

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JULY 22, 1950



Off in a corner of the NBC studios rocket-rising Mindy Carson rehearses her duet with a tuba for an air performance of "I'm Bashful." Tuba-duet bit is straight from her RCA Victor disk arrangement of the tune, and Eddie Joy, Mindy's personal manager (and husband), is looking for the platter to serve as the follow-up to the lass's smash "Candy and Cake" and "Foolish Heart." Mindy is currently headlining the show at New York's Copacabana, a smash repeat performance, and is getting ready for a call to the West Coast, where she is under contract to 20th Century-Fox. Her thrice-weekly NBC-web ailer continues to build a growing list of rosters and helps keep the canary on the rise as attested by recent feature coverage in "Newsweek," "Quick" and other leading mags.

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**DECCA RECORDS**

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**"CHERRY STONES"**

backed by

**"ALL DRESSED UP TO SMILE"**

*Decca #27103*

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# TV SHOTGUN FOR LEGIT-PIX

## Court Claims Big Top Acts Are Employees

### Ruling's Broad Effects

NEW YORK, July 15.—The question of whether circus performers are employees or independent contractors was decided by New York Federal Judge Henry W. Goddard recently in favor of the former status. He ruled that Ringling Bros. and Barnum & Bailey Circus is not entitled to a refund of \$3,105.79. The circus had claimed that amount under a 1936 assessment, which it said the Collector of Internal Revenue mistakenly collected under provisions of the Social Security Act.

The court found that in 1936 the circus management paid \$416,160 to performers in accordance with written contracts. It did not include such (See U. S. Court Rules on page 49)

## Talented Trio

HOLLYWOOD, July 15. —

Three Coast song pluggers turned crooners this week to provide vocal background for a brace of polkas etched for Columbia by Frank Yankovic. To enable the Yankovic ork to concentrate on tooting and forget warbling, Columbia's local a. and r. chieftain, Ben Selvin, enlisted three "volunteer" groaners—Don Genson, Leeds Music; George Wald, Goday Music, and George Lee, Bobby Mellin Music.

Trio of would-be Pinzas recorded with Yankovic Thursday (13). They signed regular Social Security forms, and will be paid scale by Columbia. Pluggers have agreed to pool their salaries and toss a binge to celebrate their disk debuts.

## All Showbiz Unions Push for That Ol' Rockin' Chair Deal

NEW YORK, July 15.—A flock of theatrical unions, including performer groups within the framework of the Associated Actors and Artistes of America (Four A's), the American Federation of Musicians (AFM), units of the International Alliance of Theatrical Stage Employees (IATSE), and even such specialized groups as the songpluggers' union (Music Publishers' Contact Employees), are now trying to set up pension or retirement systems for their memberships.

These plans are apart from, and not to be confused with, the welfare funds which most theatrical unions have maintained for years, and which disburse relatively small amounts to indigent or ill members. Rather, the projected systems or plans aim at giving the union member a measure of financial independence when he or she reaches a certain age. The plans are of various types. In some, the monies would stem from the resources of the union itself, which would establish a fund thru levies on members' earnings. In other plans, management and the union would

work up a co-operative deal for the benefit of the individual. Currently, however, all of the projected ideas are in the speculative stage, altho some unions are already including a pension or retirement proposal in their new contract negotiations.

Here's a run-down of illustrations. Actors Equity, whose contract with the League of New York Theaters expires August 15, is currently asking the League to approve the principle of a pension fund. Equity's proposal is that each of the negotiating groups contribute \$1,500 in order to pay for actuaries and other experts who would make a study of the problem. A report would be made in six months. Equity points out that the matter of pensions in the performer field has special problems, owing to irregularity of work, etc. This prob- (See Unions Map Own on page 44)

## Band Boom Seen In Korean Crisis

NEW YORK, July 15. — With hardly a show business character hoping to see a war develop out of the Korean situation, many music business tradesters nevertheless are eyeing the current international situation as a possible antidote for the slack band business, as well as a shot in the arm for show business generally. Some feel that the defensive measures which have been taken, such as the revitalized draft measures and the inauguration of a new and giant air force building program, will have its positive reflections in the entertainment business.

These assumptions are being made on the strength of parallel developments during World War II. In the 1942-46 period band business flourished as it never had before, with dance halls cropping up near every one of the numerous service camp towns and with every band—new or war-born—pulling in giant takes. (See Band Boom Seen on page 12)

## Headin' for Weddin' If FCC Says OK

### Simul Firstnights a Twist

NEW YORK, July 15. — A plan whereby Broadway legit openings would be televised via large screen film theater circuits is currently in the works. The revolutionary step could develop into a bonanza for legit producers—for, via the coin paid the legit producer by the pic houses, show would be assured of profits, even if they closed the very next day.

The first nighter operation is being developed by Nathan Halpern, video consultant to the Fabian, Century, American and West Coast metropolitan picture house circuits. Any such step, of course, is predicated on the granting to theaters of the required radio spectrum allocations by the Federal Communications Commission (FCC). However distant this may be, it's certain the chains will get them eventually, and Halpern, proceeding on this assumption, is cur- (See VIDEO'S SHOTGUN on page 7)

## Tele Lounge and Hot Dogs Help a Picture Theater

DETROIT, July 15. — Television plus hot dogs is proving a new box-office attraction at the Carver Theater here, operated by David Korman. Two weeks ago the Carver opened a 280-seat television lounge—said to be the first in the world devoted to the trade to which this theater caters—in what was formerly the second auditorium of an old-time duplex style movie house.

Economics of the deal are paying off, according to Korman, with admission free to all theater patrons. House seats 400, at 40 cents admission, fills about twice daily. About 25 per cent of patrons go into the lounge and spend an average of two-bits each for a daily added gross of \$50 on hot dogs and pop, the leading refreshments, or popcorn and ice cream. Patronage is expected to take a big boost in the fall when programs are strengthened.

Meantime, baseball telecasts draw a capacity house, while average shows seem to draw a divided audience, with Mom going in to watch a favorite video program, while Dad and the kids go in to see the movie, or vice versa.

# Video's War Ups and Downs

## Color Decision Seems Stymied Until Wind-Up

WASHINGTON, July 15.—After three days of post-hearing executive sessions on color TV, the Federal Communications Commission (FCC) is as widely torn as ever on the issue and has little prospect of coming to any kind of a decision before mid-September. One FCC spokesman told The Billboard that, if the Korean situation fails to improve by that time, the FCC is likely to announce deferment of further consideration of color TV until after hostilities end, inasmuch as the TV manufacturing industry will be geared at least partially for military output as (See Tint TV Decision on page 8)

## DeMille May Do Video Show

NEW YORK, July 15.—Cecil B. DeMille, who is conditionally set to do an hour-long dramatic show for NBC, may also do a dramatic TV series for General Motors. It was reported this week. If the deal jells, it is expected the series will be used by GM for institutional purposes.

However, any activities by DeMille in radio or TV are conditional. He has not yet settled his dispute with the radio actors union (AFRA), with which he engaged in litigation over payment of a \$1 assessment. Even if he pays, the director might be subject to further penalties, should AFRA want to invoke them.

## More War Effects

For other effects of the Korean war on TV and show business in general see additional stories on Page 4.

## Religion Comes To DC; Spiritual "Bash" a Smash

WASHINGTON, July 15.—Super Music Company, with three retail disk outlets here, is planning a series of big-scale shows at Griffith Stadium and at Uline Arena as the result of the success of a July 2 "spiritual concert" sponsored by the company at Griffith Stadium starring Sister Ros- (See SMASH HIT on page 38)

## Distributors and Dealers Order Sets Like Mad

By Joe Martin

CHICAGO, July 15.—Frantic buying activity, changes in discounts and the small TV manufacturers' drive to get private brand deals were the high lights of the video exhibits at the National Association of Music Merchants (NAMM) four-day trade show here. The Korean situation had a greater effect on the show than any other single factor. War talk created he buying activity, but top department store and chain execs do not actually expect to get much of the merchandise ordered or even to finalize some of the deals made.

Many TV buyers were writing (See Hot War Hits on page 38)

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# War Clouds Fall on Showbiz; Radio-TV Faces 20% Setback; Broadcasters Map Defenses

Video Freeze To Continue; Steel Restrictions Loom

WASHINGTON, July 15.—For the first time since Korean hostilities began, showbiz got specific notice this week of imminent restrictions even if only on a temporary basis. Major developments were as follows:

## Congress Talks Up More Taxes; Kills Excise Cuts

WASHINGTON, July 15.—Higher taxes rather than excise cuts are now the subject of congressional thinking as hopes of a quick victory in Korea have vanished. Further deterioration in the war situation could result in higher income levies and increased corporation taxes, as well as reimposition of the excess profits tax.

The decision by the Senate Finance Committee this week to block excise cuts for the duration of the Korean campaign signaled a halt to the congressional drive for showbiz cuts which had been in progress for more than two years.

As it becomes clear that the military budget must be increased even if the Korean fighting remains localized, legislators are turning from talk of tax cuts to talk of where new revenue can be raised if necessary. Senate Finance Committee Chairman Walter George (D., Ga.) expressed the view that a spread of the fighting would require the resurrection of the repealed excess profits tax. This would impose a high levy on all increases in company income over average postwar receipts.

Other legislators echoed George's view, and some suggested the possibility of drastic increases in personal income and corporation taxes. Most congressmen emphasized, that no change in the tax structure will be undertaken unless things become worse.

## Parents, Sans Video, Looking Askance at TV

CHICAGO, July 15.—Many parents who do not own TV sets look upon television "with something very close to terror," Prof. Paul Witly, of Northwestern University, said after a survey of 2,100 parents, teachers, and children in Evanston.

Witly said there is a "curious mistrust" of parents in their own ability to cope with the problem of TV. "However, TV is a force which can be controlled, and in many cases used as a motivating agent to speed the accomplishment of studies and home duties," he said.

Forty-eight per cent of teachers found TV unsatisfactory, 27 per cent saw good possibilities, and 25 per cent were indifferent. Fifty-five per cent of parents who own TV sets approve children's programs, and 25 per cent approve certain programs only. Thirteen per cent do not approve any children's shows.

the total output of radio-TV set-makers. But Sprague added such a cut-back would not be "serious."

2. The National Association of Broadcasters (NAB) is preparing to create a special defense committee to assure the industry's co-operation with civilian defense, to lend co-operation of radio and TV in any restrictions necessary for alerts, and to aid in any other defense steps.

3. The Federal Communications Commission (FCC) gave fresh indication that the Korean crisis is casting a shadow across the TV freeze. It became increasingly apparent the TV freeze will continue as long as U. S. troops are fighting in Korea or anywhere else.

4. The FCC, after three days of executive sessions on color TV gave indication, too, that any spread of hostilities would necessitate deferment of commercial color TV standards indefinitely, but the present situation has not altered the FCC's plan to seek a decision on color by mid-September.

5. The possibility of steel allocations (See Radio Leaders Get on page 8)

## No Acros?

WASHINGTON, July 15.—Singers are predominant among contestants for the 1950 Miss Washington crown. Station WWDC announced this week. Among the 73 contenders there are 30 singers, 19 dancers, 10 actresses, 6 pianists, 7 artists and a lone guitar player.

## Spike Jones Drums Trade Midst Kids

HOLLYWOOD, July 15.—Spike Jones becomes the latest showbiz name to be licensed for kids' toys and apparel. Arena Stars has inked a pact with Larry Finley, empowering latter to sell manufacturers' rights to use the Spike Jones tag.

Initial deal closed is for a drum set to be manufactured by Coleman & Morris, retailing for approximately \$5.00. Also in the works are T-shirts, slickers, caps, comic books, etc.

## Hadacol Tonic To Give South \$250,000 Shot In Its Fun Belt

LAFAYETTE, La., July 15.—Sen. Dudley J. Leblanc, president of the Leblanc Corporation, maker of Hadacol vitamin and mineral formula, is spending over \$250,000 for a 15-day, 3,000-mile good will tour of the South, beginning August 21. Leblanc's advertising, running at the rate of over \$400,000 per month, is using 700 daily newspapers, 4,300 weeklies and spots on 502 radio stations to advertise the tonic in 22 States. The caravan will consist of nearly 100 trucks loaded with Hadacol to be delivered en route.

Mickey Rooney, Roy Acuff, Minnie Pearl, Sharkey's Dixieland Band, an elephant and her baby, several other animal acts and 30 other entertainers have been booked for the tour. Other top names are being contacted. A circus callope has been purchased and several floats are being made. Beauty contests will be held in some cities. Auditoriums and baseball parks have been taken over for all-

## Industry Sees Boom As Nation Flexes Defense Muscles

WASHINGTON, July 15.—Expansion of the armed services thru the draft, and increased enlistments, is expected to boom the business of amusement spots in military centers. In the meantime, showbiz spending of service personnel in the local area is already increasing, as troops stationed nearby await expected orders to move out.

Expansion of half-dozen army centers is already in sight. New draftees and those enlisting will go to one of the four basic training camps now operating—Fort Dix, N. J.; Fort Knox, Ky.; Fort Riley, Tex., and Fort Ord, Calif. Slated to come a little later is the reactivation of the large army training centers at Camp Chaffe, Ark., and Fort Jackson, S. C.

Navy, air forces, and marine plans for expansion are still under wraps, but more men can be expected at such places as Great Lakes, Wis., Randolph Field, Tex., and Miami.

In the nation's capital, more uniforms are being seen in amusement spots even the little expansion has yet taken place in military establishments fringing the Washington area. Most local niteries go into virtual hibernation for the summer, but increased business now appears likely to keep more than the usual number operating at a winter pace right thru the hot months.

## Richards Story Same Old Stuff, Including Bile

HOLLYWOOD, July 15.—Federal Communications Commission (FCC) this week continued its parade of previously heard witnesses in the G. A. Richards license renewal case. Those brought to the stand this week had appeared before, but must retestify, as the former examiner's death provoked the present rehearing. Occasional clashes between opposing counsel flashed thru the repetitive testimony. Latest was a charge registered in writing with Examiner James D. Cunningham by FCC Counsel Frederick Ford that Richards' attorney "by trick and stealth" had illegally photostated confidential minutes of Radio News Club meetings. News club, composed of local radio newsmen, had filed the original "news slanting" complaint against the station owner which prompted the (See RICHARDS STORY on page 10)

# News To Fore Again as Air Scans the War

Experts Go East Now

NEW YORK, July 15.—CBS expects to spend between \$50,000 and \$75,000 more the remainder of this year for expanded news coverage of the Korean situation. The money will go into salaries for commentators, line charges for broadcasts and increased news programming.

The web this week hired Alexander Kendrick and Walter Cronkhitte to replace Bill Downs and Bill Costello in Washington. Downs and Costello are en route to Japan, where Costello will head the CBS news bureau. Ed Murrow joins them there soon for a short stay. Meanwhile Robert (Pepper) Martin, the net's Philippines stringer, has been employed on a full-time basis.

On the programming side, CBS radio, starting this Sunday at 5:30-8 p.m., will offer a World News Round-Up which will bring in 11 correspondents from Europe and Asia. Look to the East, a series of three CBS-TV shows analyzing military aspects of the conflict, also begins Sunday evening, 9:30-10. CBS now has 23 full-time correspondents on its staff.

NEW YORK, July 15.—WOR Saturday (15) expanded its news coverage via 56 additional news reports to keep listeners informed on the Korean situation. The capsule reports will be scheduled every hour on the hour, unless a regular news commentator is already scheduled.

L. A. Stations Cover Korea

HOLLYWOOD, July 15.—Local television stations are going all out on covering Korea situation. Last week, Paramount's KTLA and Times-CBS established tele first with their coverage of the Far Eastern crisis. KTLA, thru a tie-up with San Diego's KFMB-TV, televised departure of marines from San Diego to the fighting front, and (See NEWS TO FORE on page 10)

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Roger S. Littleford Jr.  
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F. W. Evans ..... Pres. & Treas.  
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Editors

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Managers and Divisions

E. W. Evans, Gen. Manager, Cincinnati  
Main Office & Printing Division  
2160 Patterson St., Cincinnati 22, Ohio  
Phone: DUmber 6450

W. D. Littleford, Gen. Manager Eastern Division  
1564 Broadway, New York 19, N. Y.  
Phone: PLass 7-2800

M. L. Reuter, Gen. Manager Western Division  
188 W. Randolph St., Chicago 1, Ill.  
Phone: Central 8-2761

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Phone: HOLlywood 9-8211

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380 Arcade Bldg., St. Louis 1, Mo.  
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C. J. Latscha ..... Advertising Director  
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B. A. Bruns ..... Circulation Manager  
Main Advertising, Circulation & Printing Offices  
2160 Patterson St., Cincinnati 22, Ohio  
Phone: DUmber 6450

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# AM SUMMER BLUES AIN'T SO

## Vet Radio Guild Names Board To Hypo Activity

NEW YORK, July 15.—The Veterans' Hospital Radio Guild this week named a board of governors preparatory to starting a new drive to increase its activities on all levels. Organized to provide both entertainment and opportunities to learn radio techniques, the Guild has been asked to increase its service from 6 to 129 veterans' hospitals.

Co-chairman of the new board are Tom Luckenbill, William Esty; Read White; J. M. Mathes and Ted Cott, WNBC. Others on the list are Dick Swift, WCBS; Sydney Eiges, NBC; Alan Brandt, WNEW; Carl Haverlin, Broadcast Music, Inc.; Frank Burke, Radio Dally; Betty Forsling, Newsweek; George Crandall, CBS; Charles Baltin, WHOM; Leonard Harrison, Community Services.

The Guild will take steps soon to obtain facilities, personnel and funds for its services.

## 'We, the People' Now Separate Radio, TV Shows

NEW YORK, July 15.—Formerly a simulcast, *We the People* shifted to separate radio and TV operations with last night's (Friday) shows on NBC and NBC-TV, 8:30-9 p.m. The radio show which will now be scripted with the demands of that medium expressly in mind, will be taped on Wednesdays for Friday broadcasting. In addition, indications are that slightly different casts may be used on each show.

The move was made without drum-beating to see if the radio version of the program could hold audiences. The change was made because the agency, Young & Rubicam, found it impossible to do one program for both AM and TV.

## NBC-TV Wooing Olsen & Johnson

NEW YORK, July 15.—NBC this week was reported interested in signing Olsen and Johnson for its Wednesday night 8-9 p.m. TV spot. The time is tentatively slated to go to Nash-Kelvinator, with NBC producing the show.

If Olsen and Johnson are set, they will probably go on a rotating schedule, with Ed Wynn also slated to fit into the same time on other weeks. Wynn signed last week with NBC for 11 TV shows.

O. and J. were on NBC last year for Buick but the venture didn't click.

## Thomas Scheduled To Boss WOR-TV

NEW YORK, July 15.—Eugene Thomas, until recently general manager of WOIC, Washington TV station, is slated to become general manager of WOR-TV, it was reported this week. The post would make him second in command at the Macy station, reporting to Ted Streibert, president of WOR and WOR-TV.

Thomas was sales manager of WOR (AM) until shifted to Washington about a year or so ago. The sale by WOR of WOIC is responsible for his return to New York.

## SAG's Thomson Blisters Heller For TVA Policy

NEW YORK, July 15.—What was regarded as the most violent attack ever made against one theatrical union executive by another developed this week when the Screen Actors' Guild (SAG) sounded off with a scathing and blistering attack on George Heller, executive secretary of Television Authority (TVA). The two groups are currently embroiled in a dispute over certain phases of TV jurisdiction.

SAG's denunciation was voiced by Kenneth Thomson, TV administrator for SAG, in commenting on Heller's dismissal of an offer by SAG to waive certain jurisdictional claims if TVA would open negotiations with the networks now.

Thomson said Heller's "alibi was consistent with his past six months record of doing nothing. . . . (his) reported reply says everything except what he intends to do about the plight of live television actors.

"In a blatant misstatement of fact," Thomson continued, "Mr. Heller was quoted as calling ridiculous SAG's offer to waive rights over live video. SAG never claimed (these) rights. . . . Nothing stands in the way of TVA negotiations for actors in live television except George Heller."

## Balti. Studio Stages Fights Right at Home

BALTIMORE, July 17.—What are believed to be the first prize fights ever staged in a television studio are scheduled to be telecast tonight (Monday) over WAAM-TV here. Matches are being promoted by the South Atlantic division of the Amateur Athletic Union (AAU). While the Crosley TV station in Ohio has staged studio wrestling matches, boxing hasn't been done before.

WAAM is building its ring in a studio about 65 by 65 feet. There will be 200 seats available, free, most going to sponsor and agency, Arrow

## Twist

NEW YORK, July 15.—Deal between NBC-TV and Ed Wynn, whereby the comic will do 11 shows next season, is unusual in that it permits the comic—if he wants to—to go into radio. Usually, deals are just vice-versa. Wynn, of course, was one of the first comics to hit stardom in radio.

## "Sam Spade's" Latest Caper; He's Canceled

NEW YORK, July 15.—Adventures of Sam Spade, sponsored by Wildroot on the NBC AM network, is being dropped. Chances are the account will switch its appropriation for the show into video.

Deletion of the program adds new burdens to the NBC headache insofar as Sunday night is concerned. Spade airs from 8-8:30, and NBC now is open from 6 p.m. until 8:30 p.m. The web has been unable to regain ground it lost when Jack Benny shifted to CBS, even tho it acquired the Wildroot business from CBS when Edgar Bergen moved into the 8 p.m. time slot for Coca-Cola.

NBC now has two sore spots on AM. The other is Friday night, which, insofar as the fall is concerned, will be open from 8:30 p.m. until 10:45.

## Kellogg Kids' Show On CBS-TV Oct. 2

NEW YORK, July 15.—Kellogg this week purchased 6:45-7 p.m. Mondays, Wednesdays and Fridays on CBS-TV beginning October 2. The food company will present a kids' show titled *Tom Ranger, Space Cadet* on 12 stations of the CBS-TV web.

Bob Howard, who is now in the time spot, probably will be moved to a daytime slot. Kellogg is continuing with *Mark Trail* on MBS, and *Singing Lady* on ABC-TV.

Beer and Joseph Katz. There'll be seven bouts.

AAU is furnishing the fights for virtually nothing, a nominal \$25.

## Heat Melts Only Small Audience %

### Shoe's on TV's Foot

NEW YORK, July 15.—Figures showing that radio's loss of audience in the summertime is only a fraction of what it has been presumed to be will be published shortly, *The Billboard* learned this week. Altho the source cannot be revealed, the study involved is based on findings of one of the top research companies in radio. The burden of the findings is that, instead of a presumed loss ranging from 15 to 20 per cent, radio's loss instead averages around 3 per cent or slightly more.

In view of radio's present position in the face of the rapid strides being made by television, this new research material may become especially important. Radio time-buying traditions have not changed in 20 years, and the original concept—that radio loses almost a quarter of its available listeners in the summer—still operates. This practice has resulted in the summer retrenchment policy followed by many advertisers.

The major fact now, tho, is that the availability of radio has undergone dramatic changes in recent years. The wide circulation of radio programming via auto, portable, restaurant and factory radios is primarily responsible for the change in position. Radio's mobility is a factor which television does not share, meaning that AM's sales position is that much improved.

One AM exec summed it up thus this week: "These figures will show that radio is a 12-month business but TV is confined to eight or nine months."

## To the Hills, Men! Spike Gets TV Yen

HOLLYWOOD, July 15.—When Spike Jones hits tele, it'll be on film only. The virtuoso of the washboard is sold on celluloid to such an extent, he told *The Billboard* this week, that he will rule out live guestshots. His idea is to sell a sponsor a filmed series which Arena Stars will produce and turn over to the bankroller. Jones feels film allows him a wider scope and will open a new avenue for yocks thru use of process trick shots, creating illusions impossible in a live performance.

Two pilot half-hour shows will be shot the latter part of this month and in early August testing various formats possible. Eddie Cline, formerly affiliated with major film studios, will be in charge of production.

## Ned Midgely To Run Bates Radio-TV Dept.

NEW YORK, July 15.—C. E. (Ned) Midgely this week was appointed manager of the radio and TV department at the Ted Bates Agency. Midgely joins Bates after nine years at CBS, where he was sales-service manager for radio and TV.

His replacement at the web will be Tom Maguire. Midgely is being brought in because of the increasing TV activity of the agency and to take some of the load off the shoulders of Tom Harrington.

## It's Great Year for Unknowns As 15 Talent Shows Hunt 'Em

NEW YORK, July 15.—This season has seen a large-scale revival of talent opportunity shows on both radio and TV. There are 15 such programs on the air, eight of which program five hours a week on the radio webs and the other seven, five hours on video nets. This does not include the numerous talent programs on local radio and TV operations and others being considered for next fall by the webs.

The biggest operator of talent opportunity shows is undoubtedly CBS. Reborn thru Arthur Godfrey's Talent Scouts which is now simulcast, CBS also has on its TV schedule Robert Alda's *By Popular Demand*, Cedric Adams's *Prize Performance*, Robert Q. Lewis's *The Show Goes On* and Jan Murray's simulcast *Songs for Sale*. This fall Horace Heidt, now on CBS radio and sponsored by Phillip Morris will bring his talent show to CBS-TV.

NBC has in radio, *Stars and Start-*

*ers, I'd Like To Be a Millionaire* and the Dick Kollmar *Talent Search*. On NBC-TV is Ted Mack's show, which airs in radio on ABC; and the recently unveiled *Lights, Camera, Action*. ABC recently preemed *Paul Whiteman Presents* on its radio facilities. Disabled vets are also being submitted to the webs for program consideration in a new TV talent format titled *Hidden Talent*.

Producers have gone far afield to come up with gimmicks to sell these shows to the public. *Stars and Starters* has names bring their proteges, on *I'd Like To Be a Millionaire* kids bring their parents, *By Popular Demand* is a battle of talent, *Prize Performance* awards scholarships, *Songs for Sale* sells tunes to song publishers, *Paul Whiteman Presents* gives new conductors and arrangers a chance to shine and *The Show Goes On* brings talent and talent buyers together.

## ABC-TV Inks 6 More Angels; Hudson Gets Billy Rose Show

NEW YORK, July 15.—ABC-TV, which has been signing new sponsors as quickly as its sales department can prepare contracts, closed deals with another batch this week. Deals have been set with Hudson Motors, Bendix, Dodge, Philco, Airwick and Schlitz. Previously, ABC had set deals with 18 other advertisers.

Hudson is buying ABC's Billy Rose show, while Bendix is taking an audience participation show for the Wednesday 7:30 slot. Agency is Tatum-Laird. Dodge has bought the American National Theater Academy program, starting October 1, 7:30 to 8 p.m. thru Ruthrauff & Ryan. This will have the program follow ABC-TV's Paul Whiteman stanza. Philco has bought the first half of Don McNell's new TV show, to air Wednesday nights, 9-10 p.m.

In addition, ABC-TV has closed its pending deal with Schlitz Beer, exclusively reported in *The Billboard* two weeks ago. The contract was contingent on ABC's ability to deliver

## Hampton Signed For Video Film

HOLLYWOOD, July 15.—Lionel Hampton will be the first music world personality to face video film cameras for Louis Snader, head of Snader Telescriptions. Deal with Hampton was set this week following the final approval of Snader's royalty pact for film music made with American Federation of Musicians (AFM) Prexy James C. Petrillo. Also inked were Desi Arnaz, Diana Lynn, Herb Jeffries, and Jon and Sondra Steele, all of whom are set for filming within the next few weeks.

Hampton will be featured on five original musical featurettes running three minutes each. Plans call for 40 such pix to be made each month, with shooting centered at General Service (See *TV FILM MUSIC* on page 16)

## Bristol-Myers Drops Radio "Break Bank"

NEW YORK, July 15.—The radio version of *Break the Bank* was canceled this week by Bristol-Myers, effective the end of its current cycle, according to report. The cancellation will leave the spot open for Groucho Marx in the Wednesday 9-9:30 slot on NBC. Meanwhile, Bristol-Myers decided to ride along with the TV version of the same show next season. Program is on NBC-TV Wednesday 10-10:30 p.m.

With the cancellation of *Break the Bank*, the client will have extra dough available for a plunge into daytime radio. Shopping will start soon. Doherty, Clifford & Shenfield handles *Break the Bank* for Bristol-Myers.



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a large live network for the much sought-after Pulitzer Prize series. Schlitz will air Friday nights, 9 to 10 p.m., starting October 8.

Airwick bought ABC-TV's 10-10:30 p.m. slot Thursday nights, via the William Weintraub Agency. Program will be a drama titled *I Cover Times Square*.

## Blatz Cuts Foam; Putting 'Duffy's' In Refrigerator

NEW YORK, July 15.—Blatz Beer this week was on the verge of dropping Ed Gardner's *Duffy's Tavern*. Now in the Thursday night 9:30-10 spot on NBC, the Gardner show is expected to be canceled at the end of its current cycle sometime in August because of the "economic indefensibility of network radio production and time costs."

Meanwhile, Blatz is adding to TV activity thru the sponsorship of *Broadway Open House* on WNEQ-TV, Chicago and KLEE-TV, Houston. This is the 11-12 p.m. strip that Anchor Hocking sponsors on most of the NBC-TV web. Kastor, Farrell, Clifford & Chesley is the agency. Blatz also has *Roller Derby* on ABC-TV.

## Don Lee's KHJ Inks Coast Bonanza Deal

HOLLYWOOD, July 15.—Radio may be dying—but not at Don Lee. Web's flagship station here KHJ, this week clinched the largest single short-haul sale in its history, peddling 2 1/2 hours of programing weekly to Lakewood Park, Inc., housing developers. Two-week test will cost bankroller \$30,000 in time and talent charges.

Included will be 24 newscasts weekly, 9 disk jockey shows and 10 variety programs. In addition, 95 spots weekly will be used to augment block programing. Sample: Total of 14 spots daily on the MBS-Don Lee *Game of the Day* airings. Sale was made by Dave Williamson thru Dan B. Miner Agency.

## Michigan State Wants TV Despite Turndown by Big 10

LANSING, Mich., July 15.—Altho the Western (Big Ten) Conference recently decided to ban telecasts of the football games of its member colleges, 73 per cent of the students at Michigan State College, newest conference member, believe college sports should be covered by video. This was revealed by the sixth annual collegiate listening survey conducted by the Michigan State College department of Radio Education, headed by Joe A. Calloway. The survey this year was made under Calloway's supervision by graduate students Al Zeilton and Wilfred Arneson.

The study, which also looked into the views of faculty members, found that only 51 per cent of the staff responding believed that college sports should be scanned. Altho more students favored TV sports coverage, 77 per cent still noted they would not stay away from an event in order to see it at home. Majority stated they would miss the atmosphere. Some did not answer directly, but stated it would depend upon the weather. Faculty response was in about the same proportion.

## One-Camera Super Stunt Developed By Ayer Agency

NEW YORK, July 15.—A new TV commercial technique, which gives the illusion of a super-imposition with one camera, has been developed by the N. W. Ayer Agency, according to agency exec Don McClure. Instead of putting the art work on a second camera, the Ayer system achieves the same effect by pasting the commercial on a piece of plexiglass and shooting thru it, thus leaving one camera free.

Ayer is currently using the system to televise Atlantic Refining Company baseball commercials over WPTZ, Philadelphia, and plans to utilize the technique on a larger scale when Atlantic sponsors a full Eastern network of football in the fall.

Ayer also hopes to sell the networks on the advisability of using three cameras instead of two for football this fall. McClure advocates putting cameras on each 20-yard line, and a zoomar on the 50-yard line, as compared to the present system of two on the 50-yard line. The former set-up, says McClure, affords tele-viewers better pictorial coverage. The agency tried out the three-camera scheme last year from the Yale Bowl, and will utilize the same system this fall for some games.

## Hwd. Outlets to Mat Over Rights Control

HOLLYWOOD, July 15.—Legal eagles of three Hollywood tele stations tangled this week with members of the State Athletic Commission (SAC) to block Commission's attempt to control radio and television rights to wrestling and boxing events and make such rights political booty. At a public hearing held here Friday (14), attorneys John Hearn (KLAC-TV), Donn Tatum (Don Lee), and Byron Moore (ABC), joined forces to fight SAC's drive to railroad Rule 542 thru. Ruling would prohibit any boxing or wrestling promoter from selling radio-video rights without the written consent of the SAC.

Donn Tatum, spokesman for the group, pointed out that a previous attempt to pass a similar measure in California State Legislature last year had died in committee because of industry opposition and that Rule 542 would (1) invade a field regulated (See *Hollywood Outlets* on page 10)

## Sponsors Press For Senate Vote On Red Control

WASHINGTON, July 15.—Another attempt to bring up for Senate action the Mundt-Ferguson-Nixon Communist-control bill will be made next week, according to Sen. Karl Mundt (R., S. D.). Mundt predicted that if the bill comes to a vote, there will be no more than a dozen Senators against it.

The bill requires registration of groups labeled Communist or Communist-front by a special three-man board (*The Billboard*, July 8). Any radio or TV shows put on by such groups would require an announcement to the effect that the sponsor has been tabbed accordingly.

Altho neither the Democratic nor the Republican policy committees has put the measure on the "must" list, it has strong support in both Houses. The bill was reported out of the Senate Judiciary Committee some weeks ago on a 12-1 vote. The House version is expected to be cleared soon by the House Un-American Activities Committee. A similar bill was passed by the House two years ago but bottled up by the Senate Judiciary Committee.

Mundt, who was blocked by Senate Majority Leader Scott Lucas (D., Ill.) in an attempt to bring up the bill two weeks ago, announced that he will move its consideration after disposition of the appropriations bill. Tho the majority leader almost invariably charts the course of bills to the Senate floor, any member can get an unscheduled bill considered if this motion is approved by a majority.

## NBC Auditions Gray; Takes 30-Day Option

NEW YORK, July 15.—NBC-AM this week took a 30-day option on Barry Gray, following an audition of the *Daunt Patrol* speller as emcee on *The Better Half*. Program is a man-and-wife audience participation series.

NBC is thinking of the show either as an across-the-board half-hour strip or as a once-a-weeker, with the possibility it may be simulcast later. Gray currently is doing a midnight show from Chandler's Restaurant, New York, via WMCA.

## General Mills Takes Two-a-Week Via ABC

NEW YORK, July 15.—ABC this week added substantially to its radio billings with the sale of the 7:30-8 p.m. slots on Tuesdays and Thursdays to General Mills. Starting September 5, time segments will be filled by an adult version of Jack Armstrong, as yet untitled. Mondays, Wednesdays and Fridays are programed by *Lone Ranger*.

The 7:30-8 slot Tuesday and Thursday was formerly owned by Pepsi-Cola, which had *Counterspy* on the air last season. Knox-Reeves is the Mills agency.

## FCC Nod to KTSL

HOLLYWOOD, July 15.—After 18 years of telecasting, Don Lee station KTSL finally got its commercial grant from the Federal Communications Commission (FCC) this week. Long held up while FCC investigated charges that the Don Lee parent web had violated FCC's network regulations, Commission authorized full conversion from experimental to permanent commercial status.

## Video's Shotgun Puts Legit, Pix In Courtin' Mood

(Continued from page 3)

rently discussing the proposal with Broadway showmen.

The terrific circulation the legitis would be accorded via the filmers would enable exhibitors to pay the producers fees considerably in excess of actual production costs. Such a pix-video marriage would also enable the theaters to both compete with and participate in TV simultaneously. On the other hand, there are many problems involved—telecasting rights, copyright aspects, performer fees, etc.

Halpern foresees other mutual advantages. Such exhibitor financing would encourage and increase legit production and might enable a reduction in admissions scales. It also would serve as terrific bally both for the film theaters and for legit itself.

It is significant that in one slightly similar experiment, Lucky Strikes' sponsorship of *Tonight on Broadway* on CBS-TV last season, even tho the show was not renewed, resulted in a noticeable pick-up in box-office activity. *Tonight*, however, telecast only excerpts.

## Pal Razor Blades Plans Mutual Airing

NEW YORK, July 15.—Pal Razor Blades is considering a weekly seg, tagged *Pal's Sportsman Club of the Air*, on the Mutual network to start next month. The program, which will probably air Thursday from 8:30 to 8:55 p.m., marks the razor firm's first venture into network radio.

Al Paul Lefton, New York, is the agency.

## CBS Wraps Up 2 Sunday Segs

NEW YORK, July 15.—CBS this week wrapped up two Sunday afternoon radio sales for next fall. Redi-Whip goes into the 2:30-3 p.m. slot with the Arthur Godfrey Digest, and Columbia Records, Inc. (CRI) changed its mind and decided to stay on 1:30-2 p.m. with a program of CRI platters.

In return for cross-plugs the sponsors of the Godfrey daytime stanzas have agreed to let material they own be used on the Digest program. Godfrey, incidentally, also gets himself stock in Redi-Whip. This deal is similar to his arrangement with HI-V and with Spray-a-Wave. The latter agreement was canceled by mutual consent, after Spray-a-Wave couldn't carry the ball in radio.

The CRI commitment is for a 75-station network September 10. No commentator has been selected.

## 'Father' Raid Charge In 5 Million NBC Suit

NEW YORK, July 15.—Mrs. Katharine Day, widow of Clarence Day and trustee of his estate, this week filed a \$5,000,000 suit against NBC, Music Corporation of America, producer Joe Rines, writer Charles Tazewell and actor William Powell. She charges the NBC sustainer, *My Mother's Husband*, pirates Day's *Life With Father*, *Life With Mother* and other works.

Earlier in the week, Mrs. Day had lost when she sought an injunction restraining NBC from airing the program. Subsequently, Powell, who played a similar part in the picturization of *Life With Father*, advised NBC he did not want to continue in the show, but he changed his mind.

## BAB Loses Mitchell; Hazy Future Ahead for NAB Baby

NEW YORK, July 15.—The future of Broadcast Advertising Bureau (BAB), foggy for some time, became even more clouded this week following announcement of the resignation of Maurice Mitchell as director. Mitchell will join NBC August 15 to develop sales techniques for getting non-radio accounts into the field. He's reported getting \$25,000 yearly. The BAB post paid \$17,500.

First name mentioned to succeed Mitchell was Edgar Kobak, former Mutual president and now a business consultant. Altho Kobak could not be reached immediately for comment, it is believed he would only take the position, at best, on a part-time basis, in view of his many other activities.

Mitchell's departure from BAB poses a critical problem, for both the Bureau and the National Association of Broadcasters (NAB), of which it is an adjunct. The NAB is currently wrestling with the problem of BAB's future—whether to continue its present stepchild status or whether to establish it as an autonomous unit. The board is not especially sympathetic to BAB; smaller broadcasters swear by it.

What sharpens the problem for NAB is the fact that its district meetings start August 15. Mitchell pitches for BAB have been a high spot of these sessions for some time, and the August starting date gives NAB little time in which to move.

It is generally agreed that some exec of national prominence must succeed Mitchell. No offer has been extended as yet to Kobak, it is said, but there is a distinct possibility it may be, especially in view of his long-time interest and activity in radio sales. Another possible candidate is regarded in Eugene Thomas, until

recently general manager of WOIC-TV, Washington.

Mitchell, who will work under Harry Kopf, NBC sales veepee for AM, was formerly with WTOP, Washington. His appointment is a cue to current sales thinking at the network.

## Moore Gets Full Hr. While Godfrey Rests

NEW YORK, July 15.—Always on the make for another Arthur Godfrey, CBS this week was placing its bets behind Garry Moore. The web has decided to gift Moore with a full hour on CBS-TV Wednesday night, 8-9, for a much more elaborate version of his half hour show, complete with ork. The program starts August 2 and runs for eight weeks while *Godfrey and His Friends* hiatus.

Moore will not do the 7-7:30 p.m. Wednesday portion of his strip show while in the Godfrey slot. The 7-7:30 p.m. Wednesday TV time will be filled by films.

## Buick Hour on TV Nearer Closed Deal

NEW YORK, July 15.—Buick this week was inching closer to the Wednesday night 9-10 time on CBS-TV. With an order already in their hands, CBS-TV sales execs were working overtime to shift Toni, which has 9-9:30 that evening on CBS-TV, to another acceptable time slot.

The web would undoubtedly like the business, but whether it can come up with a satisfactory time remains to be seen. The program has not been selected.



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# WOR

# WEBS FIGHT FOR TV CABLES

## Meet Aug. 7 To Set Time For Hook-Ups

\$ Value Mounts Daily

NEW YORK, July 15.—A new and particularly bitter fight over network facilities in television is expected to materialize August 7 when the four TV webs meet with telephone company officials to set a new allocations schedule. Time on the phone company's coaxial and microwave relays circuits is growing more valuable everyday because of the increasing volume of business developing on TV.

What makes the August 7 meeting even more important is that about September 30, a number of new circuits will begin operations extending network coverage into the Southeast, further West, and in the Middle West, further North. Some advertisers insist that the webs deliver maximum live station hook-ups, so as to minimize the use of kinescopes, and thus web clearances becomes especially valuable. Schlitz, for example, would not sign with ABC-TV until the web guaranteed clearance on a certain number of stations.

New network legs opening up between September 30 and October 15 are as follows: From Norfolk, south to Greensboro and Charlotte, N. C., Jacksonville; Atlanta and Birmingham; Dayton, O., to Indianapolis and Louisville, Chicago to Davenport, and Ames, Ia., Omaha and Kansas City, Mo., and Minneapolis-St. Paul Relay facilities from Louisville to Nashville and from Cincinnati to (See Webs Want Cables on page 10)

## Truth Is, No Tour For "Truth or"; Reason—Korea

HOLYOKE, Mass., July 15.—The Ralph Edwards's Truth or Consequences radio program ran into a consequence of its own last week when plans for a six-week tour of GI installations in Europe were abruptly canceled by official order.

Alfred Paschall, the show's stage manager, said that developments in Korea, which have affected army air transportation all over the world, was the reason for this sudden change in plans.

Lt. John W. Parish, information officer at Westover Field, said the cancellation was due to "space limitations," and that the company will be flown back to the West Coast. Edwards, who preceded the company to Europe, was told of the halting of the tour by transatlantic telephone.

Paschall is now wondering what to do with about a ton and a half of technical equipment and also what is to become of the 14 members of the troupe who were going along to make recordings of the program in Nuremberg, Heidelberg, Berlin, Vienna, Munich and Weisbaden.

## AM Stations Reject Co-Op Promotion

NEW YORK, July 15.—Attempts to organize a co-operative promotion campaign among New York radio stations floundered this week. Although the stations agreed to do promotion individually, they would not agree to any unified drive.

Sentiment of the managers who attended a meeting called by WOR was that radio could best be served if each station increased exploitation of its own individuality, and at the same time took steps to dramatize the effectiveness and sales statistics of radio.

## Tint-TV Decision May Wait Until Korea Tiff Is Over

(Continued from page 3)

long as U. S. troops are fighting. This week's meetings brought out trends noticeable for some months, namely, a disposition by some FCC-ers to favor minimum standards compatible with black-and white, while others favor calling for further field-testing in a 6-mc. band preparatory to establishment of standards. Under either of these alternatives, RCA would be in a dominant position. The Commission, months ago, discarded any consideration of multiple standards.

Any lingering doubt by some FCC-ers over the wisdom of avoiding multiple standards was wiped out by the report of the Senate Advisory Committee on color TV, which, in its report to Chairman Edwin C. Johnson, of the Senate Interstate and Foreign Commerce Committee, last Monday (10), emphasized that multiple standards would be of prohibitive cost to set-buyers. FCC-ers at this week's meeting agreed with the report's conclusion that RCA and CTI show promise of considerable improvement, and that RCA has the edge in its scanning method even though the CBS's present color picture is better. CBS's picture, the report

stated significantly, is not likely to improve.

The FCC revealed that it still intends to stage hearings on U-H-F-TV allocations, but if the Korean situation worsens these hearings might be deferred. One commissioner said, "It would be foolhardy to add the U-H-F band to V-H-F for television while industry is pre-occupied with military contracts, and a television freeze is required to continue."

## House Cocks Ear To "Voice" \$\$\$

WASHINGTON, July 15. — The House Appropriations Committee plans early consideration of President Truman's request this week for a State Department supplemental appropriation of \$89,000,000 for information activities, including a four-fold expansion of the "Voice of America." As the Truman message was being received by the House leadership, the Senate voted funds to National Bureau of Standards (NBS) for combatting Soviet jamming efforts, but rejected a move to boost 1951 "Voice" funds.

Rejected on a vote of 53-25 was a move by Sen. William Fulbright (D., Ark.) to add \$4,000,000 to the \$32,700,000 fund approved by the appropriations committee for overseas information work. The Senate agreed to give State Department's radio activities \$11,385,932, nearly a million more than last year, but \$205,000 less than the House-approved figure and \$405,000 less than the budget bureau recommendation.

The round of appropriations developments leaves untouched the plan of Sen. William Benton (D., Conn.) to bring private broadcasters and facilities into the "Voice" set-up. The Benton bill to create a non-governmental agency of radio-TV, press and movie figures to co-ordinate informational activities, nevertheless is given a good chance to get an okay from the Senate Foreign Relations Committee shortly.

## 20 More Hopalong Bought by NBC-TV

NEW YORK, July 15.—NBC-TV this week finally acquired rights to the last 20 Hopalong Cassidy films, closing a deal after lengthy negotiations with Toby Anguish, who has the distribution rights. This gives NBC a total of 54 Hopalong oaters.

There are some 20-odd other Westerns with the same star controlled by United Artists, but contract terms keep them off video. NBC is also financing William Boyd in the production of some new products.

ATTENTION TALENT BUYERS A NATURAL FOR T.V. RUSTY FIELDS AND HIS GREAT NEW SOCK COMEDY REVUE AVAILABLE FOR YOUR CLIENTS REP. AL DVORIN AGENCY 54 W. Randolph St. Chicago 1, Illinois Franklin 3-4980

## Faye Emerson Gets Pepsi Chatter Seg On CBS-TV Sept. 16

NEW YORK, July 15.—Faye Emerson this week was set for the 7:45-8 p.m. slot Tuesdays, Thursdays and Saturdays for Pepsi-Cola on CBS-TV beginning September 16. The exponent of the plunging neckline will do her usual chatter show, but on a more elaborate scale.

The Blow Agency will handle the billings.

## Radio Leaders Get Lowdown On How Korea Affects Them

(Continued from page 4)

tions which President Truman has power to invoke, looms as a threat to showbiz construction, but government officials are cautioning against undue anxiety inasmuch as any early allocations are expected to be on a limited scale. Administration policy is to gear for military output only as required by events and thus avoid unbalancing the nation's economy or lowering morale.

6. Showbiz, like others, faces an unsettled picture so far as manpower is concerned; under current draft schedules no severe inroads are in store, but the schedules are subject to change.

### RTMA's Fall Co-Operation

Full co-operation of radio and TV set makers with the government was offered this week by RTMA President Sprague in discussions with high

military officers. Sprague said that, while the Korean campaign could require military conversion of, as much as 20 per cent of the total output of electronics equipment manufacturers, Korean requirements may be held to 10-15 per cent of industry output. He regarded the cut-back to come in radio and video production as "not serious."

RTMA estimates that currently 5 per cent of the industry's output is going to government orders without any noticeable strain on domestic set production which is running at an all-time high in both radio and TV. Prior to the Prague announcement, RTMA had estimated roughly that 6,000,000 TV sets and 12,500,000 radio sets would be produced in 1950. The first five months of the year show an output of almost half of those estimates. Cut-backs will not be spread evenly thru the industry nor necessarily proportionately allocated to TV and radio sets, so RTMA is unable to make an estimate as to how many receivers can be expected to be lopped from 1950 totals.

It is expected that the electronics equipment industry's advisory committee (See KOREA WAR on page 38)

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**The Newspaper Game**

Reviewed Sunday (9), 5-5:30 p.m. EDT. Sustaining via WNEW, New York. Producer, Dick Pack; director, John Grogan; conceived by Herbert Landon; emcee, Allyn Edwards. Panel: Betty Forsling, Bruno Shaw, Joseph Durso, Basil Rathbone.

The Newspaper Game, WNEW's first quiz show venture in some years, is an unpretentious local airer, with an I. Q. rating a cut above the usual question-and-answer program. Utilizing one of journalism's five "w's" (who, what, where, when and why) as a lead, emcee Allyn Edwards challenges a panel to supply the answers to the other four. The question is usually based on current events. The panel members on last Sunday's broadcast (Betty Forsling, Newsweek radio editor; Joseph Durso, New York Times; Bruno Shaw, news commentator and actor Basil Rathbone) were refreshingly normal; they were well-read, but seemingly unaddicted to that passion for parading obscure bits of knowledge displayed by some of the network "experts." They also steered clear of other panel pitfall, the desire to be too "punny" for words.

Teeling off with quite a frank discussion of Elliot Roosevelt's public tete-a-tete at the airport with his current flame (reporters didn't recognize gal at first because she had dyed her hair for the third time); the news hounds then delved into the "Truth Bomb" and were finally tripped up by a yarn about an English bell ringer who was fired because he played Put Another Nickel in the Nickelodeon on the chimes after the collection. Basil Rathbone provided the most spontaneous-sounding comment when he censured a Shakespearean orator as "a ham with a frightful delivery." The "ham" was then identified as the recorded voice of the great Otis Skinner, but Rathbone, bless him, refused to rescind his original opinion.

Allyn Edwards is a competent moderator and his folksy line of chatter keeps the quizzer running along at a well-balanced pace, literate but never upper-brow. *June Bundy,*

**T-Man**

Reviewed Saturday (8) 8:30-9 p.m. EDT. Sustaining via CBS. Producer-director, Bill Robson. Music, Del Castillo. Announcer, Bob Lemond. Script, Mindret Lord. Cast: Dennis O'Keefe, Ben Wright, Ted Di Corsia, Verna Gill, Frances Cheyne, Dick Vallin and Paul Frees.

Cut from a pattern grown too familiar by overuse, T-Man, the new CBS package, is standard meller without enough individuality to win itself a following. The usual story of a government official and his fight against crime, the same show in infinite variations is flooding the air lanes of the land. Only the voices are different.

The episode caught detailed the exploits of Treasury agent Steve Larson and his fight against a narcotics ring. The characterization being black and white and the end a foregone conclusion, the story was without much suspense. Perhaps more original dialog or a more interesting handling of the situation might have helped sell the show.

Dennis O'Keefe handled the role of Steve Larson capably.

Strictly of the hothouse variety, T-Man will probably wilt the first sign of fall. *Leon Morse.*

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**Radio and Television Program Reviews**

Designates Radio Review

Designates Television Review

**The Web**

Reviewed Tuesday (4), 9:30-10 p.m. EDT. Sustaining via CBS-TV. Producer-director, Franklin Heller; original script, Vincent Starrett; adaptation, Charles Robinson; narrator, Jonathan Blake; music, Lew White. Cast: Robert Pastene, John Shay, Edith King, Cara Williams, Anna Minot, Leona Powers, Cliff Hall, Arthur O'Connell and Rudolph Watson.

Based on stories furnished by the mystery writers of America *The Web* might be expected to have its snares full of writing material. Judging from the initial programs, however, the melo will need more than a basic story outline to succeed. Slicker and more adroit scripting tailored to fit television demands is necessary.

Conceivably the material might have been made interesting, but instead of concentrating on the relationships and the situation, *The Twelfth Juror* sold a gimmick. The twelfth juror, only a voice until the end of the show, appealed to the audience to decide his guilt or innocence. Helped considerably by coincidence, he sat on a jury ready to convict a man of the crime he had performed, until he told the jury members the real story.

The gimmick might have been stronger and more convincing had there been time to develop the story, but this could not be done in the half hour. Important questions relating to a prior crime committed by the slain man were thus left unanswered.

John Shay gave a convincing performance as villain later to become a corpse. Robert Pastene, one of Broadway's better younger talents, was slightly miscast as the twelfth juror. The part called for broader playing and a more determined kind of hero. Pastene's touch is lighter.

Jonathan Blake, the narrator, set the stage for the tale with talk about "greed, suspicion and hate." The Blake handled himself well, the narrator is fast becoming an overworked device in TV. Some different lead-in gimmick here will at least have the virtue of originality.

Embassy Cigarettes takes over sponsorship next week. *Leon Morse.*

**The Detective's Wife**

Reviewed Friday (14), 8:30-9 p.m. EDT. Sustaining via CBS-TV, New York. Package, Charles Irving. Producer, Franklin Schaffner. Writer, Milton Lewis. Cast: Lynn Bari, Donald Curtis, Salem Ludwig, Will Hare, others.

In spite of its mundane title, *The Detective's Wife* is a brightly satirical comedy-mystery series with some of the smartest dialog to hit video yet, for which Milton Lewis, the scribe, really rates a bow. Plot-wise, tho the story could have been improved, Friday's (14) airer, tagged *The Case of the Passionate Politicians*, spotted the private eye and his frau in an implausible mix-up with two warring political factions. Early in the game, hubby jumped out a window to avoid being mugged up by one of the gang, so the Mrs. took over the case, while Mr. lolled around in the hospital.

In the process she ran into some lovable Damon Runyon-type mugs, and finally solved the murder by rounding up all the suspects at the hospital. The murderer obligingly confessed all when she confronted him with dubious evidence of his guilt, the old lip rouge on a hanky routine.

Fortunately, this so-so yarn was (*See Detective's Wife on page 10*)

**Rate Your Mate**

Reviewed Saturday 7-7:30, EDST. Sustaining over CBS-AM network. Style—quiz. Package—Mark Goodson, Bill Todman. Associate producer—Peter Arnett. Director—Goodson. Announcer—Hall Simms. Emcee—Joey Adams.

This show has the potential to give CBS the replacement it seeks for Groucho Marx's nonpareil quizzer, but as presently routinized, it lacks two factors. One is a sufficiently competitive aspect insofar as the pairs of contestants are concerned, and the other is an improvement in the pace, since the format is such as to develop a burdensome degree of repetitiveness. On the other hand, the show possesses a sock plus factor in Joey Adams, who comes thru with a terrific ad lib job as emcee, pelting listeners with a rapid-fire procession of ad libs.

Format, following interviews with the married couples who serve as contestants, is to send one of 'em offstage, and then ask the other half whether he or she thinks the partner knows the answer. The payoff, in an unusual switch, is based on not whether the question is correctly answered, but whether the offstage partner's answer coincides with the other's guess. There is no team competition, however, nor any final outsized payoff, depriving the program of a closing build-up. The repetition of the questions is rather onerous—first Adams asks one, then (*See RATE YOUR MATE, page 10*)

**My Mother's Husband**

Reviewed Sunday (9) 9:30-10 p.m. EDT. Sustaining via NBC. Production and direction, Joe Rines and Bill Verdier. Script, Charles Caswell. Music, Jeff Alexander and His Mellowmen Quartet. Announcer, Jack McCoy. Cast: William Powell, Sara Selby, Lillian Randolph, Sharon Douglas, Verna Felton, Joe Kearns and Charlie Seal.

NBC package is faintly reminiscent of *Life With Father*. There the resemblance ends. *Life With Father* was a sock play, but the radio recreation of the same kind of character is a mishmash of modern gags, with discreet pauses allowed for studio laughter.

An obvious choice because of his work in the *Life With Father* film, William Powell as father snorted, bellowed, wheezed, raved and sputtered thru a half hour of caricature. His work, however, lost a great deal without visual impact. The plot consisted of a sweet, kindly, naive mother tricking father into letting her mother stay on at the house indefinitely.

The episode caught was long on gags, cliches and forced nostalgia, but short on flavor and quality. Since the tempo of the so-called Gay '90's was slow, the gags conflict with the natural pace of the era and add a contradictory modern touch.

The casting of the mother-in-law also rings false. She sounds like a regular customer at the corner saloon and adds a further jarring note when contrasted with father's solid Republican background.

More accent on charm instead of gags and more original characterization might help create greater impact.

Musical vocal interludes are capably provided by Jeff Alexander. *Leon Morse.*

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# BRIEF AND IMPORTANT

## Barry Wood Switches From CBS to NBC

Now a producer at CBS-TV, Barry Wood leaves the web shortly to join NBC-TV in the same capacity. His first assignment will be producing the Kate Smith daytime show, scheduled to be on NBC-TV 4-5 p.m. across the board. The former singer has been in the TV production department at CBS for about two years.

## Ayer Drops Ilka Chase's TV Show

Harriet Hubbard Ayer last week canceled sponsorship of Ilka Chase's "Glamour-Go-Round," now on CBS-TV Thursday evening, 9:30-9:45, after its August 10 telecast. The time slot will be used by another of the Lever Bros.' products in the fall for "Big Town," but Miss Chase is departing the sponsor's fold. Federal is the agency.

## Two Sponsors Signed for All-Star Grid Telecast

Wilson Sporting Goods Company and General Mills, Inc., have signed to sponsor DuMont's remote telecast of the 1950 all-star football game from Soldier Field, Chicago, next month (11) on 29 stations. The game will be carried live by the web, with the exception of three outlets. WGN, Chicago; WTMJ, Milwaukee, and WTCN, Minneapolis, will air an hour film of the event the following Sunday (13).

## "Meet the Press" To Quit Mutual August 4

"Meet the Press," the Martha Rountree-Lawrence Spivak radio package, is leaving the Mutual network after its August 4 broadcast. NBC carries a video version Sunday afternoon, and the radio show may move to that web as a simulcast. Meanwhile Mutual has lined up "Reporter's Round-Up" as a replacement. The new Mutual series, which will originate from the web's domestic affiliates and foreign news bureaus, preems August 10 at 9:30 p.m. Everett Holles will serve as moderator.

## Nash Buys Thursday TV Slot for Dramatic Show

Nash Motors last week purchased the 10:30-11 p.m. slot Thursdays on CBS-TV for a dramatic show. The auto sponsor tried hard to get an hour of time on CBS-TV. The program hasn't been selected. Geyer, Newell & Ganger is the agency.

## Tom Dawson Leaving CBS To Join Petry

Tom Dawson, head of the New York CBS radio sales staff, leaves the web shortly to join the Edward Petry station rep firm. His replacement will be William Shaw, now in CBS radio sales and formerly with KNX, Los Angeles.

## Suit Against CBS Over "Batter Up" Takes a Walk

Milt Shapiro, former Philadelphia independent television package show producer and now devoting himself to nitery press agency, is chucking a suit against CBS over its new video show, "Batter-Up." Shapiro had a baseball quiz show under that title running for 40 weeks until last year on WFIL-TV. Show was sponsored by an automobile dealer and conducted by Tom Moorehead, WFIL-TV sports director. Shapiro contends the CBS tele program not only took the name of his show, but also adopted the format.

## Neal Named WERE Program Director

Bob Neal last week was named program director of WERE, Cleveland, succeeding Sidney Andora. Neal will continue his activities as sports director.

## Four New Advertisers Signed by WOR

WOR, New York, last week signed four new advertisers for radio and TV. Seidenberg Cigars, Newark, N. J., is picking up the tab for the station's 11 p.m. news period, effective last week, and Crowell Publishing Company (Collier's mag) will undertake local sponsorship of "Reporters' Roundup," when the new Mutual co-op series preems next month (10). Kudner's Agency negotiated the latter pact. In WOR's video sales, Quaker Oats will sponsor "Time for Beanie," beginning August 1 on an across-the-board basis, and Hickok Manufacturing Company will assume full sponsorship of Bill Slater's "Dinner at Sardi's," TV airtel, beginning August 2.

## WATL Ordered To Bargain With Strikers

J. W. Woodruff, owner of WATL, Atlanta, last week was ordered to bargain with the American Federation of Radio Artists (AFRA) and the International Brotherhood of Electrical Workers (IBEW), when the National Labor Relations Board (NLRB) unanimously reversed a decision of its Atlanta trial examiner. The NLRB concluded that the strike against the station, which has lasted well over a year, was legal.

## Renier Appointed KLAC Program Director

C. G. (Tiny) Renier, former program director of KMPC, Hollywood, was named radio program director of KLAC, the Dorothy Thackrey-owned indie in Hollywood, effective July 17. Fred Henry is currently straddling program berths for both KLAC and KLAC-TV. Renier's appointment leaves Henry free to head up the tele station's programming department. Prior to his stint at KMPC, Renier was with CBS, New York, and program director of KMOX, CBS St. Louis outlet.

## KNBH Syndicates "Cyclone Malone" Kinescope

KNBH, Hollywood NBC-owned tele outlet, marketed its first syndicated kinescoped show last week, releasing the five-a-week mopey series, "Adventures of Cyclone Malone," to outside stations. Stanza is created, produced and owned by Ann Davis and Dorothy Novis and bankrolled locally by Curries ice cream stores. Show features puppets and original music woven into a Western adventure format. To attract buyers, the station is offering the show for 35 per cent of the local time segment in which the series is spotted. This is under the established cost which is generally based on Class A time rates rather than the segment in which show airs. Thus a bankroller can buy the show for Class B time without having to shell out Class A rates. Seg is being peddled nationally thru NBC spot sales.

## House Expected To Okay News Tariff Exemption

The House is expected to give quick approval to a bill reported last week by the Ways and Means Committee which would exempt from tariff duties sound recordings of news broadcasts. The measure's fate in the Senate depends upon whether it can reach the floor before Congress goes home. The present tax has held up such imports.

## Paula Drake Asks \$450 in "Duffy" Pay Dispute

Actress Paula Drake last week was preparing to serve arbitration papers on Ed Gardner for allegedly failing to pay her \$450. Miss Drake claims she was hired to play Miss Duffy last season on "Duffy's Tavern" for two shows. The engagement was canceled on short notice, but thru the American Federation of Radio Artists (AFRA) she is asking for the dough just the same.

## Kroger Switching Bulk of Ad Appropriation to TV

Kroger Grocery Company, Cincinnati, announced last Saturday that in the fall the major part of its radio appropriation will be used in television. Kroger has contracted for the "Alan Young" program over 18 stations in the Middle West on CBS-TV. Ralph H. Jones, Cincinnati, is the agency. Three radio soapers, "Hearts in Harmony," "Editor's Daughter" and "Linda's First Love," will be dropped. Beginning September 11 Kroger will sponsor in their place a 15-minute AM daytime audience participator, "Share the Wealth," featuring Bill Slater and originating in various cities in Kroger territory. Program will be handled by the Lawrence Roberts Company, New York.

## RICHARDS STORY

(Continued from page 4)

government's investigation and hearings.

Ford charged that the news club had turned over its records to the station lawyers so that they could examine minutes of meetings during February, 1948, period prior to org's filing with the Commission. However, according to Ford, Richards's attorneys broke open a seal on other sections of the club's record. Ford said that he wanted to block the use of illegally obtained evidence. Station owner's attorney, Joseph Burns, replied he had intended to subpoena the club's records which would have given him access to the complete book of minutes.

Walter Carle, KMPC news editor from 1943-'45, testified that on one occasion Richards had insisted he read a copyrighted editorial feature during each of the station's hourly newscasts. Material referred to the Democratic party being under one-man rule. Earlier in the week, war hero Eddie Rickenbacker took the stand to give Richards the strongest praise yet uttered on his behalf during these proceedings.

## RATE YOUR MATE

(Continued from page 9)

repeats for the offstage husband or wife. Things might be speeded up if all four are asked of one, and then the other, without repeating them individually, and without announcing after each question, how much has been won so far.

As emcee, Adams need not take a back seat to any of his opposite numbers. He is as fast as any of 'em, but lacks—probably thru design—the acerb and frequently sadistic bite which give the Groucho Marx package so much flavor. Typical Adams crack on this show came when a contestant admitted his hobby was betting on horses. "Deal with a bookie or direct with the cops?" asked Adams. Or when a couple told him they spent their honeymoon bicycling and took only their marriage certificate along. "Good thing you did. Otherwise you might have been accused of pedaling without a license."

Tightened up, this is a good commercial bet. Jerry Franken.

## WEBS WANT CABLES

(Continued from page 8)

Huntington, W. Va., are also due about the same time.

Complicating the problem are a number of cities where there are two stations but only one video circuit, meaning that only one network program can be aired in these markets. These cities include Jacksonville, Birmingham, Omaha, and Minneapolis-St. Paul.

## DETECTIVE'S WIFE

(Continued from page 9)

written and performed with rare good humor. Flicker actress Lynn Bari is a definite click in her TV debut. She looks lovely, and plays the daffy title role with the delightful irrelevance of a Thorne Smith heroine.

As the other half of the team, Donald Curtis is somewhat handicapped by the namby-pamby personality of the role, which is necessarily subordinated to Miss Bari's. He came thru nicely, tho, in his one big scene at the opening. This episode, a switch on standard torture sessions, was notable for our hero's plaintive line, "I'm not Sam Spade. If I knew anything about this I'd squeal." In the supporting cast, Will Hare was a standout as a gentle dypso and Salem Ludwig, as leadpipe Lamour, was an ingratiating "hood."

The production work was capable, but Curtis's crash thru the window was patently phony, and camera integration from scene to scene was rough in spots. However, the lensman came thru with some luscious close-ups of la Bari, who teleizes better than she photographs in movies.

The Detective's Wife is a replacement for Ralph Bellamy's *Man Against Crime*. June Bundy.

## NEWS TO FORE

(Continued from page 4)

picked up loading of arms at Long Beach, devoting approximately 12 hours to its coverage.

KTTV is sending Charles J. De Soria to Korea to film Korean war front. De Soria served as a Paramount newsreel lenser in the Far East during the last war. Station will syndicate newsreel coverage to New York Daily News's WPIX, Chicago Tribune's WGN-TV, Detroit News's WWJ-TV and Atlanta Constitution's WCON-TV. This marks the first video fare to be syndicated to the newspaper-owned tele stations.

## HOLLYWOOD OUTLETS

(Continued from page 6)

by the federal government; (2) infringe on constitutional rights of free speech; (3) put SAC in an illegal position to regulate broadcasting, and (4) be impractical, discriminatory and unfair to both telecasters, broadcasters and the general public.

Outcome of the meeting was not known since Commission members asked for time to weigh various legal ramifications of the regulation. A public ruling and announcement was pledged by the Commission when a verdict was reached.

# DISKERS FACE FALL SPIRAL

## MPHC & Victor Settle Long Row On Disk Royalty

NEW YORK, July 15.—The Music Publishers' Holding Corporation (MPHC), representing the Warner Bros.' publishing interests, this week settled a six-month hassle with the RCA Victor diskery by agreeing to fall in line with all other publishers on the cent-and-three-quarter royalty rate on the firm's 65-cent 45 r.p.m. platters. The Warner firms, after having originally agreed to the cent-and-three-quarter royalty, forced the Victor company to pay the statutory 2-cent rate on the 45 r.p.m. platters after a hassle with the Victor a. and r. department around the first of the year.

The dispute was settled this week following a series of talks between Herman Starr, MPHC topper, and Manie Sacks, RCA artists relations exec. The cent-and-three-quarter rate will become effective on RCA's 45s beginning the third and current quarterly royalty period.

## Von Tilzer Pubs Sue on Renewals

NEW YORK, July 15.—Broadway Music and Art Music, the Will Von Tilzer pubberies, filed suit in United States District Court here this week against Jerry Vogel Music and Marian, Thomas and Calvin W. Fleeson over renewal rights in some 55 tunes co-cleffed by the late Neville Fleeson and Albert Von Tilzer, including "I'll Be With You in Apple Blossom Time, Mandalay and Dear Old Daddy Longlegs."

According to the complaint, the tunes, renewal rights in which were assigned by Fleeson's heirs to Vogel in 1946, were written by Fleeson between 1919 and 1921 while the latter was a hired employee of the Von Tilzer firms. Plaintiffs maintain that the renewal rights belong to them by virtue of their contractual relationship with Fleeson, and that they filed for these rights upon expiration of the initial copyright period of each tune.

The suit asks an injunction restraining Vogel from asserting ownership of the renewal rights, an accounting and damages, and a declaratory judgment naming the plaintiffs sole owners of the rights in the disputed tunes.

Jerry Vogel stated that if the plaintiffs can "produce papers proving the songs were written for hire, then I've got no right to them."

## Mercury Opens Personality Push

NEW YORK, July 15.—Mercury Records is readying a big drive in the country and Western disk field. Rather than undertake a generalized push on the diskery's folk line, Mercury's planning calls for concentrated exploitation and sales promotion on individual artists—one at a time—and individual platters.

First to undergo the treatment is a diskery by Eddie Kirk of *Lose Your Blues*. Mercury is driving to have solid representation of this diskery with country platter retailers and juke box operators. At least four other artists are due for similar push treatments.

## Kids Show Way

NEW YORK, July 15.—In actual sales, the kidisk companies apparently led the pack at the NAMM show last week. One diskery, Peter Pan, is reported to have written nearly \$500,000 in advance seasonal orders. A San Francisco department store placed one order for \$4,000 and another is known to have placed one for \$2,500. Children's Record Guild, making its bow in the wholesale-retail field, lined up 17 distributors covering 30 States. Irv Katz is sales manager for the diskery.

## Columbia Wins Goodman Back

NEW YORK, July 15.—Benny Goodman will return to Columbia Records following the settlement of his pact with Capitol Records. Goodman virtually is set to ink a new agreement with the Columbia diskery to do both pop and longhair recording on a term basis which stipulates a sizeable per side guarantee. He recently settled his pact with Capitol, which would have run out around the end of the year. It is understood that the Coast diskery bought out the remainder of the Goodman contract at the leader's request.

Packaged with the Goodman waxing deal with Columbia are a set of recordings of a historically noted Carnegie Hall jazz concert held in 1938 which the maestro owns and has had transferred to tape. The full-length concert slicing spots virtually every top-ranking jazz star of the late '30s. Columbia intends issuing these concert slicings in long-play form, either as a single giant jazz package or in two or three separate units.

## Cherry To Solo On Decca Disks

NEW YORK, July 15.—Decca Records this week signed warbler Don Cherry to a term pact as a solo singer as the result of promising reaction to his work as a featured crooner on a group of Victor Young and Artie Shaw recordings.

Cherry already has sliced a pair of sides on his own which will be released in mid-August. An amateur golf champ from Texas, Cherry currently is rounding out a two-week on-the-air audition for NBC and also made his local ntery debut here at the Cotillon Room of the Hotel Pierre. Cherry is managed by Lester Lewis.

## NAMM Convention Highlights

CHICAGO, July 15.—Something new was added to the music industry trade show this year. Songwriters were much in evidence trying to place tunes with the indie labels. Best gimmick of the show was developed by Bob Arthur and Mace Neuf Neufeld, who took selling jobs with a piano manufacturer and spent evenings and lunch times in collaring a. and r. execs. . . . As conspicuous as ever by their absence were the music publishers. Only a few standard firms bothered to exhibit. New Yorkers in attendance

## NAMM Men Alerted for Biz; Distributors Flock To View New Lines, Labels and Plans

By Johnny Sippel

CHICAGO, July 15.—As has been the trend in gatherings of other segments of the industry, the National Association of Music Merchants' (NAMM) Convention at the Palmer House here this week proved to be more of a gathering of diskery brass and their distributors than a meeting of diskery reps and record retailers. A cursory check of the convention floors showed that approximately 45 major and indie waxeries were represented, while about 120 distributors were present.

A survey of disk manufacturers attending the 49th annual music dealers' show indicated that diskery brass weren't too disappointed by the lack of retailer rovers over the convention floor. They felt that the sparsity of retailer interest in the

fourth floor disk layout was more than made up for by the planning accomplished for fall and winter biz by the diskery sales seg and its distributors. While the convention diskery representation was about average, the number of distributors present almost doubled any previous show high. While distributors attend the juke box shows consistently, the number of regional disk servicers exceeded by 30 per cent any representation at a coin-machine palaver.

### Big Buyers on Hand

Trade reps at the show told *The Billboard* that they felt the dearth of record retailers was in part made up for by the fact that those retailers who did scout the floor for platters were metropolitan and chain store buyers who represented beachcomber in record purchases per year. The ratio of big city to hinterland disk dealers was estimated at four to one.

Decca, Victor, Columbia and Capitol confined themselves to confabs between the firm's higher echelon and fieldmen, with few of the majors' distributors in for the show. Fieldmen were alerted to the preparation for the fall-winter biz. The indie waxery men either held meetings of their distributors present or talked over business individually with their regional reps. Major business in the indie wax field were switches, either consummated at the convention or worked out at the NAMM show to be announced in the next 10 days. A check of 15 indie manufacturers showed that each one had averaged three-and-a-half distrib changes during the show.

In the case of the indie labels, it was noted that there were a number of undercover offers to transship merchandise. Leading retailers, representing considerable buying power, were being offered label merchandise at from 5 to 10 per cent bigger discounts than they would get from their authorized regional label reps. How many of these offers were accepted could not be ascertained.

Biggest individual news of the convention was Decca's announcement of the switch to 45 (*The Billboard*, July 15). Sid Goldberg, Decca sales chief, and Prexy Milton Rackmil held a meeting with about 30 distrib reps and fieldmen on the planning to push the new speed merchandise.

Columbia Prexy Ted Wallerstein, sales chief Paul Southard and Jeff Wilson talked over the remainder of the 1950 program with fieldmen like Joe Lucas and Harry Kruse. Victor's Dave Finn, Paul Barkmeier, Joe (*See NAMM Men Alerted, page 16*)

## Victor Adds Red Seals to 45 Line

NEW YORK, July 15.—RCA Victor's catalog of 45-r.p.m. disks will be expanded next month with the addition of 20 albums and 18 singles formerly available only on 78-r.p.m. platters. The list, to be shipped in mid-August, includes 17 Red Seal albums and eight Red Seal singles. There will also be three hot jazz albums, and an assortment of singles in the pop, sacred, country, and pop specialty (polka) categories.

## Lubinsky Sued For 100G by MS

CHICAGO, July 15.—The problems that always result from the switch of distributors will be aired in Superior Court here following the filing of a \$100,000 suit against Herman Lubinsky by Mill Salstone, of MS Distributing.

Mayer Goldberg, attorney representing Salstone, said that Lubinsky and his client inked a written franchise August 30, 1947, which named MS Distributing as official sales rep for Savoy in Minnesota, Wisconsin, Iowa and Illinois, providing for a 30-day notice upon the part of either party if they wished to terminate the deal. Salstone alleges that Lubinsky phoned him January 21, 1950, and called the deal quits, not allowing a 30-day notice. The suit further charges that Salstone had several thousand dollars worth of records already ordered from Lubinsky, but that the Savoy chief refused to fill the orders. In addition, Salstone alleges that his salesmen had another \$3,500 worth of Savoy orders from their retail and juke accounts, which were being forwarded to Savoy, but on which Lubinsky would not make deliveries.

The Salstone suit charges that Lubinsky, in his January 21 call, offered to have the \$3,000 inventory of Savoy stock on the MS floor switched to the new Savoy rep, who turned out to be American Distributing Company. (*See LUBINSKY SUED on page 16*)

were Sid and Jack Mills and Jack Robbins. Ted Brown, Lenart general professional manager, also made the rounds. Mills firm reported that sales on standard catalog items the first day of the show surpassed total sales for the four-day exhibit last year. . . . Fred and Wesley Rose, of Acuff-Rose, were in attendance. . . . The second day of the Palmer House gathering saw an influx of job seekers. Salesmen, field men, press agents, disk jockey contacts and would-be general man- (*See NAMM Convention on page 39*)

## Weston Moves to Columbia; Jo Stafford Likely To Follow

NEW YORK, July 15.—Paul Weston, in a surprise move, signed a three-year contract with Columbia Records Thursday (13) as West Coast recording director and as an artist. Weston begins work August 15. Columbia's current West Coast director of artists and repertoire, Ben Selvin, resigned his post this week to pave the way for the diskery's quick and successful negotiation with Weston.

According to general belief in the trade, the move of Weston to Columbia ultimately will result in the transfer of thrush Jo Stafford to that label. Miss Stafford will be free of her current Capitol contract six months from the day that Weston left that label, this because of an escape clause in her contract.

The general trade assumption is that where Weston goes, there goes Stafford — and vice versa. However, the prospect of Miss Stafford inking with Columbia is still strictly speculative.

### Would Sway Dinah Shore

Should Miss Stafford go with Columbia ultimately, it is believed that such a move would prove the final factor in the end-of-the-year decision which Dinah Shore will make. It is known that RCA Victor has pitched for Miss Shore and that Columbia pitched right back. The thrush has until December to make up her mind. If Miss Stafford does make a Columbia deal, the feeling is that Miss

Shore will head RCA's way.

The Weston incident, which has made for much table talk, began when the arranger-conductor-composer resigned from Capitol Records about a month ago, after eight years with that company, to accept a proposition to head the West Coast recording operation for RCA Victor. However, when Weston got to New York he found that the Victor proposal met with conflicting reaction in several quarters of the Victor company. Meanwhile, Henri Rene, of the Victor artists and repertoire staff in New York, was designated head of the RCA Victor West Coast recording department.

Ben Selvin is definitely not retiring from the music business, according to late word from Hollywood. Selvin, who has large interests in real estate, intends to remain active in some phase of the music industry.

## Foley Founds 2 New Pubberies

NEW YORK, July 15.—Red Foley, Decca's high-riding country warbler, has incorporated two music pubberies in Nashville—Old Hickory Music, Inc., and Music City Songs, Inc. The former is slated for an American Society of Composers, Authors and Publishers' (ASCAP) affiliation; the latter, a Broadcast Music, Inc. (BMI) alignment.

The firms were incorporated under the names of Foley, his attorney, Joseph Diamond, and the representative of a New York BMI pubber. Inclusion of the latter's name gave rise to reports along the Brill Building-Lindy's axis that he was leaving his present employer to head up Foley's new pubberies, but this was denied by all parties concerned. Explanation, according to Diamond, is simply that incorporation needs three names on the papers, and that the pubber's fieldman was "someone we knew and could trust." His name, presumably, was entered only as a formality, and he will continue, it is asserted, in his present capacity as fieldman for the New York pubber.

## Dance Tax Issue To High Court

WASHINGTON, July 15.—With hopes for congressional action to relieve ballroom operators from the cabaret tax at least temporarily dashed by the shelving this week of the excise tax bill, court procedure takes precedence as the chief chance for relief.

Internal Revenue Bureau, however, is determined to fight adverse court decisions every step of the long judicial road to the Supreme Court.

Still coasting on its original victory in the Avalon case, Internal Revenue plans to continue assessing the 20 per cent cabaret bite despite two defeats in district courts. The agency considers each time a ballroom operator beats the case in a lower court, he is the only one to escape the tax.

Enactment of the excise tax bill as passed by the House would have ended the tax for most ballrooms. The House Ways and Means Committee wrote into the bill a specific exemption for ballrooms and dance halls where no liquor is sold. The committee stated that the furnishing of incidental refreshments and services should not subject a ballroom to a 20 per cent tax on the items. The bill also would have lowered the tax on admissions to ballrooms and other places of admission to 10 per cent.

## Waring Tosses Annual Blowout For Music Execs

NEW YORK, July 15.—Fred Waring played host at his Shawnee-on-the-Delaware resort to 81 music publishers and contact men Wednesday (12), following his annual custom of putting his hotel, golf course and grounds at the disposal of his music men friends for a day of high-style relaxation and alfresco festivities.

The program included a golf tournament, softball game, swimming, canoeing, lunch, barbecue dinner and choice of beverages. Transportation to and from New York also was provided by Waring in three air-conditioned buses.

Mike Sukin, with an 80; Jack Spina, 82; Jack Johnstone, 84, and Harry Weinstein, 87, posted the low gross scores for the day, with Joe Linhart's 91-19 taking the low net. A high note in exasperation was provided by Murray Baker, who dunked five golf balls into the Delaware River from the 18th tee while Harry Goodman stood on the green, urging him on with sympathetic exhortations and sobs of condolence.

## Moorhead Heads Schroeder Agency

CHICAGO, July 15.—Paul Moorhead, veteran territory orkster, this week left active batoning to take over the Vic Schroeder Agency, Omaha. Schroeder has gone into partnership with Carl Fox (The Billboard, June 24). Moorhead will continue to use the name, "Vic Schroeder Agency." Schroeder operated the biggest territory band booking office in the country.

In the switch from Schroeder to Moorhead as chief of the agency, several bands from the agency ankled the office. Under the American Federation of Musicians' by-laws, when a new chief takes over a booking office, a new set of contracts must be inked with all attractions by the new office head. Morton Wells, Jack Swanson and Jack Ross parted company with the Omaha office. The office still reps Jack Cole, Skippy Anderson, Hank Winder, Mal Dunn, Del Clayton and Eddy Haddad.

Schroeder and Fox are currently renovating their Holiday Inn, Joplin, Mo., dancery which they took over as basis for a series of danceries which they are considering purchasing.

## Tempo Intros Music On Tape for Homes

HOLLYWOOD, July 15.—Tempo Records will market its musical wares on tape for home use, thus becoming the first diskery to move into the new medium. Tape invasion is skedded for August 15.

Thru the aid of electronic engineers, Tempo has solved the problem of rapid duplication of tape reels. Tempo's system works on a basis of contact printing similar to photography. Master reel and raw tape are passed thru an energized field which relays or prints magnetic charges on the new tape. Using this system, Tempo is able to produce 35 reels per hour.

According to research, there are about 50,000 tape recorders in non-professional use in Southern California and an estimated million machines in national home use. Firm is already working with 125 electronic distributors and intends to expand its distributors to 200. Sample reels, trademarked Tempotape, are already in distributors' hands. Dual-track reels producing 30 minutes of music will retail at \$6.75 per reel.

First reels are devoted to Ben Light's Steinwaying, Kern and Sloop's

## Beauts, Dee Jays To Plug Song for 20G in Prizes

NEW YORK, July 15.—Hollybrook Music, the Ray Bloch-Ellis Allen pubber, has lined up one of the most ambitious song promotion contests ever attempted by a pubber to plug the firm's new tune, Oh, Marguerite. No major waxings have been obtained, but Bloch and Allen claim that they have the promise of 12,500 record plugs from 300 deejays at 200 stations on Bloch's Signature and Bob Bailey's Mercury diskings of the tune.

The contest is designed to find the "Miss Marguerite," with deejays selecting area candidates by photos, and a committee headed by John Roberts Powers picking the finalists. The Richard Roberts Agency, bonded to deliver the prizes, has placed an evaluation of \$20,000 on the awards, which are being contributed by various co-op sponsors for publicity. Cosmetics, jewelry, airline trips, TV sets, etc., have been promised for the winning contestants and disk jockeys. The over-all winner is supposed to get \$10,000 in prizes, including \$1,000 in cash, with 100 runner-ups sharing \$5,000 worth of merchandise. One hundred jocks are to split \$5,000 in merchandise.

Allen, reminded that many grandiose prize offers in radio promotions have dwindled to a fraction of their ballyhooed values, reiterated that the Roberts Agency, which handles the prize set-up for various giveaway shows had made the valuations and was bonded to deliver.

## Band Boom Seen In Korean Crisis

(Continued from page 3)

These, plus regular promotion engagements, teamed for the dance boom. It is anticipated that the current draft, which calls for some 600,000 men to be called in six months, will help generate new interest in dancing and dance bands. In addition, it also is figured that if the draft grows to greater proportions, the likelihood that girl singers will emerge to new heights is strong.

To service the draftees and as protection in the event of war, the government is preparing large-scale war industry projects, including a multi-million dollar airplane building program. Much of this type of industrial effort falls in areas where the dance business has been particularly bad—on the West Coast and in the East's bigger cities. Tommy Dorsey, operator of Casino Gardens on the Coast as well as an in-the-know veteran orkster, believes the air force building program should build his territory's business to winning proportions come late fall and winter. His spot is near a major airplane producing plant.

## Dick Contino Signs Victor Disk Pact

NEW YORK, July 15.—Accordion star Dick Contino this week signed a recording contract with the RCA Victor company. Contino, who was brought into the RCA fold by artists relations exec Manie Sacks, had been recording for Horace Heidt's Magnolia Records' firm. His first album for the latter diskery was a top selling item about a year ago. Contino's pact with Victor is for two years and jays emphasis on album recordings, tho his work appears on single disks.

organ music, Joe Venuti's Strad, Bobby Maxwell on harp, Roberta Lee's vocals, Brother Bones, Dixieland jazz and Mel Henke's pianistics.

## Cole, Lutcher For Brit. P.A.'s

HOLLYWOOD, July 15.—Nat (King) Cole with his trio and Nellie Lutcher will invade the British Isles for the first time this fall in individual p.a. tours. Personal Manager Carlos Gastel will hop the ocean with his attractions. Cole will stay over for six weeks while Miss Lutcher will tour for eight. Cole and trio, accompanied by Gastel, sail September 13 on the Liberte for a September 25 opening, with the songstress embarking on the Ile De France September 23 in time for an October 2 opening.

Tour for both attractions will cover theater dates in England and Scotland. England's Munyard Booking Agency will handle Miss Lutcher and Lou Garde has set Cole's dates. Both will play the same towns, but will not appear as dual attractions. One will follow the other into a town. Itinerary, as of now, includes Bristol, Manchester, Glasgow and London. Exact dates, locations and money arrangements were not known at press time. However, The Billboard learned that an agreement had been reached with the Palladium for King Cole and trio guaranteeing group \$5,000 per week plus percentage.

## Mac Gregor Out For National Biz

NEW YORK, July 15.—Mac Gregor Records, the disk label released by the C. P. Mac Gregor transcription firm, made its first move toward full national distribution of the line this week. George R. Jones, general manager of the firm, and Ed Lowery, diskery's sales manager, started to sign up distributors for the territory east of Chicago, with a dozen distributors already said to be in the fold.

The label will continue to concentrate on square dance, Hawaiian and Dixieland platters, with occasional kidisk and pop releases.

## Cap in Attempt To Better Pub Relationships

HOLLYWOOD, July 15.—New plan to facilitate publisher-diskery relations will be launched by Capitol's Artist-Repertoire Veepee Jim Conkling at a meeting of pub reps called for Thursday (20). Conkling will propose that his department open its doors to all pubbers one day a week, with the proviso that contact men permit Cap's a. and r. staff to work free from interruption the remaining four days. Plan is similar to that used successfully by some artists (Fred Waring, Jack Smith, etc.), but this marks its first use by a major label.

Conkling called the pubber meet after some contact men beefed about their difficulties in getting into the diskery's a. and r. department. He told *The Billboard* he is thoroughly aware of their problems, and wants them to understand an a. and r. man's headaches of scanning tunes and riding the phone all day. He feels the one-day-a-week set-up will ease the music man's job as well as give his staffers more free time to work on their tunes, thereby mutually benefiting all concerned.

Plan, Conkling said, is merely a proposal, and if the music men can come thru with a better idea, it will be accepted. As it now stands, pubs will be welcomed one day per week, either Monday or Friday (day to be decided later). Material brought in will be weighted by a three-man board composed of Conkling, Lou Busch and Lee Gillette. In return for the full day's song session, Cap will ask all pubbers to refrain from phoning or attempting to personally contact the a. and r. department. In cases of emergencies, pluggers will be able to convey their message via wires.

Furthermore, Conkling will ask Eastern-based pubbers to decide whether the diskery should work with either the local or New York men. Inasmuch as Capitol headquarters on the Coast, its a. and r. department—unlike other labels—is under a plugging cross-fire from both pubs' home offices and their local men. This has almost doubled the load of publisher relations for the Coast major. Conkling feels elimination of twin-Coast contacting would considerably streamline the operation.

## B. Seigert Quits Columbia R. & B.

NEW YORK, July 15.—Ben Seigert resigned this week as rhythm and blues a. and r. director for Columbia Records.

Columbia has no replacement in mind at present; Mitch Miller, director of pop a. and r., will handle the r. and b. sessions for the time being. Present plans are to hold r. and b. dates to a lean minimum during the summer.

Seigert joined Columbia about a year ago, coming over from King Records, a leading r. and b. indie diskery.

## Col. in All-Out Push Of 'Peter Pan' Album

NEW YORK, July 15.—Columbia Records has laid out an extensive promotional campaign for its *Peter Pan* album, waxed with the cast of the play. Exploitation includes a preliminary streamer, window display poster, plastic plate to be used in shaking up dealer mailing lists, a series of mats for co-op advertising, a full-page ad in the theater *Playbill* program and ads in music publications.

## Remington to Show Talent in Concerts

NEW YORK, July 15.—Remington Records, new low-price LP label launched by Donald Gabor, is now completing arrangements to exploit some of its newly acquired European and American names thru recitals in this country next season. The diskery has already booked Carnegie Hall for December 5 and February 9, and is currently booking major concert halls in 14 large cities. Howard Will, Chicago concert manager, is Midwest representative.

The Carnegie Hall concerts will feature a symphony orchestra and some of the label's name talent, to be drawn from a list that includes Giovanni Martinelli, Giuseppe De Luca, Karin Branzell and George Enesco.

Remington last week announced the signing of Met Opera soprano Stella Roman. She will cut an album of Italian arias between September 5 and 15. Composer-Conductor Strauss has been engaged by the diskery to cut his own *Chocolate Soldier* in Europe.

## Door Still Closed To Alien Tooters

WASHINGTON, July 15.—The federal law banning employment of foreign musicians unless of "distinctive merit" remains unaffected by the commercial treaty with Ireland and ratified by the Senate last week. Immigration Service officials stated. The same is true of a similar pact with Uruguay, scheduled for Senate ratification next week.

The both pacts are designed to eliminate possible barriers to "mutually advantageous commercial intercourse," a clause is included to keep the Contract Labor Act in force.

The clause states: "Nationals of either party admitted into the territories of the other party for limited purposes shall not enjoy rights to engage in gainful occupations in contravention of limitations expressly imposed, according to law, as a condition of their admittance."

The reference to "law" includes the Contract Labor Act, according to the Immigration Service. One section of the act prohibits entry into this country for working purposes of foreign musicians except those of international renown. Immigration officials have interpreted the section as banning domestic employment of foreign nitery and vaude musicians.

The treaty with Ireland was ratified unanimously by the Senate, while the one with Uruguay was passed over temporarily at the request of some senators, who said they would like to read it.

## Blues Theft Suit Vs. Mills Voided

NEW YORK, July 15.—Bobby Melin's action against Mills Music over the Salty Holmes tunes *I Found My Mama* and *Mama Blues* was dismissed by New York Federal Judge Gregory F. Noonan this week on the ground that the plaintiff had failed to comply with certain provisions of the Copyright Act in bringing the suit.

The defection, according to Judge Noonan, was the plaintiff's failure to deposit a certificate of registration. "Altho plaintiff claims it has applied for such certificate," the judge ruled, "it does not appear that plaintiff could plead to correct the defect because as yet proper registration is lacking." The complaint was dismissed without prejudice.

Melin had started action last May, contending that Mills's *I Found My Mama* plagiarized on his copyright, *Mama Blues*, both tunes having been clefted by folk warbler Salty Holmes (*The Billboard*, May 20).

## RRAC Holds Confabs Sans NAMM Okay; Turnout Weak

CHICAGO, July 15.—Beef, often heard at previous National Association of Music Merchants' conventions, about lack of spotlight on record industry problems was thrown right back at disgruntled record manufacturers, their distrib reps and record retailers this week. Bill Gard, executive secretary of NAMM, reiterated a statement made to *The Billboard* previously (*The Billboard*, June 17). Gard, when asked then why he would not give program space and NAMM sanction to a contemplated series of program by the Record Retailers' Association of Chicago (RRAC), related his previous experience with such rump conventions.

Gard explained then that only a day before the 1949 NAMM convention in New York he was informed by reps of the now inactive National Record Dealers' Association (NRDA) that their plans to get a hall in the Hotel New Yorker had fallen thru because of lack of financial support. As a result, NAMM had to arrange for a last-minute hall and program to supplant the previously announced retailers' confab. Gard pointed out that unless he could get bona fide groups, such as the instrument repairmen or the piano trades groups, to back such specialized clinics, NAMM could not stick out its neck without getting the wrath of other unorganized music industry segments which would want similar support. Gard pointed out that the NAMM official program carried a program of a general nature to suit the music dealer needs.

At the opening RRAC meeting Monday (10) at the Congress Hotel, 17 dealers attended. Because of the meager turnout, Ben Chodash, proxy of RRAC, and Ted Raynor, legal counsel, called the meeting quits after 25 minutes of open discussion. On the following day, 30 persons attended, with two-thirds of the group from Cook County. Seven other cities were represented. Ted Wallerstein, who had been announced as a speaker, didn't show, with Raynor explaining that he had been called to New York on sudden business. J. G. Bradburn, Lil Pal Shop, Houston, who together with Bob Walker, Apollo Music, St. Louis, carried the ball for NRDA, offered to turn records and lists of the inactive org over to Chodash and Raynor. Chodash asked for a vote from those present on whether they wanted to form a national org, and after a unanimous okay, he asked 10 local and out-of-town retailers to serve as a board of directors. The group set \$15 as the annual fee for membership in the National Association of Record Retailers, a moniker suggested by Chodash. Raynor said that he had 150 letters in answer to a previous survey of 3,000 retailers, which stated that they wanted a national org. Chodash said the org would use the 10-point RRAC program as initial basis for action. At last year's NAMM sponsored record retailing meeting, approximately 800 persons attended.

Record manufacturers and distribu-

## Young Peoples Cuts Retail Kidisk Tags

NEW YORK, July 15.—Young Peoples' Records will cut the retail price of its kidisks from \$1.39 to \$1.19 on September 1. The dealer price already has been cut to give the trade a chance to cash in with the extra profit during June and July.

According to Sales Manager Jerome Gordon the diskery is embarking on a radio exploitation drive and will solicit subscriptions from stations for a \$5 annual fee, which will cover mailing costs. This will entitle them to between 20 and 24 disks annually.

tors also attempted to form a mutual association Tuesday (11). Approximately 30 indie label heads gathered in a 90-minute session. Nothing definite developed, other than that firm heads decided to sound out other manufacturers as to the feasibility of such a group movement. A mutual exchange of confidential credit information about distributors and the setting up of a code of ethics for indie label chiefs were discussed. The need for a legal counsel to assist the contemplated association was discussed. Several manufacturers were asked to set up a basic program to be discussed at a later date.

## Dance Ops Gird To Fight Pesky Kansas Tax Law

CHICAGO, July 15.—A Kansas statute, which thus far has been applied to only one locality but which may act as a precedent for other action, is currently being fought by three major dance ops and 25 minor terp spots in Shawnee County, which includes Topeka. Vern Sperry, op of Meadowlakes, Topeka's largest dancery, told *The Billboard* that he and the ops of Vinewood and Lake Lingle ballrooms are spearheading the fight to eliminate the pesky legislation during the next meeting of the State Legislature.

The statutes, which were first enacted in 1935, and revised in separate legislative bills passed in 1935 and 1947, ops say are among the most troublesome on record in the country. The original statute stipulated that a terper must have a \$1,000 license and also must pay the general county fund an annual license of \$150 or at the rate of \$25 a month for a fraction of a year or \$5 for each single night engagement.

In order to keep the license, the dance op must conform to the following regulations: (1) No persons under 18 may be employed at the dancery; (2) no free passes may be given out, except to op, employees and law officers and firemen; (3) no unescorted woman may attend a dance; (4) no intoxicated person or one "who has the reputation of being a bootlegger" shall be permitted entrance at a dance; (5) no smoking in the dancery proper or in hallways or rooms reserved for women; (6) no games of chance permitted in the room; (7) no persons under 18 would be permitted to remain in dance after 8 p.m. without a legal guardian or parent present; (8) no return checks may be issued, with full admish to be charged upon each return during the evening into the hall; (9) all dances end at midnight and no dances may be held on Sunday; (10) the character of the dancing shall conform to established moral standards; (11) adequate and well-lighted parking facilities be provided by the dance op; (12) all dance patrons must park on these grounds; (13) the entire area be well-ventilated and lighted, with no closed rooms allowed, except for dressing-room areas. Violation of any of these clauses make the op liable for loss of his license and shuttering of the place. The law applies only in "certain counties over 110,000 population."

Thus far, the National Ballroom Operators' Association has taken no action in the case, because of its localized nature, but terp ops are watching the situation because of the precedent it might set for such laws in other States. While there are several other communities which have over 110,000 population and which might be liable for pressure under the statute, a check of these communities indicated that the county commissioners have not yet decided to implement the 1935 statute.

## Pubs, Cleffers Cross Fingers As Syndicate Deal Shapes Up

NEW YORK, July 15.—Reps of the publisher and writer segments of the music industry met Wednesday (12) to report progress in negotiations with syndicate stores on selling sheet music via such outlets. Initial conversations with buyers for syndicates revealed more cordiality than had been expected. However, George Levy and other pubs pointed out agreement could still be hamstrung by high syndicate store brass. Levy pointed to similar situations in the recent past, where early progress had been lost that way.

However, optimism prevailed, and a committee was delegated to meet with Larry Richmond, of Music Dealers' Service, in order to draw up as attractive a plan as possible to submit to syndicate stores. This plan would include a central buying outlet (MDS), price considerations, return privileges, also the possibility of supplying syndicates with a rack. Possibilities of counter displays were also discussed, though many stated that at first the deal would probably be racks. It was reported one major syndicate store buyer discussed with the music men the possibility of trying sheet music as a test in 10 or 12 key stores for a period of six to eight weeks to sound out possible profits.

Possibility of opening new outlets for the sale of sheets was raised by clef Charles Tobias who informally chaired the proceedings. Letter quoted from *The Billboard's* NAMM Supplement (July 15), in which a survey indicated many music dealers throughout the country had never even been approached by publishers or jobbers. A member of publishers'

road men present agreed new outlets could sell more sheets.

The point was disputed by others—but not too strongly—the latter claiming the creation of a demand, rather than opening outlets represented a strong merchandising possibility.

The public relations aspect of the sheet music drive received considerable discussion when Arnold Shaw, professional manager of Leeds' Duchess catalog, quoted from a yarn in the *Music Educators Journal*, revealing a more favorable attitude toward pop music on the part of music teachers and educators. It was decided that Songwriters' Protective Association write the author, Frank H. Groff, to thank him and make the most out of such favorable promotion.

Tobias, who is currently working with the William Morris Agency in an attempt to package and sell a TV program using name songwriters and further the sheet music cause, asked the various committees to keep at their work thru the summer. Tobias probably leaves for the Coast August 1 for several weeks. The committees, including the industry-wide promotion committee, sheet music sales committee, dealer relations committee and promotion committee on AM and TV, will hold lunch sessions during the summer slack, meanwhile driving thru on the syndicate store proposition. Early in September, full scale meetings are scheduled to be resumed.

## Columbia Still Cool to 45 Disk

NEW YORK, July 15.—Edward Wallerstein, president of Columbia Records, the sole major waxery not engaged in the manufacture of disks on all three speeds now that Decca has embarked on the 45 r.p.m. disk, had this to say about Decca's move:

"We don't blame them. We understand their record business is pretty bad, so they are leaving no stone unturned, so to speak, to get what they can.

"LP, with us, happens to be quite strong without the aid of any deals for pressure merchandising, so we're reasonably happy. However, as soon as we, or our dealers, feel that any appreciable Columbia pop business is being lost by our not having 45, we will make pop hits on 45.

"You may rest assured, as General Sarnoff would say, they will be better 45s.

Wallerstein asserted Columbia is now enjoying it's biggest summer, figured on the basis of multiplying each LP disk unit into comparable component 78 r.p.m. units. He also said the 7-inch LP disk "is coming along strong," and that the dealer reaction to the new 104 player is "tremendous."

Decca execs were mum on Wallerstein's comment on the condition of Decca's current sales.

## 2 Face Federal Rap In Dirty Disk Deal

MILWAUKEE, July 15.—Federal action is pending against Dominic (Jack) Rizzo and Joseph M. Fooden, of Milwaukee, arrested July 2 by the FBI on a charge of sending obscene phonograph records across State lines over two years ago. Rizzo is out on \$2,500 bail, Fooden on \$1,000 bail.

Case originated in July, 1949, when the duo's headquarters was raided by local police who seized 2,000 disks called obscene. Evidence in the city's action was quashed at the time when a local judge ruled the search warrant faulty and therefore null and void.

## Wildwood's Simply Wild About Organs As Drinking Music

WILDWOOD, N. J., July 15.—Since there's nothing sombre and very little sober about this seashore resort, which is a giant carnival midway as far as its Boardwalk attractions are concerned, it is difficult to explain why the organ should be the favored musical instrument among the vacationists here. If anybody ever should wonder where all the organ players find jobs, Wildwood is unquestionably the right answer. An even dozen organists are taking in the summer here astride their Hammonds.

