collections have been lower than they were two years ago. The location is still not sufficiently educated as to the operator's expenses and does not want to part with any share of the collection he has been receiving. Competition is increasing now for the better locations, and you would only lose your spots if you tried to change the commission basis of 50-50."

"We try to make our phonographs earn as much as possible," the Miami operators continued, "by keeping all the top tunes on them, request numbers from locations, and keeping our (See OPS PROTEST on page 102)

Anti-Delinquency

CINCINNATI, July 16.—Use of a juke box in a high school to combat delinquency was one of the experiments outlined by James Andrews, president of Bloom Junior High, at the Buckeye Club luncheon in the Gibson Hotel here Tuesday (12).

Andrews told the club that a difficult time of day occurs during the noon period, especially in winter months when the children are unable to go out-of-doors. At Bloom, he told club members, the noon-time problem was solved by installing a juke box in the auditorium.

Damper on Boston Sports Video Hypes Juke Demand

BOSTON, July 16.—Tavern, bar, cafe and restaurant ops here are looking with renewed favor on their juke boxes, which most of them were ready to sell down the river just a few months ago. The clamp on telecasts of wrestling, the black-out of the La-Motta-Cerdan go and the Sugar Ray Robinson-Kid Gavilan contest has changed their outlook.

Walter Brown, promoter of Boston Garden, will not televise events at the Garden. He takes the position that he is not going to go along with

anything that threatens to run him out of business. Sam Silverman, boxing promoter, thought video would benefit boxing by creating new interest and making new fans. He had a disastrous season. Paul Bowser, wrestling promoter, whose audiences melted away, put the clamp on video. Only a few carefully selected events will be televised from the Garden and Arena, he has announced.

In the meantime, there is some talk about "thinking the matter of video broadcast over very carefully" next season by the Braves and Red Sox management, altho in the realm of baseball, video does not seem to hurt.

Dime Beer Back

The taverns, where you couldn't buy a 10-cent glass of beer when anything worthwhile was being televised, and where you had to drink more expensive beverages or leave, are back with draft beer at the same old dime.

Locations are turning more and more to the juke box for revenue, and most of the video sets are turned off most of the time. Juke box ops are getting new orders, new replacements, and installing more machines. Patrons no longer refuse to sit only where they can get a head-on view of the video screen.

Those locations which got in at the beginning, a year ago, have no squawks. They've paid for their sets and gotten increased business, but the ops who waited and just recently made their tele installations are not happy. "I was getting along better with my juke box take," is the statement of most of them. One location owner said: "Everybody's got television and nobody's got television—that's the way it shapes up."

Customers Want Sports

Location owners say their customers are just not interested in watching old movies, travelogs, and the usual tele fare. "Give them fights, wrestling, hockey or football, and they'll pack the joint," said one owner with two screens at each end of the bar. "Outside of the Milton Berle show, we might just as well turn 'em off."

Stand-by for the location tele sets are the baseball games, but with every location in town, practically, having screens, business is just about as evenly distributed as it is before the advent of television.

Ind. Music Ops Meet; Prepare P. R. Program

INDIANAPOLIS, July 16.—Public relations activity was the chief subject at the monthly meeting Tuesday (12) of the Music Operators of Indiana, Inc. (MOI), held in the Indianapolis Athletic Club. President Floyd Meeker appointed a committee of three to appoint a public relations director.

Committee appointed consisted of Henry Windt, Simplex Music Company; Mrs. Blanche James, James Music Company, and James Barley, Zim-Bar Amusement Company. The committee will meet with persons recommended for the office and report its decision at the next meeting, August 9.

Regular association business was also discussed and officers' reports were read at the meeting.

Wurlitzer Announces Four New Western Distributors

NORTH TONAWANDA, N. Y., July 16.—E. R. Wurlitzer, general sales manager for the Rudolph Wurlitzer Company, announced the appointment this week of four distributors covering the Denver, Tucson, Ariz., El Paso, Tex. and Salt Lake City areas.

Draco Sales Company, Denver, will

cover the Denver territory. Officers and representatives of the firm are Howard E. Hold, president; Leo Negri, vice-president; M. J. Savio, secretary, and Frank E. Begri, treasurer. Maestro Music, Inc., Tucson, covering the Tucson area, is headed by Joseph F. Cacioppo Jr. Jay C. Confer is manager.

Walker Sales Company, El Paso, also headed by Cacioppo Jr., covers the El Paso area. Manager is D. B. (Dick) Walker, who has been associated with Wurlitzer distributors in the West for several years. Knudsen Music Company, Inc., Salt Lake City, servicing the area, is headed by Wesley Knudsen. No stranger to the Wurlitzer organization, Knudsen has a background of administrative experience with the firm.

All distributors feature a full sales-service staff and will set up a full-inventory parts department for convenience of operators.

Spero New Publicity Chief for Ohio Adv.

CLEVELAND, July 16.—Herman Spero has been appointed publicity director of the Ohio Advertising Agency, Inc., which represents the Ohio Phonograph Owners' Association and numerous coin machine companies. Spero's appointment was announced by Samuel L. Abrams, head of the agency.

Prior to his association with the agency, Spero was doing free-lance publicity and promotion, primarily in the amusement field. He was formerly Cleveland correspondent for *The Billboard*.

Cincinnati Op Group Meets To Amend By Laws

CINCINNATI, July 16.—Members of the Automatic Phonograph Owners' Association (APOA) met at the Hotel Gibson Tuesday (12) to consider amendments to the association's by laws. Conducted by President Charles Kanter, the meeting drew one of the largest numbers of operators to attend an APOA meeting this year.

Lawrence Kane and Richard Morris, counsels for APOA, were present. Operators in attendance in addition to Kanter included: Sam Chester, Phil Ostand, William Fitzpatrick, Bill Harris, Milton Cole, Al Lieberman, Nat Bartfield, James Drivakis, Lou Levine, William Strout, Ray Bigner, Philip Bussard, John Toney, Frank Michaels, James Reuwein, Leonard Kanter, Bill Bigner, George Strassel, Norton Robinson, Art Enslin, Ed Wenninger, Frank Julie, Frank Gallardo, Charles Butler, John Nicholas, Abe Pearlmuter, Jerry Levy, Abe Maius, John Denhart, Abe Salmon, John Schmidt, Max Moeckel, Abe Villinsky and Paul Goldstein.

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are:

MGM MAY TAKE MUSICRAFT CATALOG. Depending on court and creditors' okay, the transfer will be made on royalty basis.

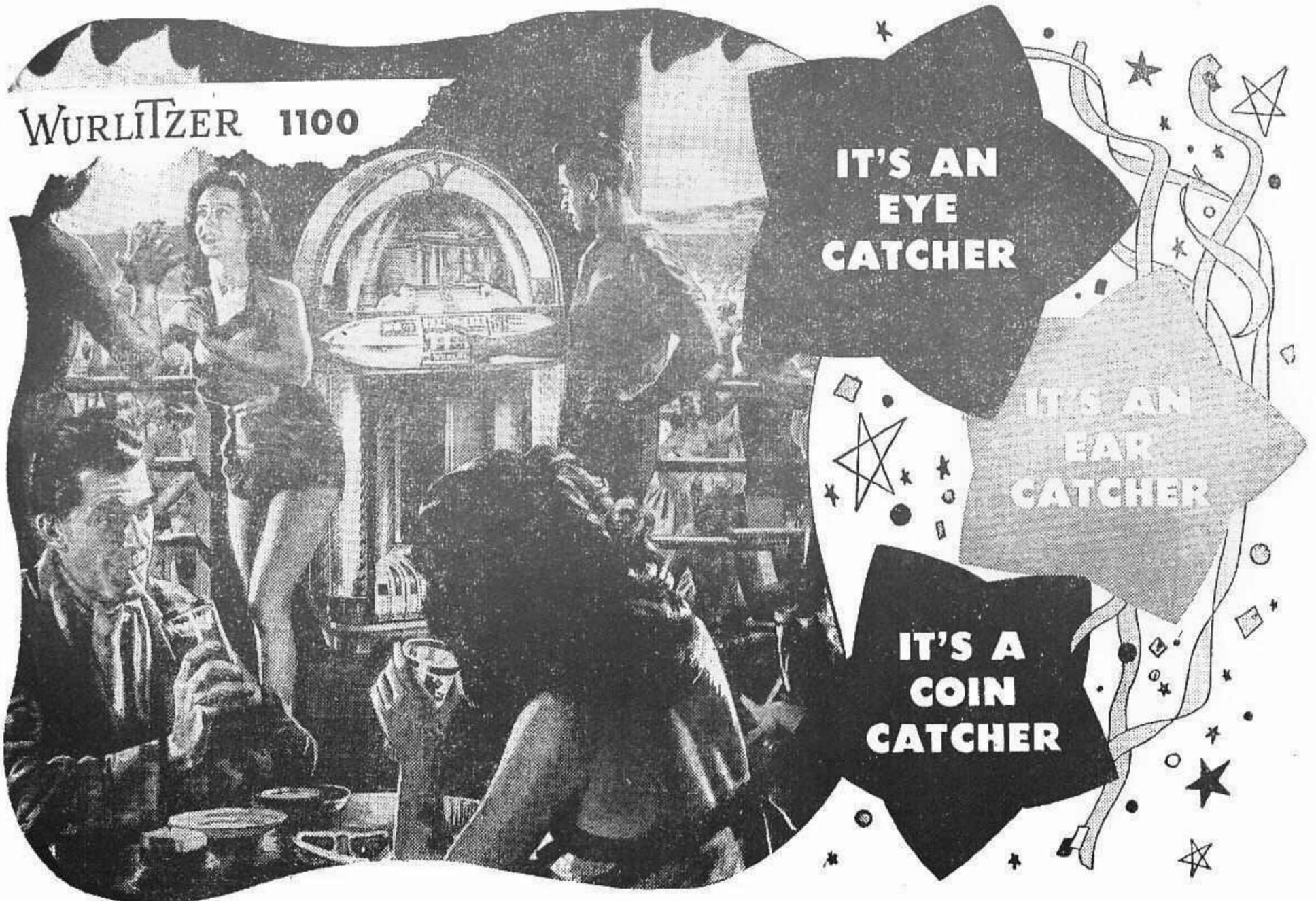
BLUEBIRD LINE IS UNBREAKABLE. New 46-cent label will be issued on unbreakable material.

COLUMBIA WAXING "MISS LIBERTY." The diskery plans to follow up recent show albums with original-cast recordings of the new Broadway show.

NEW SYSTEM FOR RELEASING DISKS. Capitol will start releasing records according to categories—all of one type issued at one time.

PRESSING PRESSES TO THE WEST. Exclusive Records announces that the East will be supplied with disks from the West; industry watches move.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new *Billboard* feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.