Not merely at the musical lounges are they in love with the organ. Four night clubs, staging full-fashioned floorshows, have a special spotlight for the organ. Jerry Delmar gets top billing as "Queen of the Organ" at Club Avalon, Nut Club has a special warm spot for Eddie Sheppard, Penn Fay is featured at Bradley's Cafe, while Ray Allen gets his billing at Wright's Cafe. At the musical bars, it's Helen Wilson's organology at El Dorado Hotel Cafe, Frank Fleider at Elmer's Cafe, Nan Jones at Hotel Wildwood Glass Bar, Bea Price at the Oak Musical Bar, Otto Beck at Rio Grande Cafe, Anna King at Delaney's Cafe, Bill Repsher at Oswald's Grille, and Bill Carter at Fred's Cafe at suburban Stone Harbor.

## Latin \$ Controls Halve Music Biz

NEW YORK, July 15.—Monetary controls in most of the South American countries have put the squeeze on the music business there to the extent that only 50 per cent of the potential dollar volume is finding its way up here. According to several spokesmen for major brand music manufacturers here, the approximately 4,000,000 records shipped there annually from local plants could be doubled if the barriers were lifted in such dollar-shortage countries as Peru, Bolivia, Ecuador, Colombia, and even Argentina, Brazil and Chile. The same situation holds true in regard to phonographs, sheet music, pianos and other instruments.

Since the war, some of these countries have eaten up their dollar reserves, sometimes spending their entire luxury allotment before getting around to music.

A direct result of these restrictions, slapped on music-hungry people, has been the setting up of disk and instrument plants there, altho they cannot possibly be run at a decent profit. At any rate, the move to set up self-sufficient music industries there could have far-reaching significance, local exporters feel.

## Voco Has 10-Inchers Plus 75's, Minidisks

NEW YORK, July 15.—Voco, children's record company which recently reorganized (*The Billboard*, May 13), has come out with a new 10-inch line retailing at 49 cents. First release will all disks pressed on pure vinylite, includes six regular kiddie items and two Christmas platters.

According to Sales Manager Seymour Leslie, the diskery will continue in the 7-inch business as well, with both vinyl and picture-disk lines. As a new inducement to retailers and distributors, however, a series of packages with four minidisks in each, is being readied for August. These will retail at \$1.

The diskery's repertory format calls for a different title on each side of a disk, with one side a public domain standard, and the other side

## Kenton Concert, Ballroom Tours Slated for Fall

HOLLYWOOD, July 15.—Stan Kenton returns to the dance stands this fall, in addition to resuming his big band concert tour early next year. Kenton will play ballrooms from September 15 to mid-December, using the 20-man ork he now bats on at Balboa's (Calif.) Rendezvous. For the dance book, Kenton will drop his "progressive" innovations and return to his more commercially acceptable "artistry in rhythm" styling of his 1945-'48 era.

Decision to return to the ballroom circuit came after Kenton's summer stand at Balboa met with overwhelming success. Maestro, eager to keep the key sidemen in his fold, took over the Balboa terpsery for the summer as a means of holding the band intact for the next tour, and the ensuing reception encouraged Kenton to return to the danceries.

Reason for Kenton's return is twofold: (1) Maestro is hatching high-flow and expensive plans for the future, such as founding an academy of modern music, retaining his concertizing, among others, and he expects dance one-nighters and location work to provide him with quick and ready cash for his ventures; (2) Kenton feels he will be able to bring additional converts into his musical cult via the danceries. Kids dancing to his music, Kenton contends, will attend his concerts later on.

In adding three months of ballroom work to the year's sked, Kenton assures himself of keeping his band intact. Thus, Kenton will start the year with a three-month concert tour, using his 40-man ork. After a short rest, maestro will take the ork's 20 key men for a summer-long stay at Balboa, followed by a three-month dance tour to round out the year. Kenton's musical personality will remain similarly split on wax as well. Capitol will record his big-band concert items featured on the tours in album form, and will release the dance-styled fare as singles for juke box, disk jockey and home phono play.

## London Classics Book for P.A.'s

NEW YORK, July 15.—London Records' classical repertoire is set for strong in-person promotion during the coming fall-winter season when an army of the diskery's artists will invade the local concert scene.

Among those definitely engaged here are the conductors Josef Krips, Ernest Ansermet, and Edward Van Beinum. Pianist Clifford Curzon and singers Kathleen Ferrier, Suzanne Danco, Gerard Souzay, and Renata Tebaldi are also due. Several other London diskers have previously been listed here as regular members of the Metropolitan Opera Company.

Krips, leading conductor of the Vienna State Opera, will be here this month for the Ravinia Festival in Chicago. The Swiss conductor, Ansermet, will make his annual appearances with the Philadelphia and other orks. Van Beinum, maestro of the Amsterdam Concertgebouw Ork, will be guest conductor with the Philadelphia ork.

Sopranos Danco and Tebaldi are both members of La Scala Milan. The latter will appear with the San Francisco Opera. The other artists will make concert tours here.

An original song or story. The new stuff is specially written by Ted Murray and Raymond Leveen.

Leslie recently took over the sales manager spot, moving over from his former post as purchasing agent and chain sales head.

## Fogel Sees Big Foreign LP Mart

HOLLYWOOD, July 15.—Keen European interest in 33½ r.p.m. disks points to an important overseas market for LP's, according to Tempo Records' prexy, Col. Irving Fogel, back from a four-month across-the-pond biz trip. Fogel stated his diskery has already filled a \$5,000 order for LP's from Belgium, and was notified recently that Italy's Foreign Trade Ministry approved a \$10,000 purchase of 33½ r.p.m. from Tempo. F. E. Societe D'Applications Frigorifiques Et Electroniques is the Belgium firm ordering the \$5,000 shipment, while Italy's P.M. gained governmental approval for its \$10,000 LP purchase.

Both firms were appointed as Tempo's distributors, with S.A.F.E. covering Belgium and Holland for the U. S. diskery and P.M. handling only the new speed disks. Cetra will continue to handle Tempo's general catalog. Fogel closed a deal with England's Oriole label whereby the latter will press and distribute Tempo product thruout the British empire. Diskery's previous deal with British Decca had not materialized.

## 'Christmas Oratorio' Cut in Full Abroad

NEW YORK, July 15.—The first complete recording of Bach's *Christmas Oratorio* has been cut in Europe by the new longhair indie, Renaissance Records. The work, which will occupy four 12-inch LP's was cut during the recent visit there by the diskery's president, Michael Von Mandel. It employed a 40-man ork, 80-voice chorus, and soloists.

Von Mandel, who visited Germany and Switzerland, also completed arrangements with the Swiss Elite diskery for cuttings of modern works by Honegger and Francaix. In Germany, he contracted Dr. Walter Supper for a series of baroque organ recordings, including works by Pachelbel, Bruhms, Bach and Buxtehude.

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**America's fastest selling records**

# NAMM Men Alerted for Biz; Distributors Flock To View New Lines, Labels and Plans

(Continued from page 11)

Elliott and Bob MacRae doubled between showing their new set line and a series of new record merchandising floor and counter pieces. London's sales manager Dan Berne held confabs with about 22 London distributors in the meetings.

### Capitol Sales Plan

Capitol's Floyd Bittaker and Glenn Wallichs unveiled their proposed sales program for their Chi and Midwest reps here Friday (14). It is understood that the conference will include the showing of a film, illustrating sales technique. The Chi meeting is the first of a series of six such regional meetings to be held by Capitol (*The Billboard*, July 8).

A number of other manufacturers were present, including:

Mercury: Sales chief Morry Price met with 22 of the firm's 34 distributors Tuesday (11), at which time it

was decided to augment the giveaway premium plan for juke ops (*The Billboard*, July 7). In order to provide a premium for small juke ops, Price announced that any juke op buying from 100 to 499 disks from July 15 to August 15 would be entitled to 10 per cent of the disks he purchased during the entire period gratis. Previous plans for juke ops set the minimum purchase at 500 disks. Price also described a new line of Mercury record players (see separate story in the Radio-Phono-TV section). In addition, the Chicago firm is putting out its own line of phono needles, with the first release containing a \$1 osmium-tipped needle, a 25-cent package of steel needles and a juke ops' needle. Price emphasized that all Mercury Record distributors would handle the firm's new video sets when TV hit in those particular areas not already covered by video stations. Distributors were given a two-hour briefing on h.b. and Western disk sales by Murray Nash, h.b. a. and r. chief. Firm intends to concentrate its first big folk music promotion on Red Kirk's *Lose Your Blues*.

Savoy: Herman Lubinsky and Ralph Bass revealed that a new third label to supplement Regent and Savoy will be announced shortly. New label, as yet untitled, will be primarily rhythm and blues, with new artists and new national distributors.

MGM: Sol Handwerker, flack chief, and Charlie Hasin, distrib chief, displayed a new set of retail store Leo the Lion fixtures. Included were a Leo statuette, an MGM lion clock and a wall thermometer. Other store fixtures are being prepared. MGM also showed a new record counter display rack to hold all three speeds in the MGM line. Rack will be ready in 30 days. Firm also showed first part of a line of free cardboard figures of leading artists on roster for counter display use.

ASA: New New York diskery, headed by Art Seger. Essentially a blues and rhythm diskery, label has inked Joe Medlin, Cousin Ida, Freddy Washington's combo, Manhattan Paul, Kathy Graves and Stephen Iles. Distributors are Cosnat, New York; Chess Distributors, Chicago; Mangold, Baltimore; Allen, Baltimore; Klayman, Cincinnati, and Marnell, Philadelphia. Disks, on 78 shellac, retail for 78 cents.

King: Sid Nathan, prexy, introduced a line of record players (see separate story in Radio-Phono-TV Section). New artists inked by the Cincinnati waxery include Janet Brace, pop singer last with Johnny Long; Elder Beck, Philadelphia spiritual singer, and the Shannon Grayson Quartet, Charlotte, N. C., sacred group. Nathan said that King doesn't feel that his firm, which emphasizes r. and b. and h.b. and Western, wants in either 45 or 33 r.p.m. He said that he is currently surveying his company-owned branches to determine whether to put thru a projected plan to give \$1 credit to dealers on every \$4 they purchase of King's 78 platters. They can return \$1 worth of either LP or 45 merchandise.

Abbey: Pete Doraine and Kelly Camarata are going on a country music push, following success of Bill Franklin-Buddy Messner's *Sitppin' Around With Jole Blon*. Firm has inked Sally and Marvin Clark, ex-Dart artists, and will release some old rustic masters soon.

Folkways: Moe Asch is concentrating on educational outlets and certain stores to exploit his ethnic series and his pop folk music albums. He also is doing well thru school facilities with his film strips. At the American Librarians' Association convention last month, Asch said the org decided to use LP solely for its circulation, on the argument that the one LP disk, containing all of the music would eliminate breakage and

## Choo-Choo

NEW YORK, July 15. — The New Haven Railroad has arranged for three one-day, round-trip Sunday excursions to the Berkshire Music Festival at Tanglewood, Mass., to supplement the four-day all-expense junkets previously announced (*The Billboard*, July 8). The one-day excursions have been arranged for July 30 and August 6 and 13. Price of \$8.85 includes transportation and general admission.

## TV Film Music Pact To Hampton, Others

(Continued from page 6)

Studios in Hollywood. Phil Moore, musical director for Snader Telecriptions, will line up all talent and supervise music, with Duke Voldstomz in charge of production. Talent is committed to scale deals plus 5 per cent royalties, similar to record royalty contracts. AFM, in addition, will snag a 5 per cent royalty on gross revenues.

To plug the first Hampton films, Snader will tie up locally in cities where Hampton plays personal appearances. He will supply Hampton films to local stations for free in return for air time. Hampton will tie in with showings via guest shots on video outlets showing his product.

In addition to the pop talent inked, Snader is currently negotiating with several noted concert artists for a similar series of 3-minute flickers. All told, Snader expects to produce 400 films, which are to be sold on a "library service" basis.

loss of one disk from an album. Librarians said they had difficulty in replacing the broken and lost disks from the albums. Folkways is releasing in the fall the first of a three LP album series on jazz history. Album was prepared by jazz writer Charles Smith and will retail for \$5.95 for the 12-inch wax.

Robin Hood: New diskery set up by Milt Ross, formerly with Derby. The New York firm will concentrate on Dixieland dance music and sophisticated songs. First artists are Sid Devela, New Orleans' Dixie combo, and Charley Drew, Hotel Taft cocktail vet. Firm will have both 78 and LP releases. First distributors are Seaboard, Hartford, Conn.; Cosnat, New York; Bruce, upper New York State; Klayman, Cincinnati; Millner, St. Louis, and Pan-American, Detroit.

Regal: Dave and Jules Braun and Freddy Mendelsohn introduced a new line of \$1 kidisk packages, called Tots n' Teens. Packages contain four 7-inch disks, each of which has a different picture label, describing action on the particular side. First release contained five packages by Irene Wicker, TV kid program star; two by Boyd Heath, Western artist, and one by Murray Phillips. They intend to add 12 more packages during 1951. While in Chi, the firm cut Eddie Boyd, local blues singer, and bought four masters from Jazz, Ltd., diskery owned by Ralph and Ruth Rinehart, local cafe ops.

Dot: Randy Wood, of Gallatin, Tenn., added Cuzzin Clem, WAPO, Chattanooga, d.j.; Big Jeff and George Toon, WLAC, Nashville, h.b. artists, and the Rhythmasters, Gallatin amateur org group.

Caravan: Lawrence Gould introduced a new subsidiary label, Pixie, which included 10 10-inch single moppet packages on unbreakable vinylite. Gould is selling the line at 49 cents retail. He also concluded a deal with Herb Platten, of Mayfair moppets' line, to handle national distribution for Mayfair.

Voco: Seymour Leslie bowed a seven and 10-inch kidisk vinyl series at 25 and 49 cents respectively. The New York firm has also prepared a free 12-disk rack and flicker display for dealers.

# Lubinsky Sued For 100G by MS

(Continued from page 11)

appointed soon after by Lubinsky. After making the deal, Salstone alleges that Lubinsky refused to take back the inventory or have it switched to the new Savoy rep. Goldberg said that this portion of the suit, concerning turning over the inventory to the parent firm or its new rep, is not covered in the franchise agreement. This particular point will be followed closely by indie record firms and distributors, for it has been the sore point in a number of label switches locally and was a paramount point in the program of a short-lived distributor association formed here in 1948.

In addition, Salstone charges that Lubinsky slandered him on several occasions before his own customers and with brass of other firms with which he was doing business.

Lubinsky, when contacted, said the Salstone suit "was the first brought against Savoy in 11 years of doing business." Savoy is bringing a counter-suit, Lubinsky said, but would not divulge the charges.

Another BMI Pin-Up Hit!

## GOODNIGHT, IRENE

Published by Spencer  
Recorded by

|                        |            |
|------------------------|------------|
| Frank Sinatra          | .....(Col) |
| Gordon Jenkins-Weavers | .....(Dee) |
| Dannia Day             | .....(Vic) |
| Alexander Brothers     | .....(Mer) |

Licensed exclusively by  
**BROADCAST MUSIC, INC.**

THE LITTLE GENERAL  
says ...

## GEORGE CATES' "THE BASEBALL POLKA"

CORAL #60249  
... IS A HIT ALL THE WAY

**GENERAL MUSIC**  
400 Madison Ave., N. Y. C., PL 3-7342

**PUNKY PUNKIN**  
THE HAPPY PUMPKIN

Cause... he's a JACK-O-LANTERN instead of being a pumpkin pie!

**PAXTON MUSIC**  
1419 Broadway - NEW YORK 19, N. Y.

THIS YEAR EVERYONE WILL CELEBRATE THANKSGIVING WITH

## "LITTLE JOHNNY PILGRIM"

HILL & RANGE SONGS, INC.



## FROSTY the SNOW MAN

The Hottest Man on Ice  
Copyright 1950 by MHI and Rense Songs, Inc., N. Y. All Rights Reserved.

MUSIC BOURNE TO LIVE

"I HADN'T ANYONE 'TIL YOU"

by **VIC DAMONE**  
Mercury 5429

ABC MUSIC CORP. 109-7th Ave. N.Y. 10 N.Y.

# "I'M BASHFUL"

**SANTLY-JOY, INC.**  
1619 Broadway New York, N. Y.

## A-RAZZ-A-MA-TAZZ

|                  |               |
|------------------|---------------|
| Kay Brown        | ..... Mercury |
| Jimmy Durante    | ..... MGM     |
| Georgia Gibbs    | ..... Coral   |
| Margaret Whiting | ..... Capitol |

**J. J. ROBBINS & SONS, Inc.**  
1619 Broadway N. Y. C.

# NEW DECCA RELEASE

**Our Little Ranch House  
Here, Pretty Kitty**  
Guy Lombardo Decca 27092

**Dream A Little Dream Of Me  
It Couldn't Happen To A Sweeter Girl**  
(It Couldn't Happen To A Nicer Guy)  
Jack Owens Decca 27096

**Charleston  
Black Bottom**  
Eddie Condon Decca 27095

**Coney Island Washboard  
Some Days There Just Ain't No Fish**  
Hoagy Carmichael Decca 27093

**Wagon Wheels  
I Ain't Got Nobody**  
Sy Oliver Decca 27094

**It's A Lonely, Lonely Life  
I'm So Blue I Could Cry**  
Porter Johns Decca 46251

**Pigalle  
Ladies, Ladies**  
Danny Kaye Decca 27116

**Sometime  
I Was Dancing With Someone**  
Ink Spots Decca 27102

**La Vie En Rose  
C'est Si Bon (It's So Good)**  
Louis Armstrong Decca 27113

**I'm Bashful  
Teasin'**  
Marion Morgan Decca 27121

**Goodnight Irene  
Hillbilly Fever #2**  
Red Foley and Ernest Tubb Decca 46255

**Tzena Tzena Tzena  
The Flying Red Horse Polka**  
Tod Maksymowicz Decca 45109

**Play A Simple Melody  
Sam's Song (The Happy Tune)**  
Gary Crosby and "friend" Decca 27112

**La Vie En Rose  
I Cross My Fingers**  
Bing Crosby Decca 27111

**Mambo Jambo  
Cuban Cutie**  
Ethel Smith Decca 27119

**Blue Light Boogie (Part 1)  
Blue Light Boogie (Part 2)**  
Louis Jordan Decca 27114

**Our Lady Of Fatima  
The Rosary**  
Red Foley Decca 14526

**Goodnight Irene  
My House Fell Down**  
Gunter Lee Carr Decca 48167

plus  
12  
Specials  
to  
boost  
summer  
sales



AMERICA'S FASTEST SELLING RECORDS!

# MUSIC—AS WRITTEN

## Kapp Goes Back to Newspaper Ads To Plug Songs

Paul Kapp, owner of General Music, New York, has exhumed a long-abandoned method of song plugging—advertising direct to the public in a daily newspaper. He's placed an ad in the July 16 Sunday Times for his new "Baseball Polka," advising that copies may be had at Macy's and Gimbel's.

## King Goes Direct to Writers for New Songs

King Records is soliciting tunes direct from writers, amateur or professional. Songs must be original and unpublished, submitted on an audition record. If the tune is accepted, a recording is guaranteed within six months. (King has several music-publishing subsidiaries.)

## Three Smaller Pubbers Hit Music Racks

Three of Tin Pan Alley's smaller publishing houses had their songs accepted for the music racks last week: United's "I Cross My Fingers," Spencer's "Goodnight, Irene," and Jefferson's "Vagabond Shoes."

## "Mop" Waxers Mop Up in New Coral Contract

The Ames Brothers, whose waxings of "Rag Mop" and "Sentimental Me" helped establish them and the label, last week inked a three-year renewal pact with Coral Records. New pact included substantial increases of guarantees and royalties.

## Carlin Back From Coast Kidisk Cuttings

Steve Carlin, RCA Victor kidisk a. and r. topper, has returned to New York from the Coast where he cut "Roy Rogers Rodeo" and "Treasure Island" albums, the latter featuring Bobby Driscoll, who plays the lead in the Disney flicker version of the Stevenson classic. Carlin also sliced two singles with Gabby Hayes.

## Dave Blum Forms Pub, Cuts First Tune

Dave Blum, former professional manager for Kramer-Whitney, has organized his own pubbery, Odette Music. His first tune is a K-W cleffing, "That's the Last Tear," waxed by Henry Busse on Coral and Dick Haymes on Decca.

## Frank Music Takes First Non-Loesser Tune

Frank Loesser's Frank Music pubbery, operated by Nat Tannen, has accepted its first plug tune by a writer other than Loesser. Opus is "You Don't Have To Be a Baby To Cry," by Terry Shand. Loesser's own new works are pubbed by his Suan Music firm, an Edwin H. Morris affiliate. Frank Music is affiliated with the American Society of Composers, Authors and Publishers (ASCAP).

## Decca Teams Jolson, Jenkins in Foster Album

For the first time, Decca has teamed Al Jolson and Gordon Jenkins in an album of Stephen Foster tunes. Joley waxed eight sides in Hollywood last week, with Jenkins doing arranging and orking. Book is slated for release as an LP album and may possibly be duplicated on 45 now that Decca has added a third speed to its roster.

## Strauss Heads Macy's Disk Department

John W. Strauss has been appointed department manager of records and musical instruments and acting department manager of pianos at Macy's, New York, replacing Clifford Norby, now with Powers Dry Goods, Minneapolis.

## Brewery Bankrolls "Ring" Disks for Juke Ops

Ballantine Beer is buying several thousand cuttings of "Three Little Rings," the Fontane Sisters' novelty disking, from RCA Victor. Disks are being shipped to Ballantine's distributors, who will place them in tavern jukeboxes in their territories.

## All-Mambo Longie Wrapped Up by Columbia

Columbia records will release an all-Mambo 10-inch LP Monday (24). Four bands play two selections each. The orks are Ray Montoya's, Juan Bruno Turres, Ramon Marquez's and Alberto Inagana's. The first three are Mexican bands, the last a New York outfit.

## New York:

Coral Records' sales exec, Joe Delaney, took off from the NAMM convention for a two-week tour of the diskery's West Coast distributors. . . . Mike Conner, Decca artists relations man, currently on a two-week vacation, while Paul Cohen, Decca's country recording chief, returned here last week following a three-month recording trek to Nashville and California. . . . Personal Manager Bullets Durgom flew into town Friday (14) for a business stay. . . . Dick Contino and Henry Jerome's ork were packaged for an engagement at Bill Green's Casino in Pittsburgh beginning August 14 for a week; Jerome will stay for second week while Contino returns here for the opening of his Waldorf-Astoria date.

Jimmy Dorsey's ork has landed a 26-week series of radio shows for the U. S. Marine Reserves. . . . Charlie Ventura's new 13-man dance crew made its local debut at the Palisades Park Saturday (15) for a week and will move into the Arcadia Ballroom here July 22 for a four-week stay. . . . Organist Ethel Smith has written her first original compositions, "Cuban Cutie" and "Samba Polka," both of which will be published by her own pubbery, Ethel Smith Music Corporation. . . . Hy Grill, of Decca's recording department, and Eileen Frohman, secretary to Decca sales promotion man Art Grobart, were married Saturday (15).

Henry Gage has joined Westminster Records as general manager. The diskery now has complete national distributor coverage. . . . Mel Rose, sales manager for Gramophone Enterprises of Dallas, is in town for 10 days on business. Outfit distributes London, Vox, Cetra and other labels. . . . Columbia disk warbler Guy Mitchell booked into Chubby's, Camden, N. J., August 4-13. . . . The hillbilly team of Ed McMullen and Sally Clark has inked a one-year contract with Abbey Records. McMullen

formerly used the non-de-disk of Marwin Clark. Two sides cut by the pair for London have been taken over by Abbey also. . . . RCA Victor's Latin-American recording chief, Herman Diaz, has inked Cuban crooner Orlando Fierro and the Mexican group Hermanas Padilla. The latter formerly cut for Columbia.

Otto Cesana, composer-arranger, has cut eight original piano compositions for Capitol. . . . Peggy Lee opens at the Chicago Theater for two weeks July 28. . . . Nat Cole Trio does two weeks at the Mocambo in Hollywood, beginning July 25. . . . Sister Rosetta Tharpe will headline a gospel show at Wrigley Field, Hollywood, July 23. . . . Jim Morehead, writer of "Sentimental Me," entered St. Clair Hospital last week for surgery. . . . Larry Clinton sold a short story to The Saturday Evening Post last week without benefit of agent.

## Hollywood:

Paul W. Bien, former Midwest promoter, has opened a new office in the lobby of the Hotel Travelers, Sacramento, where he will book acts and bands for the Rocky Mountain area and Pacific Northwest. Formerly with the National Air Races, Cleveland, Bien also spent several years at MGM studios. He resigned that post to open the Bien & Nye Agency on Hollywood's Sunset Strip.

J. Jean Dixon is setting the Keynotes, Negro quartet out of Norfolk, Va., on a swing thru Wyoming and along the West Coast, playing civic orks and Legion clubs under auspices. She recently completed a tour with the Jubalaires, another Negro group.

Allen Jones, originally booked by Eddie Sherman for a six-month European tour, has had his cross-the-pond concert trek extended to a year. He's in the ninth week of his tour, last week appearing at Liverpool's Empire Theater. . . . Walter O'Keefe, emcee of Campbell Soup's five-a-week "Double or Nothing" air show, has formed a pubbery, Pasadena Songs, in conjunction with Irvine Orton, organist on the O'Keefe show. Firm will fly the ASCAP banner. Its first plug will be "Mama Is on the War Path."

Vocalist Bill Jacoby, who closes a four-week stand with Skinny Ennis' ork at Coconut Grove, will cut several shows for Standard Transcriptions. . . . Batoner Harry James returns to Hollywood from a 12-week cross-country band tour to prod a couple of irons into the TV and radio firms. . . . Bobby True Trio bows at Jerry Wald's Studio Club, Sunset and Vine music men's hangout. . . . Marion Morgan's second Decca plattering will get an added boost from the diskery with national ads and flack. Couplet pairs "Teasin'" and "I'm Bashful," waxed in Gotham with Leroy Holmes batoning the ork. Disk will get special release August 7.

## Philadelphia:

Conrad Janis, who recently headed his own Dixieland group paced by his trombone slides at the Rendezvous, is back in the area, but this time as an actor, starring in "June Moon" opening July 17 at suburban Bucks County Playhouse in New Hope, Pa. . . . Pee Wee Miller takes over the Oak Valley Boys, Western unit, at Twin Bars in near-by Gloucester, N. J., for daily airings via WCAM, Camden, N. J. . . . Bill Borrelli Jr., and Max Spickoff provide Myers Music here with its new plug tune in "I'm Gonna Dry Ev'ry Tear With a Kiss." . . . Big Chief Moore returned his Dixieland unit to the Rendezvous last week with Jimmy McPartland set to bring his band in for the August 7 week. . . . James E. Myers, president of Myers Music, turned over his firm's first plug tune, "I'm Not To Blame," a ballad by Bill Borrelli Jr., to Bobby Mellin's Robert Music Corporation.

## Detroit:

Bunny Paul, vocalist with the Don Pablo band, and writer of "Better Dead Than Wed," theme song for the "Headless Horseman" on WJBK, has recorded the number on both Decca and Coral, with other cuttings in the making. . . . Elmer George has replaced Steve Pavlekovich, who is devoting his entire time to his music school, as artist and repertoire chief for Blue Danube Records, local label. . . . Jean Schoen, in charge of classical records at the J. L. Hudson Company, has announced her engagement to Joe Clinstein, non-pro.

## On the Sound Track:

Larry Shayne, Paramount Music's Coast topper, leaves on a coast-to-coast disk jockey contacting trek on behalf of tunes from Paramount pix. He will into the Vaughn Monroe and Mills Brothers waxings of Frank Loesser's "Why Fight the Feeling" from the forthcoming Betty Hutton starrer, "Let's Dance." From "My Friend Irma Goes West," Shayne will push the Dinah Shore, Martha Tilton and Dean Martin platterings of "I'll Always Love You," and "Baby, Obey Me" and will further exploit diskings of "Mona Lisa" from "Captain Carey, U. S. A." and "Home Cookin'" from Bob Hope's "Fancy Pants." With the exception of "Why Fight," all tunes are by Jay Livingston and Ray Evans, Paramount contract cleffers. While in New York, Shayne will participate in home office confabs.

Six big musicals are in the Warner Bros. mill. This was revealed at a WB national sales meeting held in the film city. Among products studio topper Jack L. Warner listed as soon to be released are "Tea for Two," Technicolor film starring Doris Day and Gordon MacRae, and Jimmy Cagney in "The West Point Story," co-starring Doris Day, Gordon MacRae and Virginia Mayo. Now being prepped are "Painting the Clouds With Sunshine" and "Working Our Way Through College," both in Technicolor, and "Broadway Revisited," starring Joan Crawford in a musical drama. Also in preparation is "Just Off Broadway," Technicolor vehicle starring June Haver and Gene Nelson.

Republic inked Stan ("Riders in the Sky") Jones to appear in its initial John Ford-Merian C. Cooper production, "Rio Brava," in a featured role. He will also pen pic's score. Original Jones tunes include "Yellow Stripes," "Footsore Cavalry," "My Gal in Purple" and the title tune. . . . On the Monogram lot Ozzie Caswell was named by Producer Walter Mirisch to score "The Hidden City." Music Director Edward J. Kay was set by Producer Lindsley Parsons to pen the score for "Rhythm Inn," musical skedded for lensing kick-off August 24. . . . Warner's "Inspector General," Danny Kaye starrer, tied for second place for best scoring of a musical and best scoring for a comedy in 1950 films by Film Music News.

RCA Victor's No. 1, Girl Singer...

# Fran Warren

Sings...

## "CLOUDY MORNING"

by Joe McCarthy Jr. & Marvin Fisher



RCA VICTOR Records

|   |         |
|---|---------|
| } | 78rpm   |
|   | 20-3800 |
|   | 45rpm   |
|   | 47-3800 |

Here Comes F. S.  
With His Biggest Hits  
Of The Year

on  
Columbia Records

Frank Sinatra



Sings 'em Both

**GOODNIGHT, IRENE**

with Mitch Miller Orchestra

and

**MY BLUE HEAVEN**

with George Siravo Orchestra

Columbia Record #38892

**Columbia Records**

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
PART I  
The Nation's Top Tunes  
Based on reports received last three days of Week Ending July 14  
The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

**HONOR ROLL OF HITS**  
(Trade Mark Reg.)

- | This Week |   | Last Week |
|-----------|---|-----------|
| 1.        | <b>MONA LISA</b><br>By Jay Livingston and Ray Evans<br>Published by Famous (ASCAP)<br>From the Paramount film, "Captain Carey, U. S. A."<br>Records available: Dennis Day-Il. Rene Ork, V 20-3753; M. James Ork, Col(78)38768, (331) 588; N. "Kling" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork, MGM 10689; C. Spivak Ork, London 619; V. Young Ork, Dec 27048; B. Cole, Capitol 1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54457.<br>Electrical transcription libraries: Norman Cloutier's Ork, Thesaurus.   | 3         |
| 2.        | <b>BEWITCHED</b><br>By Richard Rodgers and Lorenz Hart<br>Published by Chappell (ASCAP)<br>Records available: J. August-J. Murad's Harmonicals, Mer 5399; Chuck Cabot, Atomic 1002; O. Day, Col 38698; Benny Goodman-Helen Forrest, Harmony 1012; L. Green Ork-Honey-dreamers, V(78)20-3726, (45)47-3726; G. Jenkins Ork, Dec 24983, Andre Previn, V 20-3617; Dave Rose, MGM 30120; R. Ross Ork, Coral 60182; B. Snyder, Tower 3473; M. Torne-P. Rugolo Ork, Cap 1000; C. Walter, Liberty 231; B. Goodman, Col(33)1-642; J. McKee, Varsity 266.<br>Electrical transcription libraries: Dave Rose Ork, Standard; Kay Armen, Associated; Claude Gordon Ork, Capitol; June Christy-Johnny Guarnieri Quintet, Thesaurus.  | 1         |
| 3.        | <b>I WANNA BE LOVED</b><br>By John W. Green, Billy Rose and Edward Heyman<br>Published by Supreme (ASCAP)<br>Records available: I. Bennett-M. Manning, Col(78)38825, (331) 646; Andrews Sisters-G. Jenkins Ork, Dec 27007; B. Clark, Col 38491; B. Eckstine, MGM 10716; Fontane Sisters-H. Winterhalter Ork, V(78)20-3772, (45)47-3772; D. O'Brien, J. Garber Ork, Cap (33)1044, (45)F-1044; B. Cox-C. Hobbs, Col 20279; R. McKinley Ork, V(78)20-3436, (45)47-4902; D. Washington, Mer 8181; D. Bradley, Coral 60241; C. Williams Ork, Varsity 268.<br>Electrical transcription libraries: Fran Warren, Thesaurus.   | 4         |
| 4.        | <b>THIRD MAN THEME, THE</b><br>By Anton Karas<br>Published by Chappell (ASCAP)<br>From the Carol Reed film, "The Third Man"<br>Records available: D. Apollo, National 9104; Cate Vienna Quartet, Col(33)1-444; I. Fields Trio, V(78)20-3698, (45)47-3222; H. "Sugarfoot" Garland, Dec 46218; A. Karas, London 536; G. Lombardo, Dec 24839; R. McKinley Ork, V(78)20-3709, (45)47-3242; A. Rey, Cap(78)820, (45)F-820; A. Ryerson Quintet, Coral 60188; E. Smith, Dec 24900; H. Stachow, Mer 5373; Z. Turner Ork, Regent 373; M. Winterhalter, Col 38706; B. Pollack Ork, Modern 203; F. Martin Ork, V 20-3797; V. Young Ork, Dec 27048; N. Stuart Ork, Intro 6001; Franz Gottschalk, Tempo 470.<br>Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated; Jerry Gray Ork, Standard; Ben Pollack, World. | 2         |
| 5.        | <b>SENTIMENTAL ME</b><br>By Jim Morehead and Jimmy Casin<br>Published by Knickerbocker (ASCAP)<br>Records available: Ames Brothers, Coral 60173; R. Anthony Ork-R. Beauville, Cap 923; S. Gibson, Mer 8174; K. Griffin, Rondo R-213; R. Morgan, Dec 24904; Rayo Vaca, Dec 48141; B. Mayo Quintet, Dana 2074; R. Valles, V(78)20-3793, (45)47-3793.<br>Electrical transcription libraries: Dick Jurgens Ork, Associated; Claude Gordon, Capitol.   | 5         |
| 6.        | <b>HOOP-DEE-DOO</b><br>By Frank Loesser and Milton DeLugo<br>Published by E. H. Morris (ASCAP)<br>Records available: Ames Brothers, Coral 60209; P. Como-The Fontane Sisters M. Ayres Ork, V 2-3747; D. Day-Mellomen-G. Wyle Ork, Col(78)38771, (331) 591; R. Morgan Ork, Dec 24986; K. Starr-F. DeVol Ork, Cap 980; M. DeLugo, King 15037; F. Yankovic, Col 38799; Paulette Sisters-Harmony Bells Ork, Dana 2077; L. Duddy, Singers, MGM 10702; L. Welk Ork, Mer 5419; G. Wisniewski-Harmony Bells Ork, Dana 698; H. Ashley, Varsity 267.<br>Electrical transcription libraries: Bob Eberly, World; George Wright, Thesaurus; Claude Gordon Ork, Capitol; Bob Crosby, Standard.  | 6         |
| 7.        | <b>MY FOOLISH HEART</b><br>By Victor Young and Ned Washington<br>Published by Santly-Joy (ASCAP)<br>From the Sam Goldwyn film, "My Foolish Heart"<br>Records available: M. Carson, V(78)20-3681, (45)47-3204; B. Eckstine-R. Case Ork, MGM 10623; R. Hayes-M. Miller Ork, Mer 5362; M. Whiting-F. DeVol Ork, Cap 933; H. Winterhalter Ork, Col(78)38697, (331) 478; G. Jenkins Ork, Dec 24830; J. McGee-T. Carpenter, Varsity 265.<br>Electrical transcription libraries: Tommy Dorsey Ork, Standard; Claude Gordon Ork, Capitol; Vincent Lopez, Thesaurus.   | 7         |
| 8.        | <b>TZENA, TZENA, TZENA</b><br>(*Copyright in dispute)<br>Records available: A. Blank-Harmonica Trio, Riviera 116; G. Jenkins-The Weavers, Dec 27077; Cantor S. Malavsky-Family Choir, Star of David 1505; M. Miller Ork & Chorus, Col 3685; The Weavers, Dec 27053; V. Damone, Mercury 5454; W. Solek Ork, Columbia 32479.<br>(No information on electrical transcription libraries available as The Billboard goes to press.)  | 9         |
| 9.        | <b>COUNT EVERY STAR</b><br>By Bruno Coquatrix and Sammy Gallop<br>Published by Paxton (ASCAP)<br>Records available: R. Anthony, Cap 859 and 979; H. Babbitt, Coral 60214; Bienders, Dec 48158; D. Haymes-A. Shaw, Dec 27042; H. Jeffries, Col(78)38732, (331) 533; H. Winterhalter Ork, V(78)20-3697, (45)3222; Ravens, National 9111.<br>Electrical transcription libraries: Bob Crosby, Standard.   | 8         |
| 10.       | <b>OLD PIANO ROLL BLUES, THE</b><br>By Cy Cohen<br>Published by Leeds (ASCAP)<br>Records available: E. Cantor I. Kirk-S. Kaye Ork, V 20-3751; E. Cantor, Bluebird 30-0810; H. Carmichael-C. Daley-M. Matlock's All Stars, Dec 24977; L. Cook-J. Daniels, Abbey 15003; J. Garber Ork, Cap 970; A. Jolson-Andrews Sisters, Dec 27024; Jubalaires, Cap(78)845 (45)F-845; B. Kay, Col(78)38773, (331) 593; F. September (Jan August), Mer 5400; G. Steward, Coral 60177.<br>Electrical transcription libraries: George Wright, Thesaurus.   | 10        |

\*Jenkins, Decca Records; Miller, Columbia Records; Damone, Mercury Records, and other disks use lyrics by Gordon Jenkins and new music and arrangement by Spencer Ross, copyrighted by Crownwell Music. Mills Music claims it owns copyright to music and has other lyrics by Mitchell Parrish, which have not to date appeared on record. The Zionist Organization of America has also made claims to the music.

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This week's

# New Releases

... on **RCA Victor**

Release 60-29

*Ships Coast to Coast, Week of July 23*

## POPULAR

### PHIL REGAN

Three Little Words  
You Are My Lucky Star  
20-3833—(47-3833)\*

Here come the **DANCE BANDS** again!

### CLAUDE THORNHILL

Sweet and Lovely  
Honolulu 20-3842—(47-3842)\*

Here come the **DANCE BANDS** again!

### RALPH FLANAGAN

Tzena, Tzena, Tzena  
Pink Champagne  
20-3847—(47-3847)\*

### FRAN WARREN

I Love the Guy  
Let's Make Love  
20-3848—(47-3848)\*

Here come the **DANCE BANDS** again!

### RAY MCKINLEY

Rockabye the Boogie  
Boogie Woogie Washerwoman  
20-3849—(47-3849)\*

## WESTERN

### DALE EVANS

Hawaii-Na  
A Two-Seated Saddle and a One-  
Gaited Horse 21-0360—(48-0360)\*

## COUNTRY

### CHARLIE MONROE and his KENTUCKY PARTNERS

So Blue  
Without Me Are You Blue  
21-0361—(48-0361)\*

## RHYTHM-BLUES

### ARBEE STIDHAM

Squeeze Me, Baby  
Feel Like I'm Losing You  
22-0093—(50-0093)\*

## NEW ALBUM

"Musical Smart  
Set"

### ANDRE PREVIN

-Three Little Words  
P-291—(WP-291)\*

\*45 c.s.m. catalog numbers

NOTE: All records in this panel are listed alphabetically by song title.



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

**7** . . . designates that record is one of RCA Victor's "Certain Seven" — among the leading numbers on the trade paper best selling retail sale charts (week of July 15). Obviously, sure things!

- \$** Bewitched  
Larry Green with the Honeydreamers . . . . . 20-3726—(47-3726)\* **7**
- \$** Bonaparte's Retreat  
Gene Krupa . . . . . 20-3766—(47-3766)\*  
Fee Wee King . . . . . 21-0111—(48-0114)\*
- \$** Count Every Star  
Hugo Winterhalter . . . . . 20-3697—(47-3221)\* **7**
- \$** Cuddle Buggin' Baby  
Eddie Arnold . . . . . 21-0342—(48-0342)\* **7**
- \$** Hoop-Dee-Do  
Perry Como . . . . . 20-3747—(47-3747)\* **7**
- \$** I'm Movin' On  
Hank Snow . . . . . 21-0328—(48-0328)\*
- \$** I Wanna Be Loved  
Fontane Sisters . . . . . 20-3772—(48-3772)\* **7**
- \$** La Vie En Rose  
Tony Martin . . . . . 20-3819—(47-3819)\*  
Melachino Strings . . . . . 20-3739—(47-3739)\* **7**
- \$** My Foolish Heart  
Mindy Carson . . . . . 20-3681—(47-3204)\*
- \$** Roses  
Sammy Kaye . . . . . 20-3754—(47-3754)\*
- \$** Valencia  
Tony Martin . . . . . 20-3755—(47-3755)\* **7**
- \$** Why Should I Cry?  
Eddy Arnold . . . . . 21-0300—(48-0300)\*



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

- ★** I Thought She Was a Local  
Sammy Kaye 20-3828—(47-3828)  
No. 5 Retailers' Pick, Billboard, July 15.
- ★** Sam's Song  
Freddy Martin 20-3798—(47-3798)  
No. 3 Disc Jockey Pick, Billboard, July 15.
- ★** Thanks, Mr. Florist  
Vaughn Monroe 20-3773—(47-3773)  
No. 20 Most Played Disc Jockey Records, Billboard, July 15.
- ★** The Phantom Stage  
Vaughn Monroe 20-3818—(47-3818)  
No. 8 Retailers' Pick, Billboard, July 15.
- ★** Gone Fishin'  
Three Suns with Texas Jim Robertson 20-3824—(47-3824)  
No. 5 Country and Western Disc Jockey Pick, Billboard, July 15.
- ★** I Cross My Fingers  
Perry Como and Fontane Sisters 20-3846—(47-3846)  
No. 2 Retailers' Pick, No. 4 Disc Jockey Pick, Billboard, July 15.
- ★** I'm Bashful  
Mindy Carson 20-3801—(47-3801)  
No. 6 Coin Operators' Pick, Billboard, July 15.

## TIPS

Fran Warren's Greatest Record  
**"I LOVE THE GUY"**

The stars who make the hits  
are on

# RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

JAN. FEB. MAR.

APRIL MAY JUNE

*The Swings*

JULY AUG. SEPT.

OCT. NOV. DEC.

"45"

**HIGH COSTS?**  
**RCA VICTOR CUSTOM**  
**RECORD SALES . . . . .**  
**SET NEW PRICE**  
**POLICY . . . . .**

- • • New ordering and re-ordering policy in effect now!
- • • New low prices on original orders and reorders of pressings

Shellac-type or plastic

**45 rpm**  
**78 rpm**  
**33 1/3 rpm**

- • • Prompt Delivery.

\* A complete service in recording, re-recording, processing and pressing 45's from your protection parts.  
**No Order Too Large or Small!**

**custom** RADIO CORPORATION OF AMERICA  
**record** RCA VICTOR DIVISION  
**sales**

NEW YORK Dept. 24-A  
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 Murray Hill 9-0500

CHICAGO Dept. 25-A  
 445 N. Lake Shore Dr.  
 Whitehall 4 2900

HOLLYWOOD Dept. 26-A  
 1016 N. Sycamore Ave.  
 Hillside 5171

The **Billboard** MUSIC POPULARITY CHARTS  
**Sheet Music**  
 Based on reports received last three days of Week Ending July 14

**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      |             |     |  | Publisher           |
|---------------|-------------|-----|--|---------------------|
| Weeks to date | Last   This |     |  |                     |
| to date       | Week   Week |     |  |                     |
| 17            | 2           | 1.  | THIRD MAN THEME, THE (F) (R)               | Chappell            |
| 13            | 2           | 2.  | BEWITCHED (R)                              | Chappell            |
| 6             | 5           | 3.  | MONA LISA (F) (R)                          | Famous              |
| 14            | 3           | 4.  | OLD PIANO ROLL BLUES, THE (R)              | Leeds               |
| 9             | 6           | 5.  | I WANNA BE LOVED (R)                       | Supreme             |
| 20            | 3           | 6.  | MY FOOLISH HEART (F) (R)                   | Santly-Joy          |
| 15            | 8           | 7.  | SENTIMENTAL ME (R)                         | Knickerbocker       |
| 12            | 7           | 8.  | HOOP-DEE-DOO (R)                           | E. H. Morris        |
| 2             | 15          | 9.  | SOMETIME (R)                               | Witmark             |
| 2             | 12          | 10. | SAM'S SONG (R)                             | Sam Weiss           |
| 8             | 11          | 11. | COUNT EVERY STAR (R)                       | Paxton              |
| 1             | —           | 12. | GOODNIGHT, IRENE (R)                       | Spencer Music Corp. |
| 6             | 9           | 13. | I DON'T CARE IF THE SUN DON'T SHINE (R)    | Famous              |
| 3             | 13          | 14. | PLAY A SIMPLE MELODY (R)                   | Berlin              |
| 1             | —           | 15. | I DIDN'T SLIP, I WASN'T PUSHED, I FELL (R) | Remick              |

**ENGLAND'S TOP TWENTY**

| POSITION      |             |     |                                     | English           | American                    |
|---------------|-------------|-----|-------------------------------------|-------------------|-----------------------------|
| Weeks to date | Last   This |     |                                     |                   |                             |
| to date       | Week   Week |     |                                     |                   |                             |
| 5             | 3           | 1.  | BEWITCHED                           | Chappell          | Chappell                    |
| 14            | 1           | 2.  | MY FOOLISH HEART                    | Sun               | Santly-Joy                  |
| 9             | 2           | 3.  | DEARIE                              | Campbell-Connelly | Laurel                      |
| 11            | 6           | 4.  | THAT OLD PIANO ROLL BLUES           | Leeds             | Leeds                       |
| 10            | 4           | 5.  | OH, YOU SWEET ONE                   | Southern          | General Music               |
| 10            | 5           | 6.  | LET'S DO IT AGAIN                   | Lennox            | Robbins Music               |
| 14            | 8           | 7.  | C'EST SI BON                        | Peter Maurice     | Leeds                       |
| 6             | 12          | 8.  | I REMEMBER THE CORN FIELDS          | Arcadia           | Leeds                       |
| 6             | 9           | 9.  | DADDY'S LITTLE GIRL                 | Yale              | Beacon                      |
| 26            | 7           | 10. | JEALOUS HEART                       | New World         | Acurff-Rose                 |
| 5             | 10          | 10. | TWO ON A TANDEM                     | Pic, Ltd.         | *                           |
| 10            | 12          | 12. | QUICKSILVER                         | E. H. Morris      | E. H. Morris                |
| 18            | 12          | 13. | CHATTANOOGIE SHOE SHINE BOY         | Pic, Ltd.         | Acurff-Rose                 |
| 3             | 14          | 14. | A LOAD OF MAY                       | John Fields       | *                           |
| 26            | 15          | 15. | DOWN IN THE GLEN                    | L. Wright         | Mills Music                 |
| 2             | 19          | 16. | SOMEWHERE AT THE END OF THE RAINBOW | Edward Cox        | *                           |
| 9             | 16          | 17. | ME AND MY SHADOW                    | Francis Day       | Bourne                      |
| 1             | —           | 18. | YOUR HEART AND MY HEART             | Lawrence Wright   | *                           |
| 1             | —           | 19. | IF I LOVED YOU                      | Williamson        | *                           |
| 1             | —           | 19. | SUNSHINE CAKE                       | Victoria          | Burke-Van Heusen Associates |

\*Publisher not available as The Billboard goes to press.

**INTERESTING FIGURES**



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*Two Powerful Rhythm Tunes*



**PEGGY LEE**

with DAVE BARBOUR and His Orchestra

**"SHOW ME THE WAY TO GET OUT OF THIS WORLD"** (*'Cause That's Where Everything Is!*)

coupled with **"HAPPY MUSIC"**

78 rpm No. 1105 • 45 rpm No. F1105

*TOPS OF THE OPS*

# TOP TUNES OF THE DAY

On 78 and 45!

**POPULAR**

**78 45**  
RPM RPM  
↓ ↓

- "MONA LISA" Nat "King" Cole..... 1010 F1010
- "NOLA" and "JEALOUS" Les Paul..... 1014 F1014
- "BONAPARTE'S RETREAT" Kay Starr..... 936 F936
- "IVORY RAG" and "SAM'S SONG"  
Joe "Fingers" Carr..... 962 F962
- "SOMETIME" and "NO OTHER LOVE"  
Jo Stafford..... 1053 F1053
- "PLAY A SIMPLE MELODY" and  
"PAGAN LOVE SONG" Jo Stafford.... 1039 F1039
- "MISSISSIPPI" Kay Starr..... 1072 F1072
- "CLOSE YOUR PRETTY EYES" and  
"FOOL'S PARADISE"  
Margaret Whiting-Jimmy Wakely.... 1065 F1065
- "BLIND DATE"  
Margaret Whiting-Bob Hope..... 1042 F1042
- "HOOP-DEE-DOO" Kay Starr..... 980 F980
- "SENTIMENTAL ME" Ray Anthony..... 923 F923
- "MAMBO JAMBO" Dave Barbour..... 973 F973
- "HAPPY FEET" Dean Martin..... 1052 F1052
- "I LOVE YOU BECAUSE" Jan Garber..... 983 F983

## WESTERN

- JESS WILLARD  
"New Panhandle Rag"..... 1101 F1101
- BILLY WALKER  
"Alcohol Love"..... 1097 F1097
- LEON PAYNE  
"I Couldn't Do A Thing Without You" .. 1093 F1093
- TEX WILLIAMS  
"Happy Feet"..... 1087 F1087
- JIMMY WAKELY  
"Sugar Plum Kisses"..... 1066 F1066
- OLE RASMUSSEN  
"Sleepy Eyed John"..... 1049 F1049
- EDDIE KIRK  
"Sugar Baby"..... 1048 F1048
- JIMMY WAKELY  
"Under The Anheuser Bush"..... 1024 F1024
- HANK THOMPSON  
"Take A Look At This Broken Heart  
Of Mine"..... 1016 F1016
- RAMBLIN' JIMMIE DOLAN  
"I'll Sail My Ship Alone"..... 952 F952



**MARGARET WHITING**

with the Les Baxter Chorus & Orchestra conducted by Frank DeVol

**"YOU'RE MINE YOU"**

coupled with **"I'VE FORGOTTEN YOU"**

78 rpm No. 1123 • 45 rpm No. F1123

*TOPS OF THE OPS*



The Billboard MUSIC POPULARITY CHARTS PART III

Radio Popularity

Based on reports received last three days of Week Ending July 14

PART III



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 throughout the country.

Table with columns: POSITION, Weeks Last to date, Record Title, Artist, and Record Label. Includes records like 'MONA LISA', 'I WANNA BE LOVED', 'TZENA, TZENA, TZENA', etc.

Vox Jox

PREEMS . . . Dick Stadler and Bob Sullivan, WMRN, Marion, O., teed off a 45-minute across-the-board show, "Tune Inn," this month, directed toward haus frau and teen-agers. Benny Heller, ex-guitarist for Goodman and James, has launched his own d. j. airer, "Musical Varieties," on WMID, Atlantic City. Dick Bing, Chicago, and Jerry Cuning, Minneapolis, are new staffers at KAYL, Storm Lake, Ia. Frank Lokey, WBIG, Greensboro, N. C., has snagged a new hour show, "Record Parade," and "would welcome receipt of any good new records since station is only serviced by Columbia and Victor." Jack Clifton, WADC, Akron, has extended his "Sandman" show from 11:15 p.m. to 1 a.m., making a total of four separate platter programs daily for him. Bob Crager, WWCQ, Waterbury, Conn., guests on Chesterfield's "ABC's of Music" August 2. Art Leavitt, KOCY, Oklahoma City, has landed a new night timer, "Art's Platter Party," in addition to his regular two shows. Dick Wright, formerly with WDEM, Providence, R. I., moved over to WHUC, Hudson, N. Y., last week (10). Sandy Taylor, WPTR, Albany, N. Y., has a new Saturday night airer tagged "Baby Sitter's Ball" and part of the program's promotion calls for the d. j. actually to "baby sit" with a listener's child one night of the week. "Things are tough all over" says Sandy. Ed Desmond, ex-WCHV, Charlottesville, and WLEE, Richmond, Va., has been made a full-time staffer at WINA, Charlottesville, and is scheduled to take over a two hour "Top of the Morning" show. Rhet Turpinseed has returned to WRFC, Athens, Ga., as chief announcer after a three-month absence. He'll spin 'em on three new shows, hillbilly, pop, and blues and rhythm. Dick Keys has joined WOHL, East Liverpool, O. Barry Kaye, WKAT, Miami Beach, Fla., has added another hour to his early a.m. show. Wally Nehrling, WIRE, Indianapolis, is remote broadcasting his d. j. show for opening of a new outfit of a local building supply company. Chicago d. j.'s Jim Lounsbury, Linn Burton, Ernie Simon, and Jim Hamilton shared emcee honors at the Chicago Theater, Chicago beginning Friday (14). The two-week stagershow, tagged "1950 Disk Jockey Revue" also features Margaret Whiting. Bob Kennedy, WHB, Kansas City, Mo., has taken over a new morning show, sponsored by the Cook Paint & Varnish Company. Lorenzo Fuller, who doubles as a d. j. for WLIB, New York, and featured singer in Broadway's legit hit, "Kiss Me, Kate," has expanded his hour d. j. show to 90 minutes. Fred Wolf, sportscaster for WXYZ, Detroit, has taken over the major d. j. spot of Ross Mulholland, who has left the station to join KMPC, Hollywood. Malcolm Richards, ex-WJBK, Detroit, has joined WSAI, Cincinnati, as an early morning platter spinner. Arch McDonald, WTOP sports director, Washington, is subbing for Eddie Gallagher while latter vacations. Bob Hills, new staffer at WCCC, Hartford, Conn., is scheduled to take over the station's "1290 Club."

JOCK JAUNTS . . . Everett Seltzer, WONS, Hartford, Conn., heads for Cuba this month. Ray Orington replaces Art Scanlon, WINS, New York, while the latter takes his one week with pay. Out at KPUG, Bellingham, Wash., vacation plans line up as follows: Jeanne Smith, California; John D. Moo, Mexico; Ken Jackson, California and Oregon; Kathi Lick, San Juan Islands; owners Jessica Longston and Vicki Zaser, Canada. John Harper, KABC, San Antonio, is back on the job after vacationing in St. Louis and San Angelo and Bandera, Tex. Musical director Ruth Lee Jones, WMIE, Miami, will vacation in Ohio and investigate Midwest radio operations. Jay Giles, WCNT, Centralia, Ill., who's about to embark on a trip to California, "hopes to meet a lot of d. j.'s" on his cross-country trek.

TREND TALK . . . Two d. j.'s at WALL, Goshen, N. Y., have adopted Ralph Flanagan disks as their music: Beaming Bill Swanwick, "My Hero"; Jerry Wax, "Leave It To Love." Allan Cook, WKZO, Kalamazoo, Mich., foresees "a craze for the Hal Kemp style of music that

SONGS WITH GREATEST RADIO AUDIENCES (AC)

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. This music checked is preponderantly lower 60 per cent alive.

(F) Indicates tune 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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(Beginning Friday, July 7, 8 a.m. and ending Friday, July 14, 2 a.m.)

Table with columns: Song Title, Artist, and Record Label. Includes songs like 'American Beauty Rose', 'Are You Lonesome Tonight?', 'Blue Prelude', etc.

will equal the present mimicry of the late Glenn Miller. Alan Boal, WBVP, Beaver Falls, Pa., reports "The Billboard's predicted hit, 'Tzena, Tzena,' is really tops here where folks go for tunes with the European flavor." Noting that he's "not on King Records' payroll," Fred Caldwell, KNOW, Austin, Tex., recommends that Western d. j.'s "watch for Moon Mullican's 'You Don't Have To Be a Baby To Cry.'" Jerry Kirby, WKBB, Dubuque, Ia., claims that "Victor Young's vocal disk on 'Third Man Theme' is giving it a second life in this territory." Stuart McLeod, KFLP, El Paso, Tex., says "The Mambo" has been a hit here for months. This is unusual, for El Pasoans hear plenty of Spanish music and usually prefer U. S. tunes. But the 'Mambo' has the place alive. Watch it go to the top fast."

GIMMIX . . . Jim Russell, WWGP, Sanford, N. C., "has just worked up a deal with Sanford Radio Company to trade free plugs on my morning show for the use of the records. It's a good deal. The only persons to pay are our competitors." One of Cliff Miller's KBUC listeners, Corona, Calif., gave him a big vacation send-off this month, via a giant-size post card, measuring three by two feet. A trucking outfit delivered it. Bob Poole, Mutual network, was gifted with honorary membership in the Ottawa Indian tribe this month. Poole, who features Indian folk music on his d. j. show, has been tagged "ambassador of good will between America and its Indians." Walter Vaughan Jr., KFYN, Bonham, Tex., was so pleased when he received 1,035 cards from his listeners in one day that he tossed a free shindig at a local State park for some 10,013 of his fans, largest crowd ever assembled in the town.

PROGRAMING TIPS . . . During "public servant week," Matt McEniry, KLZ, Denver, taped interviews with State workers and city employees, including the town's mayor. Dave Mann, WLYN, Lynn, Mass., helped celebrate the town's 100th birthday this month, by broadcasting a special three-hour d. j. session from Lynn's giant sports arena. The show was piped thru to all buses along the North Shore. WATR, Waterbury, Conn., has set up a special three-hour format for its "Saturday Night Dance Parade," which utilizes the services of all the station's disk jockeys, via half-hour recorded segments. The d. j.s, each of whom specialize in a different type of music, include Charlie Dongtson, Wally King, Roy Murray and Al Vestro. King and Murray produce the airer, which is first of its kind in the area. Willis Conover, WWDC, Washington, is drawing favorable listener comment by interspersing live talent with platters.



**TRY THESE FOR SIZE!**  
*Everyone A Moneymaker*

**VIC DAMONE**

*AMERICA'S YOUNGEST HIT MAKER*

→ **"TZENA, TZENA, TZENA"**  
**"I LOVE THE GIRL"**

MERCURY 5454 45 RPM • 5454X45

→ **"VAGABOND SHOES"**

"I HADN'T ANYONE 'TILL YOU"

MERCURY 5429 45 RPM • 5429X45

**Eddy Howard**

AND HIS ORCHESTRA

*AMERICA'S NO. 1 CONSISTENT SELLER*

→ **"I DO BETTER UP  
IN THE MOUNTAINS"**

"MY HEART ISN'T IN IT"

MERCURY 5453

**Richard Hayes**

*TOMORROW'S STAR*

→ **"OUR VERY OWN"**  
**"SAY WHEN"**

MERCURY 5441 45 RPM • 5441X45

**Harry Geller**

AND HIS ORCHESTRA

*A GREAT NICKEL GRABBER*

→ **"SAM'S SONG"**  
**"1812"**

MERCURY 5450

**Kay Brown**

*16 YEAR OLD SINGING STAR*

→ **"COTTON CANDY AND A TOY BALLOON?"**

"THANKS FOR THE BUGGY RIDE"

MERCURY 5430 45 RPM • 5430X45

**Dick Baker**

*A WINNER*

→ **"LET'S DO IT AGAIN"**

"KANSAS CITY KITTY"

MERCURY 5445

**Bette Chapel**

*DAVE GARROWAY'S SINGING STAR*

→ **"TWO GIANT STEPS"**

"I WASN'T PUSHED, I DIDN'T SLIP"

MERCURY 5446 45 RPM • 5446X45

**Alexander Brothers**

*TWO GREAT VOICES*

→ **"GOODNIGHT IRENE"**

"WUNDER BAR"

MERCURY 5448

**King Sisters**

*RIDING HIGH*

→ **"HAPPY FEET"**

"YOUR FIRST NAME"

MERCURY 5449

**Kitty Kallen**

*BACK AGAIN WITH A NEW HIT*

→ **"I GOT TOOKIN"**

"IF YOU SMILE AT THE SUN"

MERCURY 5452

**Louis Prima**

AND HIS ORCHESTRA

*IN THE GROOVE AGAIN*

→ **"HERE PRETTY KITTY"**

"BUONA SERA"

MERCURY 5451

Only *Mercury* has the hits on **NON BREAKABLE RECORDS**

# The Billboard

## MUSIC POPULARITY CHARTS

PART IV



### Retail Record Sales

Based on reports received last three days of Week Ending July 14

#### BEST-SELLING POP SINGLES

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 also listed.

| POSITION | Weeks Last   This to date   Week   Week | Record Title                  | Artist                                     | Label                             |
|----------|---|-------------------------------|--|-----------------------------------|
| 7        | 1                                       | 1. MONA LISA                  | Nat "King" Cole and the Trio               | Cap(78)1010; (45)F-1010-ASCAP     |
| 20       | 2                                       | 2. THIRD MAN THEME, THE       | A. Karas                                   | London(78)536; (45)30005-ASCAP    |
| 11       | 3                                       | 3. I WANNA BE LOVED           | Andrews Sisters-E                          | Jenkins Ork                       |
| 19       | 5                                       | 4. THIRD MAN THEME, THE       | G. Lombardo                                | Dec 24839-ASCAP                   |
| 4        | 6                                       | 5. TZENA, TZENA, TZENA        | G. Jenkins Ork and the Weavers             | Dec 27077-ASCAP                   |
| 13       | 8                                       | 6. BEWITCHED                  | G. Jenkins Ork                             | Dec 24983-ASCAP                   |
| 13       | 10                                      | 7. HOOP-DEE-DOO               | P. Como-The Fontane Sisters                | V(78)20-3747; (45)47-3747-ASCAP   |
| 3        | 17                                      | 8. GOODNIGHT, IRENE           | G. Jenkins and the Weavers                 | Dec 27077                         |
| 23       | 4                                       | 9. SENTIMENTAL ME             | Ames Brothers                              | Coral 60140; Coral 60173-ASCAP    |
| 14       | 7                                       | 10. BEWITCHED                 | B. Snyder Ork                              | Tower 1473-ASCAP                  |
| 6        | 13                                      | 11. I WANNA BE LOVED          | B. Eckstine                                | MGM 10716-ASCAP                   |
| 11       | 12                                      | 12. BEWITCHED                 | D. Day                                     | Col(78)38698; (33)1-480-ASCAP     |
| 13       | 13                                      | 13. SENTIMENTAL ME            | R. Morgan Ork                              | Dec 24904-ASCAP                   |
| 4        | 20                                      | 14. NOLA                      | L. Paul                                    | Cap(78)10114; (45)F-1014-ASCAP    |
| 11       | 15                                      | 15. COUNT EVERY STAR          | N. Winterhalter                            | V(78)20-3697; (45)47-3221-ASCAP   |
| 6        | 15                                      | 16. BONAPARTE'S RETREAT       | K. Starr                                   | Cap(78)936; (45)F-936-BMI         |
| 20       | 9                                       | 17. MY FOOLISH HEART          | G. Jenkins Ork                             | Dec 24830-ASCAP                   |
| 17       | 11                                      | 18. MY FOOLISH HEART          | B. Eckstine                                | MGM 10623-ASCAP                   |
| 2        | 28                                      | 18. TZENA, TZENA, TZENA       | M. Miller Ork                              | Col(78)38683; (33)1-706-ASCAP     |
| 3        | 20                                      | 20. MONA LISA                 | V. Young Ork                               | Dec 27048-ASCAP                   |
| 6        | 25                                      | 21. SAM'S SONG                | J. "Fingers" Carr                          | Cap(78)962; (45)F-962-ASCAP       |
| 7        | 29                                      | 22. BEWITCHED                 | Honeydew-L. Green                          | V(78)20-3726; (45)47-3726-ASCAP   |
| 3        | 22                                      | 23. MONA LISA                 | A. Lund                                    | MGM 10689-ASCAP                   |
| 8        | 22                                      | 24. HOOP-DEE-DOO              | K. Starr-F. DeVol Ork                      | Cap(78)980; (45)F-980-ASCAP       |
| 4        | 18                                      | 25. VAGABOND SHOES            | V. Damone-G. Osser Ork                     | Mercury(78)5429; (45)429X45-ASCAP |
| 2        | 28                                      | 26. VIE EN ROSE, LA           | T. Martin                                  | V(78)20-3819; (45)47-3819-ASCAP   |
| 1        | —                                       | 26. THIRD MAN THEME, THE      | V. Young Ork                               | Dec 27048-ASCAP                   |
| 9        | —                                       | 28. OLD PIANO ROLL BLUES, THE | L. Cook                                    | Abbey 25003-ASCAP                 |
| 2        | —                                       | 29. SIMPLE MELODY             | J. Stafford-Starlighters and P. Weston Ork | Cap(78)1039; (45)F-1039-ASCAP     |
| 3        | 24                                      | 30. I WANNA BE LOVED          | Fontane Sisters-E                          | V(78)20-3772; (45)47-3772-ASCAP   |
| 2        | —                                       | 30. CROSS MY FINGERS          | P. Faith Ork                               | Col(78)38788; (33)1-607           |
| 6        | —                                       | 30. SENTIMENTAL ME            | R. Anthony Ork                             | Cap(78)923; (45)F-923-ASCAP       |

### Dealer Doings

**FOR FEWER AND BETTER RELEASES . . .** Decca's announced plan to cut down brings huzzahs from a flock of dealers. Mrs. Louis Dean, Hyannis, Mass., calls it "characteristic of Decca management. They move fast—make right decisions." She hopes other companies will cut 50 per cent on releases and "give the hit tunes a chance to grow." . . . From Sears, Roebuck, Williamsport, Pa., "Record salesmen are plugging tunes so new the shellac isn't dry yet," altho the jocks are sustaining the demand for old numbers. . . . Holland's, Inc., Chicago, asks, "How about some action?" instead of empty promises to cut down. . . . Marsh Music Store, Oelwein, Ia., suggests that each major label limit itself to five new disks weekly, with a good promotion push for each.

**AND BIGGER RETURN PRIVILEGES . . .** Arcads Radio & Records, Shenoandoah, Ia., favors a 20 per cent return. . . . Melody Shop, Jefferson City, Mo., will settle for 10 or 15 per cent, and thinks that persistent "hammering on record companies may have some effect."

**SUMMER SWAP PLANS . . .** Reed's Radio & Record Shop, Baltimore, is bitter about the London and Mercury deals, which it calls "good only for dealers selling LPs and who have a lot of money to increase their stocks. "As for the Victor plan, the diskery is "two years too late. All the small dealers have already reduced their shellac albums." Mr. Reed would like to hear ideas on the subject from other small dealers.

**HOLLANDER RADIO & ELECTRIC SHOP, Chicago,** has around \$5,000 in albums that are not moving today. "Would it be sound business to increase inventory five times or three, even assuming that the business increases 100 per cent this fall? If the companies can afford such deals, they could afford to give us a 20 to 30 per cent return privilege on our regular purchases of 45 and 33 1/3 records."

**TRAFFIC BUILDERS . . .** Gloria Rybockows, assistant manager of Paulbrook Music, Milwaukee, makes use of deejay request shows to plug slow-moving disks. A few cents spent for post cards or phone calls produces the effect of expensive advertising. . . . Stadelman's, Monroch, Mich., and Stan's Record Shop, Shreveport, La., multigraph their own monthly releases lists, and both report an increase in mail order business. Such lists are especially effective in plugging special seasonal and holiday items. . . . Tony's Radio, Detroit, and House of Music, Stockton, Calif., suggest giving one disk away free with every 10 purchased.

**TUNE TOUTING . . .** Not content with the avalanche of revivals emanating from the diskeries, Hangor Bros., Lincoln, Ill., want to know why somebody doesn't revive "Music, Maestro, Please,"—"with anyone but Benny Goodman." Arturo Toscanini, maybe? . . . Jessica Halsey, Music House, Buffalo, reports that Lee Morse's "Lonesome Darlin'" is hitting the regional jackpot. Tune was clefted by two local tunesmiths. . . . House of Music, Stockton, Calif., which predicted hitdom for Hank Snow's waxing of "I'm Movin' On," sees the tune breaking but complains that the regional distrib isn't supplying Western music. Northern California is a potentially huge market for Westerns, but the local distributors have to get hep, according to this dealer.

**MISCELLANEOUS . . .** Newman's Record Shop, downtown Philadelphia store, was sold by Irv Newman, one of the town's pioneer record dealers, to Herman C. Sonheim. . . . Bonnie Verzaggi, manager of the Serv-U-Rite Music Company, Wildwood, N. J., participated in the community-sponsored Wildwood West Show and Rodeo staged in conjunction with the opening of the "Annie, Get Your Gun" feature at the resort's Strand Theater last week.

### CHILDREN'S RECORDS

Records listed are those 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 | Record Title   | Artist                                 | Label                                   |
|----------|---|--|--|---|
| 23       | 1                                       | 1. CINDERELLA (Two Records)                              | I. Woods and Others                    | V(78)Y-399; (45)WY-399                  |
| 19       | 2                                       | 2. HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records) | B. Boyd-A. Clyde-R. Brooks             | Cap(78)CBX3058; (45)CBX3058; (33)HX3052 |
| 109      | 3                                       | 3. LITTLE TOOT (One Record)                              | Don Wilson-The Starlighters            | Cap(78)DAS-80; (45)GASF 3001            |
| 110      | 4                                       | 4. BOZO AT THE CIRCUS (Two Records)                      | Alan Livingston-Vance "Pinto" Colvig   | Cap BBX-34; DBX-114                     |
| 97       | 5                                       | 5. BUGS BUNNY (Three Records)                            | Met Blanc-A. Livingston                | Cap(78)CC-64; (45)CCF-3004              |
| 39       | 6                                       | 6. WOODY WOODPECKER AND HIS TALENT SHOW (Two Records)    | M. Blanc-B. May Ork                    | Cap(78)DBX3032; (45)CBX3032             |
| 45       | 10                                      | 7. BUGS BUNNY IN STORYLAND (Two Records)                 | Met Blanc-A. Livingston                | Cap DBX-3021                            |
| 12       | 12                                      | 8. ME AND MY TEDDY BEAR (One Record)                     | R. Clooney-P. Faith Ork                | Col M.J.V-70                            |
| 9        | 11                                      | 9. TOM AND JERRY AT THE CIRCUS (Two Records)             | F. DeSales and C. Biever               | MGM 51                                  |
| 34       | 8                                       | 10. BOZO AND THE BIRDS (Two Records)                     | P. Colvig-B. May Ork                   | Cap (78)DBX3033 (45)CBX3033             |
| 29       | 7                                       | 11. HOWDY DOODY AND THE AIR-O-DOODLE (Two Records)       | Bob Smith-H. Rene Ork                  | V(78)Y-397; (45)WY-397                  |
| 7        | 9                                       | 12. FRANCIS THE TALKING MULE (One Record)                | Chill Willis, Narrator                 | Cap(78)CAS-3071; (45)GASF-3071          |
| 52       | 15                                      | 13. BAMBI (One Record)                                   | S. Temple-Chorus; P. Smith, Director   | V Y-395                                 |
| 3        | 13                                      | 14. BUFFALO BILLY (One Record)                           | R. Rogers                              | V(78)21-0331; (45)47-0227               |
| 35       | 13                                      | 15. LITTLE ENGINE THAT COULD (Two Records)               | P. Wing                                | V Y-341                                 |
| 3        | —                                       | 15. BRAVE ENGINEER, THE (One Record)                     | J. Colonna, Narrator-J. Conlon Quartet | V(78)Y-400; (45)WY-400                  |
| 1        | —                                       | 15. GRASSHOPPER AND THE ANTS, THE (Two Records)          | Don Wilson and Cast                    | Cap OBX-3034                            |
| 8        | —                                       | 15. STORY OF THE GOLDEN PALOMINO, THE (One Record)       | B. Benson                              | Dec R-2                                 |

### POP ALBUMS

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaires so a comparison may be drawn between their 33 pop album sales and their 45 pop album sales. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

#### Best Selling 45 R.P.M.

|     |  |   |                                   |
|-----|--|---|-----------------------------------|
| 1.  | RALPH FLANAGAN PLAYS RODGERS AND HAMMERSTEIN (Three Records) | R. Flanagan                                   | V(78)P-268; (45)WP-268            |
| 2.  | CINDERELLA (Two Records)                                     | Irene Woods                                   | V(78)Y-399; (45)WY-399            |
| 3.  | DAILY'S DIXIELAND BAND (Three Records)                       | Pete Onley                                    | Cap(78)CC-183; (45)CCF-183; H-183 |
| 4.  | ANNIE GET YOUR GUN (Four Records)                            | B. Hutton                                     | MGM(78)50; (45)G-1001             |
| 5.  | SAMMY KAYE PLAYS IRVING BERLIN (Three Records)               | S. Kaye Ork                                   | V(78)P-266; (45)WP-266            |
| 5.  | SUPPER CLUB FAVORITES (Three Records)                        | P. Como-R. Case-The Satisfiers-L. Shaffer Ork | V(78)P-237; (45)WP-237            |
| 7.  | DIXIELAND FOR DANCING (Three Records)                        | T. Dorsey                                     | V(78)P-279; (45)WP-279            |
| 8.  | FRANKIE CARLE SWEETHEARTS (Three Records)                    | F. Carle                                      | V(78)P-283; (45)WP-283            |
| 9.  | HONKY TONK PIANO (Three Records)                             | R. Turner-M. Ash-L. Busch                     | Cap(78)CC-187; (45)CCF-187        |
| 10. | SPIKE JONES PLAYS THE CHARLESTON (Three Records)             | S. Jones Ork                                  | V(78)P-277; (45)WP-277            |
| 10. | WAYNE KING PLAYS JOHANN STRAUSS (Three Records)              | W. King Ork                                   | V(78)P-270; (45)WP-270            |

#### Best Selling 33 1/3 R.P.M.

|     |  |   |                            |
|-----|--|---|----------------------------|
| 1.  | SOUTH PACIFIC (Seven Records)                                      | Mary Martin-Ezio Pinza  | Col(78)MM-850; (33)ML-4180 |
| 2.  | YOUNG MAN WITH A HORN, A (Four Records)                            | Doris Day-M. James Ork  | Col(78)C-198; (33)CL-6106  |
| 3.  | HARMONY TIME (Four Records)  | The Chordettes  | Col(78)C-201; (33)CL-6111  |
| 4.  | DANCE DATE (One Record)  | L. Brown  | Col(33)CL-6123             |
| 5.  | GUY LOMBARDO TWIN PIANO, VOL. II (Four Records)                    | G. Lombardo   | Dec(78)A-753; (33)DL-5193  |
| 6.  | DIXIE BY DORSEY (Four Records)                                     | J. Dorsey Ork   | Col(78)C-196; (33)CL-6095  |
| 7.  | GUY LOMBARDO AND HIS ROYAL CANAJOANS SILVER JUBILEE (Four Records) | G. Lombardo   | Dec(33)DL-5235; (78)A-762  |
| 8.  | ANNIE GET YOUR GUN (Four Records)                                  | B. Hutton-H. Keel   | MGM(78)50; (33)E-509       |
| 9.  | OKLAHOMA (Six Records)   | J. Roberts-A. Drake-H. DeSith-C. Helm-L. Dixon, with Oklahoma Ork and Chorus, J. Blackton, Director | Dec(78)DA-359; (33)DL-3000 |
| 10. | NEW MODN (Three Records)   | G. Macrae-L. Norman-P. Weston Ork   | Cap(78)CC-217; (33)P-219   |

**The King of Strings**




**DAVID ROSE**

and his Orchestra



**WHEN THE WIND WAS GREEN  
LEAVE IT TO LOVE**

M-G-M Non-Breakable 30220

**DEEP PURPLE  
RHAPSODY IN BLUE**

M-G-M Non-Breakable 30164

**BEWITCHED (Bothered and Bewildered)  
MOON OF MANAKOORA**

M-G-M Non-Breakable 30120

(Also Available on 45 R.P.M. M-G-M K30120)

*Two Best Selling Rose Albums*

**HOLIDAY FOR STRINGS**

Album M-G-M 3 M-G-M Long-Playing Record E-506

**DAVID ROSE SERENADES**

Album M-G-M 28 M-G-M Long-Playing Record E-515

Dave's Latest M-G-M Hit!  
**AMERICAN HOE' DOWN  
TIME AND TIME AGAIN**  
M-G-M Non-Breakable 30237

*Tops on M-G-M RECORDS...*

**BILLY ECKSTINE**

I WANNA BE LOVED  
STARDUST

Available 2 Record Speeds

78 R.P.M. 45 R.P.M.  
M-G-M 10716 M-G-M K10716

**PHIL BRITO**

FOR ONE KISS OF LOVE  
YOU HOLD THE REINS WHILE I KISS YOU

M-G-M Non-Breakable 10746

**ART MOONEY**

and his Orchestra  
YOU FORGOT ABOUT ME  
LITTLE JUG

M-G-M Non-Breakable 10748

**BOB WILLS**

ROCK-A-BYE BABY BLUES  
NOTHIN' BUT THE BEST FOR MY BABY

M-G-M Non-Breakable 10731

**VAN JOHNSON**

LET'S CHOO CHOO CHOO TO IDAHO  
YOU CAN'T DO WRONG DOIN' RIGHT

M-G-M Non-Breakable 10727

**IVORY JOE HUNTER**

LET ME DREAM  
GIMME A POUND O' GROUND ROUND

Available 2 Record Speeds

78 R.P.M. 45 R.P.M.  
M-G-M 10733 M-G-M K10733

M-G-M RECORDS ARE

**M-G-M RECORDS**

THE GREATEST NAME  IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

BETTER THAN EVER!

Here's that "Guy" again!  
with his latest

**COLUMBIA** hit

**GUY MITCHELL**

sings

**"TO ME YOU'RE  
A SONG"**

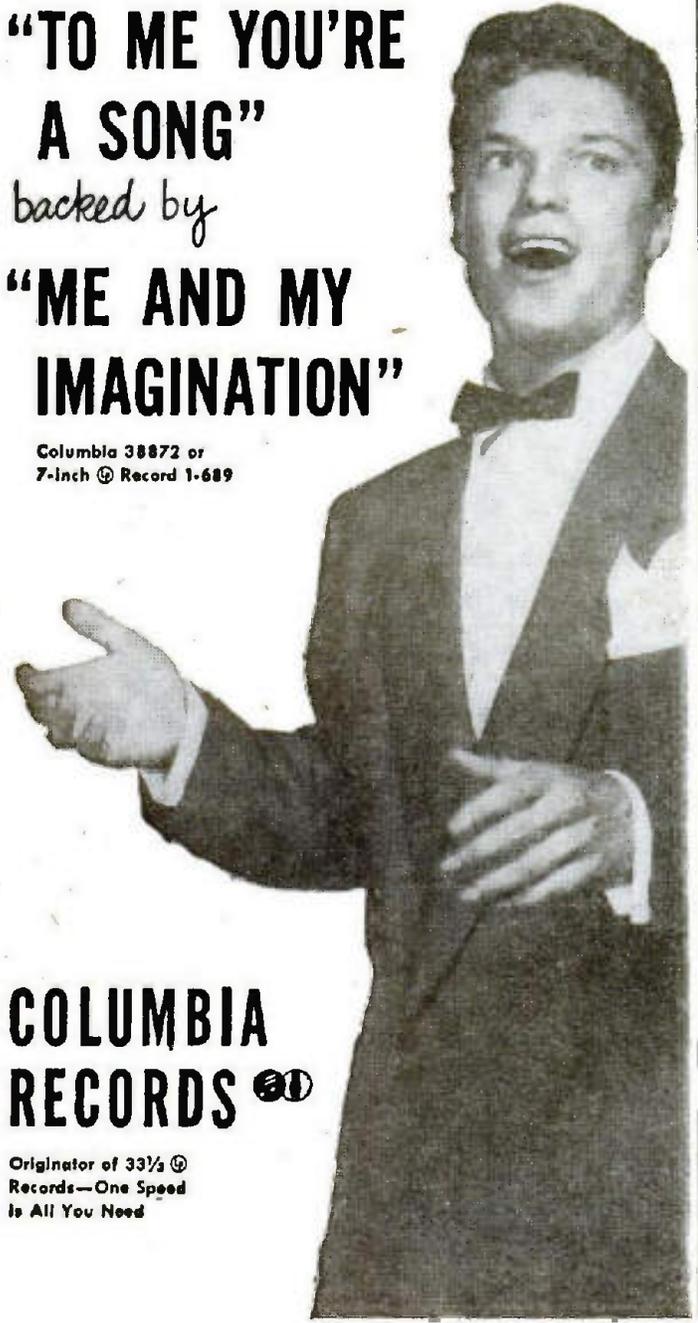
backed by

**"ME AND MY  
IMAGINATION"**

Columbia 38872 or  
7-inch © Record 1-689

**COLUMBIA  
RECORDS**

Originator of 33 1/3 ©  
Records—One Speed  
is All You Need



**The Billboard**  
**MUSIC POPULARITY CHARTS**  
PART  
**V**

Based on reports received last three days of Week Ending July 14

**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 3,558 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 |    | Works Last   This<br>to date   Week   Week |  | TITLE |   | ARTIST |  | RECORDING |  |
|----------|----|--|--|-------|---|--------|--|-----------|--|
| 6        | 2  | 1.   | MONA LISA                              | ..... | Nat "King" Cole and the Trio  | .....  | Cap(78)1010; (45)F-1010—ASCAP  |           |  |
| 11       | 3  | 2.   | I WANNA BE LOVED                       | ..... | Andrews Sisters-G. Jenkins Ork  | .....  | ..... Dec 27007—ASCAP  |           |  |
| 20       | 1  | 3.   | THIRD MAN THEME, THE                   | ..... | G. Lombardo Ork   | .....  | ..... Dec 24839—ASCAP  |           |  |
| 22       | 5  | 4.   | SENTIMENTAL ME                         | ..... | Ames Brothers   | .....  | ..... Coral 60140; Coral 60173—ASCAP   |           |  |
| 12       | 4  | 5.   | BEWITCHED                              | ..... | G. Jenkins Ork  | .....  | ..... Dec 24983—ASCAP  |           |  |
| 13       | 11 | 6.   | HOOP-OEE-DOO                           | ..... | P. Como-The Fontane Sisters   | .....  | ..... V(78)20-3747; (45)47-3747—ASCAP  |           |  |
| 13       | 11 | 7.   | THIRD MAN THEME, THE                   | ..... | A. Karas  | .....  | ..... London(78)536; (45)30005—ASCAP   |           |  |
| 8        | 17 | 8.   | I DON'T CARE IF THE SUN DON'T SHINE    | ..... | P. Page   | .....  | ..... Mercury(78)5396; (45)5396X45—ASCAP   |           |  |
|          |    |  |  |       | (D. Martin-P. Weston, Cap 981; T. Martin-H. Rene Ork, V 20-3755; G. Gibbs, Coral 60210; L. Holmes Ork, MGM 10685)   |        |  |           |  |
| 14       | 7  | 9.   | SENTIMENTAL ME                         | ..... | R. Morgan Ork   | .....  | ..... Ode 24904—ASCAP  |           |  |
| 7        | 17 | 9.   | BEWITCHED                              | ..... | D. Day  | .....  | ..... Col(78)38698; (33)1-480—ASCAP  |           |  |
| 2        | 10 | 11.  | NOLA                                   | ..... | L. Paul   | .....  | ..... Cap(78)1014; (45)F-1014—ASCAP  |           |  |
| 13       | 15 | 12.  | MY FOOLISH HEART                       | ..... | B. Eckstine   | .....  | ..... MGM(78)10623; (45)45-8015—ASCAP  |           |  |
| 10       | 8  | 13.  | BEWITCHED                              | ..... | J. August and the Harmonikals   | .....  | ..... Mercury(78)5399; (45)5399X45—ASCAP   |           |  |
| 4        | 13 | 13.  | TZENA, TZENA, TZENA                    | ..... | G. Jenkins-The Weavers  | .....  | ..... Dec 27077—ASCAP  |           |  |
| 2        | 17 | 13.  | GOODNIGHT, IRENE                       | ..... | G. Jenkins-The Weavers  | .....  | ..... Dec 27077  |           |  |
| 13       | 25 | 16.  | MY FOOLISH HEART                       | ..... | G. Jenkins Ork  | .....  | ..... Dec 24830—ASCAP  |           |  |
| 1        | —  | 16.  | MONA LISA                              | ..... | V. Young  | .....  | ..... Dec 27048—ASCAP  |           |  |
| 10       | 6  | 18.  | HOOP-DEE-DOO                           | ..... | K. Starr-F. DeVol Ork   | .....  | ..... Cap(78)980; (45)F-930—ASCAP  |           |  |
| 4        | 16 | 18.  | BONAPARTE'S RETREAT                    | ..... | G. Krupa Ork  | .....  | ..... (K. Starr, Cap(78)936; (45)F-936; L. McAuliffe, Col(78)20706; (33)2-664; P. Napoleon, Col 30891) |           |  |
| 11       | 21 | 18.  | BEWITCHED                              | ..... | B. Snyder Ork   | .....  | ..... Tower 1473—ASCAP   |           |  |
| 4        | 21 | 18.  | COUNT EVERY STAR                       | ..... | H. Winterhalter   | .....  | ..... V(78)20-3697; (45)47-3221—ASCAP  |           |  |
| 5        | —  | 18.  | OLD PIANO ROLL BLUES, THE              | ..... | C. Steward  | .....  | ..... Coral 50177—ASCAP  |           |  |
| 8        | 9  | 23.  | BONAPARTE'S RETREAT                    | ..... | K. Starr  | .....  | ..... Cap(78)936; (45)F-936—BMI  |           |  |
| 4        | 14 | 23.  | SAM'S SONG                             | ..... | J. "Fingers" Carr   | .....  | ..... Cap(78)962; (45)F-962—ASCAP  |           |  |
|          |    |  |  |       | (V. Young Ork, Dec 27033; F. Martin Ork, V(45)47-3798; C. "Shanty" Hogan-B. Wayne-J. Plets Ork, London 693; I. Harper-M. Klein's Dixieland Band-4 Hits and a Miss, Col 38876; Melodions, MGM 10743; H. Geller Ork-The Tune-Timers, Mer 5450; L. Noble, Coral 60250; G. & B. Crosby M. Matlock's All Stars, Dec 27112) |        |  |           |  |
| 1        | —  | 25.  | COUNT EVERY STAR                       | ..... | D. Haymes-A. Shaw Ork   | .....  | ..... Dec 27042—ASCAP  |           |  |
| 11       | —  | 26.  | OLD PIANO ROLL BLUES, THE              | ..... | L. Cook and Jim Dandies   | .....  | ..... Abbey 15003—ASCAP  |           |  |
| 1        | —  | 26.  | LA VIE EN ROSE                         | ..... | T. Martin   | .....  | ..... V(78)20-3819; (45)47-3819—ASCAP  |           |  |
|          |    |  |  |       | (Melachrine String, V 20-3739; M. Marrow, MGM 30227; P. Weston Ork, Cap(78)890; (45)F-890; D. Bradley, Coral 60241; L. Armstrong, Dec 27113; B. Crosby, 27111; H. James Ork, Col(78)38768; (33)1-588)   |        |  |           |  |
| 2        | —  | 28.  | I DIDN'T SLIP, I WASN'T PUSHED, I FELL | ..... | B. Crosby   | .....  | ..... Dec 27018—ASCAP  |           |  |
|          |    |  |  |       | (L. Kirby, V 20-3823; B. Chapel, Mer 5446; D. Day-The Melodians, Col 38818)   |        |  |           |  |
| 12       | 25 | 29.  | ROSES                                  | ..... | S. Kaye Ork   | .....  | ..... V(78)20-3754; (45)47-3754—BMI  |           |  |
|          |    |  |  |       | (R. Anthony-R. Deauville, Cap 1001; Sons of the Pioneers, V 21-0306; S. Lanson-J. Plets Ork, London 682; D. Haymes-4 Hits and a Miss, Dec 27008; E. Howard, Mer 5414, B. Eckstine, MGM 10684; K. Griffin, Col(78)38626; (33)1-647; G. Cates, Coral 60235.)  |        |  |           |  |
| 1        | —  | 29.  | I CROSS MY FINGERS                     | ..... | P. Faith  | .....  | ..... Col(78)38786; (33)1-607  |           |  |
|          |    |  |  |       | (P. Como-Fontane Sisters-Mitchell Ayres Ork, V(78)20-3846; (45)47-3846; B. Crosby, Dec 27111; V. Schoen Ork, Dec 27053; H. Babbitt-The Heartbeats, Coral 60188)   |        |  |           |  |
| 1        | —  | 29.  | I WANNA BE LOVED                       | ..... | Fontane Sisters-H. Winterhalter Ork   | .....  | ..... V(78)20-3772; (45)47-3772—ASCAP  |           |  |

**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 heading: "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.



*"All My Love"*

**PATTI PAGE**

The lovely hit maker adds a NEW hit to her long list of winners.

*Flip Side*  
**"ROSES REMIND ME OF YOU"**

MERCURY 5455  
 AND 5455X45

*Orchestra Conducted By*  
**HARRY GELLER**

Only *Mercury* has the hits on **NON BREAKABLE RECORDS**

# RECORD OF THE MONTH!

Peoria Operators  
Association Voted  
this number their  
RECORD OF THE  
MONTH!



# Wayne Gregg

and His Orchestra

## "PUT THE LIGHTS OUT"

coupled with

## "HEART AS BIG AS TEXAS"

Bright, rhythmic tunes with  
vocals by Wayne Gregg,  
vocal choruses and clapping.



On 78 r.p.m. No. 1077  
On 45 r.p.m. No. F1077



The  
Billboard

MUSIC POPULARITY CHARTS

PART  
VI

## Classical Records

Because all classical labels are not recorded on all speeds it is difficult at present to conduct a classical record survey statistically accurate. Therefore, The Billboard is presently conducting its weekly classical record telephone survey in a manner to divide LP and 45 R.P.M., classical reports. Records in each category are arranged according to sales volume, but no attempt is made to show sales comparisons between LP and 45 titles. It will be noted titles are stressed and no division is made between singles and albums.

### Best Selling LP Classical Titles

| Last Week | This Week | Title   | Label          |
|-----------|-----------|---|----------------|
| 1         | 1         | Tchaikovsky: Swan Lake Ballet Music, A. Kotelianetz Ork.  | Col(33)ML-4308 |
| 5         | 1         | Bach: Well-Tempered Clavicorn, W. Landowska   | V(45)WDM-1017  |
| 3         | 3         | Rachmaninoff: Concerto for Piano and Ork, No. 2 in C Minor, A. Rubinstein, NBC Symphony Ork; V. Golschmann, conductor | V(45)WDM-1006  |
| 1         | 4         | Beethoven: Symphony No. 3 in E Flat Major, NBC Symphony Ork, A. Toscanini, conductor                                  | V(45)WDM-1042  |
| —         | 4         | Borodin: Polovtsian Dances, L. Stokowski, director Symphony Ork.  | V(45)WDM-1054  |

### Best Selling 45 RPM Classical Titles

| Last Week | This Week | Title   | Label         |
|-----------|-----------|---|---------------|
| 2         | 1         | Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteux, conductor  | V(45)WDM-920  |
| 1         | 2         | Rachmaninoff: Concerto No. 2 in C Minor, Opus 18, A. Rubinstein, NBC Symphony Ork; V. Golschmann, conductor                   | V(45)WDM-1075 |
| 3         | 2         | Kurt Weill: Down in the Valley: M. Bell-K. Smith-W. McGraw-R. Jacquemont-R. Barrows-RCA Victor Ork, P. Herman Alder, director | V(45)WDM-1367 |
| 4         | 4         | Bach: Well-Tempered Clavicorn, W. Landowska   | V(45)WDM-1338 |
| —         | 5         | Beethoven: Symphony No. 3 in E Flat Major, NBC Symphony Ork, A. Toscanini, conductor  | V(45)WDM-1375 |

### Advance Classical Record Releases (Includes Semi-Classics)

Bloch: Baal Shem Album—J. Szigetl-A. Farjas (Stravinsky: Duo Concertant) (1-10") Col(33)ML-2122  
Kodaly: Mary Janos Philadelphia Ork-E. Ormandy, Cond. (Ravel: Rhapsodie Espagnole) (1-10") Col(33)ML-4306  
Milhaud: Cantate De L'Enfant et De La Mere and the Household Muse Album—D. Milhaud-M. Milhaud-Julliard String Quartet-L. Hambro (1-12") Col(33)ML-4305  
Modera Music for Strings Album—Stuyvesant Sinfonietta-S. Shulman, Cond. (1-10") Col(33)ML-2121  
Ravel: Rapsodie Espagnole Album—Philadelphia Ork-E. Ormandy, Cond. (Kodaly: Mary Janos) (1-10") Col(33)ML-4306  
Schubert: Overtissement a la Hongroise Album—V. Wronsky-V. Babin (1-10") Col(33)ML-2125  
Offenbach: Suite From the Ballet Helon of Troy Album—Minneapolis Symphony Ork-A. Dorati, Cond. (1-12") V(78)DML381; (45)1381; (33)LMX-22  
Puccini: Gianni Schicchi Album—G. Taddei-G. Rapsardi-A. Dublin-G. Savio-Orchestra of Radio Italiana, A. Simonetto, Cond. (1-12") Cetra(33) 50,028  
Ravel: La Valse—Boston Symphony Ork-C. Munch, Cond. V(78)12-1207; (45)49-1213  
G. Raig-Cecilia Valdes Album—M. Perez-F. Naya-R. Fernandez-A. Pulig-G. Relo, Cond. (1-12") Cetra(33)170,001  
Rose Marie Album—A. Goodman Ork-M. Bell-C. Fredericks-C. Lind-The Guild Choristers (4-7") V-(45)WK15—Door of My Dreams V(45)52-0008; Indian Love Call V(45)52-0011; Lak Jeem V(45)52-0011; Mounties, The V(45)52-0010; Pretty Things V(45)52-0010; Overture to Rose Marie V-(45)52-0008; Rose Marie V(45)52-0009; Totem Tom-Tom V(45)52-0009  
Schumann: Dichterliebe, Op. 48 Album—M. Harrell-G. Reeves (3-12") V(78)DML387; (45)WDM1387  
Smetana: From My Life Album—Cleveland Ork, G. Siell, Cond. (1-10") Col(78)MM-887, (33)ML-2095  
Songs by Ljuba Welitch Album—L. Welitch-P. Ulanovsky (Ljuba Welitch) (1-10") Col(33)ML2118

R. Strauss: Der Rosenkavalier Album—E. Schwarzkopf-L. Seefried-Vienna Philharmonic Ork, O. Ackermann, Cond.; L. Weber-D. Herman (1-10") Col(33)ML-12126; Finale (Act 2), Presentation of the Silver Rose (Act 2)  
Strauss Waltzes Album—The Vienna Radio Ork (1-10") Remington(33)RLP-1021—Artist Life; Blue Danube; Morning Journals; Roses From the South; Tales From the Vienna Woods; Vienna Bon-Bons; Vienna Blood; Wine, Women and Song  
Stravinsky: Duo Concertant for Violin and Piano and Pastorale for Violin and Wind Quartet Album—J. Szigetl-L. Stravinsky (Bloch: Baal Shem) (1-10") Col(33)ML-2122  
Telemann: Trio Sonatas and Duette for Violin, Flaut and Dulce and Harpsichord Continuo Album—Middlesex Collegium Musicum (1-12") Renaissance (33) X12  
Valencia—R. Merrill (Wanderin') V(78)10-1542, (45)49-1243  
Valse Triste—L. Stokowski Symphony Ork (Berceuse) V(78)12-1191; (45)49-1168  
Verdi: I Vespri Siciliani; Overture—Symphony Ork of the Augusteo, Rome-V. De Sabat, Cond. (1 & 11) V(78)12-1172; (45)49-1143  
Victor Young Album—V. Young-H. Sukman (1-10") Artist(33)502—Arizona Sketches; In a November Garden; Manhattan Concerto; Travelin' Light  
Vivaldi: Concerto in B Minor and Concerto Grosso in D Minor and Largo in C (for Stravinsky Album—Orchestra of Radio Italiana, A. La Rosa Parolo, Cond. & M. Fighera, Cond. (1-12") Cetra(33)50,023  
Wagner (Tannhauser) Overture and Venusberg Music and Five Songs Album—L. Stokowski Symphony Ork—Women's Chorus (1-12") V(33)ML1066  
Wanderin'—R. Merrill (Valencia) V(78)10-1542, (45)49-1243  
Ljuba Welitch in Two Scenes From "Don Giovanni" Album—L. Welitch-Metropolitan Opera Association, N. Y. Ork-A. De Paolis-F. Reiner, Dir. (Songs by) (1-10") Col(33)ML2118  
Wien, Wien, Nur Du allein—J. Mellon (All Wien) V(78)10-1540; (45)49-1170  
Wolf: Hugo Wolf Songs Album—B. Thebom-W. Hughes (3-10") V(78)DML380; (45)WDM1380

### Classical Record Reviews

The rating, shown by the large boldface number, is an indication of sales potential. Popularity of the composition, strength and availability of competitive versions, name value of the talent, interpretation and recording technique, and disk quality are carefully considered in determining the rating. Other factors are distribution and manufacturer's exploitation power. A score of 90-100 is given to an outstanding performance whose commercial potential is supported by the aforementioned values; 80-89 indicates an excellent disk, using the same values as a yardstick; 70-79, good; 60-69, satisfactory; 50-59, poor.

**KURT WEILL: DOWN IN THE VALLEY 79**  
—Alfred Drake-Jane Wilson-Norman Atkins-Others-Maurice Levine, conductor (1-10")  
Decca (33) DL-6017

The solid pro authority of Drake, and the winning charm of Miss Wilson, plus the production pacing, supervised incidentally by the late composer, lift this above the Victor version as pure disk entertainment. The work is easily accessible opera, built on several folk songs, with simple, forceful wordage. It lends itself well to disks, but is hardly likely to bear the repeated plays of such popular, tuneful stage works as "Oklahoma" or "Se. Pacific." It's at best an occasional piece for those who want to like opera, but find it difficult.

**BEETHOVEN: SPRING SONATA AND MOZART: SONATA NO. 8, IN C, K 296 72**  
—Jascha Heifetz-Emanuel Bay (1-12")  
RCA Victor (33)LM1022

Two uninterpreted chamber works on a single LP, performed by the greatest of contemporary violinists, should prove enough of an inducement to a large group of collectors. Both sonatas are fine examples of the composers, with the Beethoven work undoubtedly the most generally appealing. In this exuberant, highly romantic work Heifetz is most at home. While he approaches the Mozart with more purity of style than usual—for Heifetz—it may still be a bit schmalzy for certain connoisseurs of the classicist. Recording is live-sounding.