WURLITZER 1100

IT'S AN EYE CATCHER

IT'S AN EAR CATCHER

IT'S A COIN CATCHER

The WURLITZER 1100

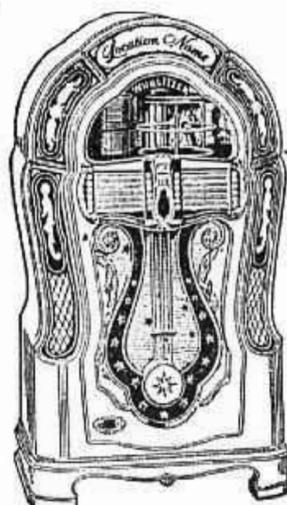
ABSOLUTELY UNRIVALED IN VALUE

SEE YOUR WURLITZER DISTRIBUTOR FOR LOW DOWN PAYMENTS, EASY TERMS, HIGH TRADE-IN ALLOWANCES

- | | |
|---|---|
| <p>Active Amusement Machines Co.
666 N. Broad St., Philadelphia 30, Penna.</p> <p>Alfred Sales, Inc.
881 Main St., Buffalo 3, N. Y.</p> <p>Angott Distributing Co., Inc.
2616 Puritan Ave., Detroit 21, Mich.</p> <p>Brady Distributing Co.
522 E. Trade St., Charlotte, N. C.</p> <p>Brandt Distributing Co., Inc.
1809 Olive St., St. Louis 3, Mo.</p> <p>Bush Distributing Co.
286 N. W. 29th St., Miami, Fla.
508 Delwood, Jacksonville, Fla.</p> <p>Cain-Cailouette Motors, Inc.
1502 Broadway, Nashville, Tenn.</p> <p>Central Music Distributing Co., Inc.
1523 Grand Ave., Kansas City 8, Mo.
2562 Harney St., Omaha 2, Nebr.</p> <p>Cleveland Coin Mach. Exchange, Inc.
2021 Prospect Ave., Cleveland, Ohio</p> <p>Commercial Music Co., Inc.
726 N. Ervay St., Dallas 1, Texas
901 E. Houston St., San Antonio, Texas
1004 N. Walnut St., Oklahoma City, Okla.</p> <p>Coven Distributing Co., Inc.
3181 N. Elston Ave., Chicago, Ill.</p> <p>Cruze Distributing Co., Inc.
105 Virginia St., W. Charleston, W. Va.
122 S. Seventh St., Louisville, Ky.</p> <p>Draco Sales Co.
1932 Broadway, Denver 2, Colo.</p> <p>Emarcy Distributing Co.
348 Sixth St., San Francisco, Calif.</p> <p>F.A.B. Distributing Co., Inc.
1019 Baronne St., New Orleans 13, La.
304 Ivy St., N. E., Atlanta 3, Ga.
1727 Harden St., Columbia, S. C.</p> <p>Hart Distributing Co.
906 Elliott Ave., W., Seattle 99, Wash.</p> <p>The Arthur Hermann Co., Inc.
282 Central Ave., Albany, N. Y.</p> | <p>Iowa Music Distributors, Inc.
764 Ninth St., Des Moines 14, Iowa</p> <p>Jacobs, Inc.
3724 W. Vliet St., Milwaukee, Wis.</p> <p>Knudsen Music Co., Inc.
287 N. 3d East St., Provo, Utah</p> <p>Lieberman Music Co.
1124 Hennepin Ave., Minneapolis, Minn.</p> <p>Maestro Music, Inc.
117 E. Broadway, Tucson, Ariz.</p> <p>Midland Music Distributing, Inc.
409 North Noble St., Indianapolis, Ind.</p> <p>Music Distributing Co.
420 N. Craig St., Pittsburgh 13, Penna.</p> <p>O'Connor Vending Machine Co.
2320 W. Main St., Richmond, Va.
400 Water St., Portsmouth, Va.</p> <p>Redd Distributing Co.
298 Lincoln St., Allston 34, Mass.</p> <p>Sicking, Inc.
1401 Central Parkway, Cincinnati 14, Ohio</p> <p>Siegel Distributing Co., Ltd.
477 Yonge St., Toronto, Ont., Can.
40 Powell St., Vancouver, B. C., Can.
853 Notre Dame St., W., Montreal, Que., Can.</p> <p>Southland Distributing Co.
1128 S. Crenshaw Blvd., Los Angeles 6, Calif.</p> <p>Steele Distributing Co.
3300 Louisiana St., Houston, Texas</p> <p>Sterling Service
Rocky Glen Park, Moosie, Penna.</p> <p>Walker Sales Co.
2401-5 E. Alameda, El Paso, Texas</p> <p>Williams Distributing Co., Inc.
1082 Union Ave., Memphis 3, Tenn.</p> <p>The Winters Distributing Co.
1713 Harford Ave., Baltimore 13, Md.</p> <p>Young Distributing, Inc.
525 W. 43d St., New York 18, N. Y.</p> |
|---|---|

- UNRIVALED VALUE** in smart styling and thrilling tone—the two top play-stimulators.
- UNRIVALED VALUE** in such exclusive play-promoting features as its Sky-Top Turret Window and Encore Program Selector.
- UNRIVALED VALUE** in rugged construction—in its time and money-conserving Quick-As-A-Flash Replacement Units.
- UNRIVALED VALUE** in the operating economies of its Cobra Tone Arm and the time-tested *right number of records—24!*
- UNRIVALED VALUE** in its Wurlitzer name—your assurance that it will earn peak profits for years and still command top trade-in price.

THE RUDOLPH WURLITZER COMPANY
North Tonawanda, N. Y.



HAVE YOU SEEN THE WURLITZER

1080 *Personalized!*

Stands alone as the only *personalized* phonograph in the industry and the lowest priced quality phonograph on the market.

WANTED
 OLD COIN-OPERATED PIANOS
 Link, Seeburg, Nelson, Wiggins
 Also Extra Music Rolls
 Will pay cash or trade Wurlitzer
 Phonographs for same.
 Send photograph and complete
 description.
WHITEHEAD MUSIC CO.
 Wilmington, N. C.

**Mich. Ops Pick
 July Hit Disk**

DETROIT, July 16.—Michigan Automatic Phonograph Owners' Association (MAPOA) has selected *Tipsy Ipsy Doodle Do*, Island record, as a featured tune of the month with initial promotion on members' machines starting this week (11).
 Recording is by Dick Minor and His Majors.

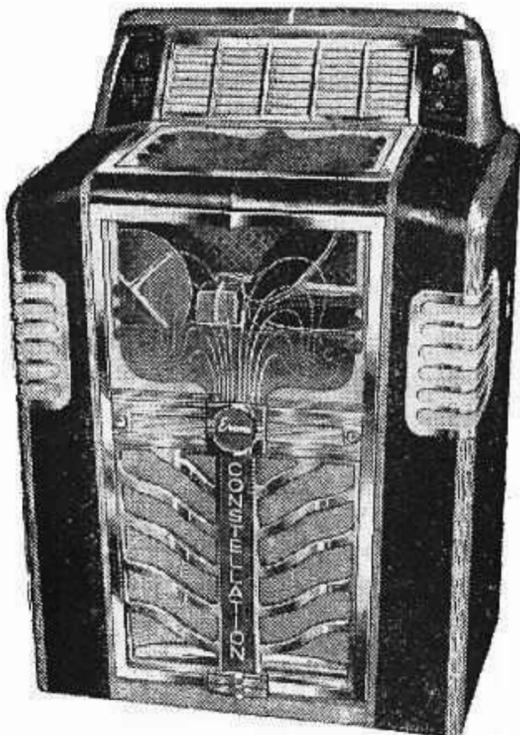
**SONGS WITH MOST VOCAL AND INSTRUMENTAL
 PLUGS IN KEY AREAS (RII SYSTEM)**

(Continued from page 22)

SI—Sustaining Instrumental
 SV—Sustaining Vocal
 CI—Commercial Instrumental
 CV—Commercial Vocal

Songs	Publisher	Heard in N. Y.	Heard in Chi.	Heard in Calif.	Add. Sur. Tot.
		SI SV CI CV	SI SV CI CV	SI SV CI CV	SI SV CI CV Ph. Pl.
Everytime I Meet You (Beautiful Blonde From Bashful Bend)	Feist	2 9 0 3	1 8 0 5	3 7 0 3	98
Everywhere You Go	Lombardo	1 5 0 2	2 4 3 4	0 3 0 2	68
Five Foot Two	Feist	1 3 2 2	1 2 2 2	1 4 2 2	63
Forever and Ever	Robbins	0 3 0 4	2 2 3 4	0 4 0 4	77
Girl From Jones Beach (Girl From Jones Beach)	Harms	5 4 1 0	3 6 3 0	7 7 1 0	64
How It Lies	Morris	1 14 1 2	2 14 2 3	0 9 0 2	114
(Just One Way To Say) I Love You (Miss Liberty)	Berlin	5 19 0 3	4 12 1 7	6 9 0 3	150
Let's Take an Old Fashioned Walk (Miss Liberty)	Berlin	1 6 0 3	0 4 0 4	0 2 0 3	65
Kiss Me Sweet	Advanced	0 9 1 1	1 5 2 1	0 7 1 1	67
Look at Me	Jewel	1 2 0 2	0 0 0 2	4 18 0 2	69
Lora Bella Lee	Santly-Joy	3 6 1 4	0 2 1 4	3 8 1 2	87
Lover's Gold	Oxford	6 6 1 3	1 2 1 3	4 11 1 2	90
Merry-Go-Round Waltz	Shapiro-Bernstein	0 9 0 3	2 9 1 4	0 3 0 2	83
My One and Only Highland Fling (Barkleys of Broadway)	Harry Warren	4 5 0 5	1 7 1 5	2 4 0 5	102
Riders in the Sky	E. H. Morris	0 5 0 7	0 5 3 7	0 3 0 6	115
Some Enchanted Evening (South Pacific)	Williamson	4 13 1 11	8 12 6 10	7 7 1 8	223
Swiss Lullaby	Southern	10 11 1 2	5 11 3 2	2 9 0 1	111
The Four Winds and the Seven Seas	Lombardo	0 10 0 4	0 1 2 3	1 7 0 3	83
There's Yes, Yes in Your Eyes	Witmark	10 22 1 11	8 21 1 15	12 16 0 8	4297
Wedding Day	Famous	2 10 1 5	1 9 3 5	3 3 0 5	122
Who Do You Know in Heaven?	Robbins	1 13 0 1	4 8 2 2	5 7 0 1	4 92
Younger Than Springtime (South Pacific)	Williamson	8 11 0 10	2 8 1 9	6 7 0 7	175
You're So Understanding	Barron-Pemora	5 14 1 3	3 6 1 3	0 1 0 1	84

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H. C. EVANS & CO. 1528 W. ADAMS ST. CHICAGO 7, ILLINOIS
 SEE OUR COIN MACHINE AD ON PAGE 121

**Universal Skeds
 Picnic July 23**

CHICAGO, July 16.—President Mel Binks has announced that Universal Industries' first annual picnic will be held at Wolf's Grove, Peterson Avenue and Pulaski Road here, Saturday (23).
 Reservations have been made to accommodate 800 persons, Binks said. Included on the program are polka and conventional dance bands, food and refreshments.
 Universal has just remodeled the first floor of its plant. It now has modern lighting and is set up with two lines devoted to production of the one-ball Photo-Finish.

OPS PROTEST

(Continued from page 100)
 equipment in first-class shape. We have tried to help carry our music route along by operating pin games and punchboards, but pin game collections are currently down and their cost has been too high."
 The answer to problems in the automatic phonograph field, wrote a North Carolina operator, is more operator co-operation—"an operators' association and strong distributorships."

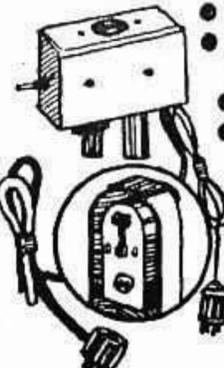
WASHINGTON, July 16.—Sugar stocks May 31 totaled 1,492,168 tons, a decline of about 700,000 tons from the same date last year, according to Agriculture Department. The drop is partly due to greater consumption in the first five months of 1949. Consumption amounted to 2,812,794 tons compared with 2,447,405 in the 1948 period.

Kill Bell Bill

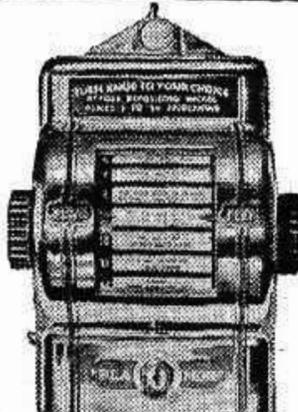
SACRAMENTO, July 16.—Attempts to push thru legislation making it illegal to possess a bell machine in California, have been killed in the State Senate by a vote of 20 to 14.
 The measure has been one of the most hotly contested pieces of legislation in the current session.

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 With Removable Needle

- No Needle Scratch
- Only 3/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In

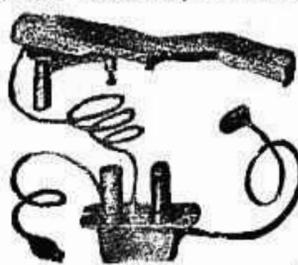


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 Seeburg
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 Elec. Concel \$4 extra
 Also other makes.
ADVANCE MUSIC CO.
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 St. Thomas, Ontario, Canada

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45	.59	6C4	.19	6SN7GT	.54
2A3	.99	6J5	.49	6X5GT	1.24
2D21	1.18	6J7GT	.79	70L7GT	.45
5U4G	.59	6L6GA	.87	80	.79
5V4G	.86	6SC7	.66	83	.83
5Y3GT	.38	6SJ7	.59	2050	.82
5Z3	.59	6SK7	.59	2051	.82

Minimum Order—\$10.00
 F.O.B. Phila.—Cash with order or 25% deposit—balance C.O.D.
ELECTRONIC RESEARCH LABORATORIES
 1021 Callowhill Street, Philadelphia 23, Pa.

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 22)

POSITION	Weeks	Last (This)	Week (Week)	Artist	Label	By
12	3	8		AGAIN	M. Torme-P. Rugolo Ork.	Cap 15428—ASCAP
18	9	9		FOREVER AND EVER	P. Como-M. Ayres	V 20-3347, 47-2892—ASCAP
3	22	10		THE FOUR WINDS AND THE SEVEN SEAS	S. Kaye Ork.	V 20-3459, 47-2923—ASCAP
10	8	11		BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-P. Weston Ork.	Cap 57-567, 54-582—ASCAP
6	26	12		BABY, IT'S COLD OUTSIDE	S. Kaye Ork-D. Cornell	V 20-3448, 47-2914—ASCAP
1	—	13		YOU'RE BREAKING MY HEART	V. Damone-G. Osser	Mercury 5271
4	16	14		HUCKLEBUCK	F. Sinatra	Col 38486, 1-222—ASCAP
(B. Goodman, Cap 57-576; A. Kirk, Vocalion 55009; T. Dorsey Ork-S. Shavers, V 20-3427; J. Hampton Ork, Dec 24632; P. Bailey, Harmony 1049; B. Marshall-Cozy Cole Ork, Dec 48099; R. Milton & His Solid Senders, Specialty SP 328; The Pig Footers, Merc 8130; Big Sis Andrews & Her Huckle Busters, Cap 57-70000; C. Calloway & His Cab Jivers, Hi-Tone 135)						
7	12	15		A WONDERFUL GUY	M. Whiting-F. DeVol Ork.	Cap 57-542—ASCAP
10	19	16		BALI HA'I	P. Lee-D. Barbour Ork.	Cap 57-543—ASCAP
16	11	17		AGAIN	V. Damone-G. Osser Ork.	Mercury 5261—ASCAP
1	—	18		YOU TOLD A LIE	M. Hughes	Col 38500
(C. Haines, Coral 60044; J. Kilty, MGM 10425; L. Clinton Ork, V 20-3461; F. Willing & His Riders of the Purple Sage, Cap 57-40151; R. Peters-D. Brooks-The Four Tones, Kangaroo K 1301)						
6	15	19		SOME ENCHANTED EVENING	F. Sinatra	Col 38446—ASCAP
9	20	20		AGAIN	A. Mooney Ork	MGM 10398—ASCAP
7	26	20		BALI HA'I	P. Como-M. Ayres	V 20-3402—ASCAP
17	30	22		FOREVER AND EVER	R. Morgan Ork.	D 24569—ASCAP
2	25	22		THE FOUR WINDS AND THE SEVEN SEAS	H. Jeffries	Col 38511, 1-256—ASCAP
14	14	22		FOREVER AND EVER	M. Whiting	Cap 15386—ASCAP
8	6	25		AGAIN	T. Dorsey Ork-M. Lutes	V 20-3427—ASCAP
2	—	28		A WONDERFUL GUY	D. Shore	Col 38460—ASCAP
1	—	26		I DON'T SEE ME IN YOUR EYES ANYMORE	P. Como	V 20-3347—ASCAP
6	—	26		SOME ENCHANTED EVENING	B. Crosby-J. S. Trotter Ork.	D 24609—ASCAP
2	29	29		THE FOUR WINDS AND THE SEVEN SEAS	M. Torme-F. DeVol Ork.	Cap 57-671—ASCAP
4	30	30		BALI HA'I	F. Sinatra	Col 38446—ASCAP

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When the reading is 40 selections from 20 records,
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40 is a rich, generous choice.



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Take a look at these prices . . . compare them with any in this issue . . . then act FAST! You won't find prices any lower anywhere for used equipment in such good condition. Every machine is ready for location. At these new lower prices you'll have less investment—more profit. But order immediately while these bargains are still available.

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Shipments F. O. B. Columbus All Items Subject to Prior Sale

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SEEBURG		WALL BOXES	
146 M	\$325.00	W4-L56 5-10-25c	
147 S	350.00	Wireless	\$59.50
147 M	385.00	3W5-L56 5-10-25c	
148 M	500.00	3-Wire	57.50
H 146 M	275.00	W1-L56 5c Wireless	35.00
H 246 M	300.00	3W2-L56 5c 3-Wire	35.00
ROCK-OLA		WS-22 5c Wireless	15.00
1422	\$215.00	WB-1Z 5-10-25c	
A. M. I.		Bar-O-Matic	22.50
Model A	\$425.00	WURLITZER	
		1015	\$300.00

SHAFFER MUSIC COMPANY

MFRS. MEET IN HIGH GEAR

Hot Weather Main Factor In Play Drop

Scoreboard Trend Gains

CHICAGO, July 16.—The shuffleboard situation in Chicago has resolved itself in a cautious "wait till fall" attitude since the hot weather moved in several weeks ago along with vacation periods which, as usual, have had a lulling effect on typical shuffleboard locations. As a result top spots have reported their grosses off as much as a third while others say play has dropped about 50 per cent.

While the present picture might indicate heavy play is on the wane in Chicago, the truth is that no one in this area thought the game would reach the proportions it did during its first full season. Therefore, the summer leveling off from a third to a half has actually been at a higher rate than originally anticipated, it is pointed out.

3,000 on Location

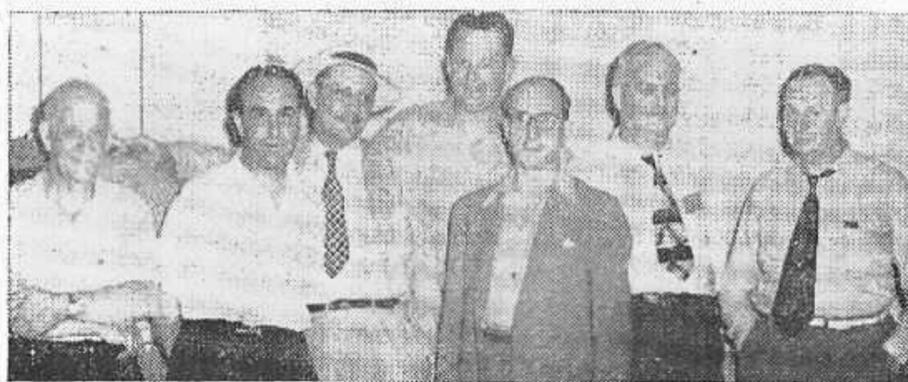
From its virtual standing start last September, Chicago now has approximately 3,000 shuffleboards in pay-as-you-play locations, or approximately double the number in February. Of these some 10 per cent have coin-operated scoreboards, comparing with practically none last fall and a mere handful in the first part of 1949. Most operators with a year of experience of handling boards on a percentage basis, along with location owners say that the trend toward the scoring units will continue and that the total will grow from its present 10 per cent to be—
(See Hot Weather on opp. page)

Monarch Skeds Scoring Unit, Model Changes

CHICAGO, July 16. — Anticipating increased competition in all phases of the shuffleboard business this fall, Monarch Shuffleboard is in the process of changing its entire line, Roy Bazelon, president, announced Wednesday (13).

First step in the new program is the production of two new coin-operated scoring units. The junior model is set to record 15 points for singles and 21 for doubles play. It can be controlled directly when attached to the board itself or controlled remotely when used as a wall installation. In either case player records points by pressing buttons attached to both ends of cabinet. Second scoring unit set for production is a deluxe model adaptable for point, frame or horse-collar play. Players may choose, prior to inserting coins, which type of game or scoring they would like to play. Both units will be ready for delivery in two weeks.

Also in the works is a new board model which Bazelon says will be in modernistic design and feature indirect lighting. Cabinet is a result of suggestions made by operators during the past six months, Bazelon said. Standard equipment on new model will include Eastern maple playfield and an electric flash sign designed for installation in the front windows of locations. First deliveries on the new model will be made in 30 days.



OPEN HOUSE at St. Louis Shuffleboard Sales Company, St. Louis, attracted some of the industry's best known figures. Left to right: Bill Rabb, American; Sol Lipkin, National; Bill Tucker, Purveyor; Ed Lake, Rock-Ola (Standard); Clayton Nemeroff, Monarch; Jackson Downs, Penn, and Carl Trippe, of the host firm. Event took place during recent informal meet in St. Louis.

New England Play Gains; Plan First Boston Parlors

BOSTON, July 16.—Shuffleboard play is still an unknown quantity in this area. Distributors feel that it needs a lot of promotion, and that it will take another season to educate the public to pay for play time. Altho shuffleboard has caught on in most other sections of the country, New England is still cold to it.

Dan Collins, vice-president of Speedbird Distributors, 295 Huntington Avenue, Boston, who went into the field in a big way in early spring, indicates that shuffleboard parlors are the answer to the problem. Collins says his firm is contemplating opening a shuffleboard parlor in downtown Boston to promote the game.

Locations Few

The big headache is the lack of locations. Boards are barred in taverns in Boston, Fall River and Woonsocket, R. I. Distributors are concentrating on the smaller towns in a move to get the game going. Collins has made recent installations in Attleboro, Dedham and Camp Ed-

wards areas in taverns and cocktail lounges, where boards are run on a 10 cents per player basis.

Collins has just taken over the distributorship for a new shuffleboard, made by Westinghouse Electric Corporation, with a micarda top and the No. 2 zone in red, allowing the player to see his pucks. Board goes for \$495 f.o.b. The tops on the boards are made by Westinghouse in its Trafford, Pa., plant and by the U. S. Plywood Company. Collins is also anxious to contact distributors outside of New England for his Speedbird boards.

Long-Range View

According to other distributors, the promotion of shuffleboard will be a long-range job, but it is felt that the opening of shuffleboard parlors will give the public a chance to get familiar with the game.

Some interest has been noted among owners of large summer resort hotels, which have game rooms with plenty of space for two or more boards. Cost is a prohibitive factor in many instances, salesmen report

PUCK PATTERN

Los Angeles:

Dave Gould, of the American Shuffleboard Sales Company, here, is touring the local territory, hyping sales of American Boards. . . . R. E. Smith, of Moderne, is back in town after a swing thru the Northwest. . . . Dan Lufkin, of California Shuffpins, is due back soon from his Midwestern tour lining up distributors for the new game.

Chicago:

Bill Tucker, Purveyor, and Clayton Nemeroff, Monarch, are making final plans for the Chicago conference of manufacturers set for the Hotel Sherman, August 1-2. Clayton reports that interest in the confab is growing and that many accessory manufacturers have sought information on the meet. . . . Frank Pelt, Northwest Side operator who sponsored a couple of teams in the Illinois State-wide meet at Springfield last month, says that fall competition in league play will be keen. "For one thing," he said, "there will be more leagues and more players."

Bud Beazley, Mero Industries, says that L. Lewis is still in the Tennessee territory plugging the firm's all steel model for outdoor locations. Mero's new scoring unit, altho designed specifically to conform with

the lines of Mero boards, is adaptable for any type of board now on the market, according to Beazley. Frank Carroll, secretary, was due back from his vacation Monday (18). . . . Herman Klebba, South Side operator, says that some of his best locations have held up to spring high grosses despite the cry by some operators that the boards do not do well in hot, sticky weather. . . . Dan McFall, official of the local American Shuffleboard distributing firm, says that locations in the Western suburbs, overlooked by operators several months ago, are now proving better than average spots.

Shuffle Skill, United Manufacturing's straight novelty game based on shuffleboard principles, is getting steady play, Billy DeSelm, sales manager, reports. . . . Jim Guichard, Perma-Top, continues commuting between the Chicago and St. Louis branches. Jim says that sales are still off from a couple of months ago but that he is sure the fall and cool weather will bring shuffleboard interest back. . . . Marvin Jones, Olympic Shuffleboard sale manager, is back in St. Louis after looking over the Chicago situation. . . . Julian Crum, Shuffleboard Specialists, claims that his firm is the only one
(See PUCK PATTERN on opp. page)

To Weigh Org; Chicago Hotel Site Changed

Open to Allied Fields

By Tom McDonough

CHICAGO, July 16.—The special meeting open to all manufacturers of shuffleboards and accessories will convene August 1 at the Morrison Hotel instead of the Hotel Sherman as originally announced, Co-Chairmen Clayton Nemeroff, Monarch, and William Tucker, Purveyor, stated Thursday (14). Purpose of the session is to discuss in detail the policies and program of the Table Shuffleboard Association of America as laid down in the St. Louis meeting of three weeks ago (*The Billboard*, July 9), and also to investigate the all-important problem of organization at the manufacturers' level and league play.

Nemeroff and Tucker have been conferencing since the St. Louis meet and are now drafting a message to be sent to firms which sent representatives to the St. Louis meet and are expected to send them again to this follow-up meeting. Among those who have signified tentatively they will be represented are National Shuffleboard, American, Shuffleboard Specialists, Penn Shuffleboard, Supreme (Stone Propellor), Rock-Ola (Standard), Sun Glo Shuffleboard Supplies, Wax-Ola, Wico Corporation, Vibra Vita Products, Precision, Penn Shuffleboard, National Novelty, in addition to Monarch and Purveyor.

Nemeroff and Tucker stated that their message will be addressed to firm executives and will ask that all representatives be named as soon as possible, so that the chairmen will know whom to expect, and that they be armed with the right to speak and act officially for their respective companies.

The co-chairmen also said that interest in the meeting, tho it has received little publicity thus far, has grown rapidly in the past two weeks. Most firms writing for information have praised the efforts of fellow manufacturers in trying to get together to work out some of the basic problems which have cropped up in different parts of the country.

In addition to sending out a message this week, Nemeroff and Tucker plan a second message to the same manufacturers to be mailed the last week in July. This one will also fill in all parties concerned on the details of the St. Louis informal meet and bring interim information up to date.

Keeney Readies New Scoreboard

CHICAGO, July 16.—John Conroe, vice-president of J. H. Keeney & Company, reported the firm would introduce a third scoreboard August 1. New model, featuring a double face and designed for mounting over the shuffleboard, is designated as Model 3. It rounds out the Keeney scoreboard line, supplementing the two wall-mount units, Model 1 (standard) and Model 2 (deluxe). Model 3 also automatically steps up frames. Conroe said that all three may be had in coin and non-coin models.