(Continued on page 101)

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Rhythm & Blues Records**  
**PART VII**

Based on reports received last three days of Week Ending July 14

**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 customer's purchase rhythm and blues records.

| POSITION |   |                              | Weeks   Last   This             |                        | to date   Week   Week |  |
|----------|---|------------------------------|---------------------------------|------------------------|-----------------------|--|
| 12       | 1 | 1. PINK CHAMPAGNE            | Joe Liggett                     | Specialty 355          | BMI                   |  |
| 5        | 3 | 2. HARD LUCK BLUES           | Roy Brown                       | Deluxe 3304            | BMI                   |  |
| 7        | 2 | 3. CUPID'S BOOGIE            | Little Esther                   | Savoy 750              |                       |  |
| 8        | 4 | 4. WELL, OH WELL             | Tiny Bradshaw                   | King 4357              | BMI                   |  |
| 13       | 5 | 5. I NEED YOU SO             | Ivory Joe Hunter                | MGM 10663              |                       |  |
| 6        | 6 | 6. I WANNA BE LOVED          | D. Washington                   | Mercury 8181           | ASCAP                 |  |
| 7        | 7 | 6. EVERYDAY I HAVE THE BLUES | L. Fulson                       | Swingtime 196          |                       |  |
| 13       | — | 8. MISTRUSTIN' BLUES         | Little Esther-J. Otis-M. Walker | Savoy 735              |                       |  |
| 3        | 8 | 9. MONA LISA                 | "King" Cole Trio                | Cap(78)1010; (45)F1010 | ASCAP                 |  |
| 14       | — | 10. CRY, CRY BABY            | Ed Wiley                        | Sittin In 545          |                       |  |

**MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS**

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

| POSITION |   |                              | Weeks   Last   This                 |                         | to date   Week   Week |  |
|----------|---|------------------------------|-------------------------------------|-------------------------|-----------------------|--|
| 11       | 1 | 1. PINK CHAMPAGNE            | Joe Liggett                         | Specialty 355           | BMI                   |  |
| 7        | 2 | 2. CUPID'S BOOGIE            | Little Esther                       | Savoy 750               |                       |  |
| 8        | 3 | 3. Well, Oh Well             | Tiny Bradshaw                       | King 4357               | BMI                   |  |
| 8        | 3 | 4. EVERYDAY I HAVE THE BLUES | L. Fulson                           | Swingtime 196           |                       |  |
| 12       | 4 | 4. I NEED YOU SO             | Ivory Joe Hunter                    | MGM 10663               |                       |  |
| 1        | — | 6. HARD LUCK BLUES           | R. Brown and His Mighty, Mighty Men | Deluxe 3304             | BMI                   |  |
| 3        | 4 | 7. MONA LISA                 | King Cole Trio                      | Cap(78)1010; (45)F-1010 | ASCAP                 |  |
| 2        | 6 | 8. I'M YOURS TO KEEP         | H. Fisher                           | Modern 20-793           |                       |  |
| 5        | 7 | 8. I WANNA BE LOVED          | D. Washington                       | Mercury 8181            | ASCAP                 |  |
| 1        | — | 10. I'LL NEVER BE FREE       | P. Gayten & Annie Laurie            | Regal 3258              |                       |  |

**RHYTHM & BLUES RECORD REVIEWS**

- MR. CADILLAC-HIS R. D. Boogie, Tho** 34--34--36--38  
**LITTLE CADILLACS**  
 Echo 106  
 Jump combo loses out on an attempt at a blowtop instrumental. Things get frantic and out of hand, recording is murky.
- Rocks in My Bed** 38--36--38--40  
 Warbler has style, but is badly recorded on this slow blues.
- Bear Bottle Boogie** 55--55--52--58  
 Warbler chants a so-so novelty blues, with shuffle boogie combo backing and unison response on the tag line.
- Gonna Bring My Baby Back** 61--61--60--62  
 Another up blues, this one with touches of bop in the band riffs and solos. Competent warbling and prking, but no sustained interest.
- Blue Light Boogie—Parts I & II** 85--85--85--85  
 Two-sider should be a big r & b item for Jordan. It's a slow, relentless boogie with an atmospheric feel. Both sides are persuasive.

(Continued on page 37)

**3 HITS IN A ROW!**

**LITTLE ESTHER**

#1 COAST-TO-COAST

Savoy #730

**CUPID'S BOOGIE**

with MEL WALKER JUST CAN'T GET FREE

Savoy #735 —STILL GOING STRONG— Savoy #731

**MISTRUSTIN' BLUES**

LITTLE ESTHER with MEL WALKER

**MISERY**

**DOUBLE CROSSIN' BLUES**

**BACK ALLEY BLUES**

Savoy outselling all competitive labels 5-to-1

*Savoy*

**RECORD CO., INC.**  
 58 Market St., Newark 1, N. J.

**CHARLES BROWN**

*Watch this one!!*



**REPENTANCE BLUES**

AL 3060

*Aladdin*  
**RECORDS**

**NEW SELL-Sational Summer Releases!**

- ROY MILTON** PLAYBOY BLUES SP 366  
**SOUL STIRRERS** CRTIN' & SINGIN' THE BLUES SP 365  
**KING PERRY** I HAVE A RIGHT TO THE TREE OF LIFE IN THAT AWFUL HOUR EVERYTHING'S GONNA BE ALL RIGHT TONIGHT MELLOW CAL BLUES SP 367

*Still Minting Money!*

**PINK CHAMPAGNE**

JOE LIGGINS - - - SP 355

*Specialty* records

**A DOUBLE SIDED HIT SENSATION!**

**I LOVE MY BABY**  
**MY KIND OF BABY**



**LARRY DARNELL**

ON REGAL 3274

REGAL SEZ'

*Regal* **RECORDS**



**AMERICA'S #1 Romantic Blues Singer MEL WALKER**

Scores **BIG With**

REGENT #1018

REGENT #1016  
**"CRY BABY"**  
**"I'M NOT FALLING IN LOVE WITH YOU"**

**"HELPLESS"**  
**"DREAMIN' BLUES"**

Exclusive Distributors Territories Available

**REGENT RECORDS, INC., 58 Market St., Newark, N. J.**

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

Based on reports received last three days of Week Ending July 14

**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 whose locations require Country and Western records.

| POSITION | Weeks   Last   This | to date   Week   Week | Record                                 | Artist            | Label                         |
|----------|---------------------|-----------------------|--|-------------------|-------------------------------|
| 8        | 3                   | 1                     | WHY DON'T YOU LOVE ME?                 | H. Williams       | MGM 10696—BMI                 |
| 7        | 1                   | 2                     | M-I-S-S-I-S-S-I-P-P-I                  | R. Foley          | Dec 46241—BMI                 |
| 16       | 2                   | 3                     | I'LL SAIL MY SHIP ALONE                | M. Mullican       | King 830—BMI                  |
| 11       | 4                   | 4                     | BIRMINGHAM BOUNCE                      | R. Foley          | Dec 46234—BMI                 |
| 4        | —                   | 5                     | THROW YOUR LOVE MY WAY                 | E. Tubb           | Dec 46243—BMI                 |
| 16       | 5                   | 6                     | LONG GONE LONESOME BLUES               | H. Williams       | MGM 10645                     |
| 2        | 9                   | 7                     | CUDDLE BUGGIN' BABY                    | E. Arnold         | V(78)21-0342; (45)48-0342—BMI |
| 12       | 10                  | 8                     | BLOODSHOT EYES                         | H. Penny          | King 828—BMI                  |
| 10       | 7                   | 9                     | LET'S GO TO CHURCH NEXT SUNDAY MORNING | Whiting-J. Wakely | Cap(78)960 (45)F960—BMI       |
| 1        | —                   | 9                     | I'M MOVIN' ON                          | H. Snow           | V(78)21-0328; (45)48-0328—BMI |
| 1        | —                   | 9                     | ENCLOSED, ONE BROKEN HEART             | E. Arnold         | V(78)21-0342; (45)48-0342—BMI |

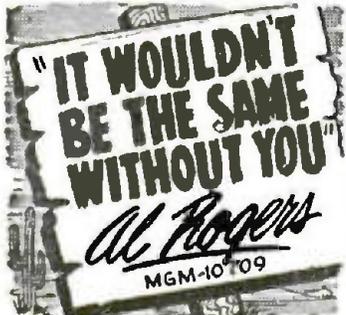
**BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS**

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

| POSITION | Weeks   Last   This | to date   Week   Week | Record                       | Artist                    | Label                         |
|----------|---------------------|-----------------------|------------------------------|---------------------------|-------------------------------|
| 19       | 2                   | 1                     | I'LL SAIL MY SHIP ALONE      | M. Mullican               | King 830—BMI                  |
| 8        | 1                   | 2                     | WHY DON'T YOU LOVE ME?       | H. Williams               | MGM 10696—BMI                 |
| 8        | 3                   | 3                     | M-I-S-S-I-S-S-I-P-P-I        | R. Foley                  | Dec 46241—BMI                 |
| 4        | 4                   | 4                     | CUDDLE BUGGIN' BABY          | E. Arnold                 | V(78)21-0342—BMI              |
| 5        | 5                   | 5                     | THROW YOUR LOVE MY WAY       | E. Tubb                   | Dec 46243—BMI                 |
| 3        | 7                   | 6                     | I'M MOVIN' ON                | H. Snow                   | V(78)21-0328; (45)48-0328—BMI |
| 11       | 7                   | 7                     | BIRMINGHAM BOUNCE            | R. Foley                  | Dec 46234—BMI                 |
| 17       | 5                   | 8                     | LONG GONE LONESOME BLUES     | H. Williams               | MGM 10645                     |
| 1        | —                   | 9                     | ENCLOSED, ONE BROKEN HEART   | E. Arnold                 | V(78)21-0342; (45)48-0342—BMI |
| 1        | —                   | 10                    | JUST A CLOSER WALK WITH THEE | Red Foley-The Jordanaires | Dec 14503—BMI                 |

**ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES**

- Boogie's Fine Tonight, The—P. Howard (Rock Candy) King 871
- Cannonball Yodel—B. Bell & His Ridge Wranglers (Making Excuses) Atlantic 725
- Carrot Country Hits (Number Three) Album—L. McAniff-G. Astry ("Little" J. Dickens-J. Hicks-C. Smith-J. Bond (3-10")) Col(33)HL-9016—Birmingham Bounce; Bonanza's Retreat; Guilty Conscience; Hillbilly Fever; I Can't Get Enough of That Ah-Ha; I Love You Because; Love Song in 32 Bars; What, Where and When
- Step Polka: Ten Pretty Girls
- Georgia's Hop—B. Mitchell & Range Riders (I Love a) Hart-Van HV-16017
- Helpless Heart—J. Osborne (You Get) King 878
- Honky-Tonky Heart—J. Hicks & His Troubadors (I Got) Col(78)20716, (33)2-701
- Honky-Tonky Heart—J. Hicks & His Troubadors (I Got) Col 20716
- I Got a Ring for Her Finger—J. Hicks & His Troubadors (Honky-Tonk) Col 20716
- I Like the Old Time Way—S. Grayson-Golden Valley Boys (I'm Gonna) King 880
- I Love a Square Dance—B. Mitchell & Range Riders (George's Hop) Hart-Van HV-16017
- I'm Just Plain Lonesome—J. Selph (Empty Arms) Cap 1080
- In the Sweet Bye and Bye—"T" Texas Tyler (Old Hymns) 4 Star 1279
- I Thought She Was a Local (But She Was a Fast Express)—S. Warren (Step That) London 16027
- Making Excuses for You—B. Bell & His Ridge Wranglers (Cannonball Yodel) Atlantic 725
- Mississippi Valley Blues—G. Astry (Silver Haired) Col 20727
- Montana Moon—J. Stan Trio (Rio) Sentry 501
- My Heart Will Be Crying—Delmore Brothers (Some Day) King 873
- New Panhandle Rag—S. Rogers (Nine-Ten) Coral 64052
- New Panhandle Rag—J. Willard (Slippin' Around) Cap 1201
- Slippin' Around With Jole Blon—O. Stratton (Fat Cat) Jamboree 501
- Slippin' Around With Jole Blon—J. Rogers (Finders Keepers) V(78)21-0359; (45)48-0359
- Songs To Grow on Album—W. Guthrie (3-10") Folkways (33) Fol 5—Clean-O; Come See; Dance Around; Don't You Push Me; How Dap Do; My Doll; Pick It Up; Put Your Finger in the Air; Race You Down the Mountain; Sleepy Eyes; Wake Up
- Star Spangled Waltz—J. Bond (Under the) Col(78)-20726; (33)2-716
- Then Suffer Jealousy—H. Hart (I Don't) 4 Star 1486
- Texas Blues—F. Willing (Sometime) Cap 1070
- Thinking Blues—Texas Slim (Meaning Blues) King 4377
- Three Kisses—E. Marshall (Tom Cat) V(78)21-0357; (45)48-0357
- Tom Cat Blues, The—E. Marshall (Three Kisses) V(78)21-0357; (45)48-0357
- You Get the Roses, I Get the Thorns—J. Osborne (Helpless Heart) King 878
- You've Got To See Mama Every Night—A. Jones (I Wish) Cap 1059



**COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS**

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

| POSITION | Weeks   Last   This | to date   Week   Week | Record                     | Artist        | Label                         |
|----------|---------------------|-----------------------|----------------------------|---------------|-------------------------------|
| 9        | 1                   | 1                     | WHY DON'T YOU LOVE ME?     | H. Williams   | MGM 10696—BMI                 |
| 19       | 2                   | 2                     | I'LL SAIL MY SHIP ALONE    | Moon Mullican | King 830—BMI                  |
| 4        | 6                   | 3                     | I'M MOVIN' ON              | H. Snow       | V(78)21-0328; (45)48-0328—BMI |
| 4        | 3                   | 4                     | THROW YOUR LOVE MY WAY     | E. Tubb       | Dec 46243—BMI                 |
| 7        | 4                   | 5                     | M-I-S-S-I-S-S-I-P-P-I      | R. Foley      | Dec 46241—BMI                 |
| 2        | 7                   | 5                     | CUOOLE BUGGIN' BABY        | E. Arnold     | V(78)21-0342; (45)48-0342—BMI |
| 17       | 8                   | 7                     | LONG GONE LONESOME BLUES   | H. Williams   | MGM 10645                     |
| 10       | 8                   | 8                     | BIRMINGHAM BOUNCE          | R. Foley      | Dec 46234—BMI                 |
| 3        | —                   | 9                     | ENCLOSED, ONE BROKEN HEART | E. Arnold     | V(78)21-0342—BMI              |
| 1        | —                   | 10                    | LOSE YOUR BLUES            | R. Kirk       | Mercury 6257—BMI              |

**FOLK TALENT AND TUNES**

By Johnny Sippel

**ARTISTS' ACTIVITIES**

Peo Wee King and the Golden West Cowboys take a six-week leave from WAVE and WAVE-TV, Louisville, late in July. During that period, King and his band will do six weeks at Marry Landau's Riverside Rancho, Los Angeles, starting August 2. Deal was set by J. L. Frank, King's p. m., who also set two appearances by the Victor disk band in forthcoming Universal ptx starring Smiley Burnette and Charley Starrett. King's booking at the Landau danceery marks the first time that a traveling ork from outside the Coast area has been brought in. . . . Cowboy Copas has reorganized his Oklahoma Cowboys, with Hank (Sugarfoot) Garland (Decca) and Aury Inman (Bullet) out. He has added Rusty Gebhardt on bass and Dale Potter on fiddle. . . . Ozie Waters, the Coast label warbler who switched to Coral several weeks ago, is handled by Morry Hartmann, of Rytvoc Music.

Kenny Roberts (Coral) works the G-Bar-C Ranch, Columbus, O., July 23, and Eddie Rutton's Hillbilly Park, Newark, O., July 30. Roberts hasn't made a definite station commitment for the fall. . . . Shorty Long (King) is operating his Santa Fe Ranch outside Reading, Pa. Long is currently heard with the Santa Fe Rangers over WEEW, Reading. . . . Merle Lindsay and the Night Riders, KWY, Oklahoma City, are dickering for a recording pact with a leading indie label. . . . Jimmy Wakely is selling his home at Toluca Lake, Calif., and moving back to his ranch in North Hollywood, where he'll build a new home, complete with swimming pool. . . . Mel Masy is working daily on KRBC, Abilene, Tex. He also works the Hillbilly Circus Saturday nights over KRBC, Abilene. . . . Hoyle Nix and his West Texas Cowboys (Talent) are working a Saturday night show at KPET, Lamesa, Tex., in addition to working four dance dates per week.

Bill Nettles (Mercury) is working at KTRY, Bastrop, La. His daughter, Loyce, was married to Pal Thibodeaux, one of the sidemen in the Nettles band, June 6. They have left showbiz to settle in Port Arthur, Tex. . . . Ben McKinnon, p. m. of Arthur (Guitar) Smith and the Cracker-Jacks, has set the MGM recorder for a Pennsylvania tour, working Avon Park, August 5; Valley View Park, Hellem, 6, and Sunset Grove, West Grove, 20. . . . Eddie McMullen and Sally Clark, formerly Sally and Marvin Clark, have inked with Abbey disks. The duo is working Club Sequoia, Staten Island, N. Y. . . . Mr. and Mrs. Art Young, the Buffalo Western duo, became parents of a daughter, Linda Lou, July 2.

Slim Bryant, KDKA, Pittsburgh, is dickering with two firms for a diskng pact. . . . Nancy Lee and the Hilltoppers (London) still at WOW, Fort Wayne, Ind., inked a summer contract with the local park board and a big department store to play square dances every Wednesday night at Foster Park. . . . Billy Scott, now in Columbus, O., married Helen Harris, one time warbler with Roy Acuff, June 17. He will start a weekly video show soon. . . . Al Rogers (MGM) started a new series of TV shows over WAVE-TV, Louisville, July 8. . . . Dee Kilpatrick, Capitol h. b. diskng assistant to Lee Gillette, inked the Rhythmettes, gospel singing girls' group, heard on WAPI, Birmingham. . . . Hank Thompson planning a tour of the Coast in August. He recently cut his first sacred sides for Capitol.

**DISK JOCKEY DOINGS**

Ernest Howard, KVLC, Little Rock, reports that Hugh Ashley, cutting all the material for Hit, is from near-by Harrison, Ark. . . . Jack and Polly, KEPO, El Paso, Tex., off for a two-week vacation at Mackinac Island. . . . Cousin Hank, WERI, Westerly, R. I., reports that Eddie Zack and his Dude Ranchers are house band at Pinecrest Ranch, Nasourville, R. I. . . . Cliff Mercer and the rest of the h-b. cast at WLOU, Louisville, set for fair dates. . . . Duke Bowman, WLOH, Princeton, W. Va., is planning a fall p-a. tour with his own radio troupe. . . . Cousin Herald Goodman is taking over Fred Edwards' spot at the North Side Coliseum, Fort Worth, replacing the Lone Star Jamboree with the Hillbilly Circus. Edwards has left Fort Worth. Goodman is heard on WBAP.

Cousin Ed Denkema, WGRD, Grand Rapids, Mich., has inked for another year at the station. . . . Hugh Cherry reported that he had a number of Decca out-of-town artists on his WKDA, Nashville, shows recently because Paul Cohen held a cutting bee the entire week. . . . Red Kerco, WTNT, Tallahassee, Fla., reports that Loy McCormick, promoter from Blakely, Ga., held an all-night sing there June 24, pulling 1,700. Cast included: The Statesmen and the Rhythmettes (Capitol) and the Harmoneers (Victor). . . . Cliffie Stone re-inked by Capitol, according to Hank Penny, of KWIK, Burbank, Calif. . . .

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

# Grandpa Jones

## clicks again



**UNCLE EPH'S  
GOT THE COON**  
backed by  
**FIVE-STRING  
BANJO BOOGIE**

**KING 867**

**still  
clicking**

**RECORDING  
EXCLUSIVELY  
FOR**

*Personal Management*  
**JOLLY JOYCE AGENCY**  
*Earle Theater Building*  
*11th and Market Streets*  
*Philadelphia 7, Pa.*

- 847 ARE YOU FROM DIXIE  
JESSE JAMES
- 834 I DO  
DAISY DEAN
- 815 JONAH AND THE WHALE  
OUR FATHERS HAD RELIGION
- 812 GRANDPA'S BOOGIE  
WEARY LONESOME ME
- 772 KITTY CLYDE  
GOING DOWN TOWN
- 740 MY OLD RED RIVER HOME  
HOW MANY BISCUITS CAN YOU EAT
- 668 OLD RATTLER  
MOUNTAIN MAW
- 624 MOUNTAIN DEW  
MY DARLING'S NOT MY DARLING ANYMORE
- 532 EIGHT MORE MILES TO LOUISVILLE  
TEARS THAT MAKE BELIEVE
- 502 IT'S RAINING HERE THIS MORNING  
I'LL BE AROUND IF YOU NEED ME

**King** RECORDS

**HEARD EVERY SATURDAY NIGHT - OLD DOMINION  
BARN DANCE - WRVA, RICHMOND, VIRGINIA**

**JOE "FINGERS" CARR**  
The Original Sam's Song Man

**SAM'S SONG**  
962 • F962

**SNOOKEY OOKUMS**  
1074 • F1074

**IVORY RAG**  
962 • F962

**ROOTEE TOOTEE**  
1074 • F1074

more hits coming!



**Capitol RECORDS**  
HOLLYWOOD

**Billboard** MUSIC POPULARITY CHARTS

PART IX

**Record Reviews**

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 now being conducted. N. S. indicates a record is not suitable for approval within the market.

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

| ARTIST LABEL AND NO. | TUNES COMMENT | RATINGS OVER-ALL | DISK JOCKEY | RETAILER | OPERATOR |
|----------------------|---------------|------------------|-------------|----------|----------|
|----------------------|---------------|------------------|-------------|----------|----------|

| ARTIST LABEL AND NO.   | TUNES COMMENT   | RATINGS OVER-ALL | DISK JOCKEY | RETAILER | OPERATOR |
|--|---|------------------|-------------|----------|----------|
| <b>LEIGHTON NOBLE ORK</b><br>Coral 60250                           | <b>Mona Lisa</b><br>Pleasant dance dishing of the hit ballad spots an unaffected vocal by Noble.<br><b>Sam's Song</b><br>More easy-to-bake dance music is made from a fast-stepping current item. Pairing's tune strength could make this a sturdy current entry.   | 71--71--71--71   |             |          |          |
| <b>BOB CROSBY &amp; HIS BOB CATS</b><br>Coral 60254                | <b>Charleston</b><br>Buoyant two-beat dishing of the oldie designed to win coin for the revival both of Dixieland and the dance that goes with the song at hand.<br><b>Black Bottom</b><br>Another Charleston two-beat fave is essayed here by the group of expert Crosby Dixie-style tooters with Bob handling the vocals on both sides.   | 75--75--75--75   |             |          |          |
| <b>DICK TODD</b><br>Rainbow 40055                                  | <b>Daddy's Little Boy</b><br>An effective sequel to "Daddy's Little Girl" has equal amounts of schmaltz, berry quality and a Todd ham-bone croon job. Could score heavily.<br><b>Red Apple Cheeks</b><br>Happy, infectious bounce ditty draws an engaging Todd and Jerry Parker group treatment. Has "sleeper" potential. Makes a strong coupling for Todd.   | 86--86--86--86   |             |          |          |
| <b>THE THREE FLAMES</b><br>(Milt Buckner Ork)<br>MGM 10741         | <b>Chewing Gum Mama</b><br>Hybrid novelty blues loses some of its bite on disks, the Tiger Haynes' rendition is sock stuff.<br><b>Suffer</b><br>Talented night-club and TV trio turns in some fast patter stuff that's smart entertainment for those that get around to diggin'.  | 73--74--72--72   |             |          |          |
| <b>GUY LOMBARDO</b><br>(Don Rodney)<br>Decca 27016                 | <b>Swingin' in a Hammock</b><br>Lilting, oldie, given the familiar Lombardo schottische treatment, is an attractive warm-weather item. Should see action.<br><b>Moonlight Saving Time</b><br>Similar stuff, of similar vintage, and one of Guy's all-time hits. Should do okay in this newly waxed edition.   | 79--80--78--78   |             |          |          |
| <b>ART MOONEY ORK</b><br>(Allan Brooks-Four Clovers)<br>MGM 10748  | <b>You Forgot About Me</b><br>Lovely, relaxed orking and group vocal by the polished Mooney organization. Tune is a pretty oldie that could catch in the current revival trend.<br><b>Little Jug</b><br>(Johnny Martin)<br>Yankee lyric edition of the Latin "La Mucura" smash has been around in several good rumba-vocal versions without clicking. Mooney hands it infectious, sur-tempo treatment.                                  | 80--80--80--80   |             |          |          |
| <b>TODD MANNERS</b><br>(Macklin Marrow)<br>MGM 10744               | <b>Dancing With You</b><br>Manners reveals a warm style here, in a pleasant but slightly fancy beguine.<br><b>Over the Mountain—Under the Moon</b><br>More pleasant, inconsequential stuff.   | 75--75--75--75   |             |          |          |
| <b>INK SPOTS</b><br>Decca 27102                                    | <b>I Was Dancing With Someone</b><br>A strong new Henry Nemo torcher makes good grab for the Spot's mill. They weave a neat mood job with it.<br><b>Sometime</b><br>An oldie which has shown sporadic signs of revival gets a lushly sentimental treatment that could nab shelves.  | 66--67--64--64   |             |          |          |
| <b>ARTHUR GODFREY</b><br>ALL THE LITTLE GODFREYS<br>Columbia 38882 | <b>Driftn' Down the Dreamy Ol' Ohio</b><br>Godfrey fronts a thumping, all-out gang treatment of a happy, up-tempo waltz ditty. Cast features Archie Bleyer, Janette Davis, Chordettes, Mariners—and 20 ukers.<br><b>Hawaii</b><br>Ukes (not as many as in flip), steel guitars, etc., and Chordettes back Godfrey in a pleasant treatment of a very clever song.  | 84--84--83--85   |             |          |          |
| <b>BING CROSBY</b><br>Decca 27111                                  | <b>I Cross My Fingers</b><br>Bing croons this slowly growing ballad effectively. Axel Stordahl backs sympathetically with ork and chorus. Should catch large piece of the coin headed for this song.<br><b>La Vie En Roso</b><br>Another superb Crosby crooning job on another ballad which seems to be earmarked for hidom. Stordahl orking is top flight. This is a potent coupling which should make an exceptionally good juke buy. | 82--82--80--84   |             |          |          |
|  |   | 80--80--80--80   |             |          |          |
|  |   | 77--77--77--77   |             |          |          |
|  |   | 87--87--87--87   |             |          |          |
|  |   | 88--88--88--88   |             |          |          |

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(Continued on page 94)

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The **Billboard**  
**MUSIC POPULARITY CHARTS**  
 PART  
**X**

**Record Possibilities**

**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.

- GOODNIGHT, IRENE**..... Red Foley & Ernest Tubb.....Decca 46255  
 The fast-moving folk waltz tune is done with a load of heart in a stirring folk format by Decca's top country warblers. It's the kind of performance that bids to sweep both in the country and pop fields.
- CAN ANYONE EXPLAIN?**..... Ames Brothers.....Coral 60253  
 A simple, retentive and moving new ballad is sold with a rich and delectable voicing by the fine vocal group, one of their most arresting performances to date.

**THE DISK JOCKEYS PICK:**

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

1. I CROSS MY FINGERS..... Perry Como.....Victor 20-3846
2. SIMPLE MELODY..... Bing and Gary Crosby.....Decca 27112
3. SAM'S SONG..... Bing and Gary Crosby.....Decca 27112
4. DREAM A LITTLE DREAM OF ME..... Jack Owens.....Decca 27096
5. LA VIE EN ROSE..... Tony Martin.....Victor 20-3819
6. DARN THAT DREAM..... Doris Day.....Columbia 38887
7. AT SUNDOWN..... Frank Petty Trio.....MGM 10735
8. COTTON CANDY AND A TOY BALLOON..... Kay Brown.....Mercury 5430
9. PHANTOM STAGE COACH..... Vaughn Monroe.....Victor 20-3818
10. PIGALLE..... Johnny Desmond.....MGM 10736

**THE RETAILERS PICK:**

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

1. SAM'S SONG..... Bing and Gary Crosby.....Decca 27112
2. SIMPLE MELODY..... Bing and Gary Crosby.....Decca 27112
3. I CROSS MY FINGERS..... Perry Como.....Victor 20-3846
4. PHANTOM STAGE COACH..... Vaughn Monroe.....Victor 20-3818
5. SIMPLE MELODY..... Georgia Gibbs.....Coral 60227

**THE OPERATORS PICK:**

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

1. LA VIE EN ROSE..... Bing Crosby.....Decca 27111
2. I CROSS MY FINGERS..... Perry Como.....Victor 20-3846
3. PHANTOM STAGE COACH..... Vaughn Monroe.....Victor 20-3818
4. TZENA, TZENA, TZENA..... Vic Damone.....Mercury 5454
5. MY DESTINY..... Billy Eckstine.....MGM 10684
6. HAPPY FEET..... Dean Martin.....Capitol 1052
7. SAM'S SONG..... Bing and Gary Crosby.....Decca 27112

**THE COUNTRY & WESTERN DISK JOCKEYS PICK:**

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

1. YOU DON'T HAVE TO BE A BABY TO CRY..... Moon Mullican.....King 868
2. THE POSTMAN JUST PASSES ME BY..... Cowboy Copas.....King 870
3. TOO MANY PARTIES..... Luke the Drifter.....MGM 10718
4. EVERYTHING'S OK..... Hank Williams.....MGM 10718

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**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART XI**  
**Advance Information**  
**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**

- Best Things in Life Are Free, The—T. Lewis Ork (Jealous) Dec 24969
- Beyond the Reef—G. Kainanau-Danny Stewart's Hawaiians (I Will) Dec 27098
- Black Bottom—B. Crosby and His Bob Cats (Charleston) Coral 60254
- Blue Moon—Starlight Trio (World Is) Franwil F5013
- Blue Room—Starlight Trio (Oh, Marie) Franwil 5012
- Bluebeard Blues—C. Basie Ork (Golden Bulet) Col 38888
- Bonaparte's Retreat—P. Napoleon (Fidgety Feet) Col 38891
- Boogin' in the Swamp—D. Taylor-Three Sharps (Go on) Webster 510
- Buona Sera—L. Prima Ork (Here Pretty) Mer 5451
- Charleston—B. Crosby and His Bob Cats (Black Bottom) Coral 60254
- Daddy's Little Boy—D. Todd (Pec Apple) Rainbow 40055
- Drifting and Dreaming—L. Brown (Foggy Day) Col 38878
- E. Kou Lei—G. Kainanau-S. Koki and His Islanders (Keleloa) Decca 27099
- Embraceable You—D. Kirsten-P. Faith Ork (Mine) Col 4620-M
- Fidgety Feet—P. Napoleon (Bonaparte's Retreat) Col 38891
- Flying Saucer—J. Ross Quintet (I Never) Coronet 107
- Foggy Day, A—L. Brown (Drifting and) Col 38878
- Friendly Star—P. Faith Ork (I Was) Col 38880
- Go On About Your Business—D. Taylor-V. Garry (Boogin') Webster 510
- Golden Bulet, The—C. Basie Ork (Bluebird Blues) Col 38888
- Gone—U. Mae Carlisle (Long) Col 38881
- Hapa Haole Hula Girl—A. Apaka-D. Stewart's Hawaiians (The Mukilau) Dec 27101
- Happy Music—P. Lee (Show Me) Cap 1105
- Harbor Lights—K. Griffin (Josephine) Col 38889
- Here Pretty Kitty—L. Prima Ork (Buona Sera) Mer 5451
- How Did I Know?—J. Ross Quintet (Sugar Blues) Coronet 108
- Home Cookin'—Alexander Brothers (Mona Lisa) Mer 5447
- Mukilau Song, The—A. Apaka-Danny Stewart's Hawaiians (Hapa) Dec 27101
- Hurry, Hurry, Margie—M. Anderson (You'll Always) Col 30213
- I Do Better Up in the Mountains—E. Howard Ork (My Heart) Mer 5453
- I Got Tootin'—K. Kallen (If You) Mer 5452
- I Like That—A. Godfrey-J. Davis (I'm Bashful) Col 38894
- I Love That Girl—V. Damone (Trena, Trena) Mer 5454
- I Never Knew—J. Ross Quintet-M. Arnold (Flying Saucer) Coronet 107
- I Was Dancing With Someone—P. Faith Ork (Friendly Star) Col 38880
- I Will Remember You—G. Kainanau-S. Koki and His Islanders (Beyond the) Dec 27098
- If You Smile at the Sun—K. Kallen (I Got) Mer 5452
- I'll Always Love You—M. Tilton (There Isn't) Coral 60258
- I'm Bashful—A. Godfrey-J. Davis (I Like) Col 38894
- Jealous—Ted Lewis (The Best Things) Dec 24969
- Josephine—K. Griffin (Harbor Lights) Col 38889
- Kealeha—G. Kainanau-D. Stewart's Hawaiians (E Kou) Dec 27099
- Ladies, Ladies—D. Kaye (Pigalle) Dec 27116
- Let It Roll Again—L. Millinder Ork (My Little) King 4379
- Long—U. Mae Carlisle (Gone) Col 38881
- I Will Remember You—G. Kainanau-S. Koki and His Islanders (Beyond the) Dec 27098
- Major and the Minor, The—T. Pastor Ork (Miles Standish) Col 38871
- Miles Standish—T. Pastor (Major and) Col 38871
- Mine—D. Kirsten-P. Faith Ork (Embraceable You) Col 4620-M
- Mona Lisa—Alexander Brothers (Home Cookin') Mer 5447
- My Heart Isn't in It—E. Howard (I Do) Mer 5453
- My Little Baby—L. Millinder Ork (Let It) King 4379
- Object of My Affection—R. Wright (Sam, the) King 15053
- Of All Things—A. Dale (You Wonderful) Col 38874
- Oh, Marie—Starlight Trio (Blue Room) Franwil 5012
- Pigalle—D. Kaye (Ladies, Ladies) Dec 27116
- Red Apple Cheeks—D. Todd (Daddy's Little) Rainbow 40055
- Play a Simple Melody—G. and B. Crosby-M. Matlock's All Stars (Sam's Song) Dec 27112
- Roozee Tootee—J. (Fingers) Carr (Snookie) Cap 1074
- Sam, the Accordion Man—R. Wright (Object of) King 15053
- Sam's Song—G. and B. Crosby-M. Matlock's All Stars (Play a Simple Melody) Dec 27112
- Show Me the Way to Get Out of This World—P. Lee (Happy Music) Cap 1105
- Snookie Cokums—J. (Fingers) Carr (Roozee Tootee) .. Cap 1074
- Sugar Blues—J. Ross Quintet-M. Arnold (How Did) Coronet 108

- There Isn't Very Much to Do Now—M. Tilton (I'll Always) Coral 60258
- Tunnel of Love, The—D. Shore-J. Smith (With the) Col 38893
- Trena, Trena, Trena—V. Damone (I Love) Mer 5454
- With the Wind and the Rain—D. Shore (Tunnel of) Col 38893
- World Is Waiting for the Sunrise, The—Starlight Trio (Blue Moon) Franwil F5013
- You Wonderful You—A. Dale (Of All) Col 38874
- You'll Always Be the One I Love—M. Anderson (Hurry, Hurry) Col 30213

**CHILDREN**

- Chug-A-Lug—J. Girard (Tic-Tac-Toe) Col MJV-74
- Cinderella—L. Janney-A. Marsh-A. Gentry (Three Bears) Hi-Tone 1
- Humpty-Dumpty—L. Janney-A. Marsh-A. Gentry (Old King) Hi-Tone 5
- Little Jack Horner—L. Janney-A. Marsh-A. Gentry (Little Red) Hi-Tone 7
- Little Miss Muffet—L. Janney-A. Marsh-A. Gentry (Ugly Duckling) Hi-Tone 6
- Little Red Riding Hood—L. Janney-A. Marsh-A. Gentry (Little Jack) Hi-Tone 7
- Magstone the Magician Album—P. Donald-M. Ayres (2-10") Col MJV-71
- Old King Cole—L. Janney-A. Marsh-A. Gentry (Humpty Dumpty) Hi-Tone 5
- Three Bears, The—L. Janney-A. Marsh-A. Gentry (Cinderella) Hi-Tone 1
- Tic-Tac-Toe—J. Girard (Chug-A-Lug) Col MJV-74
- Ugly Duckling—L. Janney-A. Marsh-A. Gentry (Little Miss) Hi-Tone 6

**RELIGIOUS**

- He Never Left Me Alone—Spirit of Memphis (If Jesus Had) King 4371
- Hymns Sung by Burl Ives Album—B. Ives (1-10") Col(33)CL-6215—Beautiful Isle; Blessed Assurance; Fairest Lord Jesus; Forty Years Ago; Ninety and Nine; O Beulah Land; When I Get to the End of the Way; When the Roll Is Called Up Yonder
- If Jesus Had to Pray—Spirit of Memphis Quartet (He Never) King 4371
- Life's Race With Satan—Lonie and Tommie Thompson (That Shining) Col(78)20717; (33)2-702
- That Shining River—Lonie and Tommie Thompson (Life's Race) Col(78)20717; (33)2-702

**LATIN-AMERICAN**

- Bonita—E. Rios (Triste Verdad) Dec 21311
- Cleopatra Rhumba—Machita (El Saponi) Mer 5443
- El Sapon—Machita (Cleopatra) Mer 5443
- En La Arena Del Desierito—A. Iznaga (La Pelota) Dec 21309
- La Pelota—A. Iznaga (En La Arena) Dec 21309
- Los Cocos—Trio Hnos De La Rosa (Me Vengare) Secco 869
- Me Vengare—Trio Hnos De La Rosa (Los Cocos) Secco 869
- Mira Pa'l Norte—Koscovita (Tres Veces) Secco 868
- Poquito a Poco—N. Morales (Solamente Los) Dec 21310
- Solamente Los Dos—N. Morales (Poquito a) Dec 21310
- Tres Veces Heroica—Moscovitz (Mira Pa'l) Secco 868
- Triste Verdad—E. Rios (Bonita) Dec 21311

**INTERNATIONAL**

- Beer Barrel Polka—F. Yankovic (Marianne) Col 38884
- Marianne—F. Yankovic (Beer Barrel) Col 38884
- My Bonnie Went Over the Ocean—W. Solek Ork (Trena, Trena) Col 12473-F
- Trena, Trena, Trena—W. Solek Ork (My Bonnie) Col 12473-F

**HOT JAZZ**

- Billie Holiday Sings Album—B. Holiday (1-10") Col(33)CL-6229—All of Me; I'm Gonna Lock My Heart (and Throw Away the Key); Let's Do It (Let's Fall in Love); Man I Love; The; Myself and I (Are All in Love With You); St. Louis Blues; Travin' All Alone; You Go to My Head
- If I Knew You Were There—J. Bushkin (It Never) Atlantic 671
- It Never Entered My Mind—J. Bushkin (If I Knew) Atlantic 671
- Lullaby of the Leaves—E. Garner (Margie) Atlantic 672
- Margie—E. Garner (Lullaby of) Atlantic 672

**Ex-Manager Seeks  
6G From Kay Starr**

NEW YORK, July 15. — Berle Adams this week filed a request for a judgment for \$8,350 against thrush Kay Starr in the New York County Clerk's office. Amount represents monies allegedly due Adams under terms of a settlement in a breach-of-contract suit launched against the Capitol disk star by Adams thru his attorney, Lee V. Eastman, in March, 1949.

At that time Adams held that Miss Starr broke a three-year personal management deal with him to tie up with her husband, Hal Stanley.

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1167 El Centro Ave., Los Angeles 26, Calif.  
Hudson 25223

**Billboard**  
**MUSIC POPULARITY CHARTS**  
**Album and LP Record Reviews**



The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

Suitability for juke box operators or disk lockers is indicated in boldface comment under the separate headings within each review.

**THE RATES**

|        |       |              |
|--------|-------|--------------|
| 90-100 | ..... | tops         |
| 80-89  | ..... | excellent    |
| 70-79  | ..... | good         |
| 60-69  | ..... | satisfactory |
| 50-59  | ..... | poor         |

**THE CATEGORIES**

|   | Max. Pts. |
|---|-----------|
| 1. Production Idea (grouping of selection continually)  | 15        |
| 2. "Name Value"   | 15        |
| 3. Caliber of Material  | 15        |
| 4. Manufacturers' Distribution Power  | 10        |
| 5. Exploitation Aids (Record company and other advertising promotion, film, tape and other plugs) | 10        |
| 6. Interpretation   | 15        |
| 7. Record Quality   | 5         |
| 8. Manufacturers' Production Efficiency   | 5         |
| 9. Packaging (art work, binding, wrapping)  | 10        |

**JAZZ AT THE PHILHARMONIC—VOLUME 80**  
 12—Roy Eldridge, Charlie Parker, Lester Young, Flip Phillips, Buddy Rich, Tommy Turk, Hank Jones, Roy Brown. (1-10") Mercury (33) MG-Vol. 12

The Oener and Lester Leaps in. Long-play proves to be the perfect showcase for this particular type of concert jazz on wax presentation. The unscripted show of the solos and improvised background ork riffs builds excitingly thru both sides of this recording. Both selections here are in the groove which has met with the greatest popular reception in the JATP wax series. Buddy Rich sparks the rhythm section in creating the jumping backdrop for the honks of Flip Phillips, the tsigate tramping of Tommy Turk, the subtle tenoring of Lester Young, the facile bopping (not at his best) of Charlie Parker, and the trumpet forensics of Roy Eldridge. Should prove to be a top flight commercial jazz package. Also on 78 singles.

**JUKES** On singles Young and Phillips solos good R & B bets.  
**JOCKS** Top jazz stuff for hot music segs.

**YOUR DANCE DATE WITH TONY PASTOR 63**  
 —Tony Pastor Ork  
 Columbia (33) CL-6122

Exactly Like You; Beyond the Blue Horizon; Time On My Hands; You're Driving Me Crazy; Little White Lies; It Happened in Monterey; On the Sunny Side of the Street; You Brought a New Kind of Love to Me.

This is the second Tony Pastor album on Columbia LP. It is a pleasant and unprovocative invitation to dancing. Numbers are largely instrumental, simply and neutrally arranged, done in easy and steady tempos. Occasional vocals are understated or chorus bit in tempo. Solos are short and discreet. Everything is aimed at terpsichore, in short.

**JUKES** Not suitable.  
**JOCKS** Pleasant package of segued standards for jocks.

**TONY MARTIN—Tony Martin 77**  
 Mercury (33) MG-25036

I Don't Know Why; I Kiss Your Hand, Madame; All the Things You Are; As You Desire Me; Years and Years Ago; Make Believe; I Never Loved Anyone; If I Love Again.

These Martin sides were cut some years back. Assembled on this LP, they should make a minor bonanza for Mercury. Martin's B top disk seller now—which he wasn't when the "class" standards were etched. Consequently the sides have taken on added values. His delivery is identical with the way he sings today; his many new fans should reach out for this package if it's promoted to their attention.

**JUKES** Not suitable.  
**JOCKS** Fine pop fare here.

**PIANO ROLL FAVORITES—Jan August 68**  
 Bay Rum Boys  
 Mercury (33) MG-25042

The Old Piano Roll Blues; Spaghetti Rag; Meet Me Tonight in Dreamland; Egyptian Ella; Little Grey Home in the West; The Good Old Piano; Spain, A Day at the Seashore.

Some of these sides (all are recent cuts) are sold well as pop singles. The appeal is August's use of a honky-rolly style, augmented by a capable barbershop group. The market which has already been cultivated for this nostalgic, rowdy-dow combination should respond well to this LP collection.

**JUKES** Not suitable.  
**JOCKS** The single sides are probably more useful to spinners.

**NEGRO FOLK MUSIC OF ALABAMA, VOL. II (1-12") 55**  
 Ethnic Folkways (33) EFL-141B

This LP is the religious counterpart of Volume I, the secular collection of Negro music source materials. The platter at hand, while not as multifaceted and fascinating as its secular counterpart, is nevertheless a needed concomitant. Sermons, hymns, spirituals, prayer meetings, all recorded on location, are illustrative and intriguing as commercial spiritual records could never be. Like Volume I, this is a valuable contribution to the literature and archives of ethnic studies.

**JUKES** Not suitable.  
**JOCKS** Not suitable.

**EDDY DUCHIN DANCE PARADE—Eddy Duchin Ork (1-10") 73**  
 Columbia (33) CL-6126

Between the Devil and the Deep Blue Sea; Brazil; My Twilight Dream; Oh Man Mose; El Rancho Grande; Stardust; Stormy Weather; What Is This Thing Called Love.

The listed as another in Columbia's "Dance Parade" series, this Duchin package differs from others in the series in several respects—and that's all to the good. For the sides here assembled are Duchin's best from his optimum period, the 'thirties. The generation of the Central Park Casino will get a nostalgic wallop from these. Moreover, they are eminently danceable—the product of one of our top dance orks in his heyday. And for ignipape, included is a collector's bonus in the memorable "Oh Man Mose" with Patricia Norman at the mike.

**JUKES** Not suitable.  
**JOCKS** Nice nostalgic package, but "Mose" can't be aired.

**CALYPSO & MERINGUES—Se of Iron-Lord Invader-Mazbeth-Felix and His Internationals-The Jazz Majestic Ork (1-10") 54**

Folkways (33) Foll-8  
 Carnival; Mary Anne; Druscilla; Cousin Family; Dorothy One Morning; Nouis Allons Dodo; Trois Fois Trois; Angelique Oh; Menage Qui Belle.

As with all Ethnic Folkways diskings, these sides were made on location, performed by the authentic folk singers and musicians who perpetuate indigenous musical forms and styles from generation to generation. One side of the platter is a series of calypso pieces, some of the performers are known in a limited way here. More novel is the meringue, a classic Haitian dance form, here rendered in popularized form. Vitality and humor pervade these sides. Primary appeal here is institutional—schools, colleges, etc., but private buyers with a proclivity for this sort of thing should make something of a market.

**JUKES** Not suitable.  
**JOCKS** Interesting for spinners of occasional exotica.

**NEGRO FOLK MUSIC OF ALABAMA, VOL. I (Secular) (1-12") 55**  
 Ethnic Folkways (33) EFL-1417

The hardly commercial, this collection of source material of Negro secular songs is wonderfully rich and varied. As stated in the accompanying brochure, the recording is intended as study materials, with emphasis on musical content and style rather than performance, the some of the blues singing is superior to that on many commercial blues hits. Recorded on location in Alabama, the disk includes field and city blues, lullabies, field calls, ring songs, work songs and a wonderful reading of a Brer Rabbit tale. The obvious intended market is scholars and institutions specializing in folk culture, but so stimulating and informative are the contents, that any buyer with social or historical interest in Negro music will find this a must.

**JUKES** Not suitable.  
**JOCKS** Not suitable.

**SONGS OF TRINIDAD—Wilmoth Houdini-Gerald Clark's Night Owls (1-10") 65**  
 Brunswick (33) BL-58007

The Cooks in Trinidad; No Mo' Bench and Board; Arima Tonight; Sangre Grande Tomorrow Night; I Need a Man; Sweet Papa Willie; Honey, I'm Bound to Go; Black, But Sweet; Stop Coming and Come.

These fine calypso originals, composed and sung by Wilmoth Houdini, a top Trinidadian calypso bard, were recorded in 1931 by Brunswick expressly for export trade. Re-issue for American buyers seems an excellent idea. In addition to the fine, provocative lyric content and the Wilmoth delivery, the musical backgrounds will be of much interest to jazz collectors. The ork, sax and clarinet, piano, bass and guitar and a couple of local rhythm instruments, blows with a beat and intonation very close to New Orleans jazz. The horn is in the Louis Armstrong-George Mitchell tradition; the ensemble harmonies much like the Hot Five's or Oliver's prized by collectors.

**JUKES** Not suitable.  
**JOCKS** Jazz spinners have a good bet here.

**RHYTHM & BLUES RECORD REVIEWS**

(Continued from page 31)

|   |  |                |
|---|--|----------------|
| <b>MARGIE ANDERSON</b><br>Columbia 30213      | <b>You'll Always Be the One I Love</b><br>Thrush sells hard in the exaggerated slur, note-bending style, but material and thin combo backing hold her down.      | 63--63--62--64 |
|   | <b>Hurry, Hurry, Margie</b><br>Gal pipes with great drive and projection on this up blues, but again orking doesn't showcase her to best advantage.              | 68--68--66--70 |
| <b>STICK MCGHEE</b><br>Atlantic 912           | <b>Let's Do It</b><br>Stick and the gang attain an atomizing beat on this good-rocker, with solo and unison vocals and combo work all in the spirit.             | 83--83--82--84 |
|   | <b>She's Gone</b><br>Vocal chaser choruses, harmonica and guitar work on this steady-rock blues are beamed at Southern buyers.                                   | 72--70--72--74 |
| <b>JIMMY LEWIS &amp; TRIO</b><br>Atlantic 913 | <b>All the Fun's on Me</b><br>Warbler chants a throaty, convincing blues style, backed by compact, feelingful trio—two guitars and piano. Lyric sustains nicely. | 77--77--76--78 |
|   | <b>I'm Still in Love</b><br>Slow ballad job lags.  | 62--62--60--64 |

**ADVANCE RHYTHM & BLUES RECORD RELEASES**

|  |   |
|--|---|
| Alabama Blues—E. Nixon (My Wish) Peacock 1537                              | I'm Nobody's Baby—Dorothy Ann-W. Bradley Ork (June Night) Atlantic 915        |
| All the Fun's on Me—J. Lewis & Trio (I'm Still) Atlantic 913               | I'm Still in Love—J. Lewis & Trio (All the Fun's) Atlantic 913                |
| Anytime, Any Place, Anywhere—J. Morris Ork (Come Back) Atlantic 914        | June Night—Dorothy Ann-W. Bradley Ork (I'm Nobody's) Atlantic 915             |
| Balancing With Bill—W. Bill Moore (Hey Spo-Dee-o-Dee) King 4383            | Let's Do It—Stick McGhee (She's Gone) Atlantic 912                            |
| Beer Bottle Boogie—Mr. Swing-B. Platers Ork (Gonna Bring) Bullet 327       | My Big Brass Bed Is Gone—E. Vinson (Eddie's Bounce) King 4381                 |
| Boogie Rambler—C. "Gatemouth" Brown (Two o'Clock) Peacock 1505             | My Wish for You—E. Nixon (Alabama Blues) Peacock 1537                         |
| Changing Blues—Ivory J. Hunter (I Have) King 4382                          | Nightfall—S. Thompson (Palmetto) King 4384                                    |
| Cool Down, Mamma—L. John Hunter (Schoolboy) 4 Star 1492                    | Not Now, I'll Tell You When—F. Partam-D. Dawson (School This) Red Jay 1006    |
| Come Back Daddy, Daddy—J. Morris Ork (Anytime, Any Place) Atlantic 914     | Palmetto—S. Thompson (Nightfall) King 4384                                    |
| Eddie's Bounce—E. Vinson (My Big) King 4381                                | R. D. Boogie, The—Mr. Cadillac-Little Cadillacs (Rocks in) Echo 106           |
| Gonna Bring My Baby Back—Mr. Swing-B. Platers Ork (Beer Bottle) Bullet 327 | Rocks in My Bed—Mr. Cadillac-Little Cadillacs (R. D. Boogie) Echo 106         |
| Happy Go Lucky Polka—J. James (Hot Canary) 4 Star 1483                     | School This Fool—Doc Dawson (Not Now) Red Jay 1006                            |
| Hey Spo-Dee-o-Dee—W. Bill Moore (Balancing With) King 4383                 | Schoolboy—L. John Hunter (Cool Down) 4 Star 1492                              |
| Hot Canary—J. James (Happy Co) 4 Star 1483                                 | She's Gone—S. McGhee (Let's Do It) Atlantic 912                               |
| I Have No Reason To Complain—L. Joe Hunter (Charging Blues) King 4382      | Two o'Clock in the Morning—C. "Gatemouth" Brown (Boogie Rambler) Peacock 1505 |

**R. & B. BLUE NOTES**

Because of the amount of time needed to properly handle his "Jazz at the Philharmonic" tours and records, Norman Granz last week virtually gave up all his duties as head of Mercury's r. and b. artists and repertoire department. Most of Granz's duties will fall to Murray Nash, the label's country and Western artist and repertoire topper. Nash will specialize in rounding up recordings for the Southern territory. He, in turn, will be responsible to Joe Carlton in New York and Art Talmadge in Chicago, both keys in the diskery's pop recording department and both of whom will work with r. and b. talent in their territories. Carlton last week virtually completed a deal which will bring Hal (Corn Bread) Singer to the Mercury r. and b. roster. Deal is being set thru Shaw Artists Corporation. Singer has been recording for the Savoy label.

Birdland nitery, New York, in collaboration with deejay Symphony Sid, is preparing to run off a memorial benefit for the late Fats Navarro. Navarro, a noted trumpeter of the modern school, died recently of tuberculosis. . . . Atlantic Records last week inked a renewal recording pact with thrush Ruth Brown. New deal calls for a substantial boost in terms and will run three years. Atlantic also completed a deal with Moe Asch's Folkways label to take over the original recording of "Goodnight, Irene" cut by the late Huddie (Leadbelly) Ledbetter, who is credited as co-author. Diskery plans to push the diskings in the r. and b. field.

Modern Records will launch a new subsid label, RPM Records, which will be devoted mainly to r. and b. products. Label will also deal with folk talent. New label will be handled by a new set of distributors in order to avoid conflict with the current Modern sales set-up. At the same time, Modern topper Jules Bihari said that his firm was going to give up the pop field by scrapping its Colonial label. . . . Duke Ellington and his ork returned to the United States last week, following a three-month tour of the Continent.

**Between A-1 and Zora . . .**

There are over 400 different record labels listed in *The Billboard's* Big 1950 NAMM Convention Supplement. Good, steady profits are being made with many of these labels.

Are You Overlooking a Good Bet? Be sure to get your copy of *The Billboard's* 1950 NAMM Convention Supplement with its many valuable, profit-producing features, reference lists and buying services. A limited number of copies still available.

**USE THE COUPON RIGHT NOW!!!**

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Yes, I would like to have *The Billboard*, including the BIG 1950 National Association of Music Merchants' Convention Supplement issue, sent to me for one year (32 issues) for only \$10.

Name  \$10 enclosed  
 Address  Bill me for \$10  
 City  25¢ enclosed, send Supplement only  
 Occupation

# HOT WAR HITS NAMM TV MART

## Fast Buying, Discount Hike High Lighted

### Deliveries Uncertain

(Continued from page 3)

orders for delivery thru December, and a Chicago TV distributor placed an order for \$500,000 worth of merchandise in the higher priced brackets.

Discount-wise, RCA Victor and Admiral created a stir in announcing increases to distributors and/or dealers. Admiral increases range up to 2 per cent higher and apply to both dealers and distributors. RCA discount on most of the company's new line was also increased about 2 per cent. General Electric, it was reported, upped discounts to distributors to as high as 40 and 50 per cent on some models. One small TV manufacturer was not quoting discounts to prospective distributors dickering for the line. Reason was inability to compile cost figures that would stand up for more than 30 days.

Private brand producers and those manufacturers seeking to get into the field were changing price quotations by the hour. Late in the week, 16-inch table models were being offered as low as \$110 and 16-inch consoles at \$126. The smaller dealers who attended the show were shunted aside Tuesday when the buyers for department store chains started to make the rounds. Most would-be private brand producers, however, were not willing to make commitments for production beyond 30 days.

The interest in television, phonographs and accessories stole the show from the disk companies. The looming shortage of TV sets called for much more attention from the dealers than did the readily available record lines.

## Ament Invents Disk Displayers

COLORADO SPRINGS, Colo., July 15.—Two new record merchandising displays developed by disk dealer Walter D. Ament, who operates a shop here, made their bow at the music industry trade show in Chicago this week. The self-service displays were first built by Ament for his own use, but a sales increase of 40 per cent, directly attributed to the merchandisers, started Ament into the business of building the displays. He has formed a company known as Merchandising Displays in order to promote his inventions.

Two models are now available. The merchandisers are circular, column-like stands which spin. The larger model consists of three sections and a base for mounting album covers. This floor model display holds 288 long-playing disks and sells for \$119.95. The table model display consists of two sections, holds 192 long-playing albums and sells for \$74.95.

The albums fit into wire frames which are attached to the center column. Each frame is fitted with a place for tab cards to carry the album number, price and/or inventory control card. Anodized aluminum, circular bars which the customer handles in order to spin the device are also fitted to hold display cards. Columbia Records distributors are

## Jack-Equipped Video Sets

The following list of television sets equipped with phono jacks was supplied by the manufacturers. Most manufacturers not listed do not equip sets with jacks. As new video models are announced the listing will be revised for the benefit of dealers who support their disk departments by promoting jack-equipped sets. Combination models which include record changers are not listed because of space limitations.

Andrea  
Saybrook, Mayfield, Sutton and Normandy models.  
Arvin  
All sets  
Bendix  
All sets  
Capehart  
All sets  
DuMont  
All sets  
General Electric  
Models 19C-105, 19C-106 and 24C-101.  
Hallcrafters  
All sets  
Hoffman  
All sets  
Industrial Television  
All sets  
Meek  
Models XQR, XTR and XSTP  
Mercury  
All sets  
Philco  
All sets  
RCA Victor  
All sets  
Stromberg-Carlson  
All sets  
Tele King  
All sets  
Westinghouse  
Arduley model

## Korea War May Cut Output Of TV Sets by 20 Per Cent

(Continued from page 8)

mittee of the Federal Munitions Board will move up its scheduled September 24 meeting to early August in order to get a quicker estimate of the amount of electronics equipment to be required by the Korean conflict. The committee is composed of 40 representatives of radio manufacturers and was formed two years ago to replace the old mobilization committee of RTMA.

RTMA feels the industry is in far better shape to convert partially or completely into war production than it was at the start of World War II, when the switch-over required four months.

Radio-TV cut-backs will probably not be felt for a number of weeks, since requirements must first be definitely determined and contracts issued, it was explained. Should hostilities spread and sets be cut back to a critical point, there can be no allocation of sets to dealers, according to Rep. Emanuel Celler (D., N. Y.), chairman of the House Small Business Committee.

### Celler Issues Warning

Celler issued a warning this week that voluntary allocations on the part of any manufacturers would be in violation of anti-trust laws. He declared that he is alerting the Federal Trade Commission and Justice Department to watch for any such practices.

Full war mobilization would re-

quire 100 per cent conversion of the electronics industry, as in World War II. Spread of the current conflict would not only end any thought of lifting the TV freeze, but also would result in curbs on broadcast construction. With the FCC's preoccupation with color TV and with allocations hearings still to be held, it is felt the Korean situation may be sufficiently clarified by the time those preliminaries are completed so the Commission will be able to decide whether the freeze can be lifted. Even the most optimistic among FCC officialdom have not been looking for a freeze thaw much before the end of the year irrespective of whether or not the Korean crisis ends shortly.

Seeking to spur co-operation of radio and TV with the government in the current Korean crisis, the NAB expects to announce creation of its special industry defense committee within a week. The committee will be intended to serve as liaison for radio-TV with the government in behalf of defense measures. The committee, it was pointed out, will seek to work out details for voluntary aid in the draft machinery, government bonds drives, information campaigns on civilian and other defense steps and air alerts. The committee will also seek co-operation on any necessary restrictions in operations, since government officials are known to be already weighing the possibility of having to black out big AM stations in the event of alerts or if full-scale war breaks out (The Billboard, July 15).

Interference of radio and TV stations to radar and military communications of the U. S. military is generally discounted, tho the military may ask FCC to ignore treaty provisions for use of 540-kc. as an AM band in order to prevent any possible interference with special service bands near that spot on the spectrum.

### Steel Priorities

Steel priorities for defense orders are considered likely to be put into effect in the near future by the President. Authority given Truman in the draft act extension recently enacted enables him to require industry to give priority to war contracts. At present, White House advisors are giving thought only to the steel industry in this connection.

How much the use of this authority would cut into steel available for civilian use would depend upon how much steel the military requires for the Korean campaign. Only actual defense orders can be given priority under existing authority. There are no present provisions for rationing steel among civilian buyers.

However, such authority will be included in the list of stand-by controls drawn up by the National Security Resources Board (NSRB) for submission to Congress. Approval of controls to be used only in case of extreme emergency is likely to be asked of Congress by Truman soon. Included will be authority over rationing, prices, manpower and wages, to enable Truman to put the nation in a state of complete war mobilization if it should become necessary.

Also likely to be asked is an increase in the authorized military forces. Tho the draft is again being used, no great expansion of the army can take place under present law.

## Smash Hit of "Spiritual Concert" Breeds Plans for More in Capital

(Continued from page 3)

etta Tharpe and other Decca artists. More than 20,000 persons packed the stadium for the event, paying up to \$3 a ticket.

Irvin and Israel S. Feld, owners of Super Music, said they are arranging a series which they believe will be as spectacular as the July 2 show which ran nearly four hours. Entertainers included the Golden Gate Quartette, the Harmonizing Four, of Richmond, Va.; Sister Rosetta's mother, Katybelle Nubin; the Sunset Harmonizers, of Washington, and Madame Marie Knight, who sang with Sister Rosetta for the first time in years. Jon Massey, WWDC disk jockey, emceed the show. Sound installations were rigged specially for the event by the Shrader Manufacturing Company. A feature of the show was an hour and a half fireworks display and a fireworks presentation showing the image of Sister Rosetta. Life magazine took a number of shots for use in an upcoming issue.

Incidental to the big-scale promotion, the Felds have been enlarging their disk facilities. Their downtown shop in the National Press Building now has 35 disk listening posts, rigged to high fidelity amplification installed by Schrader. Amplifiers have been installed for every five turntables, and three special big speaker listening posts have been installed. The Felds have added a dozen listening

posts to their disk shop at 1327 H Street N. E., bringing the total to 30. At the Super Cut-Rate Drug Company, which is a third retail disk outlet for the Felds, there are three players and earphones, plus an open player. The Felds explain that good merchandizing calls for open players where the customers might be attracted to a number just by happening to be passing.

## King, Mercury Phono Players At NAMM Meet

CHICAGO, July 15.—Two record firms, King and Mercury, introduced new phono player lines at the National Association of Music Merchants' convention in Chicago this week. The King line, which will be made by two outside record changer makers whom Prexy Sid Nathan wouldn't name, will be manually operated portables. Prices to dealers will be \$10.50 for the 78 r.p.m. player; \$14.95 for the three-speed and \$20 for a three-speed de luxe player, together with a coupon good for six King disks, one each month for six months.

The Mercury portable line will include the players at the following retail prices: 78 r.p.m. manually operated, \$19.95; three-speed manually operated, \$27.95; three-speed automatic changer, \$69.95, and a radio with a three-speed manually operated player, \$49.95. The Mercury line will be manufactured by Hedco Manufacturing, Chicago.

now handling the self-service merchandisers for Ament. Several other models of the display are planned, including one for 45 r.p.m. disks which will hold 250 albums and one for 2,500 seven-inch singles in either the 33 $\frac{1}{3}$  or 45 r.p.m. speed.

## 1949 Proved OK In TV Set Biz

CHICAGO, July 15.—The dollar sales and profits of most appliance and radio-TV dealers declined in 1949, video sales rose to third place in per cent total sales, the trend toward trade-ins rose, the average dealer's net profit ratio to net sales rose, gross margin was higher, operating costs increased for the third consecutive year and the average dealer turned his inventory nearly four times during the year. These are the highlights of the fourth annual "cost of doing business survey" taken among members of the National Appliance & Radio Dealers' Association (NARDA).

Dealer sales dropped 4 per cent as against a national drop of only 2 per cent in retail trade volume. TV accounted for 11.3 per cent of the average NARDA dealer's volume as against 4.4 per cent in 1948.

## Disc Shop Moves To New D. C. Spot

WASHINGTON, July 15.—The Disc Shop moved into enlarged quarters this week two doors from its former address near Dupont Circle on Connecticut Avenue. The shop has half a dozen new high-fidelity listening booths and a new "international records" section for browsers. The high fidelity equipment was installed by the Shroder Manufacturing Company.

Littman Danziger, owner of the Disc Shop, has arranged for a week-long series of newspaper ads beginning Sunday (18), including a full-page in *The Washington Post* and a half-page ad in *The Washington Star*. Several of the ads will be on a co-operative basis, with record manufacturers participating.

Promotion plans include a "national symphony day" Thursday (20), with profits from the store's receipts that day to be contributed to the capital's national symphony ork fund.

## Components Costs On TV Rise 15%

CHICAGO, July 15.—Costs of components in TV sets will be 15 per cent higher this fall than they were last March, John S. Meck, president of John Meck Industries, predicts. "This autumn will separate those who have a permanent place in the industry from those who have ridden along on a sellers' market," Meck said.

He asserted that the present margin between manufacturer's cost of materials, and labor and his net selling price is less than 8 per cent. Firms unable to attain high volume or efficient operation will be squeezed out, he predicted.

## NAMM Sees Howdy, Rudolph & Rangers

CHICAGO, July 15.—Rudolph the Red-Nosed Reindeer, Howdy Doodly, the Lone Ranger and the Texas Ranger became names of kiddie phonos during the convention here of the National Association of Music Merchants (NAMM) this week. Hedco Manufacturing Corporation, introduced the Rudolph and Lone Ranger models at \$19.95; Covrall Industries, New York, premiered the Howdy Doodly player at \$21.95, and Hudson Electronics came up with the low-priced Texas Ranger phono.

All were single-speed models and each was reported to be a heavy-selling item for the individual manufacturer. The standard royalty rate of 5 per cent was being paid to copyright owners of the names, which, one manufacturer stated, accounted for the higher price of the players.

## People, Products and Prices

### Sylvania Sells '51 TV Production in 20 Hours

The entire production of Sylvania's 1951 line of video sets was sold out to distributors within 20 hours at the annual convention of the National Association of Music Merchants (NAMM), Chicago, it was announced by J. E. McDonough, general sales manager of Sylvania's radio-TV division. While figures on dollar and unit volume were "not available," Sylvania execs were literally amazed at the reception of the line. Top company brass went into conference sessions following the sellout in an attempt, it was said, to increase production facilities.

### Merritt and Andree To Sell Telequip TV Sets

Named last week to take over national sales for the Telequip line of video sets was the firm of Merritt & Andree, Chicago. Telequip recently switched from making private brand sets to producing a line under its own name. New Telequip sets include a 14-inch table model at \$169.95, a 14-inch console at \$189.95, a 16-inch table model at \$199.95 and companion console models at \$219.95, \$234.95 and \$239.95. Also in the line are 19-inch consoles at \$299.95, \$319.95, \$329.95 and \$349.95.

### Mor-Art Introduces \$8.50 Video Set Table

Mor-Art Products, New York furniture maker, is introducing a new video set table with new features to sell to dealers at \$8.50. The table comes in two pieces which may be fitted together in a minute without tools. Its top is made of four separate movable pieces, making it possible to get a table top of various sizes. The set-up of the top makes it possible to hold both convex and normal sets. H. J. Marateck, of Mor-Art, is behind the sales program of the table.

### New BBB Code for TV Goes Into Effect

The Voluntary Fair Practices code, sponsored by the New York Better Business Bureau (BBB) and adopted by the leading TV manufacturers, distributors, dealers and service companies, went into effect Saturday (15). In the two weeks since the code was drawn up the BBB has been alerting ad media and individual advertisers. The group also has been meeting with radio-TV set advertisers, pointing out certain ad practices which do not conform to the standards.

### Music Merchants See New Aim Industries Catalog

A 24-page catalog of Aim Industries, Inc., products made its bow during the Music Industry Trade Show in Chicago last week. Listed in catalog were 21 electric phonos, four kiddie and acoustic sets, two hand-wound portables, 15 styles of blank storage albums, record racks, portable carrying cases, phono needles, recording blanks and other disk accessories.

## Dealer, Distributor Interest High at Music Trade Show

CHICAGO, July 15.—Dealer and distributor interest and buying activity in phonographs was exceptionally high at the National Association of Music Merchants' trade show here this week. Only television accounted for more talk and action. Among the leading phono and record-player producers who reported excellent sales results were Aim, Boetsch, Covrall, Dynavox, Hedco, Hudson, Lincoln, Sonic, Tone, Steelman, Symphonic, V-M, Waters-Conley and Webster-Chicago.

The phono manufacturers who, for the first time, presented radio-phono portables and table models, were surprised by the dealer reaction to their products. For the most part, three-speed portables and lower-priced single-speed portables were the big sellers. Price was usually the most important factor, with style and quality less interesting to dealers.

In addition to floor activity in selling record-playing equipment, most

of the manufacturers were huddling with disk distributors in attempts to make arrangements which would either expand present distribution or better existing set-ups in many localities. It is generally expected that a rash of distributor appointments and changes will be announced within the next few weeks.

The influx of chain and department store buyers was the sign for the record-player manufacturers to start confabs on the possibility of going into heavier private brand work. Most chain buyers, however, did more shopping than buying. One chain is expected to eliminate between six and 10 models from its present line and concentrate selling effort on two promotionally priced models and about five quality sets.

Among the disk manufacturers, Voco, RCA Victor, Columbia, Mercury, Coral and King were showing record players.

Heavy sales were also reported for the lower-priced children's players.

## NAMM Convention Highlights

(Continued from page 11)

agers of diskeries did most of their business in front of the bank of elevators in the Palmer House lobby. That same spot was the gathering place for indie label manufacturers and distributors who swapped information, tall stories and lines. There were an untold number of distributor appointments and changes.

Bud Mallory, brother of Mel Mallory, chief of the indie Capitol distributorship in New Orleans, has taken over Mallory Music Shop, which Mel operated before he took

over the Capitol branch. . . . Iv Marcus, of Mercury Distributors, Atlanta, is arranging a series of one-night dates by leading Mercury artists in Atlanta during the fall and winter. Marcus and his partner, Gabe Goldberg, feel that because Atlanta lacks a good one-night promoter, it is necessary for Mercury reps there to set up showings to acquaint Atlanta fans with Mercury headliners. . . . Dave Miller, Philadelphia label chief, is promoting the Payne Family, white spiritual group of Marshall, N. C., on Folk Star label. . . . Randy Wood,

## Lower Prices, Bigger Pix In New TV Lines

### Changes in Engineering

CHICAGO, July 15.—General Electric, Raytheon, Tele-Tone, Starrett and Tele King introduced new video lines this week at the National Association of Music Merchants' (NAMM) convention held here. In each case the firms stressed larger picture tube sizes, lower prices and engineering changes. Tele-Tone showed two lines, one de luxe and one low priced. General Electric's "noise maker" was a 24-inch, round picture tube, while Starrett's line featured one-knob picture control.

General Electric's line consisted of 14, 16 and 19-inch models. Prices on the 14-inch sets ranged from \$199.95 to \$259.95. Prices for the 16-inch sets ranged from \$239.95 to \$469.95. The latter set is a console combination model. Two 19-inch models, shown at \$439.95 and \$459.95, utilized round tubes.

The Raytheon line of 22 models ranged in size from 12½-inch to 20-inch rectangular tubes. A 12½-inch leatherette-covered model was priced at \$179.95. Highest-priced video set shown was a 20-inch console combination at \$595. Table model sets included a 16-inch at \$229.95 and a 12½-inch model in wooden cabinet at \$199.95.

Remote control was featured in some models of the Tele-Tone line. The lower-priced models included a 14-inch table model at \$149.95, a 16-inch table set at \$189.95, a 16-inch console at \$239.95 and the same set with remote control at \$269.95. The de luxe line 16-inch table model was priced at \$229.95. A 20-inch rectangular tube console combination listed at \$559.95.

The Starrett line ranged in price from \$149.95 for a 12½-inch table model in "luggage" case to \$529.95 for a 19-inch console combination. Nineteen models comprised the line of sets shown and included a 16-inch table model at \$199.95, a 17-inch full-door console model at \$369.95, a 14-inch table model at \$179.95, and a 19-inch open console at \$339.95.

Only nine new models were shown by Tele King, ranging from a 12½-inch table model at \$139.95, to a 19-inch console with doors at \$369.95. The company also showed a 14-inch table model at \$169.95, a 16-inch table model at \$199.95, and a 20-inch table model at \$299.95.

big mail order retailer of Gallatin, Tenn., and owner of Dot label, supervised the latest Andrew Tibbs session for Chess label during the convention. Wood promptly ordered 1,000 of the diskings.

Among recording artists attending the conclave were Lawrence Welk, Ralph Marterie, Dave LeWinter, Art Lund, the Andrews Sisters, Maggie Whiting, Art Morton, Lisa Kirk, Ames Brothers, Pee Wee King, Kenny Roberts, Bob Atcher, Mary Kaye Trio, Jack Haskell, Connie Russell, Johnny Desmond and Bill Sayer. . . . Don Riddell resigned as Midwest field chief for MGM, with a replacement to be named soon. . . . Among diskery execs at the convention were Rog Becker (Bible-Tone); Al Green (Mercury); Monroe Passis (Parkway); Jerry Blaine (Cosnat); Bob Thiele, who inked Anita O'Day to a p.m. pact and to his Signature label; Art Rupe, Specialty; Phil Chess (Aristocrat); Iv Ballen (Gotham); Jerry Blaine (Jubilee); Herb Abramson (Atlantic); Jerry Lipskin (Admiral); Iv Beriman (Manor), and Seymour Goldblum (Domino); Bill Kaye (Magic-Tone); Wally Wolsky (Parade); Bob Bernstein (Little Golden Records), and Lee Egalnick (Premium).

**The Billboard**  
MUSIC POPULARITY CHARTS

PART  
XIII

**The Honor Roll of  
Popular Songwriters**

By Jack Burton

**No 69—HAROLD ARLEN (PART I)**

Like great oaks that "from little acorns grow," Harold Arlen's first song hit and his resultant success on Broadway and in Hollywood had its seed, believe it or not, in a vamp—the musical and not the Theda Bara kind.

That was back in the fall of 1929 when Vincent Youmans was readying *Great Day* for an October opening. Arlen had been engaged for a role in this production, but when the rehearsal pianist became ill, he took over at the piano on the bare stage of the Cosmopolitan Theater.

Among the singing and dancing groups he rehearsed in their routines was the Will Marion Cook Negro chorus, and while teaching them the choral background for the title song, *Great Day*, Harold Arlen came up with something of an innovation, varying the customary and reiterative series of "umpa, umpa" measures in the vamp with some improvisations of his own, adding new melodic chords and tonal embellishments as

the routine was rehearsed over and again.

Finally, during a lull in the rehearsal, Will Marion Cook went over to the piano and drawled to Arlen: "Boy, you gotta tune there in that little old vamp. And it's a mighty pretty one, too. Better put it down on paper and sell it 'fore somebody steals it off you."

And that's just what Harold Arlen did. He played the tune for Harry Warren, then a staff composer at Remick's, who not only put his approval on the music, but introduced him to Ted Koehler with the suggestion that Ted be entrusted with writing the lyrics. And the song that began as a rehearsal vamp became the overnight hit, *Get Happy*, when Ruth Etting introduced it in the finale of the *9:15 Revue*.

The news of Harold Arlen's initial success must have been something of a shock to his mother, who had taught him music and had her heart set on his becoming a piano teacher

**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 1894 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.

In the home town of Buffalo, where this skinny kid with the big Eddie Cantor eyes and thick curly hair was born February 15, 1905. The son of a cantor, Harold sang as a boy in the synagogue choir, but at the age of 15 he had started out on a career far different than his mother had planned for him.

While working as a singer-pianist in several of the smaller night clubs in and around Buffalo and on lake steamers during the summer, Harold Arlen met up with a violinist and saxophone player, and they formed the Snappy Trio. Eventually, three other sidemen joined the group and they became the Yankee Six. Still later, the band added a brass section and a drummer, and was billed as The Buffalodians. A New York agent heard them play, and was so impressed with Arlen's arrangements that he booked them into the Silver Slipper Cafe, located at Broadway and 49th Street and one of Manhattan's lush spots for the prohibition era lushers.

Arnold Johnson, then doubling in

brass as an orchestra director on the NBC network and in the pit for *George White's Scandals*, took a fancy to Arlen, who played a magnificent piano and made arrangements that showed marked musical ingenuity. Johnson offered him a contract that Harold accepted mainly because it carried this stipulation: He could sing in the pit during the entire-act of *The Scandals*. For Arlen wanted most of all to be a vocalist, and unlike most songwriters, he could sing. In fact, he introduced a style of singing with which Frank Sinatra later made history, hovering around a note and employing a tremolo nuance he had learned in his father's synagogue.

That's how Harold Arlen got a singing part in *Great Day*—a part he never played. For when *Get Happy* was hailed as a hit, he changed his objective. He would write songs and let others sing them, and to that end, he went to work for Remick's at \$50 a week.

(Continued next week)

**HAROLD ARLEN'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE**

**Popular Songs**

**1930—GET HAPPY**

Lyrics by Ted Koehler. Remick Music Corporation.  
(Available on the following records: Decca 25200, Art Tatum, piano solo; Decca 18438 in A-591, Art Hodes orchestra; Columbia 37359 in C-133, Raymond Scott orchestra; Capitol 57-774, June Christy.)

**1931—BETWEEN THE DEVIL AND THE DEEP BLUE SEA**

Lyrics by Ted Koehler. Mills Music, Inc.  
(Available on the following records: Decca 24945, Carmen Cavallaro, piano solo, Columbia 38664, Elliot Lawrence orchestra; Columbia 36278, Eddy Duchin; Columbia 37860, Woody Herman orchestra.)

**KICKING THE GONG AROUND**

Lyrics by Ted Koehler. Mills Music, Inc.

**I LOVE A PARADE**

Lyrics by Ted Koehler. Harms, Inc.  
(Available on the following records: Decca 24058 in A-193, Ray Benson orchestra; Columbia 37527 in C-137, Don Baker, console.)

**1932—I'VE GOT THE WORLD ON A STRING**

Lyrics by Ted Koehler. Mills Music, Inc.  
(Available on the following records: MGM 10615, Lena Horne; Columbia 4417-M, Bing Crosby; Columbia 36897, Woody Herman orchestra.)

**MINNIE THE MOOCHER'S WEDDING DAY**

Lyrics by Ted Koehler. Mills Music, Inc.  
(Available on Decca record 18171, in A-242, Horace Henderson orchestra.)

**1933—HAPPY AS THE DAY IS LONG**

Lyrics by Ted Koehler. Mills Music, Inc.

**STORMY WEATHER**

Lyrics by Ted Koehler. Mills Music, Inc.  
(Columbia 36329, Ethel Waters; Victor P127-8191 in P-118, Lena Horne; Harmony 1028, Larry Adler; Decca 24067 in A-1933, Charles Baum orchestra; Capitol 283, Capitol International Jazzmen; Capitol 10119 in CC-72, Peggy Lee, Columbia 36118, Eddy Duchin; Columbia 35556, Duke Ellington; Columbia 4449-M, Morton Gould orchestra; Columbia 7431-M, Andre Kostelanetz; Columbia 4523-M, Marley and Gearhart, dual pianos; Columbia 55037, Frank Sinatra; Decca 24531, Guy Lombardo; Exclusive 248, Rickie Jordan; Signature 15235, Connie Haines; Victor 20-2374, Tex Beneke; Capitol 811, Kay Starr.)

**1934—AS LONG AS I LIVE**

Lyrics by Ted Koehler. Mills Music, Inc.  
(Available on Victor record 20-1626, Lena Horne.)

**1936—LAST NIGHT WHEN WE WERE YOUNG**

Lyrics by E. Y. Harburg. Bourne, Inc.  
(Available on Victor record 11877, Lawrence Tibbett.)

**Stage Musicals**

**1930—EARL CARROLL'S VANITIES**

A revue with Jimmy Saw, Jack Brom, Patsy Kelly and Faith Bacon. Lyrics by Ted Koehler. Remick Music Corporation.

**HITTING THE BOTTLE**

**MARCH OF TIME**

**1931—YOU SAID IT**

Book and lyrics by Sid Silvers and Jack

Yellen, and presented by a cast headed by Mary Lawlor, Lew Hollis, Lyda Roberti and George Hagerly. Advanced Music Corporation.

**SWEET AND HOT**

**LEARN TO DANCE**  
**WHAT DID WE COME TO COLLEGE FOR**  
**YOU SAID IT**  
**WHILE YOU ARE YOUNG**  
**IT'S DIFFERENT WITH ME**  
**IF HE REALLY LOVES ME**  
**WHAT DO WE CARE**  
**YOU'LL DO**

**1932—EARL CARROLL'S VANITIES**

Book by Jack McGowan, lyrics by Ted Koehler, and presented by a cast that included Will Fyffe, Milton Berle, Helen Broderick and Harriet Hoctor. Harms, Inc.  
**ROCK IN RHYTHM**  
**LOVE IS MY IMAGINATION**  
**I'VE GOT THE RIGHT TO SING THE BLUES**  
(Available on the following records: Decca 23938 in A-552, Fred Waring's Pennsylvanians; Columbia 37859 in C-147, Woody Herman orchestra; Victor P(27817) in P-118, Lena Horne.)

**1934—LIFE BEGINS AT 8:40**

Book by David Freedman, lyrics by Ira Gershwin and E. Y. Harburg, and presented by a cast headed by Frances Williams, Ray Bolger, Brian Donley, Luella Gear, Bert Lahr and Dixie Dunbar. Harms, Inc.

**SPRING FEVER**

**SHOE! THE MARE**

**THINGS**

**YOU'RE A BUILDER-UPPER**

(Available on Capitol Record 20096 in 8D-43, Eddie LeMar orchestra.)

**FUN TO BE FOOLED**

**WHAT CAN YOU SAY IN A LOVE SONG**  
**LET'S TAKE A WALK AROUND THE BLOCK**  
**THE ELKS AND THE MASON**  
**IT WAS LONG AGO**  
**I CAN'T HOLD MY MAN**

**1936—THE SHOW IS ON**

A revue with Bert Lahr, Beatrice Lillie, Mabel Mayfair, Gracie Barrie and Paul Haakon. Lyrics by Otto Harbach.  
**SONG OF THE WOODMAN**  
This still is one of the most popular and famous numbers in Bert Lahr's routine.  
**JOSEPHINE WATERS**  
Both of the above numbers are unpublished.

**1937—HOORAY FOR WHAT**

Book by Howard Lindsey and Russel Crouse, lyrics by E. Y. Harburg, and starring Ed Wynn in a cast that included Paul Haakon, Jack Whiting and June Clyde. Chappell & Company, Inc.

**HOORAY FOR WHAT**

**I'VE GONE ROMANTIC ON YOU**  
**GIVE FOR GENEVA**  
**YOB'S COUNTRY**  
**MOANIN' IN THE MORNIN'**  
**LIFE'S A DANCE**  
**NAPOLEON'S A PASTRY**  
**DOWN WITH LOVE**

**1944—BLOOMER GIBL**

Book by Sig Herzig and Fred Saisy, lyrics by E. Y. Harburg, and presented by a cast

headed by Celeste Holm, David Brooks, Joan McCracken, Mabel Toliafero and Deoley Wilson. Players Music Corporation.

**WHEN THE BOYS COME HOME**

**WELCOME HINGES**  
**THE EAGLE AND ME**  
(Available on Decca record 18635 in A-648, Bing Crosby.)

**RIGHT AS RAIN**

**PRETTY AS A PICTURE**

**SUNDAY IN CICERO FALLS**

**SIMON LEGREE**

**I NEVER WAS BORN**

**EVELINA**

(Available on Decca record 18635 in A-648, Bing Crosby.)

**A FARMER'S DAUGHTER**

**IT WAS GOOD ENOUGH FOR GRANDMA**

**T'MORRA, T'MORRA**

**RAKISH YOUNG MAN WITH THE WHISKERS**

**I GOT A SONG**

(Available on Decca record 23950, Danny Kaye.)

**ELIZA CROSSING THE ICE**

**MAN FOR SALE**

**SATIN GOWN AND SILVER SLIPPERS**

"Bloomer Girl Selections."

Decca Album DA-381 with the original New York production casts: Celeste Holm, David Brooks, Joan McCracken, Richard Huey, Harold Arlen, Deoley Wilson, Mast Briggs, Toni Hart and Mabel Toliafero with orchestra and chorus. "When the Boys Come Home," "Evelina," "Welcome Hinges," "Farmer's Daughter," "It Was Good Enough for Grandma," "The Eagle and Me," "Right as Rain," "T'morra T'morra," "Rakish Young Man with the Whiskers," "Sunday in Cicero Falls," "I Got a Song," "Satin Gown and Silver Slippers," "Eliza Crossing the Ice," "Never Was Born" and "Man for Sale."

**1946—ST. LOUIS WOMAN**

Book by Arna Bontemps and Countee Cullen, lyrics by Johnny Mercer, and presented by a cast that included Ruby Hill, Rex Ingram, Pearl Bailey and Harold and Fayard Nicholas. A-M Music Corporation.

(Continued next week)

**26 Profit Items for Dealers—Where To Buy Them**

You can still get a copy of *The Billboard's* Big 1950 NAMM Convention Supplement with its many valuable, money-making articles, reference lists and buying services, including the complete "Dealers' Buying Guide."

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**SONGWRITERS  
COMING UP!**

**HAROLD ARLEN II**

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- ARTHUR SCHWARTZ
- MILTON AGER
- CON COMRAD
- BILLY ROSE
- HARRY WARREN

# Nitery Tax Haul At \$41,407,481 Drops From '49

WASHINGTON, July 15.—Collections from the cabaret tax amounted to \$41,407,481 during the 1950 fiscal year, a survey of Internal Revenue Records disclosed this week. Receipts for the 1949 fiscal year were \$48,856,688, while the 1948 fiscal year total was \$53,527,145.

The decline in the fiscal year just ended was steady, with each month bringing in less revenue from the 20 per cent bite than the comparable month of the 1949 fiscal year. The low mark since the tax was set at 20 per cent was reached in February, 1950, when receipts dipped below the two-million mark.

The high for the past fiscal year was attained in September 1949, when collections totaled \$3,682,684. Top month of the 1949 fiscal year was December, 1948, with receipts of \$4,661,143.

Nitery tax receipts by fiscal years:

|                        | 1950                | 1949                |
|------------------------|---------------------|---------------------|
| July . . . . .         | \$ 3,321,734        | \$ 4,411,236        |
| August . . . . .       | 3,657,381           | 4,509,042           |
| September . . . . .    | 3,682,884           | 4,617,958           |
| October . . . . .      | 3,585,083           | 4,218,132           |
| November . . . . .     | 3,688,366           | 4,088,792           |
| December . . . . .     | 3,569,087           | 4,661,143           |
| January . . . . .      | 3,182,578           | 3,283,207           |
| February . . . . .     | 2,968,397           | 4,124,027           |
| March . . . . .        | 3,618,742           | 3,865,701           |
| April . . . . .        | 3,290,258           | 3,589,490           |
| May . . . . .          | 3,383,171           | 3,707,311           |
| June (est.) . . . . .  | 3,500,000           | 3,819,630           |
| <b>Total . . . . .</b> | <b>\$41,407,481</b> | <b>\$48,856,689</b> |

# Philly Club Shut By License Loss

PHILADELPHIA, July 15.—Latin Casino, town's top supper club, will take a forced vacation this summer with the lifting of its liquor license for a 45-day period, effective August 4, it was announced this week by the Pennsylvania State Liquor Control Board.

Harry Steinman, in whose name the liquor license is issued, had been operating the room on a limited show budget while he devoted most of his attention to the supper room at the 500 Cafe in Atlantic City.

In announcing the liquor license suspension, the Liquor Control Board charged the Latin Casino with sales on Sunday and after hours, serving liquor to minors, permitting minors to act as entertainers and "offering or giving things of value." The 45-day rap means the Latin Casino will be able to mark its fall reopening on or after September 18.

# Teen-Agers Get Own Soft Drink Nitery

PHILADELPHIA, July 15.—A teenage spot, combining the features of a ballroom and night club, has been launched at suburban Glenside (Pa.) War Memorial by Dick Reibold, stage manager at WPTZ, Philco television station. Operating Friday nights as a starter as "teen-agers time," room features Dick Pierce's orchestra, and the vocals of Charlie Dobson, featured on WPTZ and on the KYW radio station.

With both band and vocalist strong on teen-age appeal, there'll be added attractions each week in disk jockey, TV, radio and record personalities coming in for personals. For the opener this week, Reibold brought in George Skinner and Bob Courtleigh, TV disk jockeys at the station. Gate is sealed at 75 cents. Nothing harder than cokes and milk will be sold.

# Wildwood Floorshows Hum

## IN SHORT

### Chicago:

Proxy Paul Marr left a hospital sick bed Thursday (13) to emcee the program portion of the annual Entertainment Managers' Association Play Day at the Chevy Chase Country Club, Wheeling, Ill. Alpha Demaree, of Consolidated, and Doris Hurtig finished one-two in the women members' low gross, while Al Borde, John Jones, of a local theater group, and Jack Lau, of the Tweet Hogan office, topped male members in the golf test. Chuck Suber, of GAC, chairmanned the event. . . . Ginger Kinney, tap dancer, and Johnny O'Brien, the singer-comic, will be married July 28 in Philadelphia. . . . Sonny Marrs and Danny O'Neil nabbed 13-week five-day per week local video shows thru agent Freddy Williamson, of Associated Booking.

### Philadelphia:

Jimmy Farquhar, of the vaude circuits for 20 years, now assistant manager of the Howard Johnson's City Line Restaurant. . . . Broadwood Hotel Grille being redecorated to become a mirror lounge, with an entertainment policy starting off with Melody Mac at the organ. . . . Bill Ehrenberg, new manager of the Palace Theater in Atlantic City, which will add stage shows to the screen offerings. . . . Nitery operator Frank Palumbo to Paris for vacation.

Jackie Winston ushers in a floorshow policy at the Club Del Rio, which has until now devoted itself to recording singing names. . . . Bob Stamile, the dancer, is opening a drinkerie in Wildwood, the Southern New Jersey resort. . . . Canfield Smith and his Snodgrass sailed for London last week to make it the ventriloquist's fourth trip over in as many years. . . . Faith Brothers, musical act added at the Embassy Club, go under the personal management wing of George Dorwart, one of the owners of the rival Celebrity Room.

Marty Bohn shuts his Nut Club for the summer, directing his attention to his Nut Club operation at Wildwood, N. J. . . . Eddie Callahan to take over management of Bayshore's, Somers Point, N. J., with Mike Pedicin and His Men of Rhythm set for the season. . . . Celebrity Room has dispensed with floorshows for the summer. . . . Faith Brothers and Cathy Graves set for the lounge at the Embassy Club with floorshows discontinued in the main room for the summer. . . . Kite's Cafe inaugurates a new summer floorshow policy with a package Harlem revue.

### Here and There

Gordon's Entertainment Bureau, Hartford, Conn., has opened a concert branch to handle longhair programs in the area. . . . The 4,000-seat State Theater, Hartford, Conn., has closed for the summer. It reopens the last week in August.

Earl Pearson, who with his late brother Carl, trouped in vaude for many years in the acts known as Pearson, Newport and Pearson and the Pearson Brothers, as well as with the Weaver Brothers and Elviry, is a patient at the Clear View Home, Omaha.

# Philly Niteries Staying Open Strike Gold in Testimonials

PHILADELPHIA, July 15.—The hot season apparently holds no fears for the local nitery ops, for there have been fewer shutterings than ever before. Ops have learned how to prune budgets without crippling their operation. Moreover the war scare promises to keep employment pay rolls up and at the same time keep a lot of people at home.

In addition, many spots finished off the season ahead or at least a good even-stephen—thanks to a wave of testimonial dinners. Both in-town and nabe spots have been going on a rampage of testimonial dinners and parties. Town's politicians, fraternal leaders, newspapermen and even the popular bartender has been the subject and object of a testimonial affair sponsored by friends—who are inspired by the nitery owner. It takes a lot of testimonial affairs before you start repeating yourself on customers.

Testimonial promotions have gone over so big here—to the profit of the nitery and to the glory of the honored guest—that many such tributes have already been planned for next fall. It takes planning and time to dispose of tickets, so all the more reason for the clubs to remain open over the summer.

Spots playing recording names will carry on as usual, with Chubby's at

West Collingswood, N. J., starting off the summer name parade Monday (17) with Eddie Fisher.

Showboat goes on a hot jazz kick for the summer stretch with Hot Lips Page opening Monday (17) and an all-star unit headed by Rex Stewart the week after. Lee Guber's Rendezvous, also wooing the hot jazz addicts, has Big Chief Moore's Dixieland band current and has inked in Jimmy McPartland for an August 7 opening. Sciolla's, major nabe nitery, also is turning to record names, with Jack Leonard heading the floor show this week. The Click, mass midtown nitery, carries on with vocal and instrumental names.

Only Frank Palumbo's Theater-Restaurant, which always does, and Marty Bohn's Nut Club, to allow for a similar operation in Wildwood, N. J., closed down for the summer. In the downtown district, Latin Casino carries on with low-budget shows while Harry Steinman concerns himself with the operation of the 500 Cafe in Atlantic City. Little Rathskeller carries on with a full complement with "Girls'k" diversissement. Among the other major midtown rooms, Embassy Club and Celebrity Room as usual cut out floor shows and are operating only the cocktaileries with musical fare.

# Jersey Resort Tops Nite Fun In Atlantic City

## Props Open Pocketbooks

WILDWOOD, N. J., July 15.—This South Jersey resort, heretofore overshadowed by Atlantic City, threatens to outstrip the latter as the outstanding Atlantic Coast entertainment haven. This belief is predicated on the large amount of employment for acts and musicians now being provided here.

While Atlantic City, about 30 miles away, hardly boasts half a dozen floorshows, there are 11 rooms here with full-fashioned floorshows. Save for the name bands coming in for week-end dates at Hunt's Starlight ballroom, it's only at the resort's night clubs and musical bars that live entertainment has an opportunity to display itself. And the summer crowds flock to the after-dark places for entertainment.

Not only are more rooms offering floorshows (two of last season's musical rooms turned to floorshows this (See JERSEY RESORT on page 43))

# 200G Fire Razes Detroit Club Bali

DETROIT, July 15.—Club Bali, leading North End night spot, and one of the very few top spots considered to be making money in recent months, was razed Monday by a two-alarm fire of undetermined origin. Damage was estimated at \$200,000.

Spot, formerly operated by Eddie Marx, Harry Raskin and John Maher, was taken over about three months ago by Maher, Frank Coulson and Frederick M. Hammond.

# Fran Warren For Starlight

NEW YORK, July 15.—Fran Warren goes into the Starlight Roof of the Waldorf-Astoria August 21 for a four-weeker. Dick Contino will be on the bill and show will be backed by Griff Williams.

Preceding the Warren date will be the Phil Spitalny show, with Griff Williams probably on the same bill for the dance sessions. Vaughn Monroe will follow Fran Warren and close the room for the season.

The new fall season at the Wedgwood Room will have Billy DeWolfe as the opener.

# Theater Men Silent On AGVA Proposals

NEW YORK, July 15.—Execs of theater chains late this week were discussing contract proposals submitted by the American Guild of Variety Artists (AGVA) (The Billboard, July 15). Henry Dunn, AGVA chief, had not yet received any reaction from chains or from Maj. L. R. Thompson, RKO labor relations head, who reps major chains.

Music Hall execs are scheduled to meet with AGVA Monday (17) to discuss a new contract.

## Cafe Segregation Upheld in Wash.

WASHINGTON, July 15.—The discrimination policy of most of Washington's eating and drinking places was upheld in Municipal Court this week in a test case. A judge ruled that anti-segregation statutes enacted about 70 years ago have been superseded.

Meanwhile, the non-segregated lounge at the Charles Hotel is doing near-capacity business with the little-known but competent Capitol Jazz Band. Entertainment for the lounge is handled thru a unique arrangement with local disk jock Willis Conover, who meets the nut with a 50-cent cover charge, while the hotel takes all the proceeds from food and drink.



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## VAUDEVILLE REVIEWS

### Chicago, Chicago

(Friday, July 14)

Capacity, 4,200. Price policy, 50 to 98 cents. Five shows weekdays; six shows week-ends. House booker, Nats Platt. Show played by Bill Snyder's band.

Four acts new to this town click to make this show a winner. Two of the acts, Margaret Whiting and the Michael Douglas-Ish Kabbibble team, opened their vaude careers with this show. Only mar on the 60-minute bill is that the three d.j.'s try to make jokes. Linn Burton, Jim Lounsbury and Ernie Simon, who laid a bomb with a bad Beric impress, netted only polite titters for their comedy, but along with Jim Hamilton, who played it straight, all did okay with their normal d.j. work.

Bill (Bewitched) Snyder bowed his new 14-piece ork (four brass, four reeds, four fiddles and three rhythm). Crew did three numbers, showing as a potent factor in the smart location biz. Bond is definitely a society type, with the Top waxing piano-leader its big attraction. Snyder's only fault is that he forgets to look out at the audience occasionally with a warm smile. The ovation given Bewitched was terrific. Ork also played a fine show background.

Michael Douglas and Ish have what the midwest ordered. Douglas, a local boy, who got his start as a production singer in Chi cafes, has developed a warmth in his tenor warbling and delivery. In addition, he does great impersones of Laine, Downey and Bill Kenny, but his Tony Martin aping needs work. Ish does most of the dead-pan comedy which he made a standout with Kay Kayser's ork, getting yocks all the way.

Homer and Jethro have come a long way since leaving WNOX, Knoxville, where they did a straight h.b. act a year ago. In Gay '90's suits, the boys clicked immediately with their corny parodies of the classics and current pops. Their You Tell Her, I Stutter won them the biggest mitt on the bill. Their parodies, especially Roomful of Roses, are top comedy.

Margaret Whiting was a little nervous on the first number, but soon loosened up to hold the audience completely. She has a simple, unassuming delivery, putting her all into her vocal work, and her sincere work shows why she's a big wheel in the Capitol catalog. Her arrange-

### Roxy, New York

(Friday, July 7)

Capacity, 6,000. Price range, 50 cents-\$1.75. Four shows daily. House booker, Sam Kneuch. Producer, Arthur Knorr. Show played by Roxy house ork.

The return of the ice show filled out the huge stage, particularly with eight boy and girl skaters on to back Carol Lynne and George Banyas. The stage show is divided in two with the rink portion taking up the first half and the variety acts the second. The mixed chorus with swelling voices gives added substance to both parts of the show.

The motif of the ice is the Merry Widow, with appropriate tunes and music (band back in the pit) as the skaters go thru glides before Carol Lynne comes on. Miss Lynne, a pretty brunette, goes thru leaps and flying walkovers getting solid hands with her crouching one-legged spin. George Banyas is equally adept in the male department. Trixie, a short blonde, did a series of juggling routines on skates, handling disks, hats and balancing a ball, frequently all at the same time. To make it still more effective she bounced the ball on her noggin while skipping rope and all this while on skates.

Will Mahoney works in the middle with a different version of his act as recently caught at the Palace. This time he works in a Scotch kilt and has a blond soprano looker (un-billed) with him. Gal comes on to warble, has trouble with a long train on her gown and Mahoney using a shears trims it down. The formula is sure-fire—it always has been—and didn't miss here. Mahoney's trick falls, xylophone dance and "did-you-hear-this-one" chatter all combined for a series of yocks.

Vivian Blaine, looking gorgeous in an off the shoulder job and blond hair, tees off with Hoop-Dee-Dee, followed it with a poor little rich girl intro for I Wanna Be Loved; then comes another chatter bit about nostalgia, leading into Give My Regards to Broadway and winds it up with handsomely produced What Is This Thing Called Love, with everybody onstage in posed positions for a solid sight value gimmick.

Pic, Where the Sidewalk Ends. Bill Smith.

ments by pianist Buddy Pepper are just right for her type of voice.

Pic: The Flame and the Arrow. Johnny Sippel.

### Palace, New York

(Thursday, July 13)

Capacity, 1,700. Price range, 50 cents-\$1.50. Four shows daily; five, Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Benis. Show played by Don Albert's house ork.

Palace show this week is strengthened by a few solid standard acts. Most notable, to this reviewer, are Al Trahan and Joe Jackson Jr., both of them top comedians and satirists in their different capacities. Trahan, with Lady Jane straightening, does his polished keyboard comedy, the routine being a series of take-offs on types of concert artists. Trahan is of the old vaude school. His gestures—his preoccupation with store teeth, girdle, wig, his falls, his chatter, his comic renditions of tunes in duets with Lade Jane, his skilled piano work, his timing—all these elements show how complicated a comedy act can actually be, and how versatile the performer. Trahan is really a master of his art, and young performers should watch him as a model.

Joe Jackson Jr. often substituted for his father in days gone by. His tramp bike act, of course, is a noted routine, high in satire and pantomime. It takes Joe a long time to get on the bike; but the waiting period is enlivened by his clownish antics, his droll regard for his shabby costume, his feelings of guilt as he eyes the collapsible bike off in one corner. Senior taught Junior well. And it's plain that the audience likes to see the tradition carried on.

Mayo Brothers, tap dancers, open the show. Duo hoof on a raised platform, first in unison then competitively and near the end of the act introduce a sizeable dash of acro. In an attempt to brighten the turn and give sequences a comedy flavor, boys try some chatter. The idea is good but the chatter is not too bright. Their dancing is strong. Suggest sharpening the talk—or dropping it.

Walter Walters Jr. scores with a good vent turn. Unlike the vents who rely on sharp dialog rather than skill in the ventriloquial art, Walters pays much attention to the technical aspect of his business. He works with a number of dummies and uses a number of voices. Piece de resistance is a dummy boy-girl duet, Let's Only Make Believe, raspy but cute—and probably only Walters and his fraternity know how it's done.

Jerry Valentine and Rita, ballroom dancers, follow Walters. Valentine, one-legged, dances with the aid of a crutch. He essays and manages a number of lifts. Routines include waltz, jitterbug, and, more interesting, a medley of Peabody, Charleston and Castle walk steps. Good hand.

Yvonne Moray, midget warbler, is strictly dynamite. She's the shouter type, delivering a Good Man Is Hard To Find, The Baby Boogie and others. Tunes are interspersed with lively chatter, asides to the pit pianist, and mugging. Act is swift-paced and gives a change both from the music and comedy standpoints.

Ben Yost Ambassadors are five men, a routine group of its kind, garbed in military manner and delivering the usual tuneful melange, including hits from opera and standards from Jerome Kern and Fiml.