Hot Weather Is Main Factor In Play Drop at Chicago Spots

(Continued from opposite page)

tween 20 and 25 per cent by the end of this year. This means the operators expect to see one location in every four or five on coin-operated shuffleboard play.

Altho the trend to coin units continues, operators still seem to be evenly divided on the value of the scoring devices. Those favoring the scoreboards say that the added expense is returned in a relatively short period because all play is easily accounted for and the operator knows just how much money he should collect. It also prevents the location owner or his representative from getting involved with patrons who accidentally forget to pay. Finally, advocates of coin scoreboards say that the unit itself calls attention to the game and tones up the appearance of the board on location. Those operators who have gone along without coin scoring units on the other hand contend patrons have become educated to paying for each game and that location owners rarely have any difficulty along this line. Therefore, this operator group claims the added expense of the coin scoreboards is not a worthy investment. As far as players are concerned, they further point out, most of them have not played on boards with electric scoreboards and therefore have had little chance to compare the two methods. Regular patrons who obtained the bulk of their experience on coin-operated boards say that the game seems much slower when score sheets are used and therefore they have a definite preference for coin scoreboards.

Price Range

Current day operators' prices on boards range from \$295 to \$685, which is a slight drop from the \$365 to \$695 range of six months ago. Most manufacturers in this area expect these prices to hold steady during the next season or as long as the present cost of materials and labor remain. Scoreboard prices add from \$139.50 to \$189.50 to this cost. Operators who have had boards in top locations for four months or more before the summer slow down have now gotten their investment back and are realizing a steady if not substantial return despite the comparative drop in business.

The top spots of six months ago were hitting between \$80 and \$90 per week gross and while this has fallen to \$50 to \$60, some operators say they have locations which depend mostly on transient business which are still in the \$80 plus class. However, the best neighborhood locations are off a full third from this average. Operators are now reporting that the average gross of both top and fair locations are approximately \$30 per board weekly.

The number of board manufacturers in Chicago has also grown in the past six months. These now include Standard Shuffleboard (Rock-Ola), Perma-Top, Shuffleboard Specialists, Nation Wide Novelties, Monarch, Purveyor and Mero Industries. In addition to such firms as the J. H. Keeney Company, Genco, Mid-States, Marvel, Precision, Miniature Pin Company and Wico Corporation are producing a wide assortment of accessories which include wax, scoreboards, shuffleboard pins, direct and indirect playfield lights, climatic adjusters and pucks. The manufacturer with the most boards in Chicago but producing in another area is National Shuffleboard, Orange, N. J.

Eye League Play

Looking forward to the fall season, Chicago operators claim that league play and tourneys plus steady promotion of both will bring the game back to peak levels. During the past year most operators have had a chance either to set up their own leagues or to watch fellow operators get them under way. At the height of the winter and spring season there were between 90 and 100 leagues in operation. With most leagues working with six-teams, this indicated that little more than 550 to 600 locations were represented by organized groups. Most proponents of league play think this number will be doubled before November and should grow steadily. One of the reasons, they say, is that the 3,000 locations with boards represent less than one-third of the tavern type and they expect interest in the boards to get a lot of attention from clubs, bowling alleys and possibly shuffleboard parlors.

PUCK PATTERN

(Continued from opposite page)

producing genuine mahogany and walnut hand-rubbed cabinets for its boards. They are available with either maple or die stock playfields.

Herb Perkins, Purveyor, says that demand for the firm's new light sets has caused production to be stepped up for the second time in two weeks. Perkins says that altho there has been some decline in board sales in general, the Sportsman model continues to hold operator interest and there is a noticeable upswing in the sale of all types of shuffleboard accessories. . . . Charlie Gillard, Nation Wide, relays the information that the parlor set up in Wheeling, W. Va., by his area distributor there, Ace Coin Exchange, is doing a steady business after a relatively slow start. He adds that batteries of vending units in the location are benefiting from the increased traffic. . . . Art Weinard, Rock-Ola, says that the 48 boards used in the Four-State championship meet at the Coliseum in June have brought Carl Trippe a lot of luck. Trippe, head of Ideal Novelty, St. Louis, and operator of the Chain of Rocks Amusement Park in the Mound City, has placed some on location in his park and also in clubs.

New York:

According to Joe Donovan, National Shuffleboard Company, Orange, N. J., Wally Reid, Pasadena, Calif., editor of Night Life magazine, has penned a ditty titled "Shuffleboard Blues." The song was introduced in San Francisco and recently recorded. Shuffleboard now joins the many other sports that have songs based upon them. Research proves this is the first song ever written about the game, Donovan said.

Monty West Joins World Wide Staff

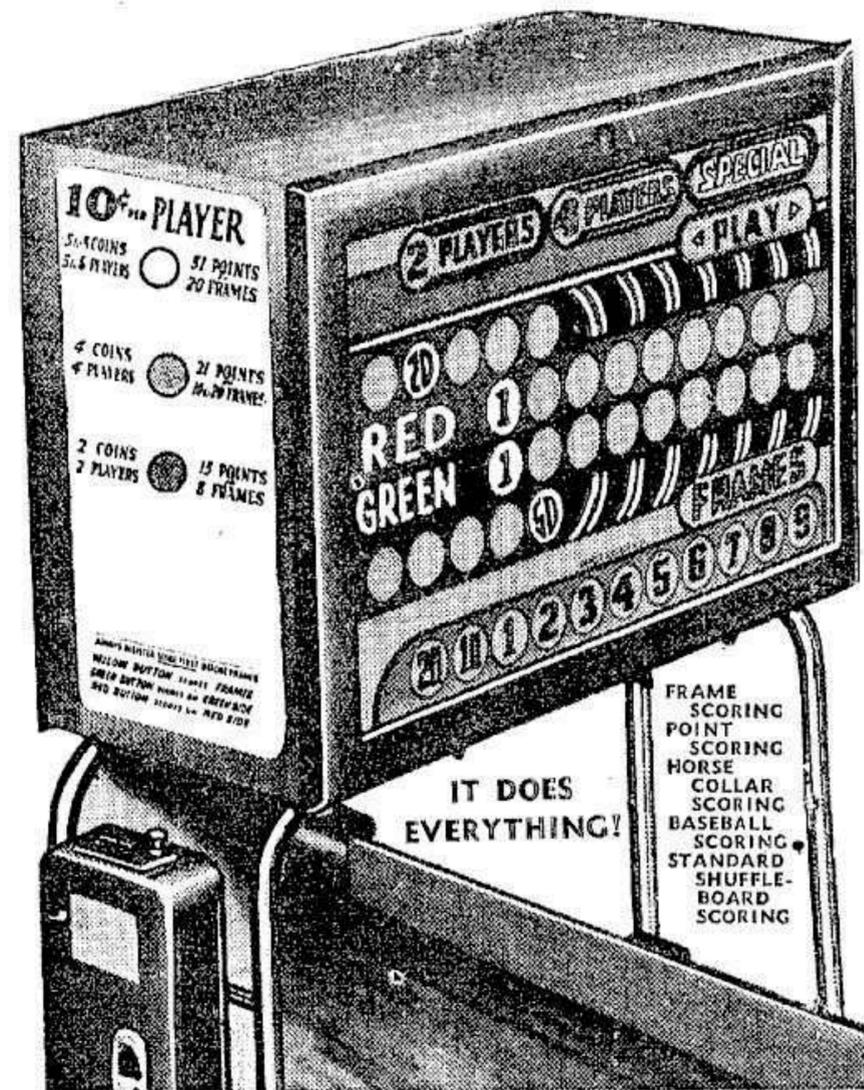
CHICAGO, July 16.—Monty West has been appointed to the sales and service staff of World Wide Distributors, Al Stern, president, has announced.

West resigned as sales and service engineer for AMI, Inc., following the CMI show in January. Since that time he has been operating coin machine equipment in the Midwest.

Prior to his two years with AMI, West was an operator in South Dakota and Illinois. He is a native of Decatur, Ill.

GENCO'S "ALL PURPOSE"

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ATTENTION

MANUFACTURERS OF SHUFFLEBOARDS

A VITALLY IMPORTANT MEETING of all Shuffleboard Manufacturers has been called August 1 and 2 for discussion of plans presented by the Table Shuffleboard Association of America for the formation of a national shuffleboard association whose prime purpose will be to foster, promote and regulate league and tournament play. This meeting will be held at the

MORRISON HOTEL
(TRANSFERRED FROM THE HOTEL SHERMAN)
Chicago

Monday, August 1, 1949

Regardless of whether you were present at the conference in St. Louis, you are urged to attend. Only certified representatives of manufacturing firms will be admitted to these sessions. Please signify by mailing your letter of certification to:

CLAYTON NEMEROFF

1545 N. FAIRFIELD AVE.

CHICAGO 22, ILL.

MAKE YOUR RESERVATION TODAY!

15 Years Ago This Week
 CHICAGO, July 14, 1934.—Pin games were being introduced on the Pacific Coast and then started on their popularity trail to the East. Contact was mentioned as most likely the first major success of these Western originated games to zoom into national favor. After running two years, it was still "going strong."

Among the new games of the day beginning with Coast play were Forward Pass, made by the newly opened Century Manufacturing Company, Chicago; Nine-Hole, made in Los An-

Turning Back the Clock

geles by the General Amusement Equipment Company; Marble Parade, a four-foot table game by the California Games Company, and Majik Keys, made by the Allied Amusement Company, Los Angeles.

Stelle & Horton, Houston, announced an "operator's heaven" series of prices on used games. Among firm's offerings were World's Series

at \$13.50 each; Autocounts, \$50; Jigsaw, Airways and Pennants at \$9.50 each, and Blue Ribbons for \$15 per game.

William Rabkin, International Microscope Reel Company, Inc., went on record as declaring that target machines were destined for a new place in the coin-machine industry. Firm's own Shoot-O-Matic had just been introduced with promising acceptance he noted. His belief was based on the fact that shooting galleries and other target devices had always been a prime favorite with amusement park visitors. Their popular appeal was being brought to indoor locations with the presentation of coin target games, he stated.

Louis Steiner, head of the U-Need-A-Pak Products Corporation, reported that his firm was working two shifts to meet order demands for its cigarette vender. Machine carried a capacity of 144 packs and vended eight different selections. . . . Groetchen Tool Company announced full production on its new "21" Vender, which was said to have won the NRA decision as the only original Black Jack machine. Unit featured either single nickel play or four-coin play. Price was "under \$20."

In a five-year "ahead of time" declaration, G. B. Daval Company, Inc., ran a series of black bannered ads announcing "War Declared." Stunt was to bullyhoo firm's new Big Bertha game.

10 Years Ago This Week
 CHICAGO, July 15, 1939.—A new type of all-out publicity for pinball games was inaugurated by the Amusement Board of Trade of New Jersey, Inc. (ABTNJ). It was built around extensive use of ear cards in trains and trolleys. LeRoy Stein, association manager, said that it was expected that associations over the country would make use of this advertising material. First card releases were a group of five, depicting the games in action and advocating their play as means of relaxation and pleasure.

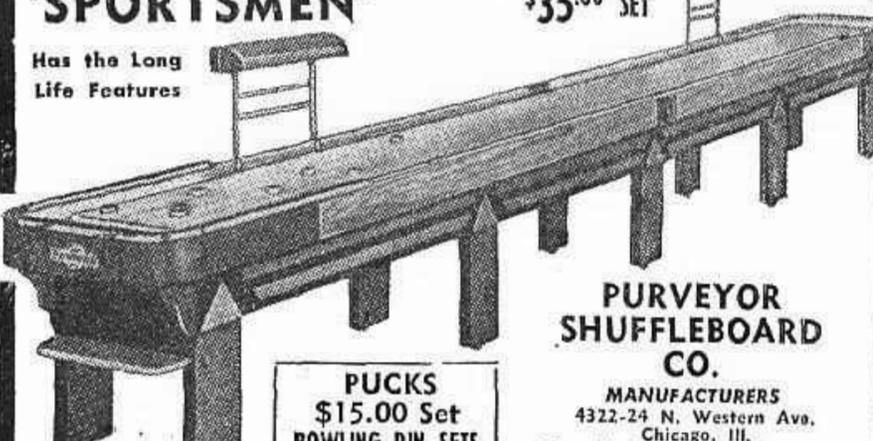
J. H. Keeney & Company began volume shipments on its new Cowboy pin game, pegged at \$99.50. . . . Ray Becker, heading his new Recreational Games firm, announced introduction of his first game, Pux. Game stressed incorporation of a new type play-board and a different projectile than had heretofore been used in the coin game field. . . . Exhibit Supply Company vice-president Leo J. Kelly unveiled a new game in his Avalon number. The new marble game featured "brilliant beauty, fast action and split-hair adjustment and control."

O. D. Jennings & Company instituted a one-month free machine offer to belt operators. A sample order of one machine, followed by an order for 10 additional bells within 10 days, would result in the first unit being presented "for free." Jennings was featuring its line of Super-Chiefs with slug rejectors and used the new sales approach to hypo orders.

ONLY

PURVEYOR'S 'SPORTSMEN'

Has the Long Life Features



CLAMP-ON-LIGHTS
 DeLuxe fluorescent fixture for better locations. Chrome uprights. Clamps on side of board.
\$35.00 SET

PURVEYOR SHUFFLEBOARD CO.
 MANUFACTURERS
 4322-24 N. Western Ave.
 Chicago, Ill.
 Ph.: Juniper 8-1814—8-1815—8-1816

PUCKS
 \$15.00 Set
 BOWLING PIN SETS
 \$15.00

LOWEST PRICED! \$275.00

"Deluxe" QUALITY

MAHOGANY AND WALNUT TABLE, HARD MAPLE TOP



16 to 22 ft.

The only genuine Mahogany and Walnut hand-rubbed cabinets. Finest air and kiln dried, climatically sealed Maple Wood or Masonite tops at a price lower than ordinary shuffleboards of inferior wood and finishes. 100% top grade hard wood. Braced throughout with over 100 glue blocks. Years of trouble-free service.

SAVE \$150.00
 24 hr. delivery

SHUFFLEBOARD Specialists
 1114 S. MICHIGAN AVE. • WE 9-3795-6-7 • CHICAGO 5, ILL.

SAY!

IF YOU ARE LOOKING FOR THE SCORE BOARDS THAT WILL SOLVE YOUR PROBLEMS . . .

. . . IT WILL PAY YOU TO WAIT JUST A COUPLE OF WEEKS FOR MONARCH'S SENSATIONAL NEW SCORING UNITS

Write Now for Complete Information



1545 NO. FAIRFIELD AVE CHICAGO 22, ILL. ARMITAGE 6-1434

SHUFFLEBOARDS

RECONDITIONED AND REFINISHED

American 20 Ft. \$275.00	Chicago Coin Rebound \$105.00
Nation Wide 22 Ft. 195.00	Rollance 9 Ft. 75.00
Ohio 18 Ft. 245.00	

Crating \$15.00 Additional

A. G. SEBRING CORPORATION
 2300 ARMITAGE CHICAGO 47, ILL.

MERO'S DOUBLE-FACED SCOREBOARD



Retail Price
\$189.50

OPERATES ON POINT SYSTEM
 OPERATES ON FRAME SYSTEM
 OPERATES ON POINT AND FRAME COMBINATION

Here is the last word in Shuffleboard Scoreboards. Working parts are simple, efficient and easy to get at. Smartly finished in maple and walnut trim, with mirror face. LARGE ABT COIN BOX.

★

MERO'S ALL STEEL SHUFFLEBOARD WITH STAINLESS STEEL TOP

The answer to the operator's need for a Shuffleboard that withstands abuse and beating of heavy play. Nothing can mar the beauty or playing qualities of MERO ALL STEEL SHUFFLEBOARDS.

MERO INDUSTRIES

MERO BUILDING
 1332 W. 69TH STREET CHICAGO 36, ILL.
 PHONE: HUDSON 3-9400

Announcement

VALLEY SHUFFLEBOARD, INC.

Has Appointed

A. P. SAUVE & SON

7525 Grand River Ave. Detroit 4, Mich.
 Phone TYler 7-6213

as Their Distributors for

MICHIGAN

GIVE TO THE DAMON RUNYON CANCER FUND

Copyrighted material

COINMEN YOU KNOW

Chicago:

Jack Nelson Sr., Jack Nelson Company, reports continued good reception on the Victor Hot-Pop popcorn and shoestring potato dispenser. With the new production run of the Victor unit equipped to handle the "fried potato" delicacy, Nelson says interest is even more keen. The working all-out on production, Nelson said, shipments are now two weeks behind orders.

W. S. Deree, president of Alco-Deree Company, turns in word that firm's just-announced electrically operated, non-cooled candy vender is bringing in a host of inquiries from over the country. **Nick Angelus**, sales manager, adds that firm's Kix-Wax shoe shiner is attracting a growing number of customers at its 15 Railroad Fair installations.

Vendall Company's president, **A. Garrick Alex**, tells of the increase in business during the past two months. The increase, he says, is holding steady and firm is now in the process of adding additional distributors. . . . **Henry Kildebrand**, head of the shuttered Berco Manufacturing Company, is in Milwaukee where he is making plans to turn out a new two-flavor ice cream bar vender, Dresco Machine, which will stock about 700 bars, will be produced there.

John Conroe, vice-president of J. H. Keeney & Company, has a cheerful mien these days as he "counts" (See Chicago on page 108)

Indianapolis:

Harold Weil, heading Automatic Vendors Company, reports the soft drink business is good and getting better as far as his operation is concerned. Weil is the only cup vender operator here, starting his firm in 1947 when he left a government post to enter the automatic merchandising business. Attributing hard work as the key to his present successful operation, he has about doubled his business in two years.

Weil has one serviceman who acts as collector and complaint adjuster. Firm has one person in the office, taking calls and looking after accounting. Weil's main locations consist of industrial plants, offices and general business institutions. "More and more are taking our service," he says.

Vital Statistics

Deaths

Hayden R. Mills, 47, part owner of Mills Industries and executive vice-president of Bello-Matic Corporation, fatally injured near Wheaton, Ill., July 12. (Details on first Coin Machine page.)

S. P. (Denny) Pugh, 54, well-known outdoor arcade operator, at Dallas July 13. (Details in Carnival Section.)

Marriages

Frank Herzenstill, Mount Clemens, Mich., popcorn route operator, and **Edith (Precious) Hicks**, former short films booker at Co-Operative Theaters of Michigan, in Detroit July 7. They will make their home in Mount Clemens.

Births

Mr. and Mrs. Jack Gordon, a daughter, born at St. Francis Hospital, Hartford, Conn., July 4. Father is Hartford district manager for J. P. Seeburg Corporation of Chicago. The Gordons have two other children, a boy and a girl.

Detroit:

Mrs. Florence I. (Bud) Theut has taken over sole ownership of the R and F Amusement Company, with headquarters in Dearborn, Mich., following the withdrawal of **Russell D. Foley**, who is experimental engineer for the Nash-Kelvinator Company. **Bud Theut**, who is manager of the route, is expanding the operation in the skee ball and games field locally.

Wortham A. Snell, of the Food Dispensing Machinery Company, is completing the engineering work and planning early production for the ice cream and frozen food vendors the company has had under development for some time. . . . **Sam Stiglitz**, coin machine pioneer here, has moved to Los Angeles. . . . **Howard M. Grant**, who has established a firm bearing his name to develop a new type vending machine, reports plans have been postponed until the economic picture brightens.

Fred James, sales manager of the Hayes-Sloan Products Company, manufacturers of bowling ball washing machines, advises the company is expanding its operating department extensively, with Detroit now well covered and an extension into the Chicago territory planned in the fall. . . . **Paul Gold**, of the Michigan Vending Company, reports that the cigarette volume is holding up well on its large diversified route, offsetting the summer drop in candy sales.

Samuel J. Rose, of the Edelco Manufacturing & Sales Company, reports that his firm is bringing out three new types of shuffleboard scoring units.

Al Curtis, past president of the Michigan Miniature Bowling Association, who is in Grace Hospital receiving treatment for a heart condition, is reported progressing favorably by his partner, **Max Marston**. . . . **Joseph Brilliant**, founder of the Brilliant Music Company, has returned from a 30-day vacation in California.

Hartford, Conn.:

John Colucci, owner of Mattatuck Music Distributing Company, Waterbury, Conn., distributors of juke boxes, and brother of **Ralph Colucci**, owner of State Music Distributing Corporation, Hartford, was in the city on a brief visit last week. John reports that his organization has added distribution of Ainsley Television sets in the Waterbury area to its sales organization. **Ralph Colucci's** concern is also distributing Ainsley television sets in the Hartford area.

Thieves broke into a Hartford automobile showroom and took the change from a cigarette vending machine and then ransacked an office desk. . . . **Leo J. Dunn**, assistant to vice-president of Veeder-Root, Inc., of Hartford, manufacturers of count- (See Hartford, Conn. on page 112)

Cincinnati:

Most activity here last week came from the meeting of the Cincinnati Automatic Phonograph Owners' Association. The meeting drew one of the largest attendances registered at any APOA meeting this year. **Charles Kanter**, president, together with association lawyers, **Lawrence Kane** and **Richard Morris**, directed the business of the meeting.

During the association meeting, **Abe Villinsky** and **Paul Strandley** were approved for membership. Villinsky operates A & B Music Company and Strandley has taken over the Columbia Amusement route. . . . Villinsky, a former member of the association, who sold his music business three years ago, is re-entering that field.

Twin Cities:

Edward Ratajack, regional representative for AMI, was in the Twin Cities last week, looking over conditions. . . . **Rodseth and Webber**, Minneapolis operators, are enlarging their route and expanding into suburban areas. . . . **H. M. Shea**, Westinghouse, S. D., who has been on the sick list for some time, is back on the job. He attended the South Dakota Operators' Association meeting at Watertown, S. D., as one of his initial moves since getting well. . . . Among Twin Cities coinmen present at the Watertown meeting were **Hy Greenstein**, of Hy-G Music Company, and **Jonas Bessler** and **Hy Sandler**, of Lieberman Music Company.

Oscar Schaeffer, of Midwest Coin Machine Company, reports his firm handled 10 commercial installations of Trans-Vue television in the last two weeks. . . . **Frank Coubal**, Bloomer, Wis., was in the Twin Cities for new five-ball pins and reported his route now is 100 per cent Gottlieb machines. . . . **E. Heitman**, Wabasha, Minn., is revamping his entire route, changing equipment and taking over direct management of the H. Novelty Company. He was in town to pick up a load of machines. . . . **Ed and Mildred Birke-meier**, Litchfield, Minn., recently bought a new summer home at Lake Koronis and have been doing considerable fishing. Mrs. Birke-meier (See Twin Cities on page 112)

Los Angeles:

Ed Wilkes, of the Paul A. Laymon Company, traded in the truck he used on his old route and now is sporting a new Ford. **Paul Laymon** reports that Bally's Champion is cleaning up. He looks for the coin machine biz to climb out of the doldrums where it's been stagnating locally for the past several months. . . . **W. J. Edmunds** was in from Compton to look over some new equipment.

Roy Garrison, who sells coin machine equipment in Phoenix, Ariz., in addition to operating a route, was in town to look over games. . . . Another visitor was **Ray Faust**, who made Pico Street with a **Mr. Moore**. Both hail from near-by Santa Ana.

Bob Young, music operator, says his boxes are showing a marked upswing in take in the harbor area since the fishing fleet settled their contractual difficulties. Spots where rhythm and blue numbers go are also up. . . . **E. E. Peterson** was up from San Diego.

Bob Chacon, who operates in Laguna Beach, and who had been reported very ill, is on the mend. . . . **Mr. and Mrs. William Shorey** were in from San Bernardino on one of their frequent trips. . . . Another recent visitor was **Anton Jeppesen**, who operates in Rivera at the Eastern edge of Los Angeles.

New York:

Harry Berger, West Side Distributing Company president, is showing local operators a conversion he is manufacturing for Exhibit's Dale gun and Chicago Coin's pistol. Conversion provides both games with moving targets, using the same animal figures that are original equipment on the pieces. Berger says he will sell guns complete, equipped with his conversion or will make conversions on operators' equipment. He added that he does not plan to sell a conversion kit at this time.

Herb Klein, sales manager of International Mutoscope Corporation, reports that sales to date on the company's cross country race (the Double Drivemobile) indicate that it is the best arcade piece Mutoscope has produced in the last 10 years. . . . **Mike Krinsky**, of Rim Amusement Company, Dunellen, N. J., was a 10th Avenue visitor and shopper last week. . . . Employees of **C-8 Laboratories**, New Bedford, Mass., manufacturers of the Electro cigarette machine, are back on the job now that the plant has reopened following a two-week vacation closing.

Meyer Parkoff, Atlantic New York Corporation, was in Chicago last week on business, visiting, among others, the Seeburg plant. . . . De Perri Advertising's **Ben Smith** and **Mrs. Smith** spent the week-end visiting their daughter, Alice, at Camp Awanee in Vermont. . . . **N. De Marfino**, Norwalk Amusements, of South Norwalk, Conn., was in town on business last week.

Erick Kauders, of the Craig Vending Machine Company, New Bedford, (See New York on page 112)

Washington:

"There's a good living to be made in the coin machine field if you go after it—it won't come to you anymore," declares **James Smith**, of Marlin Amusement Corporation. His outfit, he said, is now experiencing a seasonal slump. Many of the local residents go to near-by beaches for summer weekends. With the demand consequently off, ops aren't buying as many new machines, he explained. . . . **Ben Rodin**, head of Marlin, is still at Miami Beach, Fla., recuperating from a heart attack, altho he is feeling much better, according to Smith. He came up to Washington, spending a brief period at the office, early last month. He expects to be back at work about mid-August.