Nora Toomey and Company, three girls, close the show with acro work on rope and trapeze. Top routine is performed by a girl planted in audience. Her first efforts on the trapeze are in the familiar 'yro manner, after which she proceeds to do a really sock piece of business on the swinging bar. A very strong closer.

Pic, The Good Humor Man. Paul Ackerman.

### Reno Hotel Books Durante

NEW YORK, July 15.—Jimmy Durante will play the Riverside Hotel, Reno, Nev., the end of this month. Ted Lewis, now current, opened there last week. Shows to follow Lewis are Carmen Miranda, the Ritz Brothers with Mitz Green, then Durante and Phil Spitalny.

## \$388,000 for Combo Houses Shows Stem Biz Holding Up

NEW YORK, July 15.—Broadway vaude-film houses racked up a combined take of \$388,000 the past week. Figure is considered a strong one, inasmuch as the previous week—which included the Fourth of July week-end—racked \$395,000. In other words, attendance held up well.

Radio City Music Hall (6,200 seats; average, \$123,000), grossed \$134,000 for the second week of The Second Voice, Allan Carney and Peg Leg Bates. First week totaled \$152,000.

Roxy (6,000 seats; average, \$88,000) totaled \$75,000 for the first week of its new show, which includes Vivian Blaine, Will Mahoney and Where the Sidewalk Ends. Roxy's previous week was \$55,000.

Capitol (4,627 seats; average, \$43,000) grossed \$40,000 with the Ralph Flanagan band, Thelma Carpenter, Mr. Ballantine and Cris Cap's previous take was \$34,000 for the third and last week of Asphalt Jungle, Georgie Price and Charlie Spivak.

Paramount (3,654 seats; average, \$78,000) grossed \$60,000 for the first week of Eagle and the Hawk and

Peggy Lee, Dave Barbour and Herbie Fields ork. Para's previous take was \$53,000 for second and last week of Secret Fury and Gloria DeHaven, Jack Carter and Ray Anthony ork.

Strand (2,700 seats; average, \$41,000) hiked its gross to \$60,000 with Jane Pickens, Buddy Lester and Flames and the Arrow. House's previous take was \$27,000.

Palace (1,700 seats; average, \$18,000) totaled \$19,000 with Al Trahan, Joe Jackson Jr., six other acts and The Good Humor Man. Palace the week before grossed \$21,000.

### Jack Le Maire Seeks \$35,000 for Injuries

MILWAUKEE, July 15.—Jack Le Maire, Chicago hooper and comic, entered a \$35,000 suit against Lakota's Milwaukee nitery, for damages allegedly suffered when he slipped and fell on steps leading to the stage.

Le Maire's attorney charges that the stairs were hazardously constructed.

# Jersey Resort Tops Nite Fun In Atlantic City

(Continued from page 41)

year), but the proprietors are shouldering big budgets for a resort of this sort. Actually it is an overgrown carnival midway.

For the first time, recording names are being brought in by booker Nat Segall to Lou Booth's Chateau Monterey. Art Lund kicked off the season, Marion Morgan took over this week for a fortnight, and Bob Eberly is set to follow July 24. Record names top a show that takes in Eddie Brown, Jo-Ann Dubois, the Herbert Brothers and Billy Hay's Dixieland Band. Eddie Suez, Philadelphia theatrical agency head, continues big shows at his Club Avalon here, with Mickey Shaughnessy in the lead, along with Cozy Morley, Jerry Delmar, Al Marshall, Ethel Rider, Gallo and Laird, Margie Robinson and Rocky Valentine's Band.

### Show at Surf Club

Hotel Biltmore Surf Club, last year on a musical bar kick, goes on a show-time schedule with Jolly Joyce booking for the new owners—Phil Bonelli and Eddie Rossi—who offer the Three Peppers, Jimmie Costello, Jo Ann Toley, Margie Duncan and Victor Hugo's band.

Jones Boys' Bar of Music also goes floorshow for the first time with Ann Howard, Cookie Jules, Ruth Rogers, Russ Burke, Charlie Howard, Connie Howell and Wentz Kosta's music making for a "crazy show." Along the same lines is Marty Bohn's Nut Club, counterpart of his Philadelphia Nut Club, with the owner-performer in the lead, along with the Harmonic-Airs, Sandy Kent, the Continentals, Eddie Sheppard and the Ben Yost Cellists.

Making a pitch for the small colony of rumba addicts is the Bamboo Room of the Manor Hotel, with Nick Ravell and Nitzza, Mill Green, Betty Harris, Sully and Thomas and Arnold's Latin Rhythms. Wright's has a full line-up in Scarey Gavin, Nate Raye, Grace O'Hara, Tony Balloni, Doty Mcryle, Ray Allen and the Matys Brothers' Band. Grenoble Hotel Cafe offers Johnny Barr's Band, Ray Loftus, Mott Melville, Jack Finney and Bill Donahue. Moore's Inlet Cafe leads off with Al Antonio, supported by Baro and Rodgers, Patti Tyler, Lee Barry, Lee Elliott, Boden and Boden, Ken Franches's music, Frances Carroll and Billy Hey, Joe Hough and Penn Fay make the line-up at Nate Rosen-garten's Bradley Cafe. Wrapping up the floorshow roster is the Wildwood Hotel Hof Brau with Guy Marks, Jean O'Neil and Andy Russell, Art Cralt Mathues, Joe Di Marco, Debbie Winston, Alan Sterling and Charlie Gaines's band.

In addition to the 11 floorshow rooms, there are about two dozen rooms of the musical bar variety, with eight of the cocktaileries offering strong musical attractions. Jack Diamond's Martinique leads with Steve Ginson and the Red Caps plus the University Four. The Bolero, operated by Oscar Gurrigues, has the Three Tunemen and team of Owen and Murray. The Riptide has the Trentiers and the Aristocrats, the Fernmearies and Dick Bruce Quartet alternate at the Golden Dragon, team of Tommy and Bonnie hold forth at Hermann's Cafe, Steve Rico and His Hawaiians at Lew's Tavern, the Unitunes plus Bob Pettit's songs at Rainbow Cafe, with the Three Cleffs at Emerald Sho-Bar to give way July 30 to the Four Keys with Jackie Davis.

Offering solo piano or organ are Johnson's Cafe with Jackie Lee, El Dorado Hotel Cafe with Helen Wilson, Elmer's Cafe with Frank Fielder, Hotel Wildwood Glass Bar again offering Nan Jones, Oak Musical Bar with Bea Price, Bishop's Cafe with

## NIGHT CLUB REVIEWS

### Birdland, New York

(Thursday, July 6)

Capacity, 273. Price policy, \$2 minimum, except Monday (Jazz season) nights. Music continuous from 9 to 4. Owner-operators, Irving Levy and Morris Primack. Booking policy, non-exclusive. Estimated budget this show, \$3,300. Estimated budget last show, \$2,500.

The new show at Birdland is up to here in saxophones.

The feature is alto saxist Charlie Parker, backed by a hybrid but eminently pleasant ork of three violins, viol, cello, oboe and harp, and an orthodox piano-bass-drums rhythm section. This wedding of traditional chamber music with modern jazz stems from a Mercury Records album, *Parker With Strings*, the favorable response to which apparently encouraged Parker to try the same thing live. The repertory, so far, is limited to the album selections—standards like *April in Paris*, *I Didn't Know What Time It Was*, *Just Friends*, *If I Should Lose You*, etc. The arrangements are formal, polite and unpretentious, calculated to furnish the virtuoso altoist with a rich-textured but unobtrusive backdrop for his sax flights. His playing, for the most part, is much simpler, restrained and observant of the written melodies than has been his wont. It is a new phase for Parker, who having established himself as a master of the most intricate and inventive saxophone playing ever, now goes completely and ultimately "cool," relying on purity and simplicity of expression and utter chasteness of tone and attack. The fans ate it up, but it's a fair guess Parker will have to expand and vary his program if he hopes to sustain audience interest after the novelty wears off. More and different arrangements, a vocalist, a few unvarnished, swinging numbers both with the chamber group and solo with the rhythm section should be added.

The other attractions are tenor saxist, Gene Ammons's small jump band and tenor saxist Stan Getz's pop quartet. The Ammons combo fared satisfactorily when they essayed jump tunes featuring unison riffs, died on slow, sour-sounding ballads. Bright spot is tenor Sonny Stitt, a brilliant bopper who "cut" leader Ammons to the huge delight of the illuminati in the bleachers. Getz is so cool, nonchalant and disinterested that only the faithful can restrain yawns.

Jerry Wezler.

Jack Turner, Stamile's Bar with Dick Dean, Shamrock Cafe with Jimmy Hayes, Rio Grande Cafe, with Otto Beck, Windsor Hotel Bar with Anna McElroy, Delaney's Cafe with Anna King, and Oswald's Grille with Bill Repsher. Week-end stands are put up for the 88-ers at Penn-Wood Hotel Bar, the Gingham Club and the Fairview Cafe.

### Other Resorts

While the local after-dark spots draw 'em from all the near by communities along the South Jersey coast, there are still 10 rooms at sister resorts offering musical entertainment. In Cape May, there's a house band at Henri's with the Shore Bar getting the bigger play with two units in the Versitones and Sonny Dale and his Knights. Bill Carter's organ is offered at Fred's Cafe in Stone Harbor, where house bands hold sway at Shelter Haven and Hahn's Restaurant Lounge.

Christy and his accordion is featured at Cronecker's in Sea Isle City. In the villas, Miami Beach Inn offers the piano-guitar team of Cal Carroll and Ray Perron; Charley Spinelli, Al Tomulo and the Treb-Tone Trio keep the music and songs continuous at the Villas Cafe, and the team of G.I. Mike and Catty are offered week-ends at Marie's Inn. At the Black Eagle Cafe in Avalon, Wednesday, Friday and Saturday nights find the Stardusters unit on the stand.

### Mocambo, Hollywood

(Tuesday, July 11)

Capacity, 220. Shows at 9:30 and 12. Price policy, \$1 cover. Owner-operator, Charles Morrison. Publicity, Charlotte Rogers.

Mel Torme has come a long way since this reviewer caught his club debut at Billingsley's Bocage three and a half years ago. Time and experience have worked wonders, turning a spunky kid with a showmanly flare into a mature and polished performer with a cleanly crystalized style. His greatest strides were made where improvement was most needed—in handling an audience. Polse has replaced his brashness and cockiness has given way to gratitude.

Torme wisely wraps his song offerings in smartly written patter thereby elevating himself from a vocalist to a sharp bistro act. Lines are touched with humor and succeed in keeping the chuckles rolling. One of his hand-getters is a comedy version of *Blue Moon*, with take-offs on Perry Como, Dick Haymes, Frank Sinatra, Billy Eckstine and Frankie Laine. On serious selections Torme convincingly creates the ballad mood. Particularly favored are his stylings of *Bewitched* (disked by Capitol), *One for the Road*, *I Get a Kick Out of You* and a song synopsis of *Annie, Get Your Gun*.

He injects brighter-paced fare and is at his rhythmic best in *Baby, Don't You Go Away Mad* and *The Huckle-buck*. In his enthusiasm to please the crowd, he closed with a Mickey Rooney-styled drum solo. He would do well to drop the skins. Roger Spuker's ork capably backs Torme's tune treatments and provides okay dance tempo.

Lee Zitto.

### Giro's, Hollywood

(Wednesday June 28)

Capacity, 480. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, H. D. Hoyer. Publicity, Jim Byron. Estimated budget this show, \$4,000. Estimated budget last show, \$5,000.

A responsive audience gave Rosalind Courtright a hearty welcome home. The tastefully attired songstress sold her wares vocally and visually, with hefty palming greeting each number. Opens with a French ditty and spots other foreign-tongue tunes (German, Spanish, etc.) thru the score of numbers she offers. While this linguistic display is impressive, lengthy meaningless chants tended to detract. She's overly generous with encores, staying on for more than three quarters of an hour.

Novelties draw the best hand. Selections include *Go West, Young Man*; *Same Sweet Girl* and *Don't Be a Woman*. Of the ballads, her *Mon Amour* holds most of the appeal. A medley of Jimmy McHugh tunes, with the clef on hand to share honors, draw solid hands. She gets ringsiders to vocally participate on a chorus of *Can't Give You Anything But Love*, the crowd-sing gimmick proving a elick. Dick Stabile's ork capably accompanies her and provides terp-tempting dance tunes.

Lee Zitto.

## Travel Tax Still Hazy On Music Piece Acts

NEW YORK, July 15.—Further formal clarification of the relationship between the American Federation of Musicians (AFM) and acts using musical instruments is expected within a few days. A top exec of American Guild of Variety Artists (AGVA) stated that, hereafter, those acts using musical instruments and falling within AGVA's jurisdiction, will not be subject to the 10 per cent traveling tax.

Some confusion on the point exists—an AFM exec stating that such acts never paid the traveling tax.

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## Unions Map Own Pension Plans For Aged Talent

(Continued from page 3)

lem, of course, is common to the entire show business. Thus far, there has been no definite action on the Equity proposals.

### For Ballet

Another Four A's group, the American Guild of Musical Artists (AGMA), is also currently negotiating a new pact for ballet dancers and includes a pension system in its demands. Plan, which has been submitted to the New York City Ballet Company, the Ballet Theater, and the Ballet Russe, calls for formation of a fund to which employers would contribute 5 per cent of the amount of the dancer's salary. Dancer would be required to pay 3 per cent of his own earnings. At the end of 20 years, the dancer would be entitled to the full sum plus interest. In event of retirement prior to 20 years work, dancer would receive the amount paid out of his own earnings and a portion of the employer's share, the portion to depend upon the length of service. The AGMA plan would ultimately be subject to the okay of the membership.

### Radio, Too

American Federation of Radio Artists (AFRA) stated that the question of pensions will be taken up by the wages and working conditions committee of the New York local, which is now drawing up new contract demands to be gone over by the AFRA convention in August. AFRA execs, however, stated that the average age of radio actors is 30 years, according to a survey taken by Bureau of Labor statistics. This, and the heavy turnover in AFRA membership, makes the pension problem very difficult, it was said.

Execs at Screen Actors' Guild were dubious about the possibility of working out a pension arrangement with film producers.

### Musicians

Executive board of the American Federation of Musicians currently has on hand three pension proposals. These were submitted as resolutions by various AFM locals at the Federation's convention in Houston last month. Delegates voted that the exec board makes a written report on the proposals at the next convention. The three resolutions bring out the following points: The music profession offers relatively few income-producing years; grey hair is a handicap; musicians are not adaptable, and don't take readily to other trades.

One of the plans would make the pay-off at 60 years of age, another at 55. One plan specifically mentions a sum, \$25 weekly after 55, to members in good standing. Another of the three plans says the funds should be raised by a 5 per cent tax on the minimum scale for all engagements. Tax would be collected by the leader, who would forward same to local treasurer, with latter passing it on to national treasurer.

### IATSE, Pluggers

Local 1, New York, of the International Alliance of Theatrical Stage Employees, winds up its contract with the New York League of Theaters August 31. It is indicated that the IATSE is hopeful of persuading the League to set up a joint welfare or group insurance fund of some kind—this fund to continue beyond the limits of any individual pact. However, it is understood that this is not a major demand on the part of the IATSE, but merely a bargaining weapon.

Song pluggers, surely subject to the slings and arrows of outrageous fortune, also have a pension plan on their agenda. Pluggers' attorney,

## Sides and Asides

### Todd, Kanin Go to Maine To Open "Live Wire"

Producer Mike Todd, playwright Garson Kanin and a retinue of some 30 assistants, including a cast of 16 players, departed Saturday (15) for Ogunquit, Me., and a Monday (17) bow-in of Kanin's new comedy, "The Live Wire." The cast includes Scott McKay, Sheila Bond, Jack Gilford, Chester Stratton, Carmen Mathews, Murvyn Vye, Elliott Reid, Pat Harrington, Rex Williams, Peggy Cass, John Colt, Peter Fernandez, Charles Chaplin Jr., Ned Wertheimer, Heywood Hale Brown and Douglas Chandler. The preming at Ogunquit was originally set to tee-off a lengthy silo tour, but rehearsals have gone so well that Todd has decided to bring the show in to the Stem in mid-August. So there will only be two or three weeks of tune up before "Wire" hits town. Tentative plans for a pre-Stem break-in at Philadelphia's Forest Theater may be tossed overboard. However, Todd may decide to go thru with that, as Quaker-town is thoroly Todd-conscious after tossing 108G into the till for a view of "Peep Show" during its recent three-week local stand. Meanwhile, Todd has been dickering this week for a Shubert house for a Stem unveiling.

### "Break It Up" Breaks in Via Silo

Still another show Broadway-bound, via a silo break-in, is a musical, "Break It Up," which Al Jones plans to bring to town in the fall. "Up" has a book by Charles Peck Jr., tunes and lyrics by Mel Torme and Robert Wells and is staged by William Eythe. Nancy Andrews and David Burns will co-star in the unveiling July 24 at the Theater-by-the-Sea, Mantunuck, R. I.

### Sadler's Wells Hits Box-Office Jackpot

Ballet has at last come into the big time, coin-wise. There are still two months to go before the Sadler's Wells troupe arrives for a return visit at the Metopera. Last week entrepreneur Sol Jurok announced that the advance sale already stood at \$287,000. Since absolute capacity for a three-week stand at the Met totals 300G, it doesn't look as tho there would be toe room left for John Public, when the Britishers finally arrive, altho there are still some not-so-choice seats to be had. Hurok reported 200G of the advance was received via mail orders. The remaining 67G resulted from a 12-day span of window sales at Carnegie Hall. Mail orders are still being received at the Hurok offices.

### Broadway Gives Three of Her Own to Ballet

Just to prove a process can work in reverse, Stem legit is contributing a bit of eminent talent to the ballet. Allyn McLerie, last occupied Broadway-wise with the title role of "Miss Liberty"; Mary Ellen Moylan, who made her Stem debut in "Rosalinda," and James Mitchell, who was responsible for the top stepping chore in "Brigadoon," have all signed as soloists for the Ballet Theater's forthcoming European trek. The tour starts in Germany next month under the sponsorship of the American National Theater and Academy, with the co-operation of the State Department.

### The "Lil' Darlin'" Coming Back in Late August

Anthony B. Farrell, producer of "Texas Lil' Darlin'," emphasized last week that suspension of the musical at the Mark Hellinger July 15 meant no final shuttering. The first announcement was that the show would reopen, after a month's lay-off, August (14). However, a later bulletin set back the reconvening date to August 21. It appears that Director Paul Crabtree will not be free of silo-staging chores in time to get it tuned up before that date. Farrell announced that the Hellinger b. o. will be open for business during the lay-off period. There have been Broadway rumors, however, that a few of the cast have an eye out for other jobs.

### Wilson Skeds Two Tryouts at Westport

John C. Wilson will test two Stem possibilities at the Westport (Conn.) Country Playhouse. July 24 he will put on William Marchant's play, "Within a Glass Bell," with Mildred Dunnock, Don Hamer, Joseph Wiseman and Brandon Peters in the cast. On August 21 he will try out Jane Dowles' "In the Summertime," starring Ruth Gordon, staged by Garson Kanin and with incidental music by Paul Bowles. Oliver Smith is co-producer with Wilson on the latter item.

### Bay Heads Scenic Artists

NEW YORK, July 15.—Designer Howard Bay is the new proxy of Local 829, United Scenic Artists (USA). Also elected on the union's slate for a year are Woodman Thompson, vice-president; Emiline Roche, recording secretary; Arthur Roman, financial secretary; George Everett, treasurer; Peggy Clark, William Winter and Albert Weber, trustees; Rudy Karnolt, business representative. USA, Local 829, reps scene designers, scenic artists and costume designers.

Fred G. Morrill, is trying to wrap up some ideas on the subject.

As indicated, none of the aforementioned plans has crystallized. Some are in the dream stage; others are in actual negotiation. They are apart from such present "welfare" plans as the disk industry's recording and transcription fund, or the various limited welfare systems of unions. But they are all indicative of the desire of showfolk to map out a secure futurc in the years following the irregular present.

## U. S. Subsidy Sought For Non-Bias Theater

NEW YORK, July 15.—A report was confirmed this week by Rep. Arthur D. Klein, of New York, that he will introduce a bill in Congress within the next two weeks calling for a government-subsidized theater in Washington. The project would be operated on a non-segregation basis and called the Franklin D. Roosevelt Memorial Theater.

With a national emergency facing the lawmakers, there is small likelihood of action during the current session. However, Klein, a continuous champion of non-segregation, wants to introduce the measure to acquaint members of the House with its provisions.

BRIDGEPORT, Conn., July 15.—Next show train into New York run by the New York, New Haven & Hartford railroad will have Kiss Me Kate as its objective, Friday (21). Betty Ann Frove, Harry Clark, Jack Diamond and Peggy Ferris, members of the cast, will make a personal appearance on the train.

## Aussie Ballet Fans Go for 'Corroboree'

SYDNEY, July 15.—That much heralded Aussie ballet Corroboree, by John Antill, which is based on the life of the Australian aborigines, got an unveiling at the Empire Theater here last week to considerable critical acclaim. One local aisle-export went so far as to say "never before has a native resourcefulness in the field of ballet achieved such an immediate and emphatic success nor made such a dynamic impact upon a first night audience."

With such preem-night encomiums, obviously business has been highly satisfactory, with Sidney balletomanes out in force. If the ballet gets a similar reception in Melbourne later on, the question of making an overseas tour will be given serious consideration.

## 'Prostitute' To Open Subway Circuit Tour

NEW YORK, July 15.—The subway Circuit will tee off a new edition of it's last year's big money-maker, *The Respectful Prostitute*, Tuesday (17) at Brooklyn's Flatbush Theater. This time, however, the Jean-Paul Sartre long one-acter will have as a companion-piece a condensed version of *Native Son*, which likewise was a prime favorite, with SC customers in full length form some seasons back. Elizabeth Dillon will play both fem leads.

Additional possibilities for a round of the circuit this summer are Susan Peter in *The Barretts of Wimpole Street* and a revival of *Harvey*. But no one as yet predicts who would play the Elmer P. Dowd assignment.

DANBURY, Conn., July 15.—Melody Fair, local legit-in-a-ent project is in its fourth week at the Danbury Fairgrounds here and doing exceptionally well with an average \$9,000 weekly gross.

| BROADWAY SHOWLOG                         |            |        |  |
|--|------------|--------|--|
| Performances Thru July 15, 1950          |            |        |  |
| DRAMA                                    |            |        |  |
|  | Opened     | Perfs. |  |
| Come Back, Little Sheba (Booth)          | 2-15, '50  | 173    |  |
| Death of a Salesman (Moroco)             | 2-1, '49   | 596    |  |
| Reverie (Madson)                         | 3-23, '49  | 549    |  |
| Mister Roberts (Ahn)                     | 2-18, '48  | 989    |  |
| Peter Pan (Imperial)                     | 4-24, '50  | 96     |  |
| The Cocktail Party (Henry Miller)        | 3-21, '50  | 204    |  |
| The Counselor (Barrymore)                | 3-15, '50  | 141    |  |
| The Happy Time (Plymouth)                | 1-24, '50  | 199    |  |
| The Macwoman of Chailott (City Center)   | 6-13, '50  | 39     |  |
| The Member of the Wedding (Empire)       | 1-5, '50   | 220    |  |
| The Wisteria Trees (Marlin Beck)         | 3-29, '50  | 125    |  |
| MUSICAL                                  |            |        |  |
| Gentlemen Prefer Blondes (Ziegfeld)      | 12-8, '49  | 252    |  |
| Kiss Me, Kate (Century)                  | 12-30, '48 | 642    |  |
| Michael Todd's Peep Show (Winter Garden) | 6-28, '50  | 21     |  |
| South Pacific (Majestic)                 | 4-7, '49   | 524    |  |
| Texas, Lil' Darlin' (Mark Hellinger)     | 12-25, '49 | 268    |  |
| Tickets, Please (Comet)                  | 4-27, '50  | 92     |  |
| Where's Charley? (St. James)             | 10-11, '48 | 736    |  |
| CLOSED                                   |            |        |  |
| Julius Caesar (The Arena)                | 6-20, '50  | 31     |  |
| (July 15, 1950)                          |            |        |  |
| COMING UP                                |            |        |  |
| (Week of July 17, 1950)                  |            |        |  |
| The Medium and the Telephone (The Arena) | 7-19, '50  |        |  |

# OFF BROADWAY REVIEWS

## DAME NATURE

(Opened Wednesday, July 12)  
CHERRY LANE THEATER

A drama by Andre Birabeau. Adapted by Patricia Collinge. Staged by Miranda D'Ancona. Setting by Sherman. Business manager, Judy Bluestone. Press representative, Ivan Davis. Stage manager, Sherman. Presented by Repertory Theater, Inc.

Max, a Window Cleaner.....Emile De Tath  
Comedienne.....Theodore Conrad  
Dr. Faridel, Physician.....Theodore Baden  
Genevieve Perrot (Nini).....Sylvie Franco  
Andre Brisac.....Alan Masters  
Sutton.....Herbert M. Goldsmith  
Jeanine, Maid.....Joan Mack  
Madame Brisac, Andre's Mother.....Sarah Scott  
Monsieur Brisac, Andre's Father.....Robert Safer  
Uncle Lucien, Andre's Godfather.....Theodore Conrad  
Paul Marechal.....Theodore Baden

With little place left on Broadway for a play of modest entertainment values, the Repertory Theater can be complimented for reviving *Dame Nature*. Initially presented on the Stems as a Theater Guild vehicle for Montgomery Clift, the Andre Birabeau script which has been adapted by Patricia Collinge, makes several pertinent points about relations between children and their parents and, in addition, engenders a great deal of warm comedy.

The story, a purely French theatrical conception, concerns two 15-year-olds who fall in love and have a child. The girl, an orphan, does not have to face the music, but the young boy, a child of squabbling unhappy people, conceals it from his parents.

Written around him, the script shows how that affair was caused by his reaching out for love he never received from his mother and father.

The third act of the play, when the boy, about to be reprimanded by his dad, turns on him and shows where the guilt really lies, is the strongest in terms of impact. Some much needed truth vis-a-vis father and son come to light. The second stanza during which a party is taking place while the boy waits for word of his child's birth creates some suspense, but is too repetitive. Many of its points have already been made in the first act. The fact may well be the script is more of one-act dimensions than a full evening's entertainment.

Generally, the cast cannot carry the acting burden imposed by *Dame Nature*. Alan Masters, as the youthful father, however, gives an outstanding portrayal of a very difficult part. His work should be watched. In the role of his love, Sylvie Franco projected a warm, lovely and understanding quality. The minor parts, however, were not well played. A major casting boner has been made in the selection of Herbert M. Goldsmith to play Sutton, the boy's young friend. Goldsmith has too mature a look about him to be right for the role. Theodore Baden who doubles as a doctor and a rouse, an intriguing combination, is excellent in the medico assignment, but does not have the ersatz charm for a bouncer.

The direction by Miranda D'Ancona is adequate. The several sets, a Parisian shop and a middle-class French dining room, have been executed well by Sherman with the aid here of some well-placed drapes.

Leon Morse.

## "Blossom Time" Buds With Thomas

NEW YORK, July 15.—That hardy perennial of the road, the Shuberts' *Blossom Time*, may again put down Broadway roots this fall, if current negotiations with John Charles Thomas are successful. The Shuberts are looking toward a Stems revival of their operetta classic and want the concert baritone for its star.

Thomas is expected to arrive in New York from the West Coast the last of this month or early August. If he accepts, plans call for a Stems stand of at least three months, with a tour of key cities to follow.

## THE FINE OLD WINE OF MONSIEUR NUCHE

(Opened Wednesday, July 12)  
SUTTON THEATER

A fantasy by Paul Willems. Staged by Just Rodack. Sets by Edward Sullenhach. Stage manager, Lorne Cosette. Press representative, Henri Bollinger. Presented by "Q" Productions.

The Astronomer.....Scott Cooley  
Monsieur Nuche.....Henri Bollinger  
Madame Nuche.....Madeleine Turrell  
Martin.....Robert Drew  
Isabelle.....Jo Ann Bergoldt  
The First Vagabond.....Kevin Ollensiepe  
The Second Vagabond.....William Malkin  
The Old Gentleman.....Ben Rodack  
Alphonse.....Steven Thomas

"Q" Productions, that off-Broadway group which presents plays in the Hotel Sutton's little theater, comes up with its third production. It is, a reporter is told, a more or less literal translation of a fantasy by one Paul Willems, and was produced in Belgium last year. Be that as it may, in its original Flemish or French it may have meanings and nuances for home consumption. As an import, however, it adds up to two acts of repetitious whimsy interpolated with over-written, shrieking farce, and winds up with a bedroom joke which Boccaccio would have scorned for the Decameron.

Willem's conceit has to do with the spurning of a stable boy by a sexually inhibited bourgeois beauty. In despair, the lad drinks what he thinks is poison, but it turns out to be her determinedly comic father's vintage brew. Thereafter the lad wanders about in a fine daze, thinking he's dead—and that makes the fantasy. To point up his yarn, Willem has put in a narrator, an astronomer who sits up in a sort of tower and isn't above playing peeping Tom with his telescope into private lives. Being thoroly in the know, he's anxious to tell the audience not only what the characters are doing, but what they are thinking as well. Unfortunately, neither matters very much. Just what Willems is trying to prove a reporter wouldn't know. But at any rate, true love and the advent of spring works everything out just dandy.

### Far Reach

Why off-Broadway groups so often want to reach for foreign importations is still a mystery to this reporter. Surely there are enough new home-grown products by young writers which deserve a seeing and hearing. Doubtless it takes boundless time and energy to winnow them out, but the energy would certainly be better spent than on the translation and production of stuff without either commercial or experimental value.

"Q" appears to be a sincere group and some of its members show considerable talent. It has a fine little theater workshop, and a decided flair for using the naturally limited facilities production-wise. Its work is certainly improving. The current offering is 1000 per cent better than its first try. What it needs is concentration on the selection of worthwhile material if it must do "firsts."

Cast-wise, from all appearances, Robert Drew possesses the qualifications of an able young actor, altho his stable boy is called upon for the most part too moon about with a silly grin and mouth some of the silliest balderdash heard hereabouts in a long time. A reporter would like to see him in another chore.

Also on the plus side of the ledger is the pair of friendly vagabonds played by Kevin Gillespie and William Malkin, who give the fantasy what real comic lift there is. Ben Rodack, likewise, contributes a well-played bit as a sparrow-feeding ancient. The rest of the troupe play in moods varying from straitjacket to something out of a raucous comic strip. However, it is not likely that even the most deft professional approaches could make much out of the Willem nonsense. Bob Francis.

## THE DOCTORED WIFE

(Opened Tuesday, July 11)

### CIRCLE THEATER

A farce, adapted from Moliere's "The Physician in Spite of Himself" and Anatole France's "The Man Who Married a Dumb Wife," by Norman Hall. Staged by Norman Hall. Setting by Walter Steinharter. Lighting by Mary Gillman. Costumes designed by Norman Hall. Business manager, Chris Jaffe. Stage manager, June Deakins. Press representative, Ted Isaac. Presented by the Circle Theater.

Seawelle, a peasant woodcutter.....Bert Remsen  
Marline, his shrewish wife.....Fanchon Miller  
Colline, a glib lawyer.....Jarka Burian  
Jacques, a trusted servant.....Gordon Rigby  
Pierre, the nephew of Judge Botal.....Lee Friedman  
Jacqueline, his beloved, nurse to Catherine Moore  
Botal, a mild-mannered judge.....James Perrone  
Catherine, his dumb wife.....Grace DeLeon  
La Pied, a quack doctor.....Larry Bloomberg  
La Tele, another.....Alexander Barnes  
Ensemble.....Virginia Hymes, Ardelie Odene, Pepette Goldberg, June Chalmers

The town's newest theater-in-the-round got under way this week, basing its operations in the gymnasium of a parish house on West 36th Street near Ninth Avenue. The newest group calls itself the Circle Theater, and the spark-plugs of the project are Norman Hall and Chris Jaffe.

It would be pleasant to report that the newest arena-minded group got off on the right foot in all respects. From a physical production standpoint, the Circle Theater is the best yet to come to town. Via the use of wall screens, a stodgy gymnasium has been converted into a handsome little arena playhouse. The seats are more comfortable and better arranged than any locally encountered. The acoustics and visibility are good. Walter Steinharter has laid out a well-planned oblong center stage which allows ample acting area, and provided it with cleverly interchangeable props and arches to assist in illusion. Novel, too, is the use of four Bonnie Lassies to switch the props for scene changes. The lighting arrangements of Mary Gillman also deserve a bow, and their timing of operation is up to a fine professional standard.

### Just Potpourri

However, for a bow-in effort Director Hall has reached out a long arm in combining Moliere's *Physician in Spite of Himself* with Anatole France's *The Man Who Married a Dumb Wife* to make something called, *The Doctored Wife*. In general the potpourri follows the format of the France opus, with Moliere's scalawag woodcutter and his shrew interpolated into the proceedings. The trouble is that neither of the old comedies, revered as they may be, are too funny at best, and Hall's adaptation comes off less than happily.

Even more to the point is that, while the Circle group has several promising young members like Gracye DeLeon, Fanchon Miller and Bert Remsen, no one in the troupe is up to projecting the subtleties called for in this type of Gallic romp. In fact, the Hall adaptation would tax the ingenuity of the theater's most polished farce players.

As a whole, the group is lively and engaging. It should not be held against it that it slipped in over its depth for a first effort. The boys and girls should be intelligent enough to profit by it for future matters wherein they are not called upon to burst at intervals into chanting impish doggerel which is unfunny enough to dampen any audience amiability, or labor one another with stuffed stockings.

In sum, the Circle players have the tools to work with and possess an admirable imagination for making theater in the middle of a room. There is no reason why experience may not set them completely on their feet. Bob Francis.

## ROUTES Dramatic and Musical

Death of a Salesman (Ozary) San Francisco.  
Kiss Me, Kate (Shuberts) Boston.  
Lead an Egg (Great Northern) Chicago.  
Mr. Roberts (Colonial) Boston.  
Oklahoma (Erlanger) Chicago.  
Rose Marie (Curran) San Francisco.  
South Pacific (Philharmonic Auditorium) Los Angeles.  
Two Blind Mice (Harris) Chicago.

## Silo Circuit

Bill Ross flew to Miami last week to pilot the new resident stock company he has assembled for the Kitty Davis Theater at Miami Beach. The 400-seat bistro - turned - playhouse will open later this month with *Born Yesterday* skedded for first offering. Ross will job some special assignments but mainstays of the resident Equity troupe will be Charles Campbell, Dorothy Elder, Jan Rainford, Dorothy Raymond, Frank Dudley and William Forester. Ed Morris is stage manager and Ross will direct. If summer set-up proves successful, the stock venture may continue thru the winter.

Week of Monday (17) skeds three revivals of Harvey on the Eastern Seaboard. At the Princeton (N. J.) Summer Theater, Burgess McCreith essays the role of Elwood P. Dowd in the *Mary Chase* comedy classic. Featured with him will be Ruth McDevitt, and Laurence Hayes will repeat his Broadway role. Also in support are William Sharon. The Cape (Cape May, N. J.) Theater launches a similar revival with Stuart Erwin as the amiable alcoholic. And on the same night, the Lakewood (Skowhegan, Me.) Theater features Lawrence Fletcher and Edith Gresham in still another bout with Mrs. Chase's fabulous rabbit. Lakewood support includes Wendy Drew, James Engler, Mary K. Wells, Don McHenry, John Drew Devereux, Paul Huber, Paula Houston, Lucille Sears and Henry Richards.

Nan McFarland is starred in Moss Hart's *Light Up the Sky* at the Westchester (N. Y.) playhouse which started Monday (17). Supporting cast includes Althea Murphy, Velma Royton, Gene Lyons, Will Kuloova and James Reese, of the resident troupe, plus jobbing contributions from Ronald Alexander, Blair Davies, Ronald Gilman, David Eisenstein and Helen Brown. Gerald Savory has directed and Richard Bernstein is responsible for the set.

The Rockland County (Orangeburg, N. Y.) Circle Theater receives *Blithe Spirit* for week of Tuesday (18). *Spirit* was skedded to play last week, but was put back due to a second week hold-over of the troupe's *Pygmalion*.

Eva Le Gallienne heads an all-Stem cast for the second week of the season at the John Drew (Easthampton, L. I.) Theater in *The Corn Is Green*. Donald Buka is featured with her and other players include Philip Tonge, Eva Leonard Boyne, Betty Morrissey, June Dayton, Gwilym Williams and Jack Ramsey. Staging is by Howard Bailey, and Paul Maguire has designed the set.

Virginia McWatters and Donald Gage will sing the leads in the Paper Mill (N. J.) Playhouse's fifth revival of *Naughty Marietta* which replaces the current *Roberta* Monday (24). Comedy assignments will be in the hands of Rowena Rollins and Clarence Nordstrom.

The Brattle (Cambridge, Mass.) Theater Company will preem summer playhouse. Jessica Tandy and her husband, Hume Cronyn, will star. It will be the pair's only silo appearance. Miss Tandy is signed for a later Broadway stint in Ralph Aelson's *Hilda Crane*.

The Barter (Abington, Va.) Theater's fare for the week of Monday (17) is *The Two Mrs. Carrrolls*. The cast roster comprises Peter Pagen, Elizabeth Wilson, Gaby Rodgers, George Abel, Martha Orrick, Alfred Corbin, Patricia Lowe and Patricia O'Connell.

## Magic

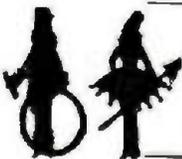
By Bill Sachs

**JAY PALMER**, of Palmer and Do-reen, postals from London town: "We are playing music halls in London and will be representing America with our famous Magic Kettle at the International Congress of Magic at Barcelona, Spain, September 6-10." . . . Judith Johnson and Company concluded a three-weeker July 8 at White House Inn, Warren, Pa., with their mental magic, and July 10 began an indefinite stay at the Capitol Hill Club, Olean, N. Y. Harold Laughon manages the turn. . . . Doc Weiss, escapologist, is set on a string of New York hotel dates by the International Entertainment Bureau. He is assisted by Miss Terry Lee. . . . Elgin Mason recently performed his cigarette nifties at Brentwood Veterans' Hospital, Detroit, sponsored by The Los Angeles Examiner. . . . Prince Julian, who recently graduated from the Chavez College of Magic, Los Angeles, is currently featuring his sleights at Hubert's Museum on New York's 42d Street. He's set there indefinitely. . . . Jean Foley, the former Pittsburgh wizard and now settled in Seattle, where he operates his own magic shop, scribbles: "I'm still in there pitching. Sorry I couldn't make the Chi convention. Would have liked to jive with you again in person after so many years of mail stuff. If you ever get out this way be sure to let me know. But wear a white rose, as I doubt if I'd recognize you anymore, or you me. I've gained 35 pounds out here." Byron Fish, columnist with The Seattle Times, recently went all out on Foley with an interesting two-column human-interest yarn. . . . Dr. Maurice, now showing his magical wares in the Miami sector, is hopping into Chicago soon to complete negotiations that will set him up with a partner in a brand new mental mystery turn.

**CHANDU THE MAGICIAN** opened July 11 at S. B. Ramagosa's Casino Arcade Park, Wildwood, N. J., to hold the remainder of the summer. . . . Thieves broke into Milbourne Christopher's New York apartment the other day and made off with \$510 from a Chinese con-icetti bowl where Mil (up to then) was in a habit of keeping his ready cash. Associated Press carried the story nationally but the money is still missing and Christopher has little hope that it will reappear. . . . Vantine and Cazan are threatening legal action to stop a certain magus from using a name in his billing that's strangely like Vantine's. While the spelling is slightly different, the pronunciation is the same. . . . The later Walter H. Domzalski's famed Cave of Cagliostro, adjoining his home in Detroit and which contains the signatures of many prominent magicians, has been sold by his family to Leo and Charles Babcock, who will retain it as a rock garden. Mrs. Domzalski has been very ill, her daughter reports. . . . C. Thomas Magrum will appear at Union Col-

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# Dawn Patrol Gold Found By Hollywood TV as D.J.'s, Zanies Get Nitehawk Trade

**HOLLYWOOD**, July 15. — Three Hollywood video stations have uncovered a gold mine in late evening programming. KLAC-TV, KTSL, and KTTV, have all opened the gates to spot sales via disk jockey and ad libbed late evening shows and now boast a total gross monthly take from these shows of between \$10,000 and \$15,000 each. What is more, biz has been so hefty that there is talk of extending programming beyond present midnight sign-off to catch the night-owl audience. Fact that this bonanza has come is a surprise even to programmers, since many traders have long insisted that local lookers were early-to-bed addicts who would never give late evening video a second glance. Once again, the experts have been wrong.

Granddaddy of the late-at-night layouts (10 p.m. to midnight) is the Wheeler and Rourke show on KTTV. Seg broke ground last November 15, trail blazing for rival outlets in an "anything goes" show with loose format. Today, stanza boasts sellout of 10 spots nightly at \$75 per throw, or a total of \$3,750 weekly, less discounts. In most cases, platter pilots share in station sales profits.

KTTV was followed by KLAC-TV, which had previously pioneered in afternoon disk jockey stanzas but had shunned late evening shows. Station hired zany platter pilot Jim Hawthorne and spotted him following baseball coverage. He was given free rein over program content to build an audience. Lad now carries a maxi-

mum allotment of 7 spots nightly at \$90 each. Several weeks ago, the station added another hour show following Hawthorne and featuring Bill Anson. Seg was pre-sold before airing with one bankroller picking up half the tab, and the remainder sold spotwise. Combined estimated take of the Anson and Hawthorne shows now totals \$6,000 weekly.

Don Lee's KTSL, still reluctant to go daytime, was bolder in expanding evening skeds. Station snagged Niles Thor Granlund (NTG) away from KTLA, gave him a prime 10 to 11 p.m. slot across the board and exploited the show with all its resources. Result is a sellout for NTG, with maximum of eight spots nightly at \$100 per clip. Later, KTSL followed NTG with another hour layout featuring disk jockey Peter Potter. This airer now averages five regular spots nightly at \$75 each. Both shows are grossing approximately \$6,500 weekly.

All three stations have cut corners to provide low-cost, production line shows, requiring little rehearsal, settings or other expensive charges. Thus, profit percentages are higher on these shows than on so-called "produced" stanzas.

Stations claim that there's no shortage of bankrollers for any late-at-night airer and that time buyers report terrific results thru these pitches. At first, biz-hungry tele ops loaded segs with commercials to point where shows were more commercial than entertainment. Programmers have since heeded the listening audience gripes and eliminated spots in order to keep entertainment values alive.

Gag around town has long been that "Hollywood goes to bed with the Richfield Reporter, a pioneer radio news strip heard at 10 p.m. nightly. Now it appears that video is not only changing cultural habits, but making night hawks out of lookers as well.

## Newport, Ky., Clubs Seek "Legit" License

**NEWPORT, Ky.**, July 15. — City officials have under consideration a proposal that "legitimate" night clubs be permitted to remain open until 4:30 a.m., as opposed to the present 2 a.m. curfew. Arthur Dennert, owner of Club Alexandria, who made the proposal, said he used the term "legitimate" to refer to places having live entertainment.

Dennert told City Manager Malcolm Rhoads that he has lost \$100,000 since January 1 because of current restrictions. The later closing hour would permit clubs to operate profitably without gambling, Dennert said. He also said he would be willing to pay an extra \$1,000 license fee for permission to remain open until the later hour. Newport niteries now pay a \$1,000 fee.

## Harry Steinman P.M. For Evans's Talent

**PHILADELPHIA**, July 15. — Harry Steinman, operator of the Latin Casino and partner in Atlantic City's 500 Club operation, adds personal management to his interests—which also include fight promotions.

Steinman has been signing up acts from time to time, including Phil Brito and the comedy team of Al Fisher and Lou Marks, and this time has made a tie-up with the George P. Evans Associates publicity office in New York to handle the personal management of attractions under contract to that office.

## Burlesque

By UNO

**PRIMROSE SEMON**, after an eight-week stretch, is being held indefinitely at Cafe DeLest, Montreal. . . . Bob Winkler is the new house singer at the Gayety, Detroit, replacing Dexter Mailand, who has left for a vacation in California and Mexico with his wife, Peggy O'Connor, of the Gayety cast. . . . Emmett Callahan has for the last five years been associated with Lewis and Young, legit show producers in Los Angeles. His brother Chuck is back in New York writing comedy dialog with Paul Gerard Smith for Smith and Dale's new half-hour video program, "Workshop Art Players," due to start in September. Blanche Merrill is authoring the music and lyrics. . . . Dave Cohn's late bookings send Janese to the fair at Selving Grove, Pa., July 17, for one week; Marcia Edgington, to the Lamplighter Club, Fall River, Mass., week of July 17, and to the Bellis Club, Springfield, Mass., beginning July 24; Joy Davis, to the Three Rivers Club, Syracuse, July 24, and to the Show Boat, New Lebanon, N. Y., July 31; Sheila Ryan, Stork Club, Shreveport, La., July 17; Ann Arbor, Three Rivers, Syracuse, July 17, and Cat and Fiddle, Cincinnati, July 24; Polly (Suzanne Shaw) and her parrots, Chanticleer Club, Baltimore, July 21, and Mei Ling, Havana, July 20.

**MARGIE HART** is starred in "Born Yesterday" at the Atlantic City Playhouse on the summer circuit.

Elmer Langmaid is celebrating his 20th year as stage manager of the President, San Francisco, for Eddie Skolak. Jack Railey is in his ninth year there as comic, and Judy King, producer, is in her third year.

Frances Parks, producer at the Gayety, Detroit, is recovering from ptomaine poisoning. Her daughter, Blaze Fury, opened at the Gayety last week in her first joint appearance with her husband, Tommy Timlin, dancer. They were married three weeks ago. . . . Lonnie Young, exotic dancer, leaves soon for the French Riviera where she plans to open a nitery featuring eight American strippers. . . . Johnny D'Arco and Parker Gee open at Rick's Raft Club, Ocean City, Md., July 19, and the Chanticleer Club, Baltimore, August 4, for two weeks, thru Dave Cohn, whose further placements include Sid Nadell and Debra Dante, Bellis Club, Springfield, Mass., July 18; Trudeen, Show Boat, New Lebanon, N. Y., July 17; Nannette, Manhattan Club, Johnston, R. I., July 17, and Heller and Hayden, Rick's Raft, Ocean City, Md., August 2. . . . Winnie Garrett is launching a music publishing company with a ditty "Knock On Wood." . . . Irma Stone, formerly with the Dalton Bros.' Folies Theater, Los Angeles, and later with the Monte Carter show in Honolulu, is now supervising a motel in Tucson, Ariz., for Jack and Ethel Archer, who operate girle shows in Long Beach, Calif.

**DETROIT**, July 15. —Frolie Show Bar, midtown Negro spot, is being taken over by Louis Bitoff and Ralph Walker, both newcomers to the night spot field, from former owner Ben Gastman. Spot is using a three-to-four act bill on a two-week booking, with shows running seven nights a week.

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New York 19

## REP RIPPLES

**CASPER TULLY**, writing from Ashland, Ore., states that he is having fair results with 16mm. pix and is readying a flesh-pic combined show and will play stands in halls with short cast bills and films. . . . From Idaho Falls, Idaho, **George F. Clarkson** pens that he has a platform outfit and has been doing okay. Trick is a three-cast affair. Clarkson will add 16mm. pix. . . . **Coley Family Show**, recently in the Winifred, Mont., area, reports good takes. . . . **Carncross Pic and Wax Show**, around Silverton, Colo., lately, has been scoring. . . . **James Roddy** is readying a museum and wax show in Spokane, and will play stores and halls. . . . **Merle and Estie Tibbetts** narrate from Moran, Wyo., that they are readying a two-person dramatic opus for the coming season and will open at Cody, Wyo. . . . **Hunter's Pic and Vaude Show**, in the Scott City, Kan., area, does some merchandising and is doing okay. **Mr. and Mrs. Russ Bradley** are doing good biz in Southern Texas with a vaude-pic trick.

**D. L. TALBOT** writes from Loon Lake, N. Y., that that section has not been good this summer and that he is moving toward Canada. . . . Writing from Becker, Minn., **J. K. Anderson** says: "Have had a good year with 16mm. pix. At present I am collecting museum items and will show them this winter." **Greeley Family** narrates from Cimarron, Kan.: "Our three-people trick has been going along. We have

## Slout Tenters Prep For Ind., Ill., Jaunt

**CAMDEN, Mich., July 15.**—Slout Players Tent Show, operated by L'Verne, Ora and Bill Slout, is prepping for the long hop into Indiana and Southern Illinois, which is to follow its stand here (17-22) and Hillsdale, Mich. (24-29).

Wanda Ward recently stepped into a full line of ingenue parts on short notice and is carrying on with finesse. Monte Montrose is racking up solid with his vaude specialties, as is Billy Kent with his dancing. New vaude feature is Johnnie Douthitt and her educated horse, Star Baby. Winifred Cooper assists Miss Douthitt in presenting Star Baby.

Recent visitors have included Mr. and Mrs. William Ketrow, of Kay Bros. Circus; Prof. William Bale of Ohio University; the Harris family, Nova Scotia; Novo the Magician and family, and Mrs. Julia Clemmons, mother of Lucille Clemmons.

## WANTED

### COLORED MUSICIANS AND PERFORMERS

For Platform Medicine Show. No drinks. That's the cause of this ad. Two good looking Girls that can work. Wire at once. Comedians, Teams, Singles, Musicians on all instruments.

**DR. G. W. EDWARDS**  
NEW BERN, N. C.

### BARDEX RADIO MINSTRELS

Want Colored Musicians, Performers, Comedians, and Singers; also a good, fast working Assistant Manager who understands a 90x160 ft. Bale Ring Top and who can follow orders. Also Working Men who can drive trucks. Salary tops, rain or shine, 40-week season. This is a free platform med show making 2 to 4-week stands. Show now out. Write or wire, stating salary, etc. Pay your own wires to M. M. BARTON, c/o 137 East Spring Street, Columbus, Ohio.

### BARGAIN—16MM PROJECTORS, FILMS

Soundie, Subjects, 100 ft. each, for \$2.50. Used Victor and Kodascope Projectors, like new \$150.00. Western Features, \$40.00 and up; empty 1600 ft. Reels for \$1.50 each; Cleaning Fluid, \$2.00 quart; 2-Reel Shipping Cases, brand new, \$3.50 each; 13.50 each; 16mm. Fanoram Soundie Machines in Cabinet, \$125.00. **SIMPSON FILMS**, 199 High St., Dayton 3, Ohio

been playing with platform and side wall, and are moving into Oklahoma. Our merchandising has helped, but most of all we have some nice short bills which counts. In several spots we have promoted dance numbers. We are traveling toward Florida for the winter. . . . From Stotesburg, Mo., management of Campbell Museum and Vaude Show states: "Have had only fair biz lately, and will move west shortly. Was in the Dakotas four months but they offer small pickling for shows, as territory has been worked with worn-out plays put on by radio-dance outfits. We have not met a tent show except the Doble Pic-Vaude Show, a good outfit which will work platform in the near future. We have our museum numbers set on truck." . . . **Ruffler**, hypnotist, in Ontario, is working on platform and has added merchandising. . . . **Doss and Mae Show** will try a coast-to-coast tour with its three-cast trick and will open in Oregon. **L. F. Doss Jr.** will be on advance. **Trick** will play small towns almost exclusively.

## B. C. Open-Airers Pose Work Problem

**VICTORIA, B. C., July 15.**—Drive-in theaters present a new problem in working conditions, it appears from a conciliation board report made public this week by the Labor Relations Board. It deals with the Loughheed Drive-In in Burnaby and the B. C. Projectionists' Union.

Lateness of daylight during fast summer time and fogs in the fall mean that the theater cannot always operate at the same hours. **Henry Phillet**, theater manager, objected to paying projectionists for the hours when these conditions prevent operation, especially because he had to pay overtime if the show went on late on light evenings. On foggy nights rain checks had to be given patrons, meaning loss of revenue.

**Percy Gomery**, conciliation board chairman, and **Max Osten**, the theater's nominee, brought in a majority report favoring Phillet's claims on these points as well as others dealing with retroactive pay and seasonal operation. **Alderman R. K. Gervin**, union nominee, submitted a minority report in favor of the union's claims for a standard contract. The boards' report pointed out that there was no bitterness in the dispute and both sides realized that drive-in theaters presented it with new conditions.

## Mosquito Epidemic Closes B. C. Spot

**CHILLIWACK, B. C., July 15.**—The worst epidemic of mosquitoes to swarm over the Chilliwack district in several years has stopped practically all outdoor activities. The new Chilliwack Drive-In Theater was forced to close Monday night (3), the miniature dive bombers being too much for patrons to take.

So thick and enthusiastic are the flying pests that Chilliwack city and municipality each have agreed to grant \$1,000 toward the \$3,800 required to have a Vancouver company cover the Chilliwack valley with air-dusting and oil-spraying trucks.

## Work Starts on Ga. Theater

**SUMMERVILLE, Ga., July 15.**—**Luther Smith Jr.**, of the Tankersley & Hampton Theaters chain, said here that work has been started on a large, modern drive-in theater on U. S. Highway 27, three miles north of Summerville. Smith said the new theater will cost about \$40,000. **Manager** of the Tooga Theater here. Smith also will manage the new drive-in.

## "Drive-Ins, Nat'l Institution," Says Philly Bank's Ad

**PHILADELPHIA, July 15.**—The drive-in theater is being credited as a first for this city's banking area, with the open-airers getting unusual attention in one of a series of institutional newspaper advertisements on Philadelphia business and industry sponsored by the Girard Trust Company.

"A wag once remarked that Americans leave their cars only for work and movies," read the opening streamer. "Now, that must be amended. Each summer evening, a million Americans stay in their cars to enjoy the movies."

Claiming the drive-ins as a first, the advertisement pointed out that the world's pioneer open-air theater was built at the airport in Camden, N. J., in 1933. It represented the idea of **R. M. Hollingshead Jr.**, a chemical manufacturer, who believed that "Americans were looking for a way to enjoy more fully both movies and motoring."

In less than 20 years, the bank ad stated, "the drive-in has become a national institution, with more than 1,500 open-airers in the United States already in operation and new ones springing up constantly. It pointed out the many advances in design and equipment and put special emphasis on the fact that it made "movie-goers of thousands who once remained at home: the elderly; the handicapped; parents of young children; owners of pets; workers on late shifts, who can stop off at a drive-in without having to go home to change their clothes."

## St. John Nitery Op Gets Drive-In Site

**ST. JOHN, N. B., July 15.**—First drive-in theater here will be set up by **Barney Williams**, who, with his wife, has operated a night club locally for a number of years. The 300-car capacity drive-in will be located on a large tract which adjoins the nitery. Seats will be erected for those outside cars on the theory that because the location is inside the city limits some patrons will walk and take buses to the spot.

In addition to the two drive-in locations for Famous Players at the outskirts of Halifax, N. S., and this city, an option on an open-air spot has been taken by the **Franklin & Herschorn Company**, which operates a chain of seven theaters in the maritime provinces. The location is about a mile outside the city limits of Halifax.

## Moving Picture 35mm. Equipment

Complete for 600 Seat House Or Drive-In Theatre

Consisting of 2 POWERS "B" projecting machines; 1 Extra Powers Head; 2 Toledo low intensity lamp houses; 1 big central Amplifier (new); 2 individual Amplifiers; Condensers; Motors; Peepers; Switches; Panels; and a host of lesser parts that go to make up a movie outfit: in fact everything but chairs and screens. These were too bulky to move and store. We are asking \$1100.00 for the lot. Come and see it. Make us an offer, we are anxious to move it because we must vacate our warehouse. There is a lot of it, about 3000 lbs. in swell shape. Everything but individual speakers to install. Drive-In Theatre. Will include 1 full length 35mm. film, "DAMAGED LIVES," clear title, swell story, good vehicle for feature show; also 2 reel "Caesarian Operation," an authentic, thrilling presentation—a tremendous drawing card.

**J. M. SMITH**

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Equipment - New - Complete, \$2,950.00. Construction and operating instructions furnished.

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Over 500 Westerns and Features to choose from at \$3.00 each. Advertisers loaned free. Write office nearest you.

**ACE CAMERA SUPPLY**  
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**ATTENTION ROADSHOW MEN!**

Write for our new big Catalogue of feature Roadshow Attractions

**SOUTHERN VISUAL FILMS**  
68 Monroe St. Dept. F Memphis, Tenn

**OPEN A DRIVE-IN THEATRE AT LOW COST**

New and guaranteed rebuilt equipment from \$1895. Time payments available to responsible parties. Write, giving location and number of cars. **S. O. S. CINEMA SUPPLY CORP.** Dept. L. 402 W. 52nd St., New York 19.

## INTERESTING FIGURES



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Name  \$10 enclosed  
Address  Bill me  
City  Zone  State   
Occupation or business

**BABUSIO**—Eugene Sr., senior member of the European clown troupe, the Babusios, May 31 at Landshut, Bavaria, where he was playing with Circus Krone, it has just been learned.

**BALABAN**—Mrs. Katherin Katz, widow of David Balaban, co-founder of the Balaban & Katz theater chain, July 8 in Miami. Survived by a son, two daughters, her mother and three brothers.

### In Sweet and Loving Memory

of our Son and Brother

## BURTON

who passed on July 22, 1946

MR. AND MRS. D. A. SLOYER  
AND JIM AND BOB

**BARRON**—Sam, drummer with Dailey Bros.' Circus, June 7 in Gonzales, Tex. Burial in Gonzales.

**BROWN**—Charlie, 52, Merry-Go-Round operator at Warner Park, Chattanooga, and former ride operator with various carnivals, July 9 in that city. Survived by his widow, Mae; daughter, Mrs. Elizabeth Daffron, Guld, Tenn.; son, Charles, Chicago; brother, Claude, Jasper, Tenn., and a sister, Mrs. Maude Tate, South Pittsburg, Tenn. Burial in Chattanooga Memorial Park.

### George (Buddy) De Sylva

George Gard (Buddy) De Sylva 54, songwriter and film producer, died of a heart ailment July 11 in Presbyterian Hospital, Hollywood. From 1926 to 1931, in collaboration with Ray Henderson and Lew Brown, he turned out a record number of hit songs, among them *Sonny Boy*, *Avalon*, *April Showers*, *Somebody Loves Me*, *California Here I Come* and *Button Up Your Overcoat*. As a Broadway producer in 1940, he emulated Ziegfeld by having three hits running at the same time, *Du Barry Was a Lady*, *Louisiana Purchase* and *Panama Hattie*. And in Hollywood, he produced five of Shirley Temple's hit movies, *The Little Colonel*, *The Littlest Rebel*, *Captain January*, *Poor Little Rich Girl* and *Stow-away*.

De Sylva got his start in show business at the age of 4, singing at a benefit performance at the Los Angeles Opera House. His first break came when he was working as a ukulele player in an Hawaiian orchestra at a Los Angeles county club after leaving college. Al Jolson discovered him there and made a bid for one of his original songs, *Everything*, which he used in the movie, *Sinbad*. When De Sylva came to Broadway a few months later, he received his first royalty check for \$16,000.

He teamed up with George Gershwin to write *La, La, Lucille*; *Somebody Loves Me* and *Do It Again*. Later he teamed with such notables as Victor Herbert, Jerome Kern and Jimmy Hanley. In 1921 he wrote the books for *Sally*, *Ziegfeld Follies* of 1921 and *Greenwich Village Follies*. He also wrote the books for six editions of *George White's Scandals*, *Follow Through*, *Three Cheers*, *Flying High* and *Good News*.

In 1941 De Sylva was made executive producer of Paramount Studios, and in 1945 he became an officer of Rainbow Productions.

Surviving is his widow, the former Marie Wallace, of the *Ziegfeld Follies*, and a stepson, Dave Shelley. Burial in Forest Lawn Cemetery, Hollywood, July 13.

## THE FINAL CURTAIN

**CLARK**—Lauriston E., 45, director of engineering for Technicolor Motion Picture Corporation, July 9 in Presbyterian Hospital, Hollywood. His widow, Virginia, survives.

**CUMMINGS**—Catherine, 79, silent film actress and widow of Richard Cummings, character actor, July 10 at her home in Hollywood of a heart attack. Born in Grantsburg, Ill., she moved to California in 1908 with her husband. Mrs. Cummings started in films with the old Biograph Company. She leaves a son, Richard Cummings II. Funeral services in Hollywood July 13.

**DAVIS**—Carl, 60, singer once known as "Wonder Kid" on the old Keith vaude circuit, July 9 at his home in North Tonawanda, N. Y. Davis, who first sang at the former Bijou Theater in Cincinnati some 50 years ago, later was a member of the Doc Howard minstrel quartet for several years. He also had been a song plugger for Leo Feist, Inc., New York music publishing house. After leaving Cincinnati 20 years ago he became a carnival and circus concessionaire. Survived by his widow, Ruth, and a son, George, of Tonawanda, and a brother, Jeff, Cincinnati, known as the king of the hoboes. Burial in Tonawanda.

**DEWIS**—Fred H. Jr., 54, concessionaire and ride owner, July 7 at St. Joseph's Hospital, Elgin, Ill. Survived by his widow, Hattie; son, Willard; his mother, Mrs. Katie Dewis, and two stepsons, Clifford and Howard. Burial in Lake Street Memorial Park, Elgin.

**DEWOLFE**—Elsie (Lady Mendl), 84, former actress, July 12 in Versailles, France. She appeared in many Charles Frohman productions during the 1880s and '90s, and played opposite John Drew on many occasions. She retired from the stage at the turn of the century. Survived by her husband, Sir Charles Mendl, British diplomat.

**DIORIO**—Peter, singer, July 5 in Providence. He began his career with the old Homan Musical Stock Company and later toured the U. S. and Canada with musical comedies, burlesque and in vaude.

**GOETZINGER**—Richard, Detroit billposter, recently in that city. He was with Walker & Company for several years. Survived by his widow.

**GREENE**—Capt. Tom R., 46, last of his family's line of steamboat owners, captains and pilots, and president of Greene Line Steamers, Inc., July 12 aboard the Delta Queen at Evansville, Ind., of a heart attack. He had commanded the Delta Queen on its regular run between Cincinnati and New Orleans for the past several years. Survived by his widow, Letha, and four children.

**HAMP**—I. B. (Irwin B. Hampton), 57, well-known burlesque comic for 30 years, June 30 in Lincoln Hospital, Detroit. Hamp and his wife, Gertrude Beck, had their roadshow on the Hirst Circuit for many years. Survived by his widow. Interment in St. Louis.

### Grateful Thanks

to the many, many thoughtful folks who so well remembered

## "MY HAMP"

May God bless each of you and yours.

"Gertrude"

**HODGINI**—Joe (Joseph Henry Hodges), 85, renowned European circus artist, at Frankfurt-Main, Germany, May 21, it has just been learned.

**HOLLAND**—Frank, 67, former vaude performer, circus owner, songwriter and author, and at one time manager of the old Victory Theater, Evansville, Ind., July 9 in Fort Wayne, Ind., at the home of his sister-in-law, Mrs. Julius Heldrich. He had resided in Chicago since 1925, where he was employed by a surgical supply firm. Survived by his widow,

Mae. Services July 12 in Terre Haute, Ind.

**HOLMES**—Helen (Saunders), former silent film serial actress, July 8 at her home in Burbank, Calif. She had been ill for five years with a heart condition. Under the film name of Helen Holmes, Mrs. Saunders was best known for her serial, *The Hazards of Helen*, made before Pearl White came into prominence. She was discovered by Mack Sennett in 1912. Soon after her entrance into films, she married J. P. Mc Gowan. Later she married Lloyd Saunders, film cowboy and stunt man, who died four years ago. Survived by an adopted daughter, Mrs. Doro McGowan Barone, Redondo Beach, Calif. Services in Hollywood July 12.

**HUFFINGTON**—B. Walter, 41, director of station relations for the National Association of Broadcasters (NAB), July 13 of a heart attack near Winston-Salem, N. C., while on tour of Southeastern States. A former national radio director of the American Red Cross, he was general manager of a radio station in Portsmouth, Va., until last May. Huffington had studied journalism in New York, and had been a radio writer, commentator, producer and salesman. Surviving are his widow and a daughter, Betty Anne.

**JOHNSON**—Edward (Slim), 50, at his home in Kansas City, Mo., July 10 of carbon monoxide. He was a member of the Levin & Johnson firm which operates the Midwest Merchandise Company. Services and burial in Kansas City. He was a member of the Heart of America Showmen's Club. Surviving are his widow, Mrs. Zella Johnson; an infant daughter and two sisters.

**KENNEDY**—Mattie Rooney, 72, veteran vaude performer, and sister of song-and-dance man Pat Rooney, July 9 in Glendale, Calif. Born in Baltimore, she entered show business at the age of 12. She toured in vaude with her brother and later with her late husband, Tom. The brother-sister team made the Bowery waltz clog, originated by their father, Pat Rooney Sr., a famous dance of its day. In recent years, Mrs. Kennedy was a member of the Elderlovelles in Ken Murray's *Blackouts* and accompanied the show to New York from Hollywood. Her last stage appearance was with her brother and a sister, Julia, at the Orpheum, Los Angeles, a few months ago. Also survived by a son, Clayton, and another sister, Josie Rooney, Baldwin, L. I., N. Y. Funeral in Hollywood July 13.

**LAWSON**—George Ziegler, 53, advertising artist for Warner Bros. Theaters, Philadelphia, July 5 at his home in Pennsauken, N. J. He had been with the Warner circuit 12 years and previously with the Stanley Company of America theater chain. He also was a free-lance artist for the stage. His widow, Gwendolyn; a son and a daughter survive. Services in Pennsauken, N. J., July 8, and burial in Locustwood Memorial Park, Delaware Township, N. J.

**LOTTON**—Lemuel T., 42, worker with the Morris Hannum Shows, July 5 in Montgomery Hospital, Norristown, Pa., from effects of electrical shock received as he prepared to get a carousel in operation at Spring Mill Fair, Conshohocken, Pa. He made his home in Portsmouth, Va., and in Rocky Mount, N. C.

**MAXINE**—Gabe, of the comedy acro team of Trip and Fall, suddenly July 14 in Kansas City, Ill., where he was appearing with his wife, a member of the act, at a homecoming celebration.

**McLENDON**—Lile H., 78, mother of Leon McLendon, concessionaire with the Great Sutton Shows, July 5. She also leaves two other sons, Vic and Alex, and two daughters, Claire and Lucille. Burial in Meridian, Miss., July 6.

**NASH**—Clifford, 20, son of Mr. and Mrs. Robert Nash, carnival troupers,

June 25 in Downey Hospital, Gainesville, Ga., of injuries sustained in an auto accident near Dawsonville, Ga. His wife, whom he had married the day before in Atlanta, was also fatally injured in the crash. Besides his parents, other survivors include an uncle and aunt, Mr. and Mrs. Arthur Price, of the Mound City Shows. Burial in Crest Lawn Memorial Park, Atlanta.

**NORTON**—John P., 71, a member of the Michigan State Fair Board of Managers from 1923 to 1932, July 12 at Escanaba, Mich.

**PICKETT**—W. L. (Bill), 59 former night watchman with the Shesley Mighty Midway, July 4 in Wilmington, N. C., of a heart attack. Survivors include his widow, Dale, and two sisters, Mrs. L. Warraek and Mrs. Emma Hansley.

### In Loving Memory

## JOSEPH A. PISARA

Died July 23, 1948.

BABE PISARA

**REESE**—John, 90, pioneer in the development of Holly Beach, which later consolidated with Wildwood, N. J., July 7 in Lankenau Hospital, Philadelphia. A sister survives. Services July 10 in Philadelphia and burial in Mt. Peace Cemetery there.

**REIFF**—George W., 71, former vaude performer, July 7 in Cleveland. Survived by his widow.

### IN MEMORY OF

## IRVING J. POLACK

Who passed away

July 13, 1949

MICKY BLUE

**SCHULMAN**—Max, 59, internationally known hotel man and general manager of the Netherland Plaza and Terrace Plaza hotels, Cincinnati, July 10 in his suite at the Netherland Plaza. Schulman went to the Netherland Plaza in 1933 from Louisville, where he was president of the Henry Clay Hotel. He became the Netherland's general manager in 1937, and with the opening of the Terrace Plaza in 1948, he was named general manager of both operations. He was first with the Hotel Imperial in New York, coming to this country after service with the Norden Hotel, Innsbruck, Austria, and the Kaiserhof, Milan, Italy. Among his other hostelry operations, Schulman opened the Brown Hotel, Louisville, and the Chase, St. Louis. He was president of the Cincinnati Hotels Association. Survived by his widow, Grace, and a brother, Joseph, Cleveland.

**SPANGLER**—John Franklin, 78, veteran medicine show operator, July 9 at his home in Harrisburg, Pa. Survived by his widow, Louise.

**WATSON**—Mrs. Frankie Ames, 80, former vaude singer and mother of the Watson Sisters (Fanny and Kitty), vaude performers, July 8 at her home in Buffalo. She also leaves another daughter, Mrs. Russell J. Allyn. Burial in Mount Calvary Cemetery, Buffalo.

**WHITE EAGLE**—John, 65, July 23 in Little Rock, Ark., of injuries sustained in an auto accident. Survived by a brother, Carl. Burial in Lawton, Okla.

**WILLIAMS**—Annie Mae, 30, performer in John T. Huchen's Side Show and wife of Leopold D. Williams, leopard-skinned man, June 26 at her home in Savannah, Ga.

**WILLIAMS**—Mrs. Cora, 52, owner-operator of the Playbowl, Cincinnati city, July 9 in Christ Hospital, that city. Survived by her husband, Percy, and a sister, Mrs. Clayborne Cook, Cleveland. Burial in Spring Grove Cemetery, Cincinnati, July 12.

# CALGARY GET-AWAY STRONG

## Chi Fair's Weather Ideal, Gate Nears 500,000 Mark

Pageant continues to get light crowds—block sale of tickets to business orgs introduced to hypo spec's attendance—Killiam shifts to special events

CHICAGO, July 15.—Aided by almost perfect weather, the Chicago Fair neared the half-million attendance mark today, with announced paid figures of 445,631 thru Wednesday (12), its 19th day. Its predecessor, the '49 Railroad Fair, pelted by rain 10 of its first 19 days, chalked up a total of 406,508 in the same period. Sunday (9), with a disappointing 31,200, was the best day attendance-wise during the week ended Wednesday (12), with Saturday's 26,455 running second. Fair management has resorted to block ticket sales in an effort to build attendance at the featured four-a-day spec, *Frontiers of Freedom* which, during its first 80 performances, drew an average of roughly 1,500 against a '49 pageant average of 2,300 in its first 82 shows.

First of the outright purchasers, Cities Service Oil Company, bought the pageant's two night performances Monday (17), and operated the show with an open front gate. D. L. Toffenetti, Chicago restaurant owner, who operates one of the fair's eateries, also has purchased 1,000 pageant tickets.

### Yet Heads Events

Possible injection of more professional showmanship in the fair's operation is seen with the appointment of Paul Killiam as a special assistant to expo's top man, Crosby Kelly. Killiam, a showbiz veteran, has been managing the Showboat Theater in the midway area and will now supervise special events.

The Dixieland Village fun zone took on more of a carnival atmosphere with the addition of Irvin Goldstein, veteran pitchman, with his *Hum Tunes*, and Russell Bradshaw, who is performing his escape act throughout the area.

Voorhees-Fleckles icer is still leading at the north end, with the Cypress Gardens water show a close second. Charlene Zint has replaced Betsy Galena in the swim show cast, the latter being out with a strained tendon and a broken ankle.

Barnes-Carruthers' big top circus, third attraction at the north end, rescheduled its performances with the last of its four daily shows skedded for 7 p.m., a half hour later than previously. New line-up of acts moving in Monday (17) include Kinko, clown midget car; Happy Harrison, dogs and ponies; Sandies, trampoline and bars; Strong Foursome, ropes; Pape and Rene, perch; Bill Bushbaum, Liberty horses, and Dobritch, high act.

## Ducharme Suffers Cannon Act Injury

ADRIAN, Mich., July 15.—Henry (Curly) Ducharme, 31, of the Fearless Gregg cannon act with the Magic Empire Shows, was seriously injured Thursday (13) night during a performance here. Catapulted from the cannon over Ferris Wheels, Ducharme landed in the center of the net but bounded out, falling to the ground and suffering a fractured skull and cracked neck bone.

While still unconscious Friday morning, he was removed from the local hospital to Ann Arbor, Mich., for treatment by specialists. The act will continue with Ducharme's second filling in.

## Gov't Snatches Sunbrock's 12G In Tax Tangle

CINCINNATI, July 15.—The \$12,057 seized by the government in 1944 when Larry Sunbrock staged a rodeo here at Crosley Field was awarded to the Internal Revenue Bureau Wednesday (12) by U. S. District Court Judge John H. Druffel, who ordered that the money be applied to taxes owed the government by Sunbrock and his former wife, Marion Pope Sunbrock. The money had been held in escrow pending outcome of a petition filed by Mrs. Sunbrock and Jack Andrews, a partner in the show, claiming it belonged to them.

Wednesday Mrs. Sunbrock failed to prosecute her suit and Andrews submitted an affidavit in which he relinquished his claim to the money. Previously they had claimed that the money had been advanced by them so that the rodeo could be staged.

The government attorney agreed Wednesday that half the seized sum should apply on Sunbrock's debts to the government and the other half on those of Mrs. Sunbrock, it having been shown that half of the seized money was hers and that both she and Sunbrock owe the government "much more than half of the seized money." Government officials testified that Sunbrock owed \$100,000 in taxes. Thru his attorney, Sunbrock approved the award to the government.

## MCA Plans Spec For '51 World's Transport Fair

ARCADIA, Calif., July 15.—A spectacle to be presented as a featured part of the World Transportation Fair to be held here at the Santa Anita Race Track beginning in May, 1951, is being planned by Music Corporation of America (MCA). Actual setting up of the attraction will start later this year.

Management Corporation of America has the selling exhibit space and has already closed several contracts with leading manufacturers for representation at the 104-day event.

## U. S. Court Rules R-B Performers Are Employees

(Continued from page 3)

amounts as "wages payable" in its excise tax returns for that year, filed under the Social Security Act.

In 1938 the collector made an assessment of additional tax in the principal amount of \$4,457. The following year the circus management claimed a refund on the ground that the sum paid was a tax on the amount of \$317,156.63 paid to persons who were independent contractors and not circus employees. In 1940 the management got a refund on the amount paid to Col. Tim McCoy.

Performers referred to in the claim for refund and to whom the amount of \$281,785 was paid in 1936, participated in feature trapeze, acrobatic, animal, clown and Wild West acts.

Judge Goddard held that the performers mentioned were employees and that the tax was legally collected. He did not agree with the circus management in its citation of a claim brought by Hurok Attractions for a refund on the Don Cossack Chorus, with the action still pending. Goddard held that this case was different in that Hurok had little, if any, control over the performers.

## Stampede Gets Rain But Gate Near Last Yr.

### Midway Biz Off Slightly

CALGARY, Alta., July 15.—The Calgary Stampede, thru Thursday (13), the fourth day of its six-day run, demonstrated its powerful pulling power, piling up a gate of 238,451, despite rain two nights and one afternoon.

Attendance count for the first four days was only 20,000 under last year's total of 258,502 to the same point and gratified execs in view of the weather during the current run.

A day-by-day attendance comparison with last year follows:

|           | 1950   | 1949   |
|-----------|--------|--------|
| Monday    | 73,979 | 70,951 |
| Tuesday   | 45,004 | 68,943 |
| Wednesday | 73,501 | 72,307 |
| Thursday  | 45,967 | 48,301 |

Monday's (9) total surpassed last year's figure by almost 3,000 even tho showers and a light hailstorm hit at 8 p.m. Big drop of about 22,000 in Tuesday's total was due to rain which fell thruout the day and did not stop until 6 p.m. Wednesday's weather was ideal, and the attendance (See CALGARY GATE on page 58)

## Increased Excursion Boat, Train Schedules Stimulate Attendance At New York Area Shore Spots

NEW YORK, July 15.—Beach resorts and parks in this area are profiting from augmented excursion service, both by water and bus, and this has spurred rail lines serving Long Island and Northern New Jersey resorts to offer stepped-up schedules and cut-rate excursions.

Augmented service, plus good weather, gave outdoor spots their second-best turnouts of the season over the past week-end. Estimated attendances for Sunday (9) were: Coney Island, 1,400,000; the Rockaways, 1,000,000; Jacob Riis Park, 80,000; Jones Beach, 139,000, and Orchard Beach, 70,000. Westchester County beaches and pools drew 65,000, which topped by 15,000 attendance for any one day of the banner Fourth of July week-end.

### Flacking Clicking

While Coney Island's Chamber of Commerce is putting over a series of elaborate promotions to hypo business, the Rockaways Chamber has been active in stepping up transportation facilities, and has succeeded in increasing bus and boat service to such extent that destruction of the important trestle of the Long Island Railway, by fire, apparently will not cut attendance.

Among active spark-plugs of the Rockaway Chamber are its executive secretary, George Wolpert, and owner-operator A. Joseph Geist of Playland. Geist is largely responsible for Wilson Line steamers and up-State New York and Northern New Jersey bus lines providing daily service to Rockaway Playland and

Rockaway Park. S. S. Liberty Bell, of the Wilson Line, makes two round trips daily between Jersey City, N. J., lower New York City and the landing dock a block from Geist's spot. Charter service for outings from such points (See Rail, Water Excursions, page 63)

## Korea Situash Snafues Action On Tax Cut Bill

WASHINGTON, July 15.—Prospects for tax relief for outdoor shows hit bottom this week as the Korean situation caused the Senate Finance Committee to put the omnibus excise bill in cold storage. According to Chairman Walter George (D. Ga.), no more action will be taken on the bill unless the Korean war outlook brightens.

As passed by the House, the measure would cut the admissions tax to 10 per cent and completely exempt non-profit fairs. Another House provision would levy the tax only on the actual admissions charge, rather than on the established price—thus offering a tax break on passes and cut-rate prices.

The committee decision to hold up on the bill came after Treasury Secretary John Snyder informed Congressional tax leaders that the Administration opposes any tax cuts as long as the fighting continues.



## BULGY, The Whale

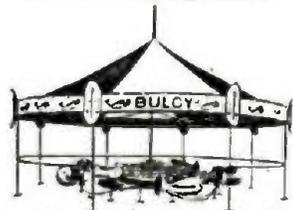
### A First Attraction

with the mop-pet patrons at Shows or Parks—great or small—the unique comic character of Bulgy, the Whale, has effectively captured the imagination of the Kiddie trade—winning impressive earnings in its field.

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## LOOK—PARKER DOES IT AGAIN!

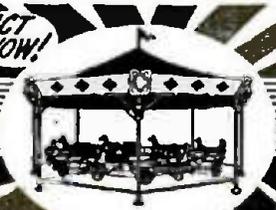
We offer a complete Baby "Q" Carry-Us-All for only \$6,925.00—Take 2 seasons to pay—20 Jumping Horse, 2 Charlots, Carries adults. Place your order now for the fair season. Standard model, \$5,575.00 cash. R. L. Cochran of Rochester, Pa., writes: "Dear Mr. Parker—Just a few lines to tell you how well I like the new Baby "Q" Teen-Ager that I purchased recently from you. It's not only a fine machine, but if it wasn't for your low price I couldn't afford to own a Merry-Go-Round, so you have put me in business and I appreciate it very much. I paid cash for the machine and I expect to get my money back this year. Best regards, Robert L. Cochran," De Luxe, 36 foot, 2-abreast, \$9,125.00—2 seasons to pay, 3-abreast, \$10,125.00—2 seasons to pay. Also 42 foot, 46 foot, 50 foot and larger.

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## Close-Ups:

# Albert Henry Lea Ventured West, Pioneered Sturdy Fairs in Ore.

By Sam Abbott

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

IN 1901, a young Wisconsinite with a college degree in dairying and the name of Albert Henry Lea, took a decisive step. He married a girl—Winifred Gibson, of Centerville, Wis.—and set out to seek a promised land. From Amherst, Wis., he and his bride moved West to Portland, Ore.

The fact that the trip produced no history-making news can be blamed only on the changing times. In spirit, Lea was as much a pioneer as those who sat with rifle across their laps and an eye on the horizon. His was the job of opening a creamery for the Hazelwood Company.

### Fair Vet

The business did all right and so did Lea. Today at the age of 77, he has spent nearly a half century in the Oregon country and has served 22 years as manager of Multnomah County Fair, near Gresham.

To get Lea into the fair business took a series of events. While he was setting up the Portland creamery, one in a strong link of such concerns owned by Hazelwood, he bolstered his education received at the universities of Wisconsin and Iowa by taking extra studies at the University of Oregon in Salem.



A. H. LEA

While studying at Salem, he became friendly with James Whithycombe, a director. Just when Lea was intensely interested in education, Whithycombe decided to become a gubernatorial candidate and launched his campaign with Lea in charge. Handling a candidate was new business for the Oregon newcomer and he pitched in with enthusiasm that elected his friend. Prior to his inauguration, the governor-elect informed Lea that he would have to remain with him in an administrative post. As Lea had both training and experience in agricultural work, Whithycombe named him manager of Oregon State Fair in Salem. Altho the job was not as flowery as one might assume, Whithycombe gave him all the co-operation possible. He turned over to him a crew of convicts from the penitentiary and Lea often had as many as 50 building fences. When new buildings were started, it was with brick that the prisoners had baked right on the grounds.

Things went along smoothly for Whithycombe's first term with Lea devoting his full time to the job of managing the fair. However, four years is not long when one has many things to accomplish. The governor decided to seek re-election and again named Lea as his campaign manager. Once again (See Albert Henry Lea on page 53)

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## Talent Topics

Edward Litzer, swappole, is the free attraction on the Gayland Shows playing fair and rodeo dates in Alberta and Saskatchewan. Capt. Bingo Hauser and his lion are also being billed as one of the org's attractions. . . . Aerial Snyder's, swaying pole act, was the free attraction at Palisades (N. J.) Park for two weeks.

Sam and Jenny, variety comedy and blackface team, are back in Detroit getting set for the outdoor season, following two months at Columbus, O., where they worked checking and concessions at the American Bowling Congress.

Johnny Long, Al Morgan and Suicide Simon are attractions slated for Cincinnati's Coney Island for the next three weeks. Long opened a week's engagement in Moonlite Gardens Friday (14). Morgan starts a seven-day appearance Friday (21), giving free performances on the mall twice daily. Simon, "the man who blows himself up with dynamite," comes in July 28 as free act.

The Alvarados, high free act on the Great Sutton Shows, closed with the org at Robbins, Ill. . . . Poodles Hannelford Troupe was at Buckeye Lake (O.) Park the week of July 17. . . . Winlows, bicycles, opened at Springlake Park, Oklahoma City, Friday (14) as free act, replacing the Otaris, high act. Tarsan, human ape, has been working the spot despite two broken ribs. . . . Alex Sadler, trampoline, opened as free attraction at Lakeview Park, Tulsa, Monday (17), replacing Harry Froebuss, high act. . . . Francisco and Dolores, high act, move into Kenneywood Park, Pittsburgh, August 20 for 16 days.

Alice Murray has been filling in for Barbara Moro, who recently left the east of the Showboat Theater at the Chicago Fair. Mugsy Spanier

and his Dixieland ork are skedded to leave the theater August 13 for San Francisco. . . . Harry Froebuss, high pole, has been inked as free attraction at the Elmwood Park, Ill., celebration which opens August 8 for a week under auspices of five American Legion posts.

William and Clara Lamberti, high wire motorcycle-trapeze act, were injured Tuesday (11) when they fell 40 feet into a net while working as free act at a church sponsored carnival in Providence, R. I. Clara suffered back injuries, her husband's right hand was deeply cut and the cycle was damaged.

Bob Niles, member of the Lucky Auto Daredevils, has been flag pole sitting at the Culver City, Calif., Auction Mart since July 1. Before Niles took his place atop the pole, he and Lucky Leo Schultz were interviewed on television Station, KTLA. Schultz was lifted to the top of the 125-foot pole to assist Niles in getting set. Niles is still in a cast from injuries sustained when he jumped from the Pasadena Bridge and fell 155 feet when his parachute failed to open.

Billy Pape and Renee are getting in some fishing at Fox Lake, Ill., prior to opening a three-week engagement at the Chicago Fair Circus.

### Atom Plant Property Is Location of New Kiddie Park in Wash.

RICHLAND, Wash., July 15.—A new kiddie park has been opened here and will be operated by Amusement Enterprises, Inc., headed by H. A. Andrews and Gordon E. Matthews. Richland is 80 miles from Walla Walla and near an atomic bomb plant. The park is on government property under a 20-year lease.

Rides include a three-abreast Merry-Go-Round, Rocket and auto rides and train built by H. E. Ewart Company, Compton, Calif. A ballroom, roller rink and drive-in restaurant are being constructed in the park.

### Heavy Throngs Keep Video Wolf From Hub Door

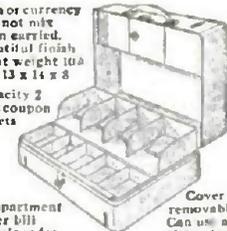
BOSTON, July 15.—Funspot operators in the area viewing capacity crowds this season are not worried about television cutting into grosses. While some New York and Western ops are reported spending big sums for new rides, modernization and free acts as "television insurance," those here claim that it will take more than video to keep customers home on summer days.

T. Leroy Gill, owner of Norumbega Park, who has just added six kiddie rides, feels that the moppet crowd will make sure the adults get out to parks. He also points out that the old-fashioned picnic helps draw more folks.

Revere Beach and Paragon Park ride ops and concessionaires have noticed no biz loss due to video. They maintain that with good weather they can hold their own.

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For Aerial Productions  
**AERIALISTS**  
For High Acts, Married People preferred. Long season, top salary. Write or wire  
**Aerial Productions**  
Box 283, Lexington, Illinois

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Cash or currency will not mix when carried. Beautiful finish. Light weight 100 Size 13 x 14 x 8. Capacity 2 rolls coupon tickets.

Compartment under bill container for flat tickets. Cover removable. Can use as ticket box at entrance.

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**ARCUS-SIMPLEX TICKET CO.**  
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AMUSEMENT TICKET PRINTERS

The New **FLOSS KING** Challenger



Selling New Profit and Performance Records!

**Challenger EQUIPMENT CORP.**  
BOX 249 HARVEY, ILL.  
Phone: HARVEY 4036  
PARK AVE. AT 162ND ST.



**BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE**

We also handle Snow Supplies.  
P.O. BOX 7502, FAIR PARK, DALLAS, TEX.

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All Readings Complete for 1950

Crystal Balls, Imported.  
4 1/8. Write for prices.  
Single Sheet, 8x11, 100, 25¢ Per M. . . . \$6.00  
Gold Fish Pamphlet, 4 Page 8x11, 12 Stars. . . .  
Any Quantity, Each . . . . . 11¢  
"WHAT IS WRITTEN IN THE STARS" Folding Booklet, 12-P 2 1/2x3.5. Contains all 12 Analyses. Very well written, \$3.00 per 100. Sample, 50¢  
**FORECAST AND ANALYSIS, 10-P Fancy Covers, 8x11, Each . . . . . 3¢**  
Samples of each of the above 4 items for 25¢  
No. 1, 35 Pages Assorted Color Covers . . . . . 50¢

**NEW DREAM BOOK**  
120 Pages, 2 Sets Numbers, Clearing and Policy 120 Dreams Bound in Heavy Gold Paper Covers, Good Quality Paper, sample 20¢  
**HOW TO WIN AT ANY KIND OF SPECULATION, 24p. Well bound, 8x11 . . . . . 25¢**  
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Signs, Cards, Illustrated, Pack of 36 . . . . . 15¢  
Graph Charts, 9x17, Sample 3¢, Per M. . . . . \$7.50  
**MENTAL TELEPATHY, Booklet of 21 p. . . . . 25¢**  
Shipments Made to Your Customers Under Your Label. No checks accepted C.O.D. 25% Deposit Our name or ads do not appear in any merchant dir. Samples postpaid prices. Orders are P.P. Extra

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Send for Wholesale Prices

**SHOOTING GALLERIES**

STATIONARY AND PORTABLE MODELS  
Guns, loading tubes and ammunition. Both new and used equipment always on hand for IMMEDIATE DELIVERY  
Write To-day For Catalog

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MT. CLEMENS, MICH.

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MINIMUM ORDER 4 DOZEN  
State Quantity Needed  
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**CASH IN with DAD'S**  
THE OLD-FASHIONED ROOT BEER



You can serve a big 70 oz. DAD'S at 5¢. Make nearly 4¢ profit on each drink. Big profits are yours because this high quality, nationally advertised beverage brings you increased traffic at no increase in cost! Automatic barrel dispensers available in 45 gallon, 17 gallon and 8 gallon sizes. We have everything you need to get started on this extra profit, big volume business. . . . DAD'S root beer—barrels—fountain dispensers—mugs—glasses—with plenty of attractive advertising material.

Write for free catalog, also information on the amazing DAD'S Portable Roadside Stand—THE DAD'S ROOT BEER HUT.

**DAD'S ROOT BEER COMPANY**  
Fountain Division  
2800 N. Talman Avenue Chicago 18, Illinois

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TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

Five Sizes Boxes — Complete Line of Supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones — All Makes Ice Shavers—Star Popcorn Machines — Cotton Candy

Cones—Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags—Candy Floss Supplies. SEND FOR FREE CATALOGUE!

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**CARBONS!  
CARBONS!  
CARBONS!**

for 60-inch  
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**SEARCHLIGHTS**

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**16c**

per pair

**GUARANTEED 100%**  
against breakage  
in shipment

Packed 500 to a case.

**ORDER NOW!**

TERMS: Cash with order.

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With or without remote controls; guaranteed  
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● **SPARE PARTS—ALL KINDS**

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Telephone Mr. Early, Norwood 7-2620

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**NEW MULTIPLEX  
ROOT BEER BARREL**

45 gallon size, never been used, still  
packed in original shipping crate. One  
year factory guarantee. Cost \$260.00.  
Will sell for \$185.00.

45 gallon size with two Faucets, one  
for Root Beer and One for Coke. Never  
been used, still packed in original  
shipping crate. One year factory  
guarantee. Costs \$305.00. Will sell  
for \$230.00.

**NEW TEMPRITE CARBONATOR**, in  
original shipping crate. One year factory  
guarantee. Cost \$265.00. Will  
sell for \$195.00.

Terms, cash with order. F. O. B. Canton,  
Ohio. Rush your order today for these  
bargains. First come—first served. Reason  
for selling: owner has no use for this  
equipment.

**MELLO SANDWICH SHOP**

1037 Dueber Ave., S. W., Canton, Ohio

**New ELECTRIC  
CORN  
POPPER**



PROFITS GALORE!  
\$5 to \$50 daily  
earnings!

Get in the BIG  
PROFIT popcorn  
business with this  
popper — does  
work of \$500 ma-  
chine. Can pay for  
itself in a few  
days because of  
its low price.  
**FULLY GUARAN-  
TEED.** Now Gray  
Teed. New Gray  
Teed.

Metallic finish, gleaming nickel trim, electric  
lighted, beautifully decorated with multi-  
colored popcorn signs. Uses less current—AC or  
DC, any cycle, connect anywhere. 17" x 17" x 26"  
high. Wt. 30 lbs.

**SALESMEN, WRITE FOR PROPOSITION.**  
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**ORIGINAL WAFFLE MOLDS**

Large 4 commercial size, cast aluminum.  
Round six-sided or scalloped, complete with  
wooden handles and formulae. \$2.50 each.  
4 mile grease tank. \$35.00. Write  
**CONCESSION SUPPLY CO.**  
3916 Secor Rd Toledo 13, Ohio

**Albert Henry Lea Ventured West,  
Pioneered Sturdy Fairs in Ore.**

(Continued from page 50)

Lea did a good job and Whithycombe  
was re-elected and served until his  
death in his second term.

Lea, meanwhile, became solidly en-  
trenched in his job. His accomplish-  
ments were favorably received by  
succeeding governors and he re-  
mained in charge of the fair for nine  
and a half years.

**Takes Over Multnomah**

In 1928, Lea moved from his Salem  
post to that of manager of the Mult-  
nomah fair. Just prior to assuming  
his new job, he became violently ill  
and was forced to direct his initial  
orders from his bed. Multnomah had  
plenty of room for improvement.  
There was practically no attendance.  
The fair plant consisted of 32 acres  
with a light pole on which had been  
placed a blinking light bulb.

When he had recovered from his  
illness, Lea started to work on build-  
ing the event. He filled in lakes and  
built a race track. The managing  
board, Gresham Park Fair Associa-  
tion, was set-up and the grange was  
interested in participating in the an-  
nual.

The first few years were the hard-  
est. No one had been completely sold  
on the fair and accepted it just as  
another event. Lea recalls that a  
youth who had been helping around  
the grounds was sent to a nearby  
hardware store to secure a half-inch  
"T" connection that cost about a  
dime. He returned empty handed for  
the merchant had told the youth that  
the fair had no credit—not even for a  
dime.

**Builds Prestige**

Building credit was not the only  
job that Lea had to do. He visited the  
larger dairies in the area and asked  
them to exhibit at the fair. They were  
not anxious to participate, but finally  
agreed to do so. With this victory  
under his belt, he called upon the  
sheep, horse and livestock people with  
the same story. Their stories to him  
were the same as those of the dairy  
people—but the result was the same.

With sufficient buildings and the  
grounds in order, Lea felt that the  
Multnomah fair was operative. He  
began to build a premium list and  
made it such as to classify the event  
as an all-round agricultural fair.

To get the premium money was  
nothing new for the dean of fairmen.  
When at the Oregon State Fair, he  
had found raising money for awards  
no deal that banks were happy to  
make. There he had signed personal  
notes and he did the same at Gresh-  
am. Lea in his post was fortunate  
at having fair board members who  
felt like he did about prizes. H. A.  
Lewis, who served as board presi-  
dent for 35 years, went along with  
him on the promissory paper. To-  
gether they secured sufficient funds  
to take care of the junior awards  
and gave IOUs to those who could  
afford to pass up the prize money.

These debts after some years were  
finally paid off, with none of the ex-  
hibitors, who went along with the  
fair, losing a penny.

Today Multnomah County Fair is  
one of the outstanding events in the  
Northwest. The acreage has been  
increased to 88 and Oregonians for  
miles around attend the annual in  
late August. The appraised value of  
the fair plant is \$250,000 and its at-  
tendance runs slightly under 150,000  
annually.

**Harbor Springs Adds  
Two Days to Pageant;  
Inks Indian Singer**

**HARBOR SPRINGS, Mich., July 15.**—Chief Oskentonon, Mohawk In-  
dian baritone, has been signed as the  
feature attraction of the annual Ot-  
tawa Indian Pageant and Naming  
Ceremony here July 21-23. Event,  
started 16 years ago, now utilizes  
a specially constructed 7,000-seat  
stadium, and has gained national  
attention for several years by nam-  
ing noted figures as members of the  
tribe.

The pageant will run three nights,  
instead of one, as in the past. Pro-  
motional contacts in the past were  
by Dr. Louis J. Garipey and Dr.  
Robert A. C. Wollenberg, both of De-  
troit, but Sales Counselors, Inc.,  
Detroit advertising agency, this year  
is handling the actual staging of the  
pageant, as well as the promotional  
activities.

**Frank Caven Plans  
New Jersey Track**

**PHILADELPHIA, July 15.**—Frank  
H. Caven, local auto dealer, heads  
up a group, including Atlantic City  
interests, which has leased a large  
tract of land at Bargaintown in  
Southern New Jersey for the con-  
struction of an auto race track.  
Caven, who will build and operate  
the track, said that it will be fash-  
ioned to accommodate all types of  
auto racing.

About \$14,000 will be spent to  
surface and fence the track, exclu-  
sive of the installation of bleacher  
seats. Track will draw heavily from  
resort areas, particularly Atlantic  
City. Caven also has interests in  
other auto race tracks in Pennsylv-  
ania and Maryland.

**Olympic Okay in Raleigh**

**RALEIGH, N. C., July 15.**—Olympic  
Amusements chalked up a good three-  
day stand here recently altho rain  
washed out the org's initial show.  
Good houses prevailed the last two  
days, however, officials said.

Multiplex Faucet Co. Serving the Trade 45 Years

About a 4¢ Profit on a 5 Cent Sale!

**The Multiplex  
ROOT BEER BARREL**

IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

It Advertisers Ice Cold Root Beer to attract a large  
volume of sales at an Exceptionally Large Profit.  
Capture volume business and profits with a Multiplex.

**Exclusive!** Draws any size drink contin-  
uously without turning lever  
off—10 to 15 drinks per minute. Draws delicious solid  
drink with slight amount of foam when handle is turned  
to one side and a creamy drink when turned to other side.

Also DISPENSERS for COCA-COLA, ORANGE, OTHERS

Manufacturers: **MULTIPLEX FAUCET CO.**



STURDY OAK STAINLESS STEEL HOOPS

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**BOOST YOUR  
GROSS**



**Allan Herschell  
KIDDIE BUGGY RIDE**

Your gross climbs . . . when you have  
an Allan Herschell Kiddie Buggy Ride.  
Gets a high percentage of repeats  
because kids love to get behind the  
prancing ponies. Ride is ruggedly built,  
easy to operate, requires a minimum of  
maintenance. Cast aluminum ponies,  
heavy gauge sheet aluminum buggies.  
Eccentric wheel on front gives ride  
action. Fluid Drive. Write, wire or  
phone today.

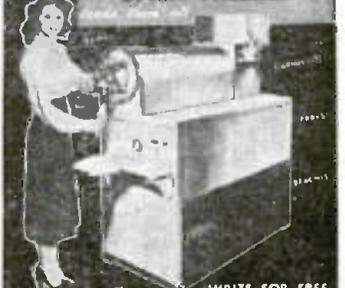
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World's largest manufacturer of amusement rides

**CONCESSION  
Electric Floss Machine  
SPECIAL**



STANDARD  
BELT-DRIVEN  
MODEL 111  
MACHINES  
F.O.B. TOLEDO  
**\$227.50**  
The Old Standby of Floss Operators . . .  
Highest Production . . .  
Free Parts . . .  
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**CONCESSION SUPPLY COMPANY**  
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**SANI-SERV**  
CONTAINS NO DIRECT DRAW  
DAILY FEES



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CATALOG  
**GENERAL EQUIPMENT SALES Inc.**  
824 S. WEST ST. INDIANAPOLIS, INDIANA

**MAKE \$100.00 A DAY  
On Candy Floss**



This is our new  
**SUPER DELUXE**  
with new style head,  
bowl brushes and  
holders, none other  
like it—runs smooth  
as silk. Start out  
with the BEST. Save time,  
money, worry. Heater rheo-  
stat and FREE parts. Lit-  
erature on request.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
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**GIVE TO THE  
RUNYON CANCER FUND**

**CONCESSION**  
Electric Floss Machines  
Bring in  
**Bigger Cash Profits!**



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- Direct Drive
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Heat control makes continuous production possible 24 hours a day at the rate of 500 cones per hour.  
Write for Full Details

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**CANVAS • SHOW**  
★ CARNIVAL  
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CONSISTENT WITH QUALITY—  
THE LOWEST PRICES ALWAYS  
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**TENTS**

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**FOR SALE**  
**NEW SIDE WALL**

Water and Mildew Proof

|            |       |         |
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| 7x100 Feet | ..... | \$49.00 |
| 8x100 Feet | ..... | \$4.00  |
| 9x100 Feet | ..... | \$3.00  |

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Advertising in the Billboard Since 1905

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SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 10M. \$10.20 --- ADDITIONAL 10M's AT SAME ORDER, \$2.20

Above prices for any wording desired. For each change of wording and color add \$1.75.  
For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

**STOCK ROLL TICKETS**

|          |       |        |
|----------|-------|--------|
| 1 ROLL   | ..... | \$1.00 |
| 5 ROLLS  | ..... | 75c    |
| 10 ROLLS | ..... | 60c    |

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Tickets Subject to Fed. Tax Heat Show Name of Place, Established price, Tax and Total. Must be consecutively numbered from 1 up to from your last number

**TENTS**  
All Sizes—NEW AND USED—All Styles  
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

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100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

## Lion's Share

ATLANTIC CITY, July 15.—It was one thing after another for animal trainer Dick Clemens, who opened at Steel Pier here last week.