Jimmy Dickens's "Country Boy" on Columbia is seeing some good play, according to **Eddie Renner**, of Northern Virginia Music Company. Dickens's platter "Take a Cold Tater and Wait" is also popular, he said. **Eddy Arnold** always can be counted on for a good tune, Renner claims, naming his "I'm Throwing Rice" with "Show (See Washington on page 112)

Calendar for Coinmen

July 26-28—National Association of Music Merchants (NAMM), annual convention and exhibit, Manhattan Center Exhibition Hall, New York.

July 27—Michigan Miniature Bowling Association (MMBA), monthly meeting, Jericho Building, Detroit.

August 1—Amusement Machine Operators of Greater Baltimore (AMOGB), monthly meeting, 2441 N. Charles Street, Baltimore.

August 1-2—Shuffleboard manufacturers' meeting, Hotel Sherman, Chicago.

August 9—Music Operators Association, Inc. (MOA), Chapter 1, monthly meeting, Indianapolis Athletic Club, Indianapolis.

August 9 and 23—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

(Association officials are invited to submit convention and scheduled meeting information to the Coin Machine Editor, *The Billboard*, 188 W. Randolph Street, Chicago 1, for listing in this calendar.)

COINMEN YOU KNOW

Chicago:

(Continued from page 107)

his sales blessings" on both hands. Firm's Keeney De Luxe electric cigarette vender is "going great guns," he says. The Keeney scoreboard, in two models, for shuffleboards is another high hitting production item. . . . Fred Hebel, Fred Hebel Corporation, reports Era Tool & Engineering Company is about ready to shove off on production line output on his multiple flavor ice cream bar vender. Machine, called

the FHC Vender, lists for \$695 and will be sold direct.

Mel Binks, Universal Industries president, is pleased with the response to his first one-ball game, Photo-Finish. "By response," Binks explained, "I mean that distributors who were taking small shipments are now repeating in quantity orders." **Bill Ryan**, Universal vice-president, marked his first month with the firm this week. . . . **Hayden Mills**, known to the trade as Bill, and who was fatally injured helping to push a stalled car, was the youngest son of **Herbert S. Mills**, founder of the Mills organization.

R. L. Budde, assistant to President Patzer at A.B.T. Corporation, will make up the executive branch of the skeleton crew the firm will use while group vacations continue until August 1. . . . **Art Weinand** was among the Rock-Ola officials helping to ship equipment this week while regular plant workers were vacationing. Art says that this happened to be one of Rock-Ola's busiest weeks with music shipments and that all the brass pitched in, and what's more enjoyed it.

Lindy Force, AMI sales manager, was back in town after a series of conferences with **John Haddock** at the Grand Rapids, Mich., plant. . . . **Frank Mencuri**, Exhibit Supply arcade division manager, has resumed brief out-of-town trips to contact arcades and traveling shows now that he has completely recovered from an operation. **Clare Meyer**, brother of the firm's founder, continues his road trip thru Pennsylvania. He writes that biz is on the upgrade in many parks after slow trade thru the July 4 week-end.

Guaranteed USED GAMES

MAJOR LEAGUE B. B. . . .	\$ 44.50
WISCONSIN	54.50
MONTERREY	69.50
BUILD-UP	69.50
SALLY	89.50
BLUE SKIES	104.50
SERENADE	134.50
RAMONA	134.50
BIG TOP	139.50
SWANEE	159.50
AQUACADE	174.50

1/3 Deposit Cash or Certified Check With Order

NOW DELIVERING: UNITED'S TAMPICO, CHICOIN'S CHAMPION

MARLIN

Amusement Corporation
412 9th Street, N. W. • DI-1625
Washington 4, D. C.

Look To The GENERAL For LEADERSHIP

RECONDITIONED MACHINES

CITATIONS \$335 . . . **Guaranteed Clean**

Deluxe Draw Bell \$195

EVANS RACES, 5c comb. . . .	\$275.00
RESERVE BELL (orig.)	285.00
RESERVE BELL	160.00
(conv. from Draw Bell)	
TWIN BONUS SUPER BELL . . .	325.00
TRIPLE BELL	295.00



Terms: 1/3 cash with order, balance C.O.D.

Write for our complete bulletin.

GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS. • Phone: Vernon 4119 • BALTIMORE 1, MD.

MUST VACATE BY AUGUST 20 BUILDING SOLD

Must sacrifice entire contents of arcade.

Call, wire or write

HERB ROSS

PLAYLAND ARCADE

669 Main Street Phone Madison 1485 Buffalo 3, N. Y.

Trade Directory

New Equipment

Fresh 'N' Hot (non-coin counter popcorn warmer) — Electro-Serve, Inc., Peoria, Ill.
Harold's Reno Keno (novelty bell game)—Seidelhuber Iron & Bronze Works, Seattle.
Hi-Score Pool (coin-operated)—A. G. Sebring Corporation, Chicago.
Mills Duplex (console)—Bell-o-Matic Corporation, Chicago.
Model 800 (Brush Up shoeshine unit)—Uneeda Shine Machine Company, New York.
One-Rol-Hi (console) — H. C. Evans & Company, Chicago.
Rol-a-Top (bell)—Watling Manufacturing Company, Chicago.
Shuffle Skill (novelty skill game)—United Manufacturing Company, Chicago.
Shuffleboard scorer (manual)—Sun-Glo Shuffleboard Supplies, Inc., St. Louis.
Star Series (five-ball) — Williams Manufacturing Company, Chicago.
Tampico (five-ball)—United Manufacturing Company, Chicago.
Vend-a-Kard (post card vender)—Vend-a-Kard, Inc., Dallas.

New Address

Illinois Simplex Distributing Company changed name to Sutton Distributing Company and moved to 3039-41 West Madison Street, Chicago.
Interstate Associates moved to 3348 Motor Avenue, Los Angeles 34.
Lynco Coin Machine Manufacturing Company moved from Detroit to suburban Dearborn, Mich.
Trans-Vue Corporation moved to 1139-41 South Wabash Avenue, Chicago.
United Coin Machine Company changed name to Jacobs, Inc., and moved to 4227 West Vliet Street, Milwaukee.

New Firms

The Continental Service & Equipment Company, subsidiary of the Mercury Athletic Scale, Detroit (national distributor of Mercury Athletic scales).
Kwik Kafe Coffee Service, Inc., a separate corporation, by Rudd-Melikian, Inc., Philadelphia.

Personnel

Hal R. Meeks, Alco-Deree's distributor for 14 Eastern States, added following to his sales force: Joe W. Tobin joined Alfred J. Shul for sales in the metropolitan New York area; J. Edward Schmidt cover Pennsylvania, Maryland and Delaware; A. R. Moffitt, Virginia, and M. A. Moyer, North and South Carolina and Georgia. J. L. Leslie is in charge of sales to theaters and railroads.
Michigan Automatic Phonograph Owners' Association elected Ben Okum, of Kay Vending Company, Detroit, vice-president; Edward Grodzicki, of E. & G. Music Company, secretary-treasury; Jack Baynes, of Baynes Music, and Gerhard (Gay) Wobermin, of Gay-Coin Distributors, trustees.

Stoner Manufacturing Company appointed Fred Meyer as Southeastern sales representative in North and South Carolina, Georgia, Florida, and Alabama.

National Candy Wholesalers' Association, Inc., elected John Casini, of

the John Casini Company, Philadelphia, president, and Joseph Ballocca, Paola, Kan., vice-president. Directors-at-large named were Leslie Badaux, Thibodaux, La.; Gene Green, Olathe, Kan.; M. J. Herrick, Bismarck, N. D.; L. C. Parman, Chicago, and Fred E. Owens, Rome, N. Y. New regional directors elected were: Region 1, Tony Villano, New Haven, Conn.; Region 2, A. Appelbaum, New York; Region 3, Clarence Galloway, Chambersburg, Pa.; Region 4, Harry W. Look, Baltimore; Region 5, C. E. Morgan, Asheville, N. C.; Region 6, Sidney Grosman, Louisville; Region 7, Claude A. Fitzgerald, San Angelo, Tex.; Region 8, Ellis W. Stanley, Santa Ana, Calif.; Region 9, F. C. Hiber, Montana; Region 10, Berkeley Smith, Waterloo, Ia.; Region 11, Ira Napper, Malden, Mo., and Region 12, Ralph A. Schewe, Merrill, Wis.

Robert Stutzman placed in charge of sales of Revco's ice cream vending machine division, Revco, Inc., Deerfield, Mich.

Distributors

AMI, Inc., Grand Rapids, Mich., appointed Central Ohio Coin Machine Exchange, Columbus, for the Central part of Ohio and most of West Virginia; Lief Distributing, Cleveland, for Northeastern section of Ohio, and T. & L. Distributing, Cincinnati, for Southeastern Ohio; Chris Novelty Company, Baltimore, for the Maryland area and District of Columbia.

42 CITATIONS
LIKE NEW
JUST OFF LOCATION!
\$349.50 Each

1/3 Deposit, Balance C. O. D. References Furnished on Request

DAN T. MALLOY

503 Nebraska Street
Phone: 5-7406 Sioux City, Ia.

ALL MACHINES CLEAN and Ready for Location

Circus \$109.50	Super Score . . . \$ 15.00
Hawaii 39.50	Maisie 25.00
Humpy	Starlite 40.00
Dumpty 75.00	Screw Ball . . . 44.50
Spin Ball 60.00	Sally 99.50
Thrill 99.50	Star Dust . . . 75.00
Robin Hood . . 79.50	Montery 94.50
Gold Mine . . . 59.50	Cinderella . . . 25.00
Rondeevoo . . . 104.50	Killroy 22.50
Trade Wind . . 104.50	Super Liner . . .
Leap Year . . . 75.00	Flying
Merry Widow 110.00	Trapeze 32.50
Dew Wa Ditty 119.50	Irinidad 79.50
65 A.B.T.	83 Gottlieb . . .
Challengers . .	Way Grip Testers .
Each 10.00	Each 5.00
Day Phone 472	Night Phone 568W3
1/3 Deposit, Balance C.O.D.	
McKENZIE MUSIC CO.	
P. O. Box 305	Dillon, S. C.

ORIGINAL ROLLDOWNS

Hawaii \$17.50	Tropicana . . . \$19.50
Advance Roll . 39.50	Gold Mine . . . 17.50
Hy-Roll 99.50	Cover Girl . . . 24.50
Singapore . . . 17.50	Mimi (on legs) . 12.50
10 Victory Special (Chrome Rails), 39.50 each	
1/2 Deposit—Balance C.O.D.	

CATARACT AMUSEMENT COMPANY
2512 Highland Ave. Niagara Falls, New York

CLOSE-OUT!
40 **SEEBURG WALL-O-MATICS** 1947 MODEL W 1-L56
5c Play-Wireless, Factory Reconditioned Like New. Checked, Guaranteed. All Covers Sprayed In Original Finish.
Only **\$29.50 ea.**
\$1000.00 Takes the Lot
ATLANTIC NEW YORK CORP.
Exclusive SEEBURG Distributors
583 10TH AVE. Phone: BRyant 9-5620 NEW YORK 18, N. Y.

Gottlieb Sets Production on New Five-Ball

CHICAGO, July 16.—D. Gottlieb & Company will begin production on its new game, Three Musketeers, Monday (18), Alvin Gottlieb, advertising director, announced yesterday (15). Firm's production line has been shut down for the past two weeks under the group vacation plan.

New five-ball feature permits players shooting the last ball to try for large blocks of points to obtain winning scores regardless of the score on the first four balls. Game also has an A-B-C-D feature at the bottom of the playfield which aids in making a high score when all four lettered bumpers are made. Reset arrangement on Three Musketeers 1-6 feature is designed to give players added chances for free plays.

The last ball feature is only effective when players have had a poor score on the first four balls. When this takes place, two bumpers which had a nominal point value suddenly change to half-million point bumpers. Top score on the game is 5,900,000 points.

Keeney Closes For Two Weeks

CHICAGO, July 16.—J. H. Keeney & Company closed its plant Friday (15) for the annual employees' vacation which will continue thru Saturday (30).

John Conroe, vice-president, announced that the shipping and parts departments will be manned by a skeleton crew and the switchboard will remain open.

GROUP VACATIONS

(Continued from page 92)

Manufacturing, Watling Manufacturing, United Manufacturing and Universal Industries, all of Chicago, and the Rudolph Wurlitzer Company, North Tonawanda, N. Y., either have already completed group vacation periods or plan to stagger line workers' schedules without halting production.

All firms in the group plan maintain crews and some office personnel to take care of business requiring immediate service during the vacation periods.

Bells for Fair

CHICAGO, July 16.—Bell machines occupy a spotlighted position in an "atmosphere" display at the Chicago Railroad Fair this year. Set up along the wall in a gaming room typical of the old West in the fair's Gold Gulch area, three machines with roulette type wheels instead of the bar and fruit reels, are companion pieces of a fourth "later-day" bell.

Two of the old units are table models, one dispensing gum on winning plays, the second, featuring five-coin play, is a straight jackpot machine. Third old-timer is an ornate console type, permitting six-coin play.

Other "props" in the gaming room include a roulette wheel, dice table and a table with tipped over chairs and scattered playing cards.