His niece and side-kick, Annie Gates, became ill and was rushed to the Mayo Clinic. She feeds the lions and in her absence the beasts refused to eat. Then Dolly, Clemens's showiest cat, gave birth to three cubs. Motherhood made her irritable and when Clemens tried to exercise her she clawed his left leg, leaving a wound that required four stitches.

Clemens hopes that the trend will be back to normalcy in the animal world this week.

## Art Craner Helps Plan Dual Cele For San Francisco

SAN FRANCISCO, July 15.—Plans for a huge dual celebration climaxed the centennial year and marking a century of progress in California have been launched here with Art Craner as executive director of the Mission Miracle Mile festivities. Also serving on the committee are Charles Teevin, in charge of the parade; Del Davenport, publicity, and Janice Carrell, executive secretary. Offices have been opened at 2588 Mission Street.

Dates for the California Statehood Centennial Celebration and the Mission Miracle Mile have been set for September 2-9. Statehood celebration will be held in downtown San Francisco, with a pageant in Golden Gate Park.

The Mission Street Merchants Association, headed by Joseph S. Ravinsky, will stage its annual event on the Miracle Mile in co-operation with State and city centennial committees as an individual district affair. Craner will direct the queen's contest, Nifty for '50. The winner automatically becomes the new Mission Miracle Maid for a year. A reception in honor of Mayor Elmer E. Robinson is set for August 31.

Miracle Mile extends from 15th Street to Army, on Mission.

## Grass Valley, Calif., Seeks Building Bids

GRASS VALLEY, Calif., July 15.—Bids for construction of a 70 by 205 foot main exhibit building costing \$90,000 at the Nevada County Fairgrounds soon will be asked by the board of directors. Construction recently was approved by the State department of finance and the divisions of architecture and fairs and expositions.

Buildings for home economics and floricultural displays were started several weeks ago and are expected to be completed when the fair opens for four days beginning August 24. The proposed structure will not be completed until 1951.

## RB Has Spotty Michigan Biz; Poised at Chi

### Advance Sale "As Expected"

CHICAGO, July 15. — Ringling Bros. and Barnum & Bailey Circus moved in here today for a nine-day run following a spotty week of one-day stands in Michigan and Indiana. The Detroit wind-up was fair, with Sunday (8) the high spot of the stand.

Advance ticket sales in Chicago were "about as expected," a show representative reported. Mail, phone and counter duet deals totaled a gross on a par with last year, which was good, he stated.

Apparent here was a sharp reduction in newspaper advertising. Small ads played up the title and advance sale set-up, but listed no acts. While in past years Ringling has used up to a full column on the Sunday prior to its Chi opening, this season press displays were held to about eight inches and omitted program highlights.

Newspaper attention, apart from advertising, also has been off but showed signs of hitting its stride late this week. Frank Braden reported several hits had been pigeonholed by the rush of Korean news. Good coverage is set for Sunday (16) editions.

Coinciding with the coming of the Big One to Chicago, the moving of Ringling offices from New York was completed. General Agent Waldo Tupper arrived this week and is expected to spend considerable time in the Chicago office during the remainder of the season.

Ringling's Detroit business dropped under the 1949 figure. Attendance for the six shows was estimated unofficially at 39,000, compared to 56,000 last year. Weather was good throughout the three-day run.

### Detroit Saturday Good

Both Saturday (8) and Sunday (9) matinees drew two-thirds houses. The Saturday night show was 90 per cent of capacity. Sunday night, however, attendance returned to the two-thirds marks. Baseball was one deterring factor for the Detroit weekend. Police direction and roping off of streets aided in overcoming disadvantages of the new lot in Dearborn, suburb of Detroit. The site was three blocks from the former location.

Detroit press arrangements were handled by Roland Butler, who left Sunday to work the series of one-day stands.

Harry Thomas, big show announcer, was out of the performance Sunday. Dave Murphy, National Broadcasting Company's rep on the show for the Howdy Doody tie-up and former press man with Clyde Beaty Circus, was pressed into service. Pat Valdo, personnel director, took over some of the announcing.

Following the Detroit stand, Saginaw, Mich., on Monday (10) was mediocre with two-thirds houses, but Lansing gave a full house for the night show Tuesday (11) and a three-quarter matinee.

## Syracuse Schedules Ancient Auto Show

SYRACUSE, July 15.—To illustrate the changes in auto design during the last 50 years, New York State Fair has scheduled an old-time auto division for this year. Heading the department will be Fred Haag, Syracuse, director of the antique exhibits for the Centennial celebration in this city in 1948.

Vehicles manufactured prior to 1920 are eligible for competition and \$300 in prizes. Models will be displayed on the infield of the race track September 7. Entries are open to State residents.

## Armco Steel Uses Acts To Observe 50th Anniversary

MIDDLETOWN, O., July 15.—Armco Steel Corporation observed the 50th anniversary of its founding Wednesday (12) in a city park here with a huge picnic for Middletowners that featured free rides and game concessions, a large line-up of acts and fireworks. While estimates of the number of people attending varied widely, company officials said the crowd was large enough to consume most of the free lunch consisting of 8 tons of hot dogs, 3 barrels of mustard, 105,000 ice cream bars, 160,000 cold drinks and 20,000 boxes of Cracker Jacks.

In the midway line-up were a miniature train, pony and donkey cart rides, and a fire engine supplied by Nelson Breeze Norwood, O., plus a Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl, airplane and swing rides, and games provided by Kissel Bros., Mount Healthy, O.

A vaude program, emceed by Barney Rapp and booked thru his Cincinnati agency, included the Belmont Brothers, jugglers; Wells and the Four Fays, tumbling and acro; Harry Hugg's Little Circus of dogs, ponies, monkeys and an elephant; the Petersens, roller skaters, and Al Ross, clown. The Silver Condors, high wire, trapeze and pole act, were booked but could not perform owing to a break in their rigging while they were in the process of erecting it.

Three wrestling matches supplied by the Al Haft Agency, Columbus, O., offered Lord Blears, Frankie Talaber, Ala Pasha, Angelo Poffo, Billy Venable and Jackie Nicklos. There was also an aquacade in the park pool, featuring Bruce Harlan, 1949 Olympic diving champion; Hobie Billingsly, who placed second to Harlan that year, and the Coca-Cola ballet swimmers. In addition there were comedy acts, racing and other water exhibitions.

Smittie's band, Cincinnati, provided several concerts and music for dancing, and there was also a rube band of strolling musicians. Some of the 25 ground pieces in the elaborate fireworks offering were more than 150 feet in length.

## Joe Hodgini, 85, Dies in Germany

BERLIN, July 15. — Joe Hodgini (Joseph Henry Hodges), 85, well-known European circus performer, died recently in Frankfurt-Main, Germany.

Hodgini was one of the most noted and talented circus artists in Europe and played in most of the world's larger cities. As a juggler, bareback rider and handler of high school horses he was unsurpassed when in his prime. In later years, with his brother-in-law, Julius Seeth, noted lion trainer, he managed the celebrated Circus Schumann arena in Frankfurt until he retired around 1928.

The Hodginis are one of the old-time circus families of Europe, members of which are scattered over the globe. Among the Hodginis working in the United States are Joe Hodges Hodgini and Tom Hodgini, on tour with Siebrand Bros.' Circus.

## 6,000 See Moose Jaw Rodeo

MOOSE JAW, Sask., July 15.—Fifth annual Moose Jaw Rodeo here pulled 6,000 persons at two evening and one matinee shows after the event had been postponed a month because horses broke out of their corral two days before the original date. Sherman Sullins won calf roping; Allan Brown, saddle bronk; Don Dewar, steer decorating; Larry Reaney, bareback bronk, and Vaun Lewis, amateur bronk riding.

## Big Flack Campaign Launches Omaha's New Pleasure Pier

OMAHA, July 15.—A diversified tub thumping campaign marked the formal three-day opening of Pleasure Pier, this city's new funspot at Carter Lake. Beginning Sunday (2) the inaugural was climaxed by a huge fireworks display July 4 from barges anchored in the middle of the lake.

Ad campaign included radio, newspaper, billboards and street ballyhoo. Opening the three-day program were Omaha Park and Recreation Commission and city and county officials who made an inspection tour of the grounds which are adjacent to and a part of Carpenter's Carter Lake Kildieland, which bowed last year. The park covers 1,000 acres on the north shore of Carter Lake.

Attractions include a drive-in cafeteria, speed boat rides, Drive Yourself motor boats, a miniature golf course, archery and rifle ranges, shuffleboards, badminton courts, Octopus and a Ferris Wheel. More rides are to be added thru the summer.

A winter building program includes a commercial picnic installation, with facilities to handle 5,000 picnickers at a time. A parking area with a 1,500-car capacity, has been completed. Rest rooms, stockrooms and shop are of stone construction. Completion of the two-year building program will see the spot ready for an early 1951 opening, officials said.

Pleasure Pier is owned and operated by Carpenter Amusements, under direction of Jim and Dorothy Carpenter. The Carpenters have a land-lease pact with the city's park and recreation commission.

## Bagarry in Pilot's Seat at Greenville

GREENVILLE, Miss., July 15.—With Jules Bagarry, an assistant to L. B. Herring, manager of Mid-South Fair, Memphis, named manager, plans are being completed for the second annual Delta Fair and Livestock Show here. The appointment followed a 1949 initial effort which was financially unsuccessful but which showed possibilities for the fair if given progressive management and proper promotion. A stock company controls the fair.

Following an appeal for assistance, Herring sent Bagarry to manage the 1950 event, which has been scheduled to precede the Memphis fair by a week, thus providing livestock exhibitors with a break in making the trek to the Memphis fair. Located in a rich dairy section, the big appeal by the fair will be to dairy and feed men, but cotton, tobacco and other agricultural products will not be ignored, according to Wm. McK. Bausman. The latter categories will be housed in the fair's 60 by 120-foot exhibit building and tents.

Upon his arrival here Bagarry contracted for E. R. Braly's Dixie unit to appear before the 5,500-seat grandstand during the fair. The 24-act program will feature bareback riding by the Dutton and Poodles Hanneford families. Negotiations are now under way for midway attractions.

## Quebec Completes Ag., Sports Palaces

QUEBEC CITY, Que., July 15.—Quebec Provincial Exhibition here will officially open its new agricultural palace and its \$3,000,000 sports palace at this year's expo, September 1-10.

Former is the renovated coliseum, which had been gutted by fire.

MENDOTA, Ill., July 15.—Horne Bros.' Circus, owned by Harold Rumbaugh, lost its two-day stand here Saturday and Sunday (8-9) when sponsoring American Legion post canceled the contract.

## Waddell Memorial For Circus Greats Buried in Baraboo

BARABOO, Wis., July 15.—Twilight memorial services for the Ringlings, Gollmars, Rooneys and others of the country's circus greats who are buried in Walnut Hills Cemetery here were conducted at the Ringling plot by Doc Waddell, of Mills Bros.' Circus, when the show played Baraboo Friday (14).

Arranged by William Kasiska, CFA; Paul Lucky, former Ringling musician, and Ferd Welk, former Ringling cookhouse worker, the services were attended by many Baraboo residents, circus fans and State Sen. Clifford (Tiny) Krueger. Waddell's address, Cheers and Tears, was dedicated to the following circus folks buried here: Otto, Albert, Lou, Augustus and Henry Ringling Sr.; Benjamin, Charles, Claude, Willis and Jake Gollmar; Mr. and Mrs. Frank Bullard, Frank Schadel, James Whalen, Charles Hampton, Joseph Hutchinson, E. V. Hocum; Charles (boss hostler), Charles (equestrian), John and Mike Rooney; H. Sid Rubien and Robert Taylor.

Judge Adolph Andro, Baraboo, gave the introduction; Rev. Maurice Jones, of the Presbyterian church, the invocation, and Rev. Carl F. Koch, of the Evangelical church, the benediction. Clinton Platt and Lewis Gerald sang hymns, and Robert Mills and the Mills band played the processional and recessional. Chief White Eagle; his mother, Princess White Cloud, and sister, Princess Red Wing; equestrian director Bert Wallace and Jack Mills placed flowers and a wreath given by the Circus Fans' Association, Circus Historical Society and American Federation of Musicians.

It was the second such service conducted by Waddell in Wisconsin this season, ceremonies for W. C. Coup having been held last week in Delavan.

## Harper Preps 61st Shade Gap Outing

SHADE GAP, Pa., July 15.—An array of attractions are scheduled for the 61st annual Soldiers' Picnic to be held here July 31-August 5 in Harper Memorial Park here, reported J. M. Harper, owner of the park and manager of the picnic.

Scheduled first is a large fireworks display to be offered Tuesday night (1). Harper also has contracted for a number of attractions including Betty and Benny Fox, high wire; the Normandies and the Ortons, high acts; Janet's Circus of trained animals; Josef Smiley, magician, the usual midway of rides and concessions and nightly band music.

## Austin, Minn., Sets Four New Buildings

AUSTIN, Minn., July 15.—As the result of an 11-year building program at lower County Fair here, the annual will open August 8 with 33 buildings valued at \$500,000, P. J. (Pete) Holand, secretary, announced.

Additions this year include a new cattle barn, game and fish building, agriculture exhibit hall and a 4-H building. The race horse barn has been converted to a women's building. Concrete walks have been installed on the south street of the grounds and industrial fencing has been erected around an eight-acre plot acquired by the fair since '49.

Other improvements include landscaping, the purchase of two inter-ground buses and enlargement of the picnic area with additional tables and fireplaces.

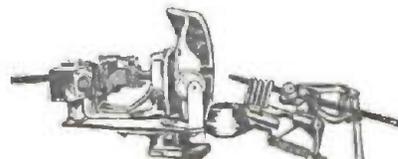
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(Routes are for current week when no dates are given. In some instances possibly meeting points are listed.)

- Alamo Expo.: Eldorado Springs, Mo.
- Altier Am.: Taos, N. M.
- American Beauty: (Fair) Wapello, Ia., 17-20; (Fair) Jefferson City, Mo., 24-28.
- American Eagle: Lovington, Ill.
- American Midway: Manhattan, Kan.; (Fair) Barnes 27-29.
- Avery's Modern: Oxford, Mich.
- Badger State: (Fair) Roseau, Minn., 17-18.
- Baker United: Fowler, Ind.; Noblesville 24-28.
- B. & C. Expo.: Oneida, N. Y.; Syracuse 24-28.
- Beam's Attrs.: Boswell, Pa.; (Fair) Ponnasawney 24-28.
- Bee's Old Reliable: (Fair) Lawrenceburg, Ky.; (Fair) Harrodsburg 24-28.
- Belle City: Wisconsin Delta, Wis., 17-25.
- Bernard & Barry: Toronto, Ont., Can., 17-29.
- Big Four Am.: Cicero Ill., 21-Aug. 6.
- Big State: Floydada, Tex.
- Blue Grass: Harrisburg, Ill.; (Fair) Paris 24-29.
- Bogle, F. C.: Brunswick, Mo.
- Bonn & Sons: Tuckerman, Ark.
- Boone Valley: Burt, Ia., 20-22; Des Moines 24-30.
- Brewer's United: (Fair) Sealy, Tex.
- Brodbeck: Wellington, Kan.
- Buch, C. C.: Ft. Edward, N. Y.
- Burlalo: Hamilton, N. Y.
- Burke, Harry: Lake Arthur, La.
- Burkhardt: Cuba, Ill.
- California: Gail, Calif.
- Capital City: Stanford, Ky.; (Fair) Columbia 24-29.
- Casey, E. J. No. 1: (Fair) Russell, Man., Can., 20-21; (Fair) Dauphin 24-26; (Fair) Swan River 27-29.
- Casey, E. J. No. 2: Kamsack, Sask., Can., 21-22; (Fair) Dauphin, Man., 24-26.
- Casey, E. J. No. 3: (Fair) Virden, Man., Can., 20; (Fair) Hamiota 22; (Fair) Rossburn 24-25; (Fair) Roblin 26; (Fair) Kelvington 28.
- Casualty of Amusement: Milwaukee, Wis., 17-19; Kokomo, Ind., 21-28.
- Central States: Linn, Kan., 20-22.
- Cetlin & James: Charleston, W. Va., 17-18.
- Chanos, Jimmie: Verona, O.
- Cherokee Am. Co.: Lebanon, Kan.; Sedan 24-29.
- Coleman Bros.: East Greenbush, N. Y.
- Collins, Wm. T.: (Fair) Langdon, N. D., 17-19; (Fair) Hamilton 20-22; (State Fair) Minn. 24-29.
- Columbia: Greenville, Me.
- Continental: Tupper Lake, N. Y.; Sandy Creek 24-29.
- Crafts Expo.: Redding, Calif., 18-23.
- Cumberland Valley: Fayetteville, Tenn.
- Dan-Louis: Vevay, Ind.
- DeLuxe: Three Rivers, Mass.; Easthampton 24-29.
- Dobson's United: (Fair) Prairie Farm, Wis., 17-19; (Fair) Hopkins, Minn., 20-23; (Fair) Sauk Center 27-30.
- Down River Am. Co.: Stockbridge, Mich.
- Drago Am.: Knox, Ind.; Milford 26-29.
- Drew, James H.: Beech Grove (Indianapolis) Ind.
- Dumont: Rochester, Pa.
- Dyer's Greater: Savanna, Ill.
- Eastern Am. Co.: South Paris, Ma.

- Eddie's Expo.: New Bethelham, Pa.; Kane 24-29.
- Elliott Am.: Owosso, Mich.
- Elliott, Frank: Windsor, N. S., Can.
- Endy Bros.: Jersey City, N. J.
- Evans United: Pomona, Kan.; Williamsburg 24-29.
- Fair Am. Co.: Blacksburg, S. C.
- Ferris, Carl D.: Port Allegany, Pa.
- Fleming, M. C.: Cody, Atlanta, Ga.
- Folk Celebration: Las Vegas, N. M.; Santa Fe 24-30.
- Francis, John: West Bend, Wis.
- Franklin, Don, No. 1: Lamesa, Tex.; Kermit 24-29.
- Franklin, Don, No. 2: Cross Plains, Tex.
- Galto Am.: Manahawkin, N. J.; Trenton 24-29.
- Gayland Am.: Dana, Ill.
- G. & B. Rides: Racine, O., 17-26; Athens 27-30.
- Gem City: (Fair) Champaign, Ill.; 20-26; Danville 26-Aug. 4.
- Gentsch, J. A.: Flora, Ill.; Rockport, Ind., 24-29.
- Giffords: Wakita, Okla.
- Gold Bond: Sturgeon Bay, Wis.
- Golden West: Petaluma, Calif.
- Gooding Am. Co., No. 1: Greenfield, O.
- Gooding Am. Co., No. 2: Brownstown, Ind.
- Gooding Am. Co., No. 3: Corsopolis, Pa.
- Gooding Am. Co., No. 4: Cleveland, O.
- Gooding Am. Co., No. 5: Warren, O.
- Gooding American Expo.: Lorain, O.
- Gooding Greater: (Fair) Columbus, Ind.
- Gooding Park Attrs.: West Middlesex, Pa.
- Graceland Greater: Christopher Ill.
- Grand American: Newton, Ia.; Anamosa 24-29.
- Grand Union: Scott City, Kan.
- Granite State: Caribou Me.
- Grant's Am.: Knox, Pa.
- Greater Rainbow: Burr Oak, Kan., 20-22; Campbell, Neb., 24-25; Fairmont 26-27; Ulysses 29-30.
- Grigas Greater: Tarkio, Mo.
- Groves Greater: Opelousas, La.
- Gulf Coast: Bedalia, Mo.
- Hames, Bill: Leonard, Tex.; McKirney 24-29.
- Hannum, Morris: (29th & Clearfield Ave.) Philadelphia, Pa., 18-29.
- Happy Attrs.: Columbus, O.; (Fair) Woodsfield 25-29.
- Happyland: Pontiac, Mich., 17-29.
- Harry's Greater: Circleville, O.
- Hawkey State: Decatur, Ia.
- Heart of Texas: Elk City, Okla.
- Heiler's Acme: Franklin, N. J.; Roseto, Pa., 24-31.
- Hennies Bros.: Gary, Ind.
- Heth L. J.: (Fair) Paducah, Ky.; Fulton 24-29.
- Hlawaitha: Fremont, Mich.; Reed City 24-29.
- Hill's Greater: Rapid City, S. D.
- Home State: Tower, Minn., 17-19; Cook 20-23.
- Hottie, Buff: Puckneyville, Ill.
- Howard Bros.: (Fair) Williston, O.
- Imperial: (Fair) Carrollton, Ill.
- Imperial Expo.: Stayton, Mo.
- Imperial Expo.: Neenah, Wis.
- Inland: Monroe, Mo.
- Interstate: Lebanon, Ind.
- Jan Am.: Random Lake, Wis., 28-30.
- Jayhawk Am.: Sabelia, Kan.
- J. & B.: Capitol Heights, Md.
- John's United: Tipton, Ind.; Montezuma 24-29.
- Jollytime: Olyphant, Pa.; Berwick 24-29.
- Jones, Johnny J.: Decatur, Ill.
- Karras, Gust: Fairfax, Mo., 20-23; Craig 24-29.
- Kaus, W. C.: Buena Vista, Va.
- Kille, Floyd O.: Katchitoches, La.
- Krause Am.: Philadelphia, Pa., thru July 29.
- Ladson: Sheldon, Iowa, Vt.
- Lagasse Am. Co., No. 1: Farmington, Mass.
- Lagasse Am. Co., No. 2: Suncook, N. H.
- Lagasse Am. Co., No. 3: Tewksbury, Mass.
- Lamb, L. B.: Beardstown, Ill.
- Lene, Sammy: Richland, Mo.; (Fair) Tipton 24-29.
- Lawrence Greater: Harrisburg, Pa.; Harrington, Del., 24-29.
- Lee Am.: Grove Hill, Ala.; Georgiana 24-29.
- Lee United: Midland, Mich.
- Lone Star: Leipsic, O.; Cambridge City, Ind., 25-29.
- Lone Star Am.: Springer, N. M.; Ft. Sumner 24-29.
- Magnum Empire: Bryan, G.
- Marion Greater: Columbia, S. C.
- Marks, John H.: Riverhead, L. I., N. Y.; Washington, D. C., 24-29.
- McKee, John: Lexington, Mo.
- Meeker, Pendleton, Ore.; Tacoma, Wash., 25-29.
- Merrillam: Wing, Minn.; Grand South 24-26; Fountain 27-29.
- Merry Midway: North Salem, Ind.
- Merryland: Rogers City, Mich., 17-19; Gaylord 21-23; Charlevoix 24-26; Beulah 28-30.
- Midway of Mirth: Auburn, Ill.
- Midwest: Nyssa, Ore., 19-22; Joseph 27-30.
- Mighty Hoosier State, No. 1: (Fair) Bremen, Ind.
- Mighty Hoosier State, No. 2: Carthage, Ind.
- Mighty Page (Fair) Red Lion, Pa.
- Migrothy, Curly: Minter City, Miss.
- Model: Keokuk, Ia.
- Model Shows of Canada: Sydney, N. S., Can., 17-29.
- Modernistic: Easton, Md.
- Monarch Imperial: Eunouling, Wash., 18-23.
- Moore's Modern: (Fair) Martinsville, Ill.; (Fair) Mt. Carmel 23-28.
- Moshers: Posen, Mich., 17-19; Millersburg 20-22.
- Motor State: Largo, Ind.; Clyde, O., 24-29.
- Mount City, No. 1: Waverly, Ill.
- Mount City, No. 2: Alton, Ill.
- Myers: Winchester, Tenn.
- Nelson, George W.: Pine River, Minn., 18-20.
- Nessler's: (Fair) Augusta, Ill.; Carthage 24-29.
- New England Am. Co.: Windsor, Vt.
- New York Gaiety: Norwich, N. Y.; Cuba 24-29.
- Northern Expo.: Shelby, Mont., 18-23; Dutton 24-26; Lewisston 27-29.
- Page Bros.: Uniontown, Ky.
- Parada: Bolivar, Mo.; Louisburg 24-25; Humansville 27-29.
- Paul's Am.: Pryor, Okla.
- Peelers: Celebration Am.: Claysburg, Pa.; Proctor, Md., 24-29.
- Penn Premier: Syracuse, N. Y.; Cortland 24-29.
- Pike Am.: Marks Creek, Mo.
- Pioneer: Great Bend, Pa.
- Playtime, No. 2: Harwich, Mass.

- Powelson Expo.: Marengo, O.; (Fair) Richwood 25-29.
- Powelson Greater: Johnstown, O.; Obetz 24-29.
- Prell's Broadway: Fort Jarvis N. Y.; Dover, N. J., 24-29.
- Queen City: (Court & Cutter Sts.) Cincinnati, O.
- Raines Am. Co.: Blaby, Okla.
- Raney United: Ferguson Falls, Minn.
- Redwood Empire: Oakridge, Ore.; Dalton 24-30.
- Rel. King: Calais, Me.
- Rogers Bros.: International Falls, Minn.; Ironton 27-29.
- Royal American: (Fair) Edmonton, Alta., Can.; (Fair) Saskatoon, Sask., 24-29.
- Royal Crown: Terre Haute, Ind.
- Royal Midwest: Waterloo, Ind.
- San Valley: Westmoreland, Kan., 18-19; Scandia 21-25.
- Shan Bros.: Abingdon, Va.; Big Stone Gap 24-29.
- Siebrand Bros.: Missoula, Mont.; Helena 24-28. (See Carnival Routes on page 78)

**Circus Routes**

Send to  
2160 Patterson St. Cincinnati 22, O.

- Beatty, Clyde: Klamath Falls, Ore., 18; Alturas, Calif., 19; Reno, Nev., 20-21; Winnemucca 22; Elko 23.
- Biller Bros.: Digby, N. B., Can., 18; Varmouth 19; Liverpool 20; Bridgewater 21; Dartmouth 22; New Glasgow 24.
- Canell Bros.: Erick, Okla., 18; Snyder 19; Tipton 20.
- Cole Bros.: Philadelphia, Pa., 17-22; Plainfield, N. J., 23.
- Cole & Walters: Sebeka, Minn., 18; Park Rapids 19; Walker 20; Dear River 21; Remer 22; Grand Rapids 23; Pine River 24.
- Daley Bros.: Granby, Que., Can., 18; Valleyfield 19; St. Johns 20; Hawkeburg, Ont., 21; Smith Falls 22.
- Davies, Ayres & Kathryn: Oscoda, Mich., 20; Linwood 21; Alma 22; Gladwin 24; Houghton 25; Mantion 26.
- David Jay: Benson, Minn., 18-20; Westbrook 21-23; Sheldon, Ia., 24-25; Odebolt 26-27; Carroll 28-29.
- Kelly, Al G. & Miller Bros.: Bryar, O., 18; Hillsdale, Mich., 19; Charlotte 20; Hastings 21; Greenville 22.
- Kelly-Morris: St. Charles, Minn., 18; Rochester 19.
- Keg Bros.: Oliver, B. C., Can., 18; Kelowna 19; Vernon 20; Salmon Arm 21; Revelstoke 22; Kamloops 24; Merritt 25; Princeton 26; Hope 27; Mission 28; Blaine, Wash., 30; Mt. Vernon 31; Port Townsend Aug. 1.
- Mills Bros.: Black River Falls, Wis., 18; Menomonee 19; Rice Lake 20; Superior 21; Ashland 22; Merrill 24; Wausau 25; Appleton 26; Oshkosh 27; Fond du Lac 28; Beaver Dam 29.
- Packs Tom: Toronto, Ont., Can., 17-19; Buffalo, N. Y., 20-22; Iptsburgh, Pa., 26-29.
- Poak Bros. (Eastern): (Ball Park) Eau Claire, Wis., 18-20; (Memorial Bldg.) Hibbing, Minn., 22-24; (Fairgrounds) Janesville, Wis., 25-28.
- Poak Bros. (Western): (Mitchell Field) Oroville, Calif., 18-19; (Fairgrounds) Napa 21-23; Ringling Bros. and Barnum & Bailey: Chicago, Ill., 17-23.
- Rogers Bros.: Harrisonburg, Va., 18; Waynesboro 19; Charlottesville 20; Lynchburg 21; South Boston 22; Roanoke 23; Rapid 24.
- Stevens Bros.: Eureka, Mont., 20; Columbia Falls 21.

**Misc. Routes**

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- Bradley & Benson Hillbilly Jamboree: Port Arthur, Ont., Can., 21; Fort Williams 22.
- Miller's, Irvin C.: Brown Skin Models (Lyric) Lexington, Ky., 19; (National) Louisville 20-22; (Lincoln) Columbus, G., 23-24; Wabash, Ind., 26.
- Pan-American Animal Exhibit: Wytheville, Va., 19-20; Rural Retreat 21-22; Ivanhoe 3.
- Plunkett's Stage Show: Sundance, Wyo., 20-22.
- Stout Players Show: Camden, Mich., 19-22; Hillsdale, 24-29.
- Skating Vanities (Wembley Stadium) London, Eng., thru Aug. 5.

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## Big Entertainment Bill at Escanaba

ESCANABA, Mich., July 15.—Upper Peninsula State Fair here, August 15-20, will present the most elaborate entertainment program in its history, Harold Lindsay, secretary-manager, said this week. The program has been revised so that week-end visitors will be able to see State Fair revue, to be presented Wednesday thru Saturday. In past years it appeared Tuesday thru Friday.

Opening day will be Thrill Day with Jole Chitwood's Auto Daredevils featured afternoon and evening. Wednesday (16) will be Queen's Day, with coronation that evening. A matinee for children will be held at 11 a. m., at which hippodrome acts will be presented.

Thursday will be Governor's and 4-H Club Day. Big car races and the 4-H Club parade will be held in the afternoon. The club banquet will be held at 6 p. m. Friday (18) will be Women's Day, with special events in the exhibition building. A world's championship lightweight horsepulling contest will be held in the afternoon.

Saturday, Farmer's Day, will offer a children's round-up, world's heavyweight horsepulling contest in the afternoon, and amateur bareback and Indian style running races. Sunday (20), will be Labor's Day, offering a 100-mile stock car auto race in the afternoon and Smiley Burnette and his revue in the evening.

## Belly Beef

HULL, Mass., July 15.—James Constantine, manager of State-owned Nantasket Hotel at Nantasket Beach here, recently wrote Gov. Paul A. Dever a letter suggesting that bare midriffs be declared illegal beachwear for plump persons past 40.

Constantine's missive lauded the governor's plan for beautifying State beaches and said that fat people over 40 years should not be allowed to wear bare-middle bathing suits. "These are terrible to look at," said Constantine.

## Entertainment Bill Set for Ford City

FORD CITY, Pa., July 15.—A strong line-up of features are scheduled for the August 1-5 Armstrong County Fair on the Route 66 grounds between this town and Kittanning, Pa., reports Frank R. Swast Jr., secretary.

Already set are afternoon and evening shows by the Armstrong County Saddle Club for August 2, three days of harness racing, B. Ward Beam's Daredevils for August 3, the WLS Barn Dance the night of August 4, and a wrestling show closing night. Also booked are William Houraney, Hammond organist; the Birk Twins, acro and tumbling, and the Aerial Winters. This year's fair will observe the county's 150 anniversary.

## Estevan, Sask., Gate Registers New High

ESTEVAN, Sask., July 15.—Estevan Agricultural Society Fair here, despite a cool opening day Monday (3), drew sizeable holiday crowds from the United States to chalk up a record two-day total gate of 10,941, up 2,000 from 1949.

Grandstand attendance at the Gus Sun-Irving Grossman revue also was strong and two night performances were staged the final day with a total count of 3,279 for the three shows. Afternoon grandstand attractions, horse racing and a livestock parade, drew 2,161. Wallace Bros. held forth on the midway, where business was about even with last year.

## Maquoketa Skeds Harness Contests

MAQUOKETA, Ia., July 15.—Jackson County Fair here, in a reversal of trend, will inaugurate a program of harness horse races on its recently completed half-mile track. Decision to include trotters stemmed from organization of the Jackson County Harness Horse Racing Association.

Annual will use its new quarter-mile oval for stock and midget car races.

## Kearney, Neb., Installing Track Drainage System

KEARNEY, Neb., July 15.—Buffalo County Fair here is completing renovation plans which include installation of a drainage system on the race track and repainting and reroofing of several buildings, Earl H. Ramsay, manager, said. Attractions this year will include Shows of Tomorrow on the midway, Wheeler-Pittman Theatrical Agency's grandstand revue, and two afternoons of horse racing.

## Leakeville Skeds Heller

LEAKSVILLE, N. C., July 15.—Fifth annual Tri-City Agricultural Fair, sponsored by the Leakeville-Spray Lions Club, will have the Heller Acme Shows on the midway. Dates are September 18-23.

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## Hamid Sets Rodeo, Acts At Syracuse

### Horan Skeds 3 Shows

SYRACUSE, N. Y., July 15.—Talent contracts for the New York State Fair were awarded this week to the George A. Hamid & Son Agency. Harold L. Creal, recently appointed director of the annual, acted for the fair, while George A. Hamid Sr., represented the attractions firm.

Principal attraction skedded for the eight-day annual which opens September 2 is Jim Eskew's JE Ranch Rodeo. Event will be genuine rodeo with purses and prizes for competitors and include 75 head of cattle, 150 horses and 100 contestants, Hamid said. Offering will be supplemented with acts.

Rodeo will run thru September 6, giving five night shows and two matinees. There is a possibility that the rodeo may move into the Coliseum for the final three days after the horse show concludes.

### Horan Thrillers Set

Irish Horan and his Lucky Hell Drivers are set for grandstand appearances on the final three nights, September 7-9. A program of 10 acts, headed by A. Robbins, the banana man and the Trisca Troupe, high wire performers, opens Labor Day. Joe Basic and his Madison Square Garden band will play for both the acts and the rodeo.

Hamid said that while a top name attraction was not considered necessary to the amusement program, fair execs might add one if a reasonable deal could be made. Possibilities named by Hamid included Judy Canova, Dinah Shore, Jerry Colonna, Frank Sinatra, the Mills Bros. and the Andrews Sisters. Personalities would be used to augment the horse show and as the nucleus of a package that would be presented in the Coliseum for the final nights of the annual.

### Strates on Midway

Other entertainment features include horse racing Monday thru Friday, September 4-8, big car auto races directed by Ira Vail on closing Saturday, and fireworks. The James E. Strates Shows hold the midway contract.

Syracuse was the last of the major Eastern annuals to set its attractions program. Many suppliers, including some with only indoor show business background, were reported interested in the date.

## Manager, Buildings Needed To Prompt St. John Revival

ST. JOHN, N. B., July 15.—Spokesmen for the St. John Exhibition Association this week held no hope for the revival of the fair until another year. At a recent meeting, association members approved plans for the hiring of a full-time manager as the first, and most important, step in formulating operational plans.

If a fair is staged this year it will have to be under the auspices of a group other than the Exhibition Association. A full-scale event must await the addition of buildings and other facilities, it was said.

A committee at present is empowered to lease the grounds for other than exhibition purposes. A survey is being conducted preliminary to the installation of water lines.

Present plant was built after the last war as a raceway at a cost of \$175,000. The Exhibition Association acquired the grounds at a sheriff's sale last May for \$75,000.

## Icer, Name Singer, Circus Acts Set as Sacramento Attractions

SACRAMENTO, July 15.—The California State Fair, August 31 thru September 10, will have an entertainment budget of approximately \$50,000. An ice revue is scheduled for the first five nights, name singers for the next two nights and Dick Haymes, The Sportsmen and others, the last four days.

Four of six circus acts have already been signed to perform during the 14 hours of daily entertainment promised by Ned Green, fair's secretary-manager. Two circus shows will be presented daily and include Hector & His Pals; Si Otis and his mule, Abner; Gus Lind, clown acrobat, and Jack Shafton, puppeteer. Count PoPo DeBathé has been contracted as producing clown. A number of bands, including the Marine Band of San Francisco, have been signed to complete the hours of free shows.

### 68C in Livestock Prereams

This year's fair will offer more than 4,000 individual cash awards totaling \$68,333.50 to all exhibitors of livestock in the open division. In addition to the cash, 3,000 ribbons will be given for championships and the first seven placers in each class. Grand and certain specific champions will receive 48 gold medals.

For the nine days of racing, purses totaling \$111,300 will be offered. Scheduled are one quarter horse race, two harness races and seven running races for each day except Sunday. There is a possibility of an extra running race on four or five days of the meet. Minimum purses will be \$400 for quarter horses, \$800 for harness horses and \$1,000 for thoroughbreds. Harness race purses total \$26,700, quarter horse purses,

\$3,600 and running horse purses \$81,000.

### Build Water Course

To raise the track eight inches, the infield has been excavated for a lake, where motor boat races will be staged on the two Sunday afternoons. The straightaway will allow for speeds up to 100 miles per hour. Inboard pilots will compete one Sunday from noon to 5 p.m. and the other Sunday will be given over to outboards. The marine course is from 100 to 250 feet wide at the turns. The lake is five feet deep.

Addition of the soil to the race track is expected to make it softer for the runners and also afford better drainage during the rainy season.

On Admission Day, September 9, a California statehood commemorative stamp will go on sale at the fairgrounds and in Sacramento.

## Del Mar Paid Gate Off 6%

Count put at 184,488—down from 221,349 in '49—war situation blamed

DEL MAR, Calif., July 15.—The 10-day San Diego County Fair, which closed Sunday (9), pulled a total of 184,488 people as against 221,349 for 11 days in 1949. The paid gate this year was reported about 6 per cent under last year.

Altho the event had good weather for eight days, with some rain on the last two days, the Korean war situation was blamed for the decreased attendance. Fair-going crowds were without service personnel, an important factor in attendance at any event in this area. A marine exhibit from Camp Pendleton was pulled Thursday (6) and the move created rumors. Paul T. Mannen, secretary-manager, explained the exodus by saying that the Leathernecks had agreed to show only five days.

### Holiday Outpuls 1949

Reversing its procedure of ending the fair about July 4, the event got its holiday crowds at the start. Opening day was 435 behind 1949, but the second day of this year's run beat the comparative day by 40 admissions. By Tuesday (4) the annual was running 10,000 ahead of last year. The Fourth of July this year topped last (See DEL MAR GATE OFF, page 90)

## Bigger School Play Planned by Trenton

TRENTON, N. J., July 15.—George A. Hamid, president of New Jersey State Fair, announced an additional school day to accommodate children outside Mercer County will be added to this year's program.

A play will be made for State-wide representation, and school superintendents are being contacted. Free admission tickets will be available for distribution to children.

## Va. Greater Skeds 2 Virginia Annuals

WEST POINT, Va., July 15.—Virginia Greater Shows will again furnish midway attractions for West Point Fair, September 11-16, and Keller (Va.) Fair, August 28-September 2, it was announced this week.

Ferris Wheel, Kiddie Whip and boat rides have been added in preparation for fair dates being lined up by General Agent William C. Murray. Org has acquired several light towers for the front and back end.

## Calgary Gate Near Last Yr. Despite Rain

### RAS Biz Off Slightly

(Continued from page 49)

of 73,501 gave it a slight margin over last year. Rain Thursday night prevented the gate from coming close to last year's count.

Grandstand business has been excellent, but that was assured before the Stampede opened, as each of the six night shows and two afternoon shows had been sold out in advance.

An estimated 26,000 persons were crammed into the grandstand and bleachers opening night. Afternoon grandstand bill is comprised of rodeo events and running horse races, with a Barnes-Carruthers revue, the Stampede's famous chuck wagon races and fireworks (Hands, Ltd.) as the night grandstand lures.

Midway business for the Royal American Shows was holding at a level only slightly below last year. Despite the rain opening night, the RAS rides and shows yielded a take reported at only \$1,000 under the corresponding day last year.

## L. A. County Spring Event Nets Profit; Debts Are Reduced

BELLFLOWER, Calif., July 15.—Following its nine-day run starting May 29, Los Angeles County Spring Fair here wound up in the black, Caroly Weberg, fair president, said. All current obligations, along with a \$5,250 debt of two years, have been paid.

The retired indebtedness was the cause of the recent controversy during which the fair's funds were impounded by a Superior Court order. The complaint was filed by Lon C. Hill, former association president and one-time secretary-manager of the event. Hill had advanced the money for capital improvements and the note was signed by 10 directors.

The fair is said to have lost approximately \$5,000 in 1947 and another \$4,300 in 1948. Event broke even in 1949.

## Delporte Returns To Mesa Following Stint at Del Mar

MESA, Ariz., July 15.—Marcel Delporte, general manager of Maricopa County Fair, returned here after completing his assignment as concession manager of San Diego County Fair, Del Mar, Calif. He will devote full time to preparations for the third annual fair to open February 22.

Held in the Civic Center Building, the event pulled 35,000 people last February as against 24,000 in 1949. Delporte said that arrangements are being made to accommodate 50,000 next year.

The Maricopa board of supervisors has appropriated \$1,000 and the Arizona fair board \$500 for the next annual, the manager said. Premium money was \$6,800 this year. Event will close March 4.

## Du Quoin, Ill., Inks Orrin Tucker Band

DU QUOIN, Ill., July 15.—Orrin Tucker and his orchestra have been signed to provide music for the grandstand revue at Du Quoin State Fair here. W. R. Hayes, president, announced.

Tucker recently completed a musical film short for Paramount.

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**Fair Dates**  
The following corrections and additions to the List of Fair Dates were received during the week ended July 14. The complete List of Fair Dates was published in the issue dated June 24. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2100 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

- Alabama**  
Atmore—AlaFlora Agril. Fair, Oct. 17-21. George M. Heard.
- Colorado**  
Denver—Denver Co. 4-H Fair, Aug. 18-19. Robert Buck.  
Hayden—Routt Co. Fair, Sept. 15-16. George Simonton.  
Kiowa—Ebert Co. Fair, Aug. 18-19. Mrs. Frances Jessup.  
Meeke—Rio Blanco Co. Fair, Sept. 1-2. Doris Warren.
- Georgia**  
Hahira—Lions' Club Fair, Oct. 9-14. Waldo Martin.  
Monroe—Walton Co. Am. Legion Fair, Oct. 10-21. H. H. Shorris.
- Idaho**  
Bonners Ferry—Boundary Co. Fair, Sept. 14-18. Fred R. Snyder.  
Caldwell—Canyon Co. Jr. Fair, Aug. 15-17. C. D. Brechtolt.  
Emmett—Gem Co. Fair, Aug. 17-19. Walter Smoke.  
Grace—Caribou Co. Fair, Aug. 10-12. Roy Hogan, Bancroft, Idaho.  
Moscow—Latah Co. Fair, Sept. 21-23. Ebert McProud.  
Pocatello—North Bannock Fair, Sept. 8-9. Glenn Kunkel.  
St. Maries—Benewah Co. Fair, Sept. 14-10. R. L. Kamblisch.  
Salmon—Lemhi Co. Fair, Sept. 1-3. Mac Hulls.  
Sandpoint—Bonner Co. Fair Assn. Sept. 7-10. Leonard D. Brooks.
- Mississippi**  
Vicksburg—Miss-Lou Expo, Oct. 2-7. Alfred W. Faulk.
- Missouri**  
Van Buren—Carter Co. Fair, Sept. 14-16. W. T. Bollinger Jr.
- Montana**  
Twin Bridges—Madison Co. Fair, Aug. 18-20. Howard S. Holbert.
- New Mexico**  
Raton—Colfax Co. Fair, Sept. 15-16.
- North Carolina**  
Trenton—Jones Co. Fair, Oct. 23-28. Mrs. Lurley W. Hines.
- Oklahoma**  
Bristow—Creek Co. Free Fair, Sept. 12-15. Melvin Rogers Drumright Okla.  
**Virginia**  
Weirwood—Weirwood Fair, Aug. 8-12. W. P. Jefferson, Cape Charles, Va.
- Wisconsin**  
Athens—Athens Agril. Assn. Aug. 20-31. Mel. Strombeck.

**Swift Current Sets New One-Day Mark**  
—SWIFT CURRENT, Sask., July 15. —Altho attendance at the Frontier Days Agricultural Fair and Rodeo, which closed a two-day run here Saturday (1), was off from 1949, the annual chalked up a new one-day record on the July 1 holiday, when 8,541 passed thru the front gate. Total attendance was 10,756 compared with 11,300 a year ago.  
Rodeo drew 9,590 and 8,075 saw the De Paolo grandstand show. Revue cast included Jack Cavanaugh, emcee; Lynn and Lynda, high pole; Penny Parker, acrobatic clown; the Henrys, rolling globe and dogs; the Levollis, tight wire and balancing, and Arthur's Ponies.  
Ken Brower, Aden, Alta., won top rodeo honors.

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**Conn. Event In Blankout**

Angels, suppliers file suits totaling \$61,000 as vet-sponsored expo ends run  
BRIDGEPORT, Conn., July 15.—With attachments exceeding \$61,200 on hand and more to follow, Connecticut State Exposition closed Sunday (9) after a 10-day run at nearby Stratford.  
Approximate paid attendance was about 25,000 with paper accounting for perhaps as many more. Participants in the opening day parade were admitted free to provide one of the most sizeable crowds.  
Event was conducted by the Disabled American Veterans' Association of Connecticut at the government-owned Chance-Vueg' plant, which was rented to the association for \$1. Some of the suits were filed against the Connecticut State Exposition, Inc., the Disabled American Veterans' Convention Committee, Inc., and officers of these corporations.  
**Multiple Claims**  
Among suits filed were: \$25,000 against the expo corporation and the DAV convention group by the Preferred Accident Insurance Company; \$11,000 against both corporations by Vincent Anderson, West Haven, Conn., for a loan; \$3,000 against the exposition corporation by Thomas Rubec, Yonkers, N. Y., for a loan; \$1,200 against the expo corporation by George T. Wendelken, of the Publicity Searchlight Service Company, New York, for services.  
Exposition corporation, John M. Mildred I. and Myra T. Houston and John Wahlewick, the first of Yonkers, N. Y., and the latter of Stamford, Conn., were named in two suits. One was for \$1,500 and the other for \$15,000. Actions were brought by Edward H. Petruzzi and Morton D. Friedman, Yonkers lawyers, for legal services in connection with the forming of the corporation.  
**Cut Rates No Help**  
Expo had tough sledding all the way. Altho admission fee was scaled down from \$1 on opening day to 50 cents by the blowoff, customers did not take. State Police nagged officials persistently, finding minor violations galore.  
Irish Horan's Lucky Hell Drivers missed several performances because the law decided that the safety factor was not enough and that the offer—(See Conn. Blanks Out on page 90)

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# COLE BROS. ADDS BILL CAR

## Curtis, Other Staffers Join

**Blows stand at Wilmington —advance sale system set up for all stops—biz so-so**

WASHINGTON, July 15.—Cole Bros.' Circus has brought its outdoor staff to full force as part of its switch to under-canvas operation for one-day stands. Significant was the organization of a complete, circus-style advance department.

Meanwhile, the show blew its Wilmington, Del., stand Wednesday (12) and moved in here a day early. First of the five performances scheduled here was Thursday (13), when the matinee drew about 2,000. Night shows only were set for Friday and Saturday and the show will close its Washington stand with a Sunday matinee. Plentiful publicity was scored in the papers by Tom King. Weather was good for the tented stand.

James Gephart, who handled traffic manager tasks during the show's tour of ball parks and arenas, has taken over full duties of general agent. Arthur M. Wirtz, top man in the Cole org, did much of the earlier routing.

CHICAGO, July 15.—Cole Bros.' Circus has ordered a new big top from the United States Tent & Awning Company here. The tent is scheduled for completion this fall. It was understood that the new top would be 220 by 440 feet. The present Cole canvas is 150 feet wide.

William L. Oliver came on this week as manager of the No. 1 bill car, which opened at Wilmington with one semi-trailer truck and four station wagons. The No. 2 car, under Roy Traynor, has three men and one station wagon. Jack Adams is brigade agent. A full line of paper is to be used, it was reported, contrasting with the extremely light billing policy in the first half of the season. Oliver has a number of the same billers who started the season with him on the Dalley show.

### Press Staff Enlarged

Cole's press department, also enlarged recently includes Tom King, Floore Galt, C. Foster Bell, Merrill Fugit and Eddle Howe, the last named handling contracting.

Capt. Bill Curtis, veteran canvas boss and lot superintendent, has taken over those duties with Cole. He has been off the road recently but was with Cole Bros. earlier. Other staff men include Frank Zazarra, boss usher; Ray Huttick, superintendent of front door; Roxie McAleer, boss ticket seller; Denver Kline, (See COLE ADDS BILL on page 62)

## Biller's Canada Trek Opens OK

FREDERICTON, N. B., July 15.—Biller Bros.' first Canadian tour got into stride this week as the show made its second over-the-border stand here Tuesday (11). Opener was at St. Stephen Monday (10).

The show here drew a half house in the afternoon and a near-capacity crowd at night. Sponsoring the stand was the Luxor Temple Patrol. Biller followed Dalley Bros. here by 13 days.

## Dalley Bros.' Train Derailed; Good Biz Follows at Sydney

SYDNEY, N. S., July 15.—Appearance of Dalley Bros.' Circus here was marred by weather, but business was good on the Saturday (8) half of the two-day stand.

Derailed of the train at the ferry across the Strait of Canso between the island and mainland caused a late arrival in North Sydney Thursday (6) and both shows were lost there.

Heavy rain made a quagmire of the lot for the opener here Friday (7) and held the matinee to a half house. Business picked up at night when a three-quarter house was registered. Saturday scored a full house for the matinee and a three-quarter night show. Weather on Saturday was cloudy.

## One Stand Lost As Road Mishaps Plague King Org

PINCHER CREEK, Alta., July 15.—King Bros.' Circus lost its night-only stand at Nanton, Alta., Friday (7), but bounced back to score a full house here Saturday (8).

Nanton was to follow a 282-mile jump from Red Water, but truck trouble on mountain highways delayed elephants and equipment to cause loss of the stand. Bull truck was damaged when it rolled into a ditch. Another truck was damaged slightly when it missed a turn and struck two telegraph poles. Transmissions on two other trucks went out.

Matinee here drew a half house and performance was curtailed somewhat because all trucks had not arrived. However, the complete outfit was on hand for the night show, when the top was filled.

Repairs made here Sunday (9) prepped the circus for its mountain jump to Fernie, B. C.

## Beatty Matinee Late in Moscow

MOSCOW, Idaho, July 15.—Clyde Beatty Circus lost much of its potential matinee crowd here Wednesday (12) when folks tired of a two-hour wait caused by late arrival. Resulting house was less than half filled. The night show drew a three-quarters house, altho weather turned cool.

Beatty is skedded to play Denver August 1 on its way to the Middle West.

## Show Holds Memo'al Service for Polack; Flowers Cover Grave

CHICAGO, July 15.—Floral remembrances were placed on the grave of Irving J. Polack in Showmen's Rest at Woodlawn Cemetery here Thursday (13), anniversary of his death. Meanwhile, a moment of silence was observed on the Eastern unit of Polack Bros.' Circus at Marshfield, Wis., where the show opened yesterday (14).

Flowers were sent by personnel of the Eastern unit, Mrs. Irving J. Polack and Ethel Robinson.

## K-M Maintains Big Biz Score

**Ohio county seat circuit gives full, straw houses—one drops to three-fourths**

CARROLLTON, O., July 15.—Al G. Kelly-Miller Bros.' Circus stands in Ohio seats paid off this week with excellent business in good weather.

Here Tuesday (11), the show played to a full matinee and it strayed them for the night show. The matinee-only stand Sunday (9) at Woodsfield gave with a turnaway. At Caldwell on Saturday (8) the circus packed them in for two full houses. The Friday (7) stand was McConnesville, where the night show was a straw house and the matinee was three-quarters filled.

The show continued to glean excellent follow-up notices, with many noting it was the largest show in the towns for 20 or 30 years. One compared it to John Robinson of 40 years ago.

## Model Builders Show Full-Size Wagons at Meet

AUBURN, N. Y., July 15.—Convention and show of the Circus Model Builders and Owners' Association attracted 85 model builders and several thousand others here July 1-4, Harold F. Hayden, secretary, reported.

Circus models valued at \$250,000 were displayed under a 350-foot big top. Free acts included clowns, Leon W. Laws' educated horse and the American Legion German band. Side Show was directed by Truxton Hosley.

Host to the convention was the John Pawling Ring of CMBOA. The group graduated from miniature wagons to the full-sized variety last year when it completed a bandwagon. An air calliope wagon was added this year and a combination ticket and generator wagon was on the lot. Hayden reported the group is considering formation of a full circus to be built at its Auburn winter quarters, where present wagons and baggage horses are kept.

## Allread, Phillips Buy Sparton Show; Set Robinson Bow

RED BLUFF, Calif., July 15.—Since Sparton Bros.' Circus closed June 22 in Lincoln, Calif., and was sold by Mr. and Mrs. Orlo H. Wach to Allread and Phillips, the show has been under reorganization at the latter's ranch here in preparation for its scheduled reopening today under the Robinson Bros.' Circus title.

According to the new owners, the show's menagerie will carry an elephant, seals, llamas and other animals, plus horses, ponies, dogs and monkeys used in the performance.

Show will carry a 60 by 120 big top and a 40 by 80-foot Side Show and menagerie top. Added attraction will be Arvel Allread's Wild Life Exhibit. Harry A. Phillips will have the advance, with Grace and Arvel Allread back with the show as managers.

## H-M Unit Signs 4 Indoor Stands

PHILADELPHIA, July 15.—Col. Robert H. Morton yesterday announced the signing of four repeat Shrine-sponsored indoor dates for the Hamid-Morton Circus.

Dates are the Arena stand here for the week beginning October 9; a week in Boston at the Garden, beginning September 24; a week in Toronto, beginning October 2, and 10 days in Atlanta, beginning November 11.

Signing of the date here refutes rumors that the org would by-pass this city, one of its lesser stands.

## Mills Churns \$\$ In Dairy State; Milwaukee Good

WAUKESHA, Wis., July 15.—Mills Bros.' Circus played to good business this week in Wisconsin. Appearing here Thursday (13) under auspices of Disabled American Veterans, the show drew a full matinee and a half-house at night.

In Milwaukee Wednesday (12) the org had a three-quarters afternoon show and full house at night. Auslees was the Optimist Club and the show garnered considerable newspaper attention thru entertainment of orphans.

Two three-quarter houses were registered at Racine, Wis., Tuesday (11). The lot there had been filled in with rubbish by the city and, altho it was rolled, trucks cut thru the soft surface. American Legion drum and bugle corps sponsored the engagement.

Mills turned over about \$1,000 to the Exchange Club at Waukegan, Ill., as the sponsors' share of profits after the circus showed to two full houses there Monday (10). Members of the Exchange Club returned to the lot at 5 a. m. the next day to remove the litter left by the crowd.

## R. M. Harvey Closes With Ward Bros. Org; Considers Retiring

CHICAGO, July 15.—R. M. Harvey, general agent, has closed with Ward Bros.' Circus and is flirting again with the idea of retiring.

The veteran circus man said this week that he was in Chicago to arrange for his annual cruise and that he might return to his home in Perry, Ia., rather than the road after his sea trip.

## Ringling Side Show Holds 100% — Plus

MONTREAL, Que., July 15.—All-time record for one day's business on the Ringling-Barnum Side Show, set here recently, grossed a reported \$11,000. The new high is about \$1,000 above the former record, set in 1944.

At half a dollar a throw, the new total indicates the Side Show played to 22,000 persons. Using an estimate of 10,000 for the big top's capacity, this means the kid show played to everyone at both performances and then some.

Another Montreal side light was that French Canadians were rapping on the ticket windows as late as 10:30 p. m. for ducats.

## DRESSING ROOM GOSSIP

### Ringling-Barnum

After enjoyable weather on our Canadian tour, the hot weather caught up with us in Detroit. New lot was located about one-half mile from the old one at Michigan and Wyoming. One matinee was for a group from Firestone. The softball teams had a game on Sunday with Skee's team winning 14-13. Fay and Irving Romig had story and pix in their hometown Detroit papers. Dorita and Ronna, daughters of Dorothy and China Durbin, have joined for their summer tour. Thelma and Ralph Hunter are traveling with the show for a visit. Dick Miller and Henny Margas Short celebrated birthdays with parties the past week. Mrs. Albert Rix joined with her three-week-old baby. Martha Henderson is on the sick list. Ernie Burch is back at work.

Visitors were Henry Van Loom, Joe Short, Mr. Hoffman, Orrin Davenport, Eddie and Virginia Stinson, Babe Boudinot, Joe Lynch, Sheila Blood, Peggy Ringling, Edith Bowen, William Hall, Mrs. L. Bozarth, Byron Joyce, Miss Gailther, Pearl and Dells Uter, Diane Lovett, Mr. Wright, Mrs. Tremblay, Shirley and John Moran, Dr. Cecil U. Dunlap, Mr. and Mrs. Romig, Ed Dombek, Mr. and Mrs. M. Kaizanowski, Len Humphries and friends, Mrs. Nelson, Mrs. Rosena Brown, Mary Lou Mader and Ricky, Theol Marlowe, Mitzl Fein, Rose Dobo.

Backyard scenes: Paul Jerome, selling *The Billboards*, stopped at the grease joint for coffee and ordered a *Billboard* with sugar, which goes to show that he has his mind on his work. Streak Mary Tahmin is still excited from the one time she assisted Francis Brunni in his juggling act. Bill Parker, vocalist, had a red face when he mistakenly entered the big top to sing for snee still in his sunbathing shorts.—MARY JANE MILLER.

### Kelly-Miller

The Side Show line-up now includes Sandra Lee, impalement act; Tommy Thompson, sword swallower; Lady Lynn, mentalist; DeForrest, magician; the Jubilee Minstrels with Charles Weatherby, director, Harold Weatherby, Chi-Chi, Papa Moody; Happy Jack Davis, comedian; Artie Davis, dancer. Annex attractions are Lavon and Leona Teodora, Mel Lewis, manager; Harry Rooks, Bob Snodgrass, Mrs. Walt Stevens, tickets. Also included in the Side Show are all the wild animals featuring a rhino, hippo and tapir.

Crystal Pete, former Side Show dancer, recently visited. She has deserted the white tops for a career as a wrestler. Eddie Hendricks injured his leg severely in a fall during his wire act but has continued working. Clown Lee Virtue and the writer were entertained at the home of CFA John Wyatt, Shadyside, O., who visited the show in Woodsfield and St. Clairsville, O. Wyatt has a large collection of circus photos.

The Eddie Robinson Family, Bubba Moody and Tex Maynard departed for fairs and rodeos.

Visitors included Mr. and Mrs. Glen Tracy, artists, Cincinnati; Corrine and Bert Dearo, wire act; Bob and Peggie Walters, wire act; Jimmie and Alice Foster, rodeo performers; Huffy Huffman, former clown with Cole Bros.' Circus; Ed Jones, CFA, Zanesville, O.; Richard Conover and family, CFA, Dayton, O.; Ed Hillhouse, CFA, Chillicothe, O.; M. W. Organ, CFA, Wilmington, O.; Laysel Pitts, CFA, New Concord, O.; Mr. and Mrs. Don Deweese, CFA, Zanesville; Ralph Stevenson, CFA, Cambridge, O.; Frank Bowen, CFA, Zanesville;

### Polack Bros., Western

Our trailers had a rugged time getting out of Las Vegas, Nev., what with the steep hills and the 110 degree temperature. Our Ventura, Calif., date was like going from the ridiculous to the sublime. The weather in Las Vegas was hot and in Ventura it was so cold we needed overcoats and long underwear. The Freemans had a swell four-day visit with Helen and Frank Jones, being house guests at their home in Satacoy, Calif. Billy Griffin, Silvers Madison and Charles Webb drove back to Bakersfield to pick up their trailers as they did not take them to Las Vegas.

Andre Gould gave a party in his trailer in honor of his wife, Rose Gould, the occasion being her birthday. In the party were the Ward-Bell Flyers, Mr. and Mrs. Alfred Landon, Jo and Silvers Madison; Honey, Walter and Alfred Shyetto and the writer dropped in for a quick one.

A reunion was held at San Luis Obispo, Calif., between A. E. (Jack) Klein and Bob Mathews who were both entertainers and soldiers in World War I. They met for the first time since 1919. Matthews toured Europe with King Tuffy, the wire-walking lion. We day and dated with the Foley & Burk Shows in San Luis Obispo and most of their folks caught our show and there was lots of visiting between the two shows.

Visitors were Chuck Randolph, Adolph and Maria Delbosque, Trader Horn, Billy Richards, Howard and Thelma Bryant, Mr. and Mrs. Parley Bear, Elizabeth Clarke, Mr. and Mrs. Frank Phillips, Marilyn Rich and sister, Reuben Olvera and daughter Rosie, Mr. and Mrs. Al Hubbard and daughter Cathy, Frank and Helen Jones, Mr. and Mrs. Louis Goebel, Mr. and Mrs. Cliff Bennett, Jack and Martha Joyce and son Johnnie, Mrs. Jack Joyce Sr., Wayne Terry, Mr. and Mrs. Cliff Haas, Elizabeth and Larry Bastian, Jim and Martha Lampman, Harry Matthews and Bob Mason.—FREDDIE FREEMAN.

### Siebrand Bros.

The daily showers in Butte, Mont., became more than a minor irritant. They dampened everything but the enthusiasm of the holiday and weekend crowds. Mr. Smithers was busy again this year taking publicity and personal shots of the circus personnel.

A delightful day was spent Sunday, July 9, when practically all of Siebrand's exchanged visits with the Clyde Beatty show and renewed acquaintances with Clyde and Harriet Beatty, Laurence Cross, the Voice Troupe, Bobby (Kay) Smiley, Johnny and Milonga Clinic, the Caudillo Sisters and Mama Caudillo, Oscar Lowande, Bernie Griggs, Mark Anthony, Frank Doyle, Buster Cronin and "Shreveport" and wife, Rhea.

The birthday party thrown for Mom Houseman by husband, Frenchy, and son, Jack, was a big affair. The Housemans' Sunday and holiday meals at the cookhouse are special events. The birthday hilarity lasted until the wee hours and Jerry Van Deventer wound up playing old favorites at the piano, as per usual. Pancho Roche's birthday party was given in the Hodgins' trailer and was really a surprise since Danita didn't spring with the *Happy Birthday* until midnight in the trailer. Pepito Hodgini hosted at the latter fete.

Visiting Joe Hodges in Butte was Bill Jolly, of the Cremer Rodeo Company.—JOE HODGES HODGINI.

Mrs. Jessie Virtue, Mr. and Mrs. Bob Roberts, Zanesville; Paul Carpenter, former director, Dayton, (O.) Zoo; Tony Diano, animal farm operator, Canton, O.; Ed Burridge, former drummer with Mills Bros.' Circus; Mr. and Mrs. Sam Scheidler, theater operators, Huntington, W. Va.; McDonald Birch, magician, McConnellsville, O.; Mr. and Mrs. Kath and family, Dayton.—EDDIE DULLUM.

### Cole Bros.

Vander Barquette left for an extended tour of Europe in search of talent. He will visit Paris, London, Oslo, Copenhagen, Brussels and Rome. Lily Keryot entertains the performers nightly with her concertina. Big Barney has moved from the pic car to the grease joint, where he is now in charge. Jack Daley, Bill Boyd's press agent, has returned to Hollywood to start publicity for Boyd's forthcoming picture.

With the majority of girls on this show from New York, most of us had long visits at home during the Brooklyn and Manhattan runs. Visitors since the show went under canvas have included Al Butler, of the road company of *South Pacific*; Mrs. William Horstman, Charlie Tovar, Nick Londres, Jim Norris, Doc Howe, and Jim McHugh, of *The Billboard*.—BETTY PATERSON.

### Cole & Walters

Show was visited at Waubay, S. D., by Mr. and Mrs. Tom McLaughlin and family. Mrs. Laura Anderson had her second accident of the season with her new trailer recently. Eddie Shieler played his home town of Waubay and friends and relatives gave him a picnic dinner. The town paper ran an article and a photographer was on hand.

Org blew the night show at Lidgerwood, N. D., because of rain. Beverey Vannette is now working menage to take the place of Lonzo Devere, elephant man, who left the show recently. Perry Jones left at Sisseton, S. D. Wally Ross is now superintendent of stock. Paul Williams's voice was heard all over the lot when he got 2,500 volts on a rainy night.

Sammy Reese was visited by his parents, Mr. and Mrs. L. J. Reese, of Watertown, S. D.—MILDRED WELBES.

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**DRESSING ROOM GOSSIP****Clyde Beatty**

Our trek thru Western Montana has been pleasant except for some dusty lots. However, Maxwell's transportation department has done a good job with water wagons. The Fourth of July found us with a grassy lot beside a mountain stream. George Davis and his cookhouse crew deserved much credit for the fried chicken dinner. Since the warm weather has hit us, Johnny Maceuna's usher department has donned their uniforms of white shirts and ties. Mel Rennie is a busy person, handling wardrobe and laundry, and clowning. Arden Beecher's broken arm has healed enough that he now has removed the cast.

At Helena we had another children's hospital show. Those making it were Sancho Morales and his dogs; Richard Shipley with elephants; the Manzello Troupe, Mark Anthony, Bobby Kay, Bernie Griggs, Jerry Lewis, Billy Temple, Arden Beecher, Alva Evans, and the writer. Joan Lewis, Sancho Morales, Harold Voise and Anne Larkins celebrated birthdays the past week. Walter Kaner's prop department has the riggings and props coated with a mid-season coat of paint. Archie (Yellow) Hendon's ankle has healed; he doesn't need crutches any more. Frank Doyle and the Caudillo Sisters are practicing new tricks for their acrobatic act.

Albena Beatty has joined now that school is out and is in the aerial numbers and working elephants. Clyde Beatty hit the jackpot on a recent fishing trip and returned with a big string of rainbow trout. Most of the Siebrand Bros. personnel visited us in a group at Butte. Attending the matinee were Joey, Tommy and Betty Hodgini, Bill Jolly, Koko and Grace Fairburn, Bob and Helen Rcnous; Eugene, Clara and Yarow Hoffman; Mr. and Mrs. H. Sicbrand, Mr. and Mrs. Capt. Harry Clark, Harry Ross; Tommy, Rosa and Marsha Patine, and Jerry Vandervante. Richard Fontaine and Yellow Burnett, who are ahead on banners, dropped back to spend a day with us recently. We were sorry to learn of the death of Fontaine's mother. Mark Anthony has started to practice unicycle along with his slack wire.—LAURENCE CROSS.

**Polack Eastern**

Casper, Wyo., proved bigger than last year. We opened on July 4 and had several rodeos for competition. Al Perry, Henry Kyes and Bill Green visited a rodeo at Robbins Ranch.

We had a 900-mile jump to La Crosse, Wis., which was another success. Arthur Barrett, who promoted the stand, and Pernice Johnson of La Crosse, were married there. Bill Green was best man. A champagne breakfast was served to friends and relatives.

Nate and Harriett Lewis celebrated their birthday with a party for personnel and received many gifts. Impromptu entertainment was handled by Gene Randow with Dime Wilson, Ruby Landrus, Dennis Stevens, Valerie Antalek, Lewis, Elizabeth Gautier, Ann Porter, Irene Lafferty

**Dailey Bros.**

We bypassed North Sydney, N. S., Thursday (6) as we did not arrive there until dark and it was raining the proverbial cats and dogs. Mona Grubb's floss stand had a blowdown while she was busy in the candy apple stand. Her employee, Vic Pratt, was tangled in the ribs of the collapsed umbrella; damage nil.

Lucille Nash was hit by a truck as she stepped into a street to enter a circus vehicle. However, she escaped with bruises. Carl, magician, visited in the back yard at Sydney and entertained Dave Curtis, Side Show magician, at his home in Sydney.

The management has added an elephant ride under the supervision of Rex Williams to the midway attractions. Paul Pruitt is working the pony drill since the return of Liberty acts to the program. Victor Gaona has recovered from recent injuries and is again working in the Eddie Murillo casting act. Emma Campa was down with pneumonia for several days.

Rosemary Stock made two swanky costumes to be used in the entry by the little Misses Irma Campa and Mary Jo Klein.

There are two natural phenomena in Moncton, the magnetic hill that will pull a car, without help from the engine, from the bottom to the top and the tidal bore in the Petiscodiac River, one of two such tidal demonstrations in the world. Lot was within sight of the river but the hour was wrong for us to see the bore. Jimmy Gallagher, of Biller Bros., visited.—HAZEL KING.

**Biller Bros.**

After three beautiful days in New Brunswick, we hit our first heavy fog in St. John. Despite a long jump and late arrival the show was able to start on time. Enoch Bradford and his crew are to be congratulated on getting the big top up in good time. Jackie Lynn has new white wardrobe for spec now, when the two of us work with Grace McIntosh. Tommy Whiteside has taught his dog a new trick for the stop they do in the crazy number.

Rita Biller is doing some fancy trick riding. Circus Fan Tip Stone and family drove 165 miles to catch our show in Fredericton. Tex Don and Sally Montana have new white buckskin outfits for the concert line-up.

Altho we have been a few days behind Dailey Bros. recently, our business has not been hurt, in fact, it has been getting better.

George Wagner, Joe Sigma, Clarence Burr, Tex Reppert, Matches, Pete March, Shotgun, Floyd Shepler, Tucker and Elmer, our concession boys, are doing okay with business on the midway. Hall's mother visited in Ellsworth, Me., last week.—BOB LORRAINE.

and Randow taking part. Montes De Oca made his first appearance with his accordion.

Vivian Randow joined at La Crosse. Jackson Kyes came up via motorcycle from Peoria, Ill., for a visit. Jack and Ruby Landrus observed their 21st wedding anniversary and gave a party for many friends. Jack Harris is getting compliments on wardrobe he turns out.

Dennis Stevens practices diligently on his E-flat clarinet. Claire LeVine instructed Henry yes in a few Charleston steps. Ed Raymond always gets the ball scores on his radio.—IRENE LAFFERTY.

**TWO PHONEMEN**

U.P.C. Tickets, 25%. Go to work immediately.

Veterans of Foreign Wars Jamboree  
Headquarters

Room 238, Elkhart Hotel, Elkhart, Indiana

**Cole Adds Bill  
Car and Staffers***(Continued from page 60)*

novelties; Jimmy Brown, diner; Fred Donovan, legal adjuster; Dan Dix, contracting agent; V. R. Fleming, treasurer; Lorne Russell, auditor, and Karl Knudsen and Bill Walsh, 24-hour men.

To handle an advance ticket sale and mail order set-up in each town, McAleer has five men ahead. Tommy Reale is in charge of the downtown force. McAleer also has five inside ticket sellers. Huttick has six men on the front door, Phil Wortham works the reserved pass exchange desk, Eddie Mader has the white wagon and Lorne Russell and Herb Leaman have the red wagon windows.

Top staffers remain the same, with Bill Horstman, corporation vice-president in charge of the show and advance and assistant to Wirtz. Billy Burke is vice-president in charge of the show and production manager. Jack Talvin holds down the general manager's post and Frank Orman is manager of the show.

Leo Hamilton continues as equestrian director and Red Larkin is announcer. Jack Plummer and Larry Davis continue as bandmaster and managerie superintendent, respectively.

Many of the new men are veterans of pre-1950 Cole Bros.' editions and others have come on from Ringling, Beatty and Dailey.

Inclement weather knocked business in the head during a two-day stand in Newark. N. J., Monday and Tuesday (10-11). Following the near-cloudburst at Jersey City (5-6) the Cole show moved on to solid biz Friday and Saturday (7-8) at Clifton, N. J., with crowds close to capacity for the four performances. Side Show Manager Dick Best reported brisk business since his show is back in its canvas midway element.

Short hop to the Newark lot was made without incident and all units were set up and ready to go for the Monday matinee. Heavy rains made a quagmire of the lot and held patronage to about 300 persons at the first show. Downpour continued thru the two days.

Big show prices in Newark were scaled at \$2.75 for reserves, \$1.50 for general admission and 75 cents for children. Side Show continued to work for 50 and 25 cents.

The advance crew started at Wilmington, finished billing here Tuesday (11) and started work at Philadelphia the next day. Plans call for a heavy schedule of one-day stands, including Sundays, thru up-State New York and westward to Los Angeles.

**TIGHTS  
by KOHAN**  
17 EAST 16 STREET  
NEW YORK 3, N. Y.

**Window Cards  
Programs, Heralds  
Photo-Offset Printing**  
**CATO SHOW PRINTING COMPANY**  
Cato, New York

**COLE BROTHERS CIRCUS****WANTS**

a few more Lithographers and Banner  
Tackers. Address

**JAMES A. GEPHART**

Redington Hotel Wilkes-Barre, Pa.

**WANTED**

Horse Act—High Act—Dog Act for Greenville,  
S. C., week of August 14th. Contact

**JOHN H. BILLSBURY**

1680 No. Vine St. Hollywood 28, Calif.

## 118,000 Jam D. Kaye Shows At Steel Pier

### Comic Does 42 Shows

ATLANTIC CITY, July 15.—Over 118,000 persons attended Steel Pier's Music Hall Theater in the seven-day holiday week appearance of Danny Kaye.

Comic's engagement equalled the top three full-week grosses posted at the furspot since the end of the war. Sunday, Monday and Tuesday, July 2-4, full houses were registered. Wednesday thru Saturday, July 5-8, attendance built to overflow proportions. The terrific increase was unexpected, as it was thought that some slack days would mark the post-holiday period.

Kaye was featured in a package along with Georgia Gibbs, and the Dunhills, dancing trio. His stint consisted of songs and characterizations and ran 25 to 30 minutes at each show. Maximum number of shows done was seven on Sunday (2), Thursday (8) and Saturday (8). Total for the week was 42. All performances but two played to standees.

Pier is a one-admission institution with free entrance to the theater included. Turnaways at the theater were numerous.

In view of current conditions, attendance and gross zoomed beyond expectations, Owner George A. Hamid said.

Other attractions included Louis Prima's ork in the Marine Ballroom and Dick Clemens's wild animal circus.

## Ramagosa Adds New Features

WILDWOOD, N. J., July 15.—S. B. Ramagosa, operator of Casino Arcade Park, Sportland and other amusement enterprises here, has introduced several new attractions. At the Casino, Chandu and Company come in for the first time to present a magic show. Attraction replaces the Frozen Alive show presented the last two summers. Among the many rides, the water tank this season features streamlined Scoota Boats. Railroads on Parade exhibit is presented for the first time as a free show.

At his Boardwalk Arcade here, Ramagosa is introducing a new thrill show in the Great Marcella and his Suicide Globe, a troupe of three motorcycleists. In Sportland, a water thrill show is again being presented at the outdoor swim pool each evening. Kehoe Brothers are back with their Aqua Follies for the fifth season.

## Mass. Senate Okays Salisbury Annexing

BOSTON, July 15.—Massachusetts Senate approved legislation last week for the State to take over Salisbury Beach. Group gave initial approval to a measure setting up a division of beaches in the Department of Conservation. Other beach facilities may be acquired upon approval by the Legislature.

Plan calls for a self-supporting agency, with an appropriation of \$100,000. Further Senate action and approval by the Legislature face the bill, which is an offshoot of Gov. Paul Devers's recommendation for a State Recreation Authority. Original plan called for power of eminent domain to seize beach property, but this was dropped following much protest by beach and resort ops.

## Rail, Water Excursions Hypo New York Resort, Park Biz

(Continued from page 49)

as Newark and Yonkers. N. Y., is handled by the Wilson Line's S. S. State of Pennsylvania. Both boats have capacity close to 3,000 people. New service is provided by Circle Line sight-seeing boats, which run ferry service between Playland and the dock at Brooklyn.

Since the Long Island Railroad lost its trestle, bus service was stepped up. The Green Bus Lines, with three routes linking the resort to New York and Brooklyn rapid transit lines, has added 90 busses to the fleet serving these routes. In addition, Triboro Bus Company is providing service linking New York transit lines with the resort, and the Resort Bus Company is providing daily service from Yonkers. As usual, the Public Service system of New Jersey, whose bus lines serve most of the Northern New Jersey coast resorts, runs week-end excursions and charter service from Elizabeth, Newark and Jersey City, to the Rockaways, Coney Island; Playland, Rye, N. Y., and Palisades Park, Cliffside, N. J.

### More Special Trains

The Long Island Railway continues to serve Rockaway by its longer Jamaica and Valley Stream route and has stepped up schedules and is offering excursion rates to hold business.

## Ind. Spot Eyes To Labor Events

FURNESSVILLE, Ind., July 15.—Emphasis on outings for industrial organizations in the Chicago-Gary area will be used in promotion of a new 50-acre picnic ground opened recently at Roby's Rest Camp on Highway 20 near here.

Carl Roby, owner-manager, said operation will be patterned after that of State parks and that policies follow suggestions from labor union officials. Fraternal and private group affairs also will be sought.

Under construction are a soft ball diamond and hiking trails. A playground and outdoor pool are planned. Harvey C. Summers, former theatrical producer and more recently a resort op, has opened a Chicago office for the Furnessville operation.

## Gum Contest Clicks At Pennsville, N. J.

PENNSVILLE, N. J., July 15.—Initiation of a bubble gum blowing contest at Riverview Beach Park here met with a solid reception from children and 30 community newspapers in the area comprising Philadelphia, Southern New Jersey, Wilmington, Del., and Chester, Pa.

Contest, run jointly by the park and the Wilson Boat Line of Philadelphia in conjunction with the Bowman Gum Corporation, was first to be held here. Promotion proved so successful that it is planned to make the affair an annual contest with national publicity.

With the gum firm supplying the chicle, the newspapers sponsored the preliminaries, held Wednesday (12). Bill Noonan, Bowman sales manager, and J. Robert Mendite, ad agency for both the park and the boat line, distributed some 6,000 display cards to stores throughout the area. Publicity man Allen Sommers directed the operation.

Ten advance contests were staged to select semi-finalists. Winners were given free rides at the furspot Monday (17) and instructions to return August 16 for the finals. Wilson Line supplied prelim winners with free transportation to and from the park.

Along the Northern New Jersey coast the Pennsylvania and the Central Railroad of New Jersey have stepped up service to beach resorts along their lines and are running excursion trains, at reduced fares, over week-ends.

Amusement area of Rockaway Beach, chiefly centered around Playland, has undergone considerable expansion. Owner Geist has renovated his park, adding new rides, striking decorative motifs and modernistic lighting. Geist has also added a kid- (See RAIL AND WATER on page 89)

## Pool Ops Report Detroit Biz Off

DETROIT, July 15.—Pool ops in this area reported last week that business so far this season has been only fair despite elimination of competition from the big tank at shuttered Eastwood Park. Poor weather was blamed.

Crystal Pool, 12 miles from Eastwood, is managed by Henning Rylander, who said business was just about equal to last year's. He pointed out that holding that level was an accomplishment in view of prevailing temperatures.

Fons Park, about five miles outside the city, has gained only fair business. Its pool was built 18 years ago in a former gravel pit, but present emphasis is on picnics and trailer parking trade. Stanley J. Fons recently has been joined in the operation by his sons, Walter and Jerry.

Other metropolitan area pools where business volume has been far below the highs set a few years ago include Salt Water and National. The latter, managed by Theodore Folster, missed July 4 biz when it closed down after three days' operation to replace filter sand.

## Weather Smacks Maritime Spots

ST. JOHN N. B., July 15.—An overdose of rain and fog together with sub-freezing weather in June and July have added up to what veteran park and beach men claim is the Maritimes' worst weather of any season in memory.

A chilly wind has prevailed and temperatures rarely have reached 70 degrees. Last month there were frequent snow flurries and frost, with ponds frozen over at night.

Starlite Room at Evangeline Beach skeds a different program each day of the week, with folk dancing on Mondays, movies on Tuesdays and Thursdays, amateur night on Wednesdays, community sing on Sundays and ballroom dancing all week. Don Shaw's orchestra is on hand. The spot offers its picnic grounds to churches and lodges without charge.

At Dominion Park, the Canadian Legion has all concessions, including refreshments, bathing, lockers, dancing, coin machines, Arcade and wading pool. An orchestra plays for dancing three nights weekly and a juke box supplies music on other nights.

## Thompson, Blackp'l Manager, Visits U. S.

PHILADELPHIA, July 15.—Leonard Thompson, manager of Blackpool Pleasure Beach, Blackpool, England, arrived here this week for his biennial tour of United States amusement parks.

The veteran operator plans visits to parks in Cleveland, Cincinnati, Chicago and New Orleans.

## Playland, Rye June Grosses Drop Off 19G

### Weather Hurts First Stanza

RYE, N. Y., July 15.—Playland here enjoyed a good week-end, with a free-spending crowd of 45,000 on hand for the two days, according to park Director Allan MacNicol. He said he believed business this month is running ahead of the corresponding period last year but that statistics are not yet complete enough to verify the fact.

MacNicol reported that June grosses, altho \$19,000 behind the takes scored during ideal weather in the same month last year, were still above figures for June of 1947 and 1948. Swelling Playland coffers this year has been revenue from outings, with MacNicol describing this phase of operation as doing well.

Management has slated Wednesday (19) for the preem of a weekly series of television set giveaway nights. The park will buy its own sets, in addition to lesser prizes, for distribution.

## Good Gate, Biz Continues for 2 Jersey Spots

IRVINGTON, N. J., July 15.—With spending maintaining an edge over last year's pacc, attendance at Olympic Park here hit 25,000 over the week-end, according to Treasurer Robert Guenther. He felt the small drop in the size of the throng from Olympic's regular level was due to the let-down usually accompanying the week-end following a long July 4th holiday.

Guenther said the outlook for the park to finish ahead of last year's biz was still bright, with weather the big factor. So far this season, over-all business at the furspot has been below last year's takes, despite the higher rate of spending.

Acts booked into the spot by the Hamid agency for the week were the Wilfred Mac Trio, Janet's dogs and ponies; Kric and Kroc, comedy acros, and the Aerial Downeys.

At Palisades (N. J.) Park, co-owner Irving Rosenthal reported an even better week-end than the two top-grossing days the spot enjoyed Saturday (1) and Sunday (2). With attendance and spending high, swim pool at Palisades operated close to capacity thruout the week-end, Rosenthal said.

Free attractions at the park, booked by the Hamid agency and held over from previous week, were the Aerial Snyders, trapeze and swaypole, and Noro Morales' rumba ork. Latter attraction has proved a powerful draw, Rosenthal said.

## Large Turnout Seen For N. E. Gathering

EXETER, N. H., July 15.—Large gathering is expected at the 21st annual summer meeting of the New England Association of Amusement Parks and Beaches, which will be held at Rocky Point Park, Warwick, R. I. Tuesday (25). Fred L. Markey, association secretary-treasurer announced from his headquarters here this week. Park Owner Vincent Ferla and his manager, Paul Haney, have completed elaborate plans for the confab.

Rocky Point was rebuilt three years ago after being demolished by a hurricane in 1938.

**CATERPILLAR RIDE**

In excellent shape with a brand new, colorful top. Will sacrifice at a buy—

**PRICE, \$1750**

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**WANTED**

**CLUTCH MAN FOR #5 FERRIS WHEEL**  
Prefer old man. Sober. Steady work. No up and down. \$40 week. Will not send money for transportation.

**FOREST AMUSEMENT PARK, INC.**

31 N. Atlantic Ave. Daytona Beach, Fla.

**CONEY ISLAND, N. Y.**

By UNO

Another week-end (July 8-9) of sunshine chalked up big attendances. . . . July 20 brings another air show. July 21 is a repeat of Night of Stars with celebs at Steeplechase Park, the Atlantis and on open-air stage on Stillwell. The Walking-Man contest continues.

McCullough family, George, former Chamber of Commerce prexy; James, Ted and Len, has large interests all over the Island. In operation at Surf and West 15th are five kiddie rides, including water-boat, fire engine, horse and buggy, jet and speed boat, a Carousel and parking lot. At Surf and West Eighth are four kiddie rides, another Carousel and parking lot and the Atlantic bar and grill managed by Sam

Abraham. A third Carousel is at the Boardwalk front of Steeplechase Park and West 16th. Kiddieland helpers at West 15th are Frank Nulty, Larry Frediani, Henry Blucker, Kenny Ley and Murray Marks. At West Eighth William Crane, nephew of Harry Illions; William McLaughlin, Frank Mullane, George Gurra and Esther Abraham. Parking lot at West 15th employs Marshall (Red) Prestwood, Caspar Sylvester, Lucky Passamonte, Peter Reuter and Seymour Schnitzel. Lot at West Eighth has Tom Daly, Locky Walsh, Walter Connery and George Dougherty. Employees at the West Eighth Merry-Go-Round are Al Joyce, general manager; Willie Niola, William Kelly, Bill Theodosakis and Bill Walker, ticket seller. Boardwalk Carousel has Jim McCullough Jr., manager; Raymond Swanson, Carmine (Sonny) DeFalco and Roy Fitzpatrick, ticket seller, and at the West 15th Carousel George Perry, Joe Montuoro and John Papagni. Three concessions at West 15th includes frozen custard by George Andreadis and Nick Coroveris; refreshments by Armando Martorelli, and souvenir stand by Harry Shnowitz, who also operates another across Surf.

Herman Wolf and Louis Lobell with their new third partner, Al Elowitz, former manager of the Bernard Katz Arcade on Surf, have new equipment, replacing the stock demolished by fire last season, in their Arcade on the Boardwalk. Principal items are 27 Scientific Pokerinos and 10 shuffleboard alleys. Abe Greenberg is cashier, Jerry Feldman is in charge of Pokerinos. Jerome Binkowitz and his dad, Sam, are shuffleboard attendants, and Paul Held is at the Skeeballs. Herman, Louis and Al are also execs of a new corporation labeled Metropolitan Distributors for Amusement Machines.

Tirza is having her nose operated on at the Horace Harding Hospital, Long Island, like her son, Bobbie, had done a week before. . . . Vincent Ercolano, an Islander since 1912, when he was office waiter at Feltman's, is now chef in his own Italian eatery on West 15th. He was also chief cook for USO Camp Shows.

Angelo Puddo and Anthony Romano are Island first-timers operating three games on Stillwell, Wham-O, via sling shots; Ping-O, a ping-ponger, and Smack-Em, with coconuts for prizes. . . . Eileen McAllister, sister of George, Frank and Marie Tilyou, is operator and Bill Hooper is manager of Steeplechase Park, Atlantic City. . . . Leo Phillips and Moses Goldman, new Islanders with six units of carnival ring toss, an electrified version of hoop-la, are conspicuous in Pleasureland.

Atlantis Casino on the Boardwalk has as new piano-playing canaries Dorothy Hogue, formerly with Harold Schein's Sea Shell, Newark, N. J., and more recently at the Rainbow Room, Manhattan, and Shirley Mann. Headwaiter is Louis Miller and assistant is Miami Mady. James Del Rosso is service man and Max Meit is head chef. . . . This year's Independence Day saw a vast colored contingent among customers, most of whom came via bus from nearby towns and every one liberal with money. . . . Harold Nisoff, chief photog at Steeplechase Park, and Carolyn Ruth Williams, Utica, N. Y., and long time employee of the Bankers Trust of Manhattan, were partyed by friends on their recent marriage in Brooklyn. . . . Night of Stars, promotional event on July 3, had Lanny Ross, singer, and Joyce Matthews for celebs, chap-eroned thru the Atlantis, Steeplechase, Clam Bar and other principal spots by George Tilyou, Stanley Reiben and Lester Wolf.

**Flack Tie-Ins Aid Playland**

Rockaways' big crowds continue, but spending dips—new units planned

NEW YORK, July 15. — Altho spending dipped slightly, crowds at Rockaways' Playland over last week-end topped throngs at the spot for the preceding two-day period, according to park President A. Joseph Geist. A reported 3,000,000 persons visited the Rockaways last week-end.

The Stardusters, swaypole and trapeze act, were the featured free attraction, booked by Al Martin.

Geist announced that an exchange deal of advertising plugs had been effected between the National Broadcasting Company and the funspot for next season. Plan calls for the web to push the park on radio, TV and in news ads, while the network is plugged at the park.

**Reciprocal Flack**

At present, the park has a tie-up with independent radio outlet WNEW, New York. Station gives the park ad space in *The New York Mirror* in exchange for hourly plugs over the funspot's public address system. A similar arrangement holds between the park and *The New York Mirror*.

William Hicks, manager, also announced that a 55 by 100-foot concession building will be demolished and an Octopus and 36 Bowl-O games installed in its place. Further revamping plans have E. J. Hayden, park art director, designing new fronts for Buzz Bomb and A-Disc rides. The latter will be a remake of a Tilt-A-Whirl.

Several hundred members of the Newspaper Reporters' Association of New York and their families were guests of the park and Wilson Lines at an outing today.

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ARNOLDS PARK, IOWA

**FOR SALE****HOT DOG & REFRESHMENT STAND**

In SEASIDE HEIGHTS, N. J.  
Low rent, on boardwalk, established over 12 years. Asking price \$2500. One of the largest resorts in New Jersey.

Contact: **Fred Kocher**  
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New in Coney Island. 200 Wax Figures, all Props and Moulds plus copyrighted name, Edne Musee.

**WM. G. MEINCH**

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Spend \$14.50 to make more money and to make your old Poker Table look like new.

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218 Berry Street

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**ATTENTION, PARK OWNERS****MINIATURE GOLF HITS BIG TIME**

GRABS NO. 1 SPOT OF THE NATION AT THE ENTRANCE TO THE MILLION DOLLAR PIER, ATLANTIC CITY, N. J.

THIS IS A HOLMES COOK COMPANY'S CREATION

**HOLMES COOK COMPANY**

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New London, Conn.

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Burns coal for normal steam operation. Make real money in any town over 10,000 population.

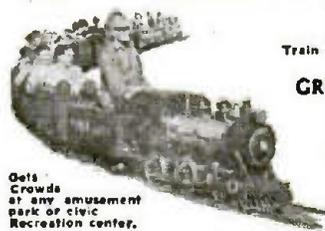
Approved A.S.M.E. boiler. Steam Trains are unexcelled for appeal and repeat rides. Hauls from 75 to 80 kids and adults every trip.

**OTTAWAY AMUSEMENT CO.**

Mfrs. Miniature Steam Trains

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Illustrated Circulars Free

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**LEGION AMUSEMENT PARK**

W. U. OR PHONE 3-6652, FAYETTEVILLE, N. C.

**Patrons Haul Tubs; Beer Biz Goes Flat**

ST. LOUIS, July 15. — Over-all business at Chain of Rocks Amusement Park here July 4 was okay, but receipts at the bar and hamburger stand sagged. The reason was readily apparent, Carl Trippe, manager, reported.

Beer-loving St. Louisians had taken to carting their own libation into the park via buckets and wash tubs. Said Trippe: "This we are going to stop!"

**NAAPPB Mulls Summer Meet; Pa. Confab Set**

ALLENTOWN, Pa., July 15.—Plans have been made by the Pennsylvania Amusement Park Association for conducting a summer meeting at Dorney Park here September 7. Park Manager Robert L. Plarr will be host. Carl E. Henninger, of Pittsburgh's Kennywood Park, is president of the State association.

Meanwhile, tentative plans for a summer meeting of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) at Coney Island, Cincinnati, have been announced from Chicago by Paul Huedepohl, national secretary. Original plans called for the session to be August 30. However, Huedepohl reported the date might be changed to August 23 in order to avoid conflict with the Pennsylvania meeting and with Labor Day. He said directors of the NAAPPB were being contracted for a decision on a final date.

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**WILL SELL OR TRADE**

**38 FOOT 10 CAR WHEEL AERIAL FLY-RIDE**

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**CRYSTAL LAKE PARK (MGR.)**  
Phone 38842 — Marion, Ohio

Can Place Merry-Go-Round.

**FOR SALE MINIATURE TRAIN**

Engine V-8 Ford Motor Power, 3 Cars with Coil Springs, in good condition; painted Streamliner, 450 Ft. Track, Miniature Rail.

**W. T. THOMPSON**  
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with privilege of buying

**ROLLER COASTER**

In well established park south of Mason-Dixon line. RUBE WARDELL, Box 643, Jacksonville Beach, Fla.

**ROLLING CHAIR CONCESSION**

In Ocean City, N. J. For sale cheap due to illness. No competition, chance to make real money.

**M. MEYER**  
330 9th St., Ocean City, N. J.

**Detroit Plans New Ballroom At Edgewater**

**Jefferson Beach Biz Up**

DETROIT, July 15.—Construction of a garden-type ballroom for an estimated \$100,000 at Edgewater Park here is being planned for this fall by Cy and Milton Wagner, managers. The facilities will accommodate 5,000 persons and will be heart-shaped, similar to Old Eastwood Gardens. Feature will be walls of shrubbery and trees.

The skating rink will be remodeled to serve as a cocktail lounge and service department for the ballroom and provide space for indoor dancing during inclement weather.

This and other improvements at Edgewater, together with a whopping increase in business for Jefferson Beach, mark the first season in which Detroit's major parks have been under single management.

**Jeff Beach Booms**

Harry Stahl, general superintendent, reported patronage at Jefferson has tripled since last year, indicating the spot has hit its stride after years of unsatisfactory biz.

Major ride installation and reconstruction of all units by W. O. King, who has taken a long-term lease on all but the Coaster and Merry-Go-Round, is a principal factor in the success. A new Kiddieland is another improvement. While the percentage of increase is outstanding, business apparently still is growing.

Business at Edgewater, despite extensive construction, has not increased significantly over last year. However, Edgewater, located in the city, is expected to take the No. 1 position left by the shuttered Eastwood fun zone.

**Eastwood Given Up**

Resettlement of former Eastwood trade figures largely in business at both Edgewater and Jefferson. It was apparent this week that efforts to open the former top spot have been abandoned for the season. Eastwood operation has been tangled in the courts, and there was hope for an early decision to permit its operation. However, dismantling of rides and concessions has begun. The skating rink, having a separate entrance, remains in operation.

Edgewater improvements include a new neon-lighted entrance. Important additions are Harry Lewiston's Side Show; high striker and 1 Kentucl v Derby; Rolloplane, and Bubble Bounce and boat, auto and fire engine rides. The miniature railroad has new rolling stock. More improvements for the Kiddieland are skedded.

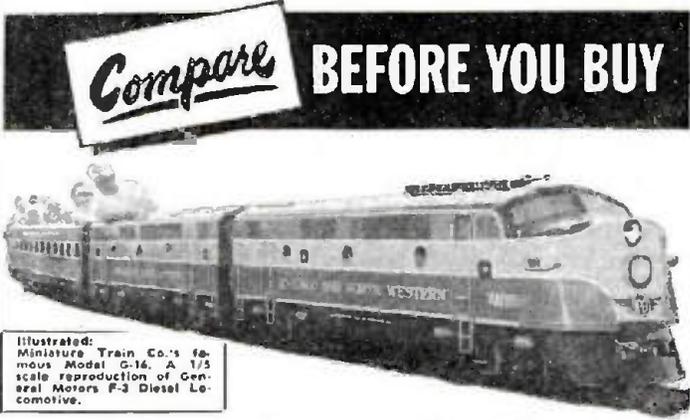
Picnic promotion under Jack Larue has been important in holding business at Edgewater. Twenty-five major outings are set.

**Concess Biz Up**

Louis Wish, with the park since 1929, has the Edgewater concession contract. He reported that concession business in contrast with park biz as a whole, has shown a slight increase over last year. The pick-up was attributed to a liberal merchandise giveaway policy.

His staff includes Harry Currie, manager; Evelyn Currie, basketball; Jack Zeman, Kenneth F. Rose and Frank Bolt, skill roll; Ralph Lewis, milk bottles; William Kirby, gallery; Charles Schimmel, fishpond; Frank Kay, balloon game; Anne Larue, string game; Louis Brown, over 12; George Maltz, nail game and David Coules, skee ball.

Mrs. Bernice Stahl has Rockoplane, Greyhound Racer and Kentucky Derby at Edgewater. At Jefferson Beach she has Greyhound and plans to add Pokerino and a pony track soon.



Illustrated: Miniature Train Co.'s famous Model G-16. A 1/5 scale reproduction of General Motors F-3 Diesel Locomotive.

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At Spangler Park, Snubury, Pa.

Do not confuse the Century Flyer with the small toy-type trains on the market today. The Century Flyer operates on full 24-inch gauge track. It is a large train built for very large revenue and capable of handling 140 passengers to the trip. Park owners interested in good returns on their investment buy the Century Flyer. More than 130 Century Flyers have been sold since the war. Our 31 years of experience in pioneering the 24-inch gauge trains are paying good dividends to their owners.

World's largest designer, builder and manufacturer of Roller Coasters, Old Mills, Mills Chutes, Fun Houses, Kiddie Ferris Wheels, Kiddie Roller Coasters and the famous CENTURY FLYER MINIATURE TRAIN. Write for photos and descriptive circulars.

**NATIONAL AMUSEMENT DEVICE CO.**  
Dayton 7, Ohio

**SKEE BALL**

REG. U. S. PAT. OFF.

**AMERICA'S FAVORITE 5c BOWLING GAME**

FOR PARKS — RESORTS — ARCADES — Earnings From \$3 to \$4 Per Hour

Operators report earnings from \$1,000 to \$2,000 per Alley per Summer Season. There's still time to get Alleys to replace those old ones for the 1950 Summer Season.

Phone or write us about terms and delivery.

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**AMUSEMENT CENTER**

For sale within 75 miles of Los Angeles. More people enter this area than enter any other national park area in the United States. There is no competition and can be none for the leases with 18 years remaining are exclusive. Entire midway section including pool hall, bowling alley, cafe, machine games, etc. Price \$150,000.00. One-third cash and terms.

**BUSH REALTY, Att.: Mary Montgomery**  
856 E STREET SAN BERNARDINO, CALIF.

# Wis. Beer City Ups With Good Biz for Wagner

### Weather Mixed on Lakefront

MILWAUKEE, July 15.—Al Wagner's Cavalcade of Amusements are doing okay here on the lake front, even tho the org has encountered some rain and unusually cool nights.

Monday night (9), the opener of the 10-day stand, yielded a good crowd and excellent business. A thinner crowd, but one which spent more freely, turned out the following night to provide brisk business.

It rained Wednesday but not enough to idle operations. Tho Thursday night was cold there was a good turnout and, while rides dropped, shows and concessions got a good play. Friday night the weather warmed and the night throng was good-sized and business was satisfactory.

Sally Rand, featured with the shows, was arrested by the gendarmes Thursday night, charged with doing her fan dance in the altogether. Incident sparked much Page 1 publicity, and this was reflected in a pick-up in her draw Friday night. Hearing on the charge against her has been set for August 3.

Org, which closes here Wednesday (19), will move to Kokomo, Ind., opening there Friday (21) for eight

## Wagners Adopt Son

MILWAUKEE, July 15.—Al Wagner, owner of the Cavalcade of Amusements, and Mrs. Wagner this week adopted a 12-year-old boy who joined them on the show here. The boy, Kenneth Brewer, was orphaned by the death of his father, a World War I and II veteran, in Oklahoma City, and was brought here from that city to join his new parents.

days, then jump to Akron for its first fair, the eight-day Summit County Fair.

Newspaper campaign here is stronger than last year, with Herb Shive, p. a., scoring several big breaks.

Org has had many visitors here, including Mr. and Mrs. Bob (Kent) Parker, Ned E. Torti, Wisconsin DeLuxe Company, this city; Frank Mancuri, Exhibit Supply Company, Chicago; Marshall Johnson and Ed Mullen, both of Selma, Ala.; J. L. Mackamer, Charlotte, N. C.; Mr. and Mrs. Jack Mills and children, of the Mills Bros. Circus; Johnny Anderson, Enquirer Poster Printing Company, Cincinnati; Cliff Wilson, of Snake Show fame; Joe Streibich, secretary of the Showmen's League of America, and Mr. and Mrs. Eddie Sopenar, Chicago.

The Wagners had as their guests, Anna Wagner, sister of Al; Mrs. I. Webnc, of Toledo, sister of Mrs. Wagner, and Mr. Webne; Mrs. Ed Heck and daughter, Evelyn, and Viola Blake, all of Chicago.

## Wallace Canadian Biz Holds to 1949

CARMAN, Man., July 15.—Wallace Bros.' Shows, playing its sixth fair of the Canadian "B" Circuit here, is getting grosses on a par with last year. Lethbridge, Moose Jaw and Estevan produced about the same as '49, with Weyburn off 20 per cent, according to J. P. (Jimmy) Sullivan, org's owner.

Girl Show topped the midway at Moose Jaw, he said, with Motordrome and Side Show following in that order.

## Booby Hatch

PORTLAND, Me., July 15.—An embarrassing and unprofitable situation when the World of Mirth Shows gets to the Central Canada Exhibition, Ottawa, was averted this week when duplicate orders for 3,000 chickens for Tommy Riggens' cookhouse came to light. Riggens, a far-sighted man, placed an order with a concern for 3,000 birds to be delivered in Ottawa. Gerald Snellens, purchasing agent, unaware of the prior order, also contracted for a similar number of birds. Fact that the orders were placed with the same concern resulted in queries from the home office. Org's personnel cackled with relief.