Fete Lujack at Birthday Party

CHICAGO, July 16.—Chester Lujack, assistant superintendent of bell assembly production at Mills Industries, was feted this week at a birthday party by Bell-o-Matic Corporation executives. Bell-o-Matic is world-wide distributor of Mills bell products.

Lujack celebrated his 40th birthday. He has been a Mills staffer for the past 20 years. Among the speakers at the event which took place in the Mills Owl Room were Vince and Grant Shay, Bell-o-Matic president and vice-president.

Coin Mach. Licenses Set by Iowa Council

ATLANTIC, Ia., July 16.—Cigarette venders, pinball games and juke boxes will be licensed here as a result of City Council action.

The annual license fee for cigarette venders and juke boxes was set at \$10. The fee for mechanical amusement devices was pegged at \$50 per year.

(Editor's Note: This action was taken despite the fact that cigarette venders may not be operated in Iowa. It is not intended to signify that cigarette venders may be operated either in the State or in Atlantic.)

5 - Balls Back As S. Barbara OK's Petition

Opens County Locations

SANTA BARBARA, Calif., July 16.—Five-ball games have been returned to Santa Barbara County as the result of action taken this week by the board of supervisors. The board approved an amendment to the city's anti-gaming ordinance which will permit five-balls.

Santa Barbara County's anti-gaming ordinance, passed April 18, broadly included every type of pinball and prohibited them in the county's unincorporated areas.

Action on the amendment to allow five-balls followed an appeal by attorney T. H. Canfield who submitted a petition signed by voters asking the return of the pin games.

In his appeal, Canfield contended that five-ball games are designed solely for amusement and should not be included in the anti-gaming ordinance.

New and Used Games Sales to Foreign Ops Up

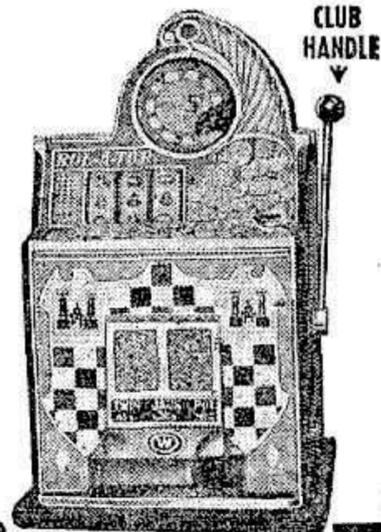
(Continued from page 92)

sales for the remainder of this year may take comfort in the fact that the first four months of 1949 showed the sale of \$704,809 worth of coin units to overseas operators. Most export analysts expect this average to improve in the remainder of the year. However, if this four-month total is maintained during the rest of 1949, coin machine exports should surpass \$2,000,000, which is approximately a 100 per cent increase over prewar years. Too, if Canada lifts its embargo on non-essential imports within a short period of time, as many Canadian operators predict, sales to the Dominion should at least match those to the rest of the world, just as it did prior to November, 1947, when the ban went into effect.

Coin Machine Exports

April, 1949

Country	Totals		Phonographs		Av. Venders		Av. Amusement Games	
	No.	Value	No.	Value	No.	Value	No.	Value
Venezuela	105	\$ 36,646	47	\$33,198	\$708	51	\$ 2,401	\$ 47
Japan	59	17,408	13	5,659	435	18	3,260	181
Cuba	309	14,101	27	6,413	238	22	613	27
Guatemala	56	11,470	6	4,943	824	—	—	50
Panama	56	10,124	7	3,698	528	28	2,737	98
Philippine								
Rep.	570	8,853	20	5,333	266	50	500	10
Canada	145	5,263	—	—	—	3	1,917	639
Honduras	10	5,479	10	5,479	548	—	—	—
Netherlands								
Antilles	15	5,248	2	1,658	829	10	2,787	278
Mexico	23	3,417	5	1,572	314	—	—	18
Canal Zone	12	2,115	—	—	—	—	—	12
Union of								
So. Africa	3	1,875	—	—	—	3	1,875	625
Salvador	1	675	1	675	675	—	—	—
Dominican								
Rep.	1	668	1	668	668	—	—	—
Kuwait	2	590	—	—	—	—	—	2
New Zealand	1	500	—	—	—	1	500	500
Other								
Countries	49	1,769	10	912	91	21	325	15
TOTALS	925	\$120,491	149	\$70,198	\$459	207	\$16,915	\$ 81



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10c Black Cherrys	130.00
25c Black Cherrys	135.00
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25c Jewel Bells—Like New	175.00
50c Jewel Bell—Rebuilt	245.00
50c Pace	195.00
25c Bonus Bells	95.00
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Record Reviews

(Continued from page 31)

RATINGS (100 Point Maximum) 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST	RATINGS				ARTIST	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR		OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
TUNES					TUNES				
LABEL AND NO.					LABEL AND NO.				
COMMENT					COMMENT				

POPULAR				
FRANK WOJNAROWSKI ORK-DANA CHORUS (Dana 2043)				
Where Are You, Blue Eyes?	84--84--84--84			
Pretty, swingy waltz is pleasantly sung by the large chorus. Side should see plenty of action.				
Oh Boy (Dick Byron)	76--75--76--78			
Lively Polish polka has an English lyric that doesn't interfere too much with the powerful dance beat. Really fine band here.				
SLIM COATES (The Vocalaires) (Castle 1515)				
The Man in the Sun (Is a Son-of-a-Gun)	50--50--50--50			
Silly rhythm tune receives a tidy treatment.				
See-See-Seattle	60--60--60--60			
Slightly better a song is this piece dedicated to the Washington city. Adequately performed.				
MR. GOON-BONES & RALPH FORD (Crystallite CR-805)				
Oh, You Beautiful Doll	81--80--80--84			
Organ-and-bones team on the oldie in the same fashion which brought "Ain't She Sweet?" into prominence. If there will be a follow-up to "Sweet," this will probably be it.				
Sweet Jennie Lee	71--70--70--72			
The old Walter Donaldson tune gets the organ-and-bones treatment with tolerable results.				
ROSEMARY CLOONEY (Harmony 1050)				
Lovers' Gold	82--85--80--80			
Rosemary sings wonderfully well as a lush orking sets a superb mood for the promising follow-up to "Nature Boy." Miss Clooney's a real comer.				
The Four Winds and the Seven Seas	84--85--85--83			
She's great again in her thrashing of the hit ballad. And the orking helps make this one of the best renditions of the song. A fine pairing at the 49-cent price.				
PEARL BAILEY-HOT LIPS PAGE (Harmony 1049)				
The Hucklebuck	70--70--70--70			
Pearl and Hot Lips hors around with the popular rhythm item, make a pleasant etching but do little for the song.				
Baby, It's Cold Outside	76--76--77--75			
They turn in an amiable, relaxed reading of the hit novelty which should find some customers at the lower tariff.				
CARROLL LUCAS ORK (King 15008)				
Parade of the Wooden Soldiers Polka	69--70--67--70			
The standard comes off as only an adequate polka. It's well performed.				
This Is the Last Time I'll Cry Over You	71--72--70--72			
One of those shuffle rhythm tunes which has the spirit and little else.				
ARTIE WAYNE (Herm Saunders Ork) (Superb 500)				
I Wear a Saddle on My Heart	54--54--53--55			
The performers try their darndest but the material is weak.				
I'm Oh! So Lonesome Tonight	54--54--53--55			
Wayne sings nicely but again the song is too large a handicap.				
POPULAR				
REX KOURY (Owen Moore) (Castle 1405)				
In Our Old Home Town	57--55--55--50			
Moore sings pleasantly while Koury works at the organ. Song lacks substance.				
Now Now Now (Pat Michels-Owen Moore)	72--72--70--74			
Vocal duet with organ on the fast-moving waltz, which started via a Russ Morgan ork-Andrews Sisters etching.				
BUDDY KAYE QUINTET (Tune Timers) (MGM 10443)				
The Love Nest	80--80--80--84			
Al Cernick—now known as Al Grant—warbles the good oldie in mellow voice, with velvet support from the Tune Timers' vocal group and the delicate Kaye Quintet chamber-style orking.				
A Pair of Wooden Shoes	78--78--78--74			
A quaint Dutch music-box sort of tune, with Artie Malvin warbling and the Timers and Kaye's Quintet, registers as a delightful little novelty ditty.				
ART MOONEY ORK (Art Mooney Choir) (MGM 10446)				
Twenty-Four Hours of Sunshine	88--88--87--84			
Old-fashioned waltz by de Rose and Sigman gets the oft-successful Mooney unison-and-banjo treatment. Melody is retentive and swingy. Side should be big.				
In a Shady Nook by a Babbling Brook	87--87--86--84			
Oldie has been a big hit in England some months. Mooney's unisons sell the melody.				
DERRY FALLIGANT (Joel Herron & Ork) (MGM 10462-A)				
I'll Keep the Lovelight Burning	74--74--74--74			
The young warbler's personal, breathy attack gives his rendition of the pretty plug distinction and a different, almost Continental cafe sound.				
You're Mine	68--68--68--68			
Doesn't measure to flip for ear-interest.				
JACK FINA AND ORK (Bob Darnell) (MGM 10447)				
Twilight	73--76--72--70			
Beautiful melody is an adaptation from a Borodin's "Prince Igor." Pianist's work is similar to that on his "concerto" sides with Freddy Martin. Warbling is robust. Should get jock play.				
Lora-Belle Lee	76--76--75--74			
Finna uses a gimmicked-up piano for honky-tonk effect. Rest of the band and the warbling are standard style. Tune is scheduled for heavy plugging.				
JOHNNY DESMOND (Tony Mottola & Ork) (The Quintones) (MGM 10451)				
The Four Winds and the Seven Seas	81--82--80--80			
Johnny's wax has been consistently good and this coverage of a hit song is no exception.				
If I Only Had One Day To Live (I Would Spend It Loving You)	77--76--76--79			
Tavern-type waltz is done up by the warbler with an organ prominent in the backing.				

Basing Point Bill Certain Of Enactment

Backed by Suppliers

WASHINGTON, July 16.—Strongly indorsed by several coin machine supply producers, legislation legalizing freight absorption and delivered prices is certain of enactment following House passage of the basing point bill. The measure, previously passed by the Senate, now goes to conference for the ironing out of comparatively minor differences between the two versions.

House acceptance of the measure was so overwhelming that Rep. Wright Patman (D., Tex.), chief opponent of the bill, was unable to rally enough support to force a roll call vote.

Chief difference between the House and Senate versions of the measure is a clause restricting basing point practices which tend to limit competition. The Senate clause is the stronger. It states that absorbing freight and making price discriminations in good faith to meet competitor practices is legal "except where the effect will be to substantially lessen competition."

The House bill states the practices are legal "except where the effect is such that competition may be prohibited." The House clause was voted into the Senate bill by a teller (non-record) count of 117-81.

The other difference is in the definition of how the effect on competition is to be established. In this the Senate language is the stronger. The upper chamber stated that "substantial and probative" evidence must be offered, presumably by Federal Trade Commission (FTC), to ban basing point practices. The House version is that only "reasonable probability" that competition will be affected must be shown.

Legalization of freight absorption was urged in Congressional hearings by spokesmen of several soft drink and confectioners supply producers.

RATINGS (100 Point Maximum) 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEY DEALER OPERATOR

POPULAR

ARTIE WAYNE (Tune Tailors-Herm Saunders & Ork) (Superb ASR-501)				
Roseanna	70--70--68--66		Wayne gives the Loesser picture an expressive rendition, nicely backed by vocal group and ork. Debit is a too-slow tempo.	
Sugarcoated Lies	66--64--66--68		Breezy novelty finds warbler in good rhythm form. Cleffing isn't tight, and a long instrumental passage between vocal choruses leaves a hole, however.	

LES PAUL

(Capitol 57-623)				
You Can't Expect Kisses From Me	77--75--75--80		Another rowdy, rousing ensemble bouncer which should find some juke box buyers. Good tune.	
Until I Hold You Again	79--80--78--78		Tune's an adaptation from "The Lorelei" and it comes off as a country-styled waltz. This one could crop up a "sleeper."	

THE GALLI SISTERS

(Bert Ross & Ork) (MGM 10464-A)				
Beside the Rolling Sea	74--74--72--74		Galli gals apply their special brand of piercing harmony to a thumping Gay '90s type waltz. Effective, save for some lack of clarity in the diction.	
An Eight Piece Band on a Nine Day Cruise	73--73--73--73		Ebullient production of a complicated but effective piece of material.	

PATTI PAGE

(Mitch Miller & Ork) (Mercury 5310)				
I'll Keep the Love Light Burning (In My Heart)	88--88--88--88		Patti trots out her best blues and rhythm style, with the tune's authors, Benjamin and Weiss, backing with fine harmony. One of the best versions yet on the outgoing ballad.	
(Just One Way To Say) I Love You	74--74--74--74		Pair, but doesn't have impact of flip.	

ART LUND

(MGM 10444)				
It Happens Every Spring	70--70--70--70		Lund isn't inspired as he only paces thru the fine, new ballad.	
Look at Me	68--68--68--68		Nothing special here. Tune is from the "Yes Sir, That's My Baby" flick.	