## Crafts 20 Big Register Okay Biz at Del Mar

DEL MAR, Calif., July 15.—Crafts 20 Big Shows had satisfactory business during its 10-day stand at San Diego County Fair which closed here Sunday (9), Frank Warren, the show's manager, said. Date marked the first time since the war that the organization had played here.

Crafts had Enchanted Land, the kids area, near the fair's entrance. A three-abreast Merry-Go-Round, Ferris Wheel and Eyerly Sky Fighter, the last a baby ride, were debuted here. Other rides included Little Dipper, Baby Ferris, auto ride, Bulgy, Sea Plane, boat and pony ride. The large Ferris Wheel, Merry-Go-Round and Little Dipper went for 25 cents, while kid rides went for 14 cents, both including tax.

The carnival used 24 towers on its midway and in the Kiddieland. A large fun zone sign with letters five feet high was specially made to hang from two towers across the midway.

Carnival rides included twin Ferris Wheels, Merry-Go-Round, Skooter, Tilt-a-Whirl, Caterpillar, Fly-o-Plane, Double Loopplane, Pretzel and ponies. Shows were a Funhouse, Curtis Prosser's Monkey Motordrome and a Side Show.

Show had 40 concessions, Harold Mook, concession manager, said.

## WOM Win Status Continues As Maine Dates Hold Up

PORTLAND, Me., July 15.—Business in Maine, a long-time stamping ground for the World of Mirth Shows, is going to hold up to grosses garnered last year, Frank Bergen, general manager, said here this week.

Thru yesterday, business at this stand was slightly ahead of last year. Previous week at Kittery only fair takes resulted because, Bergen said, of a short billing campaign occasioned by the cancellation of a date at Bridgeport in connection with the Connecticut State Exposition.

There is every indication that the org will enter its first fair, two weeks hence at Presque Isle, Me., a winner, Bergen said. Org has played only a couple of bum spots and the slim grosses encountered have been overcome by dates that paid off handsomely.

### New Canvas Ordered

Org will go into its major fairs with new tops for the girl, monkey, midget and posing units. Canvas is being supplied by Arthur Campfield, of the firm bearing his name, and Bernie

## Albany, N. Y., Gives Strates Boff 2 Weeks

### Car Awards Build Gate

ALBANY, N. Y., July 15.—In a two-week stand here ended Saturday (8) the James E. Strates Shows topped its 1949 takes by a big margin. Rain on the morning of July 4 kept potential seashore patronage close to home and the midway scored a record day, almost doubling the grosses for the same day last year.

To bolster attendance on the extended engagement, two 1950 Fords were given away. Awards were made on the final two days. After two previous children's matinees and the all-day play on the Fourth, the kid's jamboree on closing Saturday was light despite the giveaway of two bicycles.

### New Cookhouse

The work on building a super cookhouse continues. New equipment includes a mobile kitchen mounted on a 32-foot trailer, electric dishwasher, new electric refrigerators, an all-steel, dual wheel pneumatic-tired wagon, built by Sumpter Trailer Company, which will house all refrigeration units, and a special 700-gallon army water tank trailer equipped with a pressure pump. Plumbers are completing the installation of a hot and cold water system in the mobile kitchen and a water fountain in the cookhouse proper. Show mechanics working on the project include Frederick Forrest, Rocel Marroletti and L. D. Powers.

Glenn Porter's Torture Show rejoined here. Mrs. J. F. McDevitt opened her Siamese Twins, a newly framed show, here. Hearst newspapers sent photographer John Burns and writer Hugh Touhey to do a feature on Jack Norman's Broadway to Hollywood Revue and Renee Baron, a featured performer. Newly added feature to the Norman show is Baby Dumpling, tassel dancer.

With the fair season approaching, refurbishing has been speeded up. Delivery on a new Whiz-Bang will be made at the Rochester, N. Y., stand. After a siege of illness, Manager Dick O'Brien has rejoined the show.

The show set up here on the former Schuyler Estate, which is now property of General Manager James E. Strates.

## Mrs. Al Wallace Laid To Rest in Geneva Cemetery

GENEVA, O., July 15.—Funeral services for Mrs. Esther Wallace, wife of Alfred Wallace, owner of the Wallace & Murray Shows, who was killed July 5 in an automobile accident near Cambridge, O., were held at Landon Funeral Home here Monday (10), with burial in the family plot in Geneva. Officiating at the service was the Rev. C. C. Conrad, pastor of the United Church of Geneva, a life-long acquaintance of Mrs. Wallace.

Pallbearers were Leon Tinker, Harry McCroden, Donald Stark, Clayton Walters, Harry Miller and Henry Hetrick.

The casket was covered with a blanket of roses from ride and concession men of the Wallace & Murray Shows, and there were many floral pieces from friends, including Mr. and Mrs. J. L. Keef, Capital City Shows; women of the Wallace & Murray Shows; A. R. Maxwell, Cotlin & Wilson Shows; Greater Tampa Showmen's Association; American Legion Post 64, Marietta, O.; Mr. and Mrs. Benjamin Braunstein, Mr. and Mrs. Jimmy Sakobie and Mr. and Mrs. Mickey Sakobie, Wallace & Murray Shows; Cotlin & Wilson Shows; Mr. and Mrs. Danny Donina, Dolly Young and Frances and Art Frazier, Royal Crown Shows; Rev. C. C. Conrad; Al Wagner, Cavalcade of Amusements; Mr. and Mrs. Roy Allen and Mr. and Mrs. Herschel Rosen, Interstate Shows. Among many messages of sympathy were telegrams from Billy Frazier, Cavalcade of Amusements, and Morris Lipsky, Johnny J. Jones Exposition.

## Jamestown, N. D., Gives 20th Century Top Season Gross

FESSENDON, N. D., July 15.—The 20th Century Shows moved here this week after chalking up its top gross of the season last week at the Stutsman County Fair, Jamestown, N. D.

July 4 biz was big for all segments when an estimated 21,000 jammed the Jamestown grounds from morning until night. Thursday (6) was the second big day there when Jole Chitwood's Auto Daredevils drew over 15,000 patrons who spilled out onto the midway and kept rides and shows operating until 1 o'clock the next morning. Kid's matinee, Saturday (8), with reduced ride prices, did big.

Org also did okay biz the previous week at the three-day Towner County Fair, Cando, N. D., with a strong final day Saturday (1) when midway patronage kept rides and shows going past midnight. Floyd Woolsey's Side Show topped the back end at Cando followed by Bill Dushin's midget cattle, big dog and little horse. Dodgem led the rides at the Cando stand.

## Gooding Gets Bluffton Date

COLUMBUS, O., July 15.—Floyd E. Gooding, president of Gooding Amusement Company, announced today that he had been given the contract to supply all rides and shows at the Bluffton (Ind.) Free Street Fair. Gooding has had the contract for the past 34 years.

midway space will be allotted to the shows. A separate kiddieland will again be featured at that event, Bergen said.

L. Harvey (Doc) Cann is revamping his Motordrome. About 3,000 feet of new, heavy cable has been added to the back end lighting system. A second bingo is also on hand for use at fairs.

## FITZIE BROWN

Can place for balance of season

**CUSTARD MAN!** Benny Kilman wants 2 on account of disappointment. Must understand all mixing and dipping and be capable of taking good care of outfit. Starting at Delaware State Fair, Harrington, week of July 24.

Can place 2 good Agents who understand 6 Cats and work for Stock.

3 Agents for Pop Baker who work for Stock.

Cookhouse Help. Can place sober, reliable Criddle Man, fast-stepping Waiter, useful Cookhouse Help. Sherry Harrington, come on. Will take care of you.

**FITZIE BROWN**  
LAWRENCE GREATER SHOWS

Week of July 17th, Harrisburg, Penna.; then comes the Big One—Delaware State Fair, Harrington, Del., week of July 24th.

## WANT

**BINGO CALLER, SLUM SKILLO AND RAZZLE AGENTS.**

(No Drunks)

**DAN DONNINI**

Care Wallace and Murray Shows  
Rupert, W. Va.

## CAPABLE FOREMEN

"HI-BALL"—"C-CRUISE"  
AND FERRIS WHEELS

EFFICIENT—SOBER—CAPABLE  
MOTOR MECHANIC

Tractor and Mule Drivers.  
2—Candy Floss Operators—2

**CAVALCADE OF AMUSEMENTS**  
Milwaukee, Wis., until 19th; then  
Kokomo, Ind.

## DE RUYTER, N. Y.

Firemen's Fair on the 4 County Fair Grounds, July 27-30, Firemen's Parade Saturday Night, Fireworks Sunday Night

WANT: Girl Show, Wild Life, Arcade, High Striker, Shooting Galleries, Guess Age & Seales, other Concessions and Attractions. Booking now for Angeles, N. Y. Fair week of August 21, starts Wednesday. Followed by week long Pennsylvania Celebration ending Labor Day and Night, and two Penna. Fairs. Perry Smith, Buffalo Shows, this week. Hamilton, New York.

## RIDE FOREMAN WANTED

for OCTOPUS & ROLLOPLANE

Must be thoroughly capable of handling Ride, drive Semi for same and be sober at all times. Finest treatment assured with pay in full on each day due.

Write or wire:  
**WADE, INC.**  
Detroit-Leland Hotel Detroit 26, Mich.

## PICNICS—FAIRS

Want all kind Concessions at once, any Ride or Show not conflicting, low percentage. Tulsa, Okla., Colored Celebration, July 20-23; Colcord, Okla., Annual Celebration, 27-29; Fairland, Okla., Annual Picnic, Aug. 3-5; then Fairs until October in Oklahoma, then Texas Fairs. Want Agents, Help on four Rides, Athletic Manager and Talent. Contact care Western Union only; no phone calls.

**DICKSON UNITED SHOWS**

1900 E. VIRGIN ST. TULSA, OKLA.

## SAM WEINTROUB WANTS

Agents for Slum Shows, also Grand Store Agents, Truck Driver and Grind Help. Bobby Bloom, get in touch with me. Joe Herly, Eddie Bireley, 2 more winks. All Fairs. Care GRAND AMERICAN SHOW, next week, Newton; week of July 24-29, Anamosa; all towns.

## FOR SALE POPCORN TRAILER

Almost new, fully equipped, 8'x10', very reasonable.

**W. DOURJALIAN**

1435 Collingwood TO. 64439 Detroit 6, Mich.

## Huntington Beach Date Gives Ferris Good 11-Day Run

HUNTINGTON BEACH, Calif., July 15.—Ferris Greater Shows, returning to this spot after a three-year layoff, turned in good business for its 11-day run under combined sponsorship of the American Legion, Lions Club, Veterans of Foreign Wars and Chamber of Commerce.

The new location, between Highway 101 and the ocean, had many advantages, but the sand made walking difficult. Some of the area has been paved, and plans for extending the concrete area are under way. The sand proved a handicap on July 4 when crowds were so large that concessionaires and ride men were unable to accommodate all patrons.

Rose and Larry Ferris, owners of the show, debuted a Tilt-a-Whirl here. Only one of the twin Ferris Wheels was used because of lack of space.

Ferris had eight major and five kid rides at the date. Eleven concessions were operated by the committees.

Ferris moved out Sunday night for Hemet to appear under sponsorship of police and fire departments.

While here, Ferris announced that the office formerly located at 175 South Alvarado, Los Angeles, had been closed. Permanent quarters will be maintained in Whittier with mail being handled thru P. O. Box 899.

## Rains Halt Prell But Outlook for Fairs Is Bright

PEEKSKILL, N. Y., July 15. — Prell's Broadway Shows today are rounding out a week of the wettest weather encountered in years. Owner Sam Prell commented that it would take superlative business for the org to make the nut after having lost Monday, Tuesday and Thursday (10-11-13) to the elements.

During the week the lot was inundated on three different occasions. Thursday night water reached the depth of eight feet on parts of the lot which the Prell org had to enlarge to accommodate their attractions. High water resulted principally from highway drainage. Damage, except for that which can be rectified by cleaning, was slight.

### Fair Opening

Shows first got open Wednesday night (12) and business was fair, especially in view of the fact that the town has had several attractions, including the Ross Manning Shows, which shuttered Saturday (8).

Business to date has ranged from good to bad, Prell said. Weather has been a vital factor and, except for the many days lost to rain, most dates would have paid off.

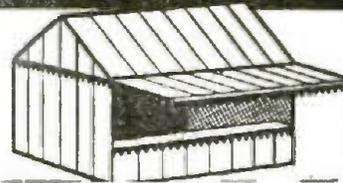
Noticeable this season is a general tightening of purse strings, Prell said. Crowds this year have not been spending on a par with similar crowds last year. Attendance, with fair weather prevailing, has been approximately the same as last year.

With the nut averaging at least \$1,000 a day, the difference between profit and loss is frequently represented by the 20 per cent federal excise tax. The elimination or halving of the federal tax would have aided, and perhaps saved, many operators, Prell said.

Expenses are as high as they have ever been and they are likely to remain that way. Materials are frequently hard to get, in addition to bringing the high dollar.

Prell, who starts his fairs in a couple of weeks and will lay off only six weeks between now and next March, is confident that the season will turn out all right. The prospect for a good fair season is bright, he thinks.

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**ANYTHING IN CANVAS**

California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations.

EXPERT WORKMANSHIP

DRESS UP FOR THE FAIRS

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4 DAYS' SHIPMENT ON MOST SIZES

FOR BETTER TENTS—LOWEST PRICES—HIGH QUALITY

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## PRELL WORLD FAIR SHOWS, Unit #2



Wants for Fairs starting August 7

Sanatoga, Pa.  
Carlisle, Pa.  
Meyersdale, Pa.  
Woodstock, Va.  
Warsaw, Va.  
Rutherfordton, N. C.

Goldsboro, N. C.  
Henderson, N. C.  
Camden, S. C.  
Laurinburg, S. C.  
Columbia, S. C. (Colored Fair)  
Bishopville, S. C.  
Charleston, S. C. (Colored Fair)

WANT Scales and Age, Novelties, Derby Racer, Eating, Drinking Concessions, Long Range Gallery, Hanky Panks, Percentage.

WANT Posing Show, Girl Show, Fat Show, Unborn Show, Arcade, Wild Life Show, Minstrel Show (with or without equipment).

WANT Tilt-a-Whirl, Caterpillar, Whip, Spitfire, Rocket, Little Dipper, seaber Help in all departments. Long Fair season until Nov. 15, then winter dates with Prell's Broadway Shows.

All answer: **JOSEPH PRELL, c/o Prell's Broadway Shows**  
PORT JERVIS, N. Y.; THEN COVER, N. J.

WANT!

WANT!

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TWO MAJOR RIDES

SHOWS—Ten-in-One, Snake, Illusion, Etc.

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Also Use HANKY PANKS—Reasonable Privilege.

All Fairs and Celebrations Starting August 1.  
Week of July 16-22, 8 Mile and Kelly Roads, Detroit, Mich.

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Fort Wayne Hotel, Detroit.

HELP for Merry-Go-Round, Wheel, Caterpillar,  
Swingaroo.

**LOUIE STEIN** wants outside and help for only wheel on show.

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Will book any non-conflicting Rides, Shows and all Concessions. Very good deal for TILT.

OCTOPUS ROLL-OPLANE, SPITFIRE. Only 3 more Flat Rides.

Oneda Firemen's Convention & Old Home Week, Oneda, N. Y., July 17-23; Societa Linguosa Gioiosa Celebration, Syracuse, July 24-28; Stuber County Firemen's Convention, Bath, N. Y., July 31-Aug. 5; Genesee County Fair, Batavia, N. Y., on the new fairgrounds, Aug. 7-13; Monroe County FREE Fair, Rochester, N. Y., Aug. 16-20; Oneda County Fair, Vernon, N. Y., Aug. 22-27; Little World's Fair, Hemlock, N. Y., Aug. 30-Sept. 3; Madison County Fair, Brookfield, N. Y., Sept. 4-7; Trumansburg Fair, Trumansburg, N. Y., Sept. 13-16. Check this list and get with it. One of New York State's best routes. All answer to

**B. & C. SHOWS**

As per above route.

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**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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WANT WANT WANT  
Due to disappointment, want Merry-Go-Round, Wheel, Swings, one Kiddie Ride. Will book, buy or lease for opening Concord, N. C., uptown lot. Rides only. Saturday, July 29, to Saturday, August 5, two Saturdays, 14 miles in Concord all working. Best ride town in North Carolina. Then South Carolina tobacco and cotton markets. All Concessions open after Concord except Popcorn, Apples and Snow, Banky Bank, \$20.00. Want sober Ride Help and P. C. Agents. Rip Stalin and your buddy with Sound Car, contact. Can use your Train, Rip. Write or wire at once. W. M. "BILL" SAROENT, L. W. GAGNON, Owners, General Delivery, Concord, N. C.

**CARNIVAL WANTED**

For approximately one week show in November, 1950, and March, 1951. Want best proposition for good, clean Carnival.  
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**Producing America's Best SHOW BANNERS**

**SNAP WYATT STUDIOS**  
Rt. 3, Box 1180 TAMPA, FLA.  
(Phone: Y-42483)

**WANTED LARGE CARNIVAL**

Sept. 6, Labor Day Celebration  
Contact CENTRAL LABOR COUNCIL  
Box 266, Carthage, Mo.

**MIDWAY CONFAB**

While appearing recently at Club Manhattan, Cheyenne, Wyo., Jimmie Hilyard and Jimmie DeRouche were guests of Darrell Flack Jr., former Western singer, and Lawrence Bogart. . . . Mona Lisa, with Jerry Buck's Posing Show on Prell's Broadway Shows, recently purchased a house trailer and car. She is currently rehearsing an act with Lovely Lorraine for winter club dates in Tampa. Ray Rayette, of Coleman Bros.' Shows, recently visited Lillian Russell, of the Prell show, according to Kathy Van Bruen. Both are annex attractions. . . . C. O. Case, of Burdick's Greater Shows, has gone to his home in Georgetown, Miss., to be with his sister-in-law, who recently suffered a stroke. . . . On July 4 O. A. Carver, Jackson, Tenn., visited his son, Onnie, on the John R. Ward Shows.

Mac McMillan, veteran carnival worker, is staying at his home in Detroit for the first summer in years, while working in local theaters.

Mrs. Gean (Dena) Berni, of the Clover Garden Circle of the Greater Tampa Showmen's Association, authored an article on patio and porch plants which appeared recently in The Tampa Daily Times. Mrs. Berni was the first of the club's members selected by the Federation of Garden Clubs to write such an article. . . . R. C. (Bobby) Hendy recently rejoined Model Shows of Canada.

Ruth and Vince McCabe escaped uninjured in a recent auto-truck collision near Mount Ayr, Ia., in which their equipment, car and trailer were damaged to the tune of \$8,000. . . . An estimated \$5,000 damage was incurred by Hill's Greater

Shows when their Tilt-a-Whirl truck turned over July 5, smashing the vehicle and the ride. No one was hurt. . . . Fred Mahoney, of the Royal Canadian Shows, now playing in Saskatchewan, was bitten recently by a rattlesnake for the second time within a week. A part of one of his fingers was amputated. . . . Ed Fillmore, drome talker with the Wallace Bros.' Shows of Canada, lost the tips of two fingers on his left hand recently when bitten by the show's lion.

Curtis Bockus, general agent of the James E. Strates Shows, and Mrs. Bockus, were New York visitors Thursday (13). . . . Leo and Eddie Arduengo, of the Blue Grass Shows, recently took delivery on a 1950 Buick Roadmaster while visiting Memphis. . . . Margaret Hall, wife of E. O. (Red) Hall, has returned to Gooding Amusement Company No. 1 following a recent operation. . . . Mrs. Carrie Raftery, owner of the Raftery Shows, is recuperating at Nags Head, N. C., following recent illness. . . . When Snapp Greater Shows played Moline, Ill., recently, Mrs. Jimmie (Red) Dugan, now a resident of Moline and formerly with the John R. Ward Shows, visited with Betty Bancroft, emcee for the W. N. Chalkias Side Show. Mrs. Dugan was accompanied by her son, Dick.

L. T. and Netta Constable, who operated a miniature train on the Maryland and W. G. Wade No. 2 shows last year, are disposing of their ride and plan to leave the road to devote full time to the manufacture of kiddie rides.

**CONCESSIONAIRES AND OPERATORS**

Top the Midway With Myco Plush Toys



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| 32-inch Bears, Assorted Colors                  | \$7.25 | \$86.00 |
| 28-inch Bears, Assorted Colors                  | 2.75   | 30.00   |
| 26-inch Bears Assorted Colors                   | 2.00   | 21.00   |
| 14-inch Bears Assorted Colors                   | 1.10   | 12.00   |
| 36-inch Drum Majors Assorted Colors Dolls       | 3.25   | 34.00   |
| 26-inch Drum Majors Assorted Colors Dolls       | 2.25   | 24.00   |
| 17-inch Drum Majors Assorted Colors Dolls       | 1.10   | 12.00   |
| New Plush Striped Tigers                        | 3.50   | 39.00   |
| Plush Horses Goat and Mules                     | 3.00   | 33.00   |
| 36-inch United Nations Dolls                    | 4.00   | 45.00   |
| 10-inch Cuddly Stuffed Dolls Good intermediates | .35    | 2.40    |

25% DEPOSIT ON ALL ORDERS. BALANCE C.O.D.

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**BAKER'S GAME SHOP**

THE BEST, NOT THE CHEAPEST

Wheels, all sizes, both flat and upright, Skillo, Spindles, Tracks, 12, 15 & 24 numbers; Chuck and P. C. Wheels, Bazaar Midc Wheels, Baker Four Ball Buckets (also new style old fashion Buckets), new Six Cats and Big Toms Razkies, Roll Downs, Charts and Marbles, Steel and Aluminum With Bottles, Soap Pops, Chuck Logs, Penny Pitches, Tea Pool End Board Outfits, Wheel Laydowns, Under and Over Cloths, Best the Dealer Cloths; new Country Store Slim Spindles, also 28x28 inches; new Ping-Pong Blower Alley, all lengths; new Royal American Style Waterfall Blowers. Many other Games not mentioned here.

CATALOG TO PROFESSIONAL OPERATORS ONLY

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DETROIT, MICHIGAN

**PENNY PITCH GAMES**

A portable Penny Pitch Board. Size: 48"x36". Finished beautifully with a colorful FORMICA top and chromium decorations.

PRICE: \$40.00 EA. Crating Included



An attractive and eye-catching game. SURE MONEY MAKER.

Call us for your wheel requirements. Write for Catalog.

CARDINAL MFG. CORP. 430 Koop St., Brooklyn 11, N. Y. EVergreen 7-5027

**SPRINGPORT, MICH., ANNUAL HOMECOMING**

AUGUST 10-11-12, SPONSORED BY V.F.W. RIDES AND CONCESSIONS WANTED

Established 6 years—drew 12,000 last year.

We have already booked Horse-Pulling Contest, PARACHUTE JUMP, Fireworks and other crowd-pullers. Plenty of advertising out—a real winner. Will book Rides and Games independently or a complete organized Carnival.

Write or wire W. K. GIBBS, Chairman, Springport, Mich.

**SHOW TENTS**

CARNIVAL — CIRCUS CONCESSION QUALITY and FLASH WORKMANSHIP SERVICE

Ask the man who owns one. 30 Years' Experience BILL SANDERS

**AMERICAN TENT & AWNING CORP.**

132 W. Main St., Norfolk 10, Va.

**NOW DELIVERING!**

New Apex 4 Star Carnival Wheels



Apex 5 Star BINGO BLOWERS



Complete Bingo Supplies, also Amplifiers. SEND FOR FREE CATALOG.

Heavy Duty Mounted BINGO CARDS in Various Colors

MORRIS MANDELL, INC.

24 East 13th St. (Dept. 8), New York 3, N. Y. Phone: ORegon 3-5912



American Stamp & Novelty Mfg. Co. Houston 6, Tex. (formerly of Okla. City)

**WANTED—DROME RIDERS**

Straight or trick, men or women. Playing virgin territory in Canada; paying top wages. No drunks or chasers. Write

**BILL LYNCH SHOWS**

Box 582 HALIFAX, N. S.

**Yager United Attractions**

Want Ball Games, Mug, Fish Pond, Penny Pitch, Cork, Lead, Floss, Hi Striker, Country Stars, Scales, Snow Cone, Frozen Custard, Arcade, Age and Scales, Charlie Doersam wants Agent for Dart Balloon. Want Shows with own outfit, committee money only. Want Kiddie Airplane Ride. Join at Perry, Mo., July 19-23.

**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.

**FOR SALE**

A beautiful 8-Drawer Steam Engine complete with tender, 4 streamlined covered coaches, 1500 ft. of track and brand new 65 ft. tunnel. Brand new Mangels Roto-Whip. Allan Heraneshl Kiddie Auto and Airplane Rides. Best offer \$11.000. Will sell all or part. PHONE: RELIANCE 5-1685 CHICAGO, ILL.

**SECOND-HAND SHOW PROPERTY FOR SALE**

\$10.00 Velvet Curtain, dark brown, 12x12 ft. \$12.50 Brass Slide Trombone, playing order. \$15.00 Patented Rhinoceros Horn, for slide show. \$47.50 Concession Top, 14x14 ft., and Bally Cloth. \$7.50 Ball Game Mat, 12x15 ft., good shape. **WELL'S CURIOSITY SHOP** Philadelphia 4, Pa.

# MARKS SHOWS

MILE LONG PLEASURE TRAIL  
**WANT WANT WANT**  
 FOR WASHINGTON, D. C.—10 BIG DAYS, STARTING JULY 26TH

CONCESSIONS: Merchandise Concessions of all kinds. No exclusives. Photos, AMERICAN Palmistry, Novelties, Jewelry, Six Cats, Buckets, Wheels, Swingers. P.C. open if you have Hanky Panks.

**ALL THOSE BOOKING FOR WASHINGTON WILL BE GIVEN PREFERENCE FOR THE FOLLOWING SOUTHERN FAIRS**

- |  |  |
|--|--|
| <b>TAPPAHANNOCK AGRICULTURAL FAIR</b><br>Tappahannock, Va. | <b>CATAWBA COUNTY FAIR</b><br>Hickory, N. C.         |
| <b>CAMPBELL COUNTY FAIR</b><br>Lynchburg, Va.              | <b>CUMBERLAND COUNTY FAIR</b><br>Fayetteville, N. C. |
| <b>THE GREAT GALAX FAIR</b><br>Galax, Va.                  | <b>STANDLY COUNTY FAIR</b><br>Albemarle, N. C.       |
| <b>ROANOKE AGRICULTURAL FAIR</b><br>Roanoke, Va.           | <b>HALIFAX COUNTY FAIR</b><br>South Boston, Va.      |
| <b>WESTERN AGRICULTURAL FAIR</b><br>Hendersonville, N. C.  | <b>UNION COUNTY FAIR</b><br>Monroe, N. C.            |
| <b>ALAMANCE COUNTY FAIR</b><br>Burlington, N. C.           | <b>ROBESON COUNTY FAIR</b><br>Lumberton, N. C.       |
| <b>FREDRICKSBURG (7 county) FAIR</b><br>Fredricksburg, Va. | <b>INDUSTRIAL COLORED FAIR</b><br>Charleston, S. C.  |

SHOWS: Wild Life, Motor Orams, Class House, Fun House or any other money-getting Grind Show. RIDES: Dark Ride and Flat Scooter. RIDE HELP: WHIP FOREMAN. Must be sober and reliable. Semi driver preferred. Have a few openings on other Rides.

Address all replies to MARKS SHOWS  
 Riverhead, L. I., N. Y., this week; Washington, D. C., to follow.

## SHOWS AND CONCESSIONS WANTED

For the Following Fairs:

- Aug. 13-19—Weymouth Fair, Weymouth, Mass.
- Aug. 17-19—Orleans County Fair, Barton, Vt.
- Aug. 23-25—Hartland Fair, Hartland, Vt.
- Sept. 1-4—Lancaster Fair, Lancaster, Vt.
- Sept. 3-9—Three County Fair, Northampton, Mass.
- Aug. 27-Sept. 3—Lakeville Fair, Middleboro, Mass.
- Sept. 7-9—Cheshire Fair, Keene, N. H.

For Space Contact

**LAGASSE AMUSEMENT COMPANY**  
 HAVERHILL, MASS.

## BAKER UNITED SHOWS

WANT FREE ACT FOR DELPHI, INDIANA, AUGUST 9, 10, 11 AND 12.  
 MUST BE REASONABLY PRICED.

CAN PLACE CONCESSIONS FOR TEN WEEKS OF INDIANA CELEBRATIONS AND FAIRS INCLUDING:

NOBLESVILLE, JULY 24-29; CLINTON FARM FAIR, JULY 31-AUGUST 5; DELPHI, ON THE STREETS, AUGUST 9-12; WINAMAC FAIR, AUGUST 15-19; MARTINSVILLE FAIR, AUGUST 21-26. FOWLER, INDIANA, THIS WEEK.

THE BEST ADVERTISED SHOW IN THE MIDDLE WEST

## Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

Opelousas, La., July 17-22  
 Can place legitimate Concessions: Scales, Ago, Diggers, Glass Pitch, Blower, Hoop-La, Jewelry, Short Range Gallery, Hi-Striker, Basket Ball, Bowling Alley, Cork Gallery, American Mitt Camp. Want fast Kiddie Man, Counter Man for Bingo. Manager for office-owned Snake Show. Alexander Tolliver, wants Minstrel Performers. Want Chairplana Foreman, Second Man on Wheel. Johnny Harding or James Kell, get in touch with "Don", important. Our Fair season opens week of August 1. Alexandria, La., with good lineup of Louisiana and Mississippi Fairs to follow. For Sale—Two Merry-Go-Round Organs, in fair condition.

All Replies:  
**ED GROVES, Mgr., Opelousas, La., July 17th-22nd.**

## GIRLS WANTED FOR GIRL SHOW

Enlarging for Fairs. Also Man and Wife to sell tickets, up and down top.

**C. J. McDONNER**  
 Tivoli Expo Shows, Tuscola, Ill., this week.

enroute....  
 or  
 on  
 location....



DESIGNED WITH YOUR COMFORT IN MIND

"Real home comfort and economy" no matter where they are. That's what more and more show people are discovering every day in a luxurious New Moon. Now, with modern trailer parks all over the country, they're finding life in a roomy New Moon more enjoyable than ever. As one veteran entertainer remarked, "New Moon life sure beats the hustle and bustle of living in crowded hotels and collecting a bunch of worthless rent receipts. It's the best investment I ever made".

A MODERN APARTMENT  
 Smart interiors for thrilling new living comfort.



YOUR CHOICE OF BEDROOMS



Island or twin beds, a floor plan to suit your need.

EFFICIENCY KITCHENS

Spic 'n' span utility—modern to the last detail.



SHOWER AND TOILET  
 New independence, makes New Moon a real home.

NOW! THE NEW MOON E-Z PAYMENT PLAN FOR SHOW PEOPLE

WRITE today for details on E-Z payment plan for show people and free literature on the New Moon Floor.

**Redman TRAILER COMPANY**  
 54 BRIDGE STREET, ALMA, MICHIGAN

## WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

Jackson, Mich., July 17-22

WANT — Snake, Unborn, Mechanical City, Animal and other grind shows of merit.

Can place Penny Arcade, Ball Games and Mechanical Concessions.

Want Ride Help who drive semis, A-1 Mechanic for truck and ride motors.

All celebrations and fairs starting next week and closing October 7th.

## Concessionaires—Ride Owners—Acts

BUY YOUR INSURANCE FOR THE TIME YOU NEED IT...  
**3 MONTHS**  
 OR MORE

PUBLIC LIABILITY INSURANCE FOR  
 RIDES • AUTOS • TRUCKS

GOOD RATES — NATION-WIDE CLAIM SERVICE

**M. J. "MIKE" LAW**

135 S. La Salle St.  
 Chicago 3, Illinois  
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- MEXICAN HEAVY RINGS, ASSTD. \$ 5.00 DZ.
- MEXICAN SILVER TAXCO EARRINGS, ASSTD. 20.00 DZ.
- FEATHER BIRD POSTAL CARDS 6.00 GR.
- MEXICAN TYPICAL LADIES' JACKETS 7.00 EA.
- MICHOCAM DECORATED BABY CHAIRS & ROCKERS \$8.00 & 12.50 DZ.
- TOLUCA DECORATED BABY CHAIRS & ROCKERS \$12.50 & 15.00 DZ.

Pottery, Novelties, Curios, etc. Request Price List.

**F. L. DE ARKOS, 904 Scott St., Laredo, Texas**

# CAPITAL CITY SHOWS

14 FAIRS

14 FAIRS

WANT FOR ADAIR COUNTY FAIR, COLUMBIA, KY., WEEK JULY 24-29

Legitimate Stock Concessions of all kinds; Cookhouse that caters to show people, can join at once. Good opening for Ball Games, Jewelry and French Fries. Will book two Kiddie Rides.

Want Wheel Foreman who can get Twin Wheels up and down. Also good Second Man who can work tops; must drive semi.

All replies J. L. KEEP

Stanford, Ky., this week; then Columbia, Ky.

# PEERLESS CELEBRATION

Amusement

CLEAN, PROGRESSIVE, DEPENDABLE

Frostburg, Md., Ball Club Frolic, July 24-29; Rowlesburg, W. Va., Firemen Celebration, Parade, July 31-Aug. 5; Davis, W. Va., Home-Coming, Aug. 7-12, with more good Celebrations and Fairs ahead. Watch route.

Want Shows—Mechanical, Illusion, Snake, good Girl Show. Rides not conflicting: Wheel Foreman—Merry-Go-Round. Second Man. All must drive and keep sober. Concessions—Floss and others not conflicting. No racket. Want good Ball Game, Percentage and Stock Store Agent. Fair committees West Virginia, Virginia, North Carolina, South Carolina, Georgia and Florida, get a winner. Address or wire

WM. J. MESPILT, Owner-Mgr.; TOMMY SCOTT, Bus. Mgr.  
CLAYSBURG, PA., THIS WEEK. CONTACT NOW.

# Morris Hannum Shows

One of the Great Eastern Shows

CAHILL FIELD FAIR, 29TH AND CLEARFIELD STS., PHILADELPHIA, JULY 19-29.

Ten Big Days

Can place Tilt, Motordrome, Wild Life. Ten cent Stock Concessions of all kinds. Ride Help for Wheel and Merry-Go-Round.

Great Flourtown, Pa., Fair to follow, August 2-12. All replies

MORRIS HANNUM

1107 East Upsal St., Philadelphia, Pa., Telephone: Livingston 8-7793

# HELLER'S ACME SHOWS

WANT

Rottolopians, Octopus, Ferris Wheel, Tilt-a-Whirl, Dark Ride or Caterpillar. Want Shows—Side Show, Motordrome, Girl Revue, Posing Show, Working World, Fun House or any Grind Show, thirty per cent. 1 pay insurance. Want Concessions—French Fries, Candy Floss, Frozen-Custard, Long Range Lead Gallery and two Stock Wheels for 3 big Celebrations: The Firemen's Convention, Franklin, N. J., July 17-23; then Mt. Carmel Celebration, Roseta, Pa., 8 days, July 24 to 31, including Sunday and Monday; then Paterson, N. J., August 3 to 13; then 12 Fairs: Tappahannock Fair, Tappahannock, Va., August 21-28; Franklinton, N. C.; Leaksville, N. C.; Martinsville, Va.; Reidsville, N. C.; Madison, N. C.; High Point, N. C.; Beaufort, N. C.; others pending. Want Shows and Rides not conflicting. No graft on this Show. Wanted at Once—Free Act. Want Help. Semi drivers preferred. Open midway starting July 3 to end of season, Nov. 11. All address:

HARRY HELLER, P. O. BOX 6, CAMPGAW, NEW JERSEY  
or Phone WYcoff 4-8333-M or as per route.

# GEORGE CLYDE SMITH SHOWS

WANT

Ball Games, Pitch Till You Win, Swinger, Photos, Six Cats, String Game, Balloon Darts, Penny Pitch, Hoop-La, High Striker, Novelties, Guess Your Age and Weight and Penny Arcade. Want Monkey Show, Jig Show, Snake Show, Wild Life, Mechanical City, Pony Ride, Spit Fire and Tilt. Want General Ride Help and Grind Show Agents. All replies to

GEORGE CLYDE SMITH SHOWS

Greensboro, Pa., this week; Seward, Pa., next week.

# MAD CODY FLEMING

SOME BIGGER • NONE BETTER

Want for 5 more Still Dates and 10 Fairs

Ell Wheel Man who knows Wheel and can deliver. Must be sober and drive semi. Few 10 cent Concessions. Useful Show People address: MAD CODY FLEMING SHOWS, ATLANTA, GA. Wires to Jonesboro Rd. Miller, Reid St., Atlanta, this week.

# J. A. GENTSCH

WANTS

WANTS

WANTS

We are now playing our last still date. Opening July 24, Spencer County Fair, Rockport, Ind., with 3 more big Fairs in Indiana, 2 in Kentucky and 10 of Mississippi's very best. We hold these contracts, none are pending.  
Want Stock Concessions all kinds; Scales, Novelties, High Striker, Balloon, Cork Gallery, Bumper. What have you? Want Dark Ride and Looper. Want Motor Drome, Mechanical City, Fun House, Glass House, Illusion, Snake Show or any nicely framed Grind Show. Mr. Lowrey, wire me. We carry 10 Rides and are positively booked solid Fairs until November 11, closing date. All wires to

J. A. GENTSCH

FLORA, ILLINOIS, THIS WEEK; ROCKPORT, INDIANA, NEXT.

# Griggsville, Ill., Gives Barney Lamb 10% Hike in Gross

GALESBURG, Ill., July 15.—L. B. Lamb Shows moved here this week from the org's first fair date at the Western Illinois Fair, Griggsville, where grosses were up 10 per cent over last year and some concessions topped the 1949 figures by as much as 30 per cent. Gains were chalked up despite loss of the opener, Monday (3), to rain.

Org's Minstrel Show suffered damage estimated at \$1,000 in an early morning fire at Fort Madison, Ia., played before the Griggsville stand.

Ross Sinderson took delivery of a new house trailer recently from Spot Mason. Mason, who with Sinderson is a co-owner of the Tilt-a-Whirl, has been a frequent visitor.

The Kellers joined with buckets. Art Small has framed a fish bowl store and is working on a snow cone joint. The Curzons, working their hamster circus and What-Is-It Show, are building a new front for the Mickey Mouse Show.

Recent visitors included Ernie Campbell, Campbell Tent & Awning Company; Frank Ashy, and Mr. Robinson, Model Shows.

# Boyette Exits Magic Empire To Pilot Own Midway Unit

ADRIAN, Mich., July 15.—Marion (Paul) Boyette this week announced his resignation as general agent of the Magic Empire Shows, effective today, to tour with a carnival unit of his own beginning August 1. Boyette, who has named his organization the Alaga Shows, plans to play Alabama and Georgia tobacco, cotton and peanut markets thru Thanksgiving.

The unit will carry a Merry-Go-Round, Ferris Wheel, Chairplane and three kiddie rides; two shows and 25 concessions. Boyette, who is president of Covington County Fair, Andalusia, Ala., will divide his time between the shows and the fair.

# Biz Fair for Collins United

BROKEN BOW, Neb., July 15.—Business has been fair in recent weeks, R. L. Collins, owner of Collins United Rides, reported during a July 12-15 stand here. On the midway were Merry-Go-Round, Auto and Airplane rides, miniature train, Ferris Wheel, Atomic Whirl, Jungle Oddities, Penny Arcade, penny pl'h, spill the milk, ring the bell, weight guessing, cane toss, two lunch wagons and two juice stands. Show travels on 10 trucks plus trailers.

# Portemont To Try Phone Promotions

INDIANAPOLIS, July 15.—During the next four weeks of his Indiana tour, John Portemont, owner-manager of Johnny's United Shows, will experiment with advance crew sales of banners and underprivileged children's tickets to merchants.

Portemont, who has signed J. C. Admire and a phone crew of four, believes his organization is the first carnival to try the idea. The crew will work two weeks in advance of dates, all of which are under auspices. Portemont says he can't lose under the plan, since the agreement gives him a percentage on sales. At the usual 60-cent price used by circuses, the deal will give him 9-cent admissions on all shows and rides at 1 to 6 p.m. matinees, Wednesdays and Saturdays. Portemont also plans gate prizes on those days.

Portemont reports he hasn't had a losing week this year. He now carries 9 rides, 4 shows and 45 concessions, including 5 that are office-owned.

# American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., July 15.—On Tuesday (4), we visited Gaiety Shows, DeMarco Concessions and Boxall Concessions, exhibiting jointly at the Village Park, Warsaw, N. Y. On July 6, our visits included Jones Concessions and Marguritte Concessions at Sea Breeze, N. Y., where 18 personnel memberships were issued to the Jones personnel, and on Saturday (8), we visited Carl Ferris Shows at Medina, N. Y.

Current membership standings follow: James E. Strates Shows, 252; Gaiety Shows, 31; Boxall Concessions, 30; Jones Concessions, 22; Holman's Rides, 11; W. G. Wade Shows, Carl Ferris Shows and Roxy Rides, 2 each; World of Mirth Shows, Gooding Greater Shows, B & C Exposition Shows, and Marks Shows, 1 each.

# Ferris Keeps Date With Del Mar Kids Tho It Loses Fair

DEL MAR, Calif., July 15.—Orville N. Crafts outbid Larry Ferris for San Diego County Fair this year, but Ferris was able to get billing as "Larry Ferris Kids' Day" on the fair's July 6 program.

Ferris, altho not playing the date, continued his four-year program of entertaining children from the San Diego Crippled Children's Hospital. He transported 53 of them along with 22 nurses and doctors to the fair in two chartered busses. At the fair, the kids were treated to rides, ice cream and favors. Following a tour of the carnival area—Crafts 20 Big Shows—they were fed at the Gay-Lynch concession, with Edmund Gay giving the event personal attention.

To be on hand and see that everything went all right, Ferris commuted from his date in Huntington Beach, 50 miles north.

# Crafts 20 Big Again Gets Ariz. State Fair Contract

PHOENIX, Ariz., July 15.—Contract for the midway at Arizona State Fair was awarded Crafts 20-Big Shows for the fourth year.

Bidding for the contract were Pete Siebrand with a reported \$21,000, Larry Ferris, \$27,500, and O. N. Crafts, \$27,500. Crafts organization also will supply a big top with decorated booths and stages.

# Freaks and Side Show Acts WANTED

Acts who are both reasonable and sober workers. Ten full weeks at resort auditorium. Pay rain or shine. Write Special Delivery Air Mail.

W. J. O'BRIEN

Side Show Bldg., Revere Beach, Mass.

WANTED

ARCADE MANAGER-MECHANIC for 70 pc. Arcade on best Truck Show in Illinois. Must be able to up and down it and drive semi. Pay top salary or will cut money with capable man.

Wire ANDY ALLAN

2446 W. Grove St. Blue Island, Ill.

Phone Blue Island 1958

# Annual Free Street Fair & Homecoming

Urbana, Ind., July 26-29.

Want Stock Concessions, Photo, Ball Games.

Wire

ROXIE HARRIS

ROYAL MIDWEST SHOWS

Waterloo, Indiana

FOR SALE

One Kiddie Alzaplan Ride (rides 12) in good condition—\$275.00. Come and get it. Write.

GEO. J. MARLIK

P.O. Box 316 Hopewell, Va.

**WANTED**

Concessions, Midway Attractions for  
Three-Day

**LABOR DAY**

Celebration, Sept. 2, 3, 4  
**STREATOR, ILL.**

Biggest of Central Illinois  
**FRED J. SALVATI**  
Gen. Chairman  
STREATOR, ILL.

**Southern States Shows**

**WANT TO JOIN AT ONCE**

FOLLOWING RIDE OPERATORS: FERRIS  
WHEEL, OCTOPUS, LOOP-O-PLANE TO  
JOIN AT ONCE. PREFERENCE GIVEN  
THOSE WHO DRIVE TRUCKS AND HAVE  
VALID LICENSE. We will be here on the  
beach until Labor Day, then Southern  
Georgia and Northern Florida until Decem-  
ber. Can also use other useful Help. State  
salary willing to work for, you get it every  
Monday, but regardless of how good you  
are. If you are a drunk do not come. All  
communications to

**JOHN B. DAVIS**

Long Beach Resort Panama City, Fla.

**Nessler's Greater Shows**

**WANT**

Ride Men on all Rides. Bingo Help, those  
who drive given preference. Hanky Panks,  
Jewelry, Novelties, Sell Ex. on Custard.  
Mechanic and Electrician wanted. We  
carry 10 Rides. All Fairs and Celebrations.  
Augusta Fair this week; Carthage Harvest  
Holidays, 24-29; Mendota Sweet Corn Festi-  
val, July 31-Aug. 4 all Illinois.  
Don Shady, answer. No drunks or chasers.

**JIMMY ANNIN**

Get in touch with me. Also can  
use Pin Store Agents.

**PAT McGEE**

Lawrence Greater Shows  
Harrisburg, Pa.

**WANT**

Acts for Ten-In-One, also Half  
and Half to feature.

**SONNY HARDING**

Sedalia, Mo., July 17-22

**WANT**

Rides, Shows and Concessions. What have  
you? Long Range, Balloon Darts, Watch-La,  
Pegs, Striker, Novelties, Jewelry, other  
Hanky Panks open. Wrenters, Boxers, Side  
Show People, contact Reuter or Knut.  
Mechanical Show, Fun House open. We are  
booked solid until November. Contact  
**DYER'S GREATER SHOWS**  
Savanna, Ill.

**BARGAIN FOR SALE**

**1946 SPITFIRE**

Perfect condition with 1941 Kentucky Seal,  
built for ride. Price to go, \$3600.00 cash. All  
replies to

**BILL GEREN**

Mighty Hoosier State Shows  
Bremen, Indiana, this week

**WANTED**

Ride Help of all kinds, Agent for office Stock  
Joins or will book your Joins. All Fairs and  
Celebrations through middle October.

**RAINES AMUSEMENT CO.**

BIXBY, OKLA.

**FOR SALE**

18-ft. Skillo, 14-ft. Count Store, 16-ft. Pan Store,  
12-ft. Ball Game, 8-ft. Count Store. Plenty of  
merchandise; canvas new this year; Chev. truck.  
All goes. All placed on show. Only one Skillo  
man short. All replies:

**P. B. DENNIS**, Chandler, Okla.; 10 Fairs to  
follow; Yale Fair, Aug. 1st.

**JERSEY WANTS**

Pin and Count Store Agents. All Fairs. Also  
can use few Shows.

**ROGER BROS.' SHOWS**

International Falls, Minn., 18-23

**JAMES E. STRATES SHOWS**

AMERICA'S BEST MIDWAY

**ROCK-O-PLANE and FLY-O-PLANE**

WANTED FOR OUTSTANDING FAIR ROUTE—WILL FURNISH WAGONS FOR  
THESE RIDES.

Place legitimate merchandise concessions that work strictly for stock. Mike Olson  
can use tractor drivers and colored polers for train. Place experienced ride help  
at any time; ticket sellers and grinders, come on.

|   |                   |
|---|-------------------|
| CLEARFIELD CO. FAIR, CLEARFIELD, PA.            | July 31 to Aug. 5 |
| BUFFALO, N. Y., CELEBRATION, BUFFALO, N. Y.     | Aug. 7 to 12      |
| ERIE CO. FAIR, HAMBURG, N. Y.                   | Aug. 14 to 19     |
| CORTLAND CO. FAIR, CORTLAND, N. Y.              | Aug. 21 to 27     |
| NEW YORK STATE FAIR, SYRACUSE, N. Y.            | Sept. 2 to 9      |
| INTERSTATE FAIR, YORK, PA.                      | Sept. 11 to 16    |
| CLEVELAND CO. FAIR, SHELBY, N. C.               | Sept. 18 to 23    |
| GREAT DANVILLE FAIR, DANVILLE, VA.              | Sept. 25 to 30    |
| SOUTHERN STATES FAIR, CHARLOTTE, N. C.          | Oct. 2 to 7       |
| ROCK HILL FAIR, ROCK HILL, S. C.                | Oct. 9 to 14      |
| NORTH CAROLINA STATE FAIR, RALEIGH, N. C.       | Oct. 16 to 21     |
| ORANGE CO. FAIR, ORANGEBURG, S. C.              | Oct. 23 to 28     |
| CHARLESTON AGRICULTURAL FAIR, CHARLESTON, S. C. | Oct. 30 to Nov. 4 |
| GREAT JAX FAIR, JACKSONVILLE, FLA.              | Nov. 6 to 11      |

CENTRAL FLORIDA EXPOSITION, ORLANDO, FLA.  
and several other outstanding Florida Winter Fairs

WRITE OR WIRE

ROCHESTER, N. Y., THIS WEEK—BRADFORD, PA., JULY 24 TO 29.

**WANT RIDES OR ORGANIZED SHOW**

for

**ROOSEVELT STADIUM, JERSEY CITY**

JULY 31-AUGUST 7

Auspices of

**HUDSON COUNTY  
C.Y.O. CHARITY CIRCUS**

Shows, Rides, Novelties and Concessions That Work for Stock.

WRITE OR CALL:

**LIBERTY FAIR & AMUSEMENT CO.**

144 Van Winkle Ave. Phone: Journal Square 2-4742. Jersey City, N. J.

**C.C. (SPECK'S) GROSCURTH PRESENTS  
BLUE GRASS SHOWS**

FEATURING THOROUGHbred ENTERTAINMENT

WANTED FOR EDGAR COUNTY FAIR, PARIS, ILL., WEEK OF JULY 23. FOLLOWED BY  
COLES COUNTY FAIR, WEEK OF JULY 31, CHARLESTON, ILL.

Legitimate Stock Concessions and Hanky Panks of all kinds. Can place Six Cats  
who work for stock. Leo Hirsch, get in touch.

**C. C. GROSCURTH, Harrisburg, Ill.**

**PACIFIC NORTHWEST SHOWS  
WANTS WANTS WANTS**

SIDE SHOWS OF MERIT, RIDE HELP AND CONCESSIONS OF ALL KINDS TO PLAY  
CELEBRATIONS INCLUDING THE BIG ONE

**PACIFIC NATIONAL EXPOSITION**

Vancouver, British Columbia, Aug. 23-Sept. 4 Inclusive, 11 Big Days.

**ALMA, WASHINGTON, 6-DAY FAIR**

Aug. 16-20 Inclusive.

WANT FLY-O-PLANE, SPITFIRE, ROCK-O-PLANE. Any Rides that do not conflict.

Contact at once:

**JOHN BECK, Box 389, Oregon City, Oregon**

**GATTO AMUSEMENTS**

Want Bingo, Hanky Panks all kinds, and legitimate Stock Wheels.  
Will book any Kiddie Rides. Mannahawkin, N. J., this week; Trenton,  
N. J., 24-29; Landisville, N. J., 31-5. Write or wire.

**ROX GATTO, Mannahawkin, N. J.**

**INSURANCE**

**IDA E. COHEN**

175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

**EDDIE MILLER**

**WANTS**

Man and wife to take over Venus  
Show, 50-50. Dancers for Girl  
Revue. Inexperienced girls con-  
sidered. Top wages sure. Canvas  
Man and Ticket Seller. Hi-  
Striker Agent.

e/o HAPPYLAND SHOWS

Pontiac, Mich., July 17 to 29.

**FOR SALE**

**The Alfier Amusement Co.**

Consisting of four Rides, nine Concessions  
and Trucks, 30 Kw, G.M.C. Diesel Light  
Plant. Everything in good shape. Can be  
seen in Taos, New Mexico, July 21-26. Don't  
write or wire, come and see it running.

Price \$35,000.00

**WANT FOREMAN**

For Ferris Wheels, also Rocket.  
Canvasman, Ride Help, come on.  
Place Fun House, Wild Life, Mon-  
key Show, Arcade, Side Show Acts.

**ENDY BROS.' SHOWS**

Jersey City, N. J.

**BILL STACY  
WANTS**

Sober, Experienced Bingo Help  
for Fairs.  
Wire Care **MOORE'S SHOWS**,  
Martinsville, Illinois

**CONCESSIONS WANTED**

For Soldiers and Sailors reunion, Cuba, Ill.  
Come on, no time to wire. Fish Pond, Cork  
Guns, Pitch, Watchia, Long Range Gallery,  
Seals, Popcorn, Candy Floss, Ball Games,  
Photo, Cookhouse that caters to Show People.

**BURKHART SHOWS AND AMUSEMENT**  
CUBA, ILL.

**WANTED BILLPOSTER**

AT ONCE, MUST BE SOBER, RELIABLE  
—AND PRODUCER, DRIVE PANEL  
BILL TRUCK

Cavalcade of Amusements  
Milwaukee until 19th, then Kokomo, Ind.

**WANTED**

**KIDDIE RIDE FOREMAN**

\$50 per week to capable, sober Man. Report  
immediately. Wire

**BEAM'S ATTRACTIONS**  
BOSWELL, PA.

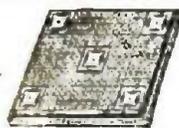
**FOR SALE**

**LITTLE DIPPER**

Like new, with or without transportation.  
WIRE OR CALL:

**TOBE McFARLAND**

7117 Appleton St. Houston, Texas



### PENNY PITCH GAMES

Size 46x46"  
Price \$42.50  
Size 48x48"  
With 1 Jack  
Per, \$50.00  
Size 52x52"  
Per, \$55.00

**PARK SPECIAL WHEELS**  
30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24 and 30 number wheels. Price \$27.50

### BINGO GAMES

75-Player Bingo, Complete \$64.00  
100-Player Bingo, Complete \$80.00

1/3 Deposit on All Orders

**SLACK MFG. CO.**  
114-122 W. Illinois St. CHICAGO, ILL.

### WOLF GREATER SHOWS WANT

Funhouse, Monkey Show or any Show of merit with their own equipment. Can book Six Cats, Watch-La, String, Coke, Bumper, Add Up Darts, Basket Ball, Hit Striker, Bowling Alley, Glass Pitch, Cork Gallery, Short Range, Clothes Pin, etc. Big Celebration, Sleepy Eye, Minn., July 21-23. Big Celebration, Clearcoo, Minn., July 28-30. Fairs starting, two a week, Aug. 3, Kasson, Minn.; then as per route.  
P.S.: Need Show Grinders, also Ride Help.

### FOR SALE AT BARGAIN

Vagabond House Trailer, Dodge Tractor with Hobbs Trailer, 2-Ton Dodge, Bomber Planes with 1939 International Truck, Concession Tops, Skilloa, Race Track, Roll-downs, Ball Game Punks, 60 Cable, Junction Boxes, Show Tops and Fronts.

### OMAR THOMPSON

Route 5, Muskogee, Okla.

### NETS

#### NEW CAMOUFLAGE

#### FOR BALL GAMES

16"x31", green; 24"x24", green or tan, 2" mesh, \$16 each; \$8 each for two or more. Send deposit.  
AL NICHOLS, R.F.D. #1, Nashua, N. H.

### WANTED

MERRY-GO-ROUND MAN for 2-Abreast Parker. Good salary—good treatment. Must drive. NO COLLECT CALLS.

### FRED A. POTENZA

741 N. Wolcott Chicago 22, Ill.  
Phone: MAymarket 1-4121

### WANTED

Second Wheel Man, Second Tilt Man, Second Parker, Jinnie. Must drive semi and stay sober.

### LONE STAR AMUSEMENTS

Springer, New Mexico, July 17 to 22; Ft. Sumner, 24 to 29.

### AGENTS WANTED

For Cork Gallery, Coke Bottles, Ball Games, Fish Pond, Gold Fish, Glass Pitch, Bear, also Bingo Help. ADDRESS:

### JOHN DELANEY

c/o Gem City Shows, Champaign-Urbane Fair, Champaign, Ill.

### ATTENTION

### N. E. "MICKY" W.

Call. Come On. H. and Wife here.

### BRAT

New Central Hotel, Maysville, Ky.

### WANT WANT

Agent for Slum Pitch, also Agents for Six Cats for Southern Fairs.

### HIRAM BEALL

W. C. KAUS SHOWS  
Buena Vista, Va., this week.

### WANTED

RIDES AND STOCK CONCESSIONS FOR HOMEcoming  
AUGUST 18, 19, 20, 21  
VINCENNES, IND.

Write: HORACE PARISH  
1147 E. Sycamore Vincennes, Ind.

### HOME STATE SHOWS

#### WANT

MANAGER FOR ATHLETIC SHOW, RIDE HELP WHO DRIVE, GRIND SHOWS.

COOK, MINN., THIS WEEK

## CLUB ACTIVITIES

### National Showmen's Association

1564 Broadway, New York

NEW YORK, July 15.—Membership cards are now ready, and dues will be payable after start of the fiscal year. If there is no NSA representative on your show, send your check to the office here and it will be given prompt attention.

President Emeritus George A. Hamid returned from a short vacation in Maine, spent a few hours in New York and then left for Atlantic City. Building fund drive is coming along in good shape. The new Oldsmobile sedan to be awarded at the end of the drive is now being shown around various orgs and on-the-spot ticket sales are being made. A book of tickets will be mailed to you if you have not yet received them.

William A. Wood, who was recently on the sick list, advises that he is much improved, altho still unable to work. Shut-in members are: James Cox, Pawling Sanitarium, Wynant-skill, N. Y.; True Perkins, Farm Colony, Staten Island, N. Y., and Irving Udowitz, Ward's Island, N. Y.

Secretary Ethel Weinberg visited Endy Bros. on Long Island and saw Louis Rice and other members of the org. She also had a short visit on the John H. Marks Shows at Glen Cove, L. I., N. Y., with Harry Shreiber. She reports both shows doing well. Among recent clubroom visitors were Clarence E. Pool, Robert Allen, Ben Levine, Frank Rappaport, George Bovino, Harry Meyers, John Nichols, Saul Seligson, David Brown, John Weisman, Morris Batalsky, Michael Wynn, John Agule and Carlton Coe.

Letters were received from Jack Wright Jr., Joseph Brooks, William E. Pringle and Leif F. Lund. Mail is being held at the office for Irving Zaitshik, David White, Whitey Miller, Abe Fabricant and Allen H. Shriner.

### Showmen's League of America

400 S. State St., Chicago

CHICAGO, July 15.—Dates and committees for activities during the Chicago outdoor convention have been set. Al Sweeney is chairman of the President's Party, November 26, assisted by Art Briese, William Carsky and Lefty Ohrens. Sam J. Levy is again chairman of the November 29 banquet and ball. Memorial services, Sunday, November 26, will be chaired by Ed Sopenar, assisted by Bernie Mendelson, Rev. Marcel La-Voy, Hy Neitlich, E. Courtemanche, James Campbell and Isaac (Silton O'Brien) Malitz.

Ways and Means Committee is busy getting out literature on the Buick award. John Yazvac and Mack Bybee have sent the committee donations.

Pete Andrish confined to Alexian Brothers Hospital here. Silent O'Brien entered American Hospital for an operation. Ned Torti's son, Ned Jr., is in serious condition in a Milwaukee hospital.

B. H. Barnard and Edgar G. Hart recently requested membership applications. Applications on hand awaiting ballot include those of Virgil Sells, W. E. Page, Arthur G. Pettes and Harold Henneman.

Visitors included Paul Eagles, Arthur Hockwald, Clyde Carlton, Cliff Wilson, Andre Dumont, William Hetlich, Jack Kaplan, Isaac Malitz, Pete Andrish, Max Brantman, Harry F. Logan and Ed Sopenar.

### Lone Star Showwomen's Club of Texas

3105 Forest Ave., Dallas

DALLAS, July 15.—Despite warm weather, club had its usual large turnout at its bi-monthly dinner. Hostesses were Grace Tender, Edna Hacker and President Millie Cepak. Honey Vaughn assisted.

Advance ticket sale for the benefit show to be held during the State Fair of Texas, will get under way soon.

### WANTED

Reliable Criddleman with license to drive semi.

### W. M. JARVIS

c/o Wallace Bros. Shows, Bollet, Wis.

## JOHNNY J. JONES EXPOSITION

### Can Place Legitimate Concessions of All Kinds for

Delaware Co. Fair, MUNCIE, IND., July 30-Aug. 5

All-Iowa Fair, CEDAR RAPIDS, IOWA, Aug. 11 to 17

Missouri State Fair, SEDALIA, MO., Aug. 19 to 27

#### ADDRESS

### JOHNNY J. JONES EXPOSITION

Decatur, Illinois, Until July 22 — Mattoon, Illinois, July 24-28

## JOYLAND MIDWAY ATTRACTIONS

#### WANT

4th Annual Firemen's Celebration, APPLGATE, MICHIGAN, July 27—28—29th

UBLY, MICHIGAN, Celebration, on main streets, August 2 to 6th

MINDON CITY, MICHIGAN, August 11—12—13th

FIREWORKS—BANDS—PARADES—CAR GIVEN AWAY EACH SPOT

#### OTHER CELEBRATIONS TO FOLLOW

Want Ball Games, Balloon Darts, Over 12, Jewelry, Photos, Lead Gallery, Manky Punks of all kinds. Want Flashy Bingo. Want Octopus, Spitfire, Dark Ride. Wire—write

ROSCOE T. WADE, 188-45 Lindsay, Detroit 35, Mich.

Phone 5-5232

## UNITED LIBERTY SHOWS

Want for long season until Christmas. Now playing two spots a week. Concessions: Long Range Gallery, Bingo, High Striker, Derby, Mug, Novelty, Jewelry, Cook House, Scales and Age; also Stock Concessions of all kinds. Rides: Will book Rides not conflicting. Want two more Kiddie Rides not conflicting with Auto. Help: Can use Electrician for cut-in. Man with Concessions preferred. Can also use General Agent who knows Arkansas, Mississippi and Florida.

KEN MURRAY, Owner; DON DE VAULT, Mgr.

Goodhue, Minn., July 26-27; Pine Island, Minn., July 18-29.

## JEANNE BARRON

### WANTS GIRLS

For Burlesque Revue and Hawaiian Pit Show. If you are tired of working for promises, alibis and excuses, come on over and work for money. I have never missed or postponed a pay day, rain or shine. Dale can place Hazle Agent. Phone

Martha Washington Inn, Abingdon, Va.  
SHAN BROS. SHOWS  
Big Stone Gap, Va., next.

### GUST KARRAS GREATER SHOWS

124 So. 8th St., St. Joseph, Mo.  
Wanted—Help on all Rides. Positively must be reliable and sober and be able to drive semi. Don't apply unless you qualify. Wanted—Legitimate Concessions which do not conflict. Bumper, String Game, Hoop-La, Clothes Pin, other Manky Punks. Small Cook House—entering to show people, also Manager Athletic Show. Shows—Wild Life, Monkey, Snake, Terrier-One. All Fairs and Celebrations to follow. Show booked solid until Oct. Wire or call GUST KARRAS, Fairfax, Mo., July 19-22; Craig, Mo., July 16-31.

## WANTED

Experienced Man for Dark Ride. Top salary. Liberal bonus if you stay until Nov. 1. Must be semi driver.

Want Agents for Stock Wheels. Going on the road Aug. 1.  
**HARRY BEACH**  
New Liberty Park  
Williams St. & Union Rd., Buffalo, N. Y.  
(No collect wires or phone calls)

### COTTON CANDY and NOVELTY

#### WANTED

AND OTHER CONCESSIONS SUITABLE FOR KIDDE PARK

Can use 2 Major Rides for Grooms Sataline Kiddie Park, So. Bend, Indiana.

#### WRITE WIRE PHONE

**TOMMY SACCO** 293 W. Washburn Chicago 1, Ill.  
Phone: ANdover 3-6112

## JOLLYTIME SHOWS

### WANT

For American Legion Celebration, Olyphant Manky Punks, Girls for Girl Show, strong Annex and Half and Half. Fire Eater, Magician who can lecture. Bill Emerick, contact Bill Britten, come on. All replies to W. E. PRICE, Olyphant, Pa. this week. Berwick, Pa., week 24; Marietta, Pa., week 31.

## BINGO HELP WANTED

For two Bingo units. Callers, Relief Callers, Counter Men. Agents wanted for Balloon Dart, Punk Cat, Six Cat, Pitch/Tilt/Wire. Fairs starting next week. Contact this week

### DANNY DORSO

Continental Shows, Tupper Lake, N. Y.; Sandy Creek, N. Y., Fair, next week.

## WHITEY PELLY

Wherever you are, stay out of C. Top.

Remember Stewart, Florida.

### SONNY BROEFFLE

Care of Baum's Attractions, Boswell, Pa.

## WOLF GREATER SHOWS

### WANT

Ferris Wheel Foreman, Second Man, Spitfire Foreman, Help for other Rides. Men who can drive trucks preferred. Sleepy Eye, Minn., July 21-23; Glencoe, Minn., July 28-30.

## RIDES FOR RENT

Four Major and three Kiddie for balance of season. Just withdrawn from beach. Radius 150 miles from Baltimore.

American Amusement Co.  
1015 N. Day St. EASTERN 1550

### HAVE FOR LEASE

### TILT AND CHAIRPLANE

For balance of season. If interested write  
BOX D-397, Care Billboard, Cincinnati 22, O.

## GIFFORD'S SHOWS

Going into Celebrations and Fairs. Need Cook House, Photos, Coke Bottles, Guess Your Age and Weight, Stock Ball Game and other Concessions that don't conflict. Have good Fairs and Celebrations in Kansas and Oklahoma.  
Wakita, Okla., July 17 thru 22; then north.

## WANTED

By the Adams County Agricultural Society, Rides and Games for the week of August 21 to 26, 1950.  
**CHAS. S. KIRKER, Sec.**  
WEST UNION, OHIO

W. R. GEREN Presents

# MIGHTY HOOSIER STATE Shows

**WANT FOR THE FOLLOWING FAIRS AND CELEBRATIONS—CONCESSIONS OF ALL KINDS**

SHOWS: What have you? All replies via Western Union. If I can use you, will answer at once.

This week, Bremen, Indiana, Free Fair; Michigan City, Indiana, VFW Celebration, July 24-29; Crawfordsville, Indiana, Celebration, July 31 thru Aug. 3; Knox County Fair, Bicknell, Indiana, Aug. 8 thru 12; Blackford County Fair, Hartford City, Indiana, Aug. 15 thru 19; Elkhart County Fair, Goshen, Indiana, Aug. 21 thru 26, with Fairs and Celebrations solid thru Oct. 7.

**All replies to BILL GEREN, Bremen, Ind., this week**



THE DIAMOND of the SHOW WORLD THE BEST IN THE MIDDLE WEST

**NOW BOOKING FOR CHAMPAIGN-URBANA FAIR, COMMENCING JULY 21; THEN DANVILLE, ILL., WITH 12 OTHER FAIRS AND CELEBRATIONS TO FOLLOW**

Will book Jewelry, French Fries and any legitimate concessions. Want Agents for all types office-owned concessions. Jimmy Chavanne can use some outstanding Act to strengthen his Side Show. Will book Motordrome or Mechanical Show. Can use some good, sober Ride Help. Must have chauffeur's license and be able to drive semis. Top wages. Address:

**THOMAS D. HICKEY, Mgr.**  
Champaign, Ill., This Week; Then Per Route.

Percell's

# PIONEER SHOWS

high class mid attractions

**WILLIAMSPORT, PA., NIGHT FAIR**  
JULY 24TH TO 29TH  
FIRST IN THIS MONEY LOCATION.

Jennerstown, Pa., August 1-5, Somerset County Fair. Don't miss this fine proven route of county fairs that follow. Come on, reasonable rates. Want legitimate Concessions. Want Shows of merit, Penny Arcade. Useful Help answer by Western Union, Hallstead, Pa. P.S.: Johnny Lash wants two Count Store Agents. (No drunks.)

**MICKEY PERCELL**

# MARION COUNTY SOLDIERS' & SAILORS' REUNION

**Salem, Illinois, Aug. 24th to 29th**  
Concession Spaces Available

**OMAR J. McMACKIN, General Chairman**

## MID WEST SHOWS

Joseph, Ore., Chief Joseph Days, July 27-30; Gooding, Idaho, Co. Fair, Aug. 14-19; Barley, Idaho, Co. Fair, Aug. 21-26; Ririe, Idaho, Co. Fair, Aug. 31-Sept. 2; Malad, Idaho Co. Fair, Sept. 7-9.

Will book Octopus, Fly-o-Plane, Girl Show, Monkey, Motordrome, Mug Outfit, Bingo. Answer to Nyssa, Ore., July 19-22, or wire P.O. Box 790, Blackfoot, Ids.  
**ED LUNDGREN**

## SAMMY LANE SHOWS

**SWEETHEART OF THE OZARKS**

Want for Tipton Tri-County Fair and 8 Fairs to follow, all in Southern Missouri. Bingo, Popcorn, Sno Cone, High Striker, Basket Ball, Watch-La, Balloon Darts, Add Em Up Darts, Devil's Bowling Alley, Coke Bottle, Milk Bottle, Pen Game, Pen Ball, Beat the Dealer, String Game, Pitch-Till-U-Win, Hoop-La, Age and Weight, Cook House or Grab, Custard, Mitt Camp (no explosives). Can use one Grind Show. We have no racket.  
**RICKLAND, MO., THIS WEEK; THEN TIPTON.**  
All Hanky Panks work for 10¢.

# WANT \*\* FOR FAIRS \*\* WANT

August 1-5 — **SHELBYVILLE, KENTUCKY**

Eats, Drinks and Refreshments

August 8-12 — **CROTON, OHIO (Hartford Fair)**

Legitimate Games (no Shooting Gallery)

AUGUST 14-19 — **LA PORTE, INDIANA**

Photos — Jewelry — Ice Cream — Custard

August 20-26 — **FRANKFORT, INDIANA**

Photos and Jewelry only.

August 7-12 — **TRUMBULL COUNTY FAIR, WARREN, O.**

This is the greatest fair in Middle West. Two well flashed Grab Stands.

August 26-September 1 — **OHIO STATE FAIR, COLUMBUS, O.**

Have available 100 front feet by 65 feet deep for outstanding Show. Must be clean and educational.

ADDRESS INQUIRIES

## GOODING AMUSEMENT CO.

1300 NORTON AVE.

COLUMBUS 8, OHIO

WANTED

WANTED

FOR

**DECATUR COUNTY FAIR, GREENSBURG, IND.**

JULY 25-26-27-28

**NAPPANEE, INDIANA, COMMUNITY FAIR**

AUGUST 1-2-3-4-5

Legitimate Concessions of all kinds except Bingo. Can place Monkey Show, Snake Show, Fun House or 5-in-1; very reasonable percentage. We are now reserving space for the OLD HOME WEEK CELEBRATION, East Liverpool, Ohio, August 21 thru 26. This Celebration is annual, held on the streets downtown, sponsored by the Police. Parades, free attractions, beauty contests, \$2000.00 in prizes given away during the week. Shows can stake down here.

ALL REPLIES

## HARRY'S GREATER SHOWS

CIRCLEVILLE, OHIO, THIS WEEK

# W.G.WADE

Shows



**MANISTEE, MICH., ON THE STREETS SPORTSMAN'S ANNUAL FESTIVAL**  
5 Days & Nights—July 25 to 29

CAN PLACE—Pop Corn Wagons — Age and Scale — and other Legitimate Concessions.

WRITE or WIRE

## W. G. WADE SHOWS

Sault Ste. Marie, Michigan, All This Week.

P.S.: After Manistee follows our first of a long circuit of fairs—Hastings, Mich.

## GRAND AMERICAN SHOWS

WANT FOR 10 FAIRS AND CELEBRATIONS

Can place legitimate Concessions: Photo, Floss, Jewelry, High Striker, Root Beer, Snow Cone, Candy Panks that do not conflict, Sky Fighters, Long or Short Range Lead Gallery, American Palmistry, Arcade, Side Show, Monkey Show, Mechanical, any Grind Show. Help Wanted—25 Wheel Foreman, Second Help who drive. No drunks. Will book Kiddie Train for balance of season.

Newton, Iowa, this week; Anamosa, Iowa, July 24-29; all Fairs and Celebrations to follow.

**L. O. WEAVER, Owner-Mgr.**

GRANTSVILLE, MD.,  
ANNUAL CARNIVAL  
Week of August 7th.  
Parades, Bands, etc.

FIREMEN'S CARNIVAL  
CONFLUENCE, PA., THIS WEEK

FRIENDSVILLE, MD.,  
WEEK OF JULY 24TH  
Parades, Bands, etc.

Want Ball Games, Fish Pond, Eating Stand, Custard, Candy Floss, Apples, Long Range, Glass and Penny Pitch, Hoopla, Pitch-Till-Win, High Striker or any Hanky Panks not conflicting. Polack no longer with this show. (Want American Palmistry.) Want Ride Help for Wheel, Chair Plane, Shows: Any Grind Show, Girl Show with own equipment. Playing Annual Firemen's Celebration, Money Spots.

Write or wire **I. K. WALLACE, Confluence, Pa., this week.**

## WILSON FAMOUS SHOWS

Can use a few more legitimate concessions

Can use a few more legitimate Concessions. All FAIRS, starting July 25th, McDonough Co. Fair, Macomb, Ill., July 25-26-27-28; Fulton Co. Fair, Aug. 1-2-3-4, Lewistown, Ill.; Henry Co. Fair, Aug. 8-9-10-11, Cambridge, Ill., to follow Princeton, Mazon, Sandwich. Those joining now will have preference. Can use Ride Help who drive.

## Hiawatha

PINCKNEY, Mich., July 15.—This org was the first carnival to play on the VFW National Home grounds here this week, there being an impressive ceremony Monday morning. Show played host to the children and members of the home that day. At 5 p.m., shows were closed an hour for dinner. At night, about 1,200 veterans and their families from cities in this and other States joined in the festivities. The affair was brought about thru the chairman of the day, Mr. Colwell and show owners, Mr. and Mrs. Glen Wyble and son, Bill, a member of the VFW.

A book of tickets, amounting to \$10 each, was given to each child. These were donated by members of the VFW thruout the States. Every member of the show received thanks and congratulations from the veterans committee.—JOE RACKLEY.

## Modernistic

CHURCH HILL, Md., July 15.—Shows had a three-day lay off at Cape Charles and a number of the personnel visited Roger Bros.' Circus. A truck carrying the Bomber Ride was demolished when it hit a telephone pole. The driver was uninjured.

Mr. and Mrs. William Miller visited in Pittsfield, Pa., recently. Mr. and Mrs. Taylor Trout were visited here by their son, Ben, who is on leave from the Army Air Corps. Mr. and Mrs. Russell Hendrick were visited by their family.—AL DEXTER.

## CLIFF PATTON

## WANTS

Cooch and Strip Dancers. Salary or percentage. Write  
c/o CENTRAL STATES SHOWS  
Llan, Kansas

FOR SALE  
ARCADE—COMPLETE

Now operating best arcade territory in country. All falls from now to November 1. Reason for selling—called back to army.

BOX 359, c/o The Billboard Pub. Co.,  
188 W. Randolph Chicago 1, Ill.

## FOR SALE

Addison G-12 Streamline Train, used 8 months, perfect condition, 280 ft. track, some never been on ground, complete, \$2000.00 cash. '49 Studebaker 1/2 Ton Truck, closed body, built for train, will sell with train if wanted, same as new, \$1800.00. We have quit the road, no more use for this equipment. **CONSTABLE'S KIDDIE RIDES FOR KIDDIE LAND, Fountain City, Ind.**

FOR SALE  
COMPLETE SET OF RIDES

CONSISTING OF 4 MAJOR RIDES AND 4 KID RIDES, all in first class condition both looks and mechanically. Also Transformers, Cable, Junction Boxes, Sound Systems and transportation. Can be seen at one of the South's finest beaches for the next 3 weeks. For information and appointment address: BOX D-396, care Billboard, Cincinnati 72, O.

## PENN PREMIER SHOWS

SOUTHWESTERN NEW YORK STATE CONVENTION, BOLIVAR, N. Y.  
Space Limited. Positively the Largest Celebration in the State.

Concessions—Can place Fish Pond, Ball Games, Long Range or Short Range Gallery, Novelties, Hoop-La, Pitches and all other legitimate Concessions. Shows—Can place Arcade, Wild Life or any other Show not conflicting. Help—Can place Ride Help who drive semis. Top salary. Don't wire, come on. Concession Help—Law Bernstein can place one good Wheel Man. This date is larger than Lancaster, New York, was last year.

Address all mail and wires to **LLOYD D. SERFASS, Gen. Mgr., PENN PREMIER SHOWS**  
Syracuse, New York, this week; Cortland, New York, next week; followed by Bolivar and all Celebrations and Fairs from then on.

## GREAT LAKES SHOWS

Want for leading Michigan Celebrations, including Michigan's largest V.J. Day Celebration. Sponsored by seven American Legion Posts. Fireworks, free acts, two balloon ascensions, Kalamazoo, Mich., Aug. 11-14 followed by Bristol, Ind., 16-19; Decatur, Mich., Street Fair, 23-26. Will sell ex on Photos, Long or Short Range, Candy Floss, Novelties. Will book Fish Pond, Dart, Ball Game, Cigarette Gallery, Duck Pond or any other Blinky Pans. Good chance for small Cookhouse. We are booked solid until October 15. Can use reliable Ride Help who drive semis. Good wages, long season. Have seven office-owned Rides. Will book any Show that can work streets. All replies:  
MANAGER, GREAT LAKES SHOWS, Baldwin, Mich., this week.  
P.S.: All Blinky Pans, \$5.

## FROM THE LOTS

## Gem City

ANTIOCH, Ill., July 15.—Org split into three units for July 4th celebrations. Main unit played Henry, Ill., under direction of Tom Hickey. Johnny Beem handled a unit at Dazell, Ill., while Cash Willse was in charge of the third unit at Potomac, Ill. Each unit played to large crowds and reported good grosses.

A Little Dipper, Whip and Indianapolis Speedway were added for the fairs, which start July 21 at Urbana, Ill.

Martha Smith celebrated her sixth birthday July 1, and Cash Willse, celebrated his 58th birthday and 46th year in show business June 26.

John Delaney, bingo operator, and Mr. and Mrs. Fred Wolf, operators of the Monkey Speedway, had their biggest day of the season so far, July 4. Tommy Hickey is relief ticket seller. Roy (Iodine) Bailey, ride superintendent, has all rides repainted and decorated for the fairs. A shipment of 500 flags and pennants arrived recently and will be used to decorate the midway.

Mr. and Mrs. R. E. Hoffman of Quincy, Ill., were guests of Manager Tom Hickey. Mrs. Louise Chavanne, wife of Jimmy Chavanne, manager of Cavalcade of Wonders, was discharged from Memorial Hospital in Aurora, Ill., where she had been confined for two weeks.—DAVE CARROLL.

## Carol

SMITH FALLS, Ont., July 15.—Altho business has been good all season for the Carol Shows, Smiths Falls Old Home Week really paid off. Friday night opening was a straw house for the three shows, Rene Nanson and his World's Smallest Horses; Corky, the Human Polar Bear, with his Water Show, and Johnnie Grant and Mike Goodman with their Monkey Circus. The show was set up on three blocks of the main street with the Ferris Wheel at the street end and the other four rides and the shows on the school grounds, with direct entrance from the street.

Sammy Arrigo and Howard Cleaver, owners, actually had to go to work as did wives, Pearl Arrigo and Hester Cleaver, Pearl in the red wagon, and Hester on the derby. Bert Murray brought his four other grab joints in for the eight-day celebration and had brother Dave in with two. Alfie Ford had all his wheels operating. The show jumped to Prescott, Ont., for an Orange celebration on Wednesday that in spite of rain in the morning, turned out well. Org opened in Brockville, Ont., for the Shrine Street Fair July 13.—MIKE GOODMAN.

## Johnny J. Jones

PEORIA, Ill., July 15.—Moving in here from Chicago Thursday (6), we opened strong but biz fell off Monday and Tuesday. Peoria papers gave fine co-operation, including a Sunday edition feature about Mrs. Harold Paddock, with pictures from her earlier days in silent pictures to the present. George Leonard, press agent, gave a press party in the cookhouse and the show also entertained 300 newspaper carrier boys.

Andrea (Candy) Jones, daughter of Johnny J. Jones Jr., celebrated her birthday Tuesday (11) with a party for all children on the show. A large birthday cake, in the shape of a Merry-Go-Round, and ice cream were served. Francis Scott, cousin, assisted in the arrangements. Penny Jones, granddaughter of George Reinhardt, who has the cookhouse, also observed her birthday this week. Mrs. Elmer Livingston, sister of Reinhardt, and her husband are visiting for a few days. Donna McGimpsey is visiting her father, Don, of the cookhouse. Robert Reinhardt is using a new system for handling the cookhouse crowds at the dinner hour.

Lee Runk, line girl of the Nat Mercy Show, and Robert E. Snow, canvasser, were married recently and have returned from a wedding trip to Tampa, where they visited the bride's parents. Edith Lane, featured dancer, and Delores Gomez recently purchased new cars. The Dancing Ellisons, also of the same show, bought a new trailer, as did Bob Baldwin. Patty Lovc, Ann Marie LaRue and Mildred Williams are new additions to Dot Mercy's line of girls. Mitch Trotter, show's emcee, was called home last week when his father was struck by a car in Tampa, but he reports his father is out of danger and that he will return to the show soon. Tex Webb reports his wife, Bessie, is improving from her recent illness. Dr. LaNarr's father and brother are visiting for a few days.

Joe Johnson was taken to a hospital in Peoria. Jerry Jackson returned from a visit to his home in Nashville and brought his daughter, Josephine, back with him for the rest of the season. Paul Edwards has joined clown alley with the Midway Circus. The new bingo club consists of Joe Carson, Guy Thompson, Billy Tripp, Tony Lombardo, J. E. Steakley and Kenny Brust. Mr. and Mrs. Bob (Diggers) Parker were recent visitors on the show.—GEORGE W. LEONARD.

## Nessler's

WARSAW, Ill., July 15.—Stand at Kingston Mines, Ill., American Legion June 22-25 was a winner, with shows moving into Pekin, Ill., for a Monday (25) opening under auspices of the VFW Post No. 1232. Co-operation was good in Pekin, with The Pekin Daily Times giving plenty of space. Shows played host to 60 of the papers newboys on opening night. Biz was strong for the stand.

Joining in Pekin were Mr. and Mrs. Leher with a pony ride and Mr. Netz with a Speedway, bringing the ride total to nine. Mr. and Mrs. Leher also placed penny pitch, glass pitch and high striker.

Other new concessions included Mr. and Mrs. Cowan with hoop-la; Mr. Wright with snow cone; George and Rose Marks, slum; Mr. and Mrs. Frank Myers with coke and scales; Mr. and Mrs. Harbert, milk can. Mr. and Mrs. Glen Nessler, brother and sister of Owner B. V. Nessler, have joined with Penny Arcade.

Bill Havis has come on as foreman of the Chairplane and night watchman. Dick Poscy joined as counter man for bingo and Jack Haley as relief caller. Mr. and Mrs. Harbert have the Airplane.

Shows were repainted prior to going into fair dates, which started July 3 at Rushville, Ill. Jim Marion and Buzzie Nessler have taken delivery on a new 30-foot house trailer.

## Heart of Texas

CLINTON, Okla., July 15.—After a satisfactory July 4th week-end and a so-so week on the front, Harry Craig was dealt a severe blow on th run here, where he played the Indian Pow Wow.

Craig's special semi carrying eight ponies for the pony ride or live Merry-Go-Round, jumped an embankment 34 miles south of here and four of the little fellows were killed outright and the jenny died a few hours later. The truck, driven by Juan Mendoza, followed the route marker and was the number one truck in the fleet. On a hilly curve, Mendoza lost control and the semi with cargo moving at 20-25 miles per hour went over a 100-foot bluff and was demolished.

Driver Mendoza and Foreman Williams extricated themselves from the cab with only minor bruises. The ride was the property of Harry Craig Jr. (Bucky), who was on the nationwide Boy Scout Jamboree. Craig will replace the animals to fill out the ride, which is a novelty thru the Craig territory.—JACK COOPER.

## Motor State

PAULDING, O., July 15.—Owners Mr. and Mrs. J. J. Frederick were given a surprise party in honor of their 19th wedding anniversary recently in Fenton, Mich. Org did better than average biz there. Shows played Warren, Mich., the Fourth of July.

Recent visitors included Mr. and Mrs. Frea Silber, Douglas Wade, Ernie Teachout, Mr. and Mrs. Charlie Wolff and Mr. and Mrs. Norman Ogle. Mrs. Bertee Miller visited Mr. and Mrs. Vernon George at Lapeer, Mich., and Mr. and Mrs. Maurice Eckert and daughter visited them in Detroit.

## Penn Premier

CORNING, N. Y., July 15.—Crowds have been good and spending is up to par. Rides and trucks have been painted and overhauled.

Personnel tendered Owners Mr. and Mrs. Serfass an anniversary party in the Side Show top recently. Mrs. Frank Long is visiting her father-in-law at Hadley, Pa.—FRANK LONG.

## WANTED

Foremen for Merry-Go-Round and Ferris Wheel. Must be good drivers and not drink. Route is: Grove Hill, Ala., week of July 17, and Geotiana, Ala., week of July 24.

LEE AMUSEMENT CO.

Lee Crasen, Owner

## FOR SALE

Girl Show or Pit Show, 20x40 Top, complete. Side Walls, Side Poles, Center Poles, Bally Stands, Picket Box, etc. Excellent, reasonable.

WALTER SILVERBERG

PRELL'S BROADWAY SHOWS  
Port Jervis, New York

## CARNIVAL WANTED

For one week in September, 1950. Located in the heart of tobacco belt. Louisburg Carnival Week.

C. F. CASH

Louisburg, N. C.

## For Sale At Once

One Allan Hirschell Kiddie Auto Ride, one No. 5 Ell Ferris Wheel, one Chairplane. All running in park with good business, in very good condition. Have other business.

EARL LEONARD

CUBA, N. Y.

## WANT

Rides and Concessions for Centennial, August 1-5, Fairmount, Ind. Phone or wire

CENTENNIAL CHAIRMAN

Fairmount, Ind.

RIDES, SHOWS, CONCESSIONS OR ORGANIZED CARNIVAL

V.F.W. Madison County Council festival August 24-27. Sponsored by 13 V.F.W. Posts comprising the Madison County area. To be the largest Veterans Picnic ever held in Madison County. CONTACT: Joseph Cornelia, 628 East Vandellie St., Edwardsville, Ill. (Phone: 2082 or 1801)

# W. G. Wade Shows

**UNIT NUMBER TWO**

**Indianapolis, Ind.**  
**Decatur Twp.**  
**4-H Free Fair**  
 July 25-26-27-28-29  
 West Newton, Ind.  
 Legitimate Concessions of all kinds except Bingo.  
**RIDES**—Spit Fire, Octopus, Rock-O-Plane.  
**SHOWS**—Ten-in-One, Snake Show, Mechanical City, Penny Arcade.  
 Good opening for Cook House for balance of season.  
**La Grango County Corn School, La Grange, Ind., August 8th-12th.**  
 Note change of date. Write or wire C. D. MURRAY, Mgr.  
**W. G. WADE SHOWS, UNIT NO. 2**  
 Cayuga, Indiana, Vermillion County Fair, August 18th-21st.

**Royal Crown Shows**

America's Finest Midway

**CAN PLACE FOR THE BIG ONE**  
**SOLDIERS' AND SAILORS' REUNION**  
 SALEM, ILLINOIS, JULY 24 TO 29

Those joining now will be given preference at Springfield, Mo., Fair; Peoria, Ill. Fair; Caruthersville, Mo., Fair and followed by the best string of Fairs in Alabama, Tennessee, Georgia and closing late in Florida this winter.

|                    |   |
|--------------------|---|
| <b>CONCESSIONS</b> | Legitimate Concessions of all kinds. Scales. Age, Jewelry, High Striker, Penny Pitch, Glass, Ball Games, Fish Ponds, Darts, French Fries, Snow, Floss and Hanky Panks.                  |
| <b>SHOWS</b>       | Metordrome, Midget, Crime or any worthwhile Grind Shows. Must have own transportation.  |
| <b>RIDES</b>       | Want Dark Ride, Caterpillar, Rock-O-Plane, Dipper, Boat Ride.   |
| <b>RIDE HELP</b>   | First and Second Men who are licensed Semi Drivers. No drunks.  |
| <b>SHOWMEN</b>     | Want a Manager with organized Show for Cotton Club Revue. The finest framed Show on the road. No promoters, please. If you can report to Salem, Ill., with complete Show, wire or call. |

**E. L. YOUNG, General Manager**  
 PHONE: TERRE HAUTE HOUSE, TERRE HAUTE, IND., THIS WEEK  
 Mr. Robert Mack, our representative, will be in Salem, Ill., all this week.

**WANTED FOR WANTED**  
**FLEMINGTON, NEW JERSEY, FAIR**

Seven Days and Nights, Opening Tuesday, August 29 Through Labor Day, September 4 — Open Sunday.  
 Also, **MINEOLA FAIR, September 12 to September 16 Inclusive.**  
**STRICTLY LEGITIMATE HANKY PANK CONCESSIONS**  
 All Others Save Stamps and Telegrams.  
 Can Use Any Novelty Show, Monkey Show, Penny Arcade.  
 Good Proposition to Right People.

**I. T. SHOWS, INC.**  
 PHIL ISSER, Manager, 1539 E. 29th St., Brooklyn, N. Y.  
 Phone: CLOVERDALE 8-1061

**JOHNNY'S SHOWS UNITED**

"HONESTY IS OUR POLICY"

Now playing Tipton, Ind., Street Celebration; Montezuma, Ind., 15th Annual Street Celebration following; then Danville, Ind., Annual Street Fair; with Putman Co. Fair, Greencastle, Ind., next.

Can Place: Independent Bingo for Montezuma and Greencastle, also Cookhouse and Grab. Want Ice Cream, Sno Cone, Pronto Pups, Short Range, Photo, Foot Long, Popcorn, Six Cats, Buckets, Coke Bottle, Card Callery, Bumper, Novelties, String Game, Hit and Miss, Watchie, Clothes Pin Pitch and Hoopla.  
 Shows: Small Metordrome, Glass House or Fat Show.

**All replies: JOHN PORTEMONT, Tipton, Indiana**

**WANTS! WANTS! WANTS!**

**DOWNRIVER AMUSEMENT CO.**

For **FWLerville, Mich., Fair, Aug. 1-6**  
**CROSWELL, Mich., Fair, Aug. 8-12**

**SHOWS**—10 in 1, Girl Shows, Grind Shows of all kinds, Glass House, Fun House, Penny Arcade. **NOVELTIES, HANKY PANKS** of all kinds. **RIDES**—Spitfire, Octopus, Fly-o-Plane.

No drunks or Gypsies

All replies to 10139 W. Jefferson Ave., River Rouge 10, Mich.

**BILL HAMES SHOWS**

**WANT WANT**

RELIABLE MAN TO OPERATE GLASS HOUSE. CAN PLACE RIDE HELP ON ALL RIDES. WANT ORGANIZED MINSTREL SHOW, WITH OR WITHOUT OUTFIT. CAN ALSO PLACE OTHER SHOWS NOT CONFLICTING WITH WHAT WE HAVE. CONTACT:

**BILL HAMES, MGR.**  
 Leonard, Texas, this week; McKinney, Texas

**DUE TO DISAPPOINTMENT**  
**WILL BUY, BOOK OR LEASE FERRIS WHEEL**

For balance of season and all winter's work in Florida. Also want one more Major Ride. Can use a few more Hanky Panks and Agents for office owned Stores. No Flats.

**GLADES AMUSEMENT CO.**  
 Hawley, Pa., this week; Bushkill, Pa., July 24-29; Pike County Fair, Milford, Pa., Aug. 1-5.  
 P.S.: All those with me in Florida last winter, get in touch.

**LEE BECHT SHOWS**

Want Concessions: Cotton Candy, Snow Ball, Hit Striker, Clothes Pin Pitch, Hoopla, Jewelry or any legitimate Concession that works for stock. Booking only one of a kind. Giving "X" on everything. Positively no gypsies or racket wanted.

Ride Help: Can use Foreman on Smith & Smith Chairplane, Second Man on Wheel or any useful Help on rides. Must be licensed Truck Drivers. No drunks or chasers wanted.

Englewood, Ohio, this week; Marietta, Cincinnati, Ohio, July 24-30.

**AGENTS WANTED**

For Buckets, Six Cats, Roll Down, Slum Skillo, Razzie and Pin Store.  
 Those who know us, contact.

**EARL TAUBER OR VINCE McCABE**  
 Sunset Amusement Co., Brainerd, Minn., July 17-23.

**WANT EDDIE L. WHEELER SHOWS WANT**

Concessions: Small, clean Cookhouse, Bingo, Glass Pitch, Watchie, Ball Game, Fish Pond, Merchandise Concessions all kinds. Will place two Stores to party with Hanky Panks. Want Agents for Billie, Roll-down, Swinger, Shows: Side Show, Wild Life, Snake with own transportation. Rides: Merry-Go-Round or Flat Ride for 15%. Want Ride Help for Wheel, Chairplane. All replies to

**EDDIE L. WHEELER**  
 BOBIE L. WHEELER SHOWS, RUTLEDGE, TENNESSEE

**FOR SALE—BINGO—FOR SALE**

18x36 Bingo, seats 100 people. New Bogan P.A., good Blower, Top in good condition. See this Bingo in air at Owosso, Mich., this week, \$1,000.00. Will invoice Merchandise if wanted. One 18x18 four way Top only, 6 ft. Awning, almost new, \$100.00; Candy Floss machine, \$100.00; one 1800 Watt Light Plant, \$125.00.

**EDWIN DEIBERT**  
 C/D ELLIOTT AMUSEMENT CO. OWOSSO, MICH., THIS WEEK

**BOONE VALLEY SHOWS, INC.**

**WANT**

Pitch Hit U Win, Milk Bottle, Coke Bottle, String Game, Age and Scales, Hit Striker, Balloon Dart, American Mitt Camp, Custard or Ice Cream, Auto Bumper, Country Store, Short Range, Root Beer and Grab. Will book any Stock Concession not conflicting. Wrestlers, Men or Women contact Frankie. Playing all Celebrations and Fairs. Solid route. Steve Waters, we are holding your check; come in person to get it.  
 Playing July 26-27, Burlington, Ia.; Scott St. Bridge, Des Moines, July 24-30.

**SUNSET AMUSEMENT CO.**

**WANT**

Spitfire Foreman and Helpers on Rides who can drive semi. Long Range, Short Range, Glass Pitch, Candy Floss, Fish Bowls and other Hanky Panks are open. Can place Age and Weight. Opening for several high class Shows.

Brainerd, Minn., this week; Perham, Minn., Fair next.

**DIAMOND JUBILEE**  
**REED CITY, MICHIGAN, JULY 28 AND 29**

30,000 ESTIMATED ATTENDANCE  
 Want Independent Rides, Shows, and legitimate Concessions, including Earing Stands. No Girl Shows, Flats or gypsies. Biggest thing in Michigan this year.

**Wire L. V. NELSON, Chairman, Reed City, Michigan**

**THE PUNXY FREE FAIR**  
**PUNXSUTAWNEY, PA., JULY 24-29**

Space available for Concessions and Shows. An excellent midway with every location good. Representative at the fairgrounds Saturday. Write or wire

**BEAM'S ATTRACTIONS**  
 BOSWELL, PA., THIS WEEK

# HENNIES BROS.

SHOWS *World's Newest and Largest Midway*

**CAN PLACE AT ILLINOIS STATE FAIR, SPRINGFIELD, ILL., AUG. 11 THROUGH 20**

HATS, JEWELRY, FRENCH FRIES.

Can also place a few more Hanky Panks not conflicting with what we now have.

(Lee Moss, contact me.)

Paul Olson can place Spot Workers.

(Goldie, get in touch with me.)

**HARRY W. HENNIES, MGR.**

Gary, Ind.

## THOMAS JOYLAND SHOWS

**FAIRS WANTED FAIRS**

Can place Snake Show, Glass House, Arcade, Monkey Show, Animal Show. (Fred Munn, Raymond Korn, Mr. Tuttle, wire.) Can place Rocket Plane, Flying Scooter, Dipper, Rolloplane, Auto Scooter. Can use Ride Men who drive semis.

All Fairs—Lawrenceburg, Scottsburg, Marion County, Lake County, Crown Point, Kentland (all Indiana); Elkins, Parsons and Kingwood, W. Va.; Louisa, Ky.

Can place Concessions at these fairs—Frozen Custard, High Striker, Short Range, Photos, etc.

All wire: L. I. THOMAS, Mgr., Ironton, Ohio

## C. A. STEPHENS SHOWS

**WANT FOR SPARTA, N. C. THIS WEEK, FOLLOWED BY STATESVILLE, N. C.**

SHOWS—Mechanical City, Motor Drome, Big Snake, Dancing Girls for two shows.

RIDES—Rolloplane, Train Ride. Will consider buying Rolloplane priced to sell.

CONCESSIONS—Custard, Novelties, Ice Cream, Dips, Jewelry, Photos, High Striker. Bill Porter wants Agents for Razle Pine Store.

Joe Duncan wants Moses (Slim) Harrison to get in contact now. Also can use Ride Help for Octopus.

## GRACELAND GREATER SHOWS

CHRISTOPHER, ILL., THIS WEEK; SULLIVAN, IND., JULY 24-27; 2 FAIRS TO FOLLOW.

**WANT WANT**

CONCESSIONS: Photos, High Striker, String Game, Ball Game, Milt Camp, any legitimate Concessions not conflicting. SHOWS: Girl Show Operator with talent (Stinky, answer), Snake Show, Wild Life, 10-in-1 or 3-in-1. Any show of merit. RIDE HELP: Ferris Wheel and Chairplane Foremen. Second Men on all Rides.

Address: HARRY ALKON, Mgr., Christopher, Ill.

## GRAND UNION SHOWS

**WANT FOR FAIRS WANT**

Hanky Panks, 611.50. Grind Store and Skills Agents, come on. Will place Swinger. Need talent for Girl Show and Athletic Show. Because of sickness, can place Milt Camp. Agent for only Line-Up Store on Show, also capable outside for Skillies.

Address: TOMMY HENDERSON, Mgr.

Scott City, Kansas, this week. Twelve Fairs to follow.

**WANT WANT WANT**

**City Park, Evansville, Wis., Aug. 4-5-6**

SPONSORED BY MEMORIAL POST V.F.W.

Stock Concessions of all kinds. Fun House, Shows, Mechanical City, or what have you?

Phone or wire: M. T. GORDEN

4232 NO. GREEN BAY AVE. (Phone: LOcust 2-5517) MILWAUKEE 12, WIS.

## MIDWAY OF MIRTH SHOWS

**WANT WANT**

COOKHOUSE, CUSTARD, FISH POND, HANKY PANKS, SHOWS WITH OWN OUTFITS. BABY RIDE, BEM TRUCK DRIVERS, SIX ILLINOIS FAIRS, TWO STREET CELEBRATIONS, THEN TREE COTTON.

Okaville Home Coming, July 28-30; Highland Fair, Aug. 2-6; Arthur Fair, Aug. 8-12; Greenville, Aug. 11-26; Golconda, Aug. 30-Sept. 1 (all Illinois); Cape Girardeau, Mo., Labor Day. ADDRESS: AUBURN, ILL., THIS WEEK.

## FROM THE LOTS

### Lawrence Greater

ALTOONA, Pa., July 15.—This was the first big show here this season. No circuses have been here this year, and patrons were show hungry. Big opening Monday night despite a drizzling rain. Paydays in Pennsylvania Railroad shops and steel plants made spending plentiful. Tuesday saw an attendance of more than 4,500 at the pay gates and Wednesday showed an increase. It rained until 6 p.m. on Thursday but receipts were better than expected.

A radio broadcast Tuesday over WRTA featured Earl Meyers, Side Show manager; Bill Woodall, French Casino; Herbie Burke, comedian in *Broadway Follies Revue*; Tex Forrester, of the *Harlem Swing Revue*; William R. (Red) Hicks, special agent, and Walter D. Nealand, press. Daily newspapers co-operated.

Shirley Lawrence Levy, Mrs. Fitzie Brown and Mrs. R. Patrick were chairmen of a benefit bingo party Friday for ladies with the show. Proceeds will be divided between National Showmen's Association and the Tampa Showmen's Association.

Pat McGee has several well-framed concessions on the midway. Earl Meyers's three attractions did well here and in Clearfield. Muscles Miller joined here. Charles (Frenchy) Roy is foreman of Kiddieland rides. Bob Boshea handles the inside of the Monkey Circus. Mrs. Fitzie Brown and daughter, Judy, came on from Dallas for the remainder of the tour.

*Broadway Follies* topped the midway at Clearfield, with *Harlem Swing Revue* and World's Fair Freaks sharing honors. Harry Heiser, veteran op of long-range shooting galleries, joined here. Jack Repass, chief Diesel engineer, keeps the midway well lighted. Red Hicks had the line-up in perfect formation on the show-grounds here. Roy MacGovern has the candy apples and cotton candy.

Visitors were Bobby Kline, general agent, who just closed with Endy Bros., and Oscar Hampton and party from Johnstown, Pa.—WALTER D. NEALAND.

### Lone Star

BEAVER DAM, O., July 15.—An estimated 12,000 people crowded Tipp City for the fifth annual July 4 celebration by the American Legion, under whose auspices the show was appearing, to give the show big attendance. Large crowds also camped out Saturday and Sunday.

Show and Legion were host to members of the Knoop Children's Home, with free rides and refreshments and merchandise prizes donated by merchants for the kids. Thursday night (5) the Legion awarded prizes to winners of midget car races held Tuesday afternoon.

A. (Dutch) Wilson is the new business manager and Dick McSpadden is concession manager. Owner J. R. McSpadden is getting the boys up early to paint and repair the 10 rides, 5 shows and 25 concessions in preparation for fairs and celebrations. Blackie Wilson's cookhouse is looking spic and span. Helen and Jimmy Watts are doing well with their Girl and Side shows.

### Standard

POPLAR, Mont., July 15.—Show had its first big week of the season at Glendive, Mont., July 1-4. Bingo, Octopus and Funhouse topped the midway. Mr. and Mrs. Bozo Bennett were recent visitors.

Staff line-up includes V. C. Johns, owner-manager; Jimmie Lundgren, assistant manager; Mrs. Pearl Johns, secretary-treasurer; W. L. Gainer, 24-hour man; Johnny Swartwood, electrician and Joe Vinson, ride superintendent. The rides carried are Octopus, Ferris Wheel, boat ride, car ride, steam train and Roll-o-Plane. Show line-up includes Funhouse, Den of Death, and Cherry Moran and her Hawaiians.

Concessions: Lloyd Lee, cookhouse; Wayne Rex, photos; office, 10; Bill Wells, 4; Mrs. Tompkins, 1; Carson Oliver, 2; Jimmy Lundgren, 2; Robert A. Wayne, 1; Morris Ventling, 2; Johnny Mason, 1; Peter Pane, 1; Johnny Swartwood, 2; W. G. Brandt, 1; Lewis Atherton, 2; R. W. Hershey, 1; Chief Moran, 1, and Mr. and Mrs. Bobbie Jacobs, 2.

Show starts fairs and celebrations July 16.—W. L. GAINER.

### Wolfe Amusement

ELKTON, Va., July 15.—Last-minute switch brought org into Virginia after a week in West Virginia, where floods and miners still short of cash made conditions tough. Shows will remain in Virginia and Maryland until Labor Day.

Roy Halstead, injured in Rocky-mount, Va., is back with the shows and will be in harness soon. Mrs. Sue Wolfe has returned to her home in Landrum, S. C. Mr. and Mrs. Reader are proud of their new 3-month-old terrier.

Anne Lee King's Creoles in Off continues to top all attractions. Making up the cast are Estelle Lewis, Louise Allen, Louise Simmons and Margaret Bullock.

Toney, the new popcorn and apple man, keeps everybody's trucks and cars rolling. Johnnie Mae Wolfe celebrated her 20th birthday June 23. Cy Simmons has returned to Florida to look after his night club interests.—IRENE HALSTEAD.

### Mid-Way of Mirth

MADISON, Ill., July 15.—Everyone did good biz here during the Fourth of July celebration. The other half of the show at Trenton, Ill., also reported good biz. Merry-Go-Round holds first place for the season's gross. Francis and B. C. Hines joined at Percy, Ill. Lucky Nolan added a cookhouse to his string of concessions.

Recent visitors included Mr. and Mrs. Ivan Candler and Mr. and Mrs. Ware. Roy Spears has booked a penny pitch, which gives him two concessions on the show, and Morris Simmons has added two more, bringing his total to four. Mrs. Marie Muirhead, Decatur, Ill., is spending her vacation with the show. Mr. and Mrs. George Foster, who had concessions on the show for 10 years, write that their daughter, Lucille Jenkins, gave birth to a girl recently in Oklahoma City.—ROSIE DAVIS.

## N. Y. GAIETY SHOWS

**Want for Cuba, New York, Centennial**

**BIGGEST CELEBRATION IN WESTERN NEW YORK**

Parades every day. Something doing all day and night.

Shows of all kinds, Concessions of all kinds, Novelties. Will sell "X" on Cotton Candy, Basket Ball, Short Range, String, Penny Arcade, Darts, Balloon, Blower, High Striker and Buckets. Midway open except Hots, Candy Apples and Ice Cream.

Wire: ANTHONY SANTILLO, Norwich, N. Y.

# LAWRENCE GREATER SHOWS

*America's Most Progressive Carnival*

**WANTED WANTED WANTED**  
**For DELAWARE STATE FAIR, HARRINGTON, DEL.**  
 Week of July 24 and all other big FAIRS until November 5

**CONCESSIONS**

Everything open.

**WANT**

Chocolate Dips, Popcorn, Candy Apples, Ball Games, Coca-Cola, Eating and Drinking Stands, Grabs, Studio, Jewelry, ALL Hanky Panks, French Fries, Waffles, Derby Racer.

**WANT—RIDE HELP**

Who can drive Semi-Trailers. Canvasman for Girl Show. Mechanic—Can always place useful Ride Help.

**WANT**

Motordrome with own Outfit and Riders or will furnish our Drome, now in storage, to competent Manager and Talker with own Machines and Riders.

**Wanted - Rides - Wanted**  
 Little Dipper, Tilt-a-Whirl, Scooter.

**Want—SHOWS—Want**

Fat Show—2 Headed Baby, Illusion Show, Iron Lung, Flash Williams, can place you. Wire at once. Great territory for Iron Lung, Wild Life, Earl Meyer can place Side Show people.

**WRITE—Lawrence Greater Shows—WIRE**

Week of July 17—Harrisburg, Pa.; Week of July 24—Harrington, Del.



**PLAYING ALL BONA FIDE FAIRS—NO STILL DATES**

**SHOWS:** Small Animal Show, Wild Life, Monkey Show, Snake Show, Motordrome with own outfits.

**HELP:** Fun House Operator, must drive Semi-Trailer; Ride Help who drive. James Ayers wants Colored Musicians and Chorus Girls. Al Alfredo wants 2 small Girls for Illusions or Man and Wife for Side Show.

**CONCESSIONS:** Long Range Gallery, Frozen Custard, Novelties, Jewelry, Penny Arcade, Candy Apples, Pronto Pups, French Fries.

**PADUCAH, KY., FAIR NOW; FULTON, KY., FAIR NEXT WEEK**

## SIDE SHOW ACTS

Must Be Outstanding for A-1 Route of State Fairs With Major Railroad Show.

You Must Be Tops for You Will Receive Top Salaries.

Sword Act, Torture or Fire Juggler, Impalement, Iron Tongue, Strong Mentalist. **FEATURE FREAK.** Salary no object if you are tops. All rely in detail, state salary. All must open July 39.

**RAY MARSH BRYDON**

HOTEL SCHROEDER, MILWAUKEE, WIS.

## JIMMIE CHANOS SHOWS

**WANT**

For Cynnet, O., Homecoming; Bingo, Ball Games, Basketball, Photo or any other legitimate Concessions. For six Fairs—two Indiana and four Ohio; Want Monkey Show, Penny Arcade or any other Show with own outfit for just committee money. Charley Gross wants Swinker and Roll-down Asents. Next week Cynnet, O., then New Bremen, O., Twentieth Anniversary. All replies to:

**JIMMIE CHANOS, Verona, Ohio**

## WANTED FOR MT. OLIVE, ILLINOIS, CENTENNIAL

ON THE STREETS, JULY 27, 28 AND 29

**RIDES:** Merry-Go-Round, Octopus, Tilt, Ponies, other good Rides. **PLACE** Popcorn, Floss, Photos, Derby, other legitimate Stock Concessions. Place clean Grind Shows. All replies to:

**JIMMIE HENSON, Mt. Olive, Illinois**

## A&G AMUSEMENT SHOWS

Want Skillo and Count Store Agents; Hanky Panks, \$11.00 per week; Bingo and Girl Show with own equipment. Rides that do not conflict. Grind Shows with own equipment, Mall Store and Swings and Ball. No collect.

All Address **AL GLINN or V. E. MURPHY**

A and G Amusement Shows, Pawnee, Okla.

## MOTOR STATE SHOWS

Want Hanky Panks of all kinds. All Celebrations and Fairs. Clyde, Ohio, July 24-29; Hoytville, Ohio, Aug. 8-13; Woodburn, Ind., 4-H Fair, Aug. 14-19; Bradner, Ohio, Aug. 22-26; Romeo, Mich., Peach Festival, biggest Labor Day in State, Sept. 2-3-4; Lagro, Ind., Street Fair now through 22. Floyd Kile, what can you use from last September on?

**JOE FREDERICK, Owner-Manager**

# KING REID SHOWS

NOW BOOKING FOR THE GREAT

# SKOWHEGAN

**MAINE STATE FAIR**

**EIGHT GREAT DAYS** **AUGUST 12 to 19** **TWO MAMMOTH SATURDAYS**

Proudly presenting America's cleanest Carnival on the majestic Midway of the great State Fair of Maine, King Reid is pleased to announce a few openings for Show People and Attractions of proven ability. Communicate at once for preferred locations on New England's finest amusement zone, completely **HARD-SURFACED** this season by the King Reid Shows and the Skowhegan Fair management. Join here for the balance of the King Reid Shows all-star Fairs, conceded to be the finest Fair Route on the Atlantic Seaboard.

**WANT:**

**CONCESSIONS:** Legitimate Stores of all kinds, Refreshments, Novelties, Hanky Panks.

**WANT:** Scale and Age.

**RIDES:** Rocket, Rolloplane, Kiddie Boat Ride. Can use one more Ferris Wheel.

**SHOWS:** Penny Arcade, Wild Life, Athletic and Grind Shows.

**SOME OF OUR FAIRS**

LYNDONVILLE, VERMONT, FAIR

RHINEBECK, N. Y., FAIR

SCHAGHTICOKE, N. Y., FAIR

COBLESKILL, N. Y., FAIR

SOUTH PARIS, MAINE, FAIR

**SPECIAL!!**

We are proud to announce that we will present our attractions on Saturday and Sunday, September 9th and 10th, on the Midway of the Mighty

**BROCKTON, MASS., FAIR**

**KING REID SHOWS**

**CALAIS, MAINE**

## M. D. AMUSEMENT CO.

**WANT FOR V.F.W. STREET FAIR, CLARK SUMMIT, PA., JULY 24-29, FOLLOWED BY HANOVER TOWNSHIP LIONS' CLUB OLD HOME WEEK, JULY 31-AUG. 5.**

**CONCESSIONS—Hi Striker, Balloon Dart, Short Range, legitimate Merchandise Wheel, Photos, Apples, Popcorn, Floss, Bingo and P. C. sold.**

**CAN PLACE Glass House, Fun House or Monkey Show.**

**WANT Second Men for new Merry-Go-Round and No. 5 Wheel. Must drive Semi.**

**ATTENTION, FAIR SECRETARIES—Have open dates in September.**

**MICHAEL DEMBROSKY, Manager and Owner**

52 E. SIXTH STREET

HAZLETON, PA.

## FLOYD O. KILE SHOWS

**CAN PLACE NOW AND FOR**

**NESHOBA COUNTY FAIR, PHILADELPHIA, MISS., AUG. 7-11; BEST COUNTY FAIR IN MISSISSIPPI**

**DON'T MISS IT**

Followed by Greenwood, Ark.; Hot Springs, Ark.; Mens, Ark.; Pitkin, La.; Verda, La.; Winnfield, La.; Ferriday, La.; Forest, Miss. (Colored Fair); Kentwood, La. (Colored Fair), with Armistice Day Celebration; best in the South, closing Dec. 13; All bona fide County Fairs. Space and time is limited, get set now, keep this ad for your future reference.

**CONCESSIONS:** Stock Concessions of all kinds; Cookhouse, Custard, Novelties, Pen Game, American Palmistry, Pop Corn, Stock Wheels, etc. **RIDES: WANT 2 MAJOR RIDES** prefer Octopus, Tilt, Rolloplane, Spiffire, Whip, etc. Very good proposition for balance of season. Contact now. **SHOWS:** Grind Shows of all kinds, neatly presented (no Girl Shows).

All replies: **FLOYD O. KILE, Mgr.**

NATCHITOCHEES, LA., this week; then per route.

## FAIRS FAIRS FAIRS

Great Covington Street Fair, Covington, Ind., week July 24th. Fayette County Fair, Brownstown, Ill., week July 31st. Porter County Fair, Valparaiso, Ind., week Aug. 14th. Sullivan County Fair, Carlisle, Ind., week Aug. 14th.

All and all fairs ending the middle of November.

Can place Eating and Drinking Stands and legitimate Concessions of all kinds to join now.

All address **JAMES H. DREW SHOWS**

Beech Grove, Ind., this week or some on to the Covington Fair.

## MICKEY MANSION WANTS

**FOR BIG SIDE SHOW WITH CETLIN & WILSON SHOWS STARTING FT. WAYNE, IND., JULY 22**

Young Swallower, Musical Act or any Novelty Act; Joe and Norma Lewis, answer; Joe Ward, also Robert Ford, answer. Also Man and Wife to run new Snake Show. All Fairs to middle of November.

CHARLESTON, WEST VIRGINIA, UNTIL 19TH.

**INTERSTATE SHOWS**

**WANT**  
FOR CASES TOWNSHIP ANNUAL FAIR, DUGGER, IND., JULY 24-25, 12 MORE FAIRS TO FOLLOW.

**WANT**  
Can place all Stock Concessions and all Eating and Drinking Stands. Will sell "EX" on Custer for balance of season. Want A-1 Foremen for Twin Weeds, Hollipoline and Chairlaine, must be licensed drivers. Will book Fun House, Glass House, Penny Arcade or any Grand Show not conflicting with what we have. Will give good proposition to Molordrome, with or without transportation. Carl Walsh wants Dancing Girls, Snake Show, Fair, 2 food Working Boys, Talkers, Grinders. These shows are well organized. (Charlie Bedburne, refig.) All replies to M. B. ROSEN, MOR, Lebanon, Ind., this week

**American Midway Shows WANTED**

Cookhouse, Sideshow, Girl Show, Arcade, Hunky Panks. Notice—Carl Stone is not with this Show. Joe Mooney, Dale Paris, wire me. Will book one Flat Ride. This is our last still date until Thanksgiving. Johnnie Howard, have a good deal for you. Address: Manhatan, Kans., this week; Barnes, Kans. (Picnic), July 27 to 29.

**MAGIC CITY SHOWS**

"Playing Cream of the South"  
Can use a few more Hunky Panks, such as Ball Games, Scale and Age, Water Game and Set Spindle, Balloon Darts, Long and Short Range, etc., \$17.50 per week. Will place small Bingo for season, including Fairs, on straight percentage. Have good proposition for Five-In-One; Red Brown, answer; I have top. All replies to "BUD" POINTE, Sevierville, Tenn., this week. Phone 9162 P.S.; Sammy Reese, Gooka Colder, Joe McGowan, come on; Joe Polasky bere. D. D. Diez also needs Agents.

**WANTED**

**SCENIC ARTIST AND BILLPOSTER**  
WITH OWN CAR, WIRE  
**L. I. THOMAS**  
c/o THOMAS JOYLAND SHOWS  
IRONTON, OHIO

**SOUTHERN VALLEY SHOWS WANTS**

Agents for Six Cats, Rat Game and Pan Game. Must follow instructions of any your time and make. (Jimmy Nelson, come on) Billy Adams wants to hear from Skeets McWhorter, Hunky Panks of all kinds, contact Show. Address: DICK THORNTON, Crossett, Ark., this week; Fairs start next week.

**LONE STAR Shows**

J. R. McSPADDEN, Owner • W. E. BARRY, Secretary • M. McSPADDEN, Treasurer

**WANT** Ride Help Wanted—Foreman, Second and Third Men. Want Tilt Foreman, Second Men on Wheel, Second Men on all Rides; we have ten. Men who drive somis preferred.

**WANT** Hunky Panks of all kinds—Hoop-La, Glass Pitch, Fishpond, Jewelry, Novelties, Age and Scales, Warch-La, Bumper, Pitch-You-Win, Long Range Shooting Gallery, Basket Ball, Cigarette Shooting Gallery, any Hunky Panks not conflicting, as we have only one of a kind on this show. Can place at once, Diggers and Derby. Rides not conflicting with the ten we own. Can use Little Dipper, Pony Ride, Train Ride. Shows—Animal, Glass House, Fun House, Motor Orome, Snake, Monkey. Good proposition if you have your own equipment. Have 120 ft. Sideshow for Manager who has enough talent to fill. Watch these spots for the real money. Starting July 25-29, Cambridge City, Ind., Homecoming, sponsored by Chamber of Commerce; August 1-5, Fulton County 4-H Fair, Rochester, Ind.; August 8-13, Madison County 4-H Fair, Alexandria, Ind., including Sunday; August 14-19, Fortville, Ind., Homecoming, sponsored by five Civic Organizations; eight more to follow, then eight weeks in Florida. Write, wire, phone for space now. This week, Leipsic, Ohio; then as per route.

A. "DUTCH" WILSON, Bus. Mgr. DICKIE McSPADDEN, Concession Mgr. P.S.: Outch Wilson wants Rattle and Blower Agents. Joe Sherman wants Six Cat and Bucket Agents.

**QUEEN CITY SHOWS**

**WANT** for Laurelville Old Home Coming, Ohio's Biggest Street Celebration, July 24-29 and balance of season: Merchandise Concessions of all kinds. Want Shows that can work on streets. Ed Tray, come on. I wrote you. Also want for Wood County Fair, Parkersburg, W. Va., Aug. 21-26, and Pennsboro, W. Va., Fair, Aug. 29-Sept. 2, Pitchmen and Gadget Workers. Choice locations. Will book 2 Major Rides that do not conflict. Can place good Cookhouse. All replies to

**CURLEY LITTLE**

Court and Cutter Streets, Cincinnati, Ohio, this week.

**FROM THE LOTS**

**Virginia Greater**

**MONSEY, N. Y., July 15.**—Show moved here after a week of fine business at Fairlawn, N. J., but due to the great number of local July 4th celebrations, takes here were down considerably. Sponsor was the American Legion, with the committee headed by Comd. Amee Thompsen. Guests of Manager Rocco Masucci and his wife on Independence Day were Mr. and Mrs. Peter Masucci, Mr. and Mrs. Humphries and son and daughter, Harold and Doris; Mrs. Concetta Masucci and grandson, Donald, and Bill Sanders, of American Tent & Awning Company, Norfolk, Va.

Wednesday, (5) was lost to rain. Thursday (6), manager Masucci and the committee were hosts to more than 400 children from schools and orphanages.

All rides and show fronts are being refurbished for Southern fairs and celebrations. Arthur Gibson is repainting the show's Diesel light plant truck. J. C. (Tramp) McDonner, Girl Show operator, and his wife closed last week. New floodlights for the back and front ends of the midway have arrived. Several visitors were noted from Silk City Shows and a Kutz unit playing nearby.

**Lawrence Greater**

**ALTOONA, Pa., July 15.**—Mrs. Fizzle Brown and daughter, Judy, arrived from Dallas to be with husband Fizzle, business manager, for the remainder of the tour. Charles (Tommy) Thompson, concessionaire from Paterson, N. J., joined concession row here. Sammy Stein reports business excellent. Sam Levy had the show off the lot in Oil City early Sunday morning.

William (Red) Hicks is the latest member of the shows executive staff, now working ahead of the show on promotions. Will join at Harrington, Del., as lot superintendent. Leonard Duncans *Horlem Swing Revue* had a good weeks' business at Oil City. Fair season starts week of July 24 at Harrington, Del. — WALTER D. NEALAND.

**Johnny T. Tinsley**

**ATLANTA, July 15.**—With the exception of the first two weeks here business has been better than last season. New arrivals recently were Carl Kalansky (Hunky) and Bill Young who replaced Harry Basil with cookhouse; Dutch Schilling with his concessions; C. S. Nolan with nut bars; Dean Harriman with frozen custard; the Freeburgers with photos. Jack Riggins has added two concessions; Bob and Ruby Everling have framed another glass pitch; Otis Scott and Mack McCaslan added one more and are framing age and weight for next week.

Humpy Hewitt has completed his new house car. Harry Weiss will join with bingo. Owner John T. Tinsley is preparing for the fair dates. Red Miller has redecorated the Merry-Go-Round. A new marquee, built by Anchor, is a masterpiece of canvas building.

Johnny Majors is proud of the new tractor which he is piloting. Recent purchasers of new autos are Naomi Hewitt, of Snake Show, who had the biggest week of the season on Humphries Street lot; Elmer Smith, foreman of the Caterpillar; Lucky Willard, foreman of Fly-o-Plane, has a new house trailer on order.

Mrs. George Harris and daughter have joined for the balance of the season as have Mrs. Kate Thompson and daughter, Myra Ann. Recent visitors: William (Red) Hicks, M. W. Hanson, the Shapiros (Bernie & Tillie), Fred Cantrell, Mr. and Mrs. Neal Massaro, Mr. and Mrs. Spear Forrester (parents of Mrs. Mayo Tinsley); Mrs. Dudley Powers, wife of Roll-o-Plane foreman. Mrs. Stephen O'Connor and children visited and are expected to return soon. Mr. and Mrs. Raleigh Harrison visited from Greenville, S. C. Lot superintendent Ben Cheek's daughter, Benay, joined for the school vacation. — H. SAWYER.

**Amusements of America**

**VERONA, N. J., July 15.**—After a good week at Morristown, N. J., org moved here for American Legion Home Week, and 8,000 persons were on the lot July 4. New fronts are now being finished for (15) fair dates, which start August 7 at Pottstown, Pa.

Sayer's Motordrome joined and is doing well. The new Mickey Mouse Show is well-flashed, and Mason's Hollywood Monkey Circus is drawing crowds. DeWise Pruden has a strong Side Show, featuring himself as the Handless Wonder, with nine other attractions. Jones's Bingo has been doing good business.

Charlie Miller was visited by Mrs. Miller from Augusta, Ga., last week. R. F. Murphy joined the show with his cookhouse, and five new light towers have been completed by electrician Red Williams, giving the show 10.

A new car was delivered to John Vivona. Many of the personnel visited Cole Bros.' Circus at Clifton, N. J., Thursday (7).

**Redwood Empire**

**COTTAGE GROVE, Ore., July 15.**—Donna Bitz, niece of show owner Anthony Masseth, was married to William Hanks, aeronautical engineer, during the orgs recent stand in Mill City, Ore. The ceremony was held at Saint Boniface Church.

Val Bitz gave his daughter away, with Robert Bitz acting as best man. Dorothea Ann Colby was bridesmaid and Joan Masseth was maid of honor. The entire personnel attended both the wedding and reception. Anthony Masseth and Mrs. Eunice Masseth were hosts at the reception. Following the reception the couple departed for a short honeymoon, after which they will reside at the home of the groom in San Leandro, Calif.—F. C. FARRAR.

**Lee United**

**CADILLAC, Mich., July 15.**—Org had good crowd at Grandville, Mich., also at Sand Lake, Mich., July 4. Mr. and Mrs. Mike Ceiffrey have joined with jewelry stand, and Mr. and Mrs. Preston with a photo machine. Their son, Lou, is with them but will soon leave for his naval base station. Mr. McQuay has a live duck pond on shows.—LOUIS LICHLINSKI.

**CARNIVAL ROUTES**

(Continued from page 56)

- Silver Slipper: Xenia, O.
- Smith, Geo: Clyde: Cresson, Pa.; Seward 24-29.
- Smith's Funland: Columbiana, O.
- Snapp Greater: Bloughton, Wis.
- Southern Valley: Crossett, Ark.
- Sparks, J. A.: Rogersville, Tenn.
- Strader, M. A.: (Fair) Anthony Kan.
- Standard: Williston, N. D., 19-22.
- Star Am. Co.: Humnoke, Ark.
- State Fair: Wakeeney, Kan., 17-19; Ellis 20-22.
- Stephens Eddyville, Ia., 20-22.
- Stephens, C. A.: Sparta, N. C.
- Supe's (North End) St. Paul, Minn.
- Strates, James E.: Rochester, N. Y.; Bradford, Pa., 24-29.
- Sunset Am. Co.: Brainerd, Minn.; (Fair) Parkersburg 25-29.
- Tatham Bros.: Gardner, Ill.; (Fair) Onarga 25-29.
- Texas: Raymondville, Tex.
- Thomas, W. A.: Cedar Rapids, Neb., 20-21; Clarks 23-26; Hooper 28-29; Henderson Aug. 1-2.
- Thomas Joyland: Ironton, O.
- Towell, T. J.: Worland, Wyo.; Rawlins 24-29.
- Tinsley, Johnny T.: Atlanta, Ga.
- Tivoli Expo: Tuscola, Ill.; (Fair) Woodstock 24-29.
- Trailway: Leesburg, Va.
- Turner Bros.: Pontiac, Ill.
- 20th Century: International Falls, Minn.
- Two City: Rosebud, Mo., 21-23; Marceline 24-30.
- Tyler's: Maquon, Ill.
- United Liberty: Goodhue, Minn., 26-27; Pina Island 28-29.
- United States: Coalwood, W. Va.
- Veterans United: New Richland, Minn., 17-19.
- Virginia Greater: Milford, Del.
- Vivona Bros.: Jersey City, N. J.
- Vogt's Southern: Burkburnett, Tex.
- Wade, W. G., No. 1: Sault Ste. Marie, Mich.; Manistee 25-29.
- Wade, W. G., No. 2: (Fair) Cayuga, Ind., 18-21; (Fair) Indianapolis 25-29.
- Wallace Bros.: (Fair) Yorkton, Sask., Can., 17-19; (Fair) South 20-22; (Fair) Lloydminster 24-29.
- Wallace Bros.: Meath Beloit, Ill.
- Wallace, I. K.: Confluence, Pa.
- Wallace & Murray: Rupert, W. Va.
- West Coast: Roseburg, Ore.; Eugene 24-30.
- Western: Sumner, Wash.
- Wheeler, Eddie L.: Rutledge, Tenn.
- Williams, Ray: Belding, Mich.; South Haven 24-29.
- W. E. Attra.: Marks, Miss.
- Wilson Famous: Wyoming, Ill., 17-20; Macomb 25-28.
- Wilson Greater: Syracuse, Utah, 17-20; Hyrum 22-24.
- Wolf Greater: Windom, Minn., 17-19; Sleepy Eye 21-23; Glencoe 28-30.
- Wolfe Am.: Warrenton, Va.
- World of Mirrh: Lewiston, Me.
- World of Pleasure: Jackson, Mich.
- Yager's United: Perry, Mo.
- Young, Monte: Ogden, Utah, 17-27.
- Ziegler: Renton, Wash.

**Central American Shows**

Celebrations and Fairs starting July 25. Want Ball Games, Cigarette Gallery, Balloon Dart, Scales, Popcorn, Want Bingo and Weggars Aug. 1. Want Show Managers for Girl and Athletic Shows. Will book any Show of merit. Want Foremen for All Rides.  
**MANAGER**  
Superior, Nebraska

**WANTED**

For string of 12 Fairs starting at Macomb, Illinois. One Agent for each, Coke and Weight and Age. No lusers.  
**L. BURTON, WILSON FAMOUS SHOWS**  
Wyoming, Illinois

**WANTED**

Man to operate Grease Outfit on percentage and Cookhouse. Man for Cookhouse Helper, salary and Cookhouse.  
**HARRY VILLEPONTEAUX**  
c/o AYRES & KATHRYN DAVIES CIRCUS as per route

**WANTED OCCUPATION FOREMAN**

Must know the Ride and drive somb. Top salary. Do not misrepresent.  
**LOUIS CUTLER**  
c/o Nessler's Shows, Augusta, Ill., this week; Carthage, Ill., next week.

**WRESTLERS WANTED**

No drunks or agitators. Those who have worked for me before, wire. All wired you; your address unknown—come on, need you.  
**W. M. (TEX) SPENCER**  
c/o Royal Midway Shows  
Waterloo, Ind., this week, or per route.

## AOW Bayonne Spot To Get Face-Lift

ELIZABETH, N. J., July 15. — Boulevard Arena, Bayonne, N. J., a link in the America on Wheels chain of rinks, has closed to undergo a complete interior decoration, it was announced this week at AOW headquarters here. Reopening is set for September 14. The same decorator who designed some of the other beautiful AOW interiors has been retained to redecorate Boulevard.

A new attraction will be twin stages at the rear of the arena. One will be used as permanent location of the organ. The other will be used for presentation of special events. Another feature will be a spun glass ceiling, used by AOW in redecorating its Twin City Arena here a year ago. New treatment of the rear wall is expected to add beauty, and a new color scheme is to be applied thruout.

HOLYOKE, Mass., July 15.—A change in rink operating personnel at Mountain Park here has been announced, with Frederick R. Stinson having taken over the rollery lease. He replaces Charles Sanford, for many years at the park, who plans to center his skating activities at Fort Lauderdale, Fla. Stinson has been in the business since 1936.

**SKATE CASES AT A NEW LOW**

- ★ STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$75 & Down. Sample \$2.47.
- ★ ALL ALUMINUM CASE—The Featherweight Champions. Light, sturdy with satin finish. Former OPA ceiling, \$4.50. N.O.W. \$35.00. Det. Sample \$2.75.

**L. & L. PRODUCTS**  
2019 Glenwood St., Chicago 34, 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 Wheel, Laces, Slickers, etc.

Write for Price List

**CURVECREST RINK "COTE"**  
THE PLASTIC RINK SURFACE

Write  
**PERRY B. GILES, Pres.**  
Curvecrest, Inc. Muskegon, Mich.  
Originator and Sole Distributor

**RINK WANTED**  
TO LEASE PORTABLE Skating Rink, 200 miles from Atlanta, Ga. Agriculture town. I have the spot and the know how. Would lease with option to buy. Not good enough for partnership. Make me a proposition. I will answer.  
BOX Q-392, c/o The Billboard  
Cincinnati 22, Ohio

**WANTED AT ONCE**  
Manager to take over and run 45x90 portable Skating Rink. Just set up in new location in North Ca. Write call once stating salary expected and all about yourself. Must have portable experience.

**LACY MYERS**  
Merian, Ky. Phone 749

**COMPLETE PORTABLE RINKS**  
SECTIONAL RINK FLOORS  
Oldest Manufacturers of Rink Equipment  
**BILT RITE FLOORS & RINKS**  
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**There Is BIG Money in a ROLLER RINK**  
Properly Managed and Equipped With the Best Rink Skates. Ask Us

Write us for Booklet No. 6 on Successful Rink Management.  
Recent Improvements in our Skates make them stronger and better than ever.

**CHICAGO ROLLER SKATE CO.**  
4427 W. Lake St. CHICAGO, ILL.

**No. 778**  
Manufacturers of All Kinds of Roller Skates



**"Fit-Factor" REMOVED!**

**EQUIP NOW WITH KINGSTON... and Eliminate Odd Size Rental Stock**

**ADJUSTABLE (Pos-Tiv-Lok) CLAMP TYPE RINK ROLLER SKATES**

WRITE FOR COMPLETE INFORMATION

**KINGSTON PRODUCTS CORP.,** Hdq. Div., 88-11, Kokomo, Ind.



### Recent Lawsuits Reviewed:

## Important Decisions Briefed As Service to Rink Operators

By Leo T. Parker

(Recently the higher courts rendered several outstanding decisions likely to assist owners and officials of rinks and other places of amusement in avoiding local controversies. Not a few of these citations may be used advantageously to win unavoidable lawsuits. To provide an easy-to-understand briefing of these decisions, The Billboard engaged Leo T. Parker, an attorney specializing in the briefing of amusement business cases, to compile a review of recent important cases.)

**F**EW OPERATORS of roller rinks realize the importance of introducing testimony of employees, and even the proprietor himself, in suits filed by injured patrons.

For instance, in Carrara vs. Noonan, 31 Alt. (2d) 424, it was shown that a patron of a roller rink sued to recover damages because her right leg was broken in a fall when skating. She alleged that the proprietor was negligent in permitting the floor of the rink to be rough and littered with foreign substances and debris.

During the trial the rink manager testified he did not see the girl fall, but saw her carried away from the place where she fell, and he then examined the floor and found nothing on it and no roughness or unevenness in it. The proprietor testified he talked with the girl right after she fell and took her to a doctor; that she did not say to him at that time the floor was rough, but made to him the statement that her skate came in contact with her girl friend's skate and she fell. In her testimony she denied making such a statement. Nevertheless, the higher court refused to allow the girl any damages.

#### No Admission

Modern higher courts consistently hold that the proprietor of a park into which no admission charge is made is not liable for negligence of his employees.

For illustration, in Pohland v. Sheboygan, 27 N. W. (2d) 736, it was shown that a patron was injured when a toboggan on a slide ran into an obstacle.

The higher court refused to hold the proprietor liable because the testimony showed that no admission was paid by patrons who used the park and various amusement devices.

For comparison, see Gorsuch vs. City of Springfield, 61 N. E. (2d) 898. Here it was shown that a park superintendent carelessly applied a lighted match to the pilot light of a water heater, with the result that there was immediately a terrific explosion of escaped gas which inflicted serious injuries upon patrons in the building. These persons sued for damages for serious injuries sustained.

The higher court held the pro-

prietor liable because admission was charged for admittance to the park, saying:

"Under the evidence, the jury was amply warranted in finding that the park superintendent was negligent in attempting to relight the automatic water heater without complying with the instructions relating thereto."

#### Stockton Benefit Draws Big

STOCKTON, Calif., July 15.—Two packed houses saw *A Miner's Dream*, a show presented June 11 at Stockton Rollatorium as a benefit for the rink's amateur fund, reported Manager Paul J. Gilbert, who directed the show. Proceeds will be used to send Stockton skaters to the July 17-22 nationals of the United States Amateur Roller Skating Association at Moonlight Rollerway, Pasadena, Calif. The 20-act show, featuring the work of such skaters as Barbara Ziem, Dolores Cummings and Gary Bradley, drew laudatory expressions from press and public. New this year were special dressing rooms, a \$300 curtain the width of the rink and a 22-foot drop curtain.

Hartford (Conn.) Skating Palace has gone on summer schedule, with the rink open Thursday nights thru Sundays.

## Pennsville Rollery To Day-Night Sked

PENNSVILLE, N. J., July 15. — Riverview Beach Park Roller Rink here will be kept open day and night for remainder of the summer, it was announced this week by L. K. Chrisman, park manager.

The rink, Chrisman said, has been doing excellent business and the decision to operate during the day is an effort to meet the demand of patrons. The park has good daytime patronage, as the Wilson Line out of Philadelphia makes the park a terminal. Recorded music will be provided for afternoon sessions.

WILDWOOD, N. J., July 15. — Louise Duncan has taken over week-day evening hours at Convention Hall here to operate Del-Phi Skating Rink. Her husband, Ture Duncan, promotes wrestling and roller derby shows on Saturdays and Sundays in the hall. Skating admission is 50 cents plus tax for 8 to 11 p.m. sessions, Monday thru Friday. Recorded music is offered.

**PENNA ROLLER RINK FOR SALE**

Frame & Con Blocks, 124x150. Est. 12 years, doing excellent business; sacrifice for 60% of value; rental from part of bldg. will pay light, heat and taxes. \$25,000 down; Write: BOX D-398, care Billboard, Cincinnati 22, Ohio.

**BEST BUILT RINKS**

We build any size interchangeable sectional floor or complete rink. We are the largest manufacturer of skating rinks with the most experience of building and operating. Let us help you make big money with an A-1 outfit, 40-100-ft. Rinks ready to go for immediate delivery. Built to make operation and erection easy. 500 mile free hauling and over 500 miles very reasonable. Write, wire or phone for special price.

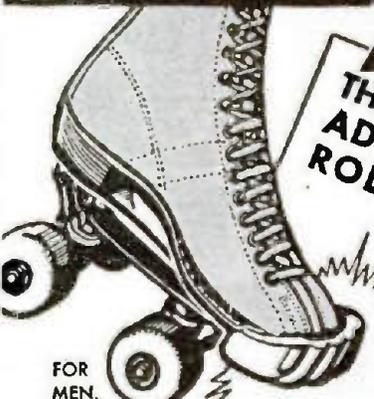
**GOLD'S PORTABLE RINKS CO.**  
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**GENUINE PRO-TEK-TOE**

**Toe Stop**

**THE GREATEST ADVANCEMENT IN ROLLER SKATING HISTORY IN YEARS**

FOR MEN, WOMEN AND CHILDREN



PRO-TEK-TOE Skate Stop, made of tough white rubber, beautifully streamlined in design, is creating a sensation among roller skaters everywhere. Just a few of the highly desirable features of PRO-TEK-TOE are:

- ★ Stops you IMMEDIATELY!
  - ★ Protects skate shoe toe from scuffing!
  - ★ Give skaters greater confidence!
  - ★ Fits all roller skate shoes!
  - ★ Adds to skate shoe beauty!
  - ★ Eliminates floor scratches!
  - ★ White rubber leaves no streaks!
  - ★ Helps to avoid rink accidents!
  - ★ Hidden steel washer makes PRO-TEK-TOE more durable—longer lasting!
- 

Roller rink operators and wholesale Sporting Goods Agencies throughout the country are stocking up now to meet the growing demand for this fast-moving, "sell on sight" item. Ask your dealer or write for additional information direct.

**PRO-TEK-TOE SKATE STOP CO.**  
819 NORTH 10TH ST. ST. LOUIS, MO.

PHILADELPHIA, PA.

**WE POSITIVELY DELIVER THE SAME DAY AT THIS NEW PRICE—NO "IF'S OR AND'S"**

The newest sensation of the year

**The New HOLLYWOOD GLAMOUR GIRL PENCIL**

SELLING LIKE WILD FIRE



Big Flash. It propels the pencil and has a beautiful gold finish. All you have to do is press the top of the pencil and the bright lights up and shows the most beautiful girl in the world. It is really a knock out. Assorted beautiful strips.

**\$3.00** Per Doz.

**\$35.00** Per Cr.

Sample \$1.00.

This is one of the outstanding numbers of all time.

Dream Girl Hollywood Floating Pencil with beautiful girls.

**DOZEN \$4.00**  
**GROSS \$43.00**

Terms: 25% deposit, balance C.O.D.

**HARRIS NOVELTY CO.**  
1102 Arch St., Phila., Pa.  
Phone: MA 7-9848

This firm has no branch in the country. Philadelphia is the only city in which their store is located.

PHILADELPHIA, PA.

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FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

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(Continued on page 82)

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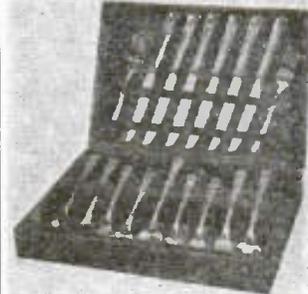
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| X34N4 | 8 inch     | 24.00   |
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| No.     | Description             | Per Gr. |
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| X45N14  | 16 inch Coolie Hat      | 27.00   |
| X44N88  | Spanish Hat             | 35.00   |
| X46N87  | Cholo Hat               | 25.50   |
| X46N104 | Flat Top Ten Gallon Hat | 42.00   |

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| No.    | Description                       | Per Gr. |
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| X17N8  | Baton With Bell                   | 13.50   |
| X17N7  | Swagger Cane                      | 8.00    |
| X17N10 | Lash Whip                         | 12.00   |
| X15N1  | Pennant Cane, HEAVY, Per Thousand | 18.00   |

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| No.    | Description            | Per Gr. |
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| X38N74 | 4 inch Donald Duck     | 6.75    |
| X38N72 | 2 1/2 inch Frog        | 3.75    |
| X38N73 | 2 inch Spider          | 3.75    |
| X38N79 | 2 1/2 inch Hula Doll   | 3.75    |
| X38N80 | 4 1/2 inch Hula Doll   | 6.75    |
| X38N75 | 2 1/2 inch Spider      | 6.75    |
| X38N76 | 1 1/2 inch Devil       | 6.75    |
| X38N77 | 4 1/2 inch Skeleton    | 3.75    |
| X38N78 | 4 inch High Hat Monkey | 7.20    |
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|--------|---------|
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| 4 inch      | 8 inch      | 12 inch     | 8 inch      | 12 inch     |
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| \$ 8.00 Gr. | \$24.00 Gr. | \$48.00 Gr. | \$ 8.00 Gr. | \$24.00 Gr. |

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| 2 1/2" Donald Duck | 2 1/2" Spider | 2 1/2" Devil | 4 1/2" Skeleton | 4 1/2" High Hat Monkey |
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REPTILE LIST FREE—HOBBY CATALOG for: Weasels \$3.25 thousand, Chameleons \$12 hundred; also Turtles, Lizards, Salamanders, Frogs, Cages, Quivira Specialties, Topeka 41, Kan. j22

SNAKES — RETICULATED PYTHONs, FAT bodied, good feeders, clean mouth, 22ft., \$650; 19ft., \$350; 17ft., \$400; 16ft., \$350; 18ft., \$300; African Rock, 5ft., \$50 each; lesser Reticulated Snake, \$25 each; siamese Crocodiles, about 3 ft., \$50 each. Trefflich, 228 Fulton St., New York.

SPOTTED LEOPARD — EXTRAORDINARY Cat, tame as dog, 10 months old, 100 lb. male, beautiful coat, \$850; Spotted Leopards, outstanding cat, 4 year old male, \$500 each; African Tiger Cat, ferocious, good for cage exhibit, female, \$75; Binturong, gray coat with silvertips, female, \$200; Golden Cats from Asia, One Pair and Extra Male, \$200 each. Trefflich's, 228 Fulton St., New York.

WILL SELL COMPLETE DOG ACT WITH PROPS, first \$400.00 sets. It. Box #C-180. Billboard, Cincinnati, O.

BUSINESS OPPORTUNITIES

ADVERTISE IN 100 WEEKLY NEWSPAPERS' magazine section, 24 words, \$3.75; rich Southern. FourWeeks Advertising, 141 E. San Marcos, Tex. j22

AMAZING NEW MAGAZINE—NO OTHER magazine in the world like new "Here's How", every page devoted to schemes, plans, ideas for making money—at home or outside, full or spare time; tells how to start own business, how to sell personal services, how to make money pay for it, how to get out of financial independence; every story and article practical, stimulating, inspirational; get copy first issue of "Here's How" out of pocket for only 25¢; one idea in this amazing new magazine may be worth \$1,000 to you; be first in your locality to read "Here's How". Rush form and 25¢ to Raymond H. Bannister, 1812 Jarvis Ave., Dept. CI-21, Chicago 26, Ill. j29

A MILLION ELECTRIC SISTERS ARE COMING to you to give you the best in and out doors; portable; a 10 year old can handle; state rights for sale. Dr. Roberts, S. Patterson, Valdosta, Ga. j22

ANALYZE HANDWRITING FOR PROFIT! Complete outfit, \$1, including Charts, Signs, Instructions. FourWeeks Advertising, 141 E. San Marcos, Tex. j22

A TERRIFIC MAIL ORDER MONEY-MAKER—Receive 100 letters every day, each containing a question or statement. Send \$5.00 six formulas that will convince you too. Perrot, 1701 Linden St., Wilmington Del.

COMPLETE ROLLER SKATING RINK, 40'x100'; 120 pair skates, music, top, floor; good and; \$500.00. Mrs. Lyle, care Sunset Coasts, Tex.

COMPLETE OPEN-AIR THEATRE WITH CON- ception and living quarters; new Ampre projector 16mm., 20 miles from heart of Phoenix, Ariz.; metal building, color lot; seats 300, \$3,300 cash. Write: Joy Theatre, P.O. Box 122, Elmirage, Ariz.

EARN MONEY AT HOME WITH YOUR TYPE- writer! Spare time! Details free. Edwards, Publisher, 3915-D, 12th, Des Moines 13, Ia. su13

POOL YOUR FRIENDS! FAKE WEDDING dresses, \$1; Fake divorce papers, \$1. United Sales Co., P. O. Box 636, Reading, Pa. su5

FOR SALE—BROWNWOOD, TEX., PLEASURE Park, one city block; Kiddie Ride, Golf, Soft Ice Cream Concessions; year around business netting \$1,000 a month; established eleven years; or similar park in Snyder, Tex. Write to J. Deane Williams, Box 543, Brownwood, Tex.

FREE FOLIO—700 MONEY MAKING DEALS; unusual items, steady sources. Write: Reynard Service Bldg., Smithfield, O. su12

HOW TO OPERATE GENERAL MERCHAN- dise store without capital; sell everything; proven plan \$06. Box 328, Paragould, Ark. j22

JUNK BOX BUSINESS IN MOBILE FOR SALE; 40 boxes on good locations; big stock of parts and equipment, including truck, will sacrifice. Box C-155, care Billboard, Cincinnati, O. j22

MAGAZINES — TRADE AND CLASS, HELP you get ahead; choose from 1,200 publications through our Easy-To-Get-Acquainted Service; available in 100 professions, spots, hobbies or other interest; latest copy particulars and price list free. Commercial Engraving Pub- lishing Co., 348 North Ritter, Indianapolis 19, Ind.

NEW HOUSE TRAILERS FOR SALE—BUY Di- rect from factory outlet; save \$200 to \$1,000; priced \$694 and up; all sizes; write or see us. Manufacturers & Dealers Outlet, Inc., 211 Equity Bldg., Elkhart, Ind.

QUICKLY BUILD YOUR PAYING MAIL order business; our deals are good. A. S. Spencer & Co., Mokena A. Ill.

SELL SNOWBALLS—88 BUYS ICE SHAVER that shaves into the cup and enough flavor and cups for thousand snowballs; \$8 buys regu- lar shaver and flavor for 500; illustrated cir- culars free. Snowball Co., 9534M Lamturner, Jacksonville 6, Fla. j29

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second Hand Coin Machine Bargains will be found on page 91 in this issue.

COSTUMES, UNIFORMS WARDROBES

CLOWNS' BURLESK COMICS, MINSTREL Wigs, Props, Accessories, Free Lists (As- sortments, 85) "Happy" Morgan's Clown Head- quarters, 2404-N. Fifteenth, Philadelphia, su5

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up, no catalog; state wants. Gultenberg, 9 W. 18th St., New York 11, N. Y. oc7

FORMULAS & PLANS

BARBEQUE SAUCE (CONCENTRATED)—HALF tablespoon to fourteen ounce bottle catsup makes delicious sauce; cooking unnecessary; \$3 per quart, express collect. Tampico, 3806 Brooklyn, Kansas City 3, Mo. j29

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—50 Complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$125. Krinsky Corp. 120 S. Halsted Chicago, Ill. j22

EXCEL POPCORN MACHINE, PRACTICALLY new, electric (not coin operated); 7.0b. \$59.00. Old Fort Davis, Fort Davis, Tex.

FOR SALE—POP CORN VENDING MACHINES, non-coin; sacrifice price. Henry Oron, 1121 Howell, Peoria, Ill. j29

SUPER WEYARD FLOSS MACHINE, HAND- Rolled Candy Cones, Echols Ice Shaver, new geared Popper Kettle. James Rosetter, Albany, Ohio.

\$850 TAKES 20 35MM. SUPERIOR SOUND Projectors with equipment and features. A. Kollman, 384 Dewey Ave., Buffalo 14, N. Y. j22

FOR SALE—SECOND- HAND SHOW PROPERTY

ALUMINUM GRAB JOINT—24'; EQUIPPED with Living Quarters, Tandem Wheelie. Lee Steber, R. #1, Spring Valley, O. j29

A SPECIAL SALE—16MM. SOUND FEATURES; many priced at \$50; no junk prints! Free list. M. Adair Co., 6926 Roosevelt, Oak Park, Ill. j22

BALLROOM and RINK LIGHTING, NEW—Crystal Showers, Spotlights, Color Wheelie. Newton, 23 W. 14th St., New York City.

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens. G.O.S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19, N. Y. j29

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. j22

CONCESSION TRAILER, FACTORY BUILT, under 14 months, with or without equip- ment, popcorn, apples, snow or take backer. Al Esposito, 1821 McKelderry St., Baltimore, Md.

CREATORS, STAR, LONG-EAKINS POPPERS, Peanut Roasters, Geared Kettles, Copper Caramel Candy Kettles, Gasoline, Bottled Gas Equipment. Northside Co., Indianapolis, Ind. j22

FOR SALE—FLAMEPROOF TENT, 50X110; Seats for 1,200 people. Light Plant, Panel Sound Truck, Three good Trucks, Two Factory Built House Trailers, Scooter with Sidecar, Two Concession Tents, all any size. A. N. Stafford, 889 Texas St., Mobile, Ala. Phone 3-1438. j29

FOR SALE—10-SEAT KID CHAIRPLANE, new, never used. M. G. Lyman, 332 N. Deides, Glasgow, N. J.

(Continued on page 84)

JULY SPECIAL We need volume buyers. Special men's watch only \$2.61 (6 or more) Complete with metal stretch band. 30-day time limit on this offer. WRITE FOR FREE CATALOG 10% Deposit, Balance C. O. D. SAMPLE \$4.00. HOT SALES BOARD ITEM! Never before have you seen a Precision Time- piece with all these features at this LOW PRICE! Order Now for Immediate Delivery. MARVEL WHOLESALERE WATCH CO. 501 PINE ST. ST. LOUIS 2, MO.

BAG of FUN Here's a Laugh a Day! FUN FOR EVERYONE! Complete assortment of hilarious novelties including water squirts, liars, etc. Cellophane packed. \$5.40 DOZEN (\$4.80 DOZEN IN CROSS LOTS) 25% deposit on C. O. D.'s. (Allow for postage) RO-LA Novelty Co., Dept. BF 907 Broadway, N. Y. C. 10 OR. 2-7060

6000 Smash Hits—In 460 Page Wholesale Book Dealers, agents, salesmen and jobbers, you will find the best book buying with the best Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1927 our money back guarantee is a source of confidence to all buyers. 25¢ brings you this latest 1950 wholesale catalog of Tied Sellers. You may take credit for the 25¢ on first order, in that way the Book will not cost you any money. Get your copy now before supply is depleted. SPORS CO., 7-50 Lamont, La Center, Minn.

BINGO Heavy Cards, Specials, Cages, Blowers, Transparent Markers. Write for bulletin AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

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|---|-------------------------------------|----------------------------------|---------------------|
| Special Dart Balloons                                 | 45 Cr.                              | Imported Hawaiian leis           | 1.75 Cr.            |
| 4 1/2" Asst. Color Balloons                           | 1.00 Cr.                            | American leis                    | \$2.25 & 3.50 Cr.   |
| 7" Asst. Color Round Balloons                         | 2.00 Cr.                            | Comic Savings Fall Nat Bands     | 1.25 M.             |
| 8x24 Asst. Color Balloons                             | 2.75 Cr.                            | Worth \$31 Baseballs             | 2.25 Dz.            |
| 9 in. Asst. Color Round Balloons                      | 2.75 Cr.                            | Swagger Canas                    | 8.00 Cr.            |
| 11 in. Mottled Animal Print Balloons                  | 4.50 Cr.                            | Crook Handle Canes               | 2.00 Dz.            |
| 14 in. Mottled Kat Balloons                           | 6.00 Cr.                            | Western Horses                   | \$1.50 to 19.00 Dz. |
| 24 in. Balloon Reed Sticks                            | .50 Cr.                             | Electric Gold Plated Horse Cocks | 4.50 Dz.            |
| 23 in. Heavy Balloon Reed Sticks                      | 1.00 Cr.                            | Large Plush Bears                | 30.00 Dz.           |
| Flying Inside Whistling Birds                         | 9.00 Cr.                            | Glamour Girl Dolls               | 36.00 Dz.           |
| Cowboy Lash Whips                                     | 12.00 Cr.                           | Beacon Blankets, Case Lots       | 2.50 Dz.            |
| Lancaster Red, White & Blue Batons                    | 12.50 Cr.                           | Slum—Pocket Combs                | 1.00 Cr.            |
| Silk Parasols   | \$4.00, 6.00 & 7.50 Dz.             | Wedding Rings                    | .75 Cr.             |
| American Fur Top & Tail Monkeys                       | 27.00 Cr.                           | Cigarette Holders                | 1.75 Cr.            |
| Imported Fur Monkeys                                  |                                     | Blow Outs                        | 1.00 Cr.            |
| Feather Callioid Dolls                                | \$4.00, \$8.40, \$16.20 & 21.00 Cr. | Finger Traps                     | 1.00 Cr.            |
| \$8.10, \$9.40, \$14.40, \$17.20, \$28.00 & 49.00 Cr. |                                     | Swiss Warblers                   | 1.00 Cr.            |
| Feather Back Dresses                                  | 9.00 Cr.                            | Return Balls                     | 4.50 Cr.            |
| Jocks—Circus Monkeys                                  | 9.00 Dz.                            | 46-Lianna Comic Buttons          | 1.00 M.             |

25% Deposit—Balance C. O. D.

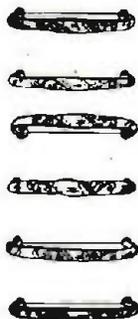
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| MA 12—Jap. Charm Knives, Cr.         | 2.00   | MA104—Dart Balloons, Cr.         | .55    |
| MA 13—Finger Traps, Cr.              | 1.00   | MA105—Feathered Darts, Cr.       | .55    |
| MA 14—Fur Monks, 5 in. Cr.           | 4.50   | MA106—Daisy Cork Guns, Ea.       | 5.25   |
| MA 15—Imp. Hawaiian Leis, Cr.        | 1.75   | MA107—Corks, Per 1000            | 2.50   |
| MA 16—Imp. Flying Birds, Cr.         | 6.00   | MA108—Hoop-La Rings, Ooz.        | .70    |
| MA 17—Jap. Paper Parasols, Cr.       | 8.50   | MA109—Cane Rings, 100 for        | 4.50   |
| MA101—Baseballs, Doz.                | 2.00   | MA110—Clothes Pin Rings, 100 for | 4.50   |

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Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Mats, Canes, Ball Game Specials, Bingo Merchandise.

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Delightfully realistic, made of soft, fleshlike plastic rubber. Looks lifelike and feels like real DEK-LAT MOULDED CURVES and LOTS OF GOMPHII 4" in height. She WIGGLES, she SHIMMIES, she SHAKES, she BUMPS and GRINDS! A real burlesque THRILLER! You make her do all these fascinating movements with a cleverly concealed mechanical device. This item is copyrighted and any infringement will be prosecuted to the full extent of the law. \$7.20 sample dozen, \$72.00 per gross. Send \$1.00 for sample. **ORDER NOW...** be the first in your territory.

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The cutest little pup you ever saw. He walks around in circles, sits up and begs and continues walking. Genuine fur covered wind-up motor. Will be **HOTTER** than the walking bear. \$7.20 dozen, \$72.00 gross. Send \$1.00 for sample.

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"Wow, what a pair of LIPS!" PLASTIC, lifelike rubber... terrific seller. Very realistic, with feather hair-do. \$18.00 gross, with stick. \$19.60 gross, with suction cup. Send \$2.00 for sample dozen.

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Pocket projector uses common flashlight batteries, comes complete with 40 BEAUTIFUL FULL-COLOR ART TRANSPARENCIES LOVELY HOLLYWOOD MODELS. Projects clearly. Now only \$16.50 doz. Sample \$2.00.

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IN BEAUTIFUL ASSORTED COLORS... PLASTIC WITH FEATHERS. Amazingly low price of \$7.99 gross. \$7.20 in 5 gross lots.

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**New!** With Automatic Window Calendar Watch, Distance and Stop-Watch Features: Large Red Sweep Hand, Chromium Case, Unbreakable Crystal. Plus "Nite-Glow" Numbers.

Complete with Band Jeweled Movement \$4.95 Gross

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| Lots of 60 | \$5.10 |
| Lots of 12 | 5.75   |
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Individually wrapped with \$22.50 price tag, including simulated pigskin pouch.

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| SINGLEHEAD \$1.50 | DOUBLEHEAD \$2.25 |              |
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| Lots of 12        | 1.75              | 2.50         |
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25% Deposit, Balance C. O. D.

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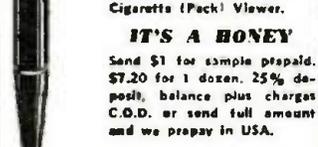


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"MILD" Viewer—20 Lively NEW ART STUDIES in a MILLO Cigarette (Pack) Viewer. IT'S A HONEY Send \$1 for sample prepaid. \$7.20 for 1 dozen. 25% deposit, balance plus charges C.O.D. or send full amount and we prepay in USA.

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TAKE A CHANCE

Send 75¢ for one or \$2 for three FAST PUSH CARD DEALS prepaid in U. S. A. Each deal consists of merchandise and card, takes in \$3. AL HAWKINS AND CO. Box 1285, Sioux City, Iowa

FOR SALE—SECOND-BAND SHOW PROPERTY

(Continued from page 32) FOR SALE—COMPLETE PORTABLE SKATING Sectional Floor; now operating in Landoval Hill; good condition; some terms. Contact Robert L. Jones, Landoval, Ill.

FOR SALE—ONE BOLL-A-PLANE CREEP, in 1949 March 18th, P. M. Rumble, Petersburg, Ind.

FRENCH FRIED AND BOOT BEER CON- ception for sale; reasonable. Write Orif Kelefi, care Indian Point Park, Peekskill, New York. Jy29

HORSES—24 NEW ALUMINUM UNPAINTED; suitable Kiddle Ride, \$32 each. M. Hargrove, 915 Pearl St., Camden, N. J.

LONG-RANGE LEAD GALLERY ON 1941 Ford truck; Short-Range Lead Gallery on trailer; Corv Gallery; new 10x10 Ballist Dart Game, excellent condition; reasonably priced. Alex Elch, 1085 Enright Rd., Rochester, N. Y.

MECHANICAL SHOW—MOUNTED 2 WHEEL Trailer, adds 1st down a county fair; sell cheap. Jerry Sanford, Urich, Mo., Box 265.

"POLAR PETE" SNOW CONE MACHINE— Like new; sacrifice for \$150.00. Write Mrs. Leo Zimmers, Myrtle Creek, Ore.

SACRIFICE—AMPLIFIERS, GENERATOR, Siltions, Fresh House, Trailer, 1/2-Ton Dodge Truck, Punch Judy Show (1st cent), Box 971, Philadelphia.

THEATER SEATS—MANY RECONDITIONED Folding Chairs, Tents, Film Projectors, Slide- wall, Screens. Lone Star Film Co., Dallas, Tex. Jy23

TRAIN—MINIATURE GASOLINE, PERFECT condition; four cars, track, everything com- plete; can be seen in operation. Sacrifice, \$850. Write Box 323, Blount, Miss.

TRUCKS—47-50 MODELS; SOME SLIGHTLY used; National credit setup; L. O. Mantoul; write about your transportation needs. Rogers Chevrolet Co., "Where Travelers Trade," Mantoul, Ill., Home of Chevrolet Air Force Base. Jy28

TWO PONY CHARIOTS WITH CLOTH COV- ers for two or four abreast; factory made; sixty-five dollars each; one hundred twenty five for the pair. Sylvester Paudler, Waterloo, Ill.

WALK-THRU SHOW—PANEL FRONT, TOP and inside; ready to show; \$125.00; graded to ship. Write Covered Wagon, 223 Spillman, Ralls, Mo. Jy29

1 40x40 PORTABLE ROLLER RINK, NEW Tent, 100 Pairs Chicago, Chicago, Electric Pop Cooler, P. A. System, Assortment of Repairs; just set up in this location; rink made by J. J. J. Co.; can be seen at Car- tylie, Ill. Denton Roller Rink, General De- livery, Carlyle, Ill.

8 CAR KID RIDE, 24x3 PHOTO OUTFIT, complete; Root Bear Barrel Carbonator; Dory Bus, new motor; 8 by 8 joint; every- thing for \$350. L. W. Burnett, Bowling Green, Ohio.

30x50 FLAMEPROOF TENT, SQUARE ENDS, first class condition, stored Iowa. James Harco, 200 Hubbard Ave., St. Louis.

8100 BUILDS 12 PASSENGER KIDDIE CHAIR- plane; complete plans, \$5; free 19 plan cat- alog. Brill, 225-B N. University, Peoria, Ill.

MAGICAL APPARATUS

AAAAA—3-HEADED NICKELS, \$1.00 EACH. Heads or tails. Jet Motivation, Clifton, N. J. Jy29

AAAAA—WHOLESALE TRICK CATALOG, 100; 1000's; Novelties; Magic; Specialties; (Pitchmen's Headquarters) Arlano Mfg. Co., 442-B Garmentown, Philadelphia. Jy29

A NEW SUB-MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitch- ers; cost less than you could easily conceive; brochure, specification, price. Write Nelson Enterprises, 336-B S. High, Columbus, O. Jy28

BLUEPRINTS, MINDREADING PUBLICITY, Escape, Books, Chemicals; professional list, 30¢. Genova, C. P. O. Box 217 Dept.-3, New York 1. Jy28

NEW S CATALOG MINDREADING, MEN- telism, Spirit Effects, Horoscopes, Forecasts, Curses, Palmistry, Crystallog, Books; 154- page illustrated catalog, 30¢; wholesale, Nelson Enterprises, 336-B S. High, Columbus, O. Jy28

VENTRILOQUAL (\$45 UP); PUNCH FIGURES, \$12 each dressed; Wigs, Eyes, Acta, etc. Spencer, 3240 Columbia 7, Minneapolis, Minn. Jy22

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Gag Pictures; catalog 10¢. Baid, The Lightning Cartoonist, Oshkosh, Wis. Jy23

312-PAGE CATALOGUE OF 2500 TRICKS— Postcard, prior, mass, world's finest magi- cian; send \$1.50 for catalogue (refund first \$6 order). Kanter's, B-1311 Walnut, Philadel- phia 7. Jy29

MISCELLANEOUS

BELLY TANKS, \$9.95; STEEL, SIX OR TEN foot size, free picture. Buck's Auto Truck- line, 1823 "L", Merced, Calif. Jy22

CALFSKIN LEATHER ZIPPER, SADDLE DE- signed Wallets, \$4.95 retail; sell; \$21 dozen; 100¢; sample, \$1.42; Home Sales, 2811 W. Homer St., Chicago 47, Ill. Jy22

HAMMOND ORGANIST—SEVERAL YEARS' experience roller rinks; reliable; references; available for fall season. Box #C-161, Bil- board, Cincinnati, O. Jy22

PITCHMEN—CLEAN MERCHANDISE, AIR- dark Farmers' Market, Hicksville, L. I., N. Y. Jy22

SIDEWALL—WATERPROOF AND MILDEW- proofed, complete with grommets and rope; Green or Khaki, approximate 8 x 100', \$24.00; 7'x100', \$22.00; \$12.50; \$24.00; 10'x100', \$28.48; 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. Jy22

THREE LINE RUBBER STAMP; OF YOUR name and address in neat pocket case with inked pad, \$1; on your desk in your pocket or lady's handbag, it's always ready for marking packages, envelopes, circulars; show people, get one of permanent address; splendid for family gift or son, daughter or friend. Joe Langdon, Oil City, Pa. Jy22

300 ASSORTED PEARLS AND COLORED Beads, assorted sizes, \$1 while they last. Field Bros., 39 So. State, Chicago 3. Jy22

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NOTICE—SUMMER EDITION, CIRCUS WORLD Magazine, canceled; next issue December. "Want Ads", Circus, Box 606, G. P. O., Los Angeles 33, Calif.

REWARD—INFORMATION LOCATING "Bio" Frank Drezzi; travels with Schull trailer and Florida car tag 1 E/T 3031; informa- tion confidential; not trouble. Nick Sellati, 3751 Fair Isle St., Miami, Fla.

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COMIC FOREGROUNDS AND BACKGROUNDS: Photo Mounts, Chemicals, Paper, Rings and Comic Cards for small photos. Miller Supplies, 1539 Franklin, St. Louis 8, Mo. Jy29

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425 Brand New • Written 1-Year Service Guarantee • 4 Flushing Rhinestones and 100 Gold Plated Music • Genuine Swiss Movement • Looks Like \$50 Watch Individually Gift boxed • Genuine Leather Strap (Matching Gold Plated Link Expansion Band, \$1.90 Add'l.)

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Just watch these 8 wonderful performances:  
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\$4.25

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Genuine Mother of Pearl Pistol Lighter, fully automatic, doz. \$18.00  
Camera Lighter, doz. \$8.00 & \$13.00  
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Peep Show Flash Pencil, doz. \$5.50  
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3 P. Pen Set Pen, Pencil, Ball Point Pen, better quality, doz. \$4.50. Gr. \$5.00  
Send \$10 for ten samples, retail value \$10.

Just Out! FOUR COLOR PEN-CIL—Write in blue, green, black. Copy of 83 number, doz. \$4.15  
VISIBLE FLUID LIGHTER, 6 months, 1 filling, in gold finish, doz. \$4.25

Wolf Pack (the original), doz. \$11.00  
25% Deposit, Balance C. O. D., Plus Postage. We Prepay With Full Remittance.

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Rogers Anti-Tarnish Chests,  
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Many other sets available.

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NATIONALLY ADVERTISED—BRAND NEW  
8-inch, \$2.75; 10-inch oscillating, \$4.25;  
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12 IN. HEAVY DUTY, ONLY \$9.00  
UL approved. Unconditionally guaranteed. Immediate Delivery—Continuous Supply, \$20 Min. Order, 25% Dep., Bal. C. O. D.

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You get action with Pioneer Qualatex Roy Rogers Balloons. Blow 'em up and they're sold! Just as popular as balloons as he is in movies, radio, records and comic books. Cash in on Rogers' popularity—no effort—these balloons sell on sight: No. 9-RR Round, 2 color print—also available in Nos. 8-RR and 11-RR Round, No. 817 Toss-Up. Pitch them—they pay! Write The Pioneer Rubber Company, 107 Tiffin Road, Willard, Ohio.

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## HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2

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ADVANCE MAN-PARTNER, HORROR and Magic Show; unit complete; state all first letter. Write Box 258, Route 51, Elkhor, Wis. j22

ALTO CLAR. WITH AUTHENTIC LOMBARDO and all-round conception wanted for established, styled, regularly working band in NYC vicinity. Write Bobby Meyers, 110 W. 49th St., NYC. Phone Circle 5-5242. j22

DRUMMER—YOUNG, NEAT, WHO SINGS ballads, to join organized combo at once; wire for details. Combo 406 1/2 Voorhies St., Lafayette, La. j22

GIRLS-GIRLS-GIRLS WANTED AT ONCE. Preferably show girls or show show girls. Jack Curley, c/o Paul Sign Co., 247 W. 46th St., N. Y. C. j22

GIRL MUSICIANS—PIANO, BASS OR DRUMS. To join established combo; state experience, age. Box 368, Billboard, Chicago, Ill. j22

MUSICIANS—COMMERCIAL TWO-BEAT Band; steady; sleeper; bus; state previous bands, age and salary. Buddy Bair, Box 115, Colmae, S. D. au22

PIANIST PLAYING CAVALLO STLYE; outstanding Latin montunos; must read, society band; state minimum; also Lead Trumpet, Accordion, Tenor doubling Violin. Box 36-159, Billboard, Cincinnati, O. j22

PROFESSIONAL BASS SINGER—MIDWEST'S leading male quartet, holding enviable staff position at 50 New Clear Channel, has openings for bass with radio ensemble experience; must read at sight; attractive hours and income. Send full and complete history of experience to The Songfellows, W.H.O., Des Moines, Iowa. j22

WANTED—GOOD STRONG COMIC THAT knows sets and bits; those doubling instruments and specialties preferred; for show opening September 1; no drinks or character; top salary guaranteed; state all in first letter. Write or wire Johnnie Silvers, Alliance, Neb. j22

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors, complete outfits; illustrated catalog free. Mill Zeis, 728 Lesley, Rockford, Ill. au29

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RINK OPERATOR WISHES TO BUY NEW and Used Shoe Skates and Clamp-On Skates in good condition; will also consider any repair parts or equipment if priced right; need Organ and P.A. System. J. W. McGarry, 765 McKewin Ave., Baltimore 18, Md. j22

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With quality finish and craftsmanship. The best value by comparison anywhere.

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A Mounted Original Western Designed Metal Horse, 16 1/2" high, with case 4" high by 4" wide. True Western motif. Overall size—11 1/2" high by 17" long. Individually boxed.

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- Sweeper Capes—Lancaster ..... Gr. 7.80
- Newallien Leps—U. S. A. ..... Gr. 3.90
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with Gold  
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HEAD CAMEO  
Gold Flash  
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PLASTIC, HINGED-COVER RING BOXES to hold either single Men's Ring or Ladies' Bridal Pair. Assorted colors.  
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Send for Free Catalog. Minimum order 1 dozen. Send 25¢ with order. balance C. O. D.

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5c a Word, Minimum \$1

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No charge accounts.

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**DYNAMITE—I IMITATE ANYTHING ON VIOLIN, magician; also want work with circus side show. Ray Lynch, R. D. 2, Coatesville, Pennsylvania. 1/22**

**PROFESSIONAL COMEDY JUGGLER WITH some experience as carpet clown desires to get into clown alley, roller, sobber, and ventriloquist. Norbert Provost, 199 Sweet Ave., Pawtucket, R. I.**

**MISCELLANEOUS**

**MALE, 36, MENTALIST-EMCEE—CAN DOUBLE actor, dancer, female impersonator, medicine man; want manager, partner, consider any terms, white, colored. Box C-154, Billboard, Cincinnati, O.**

**PROF. E. SPIES, THE HOLY MAN AND GREAT Divine Healer at leisure. 202 Lyell Ave., Rochester, N. Y.**

**MUSICIANS**

**A-1 SOCIETY DRUMMER—AVAILABLE immediately, authentic Latin on timbales, completely experienced, eat any show, read well, new drums. Wire Stan Hotaling, Western Union, New Orleans, La., or airmail General Delivery.**

**ALTO, TENOR SAX, FLUTE, CLARINET; College Graduate; 21 sober, union; permanent job wanted. Seymour Bass, 143 Baltimore Way, Springfield, N. J. 1/22**

**ARRANGING SERVICE—NEAT, LEGIBLE; write style and instrumentation; score \$12.50; copied, \$17.50. Dick Stahl, 107 Cedar, Fairmont, Minn. 1/29**

**AVAILABLE IMMEDIATELY—TENOR SAX and clarinet; transpose arrange, good appearance, big tone, play any chair, have car. Musician, 1069 Columbia, Atlanta, Ga. 1/22**

**AVAILABLE IMMEDIATELY—COLORED Pianist-Entertainer, sing, play solos; pleasing personality, experience and appearance; play all music request; playing alone, union, photos, information on request; travel anywhere. Pianist, Box C-154, Billboard, Cincinnati, O. 1/29**

**BARITONE, ALTO, CLARINET MAN—SOBER, scat vocals; big and small band experience. Jimmy Crummett, 3501-A Manover Ave., Richmond, Va.**

**DRUMMER—28; SINGLE, RELIABLE, CUT shows, steady, solid beat; new equipment; have car, will travel; have had good experience with all styles of music; will consider all offers. Jimmy Engle, 118 North N St., Tulsa, Calif. Phone 6-3278. 1/22**

**DRUMMER, AGE 37, 12 YEARS' EXPERIENCE; read, shows, 24 beat Latin, society, former; with Reggie Childs; will travel. Norman Coogan, 4517-43 St., Sunnyside, N. Y. Irontide 6-2924.**

**GOOD DIXIELAND CLARINETIST—CLEAN execution or razzily doubles on tenor if necessary; sing baritone harmony. Jimmie Earnest, phone 4857-7, 413-B N. Fredonia, Longview, Tex.**

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**HAMMOND ORGANIST WITH OWN \$6,000 Organ, vibra harp, chimes; wants location only; hotel, dining room, lounge, etc.; no dance; recordings, photo; reasonable. P.O. Box 298, Chicago. 1/22**

**HAMMOND ORGANIST—EXPERIENCED, Desires position. Write M. Ekedahl, 1414 Cowing St., Jamestown, N. Y.**

**LEAD GUITAR MAN—JUST GRADUATED from high school; 19 yrs. old; 7 years experience; sober, neat, reliable; travel anywhere. Joe Tanner, 355 Fies Ave., Marion, O.**

**ORGANIST WITH HAMMOND ORGAN—MALE, good appearance, wide repertoire; 12 years' experience in club, hotel and cocktail lounge; free to travel; go anywhere; all replies answered. Address Organist, Gardner's Bar, 605 Belinda St., Bay City, Mich. 1/22**

**PIANIST—UNION, SINGLE, SOBER, DEPENDABLE; shows; all essentials, Box C-148, Billboard, Cincinnati, Ohio. 1/29**

**PIANIST—UNION, DOUBLES ON PIANO ACCORDION; Good sight reader; experienced with modern dance bands; middle aged; consider only steady work; least 6 nights per week; available immediately. Bob Hubbard, Eagle Hotel, Philadelphia, N. Y.**

**PIANO—EXPERIENCED IN ALL STYLES; fake, jam, read; prefer location; union. Keith Darby, Box 5356, E. C. Station, Raleigh, N. C.**

**PIANO MAN—AVAILABLE AFTER JULY 21; commercial band combo or single; reliable, union, will travel. Harry Reed, 121 Minerva St., Jackson, Miss. Phone 20478.**

**PIANO MAN—15 YEARS' EXPERIENCE; read, fake, jam; good appearance; location only. Vernon Korb, Fair Water, Wis. 1/29**

**STEEL GUITAR AND RHYTHM—WESTERN swing and Hawaiian; name experience; would like steady location; sober, reliable; all offers considered. Contact Bob Stafford, 5088 Hardin Rd., Billings, Mont. Phone 3-0051.**

**TENOR SAX, CLARINET AND VOCALIST available July 26; age 26; combo or big band; minimum, \$85. Lou Lindy, 5234 79th St., Elmhurst, N. Y.**

**TROMBONE—AVAILABLE NOW; READ, fake any style; also do novelty vocals; union, reliable, will travel, car. Jimmie Blount, 211 Telmaque, Monroe, La. 1/22**

**WESTERN STYLE FIDDLER—CAN PLAY any style; extensive background; exp. radio, med. show work; single; will travel anywhere; state salary in first; no hams, please. Address Fiddling Bucky, Reynoldsville, Pa., RD3, Box 67.**

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**BALLOON ASCENSIONS, PARACHUTE JUMPING, modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. au19**

**ENGAGE CHARLES LA CROIX, PLUSHY platform trapeze act for all types of outdoor events. For all particulars address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.**

**GREAT CALVERT—AMERICA'S LEADING high wire performer; all bookings independent; price \$350 weekly. Great Calvert, 164 Averill Ave., Rochester, N. Y. au5**

**HIGH SWAYING POLE ACT, FEATURING trapeze routine and gymnastic feats. Time open, Box C-84, c/o The Billboard, Cincinnati 2, O. 1/29np**

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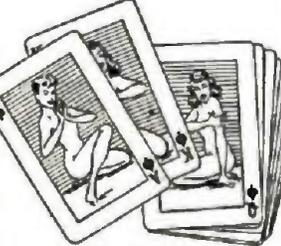
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Red, White and Blue  
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Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of *The Billboard* where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

**MAIL ON HAND AT CINCINNATI OFFICE**  
2160 Patterson St.  
Cincinnati 22, O.

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Johnson, Mike 20c  
Litch, Bill 80c  
Lee, Mrs. Don 20c  
Lowrey, Jack 8c  
Lowry, Jackie 12c

- |                   |                     |                      |                     |                     |
|-------------------|---------------------|----------------------|---------------------|---------------------|
| Johnson, Mike 20c | McIntyre, Wm. E.    | Chase, Sam           | Doren, Clarence E.  | Gautney, Ethel      |
| Litch, Bill 80c   | Licenses Plates 50  | Chisem, Miss         | Doid, Bill          | Geck, Joe "Paddy"   |
| Lee, Mrs. Don 20c | Roberts, Herbert F. | Christen, Reomona    | Donahoe, Miley      | Geo. Holt, H.       |
| Lowrey, Jack 8c   | Licenses Plates 10c | Christo, Leo C.      | Doerner, Louise K.  | Geouch, Benny       |
| Lowry, Jackie 12c |                     | Christensen, Geo. A. | Drake, (Mrs. Art)   | Gibson, Don J.      |
|                   |                     | Cibulka, Frank       | Drake, Betty        | Gibson, Raymond     |
|                   |                     | Clark, Margie        | Drayton, Kid        | Gibson, (Quincy)    |
|                   |                     | Clay, John           | Down, H. O.         | Gillette, Eddie E.  |
|                   |                     | Clifton, Thos. H.    | Durwan, Jr., Joe G. | Gilly, Ralph        |
|                   |                     | Cochran, Marie       | Dunlap, Peia        | Gruber, Art         |
|                   |                     | Cofter, Hugh O.      | Dunvitch, Sam       | Gronard, Anthony    |
|                   |                     | Cohen, Jerry         | Dupleasa, Louis E.  | Glyn, Frank E.      |
|                   |                     | Cole, F. K. "Smoker" | Dunree, Morris      | Gobacky, Leo        |
|                   |                     | Conn, Boh            | Dunshag, Frank C.   | Gold, Orin          |
|                   |                     | Conrad, W. T.        | Eagle Eye, Jim      | Gonley, Alfred E.   |
|                   |                     | Constantine, Mrs.    | Kane, G. J.         | Grant, R. A.        |
|                   |                     | Constantino, Miss    | Katon, J. Bryan     | Grant, E. H.        |
|                   |                     | Conth, Alfred        | Katze, Dan          | Green, Carl M.      |
|                   |                     | Conway, Robt. L.     | Kedac, Mrs. Geo. B. | Green, Mrs. Marion  |
|                   |                     | Cooper, Lesna        | Kellert, Hal        | Green, Thos. H.     |
|                   |                     | Corbett, John M.     | Kelly, Ruston       | Green, Col. Bill    |
|                   |                     | Corbett, Mary L.     | Kills, Claude H.    | Gresham, Mrs.       |
|                   |                     | Correll, Mr. Gene    | Kimond, Geo.        | Giffin, Seaburn     |
|                   |                     | Costa, Geo.          | Knos, Mrs. Doreen   | Gross, David        |
|                   |                     | Coulson, D. W.       | Kubrin, Mito        | Gross, Jos. P.      |
|                   |                     | Craig, Jim           | Kunberger, Jack     | Gunn, Leonard       |
|                   |                     | Cramer, Harold K.    | Kuntz, Bob (Bob     | Gunn, Mike          |
|                   |                     | Crawford, (Mrs.)     | Krus, Eleanor Jane  | Hall, Mrs. Florette |
|                   |                     | Cross, Dale or       | Krus, Mrs. K. D.    | Hall, Evan Gladis   |
|                   |                     | Valores              | Kruger, Wm. R.      | Hall, Geo.          |
|                   |                     | Crossett, R. W.      | Krus, Eddie         | Hall, Henry (Mind   |
|                   |                     | Cusson, Joe          | Kruson, Miss        | Reader)             |
|                   |                     | Cutler, Richard      | Kry, Mary O.        | Halstead, Mrs. Max  |
|                   |                     | D'Amato, Bante       | Finley, Jeff        | Hanning, V. E.      |
|                   |                     | Daniels, Jack &      | Finn, Ed            | Hammoud, Billy      |
|                   |                     | Glendora             | Fisher, E. L.       | Hanson, H. L.       |
|                   |                     | Davis, Arthur        | Ford, A. A.         | Hartley, Herbert    |
|                   |                     | Davis, Lee Richard   | Ford, Duke          | Green               |
|                   |                     | Davis, Ned           | Francis, D. J.      | Harrington, Red     |
|                   |                     | Davis, V. A.         | Frank, Milice J.    | Harrington, Mrs.    |
|                   |                     | DePaolo, Vincenzo    | Frank, Tom          | Hassett, Frank      |
|                   |                     | DePaul, J.           | Franklin, James W.  | Hatfield, James     |
|                   |                     | DePuhl, Chas.        | Franklin, Judy      | Haul, Mrs. LaRoi    |
|                   |                     | DeWald, Frida        | Fraser, Clarence    | Hawkins, Dorothy    |
|                   |                     | Desaul, Roy          | Frebeau, Johnny     | Hedrich, Mrs.       |
|                   |                     | Delph, Dewey         | Freeman, Lawrence   | Hendricks, Wilbur   |
|                   |                     | Demetro, John        | Frost, Ray Edson    | Geo. (BIR)          |
|                   |                     | Demetro, Walter      | Fry, Cecil          | Henley, A. P.       |
|                   |                     | Devine, Marie        | Fulton, C. & Marr   | Henry, Mel          |
|                   |                     | Dickerson, Frank     | Furr, Clarence      | Heron, James        |
|                   |                     | Dickert, H. E.       | Winnfield           | Hillman, Alfred G.  |
|                   |                     | Dillow, Frank        | Gallagher, Virginia | Hiller, Ed          |
|                   |                     | Dinnick, Carl        | Galla, Mrs. Louise  | Hill, John (Ames)   |
|                   |                     |                      |                     | Legion Show)        |

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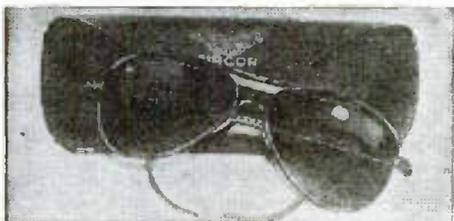
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Thousands of American Legion Posts, VFW, Amvets, Catholic War Veterans, Jewish War Veterans, etc., want them!

AND  
Wonderful decorations to promote business for bars, contest stands, etc.

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# MERCHANDISE TOPICS

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

## New York:

Regal Air Corporation has announced its new product FC-10, a wax rain repellent for aircraft or automobile windshields. Demonstrations have proved that even a heavy rain falling upon a treated window will not distort the driver's view. The product will be sold in a kit, at \$13.95 retail, containing material for treating 15 windows. An application of the wax is reported to remain effective for more than a month. Speaking of anti-rain products, Airko Manufacturing claims its 20-cent salt shakers will keep flowing freely in damp weather. The secret featured, called Airkone, is built into the shaker cap. Singreen's waterproof blanket (Merchandise Topics, July 8 issue) sells for \$3, not \$30, as reported. Another auto gadget is Hydro-Power Injector. The manufacturer claims the unit cuts fuel costs and increases power of any internal combustion engine. Based on the principle of water vapor injection, the accessory is reported to be simple to install. It's a \$10 seller. There are several new items for the sportsman. Minnow Corset holds a minnow in the correct swimming position. Because it does not hook the minnow, the bait remains alive for hours. It retails for \$1 and \$1.50. Epps is offering solid glass fiber rods 4 1/2 and 5 feet in length. The \$3.95 rods are guaranteed unbreakable. For multiple uses at sporting events, Columbia Distributing is marketing an air-inflated cushion for \$1. The inflatable cushion is made of plastic, electronically sealed, and folds into a compact five ounces for carrying in pocket or handbag.

In the household field, Bush Products is offering decorative gold leaf, embossed leatherette mats for use under lamps, plants, etc. They retail for 10 cents and up. Household Helper is a magic slate that eliminates the need for pencil and paper. When you lift the film from the writing surface, you clear the pad for fresh messages to be written with attached stylus. The 15-cent retailer is popular, too, with children learning to write. Ty-D-Rack, a \$2 retailer, is a steel and plastic rack which folds down to occupy only 2 1/2 inches of room space even when filled with as many as 50 neckties, belts, etc. Acme Metal Goods says its safety kitchen tongs prevent burned fingers. The heavy nickel plated, mechanical tongs have been off the market for some time. Lorraine Novelty Manufacturing is selling its aluminum egg and beet slicer. The cutting device slices hard boiled eggs and beets into 11 uniform slices. Weinman Bros. is showing the trade its low priced, metal waste baskets, decorated and oval in design. Huff Sales has Colette, a 95-cent patented wire device that retracts and coils telephone cord into a neat roll. As a laugh getter, Klapa Arts is looking for buyers of their

Tired Glassware, improperly shaped glasses. The three styles—highball, cocktail and zombic—appear to stagger and list rather than stand straight.

**A QUICK LOOK AROUND—**Chambers Manufacturing is offering basket weave and expansion bracelets. Admiration Belt is closing out men's belts of alligator and pig skin. Armstrong Enterprises has a large quantity of Lucifer tobacco pouches on hand. W. H. Alzner is selling first quality, large size New Zealand chamois. Selcraft Products is introducing its 1950 line of 5-cent novelty toppers (paper party hats). G. I. Watch Company is dealing in war surplus, name brand wrist watches. Martin Trading is offering a sale to the trade on Vaseline and Kreml hair tonic (8 ounce size). What Nots Company is merchandising sea shell key chains imprinted with resort name, etc. Rosenberg Bros. is enthusiastic about its latest novelty, the Lucky Duck Key Chain. Squeeze the colorful duck and out pops an egg. Carded individually, the key chain item holds three eggs. As a \$14.95 number, Leeda Novelties is offering Petro, a mechanical riding horse for children of two to six years. Pull on the handle bars and the horse moves forward. It may be steered by the child. Dateline, a small mechanical perpetual calendar, is a jewelry craft quality costume accessory in silver or 18k. gold plate. For men and women, the miniature cylinder shows day of week, day of month and month. Alexander Piktur-Locket Company is turning out the item in three styles (two finishes) for bracelet, pocket and belt fob for about \$2 retail.

## Los Angeles:

According to Johnny Harris, the Harris Novelty Company will in the future be known as Harris Manufacturing Company. Harris reports, too, that Booby, Queen of Burlesque, is becoming one of the hottest items on the market. The firm is adding a line of carnival merchandise and novelties. One of the novelties soon to be put on the market is Pete the Poodle, a fur covered dog that runs in circles and sits up and begs. Bob Causey, of the Bob Causey Novelty Company, is adding carnival merchandise to his stocks. Firm has been specializing in novelties and trophies. Murray Hoffberg, of Murray Sales, is featuring wind-up toys. Included in his merchandise is the Walking Bear, which is getting good sales. Albert Kreuger, of Albert Lee Company, is offering genuine, hand-painted, plastic souvenir items. The item is designed for the area in which it is sold. Kreuger predicts they will go great with the tourist trade. Herman and Lou Rubin, of Satisfactory Sales, are getting large numbers of repeat orders for 2-in-1 Fountain of Youth lamps. The item is designed for both the novelty and salesboard premium trade. John Hawley has entered the merchandise field and is offering the Covered Wagon television lamp. He reports that the item has caught on with premium users. Lyn Brown has added silverware and luggage for the premium field.

## Here and There:

Fred Maldaver, of Michigan Salvage Company, reports that the company is specializing in the manufacture of tarpaulins and may add other show lines later. Diamond Silversmiths, Ltd., a division of Ekco Products Company, has appointed the Chicago office of Dancer-Fitzgerald-Sample to handle advertising of its stainless flatware line, Diamondware. Plans are being made for an aggressive trade and consumer campaign. Economy Sales Company, operated by Al, Ralph and Eddie Sparage, has completed (See Merchandise Topics, opp. page)

## CARNIVAL SUPPLIES

Wood Milk Bottles, Ea. . . . \$ .65  
 Aluminum Milk Bottles, Ea. . . 1.10  
 Worth Carnival Baseball, Doz. 2.25  
 Rubber Dipped String Baseball, Doz. . . . . 2.40  
 French Weighted Feather Darts, Doz. . . . . 1.20  
 Dart Balloons, Per Cr. 70¢.  
 Ten Cross . . . . . 6.50  
 Add-N-Win Dart Board, Ea. . . 60  
 Daisy Cork Cans, Ea. . . . . 5.25  
 Cork Gun Corks, Per 1,000 . . . 3.75  
 Penny Pitch Chart, Ea. . . . . 4.95  
 Guaranteed Electric Pencil, Ea. . . . . 7.25  
 Gold Foil "1"400", Doz Rolls 4.80  
 No. 5 Ribbon, all colors, Per Roll . . . . . 1.10  
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 Prices F. O. B. Indpls., include postage with order. 25% deposit with C. O. D.'s. Write for 1950 catalog; state your business.

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Wholesale Distributors Since 1880  
 240-42 SOUTH MERIDIAN ST., INDIANAPOLIS 23, IND.

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### 14K GOLD PLATED RHINESTONE DIAL WATCH \$3.95

Written 1 Year Guarantee  
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 • Large Sweep Second Hand  
 • Eight Rhinestones and 4 Four Simulated Rubies

(With strap and gift box, 25¢ add.) With matching Gold Plated Link Expansion Band, \$1 add. Above prices for orders of 6 or more watches. \$1 ea. extra on orders under 6. 25% with order, balance C.O.D.

Edward A. Waldman Co.  
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We guarantee immediate shipment

### WALKING BEAR

Hottest item of the year (plus covered). Just wind him up. He really walks naturally.

### JUMPING DOG

Real fur covered poodle, keeps jumping but always lands on his feet.

LIVING PICTURES, these pictures actually move, BUSY FANNY, the gal with snakes his and BROTHER is she busy, SLEEPING BEAUTY, just breathes but that's enough. All items \$1.50 per doz. with two doz. orders

postpaid. Minimum order THREE SAMPLES for THREE DOLLARS.  
 EASTERN SALES CO. (Est. 1923)  
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## NOVELTIES JEWELRY CLOCKS GIFTWARE PREMIUM ITEMS

COLOR CATALOG SENT FREE!

LOWEST PRICES! BEST SERVICE ALL-THE-TIME

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## CAMERA MEN

New sensational money maker  
 Inside, Outside, Day, Night, Street or Studio. Positives or Negatives. Ideal for Fairs, Parks, etc. Great new Photo Novelty. FREE Sample, Information.

UNIQUE  
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 3x12 Ft. \$12.00 Ea.  
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Attn: Merchants, Dealers, Auction Sales. Buy DIRECT from Reliable New York Importer. Glowing Oriental reproduction extra-heavy 2 1/2 ft. room size RUGS! Perfect Quality. Newest Cotton Yarn, sturdy as Wool. Greatest Money Seller today! ALL SIZES, COLORS, 12¢ to \$12. If not satisfied money refunded within 3 days. Write TODAY for special deal and free reduced price list and catalog. 25% deposit with order, balance C. O. D. AGENTS WANTED.

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Combination Rayon Crew Hats . . \$3.75 Doz.  
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We also make a complete line of Baseball Caps and Admiral Caps.  
 25% Deposit, Balance C. O. D.

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## Imported Swiss Stop CHRONOGRAPH

with 2 Push Buttons Tells Time, Stop Watch Measures SPEED, Measures DISTANCE. "Wonder" Watch. Used to time auto's, athletes, horse races, athletic events.

Telemeter • Chrome Plated Case • Precision Made • Techometer • Unbreakable Crystal • Attractive Dial • Large Sweep Hand • Hands and Numbers Glow in Dark.

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 Lots of 100 . . . . . \$3.85  
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BRAND NEW! TERRIFIC SELLER!

with 4 Sim. Rubies, 8 Sim. Diamonds, 75¢ extra

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 Division of the famous Benay-Albee Novelty Co.



We guarantee our hats to be of the finest quality ever offered to carnival jobbers at promotional prices! Our vast, fully equipped plant is ready to fulfill your volume needs. Write for prices, samples, etc.

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D. ROBBINS & CO.

## SHINE WITHOUT 'POLISH'

New Invention! • Sells Like Wild

Replaces costly pastes, creams, shoe polish over shoes—and provides you have a fast, long-lasting shine. No wax. No greasy residue. Cleans. Hands. Works Like Magic for Men's, Women's and Children's Shoes. Low priced. Long-lasting effect!

SAMPLES FOR AGENTS: Write for sample and price list. A bonus amount will be added to every order. \$100.00 MONEY!

KRISTIE CO., 1592 Bar St., Akron, Ohio

## ELECTRIC SHAVER CLOSEOUT

600 Perfox Double Head Electric Shavers for sale @ \$2.10 each, also 100 Taylor made Blende Head Electric Shavers @ \$1.10 each. Individually packed leatherette cases & boxes.

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Woodbridge, New Jersey

**All Extra Heavy Mountings**  
10 days' money-back guarantee if rings not as represented. Merchandise for resale only.  
Only Genuine Rolled Gold Plate Sold



#B2276  
Genuine 1/30 14K  
R.G.P. 3 Medium  
Size White Stones.  
Per Doz. \$19.75



#B2245/5  
Genuine 1/30 14K  
R.C.P. Simulated  
Hamamite Intaglio  
With 6 White  
Stones.  
Per Doz. \$22.50

NEW Catalog Listing Complete Line.  
Sample Assortment—\$7.50—\$15.00—\$25.00.  
\$1 Per Doz. Deposit on All C. O. D. Orders.

**DES MOINES RING CO.**  
1155 26th Street Des Moines, Iowa

**SLUM SPECIALS**

PER GR. 10 GR.

|                                 |       |         |
|---------------------------------|-------|---------|
| Cigarette Whistle, pkd. 2 gross | \$.60 | \$ 5.50 |
| Jap Metal Crickets              | .65   | 6.00    |
| Silver Wedding Rings            | .65   | 6.00    |
| Celluloid Teeth                 | .75   | 7.25    |
| "Swiss" Warblers                | .85   | 8.00    |
| Czech Stone Rings               | .90   | 8.50    |
| Folding Flower Fans             | .98   | 9.50    |
| China Potties                   | 1.00  | 9.00    |
| Toy Wrist Watch                 | 1.00  | 9.00    |
| 3 Wise Monkey Charm             | 1.00  | 9.50    |
| Indian Head Charm               | 1.00  | 9.00    |
| Miniature China Dolls           | 1.00  | 9.50    |
| Plastic Charms                  | 1.00  | 9.00    |
| Rubber Razors                   | 1.00  | 9.50    |
| Fingertraps                     | 1.00  | 9.50    |
| Figure Charms                   | 1.00  | 9.00    |
| Rice Beads                      | 1.00  | 9.50    |
| Patriotic Rosettes              | 1.00  | 9.50    |
| China Dogs                      | 1.05  | 10.00   |
| Imported Hawaiian Lei           |       | 18.50   |

Prices F. O. B. Indph., include postage with order. 25% deposit with C. O. D. Write for 1950 Catalog; state your business.

**KIPP BROTHERS**  
Wholesale Distributors Since 1880  
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

**TRI MOTOR AIRPLANE**  
The latest and hottest number on the street!

**\$18.00 GROSS**

25% deposit with order, balance C.O.D. Send for price list on other items.  
**Schattner Novelty Co.**  
142 Park Row New York 7, N. Y.

**SELLS ON SIGHT**  
NO. 1006

**\$7.20** Doz. Sets Boxed  
**\$81** Per Gross

Beautiful matching Necklaces and Earring Sets, in assorted jewel colors. Set in 18 Kt. Hamilton Gold Plate with sparkling rhinestones and pearls. Boxed in sets, \$7.20 per doz.; \$81 per gross.  
25% with order, balance C. O. D. quantity—Money back if they don't move. Better boxed sets available on request.  
**JULWIN CO.** 844 Sixth Ave. New York 1, N. Y. Tel. MU 3-2671

**Pipes for Pitchmen**

By Bill Baker

**CHIEF GREY FOX** . . . cards that he recently worked Bedford, Ind., to big crowds, then jumped to City Park in Spencer, Ind., to good biz, his second time to work the latter town. "Sorry to hear of Jack and Mrs. Allen getting hurt," the Chief adds, "and how about some pipes from Bill Staple and Johnny Anderson?"

If you've got anything to show start promoting it.

**MORRIS KAHNTROFF** . . . info from Washington, where he is confined to Mount Alto Hospital, Ward E 3, that he is recuperating from one operation and has another one coming up, and that he greatly appreciates the many cards and letters he has received.

**Pitchmen's Sayings:** "Now, folks, here's something to make your enjoyment of life complete."

**DOC GEORGE WARD** . . . and Duke Dover are reported working Tulsa, Okla., with coils.

The successful pitchman possesses a genuine desire to be as much service as possible to as many people as possible.

**ACCORDING TO REPORTS** . . . reaching the Pipes desk, Kingan's, major Indianapolis packing firm, is closed. And from St. Louis way the info is that after you fork over a fin for a six-month license the local shamuses put the zing on you.

Look on both sides of the street if you're looking for business.

**ARLEEN SIDENBERG** . . . Mary Russo and Tip and Lil Halstrom recently spent a two-week vacation at the Ragan sisters' balliwick, Hilly-billy Holler, near Benton, Ark.

The pitchman enjoys the satisfaction of doing his job as well as it can be done.

**HARRY GREENFIELD** . . . comes thru from New York with the following: "After two years of operation the Bazaar on 48th Street and Broadway, with its many concessions, is still going strong. Many old-time concessionaires, street workers and pitchmen can be seen there doing their daily dozen. Sol Addis, Coney Island's famed pitchman, is still singing his beautiful pitch over a terrific jewelry layout in Paul and Danny's novelty store on 42d Street. This spot has the blessing of a bright future, with the building of the largest bus terminal in the world to be finished soon on 40th Street and Eight Avenue."

The age of reminiscing is synonymous with the law of diminishing returns.

**BOB McMANA** . . . pencils from Hammond, Ind.: "While working this town recently I met and banded a few words with Linwood Moye, of Norfolk, and Moye's former partner, Myers Woodall, who is a student at Tri-State College, Angola, Ind. Lin said he was waiting to shape up with Myer's brother, Audley Woodall, also of Norfolk, and that they would head for the West Coast with a jewelry pitch. I've seen Lin work several spots and he's one of the best. He and Myers raked in the hermans in Cleveland last summer during a convention there. Moye is a sharp dresser, good looking and has a mile-a-minute spiel. The Woodall brothers make another good team and

I am glad to see that Myers is finally going to college after some seven years on the road."

Anyone can sit around and wait for opportunity to smack him between the eyes but it takes a go-getter to grab it by the tail as it flashes by.

**RAIL AND WATER**

(Continued from page 63)  
die park—Joytown—about a half block from Playland, and has a large Penny Arcade and Looper for adults in addition to a miniature railway, Merry-Go-Round, boat ride, carriage ride, fire truck, fighter planes, Whip, speedboats (track) and jet planes.

William Nunley also has a kiddie park, with several rides for moppets and a large Merry-Go-Round and Skooter, opposite Playland, while Auer's kiddie park, with six rides, is in the same section. A modest price war appears to be under way among the kiddie park operators. Prices for rides at Auer's park are 7 cents. Joytown charges 8 cents and Nunley also sticks to 8 cents. Kiddie rides in Playland charge 9 cents. Adult rides are 25, 30 and 35 cents, except the Looper and miniature railway in Joytown, which nick adults 16 cents and moppets 9 cents.

Pete Drambour continues to operate conservatively at Seaside Park on Ocean Drive at Rockaway Beach. Drambour has a modern Skooter building, a Merry-Go-Round and Whip, and is seeking additional rides. Park also has refreshment stands on its Seaside Avenue front and buildings housing games.

**Coney Easy To Reach**

Coney Island is served by two water excursion lines, one from the Battery and the other from Newark. This is largely due to lack of docking facilities. Rapid transit lines and express highways, however, provide ample means of access from New York and Brooklyn, while parkways and the Brooklyn-Battery tunnel provide good routes for motorists from all over. Week-end bus service is furnished by the Public Service Corporation from Jersey cities, while charter busses make the run from all sections.

Unfavorable early season weather held down excursion line business along the Jersey coast, Long Island Sound and up the Hudson River, but the only line not operating is the Sandy Hook Line, which formerly shuttled between New York and Atlantic Highland, N. J. The Keansburg (N. J.) Line runs daily from New York to New Point Comfort Beach—with its park at Keansburg—and the Mesack Line has its two boats making daily runs between Jersey City, New York, Playland at Rye, and Bridgeport, Conn. New Indian Point Park and Bear Mountain Park, on the Hudson, are served daily by the Hudson River Day Line and the Sutton Line.

**OAK-HYTEX CINDERELLA BALLOONS**

Here's your chance to cash in on a hit! Printed with authentic characters from Walt Disney's popular feature, Cinderella, these balloons are fast profit getters. See your jobber for these classy items:

No. 9CC, gr. . . . \$7.80  
No. 9CSP, gr. . . . 8.50  
No. 9CF, gr. . . . 5.25  
No. 920CG7, gr. . . 9.50  
Plus shipping charges.