BETTY GARRETT & LARRY PARKS

(Harold Mooney & Ork) (MGM 10467-A)				
Reckon I'm in Love	85--85--85--85		A likely novelty ditty from the "Montana" flick, with the Garrett-Parks team delivering an attractive, bright performance. Tune has click potential.	
Side by Side	70--70--70--70		Oldie done somewhat casually.	

HARVEY STONE

(Ralph Blank) (MGM 104070-A)				
G.I. Lament (Parts 1 & 2)	69--67--73--NS		Comedian Stone's army routine has been a sure wow wherever he appeared, and it's almost as funny on wax.	

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEY DEALER OPERATOR

POPULAR

HELEN FORREST (Earle Hagen & Ork) (MGM 10450-A)				
Lover's Gold	77--79--77--75		Helen does a nice job with the "Nature Boy" follow-up. Hagen's backing is top drawer stuff.	
Possibilities	77--77--75--80		The thrush and ensemble team up to do a tune which is reminiscent of "Personality." Nice disk-ing.	
JOE COSTA (MGM 10448)				
Sault Ste. Marie	68--68--68--68		Big bary voice affects Eckstine mannerisms but not much mood in a pleasant ballad.	
Brand New Dolly	61--62--60--60		Trivial jump blues is handsomely recorded, but that's about all.	

COUNTRY & WESTERN

HOMER AND JETHRO (June Carter) (RCA Victor 21-0078)				
Baby, It's Cold Outside	82--82--82--82		Amusing hillbilly version of the pop hit should draw city-hick customers.	
Country Girl	84--84--84--84		Miss Carter does a top-notch rendition of "Country Girl," a feminized version of the high-riding "Country Boy."	

BOB WILLS

(And His Texas Playboys) (MGM 10469)				
Bob Wills' Square Dance No. 111	78--75--80--80		Sparkling square dance with lively calling.	
Bob Wills' Square Dance No. 1	75--72--76--76		Instrumental hoedown with some champagne down-home fiddlin'.	

KENNY ROBERTS

(Coral 64015)				
River of Tears	84--84--84--84		Roberts shows major talent in his soulful hill projection of a click-promising Jenny Lou Carson weeper.	
I've Got the Blues	74--74--74--74		Falsetto-breaking rendition of an old-styled jazz-flavored ditty in the vein of "How Come You Do Me" or "Baby, Won't You Please Come Home?" Easy, ear-pleasing job.	

DALE EVANS

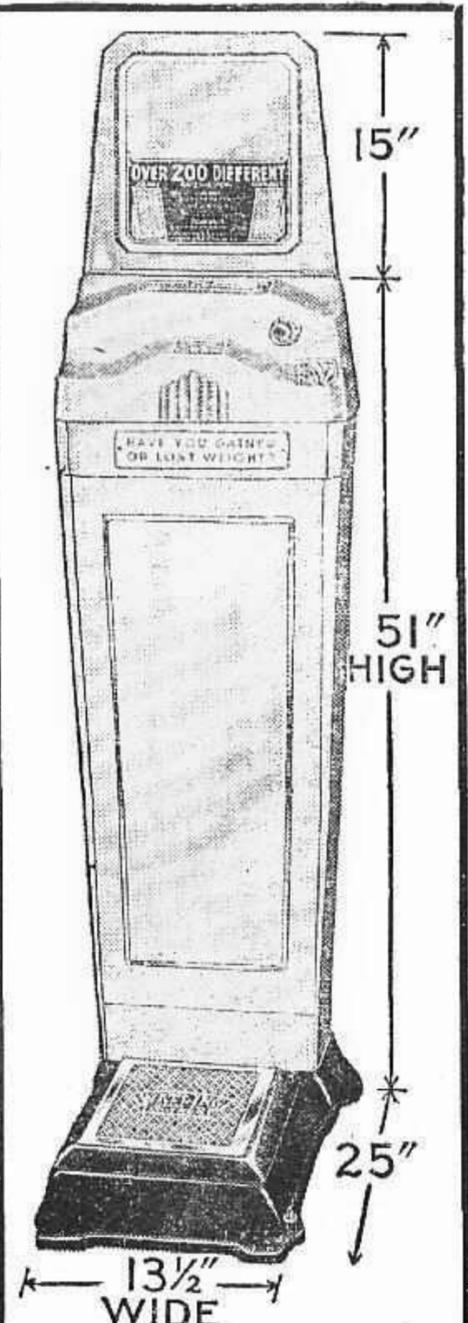
(Milt Delugg & Ork) (RCA Victor 21-0076)				
Don't Ever Fall in Love With a Cowboy	70--70--70--70		Miss Evans jogs amiably thru an up-tempo pseudo-Western novelty. Her flick fans will approve.	
Nothin' in My Letter Box	70--70--70--70		Thrush sings pretty on a romantic ballad with sagebrush ork backing.	

JOHNNY BOND

(Columbia 20592)				
Somebody Loves You	83--83--82--84		Catchy, rhythm ditty strongly projected by Bond, with shuffle backing.	
Read It and Weep	85--85--84--86		Potent catch phrase, Bond's sincere warbling, and a pleasant melody earmark this for heavy folk play.	

LEON PAYNE

(Bullet 679)				
Cheaters Never Win	70--70--70--70		Payne sells a typical moralizer convincingly enough, but ork backing sounds overdressed.	
I'll Stick By You	70--70--70--70		About like flip.	



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NEW DOWNEY-JOHN-SON COIN COUNTER \$198.50

COINMEN YOU KNOW

New York:

(Continued from page 107)

Mass., manufacturers of the Craig ice cream vending machine, spent Monday (11) in New York. He was en route to Washington to work out details on a government contract the firm recently received. The government order to Craig is for pre-fabricated homes for various branches of the armed services. An important feature of the homes will be the incorporation of special insulation of the type developed and patented by Craig for use in the ice cream machine.

Lennie Schneller, of Nate Schneller, Inc., Philadelphia pin game conversion manufacturers, has returned from a trip thru Upper Pennsylvania. . . . Marcus Klein has completed his move, and the firm is now in its new headquarters at 577 10th Avenue. Mike Munves, who bought the building formerly occupied by Klein and other tenants, is hopeful that he will soon be able to start the extensive remodeling he plans for the building prior to his firm's occupancy.

Morris Gross, Harry Hunn and the rest of the boys at Scott-Crosse, Philadelphia, are enjoying baseball games and other television features by taking advantage of the set that Sam Stern left in the company's showrooms when he moved to Chicago. The set was too big for him to take along.

Washington:

(Continued from page 107)

Me the Way Back to Your Heart" on the flip as hits here of the moment. During the summer Renner finds popular music slower than hill-billy tunes. People don't dance as much and don't stay inside listening to music, he explained. He stated that many of his locations were spotty right now.

Lee Hunter has joined Walter Brickman, of the Leader Distributing Company, in neighboring Silver Spring, Md. Hunter had been handling several games on the Mighty Page Shows in Virginia, Tennessee, and Kentucky. Altho a native of Silver Spring he plans to return to the carnival biz later.

Hartford, Conn.:

(Continued from page 107)

ing and computing devices for coin machines, has been elected secretary of the Society for Advancement of Management, the recognized national professional society of management personnel in industry, commerce, education and government. The organization now has more than 10,000 members in over 30 regular and student chapters thruout the country.

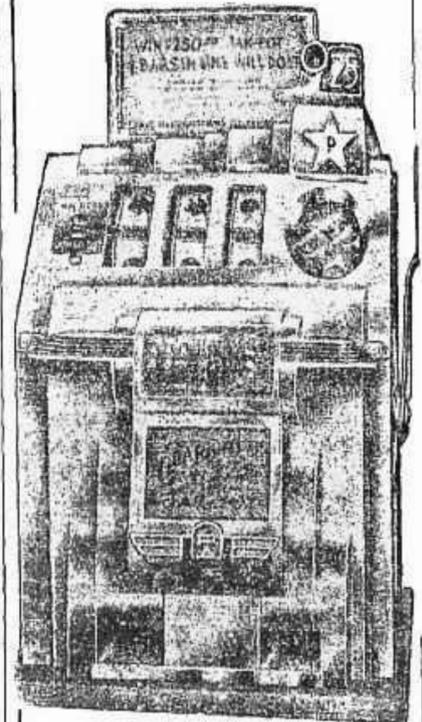
Twin Cities:

(Continued from page 107)

is recoving from a recent illness.

Irving Sandler, head of Sandler Distributing Company, Des Moines, and his brother, Mike, were in Minneapolis last week to visit their brother, Hy Sandler, a salesman for Lieberman Music Company. . . . Report has it that Twin Ports Sales Company plans to close out its Minneapolis office shortly, concentrating in the Duluth area. Mel Goldstein heads up the Mill City set-up. . . . Gerald Johnson, Menominee, Wis., coinman, reports terrific fishing in his home territory. . . . Kenny Glenn, of LaBeau Novelty Sales Company, St. Paul, mixed business and pleasure on a week-long trip into Northern Minnesota. He did some fishing as well as selling. . . . Al Scheiner, Minneapolis operator, is adding new machines to his route.

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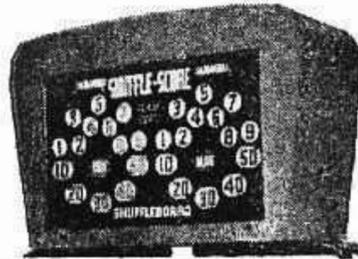
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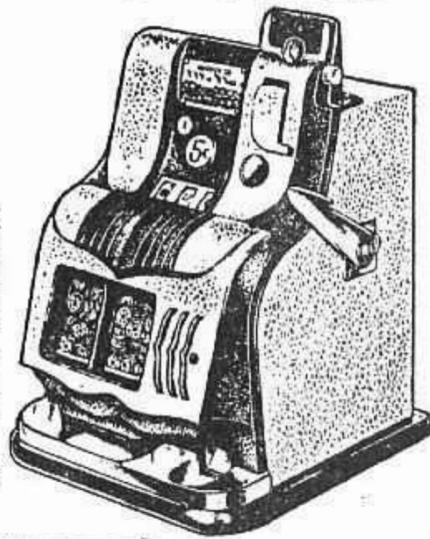
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Entirely New Award Principle!

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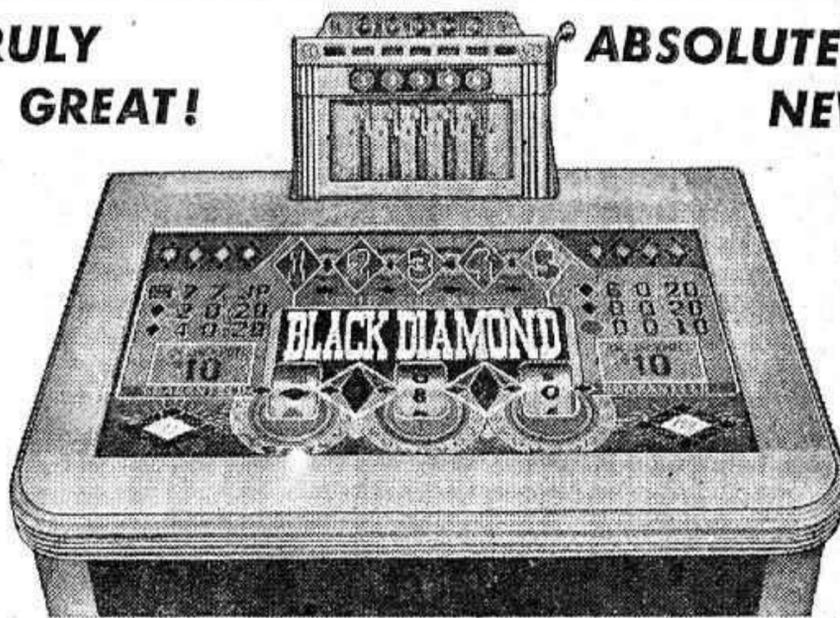
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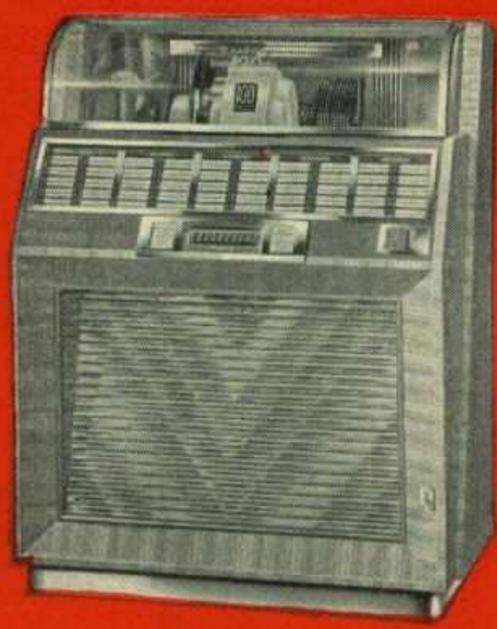
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