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Walt Disney Productions  
Sold by LEADING JOBBERS

**The OAK RUBBER CO.**  
RAVENNA, OHIO.

**IMMEDIATE SHIPMENT ON OAK BALLOONS**  
25% Deposit on C. O. D. Orders. Prices Do Not Include Postage.  
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**OAK BALLOONS**  
For immediate shipment. Write for FREE Catalog.  
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**PISTOL LIGHTERS, JEWELRY AND RINGS SEND FOR CATALOGUE**

We have 81 Exclusive Styles in Expansive Looking, Flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE — BRIDAL SETS — COMEOS — SIGNETS — BIRTHSTONES — COCKTAIL RINGS. They are just what you need for Department and Drug Store Dollar Ring Sales.

Prices from \$1.00 to \$72.00 Per Doz. Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts. State Your Business

**HARRY MAHREN RING CO.** Red and White Stone  
303 5th Ave., N. Y. 16, N. Y. Combination . . . \$3.00 Doz.

Engagement . . . \$2.45 Doz.  
Wedding . . . . . 1.45 Doz.

**MERCHANDISE TOPICS**

(Continued from opp. page)  
its move to a new warehouse and sales headquarters at 8055 Lyndon Avenue, Detroit. The firm specializes in novelty and premium merchandise. . . . Eastern Sales Company, Akron, distributor of premium and novelty goods for the past six years, is plugging its Busy Fanny and Sleeping Beauty pictures heavily, according to W. L. Lajoie.

**SEND FOR Free COPY TODAY!**

**New 1950 Catalog**

IS NOW AVAILABLE ATTENTION, CONCESSIONAIRES AND NOVELTY WORKERS

Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise including Blankets, Electrical Appliances, Glassware, Aluminumware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Sales-board Operators, Premium Users etc

**GELLMAN BROS. INC.** 118 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

### FAST MONEY MAKER!

FIELD  
2-3-4-9-10-11-12  
EVEN

11 TO 1  
12 TO 1

OVER 7 EVEN  
7 TO 1  
UNDER 7 EVEN

OVER 7 AND UNDER 7  
THIS IS A FIRST CLASS  
BEAT MY SHAKE BOARD

Made of masonite and painted to stand many years of hard play.

• Salesman Sample .....\$3.50 Each  
• Dozen @ ..... 3.00 Each  
• Cross @ ..... 1.50 Each

**BURRISONS SIGN SERVICE**  
308 Tyler Rd., Oldeewater, Tex. Phone 638-J

### SALESBOARD SIDELIGHTS

Joseph Berkowitz, president of Universal Manufacturing Company, Kansas City, Mo., and Bee Jay Products, Inc., Chicago, is a mighty proud dad these days as he bounces his seven-week old son on his knee. Joe Jr. is being groomed (already) to follow in his father's footsteps (or rather his sales steps) when it comes to plugging Universal's Jar-o-Do line. A prized possession of Joseph Sr., is a photo of the youngster behind a "Little Jar-o-Do Jr." jar deal, with the descriptive legend on the label explaining the set-up. Backing the picture is a four verse poem extolling the future prowess of the bouncing, diapered salesman when it comes to coralling orders.

Gardner & Company, Chicago, reports that reduced prices throught

its line has hyped production to top levels. Joe Robinson points out that the new lists plus the goodwill built up during firm's successful open house showing and entertainment at its plant last May have resulted in a strong flow of orders. There has been no summer let-down at the Gardner plant, and present indications are for a full production schedule well into August. Dave Lande, assistant sales manager, reports from the Central West territory that customer demand for Gardner boards is "stronger than ever."

Michael M. Shapiro, H. & H. Novelty Company, Cleveland, and his wife are celebrating their 20th wedding anniversary with a flying trip thru the Caribbean area. They are making stop-offs at Jamaica, Haiti, Cuba and other points. Writing from the Hotel Casa Blanca, Montego Bay, Jamaica, Michael reports he expects to be back in Cleveland about the second week in August.

Irving Sax, general sales manager of Superior Products, Inc., Chicago, is going right on enthusing over the climbing order reception given firm's Mule Trail definite profit 2,250 hole board. Added attraction is the nickel punch price featured by the "horse" board, he says. . . . Joseph Zimmerman, Empire Press, Chicago, is pushing a hefty volume of order activity on its lines of punch boards and push cards. Joseph calls attention to the firm's scaled-down price tabs as a good reason for the zoom in demand, plus that of right quality built into its merchandise.

### DEL MAR GATE OFF

(Continued from page 58)

year by 5,000. Toward the end of the stand, crowds tapered off.

Entertainment features included a Kiddieland, Crafts 20 Big Shows on the midway, rodeo and horse show. Harness and quarter horse racing with pari-mutuel betting was held each afternoon except Sundays, when the rodeo and horse show were presented at matinees. Other attractions included Si Otis and his mule, Abner, sponsored by Golden State Dairy, and the BBB Puppeters, who appeared four times daily in the judging ring. Bill Gerard, of the puppeters, assisted by emceeing some of the amateur shows on the main stage. Jose Matas Troubadours, strolling musicians, added fiesta flavor.

### BLACKHAWK BOARDS JAR DEALS

Write for list.  
Galentine Novelty Co.  
South Bend 24, Ind.

### SALESBOARDS—JAR TICKETS NEW LOW PRICES

ALL ORDERS SHIPPED  
SAME DAY RECEIVED

| Holes | Play | Description               | Def. | Profit  | Net Price |
|-------|------|---------------------------|------|---------|-----------|
| 400   | 5¢   | QUARTER COLORS, THICK     | Def. | \$15.00 | \$ .30    |
| 400   | 5¢   | LUCKY BUCKS, THICK        | Def. | 7.00    | .40       |
| 1000  | 5¢   | CHARLEY, THIN             | Def. | 17.00   | .75       |
| 1000  | 25¢  | J.P. CHARLEY, THIN        | Avg. | 52.00   | .80       |
| 1200  | 25¢  | TEXAS CHARLEY, THICK      | Avg. | 102.98  | 1.50      |
| 1000  | 5¢   | SOUTH PACIFIC, GIRL BOARD | Avg. | 26.89   | 1.75      |
| 1000  | 5¢   | GOLD HAT GIRL BOARD       | Avg. | 27.20   | 1.75      |
| 1000  | 5¢   | FLAMINGO GIRL, GIRL BOARD | Avg. | 27.00   | 1.75      |
| 1000  | 10¢  | TEN CENT SAW BUCKS        | Avg. | 45.00   | 1.75      |
| 1000  | 25¢  | SIX TWO BITS              | Avg. | 114.28  | 1.75      |

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST  
Starting your requirements. Large stock. Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO.** BOX 66, MICHIGAN CITY, INDIANA

### SALESBOARDS—JAR TICKETS

| Holes | Play | Description                 | Def. | Profit  | Price  |
|-------|------|-----------------------------|------|---------|--------|
| 400   | 5¢   | WIN A BUCK, Thick           | Def. | \$ 7.00 | \$ .45 |
| 300   | 25¢  | Quarter Colors, Thick       | Def. | 15.00   | .45    |
| 1000  | 25¢  | Charley Board, Thick        | Def. | 50.00   | .80    |
| 1000  | 25¢  | Jack Per Charley, Thick     | Avg. | 52.00   | .90    |
| 1200  | 25¢  | Texas Charley Thick         | Avg. | 102.98  | 1.50   |
| 1200  | 5¢   | Squebie Thick               | Avg. | 34.13   | 2.00   |
| 2592  | 5¢   | Jack in Barrel, Thick       | Avg. | 49.73   | 3.00   |
| 300   | 25¢  | Pin & Sawbuck, Thick (2.28) | Avg. | 22.15   | 1.85   |
| 2000  | 10¢  | It Grows on Trees (Die Cut) | Avg. | 71.00   | 4.00   |

Jar Tickets—Bingo Tickets, 1000, 2000, 1240, 1400, Tip Boards.  
All orders shipped same day received. 25% deposit, balance C. O. D.  
**LUBIN SALES CO., 625 Fifth Ave., Pittsburgh 19, Pa.**

### CONN. BLANKS OUT

(Continue from page 59)

ing should not run on a wet track. World of Mirth Shows skedded to provide the midway, could not come in because police said there was not enough space for shows and rides. Midway was limited to a few shows and three rides.

Horan org also met with difficulties because of limited space. However, the unit did preempt its new cannon act, in which a car and driver are catapulted onto a ramp. Horan had contracted with expo officials for 10 shows for \$12,000. He called it quits after a performance, receiving \$3,500.

Exposition as a whole was a good show. Five stages featured almost continuous entertainment, and more than 300,000 feet of exhibit space was available. Nightly fashion show, produced by Bridgeport nitery ops Joe and Lou Lenny, was the highlight of the expo, but Joe said he took a \$700 loss on the operation.

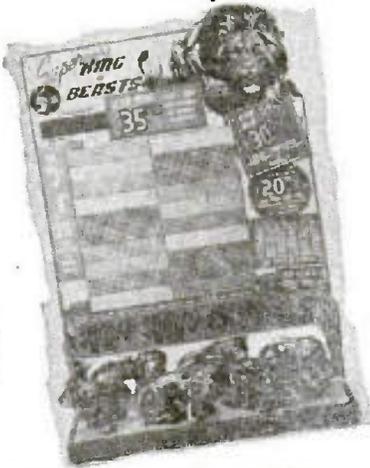
John M. Houston, managing director of the show, exited in mid-week. Deputy Sheriff David M. Golden of Bridgeport took over the reins and put John M. Dempsey, State commander of the DAV, and John M. Cicala, of New Haven, attorney for the vets, in charge under his direction.

Closing night, only ones paid were laborers, who refused to dismantle booths and shows until they received their pay.

ATTRACTIVE  
and UNUSUAL  
**PUSH CARDS**  
Designed and  
Manufactured by  
**RAY MERTZ & CO.**  
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**PUSH CARDS**  
Over 225 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE.  
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Established 1914  
CHIPPewa FALLS, WISC.

The Greatest of them all!



2500 Holes

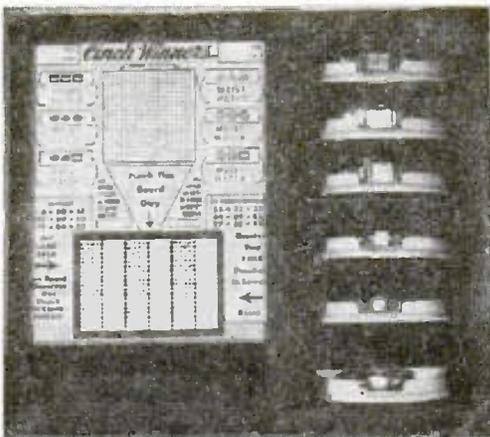
5¢  
PLAY

DEFINITE PROFIT \$59.75

### SUPERIOR PRODUCTS

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CHICAGO, ILLINOIS

OPERATORS  
DREAM



Six nationally advertised new Watches with factory guarantees. Red felt covered case, glass in front of watches, locked top. Master board has 400-hole jackpot, 600-hole inserts. 5¢ play, 50¢ consolations, takes in \$784.00. 10¢ play, \$1.00 consolations, takes in \$1568.00. Write for prices and details. State your business and operation.

### T. & C. SALES COMPANY

811 HARDIN AVE. PH 2097 JACKSONVILLE, ILL.



# SUMMER GAME TRADE STEADY

## Run of Good Games & New Ops Aid Biz

### Plant Output Above '49

CHICAGO, July 15.—The steady summer trade enjoyed by all levels of the amusement game trade appears to stem from a combination of the many games introduced in the past nine months and the variety of models now coming off the production lines. This was indicated in a survey of manufacturers, distributors and operators and applies to the new and late model used game fields as well. Last year most columnen were complaining that the industry was approaching one of its low points.

Reports from several of the nation's key cities, including New York, Detroit, Chicago, Cleveland and Los Angeles, pointed out that most of the gains at the operator level were attributable to music firms diversifying their routes by the addition of shuffle games. Whereas a year ago, from 20 to 30 per cent of operators in these cities also had games in some of their locations, the overall average this year is near the 60 per cent mark. (See SUMMER GAME on page 112)

## Census Draft Hits Philly Servicemen

PHILADELPHIA, July 15.—If service standards on game routes dip here during the next few months, Uncle Sam must take the blame.

A sprawling brick factory has been taken over by the government, filled with computing devices and about 3,500 people hired to tabulate census returns on about 78 per cent of the population. In all, Director John J. Lennon expects to make the final count on 117,000,000 persons.

Pressed to find skilled personnel to keep punch-card machines running smoothly, Lennon said this week that he had hired all the pinball mechanics he could find.

## Philly Tax Take Dips

PHILADELPHIA, July 15.—City taxes from all types of coin machines, was down for the first six months of this year, it was disclosed this week by City Treasurer Richardson Dilworth.

Grouping bowling alleys with coin machines, the tax revenue for the six months ended June 30 was \$4,598. This represents a drop of 3.31 per cent of the tax take during the same six-month period last year. The introduction of shuffleboard and Q-Ball machines is credited with lessening the drop-off.

## Little Danger of Supply Shortage for Coin Trade, Says Commerce Department

### But Prolonged Korean War Would Hurt Production

WASHINGTON, July 15.—At present there is little danger of shortages of materials used in coin machines or of dislocations in the industry, according to Commerce Department officials. However, a prolonged Korean campaign would be likely to affect machine production, while a full-scale war would bring manufacture to a halt.

If the Korean fighting stretches over more than a few months as now seems probable, officials forecast a growing pinch in steel and possible shortages of copper wiring and small electric motors.

### Ask Steel Allocations

Steel production has been at near postwar peaks for the past few months and has about made up for losses caused by 1949 labor disputes. However, an increase in military buying would almost certainly result in shortages. Already there are demands on Capitol Hill for renewal of voluntary allocations, as well as for compulsory rationing of the product.

Copper wire was one of the last of the shortage commodities to catch up with demand following the end of World War II. Production in recent months has been high, according to Commerce Department, but there exists no sizable stockpile for civilian use. Motor output is running about twice the prewar average, but demand is also up proportionally, and heavy war buying would soon depreciate stocks.

With the present large synthetic rubber capacity, the country is in far better shape than before the last war as far as rubber is concerned. Should national rubber sources be again cut off, there would be a shortage, but the situation would be nowhere as near critical as in the middle of World War II.

### Other Items Available

Other items used in the manufacture of coin machines such as lumber, glass and decorative metals are expected to be available at the present rate unless a full-scale war develops. Coin machine manufacturers presently fulfilling military contracts as a sideline will probably get additional contracts as the emergency continues. Outbreak of World War III would, of course, mean a 100 per cent switch to war orders.

If large-scale movement of troops and war supplies becomes necessary, difficulties in shipping coin machines will probably be encountered. Output of freight cars has yet to reach satisfactory proportions. Any substantial diversion of freight cars to defense traffic would impede normal freight movement. Truck freight, in turn, would be affected as shippers crowded off the rails switch to the highways.

# Machines Move Into Canada

## Quotas Permit Limited Trade

### Operators hit high prices as distributors put blame on customs appraisals

TORONTO, July 15.—Partial lifting of the embargo on the importation of coin-machines into Canada is the most important news in the trade here in two and a half years. It has been that long since any machines, other than parts, have been allowed in.

Effective July 1, Canadian distributors are allowed to bring in 50 per cent of the total value of what they brought in during the basic period of July, 1946, to July, 1947.

The embargo was ordered to conserve much-needed American dollars. As it is, distributors have to pay a 10 per cent premium on the dollars they need to purchase the American machines.

### Quarterly Quotas

Some relief was granted pinball machine distributors earlier in the year, but they now come under the 50 per cent quota limit. The importation will work on a quarterly basis, meaning a distributor will be unable to bring in his whole allotment at once.

Concurrent with this, came the announcement by Al Siegel, distributor for Wurliitzer in Canada, of showing (See MACHINES MOVE on page 112)

## Va. County Mulls Ban on Pin Games

ARLINGTON, VA., July 15.—An Arlington County ordinance regulating the use of pinball machines may be in the offing. Commonwealth Attorney Denman T. Rucker indicated this week. Such an ordinance would be one of three moves open to Rucker, who stated last week that "action will be taken in the near future" to rid the county of pinball machines.

The other alternatives, according to Rucker, are an ordinance banning pinball machines outright, or a decision to proceed, under the provisions of State law, to seize machines with pay-off or free-play devices. He thought the regulatory ordinance was the most likely possibility and added a stand would be taken by the end of the month.

A regulatory ordinance would specify how distant from schools and churches the machines must be. There might be a provision also forbidding installation of such machines in places where alcoholic beverages are sold, Rucker declared.

Action on pinball machines was prompted by a letter to Rucker from County Board Chairman Daniel Dugan, who stated that he had "reached the conclusion that these machines should not be legalized." He asked Rucker to "formalize" his opinion as (See Va. County Mulls on page 112)

## Johnson Bill Passage Could Curb Lock Biz

BRIDGEPORT, Conn., July 15.—Passage of the Johnson Bill to bar interstate shipment of "gambling machines" would be a hard blow even to the lock industry in Connecticut, U. S. Rep. John A. McGuire (D), of Wallingford, Conn., a member of the House Interstate and Foreign Commerce committee, maintains.

"I don't think that people back home realize that this bill will affect the lock business," he asserted. "I think that it should be given ample consideration from many angles before it is passed. The designation of just what constitutes a gambling machine is apt to be rather fuzzy for even a bowling machine can be turned into a gambling device if the customers want to wager money. Knocking these machines out of the national market would mean much to manufacturers of locks as well as to their employees."

Several months ago he pointed out in committee that many fraternal and veterans organizations used so-called gambling machines to build up their own activities and that law-abiding citizens played these machines. He also called attention to the fact that the American Legion is one of the national organizations protesting passage of such legislation.

## Jersey City Op Wins Extension Of Court Stay

JERSEY CITY, N. J., July 15.—The Jersey City Tavern Service Company won an extension of its injunction Monday (10) restraining city interference with placement of coin shuffle-bowl games in taverns here. Superior Court Judge Joseph L. Smith ruled the games amusement devices and not gaming equipment as argued by Corporation Counsel John B. Graf and his assistant, Harold Krieger.

This laid the groundwork for another court tussle, since city authorities are expected to pass on third reading Tuesday (18) an ordinance banning coin games from tavern locations. Humbert Betti and Howard A. Felsing, heads of the operating company, have stated their firm intention of challenging the constitutionality of the measure should it receive favorable action.

The injunction followed attempts by City Commissioner Charles T. Witt (See JERSEY CITY OP on page 112)

# Seeburg Exports Hit New High

## Mercury Bows Premiums for Smaller Ops

Get Extra 10 Per Cent

CHICAGO, July 15.—In order to care for the requirements of the smaller juke op, w'ho could not reach the minimum purchase of 500 disks, as proposed last week in Mercury Records' premium plan for the music box trade (*The Billboard*, July 15), Morry Price, the diskery's sales chief, set in motion a plan to augment the other two plans.

Under this plan, any juke op who buys from 100 to 499 Mercury platters between July 15 and August 15 will be entitled to receive free 10 per cent of the total amount of Mercury wax purchased during that period. For example, if a juke op purchased 330 disks during the 30-day premium period, he would be entitled at the end of the period to select 33 Mercury platters free.

The initial Mercury plans called for 250 gratis platters for every 1,000 purchased and 100 free disks for every 500 platters purchased under Plan B. Distributors at the National Association of Music Merchants' confab here this week reported that before the announcement of Plan C, smaller juke ops were banding together to take advantage of the greater premium offered by the purchase of 1,000 disks or over.

## Appoint Brandt Iowa Distributors For Wurlitzer

NORTH TONAWANDA, N. Y., July 15.—Brandt Distributing Company, Inc., with headquarters in St. Louis, is extending its Wurlitzer distributing activities to Des Moines and surrounding counties, according to an announcement made this week by Ed R. Wurgler, general sales manager of Wurlitzer.

With its new territory—formerly served by Iowa Music Distributors, which has been dissolved—Brandt now covers 44 Illinois counties, four Kentucky counties and 75 Missouri counties from St. Louis, plus four Western Missouri counties, 73 Iowa counties and 2 Illinois counties from Des Moines.

P. O. Brandt said the Iowa branch office will remain at its former location at 764 Ninth Street, Des Moines. John Balk, formerly sales manager for the International Phonograph Company, New Orleans, and manager of F. A. B. Distributing Company's Alabama office, will manage the Brandt Des Moines branch.

### Suds Waxed

NEW YORK, July 15.—Music operators may find an "added attraction" for their tavern locations, wax-wise, in the new Victor release on a "popularized" advertising jingle. Built around the P. Ballantine & Sons television jingle, the tune, *Three Little Rings*, has been recorded by the Fontane Sisters.

## Merchandising Music

**PRACTICE PROGRAMING . . .** The value of properly programing a music machine can be attested to by B. L. Smith, McPherson Vending Company, McPherson, Kan. Smith reports his firm has been programing equipment, and it has helped a lot. The firm has all Wurlitzer equipment, and follows a set pattern in its programing. The first six selections are always the top tunes of the week, the second six always include one or two top tunes and the balance current pops, the third bank of six are standards, good Westerns and at least one polka, and the final six numbers are always the top hill-billy and Western numbers of the week.

**RED NICKELS . . .** Boosting play with the help of the location is a project of the Haller Amusement Company, Miami. Some of the firm's spots are using nickels which have been painted with red fingernail polish to activate their machines, and the patrons then follow suit with jitneys of their own. When the collections are made, the red-coated nickels are returned to the location, and in almost every case the machines where the play promotion has been used, the profits have increased.

**PARTNERSHIP . . .** John P. Scott, Meigs Music Company, Pomeroy, O., has some very definite ideas about

operator-location relations. "Give more attention to location owners and the help," he says. "Give them 'personalized service' by occasional visits. Sympathize with their problems and tell them yours." The result, says Scott, is a partnership that pays off all around.

**PRIZE CONTEST . . .** Members of the Associated Music Machine Operators of Rochester, N. Y., Inc., at a recent meeting, chewed over an idea whereby the recording companies might sponsor a contest in which juke patrons would either name a song, recorded by name band, or would suggest titles for an original song, also recorded by a name group, with record merchandising prizes to be offered for the winning identifications or titles. The association is especially anxious to stimulate juke box play at this time as tele competition is now beginning to be felt in the area.

**TONE ARM TOPIC . . .** The advent of the new light-weight tone arms for the automatic phonographs gets a lot of credit from William A. Ginos Jr., Hillsboro, Ill. He says that in his opinion these new tone arms have done the most in recent years to cut down operating expenses.

**BUYING RECORDS . . .** The A. S. (See *Merchandising Music*, page 96)

## MAPOA Renews Union Pact; Ops Back Under One Group

DETROIT, July 15.—Two major organizational steps have been completed by the Michigan Automatic Phonograph Owners' Association (MAPOA), both directed toward more efficient functioning of the trade group. First of these was the negotiation of a new contract with Local 985, Service Drivers and Helpers Division of the Teamsters' Union. This is the same local which organized the operations of music and other coin machine firms here in the past.

The contract calls for renewal for one year, with the same general wages, hours, and conditions of work as in the past. There will be closer co-operation between MAPOA and the union in every way possible, ac-

cording to Roy W. Clason, executive secretary.

The agreement was negotiated by William E. Bufalino, business agent of the union, and Morris Goldman, president, and Clason on behalf of MAPOA.

Second step was the virtual dissolution of the Music Merchants' Association, established here last year. It was emphasized at that time that this group was considered supplemental to MAPOA rather than competitive. It has been relatively inactive of late, and both G. M. (Pat) Patton, owner of Pat's Music, and Anthony Siraucuse, of the Circle Music Company, who were the chairman and secretary of the Music Merchants, have rejoined the MAPOA as members, to clear the field for the original association.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of *The Billboard* are:

**DISKERS FACE FALL SPIRAL.** Record company activities at the NAMM convention (Music Department).

**CONGRESS TALKS UP MORE TAXES, KILLS EXCISE CUT.** Further deterioration of the war situation would result in higher income and corporation taxes (General Department).

**TEMPO RECORDS ON TAPE.** Becomes first diskery to market tape recording for home use (Music Department).

**COLUMBIA STILL COOL TO 45 DISK.** Wallerstein asserts diskery is enjoying its biggest summer (Music Department).

**MERCURY OPENS PERSONALITY PUSH.** Individual folk artists to get concentrated promotion (Music Department).

**COLUMBIA WINS GOODMAN BACK.** Benny Goodman will return to Columbia after settling his pact with Capitol (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and a special *Billboard* feature—two pages devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

## Expect 750G Total in 1950 As Sales Zoom

Tap European Market

By Is Horowitz

NEW YORK, July 15.—Seeburg Select-o-Matics valued at approximately \$500,000 have been exported thus far this year, with the total expected to top \$750,000 by the end of 1950. These figures, which do not include phonographs shipped to Canada, represent machines sent to foreign buyers at an average rate of 100 units a month.

W. S. Van Derhoef, of the American Steel Export Company, which handles all but Canadian exports for the Chicago juke box manufacturer, disclosed this week that Seeburg foreign sales have jumped 20 per cent over last year and have shown a steady increase since 1945.

More countries, both in Latin America and Europe, are easing dollar restrictions, he said, and new markets are constantly being developed for coin phonographs. Latin American countries are still rated the top buyers, but sales in Europe also are rising.

In Latin America most shipments are going to Venezuela, Porto Rica, Panama and Guatemala, he asserted. Import licenses for juke boxes there are readily available. Import applicants in Colombia get government approval only occasionally. But this situation has improved recently, according to Van Derhoef, who discloses (See *SEEBURG EXPORT*, page 101)

## Ristaucrat, Inc., Ups Production On Counter Box

CHICAGO, July 15.—Production schedules on the non-selective counter model music machine made by Ristaucrat, Inc., has been stepped up to 100 units a day, Joseph J. Cohen, sales manager, announced this week. The firm's plant is in Appleton, Wis., and exhibited its miniature juke box as well as some non-coin operated models at the National Association of Music Merchants annual convention at the Palmer House here Monday thru Thursday (10-13).

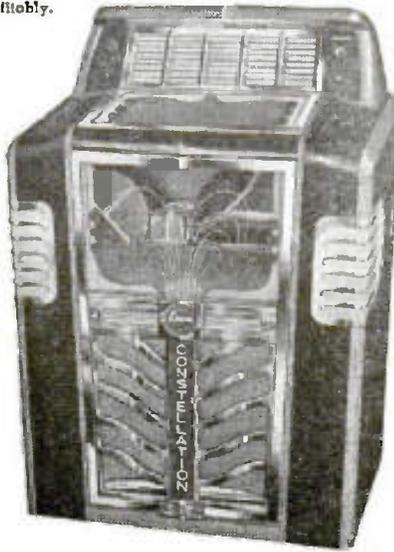
Since the box, which plays 12 45 r.p.m. records, was formally introduced last month (*The Billboard*, June 24), over 1,200 machines have been placed on location in virtually all 48 States, according to Cohen. The company is now in the process of setting up a distributor organization and Cohen emphasized that sales will be made to operators only. Cabinet on the new machine measures 12 by 12 by 16 inches and is available in either a light or dark hardwood finish. It is set up to play one or two records for a nickel at the operator's discretion.

On hand to explain the features of the box at the convention were Leo Merlo, Kaukauna, Wis., banker; Al Ristau, Kaukauna, who with his brother, Arnold Ristau, designed the product; Sarto Balliet, Appleton attorney; Ed Marheine, owner of one of Appleton's largest bakery concerns, and Cohen, who heads a meat packing concern in Appleton.

# WANT A VACATION?

Don't envy the operator who enjoys his. You, too, can pick up and go, carefree, when you operate Evans' Constellation . . . the trouble free phonograph. Thanks to Evans Quality, you take no worries with you . . . you leave no worries behind. No break-downs, no excessive service . . . no embarrassed apologies to locations when you return. Dependable Constellation performance carries on for you profitably.

See your Evans Distributor or write Factory Direct.



## EVANS' 1950

20 RECORD

40 SELECTION

# CONSTELLATION

AVAILABLE NOW — Evans' Record Play Meter for Original Constellation.

GENUINE PARTS for Mills Throne of Music, Empress, Original Constellation.

## H. C. EVANS & CO.

1528 W. Adams St.  
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SEE OUR COIN MACHINE AD ON PAGE 124

# GREAT PHONOGRAPH BARGAINS

| WURLITZER |          | SEEBURG  |          |
|-----------|----------|----------|----------|
| 1080      | \$269.00 | 146M     | \$259.00 |
| 1019      | 249.00   | 147M     | 299.00   |
| ROCKOLA   |          |          |          |
| 1422      |          | \$169.00 |          |

These Phonographs Are Thoroughly Reconditioned — Like New!

| SEEBURG        |        | WURLITZER   |      |
|----------------|--------|-------------|------|
| WB-22, 5g      | \$8.95 | DS20-12, 5g | 8.95 |
| DS20-12, 5g    | 8.50   | 5-20-12, 5g | 8.50 |
| WURLITZER      |        |             |      |
| 125, 5g/10g/25 | \$7.50 | 120, 5g     | 8.50 |

| SEEBURG                  | WURLITZER | ROCK-OLA    |
|--------------------------|-----------|-------------|
| 1941 R.C. Special, \$119 | 800       | Super 40    |
| Hightone, R.C.           | 850       | Master 40   |
| Hightone, E.S.           | 79        | Deluxe 39   |
| Colonel                  | 69        | Standard 39 |
| Major                    | 79        | Commando    |
| Commander                | 69        | Victory     |
| Classic                  | 69        | Regal       |
| Regal                    | 59        |             |

THESE PHONOGRAPHS ARE COMPLETE AND IN WORKING ORDER. EACH IS AVAILABLE COMPLETELY OVERHAULED, PROFESSIONALLY REFINISHED, UNCONDITIONALLY GUARANTEED FOR AN ADDITIONAL \$35.00.

THREE-WIRE CABLE, 7 CENTS; 500 FT., 6 1/2 CENTS PER FOOT; 147M DOME, \$17.50. NEEDLES, LOW QUANTITY PRICES. WRITE, FUSES, 50% OFF LIST. FUSEYATS, 33 1/2% OFF LIST.

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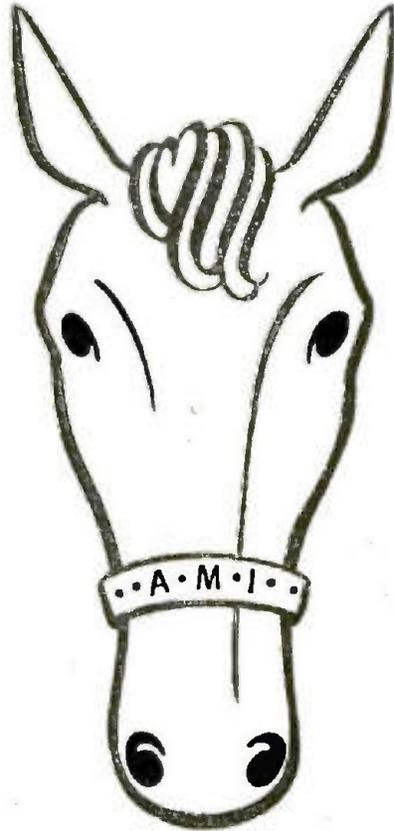
# Record Reviews

(Continued from page 34)

RATINGS  
 OVER-ALL  
 DISK JOCKEY  
 RETAILER  
 OPERATOR

| ARTIST<br>LABEL AND NO.                            | TUNES<br>COMMENT   |                |
|--|--|----------------|
| <b>POPULAR</b>                                     |  |                |
| ALEXANDER BROTHERS<br>Mercury 5447                 | <b>Mona Lisa</b><br>Close harmony male duo debut on wax with an acceptable mood coverage of the hit ballad.  | 70--70--70--70 |
|  | <b>Home Cookin'</b><br>Promising rhythm bouncer from the coming "Fancy Pants" flicker is done okay but has plenty of strong top name competition.  | 68--68--68--68 |
| JOE "FINGERS" CARR<br>Capitol 1074                 | <b>Snookey Ookums</b><br>Persuasive parlor flavor punches home a strong etching of a near-forgotten Irving Berlin olde. Could be Carr's sequel to "Sam's Song."                          | 88--88--87--89 |
|  | <b>Rootie Tootie</b><br>Gang-type razz-a-ma-tazzer draws a spirited reading, tho it hardly is the match of the topline in potential.   | 73--73--72--74 |
| ALAN DALE<br>Columbia 38874                        | <b>Of All Things</b><br>Dale is not at his best in handling this flick ditty in a rhythm setting.  | 68--68--67--69 |
|  | <b>You Wonderful You</b><br>The warbler's far more convincing in his reading of this "Summer Stock" ballad, a pretty and retentive song.   | 76--78--75--75 |
| LOUIS PRIMA<br>Mercury 5451                        | <b>Here Pretty Kitty</b><br>Keely Smith and Prima spill vocal honors in this two-tempo reading of a new and light tune.  | 67--68--65--68 |
|  | <b>Buona Sera</b><br>Prima tries to gravel-throat his way thru an Italian-flavored love ballad. It doesn't come off.   | 59--60--58--58 |
| JOE BUSHKIN<br>Atlantic 671                        | <b>If I Know You Were There</b><br>Bushkin applies his facile keyboard styling to one of his own tunes. Should score with his growing cocktail lounge following.                         | 68--70--67--67 |
|  | <b>It Never Entered My Mind</b><br>Lovely piano solo by Bushkin of a pretty ballad.  | 70--73--69--69 |
| ERROLL GARNER<br>Atlantic 672                      | <b>Margie</b><br>Superb example of Garner's jump jazz keyboard abilities. Imaginative, tasteful slicing.   | 71--75--71--68 |
|  | <b>Lullaby of the Leaves</b><br>More typically Garner is this lush 88-ling of a lovely evergreen. Should hit with his fans and cocktail lounge jukes.                                    | 74--75--74--73 |
| MARVIN WRIGHT QUINTET<br>Coral 60251               | <b>Twelve String Boogie</b><br>Piano and guitar are featured on a compliant, but routine instrumental boogie.  | 66--66--66--65 |
|  | <b>Turkish Boogie</b><br>Fleshy piano boogie is based on the Mozart "Turkish March." For addicts of swing classics.  | 71--73--70--70 |
| LENNY HERMAN QUINTET<br>Coral 60252                | <b>In the Valley of Golden Dreams</b><br>Pretty, sentimental ballad is warbled beautifully by a large vocal group, and orked dreamily by the slick combo.                                | 75--77--74--75 |
|  | <b>Mamma Mia</b><br>Recent confusion over "Santa Lucia" adaptations may have subsided enough for this one to stand a fair chance. Fine dance-choral cutting.                             | 73--74--72--73 |
| ETHEL MERMAN<br>Decca 27084                        | <b>Hawaii</b><br>Tongue-in-cheek Hawaiian tune gets the musical comedy treatment here. For Merman fans.  | 71--72--70--72 |
|  | <b>Ukulele Lady</b><br>Gal is less successful with an olde from the pre-Godfrey days.  | 64--64--64--63 |
| JACK ROSS QUINTET-MURRAY ARNOLD<br>Coral 60258     | <b>Sugar Blues</b><br>Good little combo features accordion and the usual trumpet on an up-to-date version of the corned olde. Vocal adds little.   | 67--66--65--70 |
|  | <b>How Did I Know</b><br>Vocal here too has insufficient strength to make this a serious contender.  | 57--58--58--55 |
| SY OLIVER ORK<br>Decca 27094                       | <b>I Ain't Got Nobody</b><br>Sparkling arrangement and tasteful Oliver vocalizing of this olde makes for a splendid modern reincarnation of the old Lunceford crew. Excellent recording. | 81--84--80--78 |
|  | <b>Wagon Wheels</b><br>Trick-figure backdrop for an unusual writing of the standard makes for a side which should attract much jockey attention.   | 79--84--77--75 |
| EDDIE CONDON ORK<br>Decca 27095                    | <b>Charleston</b><br>The Condon two-beaters do a live, bright job with the tune which is the theme for the revived dance. Peggy Anne Ellis chirps the lyrics acceptably.                 | 75--75--75--75 |
|  | <b>Black Bottom</b><br>Neat wring in the loose two-beat style of an olde from the Charleston era. Miss Ellis again sings acceptably.   | 73--73--73--73 |
| GEORGE CATES ORK<br>Coral 60289                    | <b>On the Beach</b><br>A waltz with a gang-sing flavor smacks of a trite and unconvincing quality.   | 65--65--65--65 |
|  | <b>Baseball Polka</b><br>Neat execution of a flimsy bit of material apparently done up to capture baseball fans' juke coin.  | 68--70--65--70 |
| <b>CHILDREN</b>                                    |  |                |
| LEON JANNEY-AUDREY MARSH & ART GENTRY<br>Hi-Tone 5 | <b>Humpty Dumpty</b><br>An original story, with original songs are added to the nursery rhyme for a pleasant package at 39-cents. Package is plain cellophane, but disk is colored.      | 69--68--70--NS |
|  | <b>Old King Cole</b><br>Another palatable original on a familiar theme. Okay production for the price.   | 69--68--70--NS |
| LEON JANNEY-AUDREY MARSH & ART GENTRY<br>Hi-Tone 7 | <b>Little Red Riding Hood</b><br>Umpteenth version of the story is pleasantly done in song and story. Price of 39-cents is right, tho the package lacks display value.                   | 69--68--70--NS |
|  | <b>Little Jack Horner</b><br>Teachy story based on the harmless little rhyme merely provides padding for a title that should sell itself.  | 67--65--68--NS |

(Continued on page 96)



## Horse Sense with H. P.

Why does the great AMI mechanism perform so brilliantly through the years, giving operators so much extra peace of mind and freedom from care? One reason is AMI'S efficient, trouble-free delivery of power. Sturdy, dependable motors put power where it is needed—directly on the job—eliminate a

roundabout of cams, gears and clutches. AMI motors are built with power to spare, won't burn out even under unfavorable conditions. Their quiet, smooth operation insures against breakdowns, accounts for the extra profits that go with continuous, uninterrupted performance.

**AMI** Incorporated

Titles Tell Tale:

# Florida Operator Covers Forty-Mile Route Weekly, Typing Out Fresh Strips as He Goes Along

By Robert Latimer

PANAMA CITY, Fla., July 15.—Carrying a portable typewriter and typing out his phonograph title strips "on the spot" is a policy which has resulted in many benefits for J. T. Smith, head of Southern Music Company, here.

Smith, a veteran of six years of juke box operation, maintains a large string of phonographs, spread along this Northwestern Florida Gulf Coast resort area. With his records warehouse in downtown Panama City, Smith nevertheless manages to service every unit at least once a week, which includes a new title list.

Instead of making up his title strips in advance, and attempting to meet the list from records carried in his pick-up truck, the Florida operator carries a portable typewriter, and while at the location, checks with the bartender, location owner, etc., for favorite pieces and adds a few which he knows will appeal to the type of patronage in the spot. After he has prepared the line-up of records which go on the phonograph, it requires only a few minutes to type off a neat, eye-appealing title strip, which is slipped in as soon as the last record is placed.

"This does away with any mistakes, or having to scratch out one title to add another, when a record is broken, or otherwise becomes useless," Smith explained.

Smith taught himself to type after finding that his title strips were neater, more eye-appealing, and al-

ways accurate. He also feels that the ability to make on-the-spot changes in the music menu is well worth the extra time spent at locations. His Southern Music Company, in addition to a healthy string of phonographs, likewise operates pin games, shuffleboards and other amusement devices. If written instructions are required for any type of machine, Smith likewise types these while calling on the location.

# Wisconsin Ops Re-Elect Slate At July Meet

## Pierce Pres. 5th Term

GREEN BAY, Wis., July 15.—All officers were re-elected for 1950-'51 by the Wisconsin Phonograph Operators' Association (WPOA) at its regular quarterly meeting Monday (10) at the Beaumont Hotel here.

Clinton S. Pierce, of Brodhead, was re-elected president; Ray Stone, of Rice Lake, vice-president, and Doug Optz, Milwaukee, secretary-treasurer. Pierce and Optz are now serving their fifth consecutive terms.

The association went on record as favoring the holding of national convention shows apart from all other coin groups.

Date for the next gathering was tentatively set for October in Rhineland.

# Chi Clock Firm Bows New Timer At NAMM Meet

CHICAGO, July 15.—The Coin Meter Clock Corporation has started production on a new model coin timing device. The product was displayed for the first time at the convention of the National Association of Music Merchants (NAMM) at the Palmer House here this week.

The meter is known as Model No. T401 and lists for \$12.95. It is suitable for timing radio and TV play. A variation of this model, designed for selling home appliances on the installment plan and equipped with a removable bank, sells for \$13.50.

The firm's line bears the Savomatic trade name. Coin Meter Clock has offices at 1431-35 W. Hubbard Street and is headed by Jack E. Chizever and J. A. Terman.

# MERCHANDISING MUSIC

(Continued from page 93)

Hardy Company, Malone, N. Y., takes time out to laud The Billboard for the help it gets from the pop charts in ordering disks for their machines. Firm points out that it is located some 200 miles from the nearest disk distributors and that in years gone by purchasing records has been a major problem. The new cuffio preview service recently initiated by RCA, whereby ops receive new releases from the diskery, has also helped considerably, Hardy reports. As a result, the company is now able to have the new RCA platters on their machines on the release date, instead of waiting until part of the run on the record has been completed.

# Record Reviews

(Continued from page 94)



| ARTIST<br>LABEL AND NO.                          | TUNES<br>COMMENT   | RATINGS<br>OVER-ALL<br>DISK JOCKEY<br>RETAILER<br>OPERATOR |
|--|--|--|
| <b>CHILDREN</b>                                  |  |  |
| JOE CIRAND<br>Columbia M-17-74                   | <b>Chug-a-Lug</b><br>Drinking polka becomes a "Drink your milk" special. Has a good beat and catchy refrain that should keep tots from minding too much.                                   | 70--70--70--NS   |
|  | <b>Tic-Tac-Toe</b><br>Similar stuff, but lacks any kind of selling gimmick.  | 62--62--62--NS   |
| <b>COUNTRY &amp; WESTERN</b>                     |  |  |
| STUART HAMBLEN<br>Columbia 20724                 | <b>It's No Secret</b><br>Philosophizer with a religious message comes thru impressively, done with churchly devotion by Hamblen and choir.   | 74--74--76--72   |
|  | <b>Blood On Your Hands</b><br>This one's an out-and-out sacred job, done with feeling in bright tempo. Material is cleverly put together.  | 67--67--70--64   |
| DELMORE BROTHERS<br>King 873                     | <b>My Heart Will Be Cryin'</b><br>Brothers warbling, harmonica and strings combine effectively on a beautiful throbbet for the wool-hat trade.   | 67--65--68--68   |
|  | <b>Some Day You'll Pay</b><br>Much like flip in conception and execution.  | 67--65--68--68   |
| OZIE WATERS<br>Coral 64050                       | <b>Old Man Atom</b><br>The apocalyptic tune about the A-bomb gets a good recitation and mood-enhancing Ray Ross orking.  | 74--76--74--72   |
|  | <b>Give Me Wings To Fly</b><br>Tune about a hospitalized victim's plea for wings is mawkish rather than touching.  | 60--60--60--60   |
| PORTER JOHNS<br>Decca 46251                      | <b>It's a Lonely, Lonely Life</b><br>New warbler waits with great promise and recites too, but mossier lines would help.   | 61--62--62--60   |
|  | <b>I'm So Blue I Could Cry</b><br>Same comment.  | 64--64--64--64   |
| MERVIN SHINER<br>Decca 46253                     | <b>Slippin' Around With Jole Blon</b><br>Altho the initial impact of the novelty may have been spent, Shiner's robust rendition could pick up some stray coin.                             | 76--76--75--77   |
|  | <b>Steppin' Out</b><br>Lack of originality renders this one insignificant.   | 67--68--67--67   |
| WESLEY TUTTLE<br>Coral 64051                     | <b>Slippin' Around With Jole Blon</b><br>Bright tempo and smacking beat may help this version find a fair market. Fine job by Tuttle and crew, which provides steel guitar and piano bits. | 77--77--76--78   |
|  | <b>Strawberry Roan</b><br>Western standard is delivered with gusto by the fine warbler. Kids should like this one.   | 72--74--72--70   |
| BILLY BELL & HIS RIDGE WRANGLERS<br>Atlantic 725 | <b>Making Excuses for You</b><br>Bell warbles a sad tale in heart-felt style here. Okay dance number for country boxes.  | 75--76--75--75   |
|  | <b>Cannonball Yodel</b><br>Up-tempo train song, yodeled expertly by Bell should do fair business in Western and country locales.   | 72--73--72--72   |
| "LITTLE" JIMMY DICKENS<br>Columbia 20722         | <b>Walk, Chicken, Walk</b><br>Novelty ditty is bright and entertaining, but a notch below the Dickens par.   | 79--80--78--78   |
|  | <b>Just When I Needed You</b><br>Dickens essays a fairly routine weeper here, but gives it a full measure of authentic back-country flavor.  | 75--75--75--74   |
| JOHNNY HICKS<br>Columbia 20716                   | <b>I Got a Ring for Her Finger</b><br>Ordinary, uninspired country dance side, with gang vocal.  | 68--68--67--70   |
|  | <b>Honky-Tonky Heart</b><br>Hicks' lads get a powerful beat, but the material is contrived and fails to ring true.   | 68--68--68--68   |
| LES "CARROT-TOP" ANDERSON<br>Decca 46250         | <b>Teardrops on the Roses</b><br>Slick sax section takes this out of the country class despite a warm warbling effort by a talented vocalist.  | 67--67--67--67   |
|  | <b>New Panhandle Rag</b><br>Danceability and strong warbling should get this one played in Western spots.  | 76--76--75--76   |
| HAL HART<br>4 Star 1406                          | <b>Than Suffer Jealousy</b><br>A robust sob effort by Hart. Material is potent in rendition.   | 77--78--76--78   |
|  | <b>I Don't Love Anybody But You</b><br>More ordinary stuff here is rendered at a brighter clip.  | 64--64--63--65   |
| JUDY HATCHER-FRANK CAVANEE<br>Academy 102        | <b>Make-Believe Kisses</b><br>Boy-girl country duo harmonizes sweetly enough, but material is from an overworked formula.  | 59--58--58--60   |
|  | <b>Private Property</b><br>An undistinguished country offering by warbler Cavanaugh.   | 56--56--55--58   |
| PAUL HOWARD<br>King 871                          | <b>Boogie's Fine Tonight, The</b><br>Good r & b boogie about is cut in jumpin' country style. Should do okay on rural boxes where the kids congregat.                                      | 73--74--72--74   |
|  | <b>Rock Candy Heart</b><br>Like the flip, recording isn't too clear, but on this ballad the effect is more damaging.   | 67--66--67--68   |
| <b>INTERNATIONAL</b>                             |  |  |
| WALT SOLEK ORK<br>Columbia 12473-F               | <b>Tzena, Tzena, Tzena</b><br>The hit is out as a polka by Solek. Vocal quality limits its potential in the pop market, but it should do okay with polka regulars.                         | 76--76--75--77   |
|  | <b>My Bonnie Went Over the Ocean</b><br>Spanking Polish polka style is applied to the folk song, with new novelty lyrics in English. Stronger side here.                                   | 78--78--78--78   |
| FRANKIE YANKOVIC<br>Columbia 3884                | <b>Marianne</b><br>Relaxed toe trot by the popular polka-waltz crew should do strong business on Midwestern boxes. Pleasant potent side.   | 81--80--80--82   |
|  | <b>Bear Barrel Polka</b><br>Standard should be a strong addition to the Yankovic repertoire. He gives it his individual styling and tempo.   | 81--80--80--84   |

# Between A-1 and Zora . . .

... There are over 400 different record labels listed in The Billboard's Big 1950 NAMM Convention Supplement. Good, steady profits are being made with many of these labels.

Are You Overlooking a Good Bet? Be sure to get your copy of The Billboard's 1950 NAMM Convention Supplement with its many valuable, profit-producing features, reference lists and buying services. A limited number of copies still available.

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City .....

Zone .....

State .....

Occupation .....

# SEEBURG REAFFIRMS ITS BASIC POLICY TO MUSIC OPERATORS

In September, 1949, the J. P. Seeburg Corporation issued a statement of policy as evidence of good faith in trying to build a better and more profitable future for all music operators who had purchased or who might purchase the Seeburg Select-O-Matic "100" Music System.

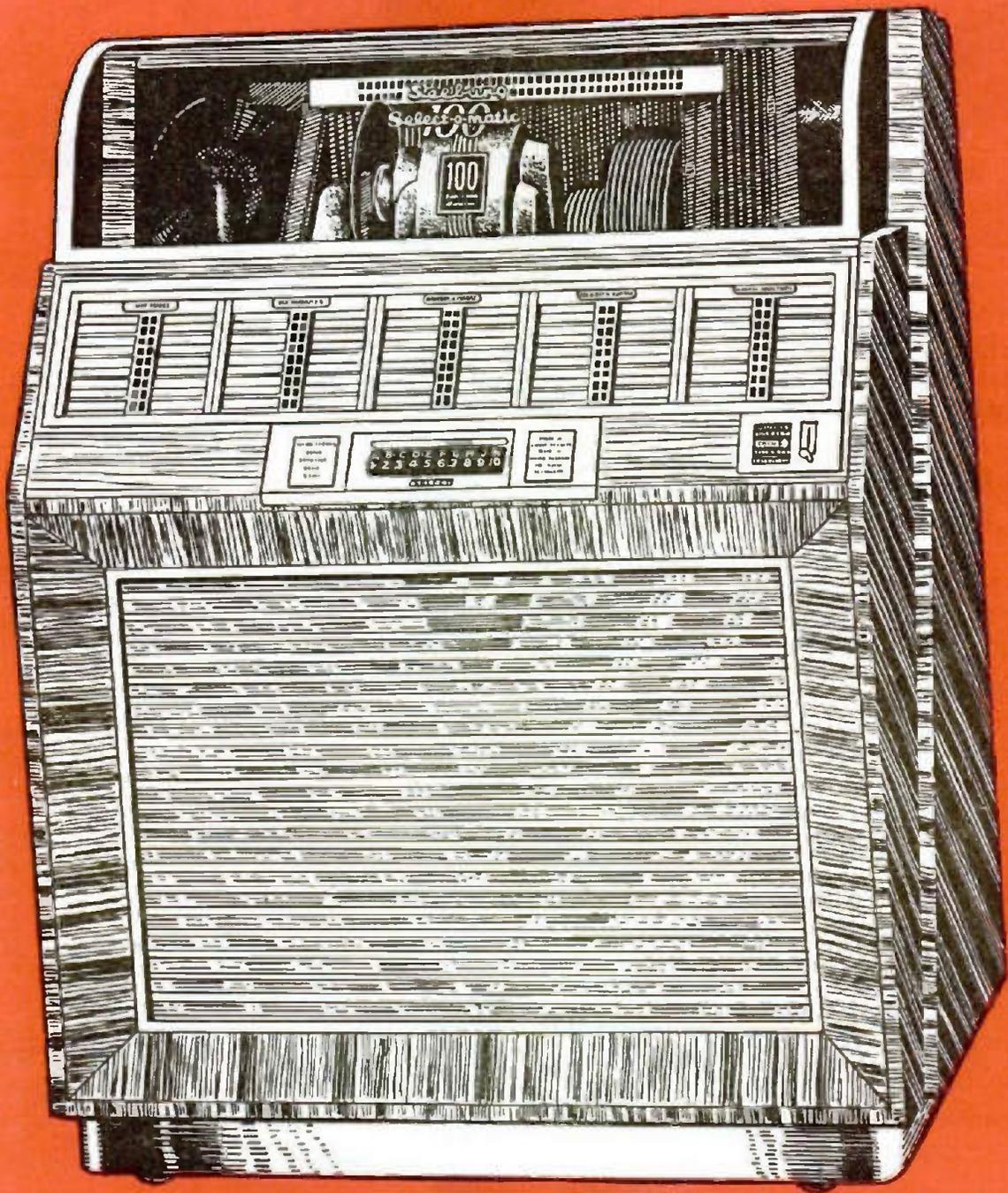
**We take this opportunity to re-affirm our policy statement of 1949 and to advise music operators that the Model M100A will be continued in 1951. We will not make any changes unless they become necessary; and if we do make changes, due consideration will be given to the effect of such changes upon those who operate Seeburg equipment. Increased labor and material costs preclude any possibility of a reduction in the list price of the Model M100A. The list price of the M100A in 1951 will remain unchanged unless additional increases in our costs make it necessary that the list price be increased.**

The Select-O-Matic "100" Music System has opened new and broader fields of pleasant and profitable operation for music operators. The basic advantages offered by the Select-O-Matic "100" Music System are such that for the first time in our industry music men are in position to negotiate more equitable commission arrangements with their locations. It is the only music system that has been designed for intelligent programming of music for the public—where both sides of the same record are listed on the same double title strip—thereby permitting the proper classification of titles without the necessity of using dual records.

The Select-O-Matic "100" Music System has established new standards of operating efficiency in the field. It has established standards by which all other coin-operated phonograph equipment will be judged in the future. *It is the music system of the future. It is the only music system which cannot be prematurely obsoleted because of cabinet changes and miscellaneous non-productive features.*

We believe progressive music operators who are investing their money in this business and who depend upon the music business for their livelihoods have a deep appreciation of the intent which prompts the J. P. Seeburg Corporation to re-affirm its basic policies from time to time.

**TURN THE PAGE...READ THE SEEBURG STATEMENT OF POLICY  
ORIGINALLY PUBLISHED IN SEPTEMBER, 1949**



MODEL M100A

*the* **Select-o-matic**  
**100**

*"years ahead in design"*

# SEEBURG RESTATES ITS BASIC POLICY

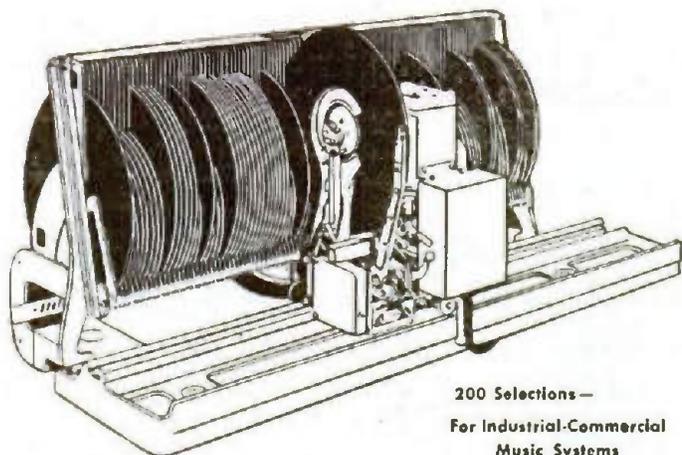
(ORIGINALLY PUBLISHED IN SEPTEMBER, 1949)

## SEEBURG POLICY

- 1** Seeburg will deviate from the traditional policy of yearly models in our business and will introduce new models at less frequent intervals in the future.
- 2** Model M100A will not be changed in 1950. Frankly, we see no reason for changing this model for the next several years. We will not make any changes unless they become necessary; and if we do make changes, due consideration will be given to the effect of such changes upon those who operate Seeburg equipment. The basic advantages offered by the Select-O-Matic "100" Music System are such that for the first time in our industry we find ourselves in position to do a constructive selling job on music to the public, and the necessity for cabinet changes and miscellaneous non-productive features becomes less important to all of us.
- 3** The same policy will prevail on our 100 selection Wall-O-Matic — Model 3W1 — and the various speaker assemblies which now are available and identified as Seeburg Scientific Sound Distribution.
- 4** We will continue our policy of keeping Seeburg factory production schedules slightly under our actual sale of equipment in the field in order that we may keep our inventory in a liquid position. We will continue our releases to suppliers on a thirty-day basis so that the inventory in the field will never exceed a normal amount. This is your assurance there will be no excess Seeburg production which operators will be asked to absorb beyond their normal and constructive operating activities.
- 5** We believe new equipment should be placed by operators in good income locations only. *We do not believe new equipment should be forced into low income locations.*
- 6** We do not believe new equipment should be moved from good income locations into the lower income location group until the new equipment is paid out and the operator has had a reasonable length of time to enjoy unencumbered revenue from his top locations before finding it necessary to make replacements with a new model.
- 7** We believe that with the investment operators are making in locations with the Select-O-Matic "100" Music System (the Select-O-Matic M100A, the Wall-O-Matic 3W1 and the speaker equipment necessary to Scientific Sound Distribution)—a contract for at least 12 to 24 months' duration and on a *more favorable basis* for the operator should be negotiated with the location.

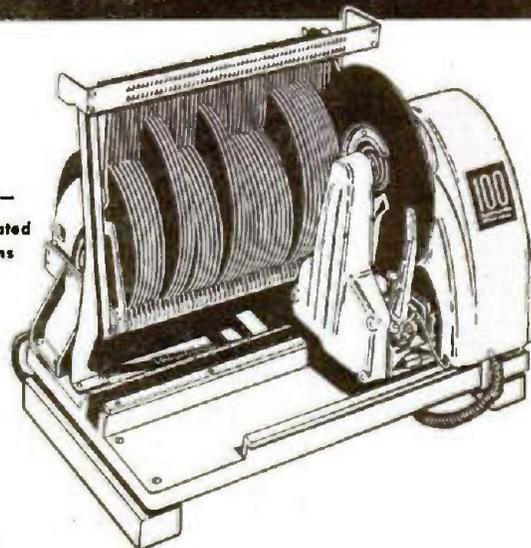
A STATEMENT REAFFIRMING THIS POLICY  
APPEARS ON THE PRECEDING PAGE

# EVOLUTION OF THE *Select-O-matic* MECHANISM



200 Selections—  
For Industrial-Commercial  
Music Systems

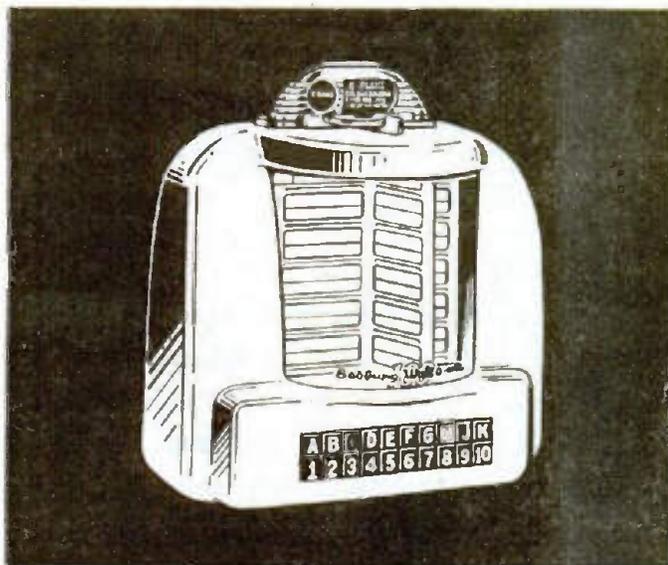
**200 SELECTIONS.** This 200-selection mechanism introduced the Select-O-Matic principle of playing discs in industrial and commercial installations throughout the country.



100 Selections—  
For Coin-Operated  
Music Systems

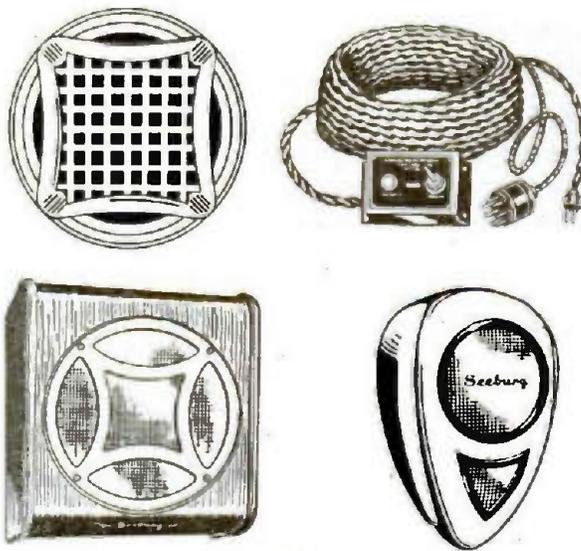
**100 SELECTIONS.** The Select-O-Matic "100" mechanism. The mechanism that is setting new standards of efficiency and trouble-free performance in thousands upon thousands of coin-operated phonograph locations.

## REMOTE CONTROL



The Wall-O-Matic "100"—an achievement overshadowed only by the Select-O-Matic "100". Brings 100 selections of music right to the finger tips of guests wherever seated.

## SCIENTIFIC SOUND DISTRIBUTION



Seeburg constant voltage speakers to meet the requirements of any location. Also illustrated is MRVC unit to provide complete control of speakers from any remote point.

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago, Ill.

*America's Finest and  
Most Complete Music Systems*

SEE PRECEDING THREE PAGES FOR IMPORTANT POLICY STATEMENT

# Seeburg Export Biz in New High; Total Hits 750G

(Continued from page 93)

closed two carloads of machines had just been contracted for by a Colombian buyer.

Argentina, Chile, Brazil and Mexico are the major Latin American hold-outs and little hope is held for the early lifting of bans on juke box imports.

In Europe most Select-o-Matics are going to Belgium, with a fair number being shipped to Switzerland and France. The European market is being promoted extensively now and Italy should be an early addition to that continent's list, Van Derhoef declared.

The operating pattern varies considerably from country to country, American Steel has learned. No effort is made by the home office here to stipulate how machines are to be sold and operated, and to what buyers. Foreign distributors franchised by American Steel also set their own price tags on juke sets and here again lists fluctuate from country to country.

Nations nearer to the United States are more likely to hold to an operating pattern simulating our own, with distributors selling machines to route owners who place them in locations on a profit-sharing basis. Further away, the standard set-up is to sell machines direct to locations. Payments are usually spread over a 12 to 30-month period and the distributor arranges his own financing.

The coin problem, said by Van Derhoef to be a serious obstacle to sales just after the last war, presents no difficulty today. Coin mechanisms have been developed for each country buying equipment and juke boxes are modified for export before leaving the Seeburg factory.

The price per play averages 5 cents a record, when equated to American currency. The actual charge is somewhat above or below this figure depending on which domestic coin is judged suitable in each case.

Records are readily available from local sources to most foreign juke owners, Van Derhoef noted, although many supplement such purchases by buying direct from United States record exporters. In addition to pops cut by American artists known round the world, classical disks are sought after and make up a substantial segment of juke programming. In each country, native music is featured as well.

Foreign distributors named by American Steel receive thorough training in juke servicing when representatives visit here.

## Seeburg Promosh Tie-In Pays Off

NEW YORK, July 15.—Atlantic New York Corporation, regional Seeburg distributor, credits a new promotional tie-in with attracting extra nickels for Select-o-Matics now on test locations in two local Whelan drugstores.

Posters attached to the juke boxes call attention to WABD television show, *Cavalcade of Bands*, sponsored in part by United Whelan. The band playing the show is featured each week and records cut by the orchestra are slotted in one section of the selector panel. Posters and records must be changed weekly, but Atlantic topplers think the added service pays off.

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# Classical Record Reviews

(Continued from page 30)

## BEETHOVEN; SYMPHONY NO. 7—Boston 80

Symphony Ork-Charles Munch, Cond. (1-12'')  
RCA Victor (33) LM-1034  
Munch makes a happy debut on the Victor label with a strong, four-square and faithful rendition of the *Bethoven Seventh*. The Boston rises to his balancing with a first-rate performance, vigorous, clean and spirited. Recording is a top-notch job of balance and warmth. Should be a solid LP item for RCA.

## G. SAMMARTINI; CONCERTO GROSSO 60

AND G. PERGOLESI; TRIO SONATA  
AND A. CORELLI; CONCERTO GROSSO  
—Vienna Symphony Ork-R. Moralt,  
Westminster (33) WL-50-9  
A splendid presentation of baroque music by three very worthy precursors of Bach, this disk should register with the growing coterie of appreciators of this heretofore comparatively neglected period. The Sammartini concerto, which occupies one side of this LP, is especially Bachian in feel and style. The Pergolesi is an interesting transition between the old concerto grosso and the later solo concerto form. The Corelli (a composer who has been getting considerable attention from the diskers of late) is almost purely orchestral, with a strong suggestion of Handel. Beautifully performed, all three, and excellently recorded. A fine bit for admirers of the recondite.

## ROIG; CECILIA VALDES—Martha Perez-Franco 70

Nava-Ruth, Fernandez-Aldá  
Pujol-Gonzalo Roig, Cond. (1-12'')  
Cetra-Soria (33) 70.001  
The appearance on LP of this delightful Cuban opera should give it a new lease on life. Issued some months ago on shellac, the price was a bit high for good response from the market, the trade and critical reception was enthusiastic. Standard LP price should earn some friends among the disk purchasers. The opera is based on a popular romantic Cuban novel. Roig, who set it to music, is an eclectic composer in both language and pop. He has written a vibrant score. The vocal work is superb—almost astonishingly so.

## BRUCKNER; STRING QUINTET IN F 65

MAJOR—Philharmonic String Quintet;  
Vienna (1-12'')  
Vor-Polydor (33) PL-6330  
For Brucknerites, here's a find; a feelingful Viennese recording of Bruckner's only Chamber music composition. The spiritual aspiration, the shifting themes, the piercingly sweet melodies, the observance of form, the breadth of development—all the expected characteristics of the Austrian master—are readily observable. Performance and recording are well up to snuff.

## TELEMANN; TRIO SONATAS AND DUETTO FOR VIOLIN, FLAUTE DOLCE AND HARSICHOARD CONTINUO—Middlesex 64

Collegium Musicum (1-12'')  
Renaissance (33) X-12  
The music here is delightful, if unfamiliar to the majority of LP buyers. Telemann, a dear friend of Bach, wrote these for the flauto dolce, the German cousin of the English recorder, and an ancestor of the modern flute. The fresh, piping melodies are light-weight, but well played here and well-recorded. Good for summer listening, and can be said to "early music" fanciers without too much effort.

## KURT WEILL; DOWN IN THE VALLEY—73

M. Bell-W. McGraw-K. Smith-R. Jacques-mot-R. Barrow RCA Victor Chorus & Ork-Peter H. Adler, Cond. (3-7'')  
RCA Victor (45) 1357  
It's unfortunate for this fine young cast that Decca happened to come along with a superb disk version of the show. Weill folk opera. This is the same cast that introduced the work on TV last winter, and Marlon Bell and William McGraw in the leading roles prove themselves top-grade operetta talent. There's also the question of whether the work will bear repeated playing.

## SCHUMANN; MANFRED OVERTURE, OP. 115 AND BEETHOVEN; CONSECRATION OF THE HOUSE OVERTURE IN C, Op. 124—Arturo Toscanini, Cond. The NBC Symphony Ork (1-10'') 75

Two expert Toscanini performances have been coupled for this LP from the recent Victor catalog. Both works are inherently dramatic and bold in concept, tho the *Beethoven* slides away from the rather solemn beginning into a series of brilliantly constructed contrapuntal exercises. The maestro's interpretation of the Schumann is without peer on wax and squeezes out every dramatic inflection of the romantic work. Recording is not as rich as it could have been, but this doesn't figure to hurt any but a small fraction of the potential.

## PUCCHINI; GIAMMI SCHICCHI—Radio 71

Italians-Alfredo Simonetto, conductor (1-12'')  
Cetra Soria (33) 50.028  
Assets far outweigh some obvious defects here, and in the vogue for complete operas on LP, this should enjoy a healthy sale. Work is one of the three one-act operas in the Puccini Trilogy, and it's the one most frequently performed. The recording is live, but not always well-balanced. Of the singers, bary Giuseppe Taddei is superb in the title role. Others are only fair, and some gorgeous arias are the losers thereby. The libretto is real musical comedy stuff. The work is long for a single LP, so there's good value from that standpoint. The box-album presentation, with Italian and excellent English libretto, is unsurpassed by any other diskery today.

## MOZART; SONATA NO. 26 IN B-FLAT MAJOR and HAYDN; CONCERTO NO. 1 IN C MAJOR—Issac Stern-Alexander Zakin (1-12'') 75

Columbia (33) LM-4301  
Stern provides some of the most satisfying fiddle playing of recent vintage in these two classic works. Purists will find his pure classic conception and accurate technique, while even adherents to the "schmitt" school will be satisfied with the warmth, vitality and fire he brings to bear here. Both pieces are true gems and the playing fills its stem.

## VIVALDI; VIOLIN CONCERTO IN E FLAT MAJOR and VIOLIN CONCERTO IN G MINOR, OP. 12—Vienna Symphony Ork-R. Moralt-P. Rybar 69

Westminster (33) WL-50-6  
With the Vivaldi vogue gaining steadily, and with this fresh, vital early music ideal as summer listening fare, this LP program should sell when offered to most Bach, Haydn, Mozart buyers. Both concertos are fluid, melodious pieces, well-played by Rybar, and well recorded. Quality presentation.

## MOZART; JUPITER SYMPHONY and CONCERTO IN B-FLAT FOR BASSON AND ORCHESTRA—Arturo Toscanini, conductor-NBC Symphony Ork-Leonard Sharrow (1-12'') 80

RCA Victor (33) LM-1030  
Here are two superb Mozart performances, reissued for the LP medium, which should serve as the strongest type of catalog item. To begin with, this is top Toscanini. Secondly, the reading of the *Jupiter* is probably the finest put to wax, while the symphony itself remains as the finest and most popular of the Mozart works in that form. The Bassoon Concerto, tho classified as a novelty, certainly is far from that musically as a listening to this charming and spirited score will prove. Sharrow's bassoon work is thoroughly delightful.

## MOZART; PIANO SONATA FOR FOUR HANDS IN F K. 497—Walter Hendle-Lukas Foss (1-12'') 67

Period (33)SPLP508  
This fine, little-known Mozart work should attract attention because its performers are two of the top crop of young American musicians. Hendle is now conductor of the Dallas Symphony, and Foss is official pianist with the Boston ark. This set was cut for Margall a couple of years ago, and the sound of the piano comes off fine in the LP transfer. The playing is characterized by attractive youthful exuberance and vitality, with the sensitivity and sense of style one might expect from such talented lads. The second side features several shorter Mozart piano pieces well-done by Foss solo.

## SATIE; PARADE—AURIC; SUITE FROM "LES MATELOTS" BALLET—Houston 70

Symphony Ork-Efrem Kurtz, director (1-10'')  
Columbia (33) ML-2122  
Two brief modern ballet scores, both spiced with wit and sparkle, are coupled for Kurtz's wax debut as conductor of the Houston Symphony. Kurtz manages to make the unit sound most impressive as he has inspired live, enthusiastic and precise playing for the recording. Satie and Auric, two of the French "Les Six," wrote these works for the Ballet Russe. Satie's work is tricky but expressive, while Auric's is the more melodious and lyrical of the two. Both, tho only slightly less here, are diverting pieces which should entertain the less serious-minded buyers.

## J. S. BACH; MOTETS AND CHORALES—60

Schola Cantorum-Hugh Ross, Dir. (1-10'')  
Columbia (33)ML2102  
This is the least attractive of the recent crop of Bach choral releases. The group conception is pedestrian, bordering on dull. The diction is muffled in the recording and some real gems of the master suffer thereby. Since there are some real Bach highspots among these works, collectors will account for some sales.

# Colucci Groups Coin Interests Under One Firm

HARTFORD, Conn., July 15. — A certificate of organization was filed with the State here last week for a new Connecticut corporation, Seaboard Distributors, Inc., listing office address, 110 Ann Street, Hartford; amount paid in cash, \$14,248.16; president, Ralph Colucci; vice-president, Michael Colette; second vice-president, Oswald L. Cavallo; treasurer, Richard T. Scully, all of Hartford. The officers also are listed as directors.

The move marked the consolidation of various coin machine interests operated by Colucci, who has been active in the coin machine field here for many years.

Colucci was formerly distributor for Aircon juke boxes in Connecticut, he had held the franchise for these music machines for two years. Colucci also has disbanded State Music Distributing Corporation of Hartford, (See Colucci Interest on page 113)

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(War Surplus)  
**WURLITZER**  
24 Selection  
**HIDEAWAY UNITS**

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**48 TUNES 24 RECORDS**

## WURLITZER

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**AGAINST OBSOLESCENCE**

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22 Late Model Phones, Some 100's. Old Established Route. High Income. PRICE \$14,000.00. Can Be Financed.

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tomorrow may be too late!!!

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Name .....  \$10 enclosed

Address .....  Bill me for \$10

City ..... Zone ..... State .....  25¢ enclosed, send Supplement only

Occupation .....

# Candy Firms Keep Up Order Flow

## Report No Need for Scare Buying; Prices, Quantities Guaranteed 4 Mos. Ahead

Operators Continue Orders at Normal Levels

By Fred Amann

CHICAGO, July 15.—While admitting that "anything can happen" in coming months to change the picture, candy manufacturers contacted by *The Billboard* this week said the Korcan situation should not be taken as a reason for "scare buying" on the part of the operator, nor used as an incentive for such buying by the candy maker. Several firms pointed to the fact they are continuing to write orders guaranteeing delivery weeks in advance, with one company reporting quantity and price guarantees on November 26 shipments. Admittedly, there is some confusion in manufacturer and operator ranks as to what subsequent months will bring, production and delivery-wise. However, a spot check of local candy operators indicated there was no move to step up buying volume, or change delivery dates.

While limited storage space and summer temperatures may be two reasons operators are not increasing orders, common sense thinking on both manufacturer and operator levels is seen as being responsible for the absence of order stampedes, and revolves around two facts: (1) With plants generally not operating at capacity, production increases planned by most manufacturers will take care of orders for most of this year anyway and (2) over-all production capacity of the candy industry is at least 50 per cent greater than in 1941.

See Fall Price Hike

While delivery at current prices is promised by the majority of candy firms, it was felt recent increases in ingredient costs would result in price raises on fall merchandise. Companies guaranteeing future delivery, however, stressed that quantities and (See *CANDY FIRMS* on page 106)

## ACPM Committee Set To Resume Hearings On L. A. Cig Venders

LOS ANGELES, July 15.—With four additional members named to the Assembly Committee on Public Morals (ACPM), the board of seven will soon resume the hearing into the complaint that minors are obtaining cigarettes thru vending machines. The group met three weeks ago, but was forced to postpone the survey because it lacked a quorum.

Postponement of the session June 14 brought charges from Sen. Jack B. Tenney that the committee had operated illegally by failing to have a quorum. Senator Tenney asked Attorney General Fred Howser to launch an investigation of the State's group activities.

However, following the ACPM meeting, the city council brought up the matter of machines as a source (See *ACPM COMMITTEE*, page 106)

## Dept. of Agriculture Sees New Market for Foods Via Venders

WASHINGTON, July 15.—The Agriculture Department's Production and Marketing Administration (PMA) is showing increased interest in the marketing of foods and beverages thru vending machines. Sometime in the next year, the agency may make some special studies in connection with coin-operated vending; at present, it is winding up a survey of non-coin dispensers of frozen orange juice.

The study, which covers dispensers in Washington and Richmond, Va., will be available in September, according to PMA officials. Tho not concerned with vending machines, the survey may prove of interest to operators. It will report on the volume of sales and the relationship of sales before and after installation of orange juice dispensers. An attempt will be made to evaluate the results of "impulse" buying caused by the mere sight of the dispensers at soda fountains and other locations. Greatly interested in the sale of

juice, PMA would like to see a large number of venders go into the field, with coin-operated machines handling frozen concentrates of oranges, lemons, and the Agriculture Department's new development—grape juice concentrate.

Few Changes Needed

Disclaiming any particular mechanical knowledge a PMA spokesman said that he thought it would not be difficult to convert standard beverage dispensers into venders capable of handling concentrates. A change in the valve system and the addition of an agitator to mix the concentrate with water should be all that is needed, the official said.

Stripping the concord grape down to a concentrate was far more difficult than making citrus concentrates, Agriculture research chemists found. However, the process has been perfected with results comparable to those from citrus concentrates.

Orange Juice Gains

Production and consumption of frozen orange juice concentrates has shown a phenomenal gain. Production was started in the 1945-'46 season (See *SEES NEW MARKET*, page 107)

## Fla. Juice Op Sues Pasco Packing Co.

JACKSONVILLE, Fla., July 15.—Healthflo, Inc., operating orange juice venders here, has filed a \$1,000,000 damage suit against Pasco Packing Company, Dade City. Suit alleges Pasco "misled" Healthflo into believing they (the packers) would enter into a contract to supply reconstituted orange juice "under attractive terms" and therefore the op had canceled previous supply contracts.

When initial deliveries came due, Pasco "repudiated" the arrangement, Healthflo charges.

## New Premix Cup Mach. Set By L. A. Co.

\$297 List; 144 Drinks

LOS ANGELES, July 15.—A new vender for premixed drinks has been announced by the American-Simplex Company here.

According to H. J. Coffman, the firm's president, the cup vender is the result of eight years of experiments and tests in the beverage field. He believes the cost of the 1951 vender will open many profitable new locations for the sale of fruit drinks and punches. Coffman estimates that a drink can be produced for 1½ cents, including the cup cost.

The American-Simplex cup vending machine is 67 inches high, 23½ inches wide and 19½ inches deep. With a capacity of 144 premixed drinks, the machine is refrigerated by a ½ h.p. hermetically sealed Tecumseh motor operating on 60-cycle single phase 110-120 volt current. Equipment also includes Dixie cup dispenser, beverage tank, and spun glass insulation. The finish is hard high gloss, baked enamel. Selling for \$297.50, f.o.b. Los Angeles, the vender is available with coin changer for \$45 additional. Features include a unique and positive cup filling action and stainless steel parts and fittings where contact is made with the beverage.

Coffman said 200 of the machines had already rolled off the production lines for shipment in the Pacific sector.

Sherman Top ABC Owner

WASHINGTON, July 15.—Principal stockholders in the ABC Vending Corporation as listed by Securities and Exchange Commission this week are Benjamin Sherman and Charles O'Reilly, both of New York, with 26,858 and 20,900 shares respectively.

# Food Caterer Woos Vending

## Prophet Co. Starts Test Vender Plan

Alters Non-Op Program

DETROIT, July 15.—What may be the beginning of a trend in thinking on vender operation by industrial caterers is seen in the recent experimental placement of machines by the Fred B. Prophet Company, one of the country's largest catering firms. Two facts make the move more significant: Drop-off in Prophet's gross sales and profit (as shown by half-year returns for 1950) over 1949 levels and the change in the company's attitude toward self-operation of venders.

Prophet's installation of venders in three of the 80 plants it services, although admittedly a test operation, contradicts the views expressed by its president, Fred W. Koch, at the National Automatic Merchandising Association (NAMA) Region V meet here in May (*The Billboard*, May 20). At that time, Koch declared that experience (See *FOOD CATERER* on page 106)

## Cup Ops Sluff Bid Invite for Subway Worker Locations

NEW YORK, July 15.—Cup vender operators asked to bid for exclusive rights to install equipment in subway garages and shops think the deal is no bargain, it came to light this week. Recently, the Board of Transportation issued invitations for such bids, but the deadline passed with no takers.

Minimum standards set by the city included at least 15 per cent commission on total soft drink sales, 10 per cent on milk, or an over-all guarantee of \$500 monthly, whichever is larger.

The locations are spread thruout the five boroughs, with no heavy concentration of workers in any one spot. Servicing costs for any one company which would take over the entire operation were judged to be excessive.

Some operators, however, are known to be interested in placing cup equipment in subway-employee locations near their base of operations. The Board of Transportation may negotiate such piecemeal contracts, it was learned.

## Alkuno Offers 2-Col. Gum Unit; Sets Financing

NEW YORK, July 15.—Alkuno & Company this week announced general availability of its two-column, 5-cent gum vender, manufactured to date solely for installation in stations of the subway system here. Several hundred of the compact units have already been placed in the underground locations.

Offered at "less than \$60," the machine stocks 80 5-cent packages of Chielets and 140 packs of Dentyne gum. It is 10 inches wide, 8 inches deep and 36 inches high.

At the same time, Kuno Hamann, president, disclosed that a pact had been concluded with the Walter E. Heller organization for financing time purchases of all venders in the Alkuno line.

The firm now has in production cigarette, cracker and charm machines, in addition to the gum unit. Those moving most rapidly at this time are the cigarette and cracker machines, he said. Union News is known to have placed a substantial number of Alkuno cigarette venders recently in up-State rail terminals.

# Seedman Tells Rotarians Vending's Place in Sales

PASADENA, Calif., July 15.—Rotarians here heard George Seedman, president of the National Automatic Merchandising Association (NAMA), discuss the vending machine industry and tee-off the operator supported Red Feather drive. Seedman spoke at the regular Rotary meeting held at the Masonic Hall Wednesday (12) at the invitation of Arch C. Riddell Jr., head of Harmony Cigarette Service.

Seedman, who also is president of Lowe Corporation, analyzed the vending machine industry from a general point of view.

Riddell presented the speaker by allowing Rotarians to answer questions for vending machine merchandise prizes. Starting off with cartons of gum, the first question was to name the speaker. The next prizes were vend packed Phillies, chests of Phillip Morris and cartons of Old Golds.

On the stage behind the speaker Riddell had placed Rowe cigarette, Univendor candy and Malkin-Ilions cigar venders.

### Creates "Plus" Sales

"The vending machine industry does not compete with over the counter sales," Seedman declared. "In fact, demand for certain merchandise has been increased because the automatic venders have made it available."

"There are six vending machine companies in this room and they employ more than 400 people. Actually, the industry has created jobs thru making certain items available at all times, and at all places."

Seedman briefly defined vending operation as against that of amusement machines. He told the Rotarians that for operators to be members of the NAMA, it was necessary for them to actually sell a product.

"We are members of your community and it is our intention to sup-

port your project," Seedman continued. "During the war, operators were on the job day and night to supply items to military and defense personnel. Operators work on a small margin of profit but this is understandable. We do not have clerks to pay—the machine does our selling for us. About 20 per cent of the nation's volume is handled thru venders today."

The speaker moved into the discussion of the proposed Red Feather drive by again mentioning the operators' part in community affairs. He said that the industry had good public relations and that operators were going all-out for the Community Chest drive. The Cigarette Merchandisers Association of Southern California is serving as a spearhead in the campaign. Seedman said that operators will use Red Feather stickers on their machines, matches and cups. He emphasized that the matches were being supplied without additional cost, as were the cups.

### Operators Get Thanks

At the conclusion of the talk, Paul Bryan, head of the Red Feather drive in Altadena, and John Dillincourt, who heads the Pasadena drive, thanked the operators thru Seedman for their co-operation.

Riddell made the arrangements for Seedman's appearance and installed an Electro 10-column machine in the lobby. The cigarettes were donated by P. Lorillard Company and the proceeds were given to the Pasadena Welfare Fund.

Guests at the meeting included Dave Davidson, Davidson Bros.; Charles Love, Harmony Cigarette Service; Al Weymouth, Weymouth Service; Arthur Dudley, NAMA Western representative; Barney Regan, P. Lorillard Company, and Ed Chandler, CMA of Southern California.

## Effect of "Hot War" On Candy Trade Told By Gott at Pa. Meet

CHICAGO, July 15.—Possible effects of the "hot war" on the candy industry were discussed by Philip P. Gott, president of the National Confectioners' Association (NCA), at the annual convention of the Pennsylvania Manufacturing Confectioners' Association (PMA) held in Wernersville, Pa., recently.

Gott said: "Its (Korean situation) intensity and scope effects are impossible to estimate, however. There is ample current opinion that if the hot war increases, prices and wages will be frozen, rationing imposed, stop orders issued, taxes increased, credit checked and consideration be given to standardization of products and adoption of single wartime models." He stressed that members be forewarned.

Gott then referred to the extensive contributions of the confectionery industry during World War II, when some type of confectionery item was incorporated in every one of the rations and when 50 per cent of all candy bars were set aside for government purchases.

He said it was estimated that in the case of a prolonged conflict, government purchases would increase from \$43,000,000,000 to \$107,000,000,000 annually, with civilian consumption dropping about \$30,000,000,000.

### Philip Morris Sales Rise

NEW YORK, July 15.—Philip Morris & Company announced this week that sales for the quarter ended June 30 were 19 per cent over those for the like 1949 period. Actual sales amounted to \$75,859,000, or a \$12,448,000 hike over the \$63,411,000 figure in 1949.



"THE LATEST IN A LONG LINE OF ARISTOCRATS"



"The Penny Vendor" is equipped with six columns, vending your choice of tab and candy-coated gum or chocolate bars.



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## "the Penny Vendor"

The latest addition to the STONER family, is an Aristocrat with an eye on Profits! Installed in conjunction with your Candy, Cigarette, Drink or Cracker machine, "the Penny Vendor" affords additional profit opportunity. Check the features of this new eye-appealing off-spring!

- Vends tab & candy-coated gum of your choice or penny chocolate if you prefer.
- Six-column, versatile and trouble-free operation.
- Simple, effective STONER slug rejector.
- Housed in attractive, Univendor-styled, metal cabinet.
- Available in Green, Tan, White, Blue, Gray or Red Bronze finish.
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SIZE: 18 1/2" high, 11 1/2" wide, 5 1/4" deep.

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| P-X, 10 Col., 425 Pack Cap. ....              | 100.00   |
| National 9-50, 350 Pack Cap. ....             | 95.00    |
| DuCrenier MODEL W. 9 Col., 308 PACK CAP. .... | 62.50    |
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ROWE ROYAL

10 Col., 400 Pack Cap. \$85.00

8 Col., 320 Pack Cap. \$80.00

CIGAR MACHINES

50 capacity, 10g vending, \$8.50

CANDY MACHINES

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|--|---------|
| ROWE, 120 Bar Cap. ....                              | \$75.00 |
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SALE NATIONAL CANDY VENDER \$100.00 9 Col., 162 Bar Cap.

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**ALL CHARM VENDOR**

Immediate Delivery

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1012 Milwaukee Ave. Chicago 29, Ill.

## CAA Airport Survey To Boost Venders as Good Profit Items

WASHINGTON, July 15.—A survey of airport concession operations soon to be published by Civil Aeronautics Administration (CAA) will give a big boost to vending machines. The survey will show that few concessions operated by attendants in airports return a profit, but that al-

most any size airport can support a battery of venders.

CAA found that after the war there was a great surge of concession promotion that resulted in unfounded enthusiasm on the part of many airport managers over concession income prospects. As a consequence, planners devoted a lot of expensive space to large restaurants, newsstands, flower shops, souvenir stands and the like. Only in the larger airfields do such activities show a profit, according to the survey. Even where concessions show a profit, some returns are at such a low rate that they do not justify the space they occupy.

### Survey Purpose

The survey was taken with the idea of finding out whether it is desirable to include large concession space in the plans for future airports. Since CAA approves the plans of all airports in which Federal funds are involved, its ultimate decision on this matter would affect nearly every future airport.

CAA officials have not yet definitely adopted a policy of closely scrutinizing plans for excess concession space, but on the basis of the survey, it is considered likely that such a policy will be followed. Under the Federal-Aid-Airports Act, Uncle Sam pays about half the cost of building municipal airports. CAA has complete authority over the authorization of federal funds available under the act.

Since vending operators have made big strides in getting machines installed in airports in spite of opposition from operators of restaurant and snack bar concessions, it appears certain that they would be even more successful if the concession space in future airports is severely limited by CAA.

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**Northwestern** MODEL 49 SPECIAL

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

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|---|---|
| DELUXE, 16 or 5c, Baked Metallic Finish, Red or Green—Sample 16 or More . . . \$14.95 | 233 BALL GUM PORCELAIN, 16 . . . \$7.45 |
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**MERCHANDISE AND SUPPLIES**

|                                  |                                   |   |
|----------------------------------|-----------------------------------|---|
| PISTACHIO, Jumbo Queen . . . 49c | VIRGINIA PEANUTS, Whole . . . 34c | M & M . . . 34c                               |
| FANCY TULIP, Large . . . 46c     | PILBERTS . . . 50c                | BALL GUM, All Sizes (150 Lbs. Min.) . . . 23c |
| INDIAN NUTS . . . 48c            | MIXED NUTS . . . 56c              | ADAMS, All Flavors . . . 42c                  |
| CASHEW, Whole . . . 48c          | BOSTON BAKED BEANS . . . 24c      | WRIGLEYS, All Flavors . . . 42c               |
| CASHEW, Splits . . . 44c         | LICORICE LOZENGES . . . 25c       | TOPPS, All Flavors . . . 42c                  |

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.  
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**SANDY MAC TIGHT**

Says . . .

It makes my Scottish blood boil to see some operators pay high prices for machines when they can secure a TOPPER for as low as \$10.00 in lots of 100 and on time payment too from . . .



**ROY TORR** • **LANSDOWNE, PA.**

## Canned Soft Drink Acceptance Being Tested by Nedick's

NEW YORK, July 15.—Nedick's, Inc., has announced its intention to go all-out on a new program designed to popularize its brand in the canned soft drink field. Officials declare that because the bottle product offers only a limited profit potential at the current nickel price (which it is felt must be retained in the face of possible strong consumer resistance following a price increase) they have decided to concentrate the company's efforts on promoting both its canned unfrozen orange juice concentrate in 8-ounce cans and its fully processed orange drink in 6 and 46-ounce cans.

The firm intends to push its canned drinks in Cleveland and Bangor, Me., following their introduction last March in about 71 Eastern cities. It is currently market-testing the sales potential of its regular orange drink with the idea that, if acceptance is indicated, national distribution will be undertaken.

Nedick's intends to limit sales of its bottled drink to the greater New York market.

### Set Up First Ice Vender Station in Chattanooga

CHATTANOOGA, July 15.—A 24-hour "drive-in" ice vender station has been placed in operation here by Jack Richard, a local business man. The ice vender, 20 feet long, 9 feet wide and 8 feet high, is set up on a wash rack of a former service station. It is the first such coin-operated vending station in the city.

Vender will dispense either a 12½-pound bag of crushed ice or a 25-pound cake of ice, delivered with a heavy cord tied around it for ease in handling.

**— LARGEST —**

**PROFIT MAKER**

5c Silver-King for Pistachios



Change NOW to 5c Model for REAL PROFITS

- 5c Change-over parts available for all 1c Models
- New 5c Models low as \$10.00 in Quantities

Met and Ball Gum Candy, Charms, Vendors, 1c-5c U. S. and Foreign Coins, "Hot Nut" Vendors. At all the best dealers—or write. Ask about the new "Hunter"

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**The NEW ACORN 5c**

**ALL CHARM VENDOR**

No question about it . . . this smooth working vendor is a honey of a money maker in ALL locations. Place the Acorn 5c All Charm today and you'll operate many more tomorrow. For it is certain to produce the biggest profit harvest of 1950.

**ORDER TODAY!**

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A few choice territories are still open. Write, wire, phone M. J. ABELSON Gen. Sales Mgr. 1249 Fifth Ave. Pittsburgh, Pa. Phone: ATLantic 1-6479-6479

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**TOPPER**  
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1" Ball Gum Vender. Best Location Getter in Year!  
Immediate Delivery.

1/2 Dep. With Order, Bal. C. O. D.

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**VICTOR'S AMAZING NEW TOPPER**

Special July Offers

1 Case 14 Toppers PLUS 25¢ 210 Ball Gum of 25¢ Candy P.L.U.S. 1000 Charms. All for only **\$50.00** (with plastic globes) **\$52.00**

1 Double Unit Topper with 19th Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy P.L.U.S. 1000 Charms. All for only **\$36.00**

1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy P.L.U.S. 1000 Charms. All for only **\$51.25**

Samp. Topper, \$11.25

Get today's top money maker—Deluxe \$1 all Charm Vender. Sample.....\$13.95

**RAIN-BLO GUM**  
140, 170 or 210 count in 25¢ cartons, 27¢ lb. in lots of 150¢ or more with freight prepaid. 25¢ lb. less 7%

**PISTACHIOS**  
25 lb. carton Large, 49¢ lb. Extra Large, 53¢ lb. Full Cash with Order.

Plastic Auto-graphed Base-balls, \$5.00 per M Metal plated, \$9.00 per M.

Write for our FREE Complete Charm List.

1/2 Dapost, F. O. B. Brooklyn, N. Y. Balance C. O. D. Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

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Exclusive Victor Distributor in N. Y. 461 BACMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992

### Supplies in Brief

#### Smokers Decline

WASHINGTON, July 15.—Cigarette and cigar consumption in April dropped sharply from high March levels, Commerce Department reported. Cigarette consumption totaled 26,155,000,000, compared with 32,036,000,000 in March. Cigar consumption dropped to 383,345,000 in April from 453,000,000 the preceding month.

April consumption of cigarettes was the third lowest in a year, while cigar sales were the lowest in 14 months. April smoking customarily shows a decline from March, but the decline was more in 1950 than in several years.

#### Peanut Prices

WASHINGTON, July 15.—Peanut prices are headed for a slight increase, under the terms of the support program for the 1950 crop announced by Agriculture Department. Runners, at \$189 per ton, are the only type to be supported at the 1949 price.

Spanish and Valencia peanuts raised east of the Mississippi are to be supported at \$214, an increase of \$5; west of the Mississippi the support will be \$209, also an increase of \$5 over the 1949 price. Virginias will receive a support price of \$205 as compared with \$199 last year. The prices are tentative since they will be based on parity as of August 1.

All producers who do not exceed their 1950 acreage allotments will be eligible for price supports on their entire production. If peanut prices should drop below the price set by Agriculture, the Commodity Credit Corporation (CCC) will buy peanuts at the support price.

#### Popcorn Acreage Higher

WASHINGTON, July 15.—Popcorn acreage in 1950 is about one-fourth higher than last year but is 8 per cent below average, Agriculture Department estimated this week. Plantings in the 12 leading States totaled 124,600 acres this year as compared with 98,900 acres in 1949 and the 10-year average of 135,350. Last year's popcorn acreage was one of the lowest on record.

Agriculture attributed much of the acreage gain this year to corn and wheat allotments which have left more land available. Acreage is largely being planted with hybrid seed, the agency said, with 99 per cent of the Illinois crop being devoted to hybrid popcorn.

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**ADVANCE 21-A • Unit-C STICK GUM and MINT VENDOR**

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ORDER TODAY!

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#### Java Price Down

WASHINGTON, July 15.—Coffee dispenser operators will find coffee prices for the remainder of the year down somewhat from peak prices of late 1949, but still "relatively high," according to a report from the Commerce Department.

Imports of green coffee for the first four months of 1950 totaled 6,077,000 bags of 132 pounds each as compared with 7,621,000 bags for the same period last year. Santos 4 Brazilian green coffee, which reached 51 cents a pound on the wholesale market in late 1949, was quoted at around 46 cents in early June. The June, 1949, level was 27 cents. Colombian Manizales coffee, which reached a peak of 58 cents in December, 1949, was selling at about 50 cents in June. The June, 1949, level was 32.6 cents.

Commerce expects wholesale prices the remainder of the year to fluctuate around the most recent levels, with the variation expected to be about a nickel a pound, depending upon the amount of imports.

Here's **STEADY PROFITS** of 50% to 200%

Outperforms All Other Scales Fully Patented — Nothing Else Like It!

**2 MACHINES IN 1**  
TELLS FORTUNE & WEIGHT  
FULLY AUTOMATIC!  
NO TROUBLE! • No knobs to turn!  
• No handles to pull!  
• The coin does all the work!

Place the American Scale in the scores of available empty spaces—in stores, entrances, corners, etc. They yield immediate profits and steady income. Model "403" (illustrated) has 12 slots—a slot for each month of the year. Real customer appeal. Guaranteed for 5 years—built to last 20 years. Porcelain and baked enamel finish in Red, Cream and Black. Monthly terms as low as \$10.

Shipped to you for only **\$25 deposit**

Our 50 Capacity **CIGAR MACHINE**  
10¢ Vendor with guaranteed mechanical operation.  
**\$8.50 Ea.**

Lots of 10 or more, \$7.50 ea. Vends cigars perfectly; brings in profits regularly.

One-Third Deposit With Order—Balance C. O. D.

**Uneda Vending Service**  
"The Nation's Leading Distributor of Vending Machines"  
166 Clymer St., Brooklyn 11, New York  
EVERGREEN 7-4568

#### Good Supply of Nuts

WASHINGTON, July 15.—Most nuts used in milk venders and candy bars will be in good supply this year, Agriculture Department forecast this week. This year's crops of walnuts, almonds, peanuts and cashews will be near 1949 levels, altho Brazil nut production is expected to run 50 per cent below the high 1949 crop, while filberts also will be short.

On the basis of plantings, the 1950 peanut crop is off 8 per cent from last year, but increased yields are expected to cut down the difference. California walnuts will be average in production this year, tho somewhat from last year's record. Low temperatures and decreased number of trees will hold filbert output to half of the 1949 crop. The almond crop is figured to be nearly double the average tho down from last year.

Foreign nut estimates indicate a Brazil nut crop of 21,300 tons, as compared with 35,000 tons last year. The India cashew estimate is 40,300 tons, as compared with 38,900 tons in 1949.

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Attached find check for \$25 deposit on one Model 403 scale. Ship at once.

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We will ship you 100 Brand New "Topper" 1¢ venders set for either merchandise or ball gum vending F. O. B. Chicago. Smaller quantities of venders start at \$10.75 per machine.

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The first really new PENNY-PLAY COUNTER GAME offered to the trade in the post-war market. Features 5 ping-pong balls for sensational action, life and suspense. Automatically totalizes the score. Simplified mechanism eliminates service calls.

It's a VICTOR PRODUCT... Famous for Precision-Built, Trouble-Free Mechanisms.

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**NOW!**  
**Bigger Profit**  
 FROM EVERY LOCATION  
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SEE THEM ON DISPLAY IN OUR WELL-STOCKED BUILDING . . . or WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

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On larger quantities, 20 weeks to pay. Liberal trade-in allowance on any type equipment.

**\$32.50 ea.**

VINCO Sales & Dist. Agency 1132 Hensley Ave. Hamilton, Ohio

## Food Caterer Woos Vending; Prophet Firm in Test Plan

(Continued from page 102)  
 had taught catering firms it was better to leave vending to firms in that business and work with them as sub-contractors.

Generally, while industrial caterers have evidenced interest in vending for some time, it has been purely as a sub-contractual dealing, and nothing or little has been done along the lines of direct participation. Thus the revelation that Prophet purchased machines was seen as possibly heralding some changes in caterer views on venders.

### Prophet Operation

The Prophet company has purchased various vending equipment (type not specified) for self-operation as an experiment to determine the advisability of expanding its operations to include the vending machine business. As yet no definite decision has been reached by the management for recommendation to the board of directors.

Reporting on commission arrangements in its 80 branches (a separate branch is maintained for each industrial plant set-up) Prophet stated that a 10 to 50 per cent commission rate is paid to locations on vender earnings, from 2 to 5 per cent of sales on catered foods, with 24 branches operated under management fee contracts guaranteeing the plant against losses, and 41 plants paying no commission, with Prophet liable for all losses resulting from its operations.

Koch disclosed that 40 per cent of

his firm's net profits came from venders operated under leases or percentage arrangements with independent operators. Such equipment, he said, is installed in those plants desiring this accommodation.

### Earnings

Formed in '44, Prophet started off its catering business with \$11,044,192.70 in gross sales for that year, resulting in a \$5,168,784.43 gross profit. Due to war-time concentration of workers in industrial plants, this figure has not been reached in subsequent years. In 1948, gross sales amounted to \$7,815,915.57, gross profit \$3,444,469.42, increased last year to \$8,851,509.73 gross sales and \$4,191,634.75 gross profit. For 1950, however, sales and earnings indicate a drop from all previous years with the exception of 1946, when catering returns were \$6,657,974.41 in gross sales and \$2,980,808.80 gross profit. For the first four months this year, Prophet realized \$3,288,144.25 in sales and \$1,614,225.75 gross profit.

During his NAMA regional meeting address Koch said a need for better relations existed between caterers and vender operators. He declared that "only a few (operators) would upset relations by attempting to eliminate caterers by dealing direct with plant management."

### See Op-Caterer Co-Op

He added that caterers as a group were willing to work with operators to improve machine locations (in Prophet's own operation, the fact that sub-contracted venders earn the firm 40 per cent of net profits is an important factor in this attitude). Koch also said his firm's managers were being trained to devote more attention to venders, including accurate merchandise control where plant storage facilities made this possible.

The importance of the in-plant feeding program is emphasized when it is seen that about half of the nation's 25,000 companies with over 100 workers make some type of snack and food service available. And in a survey conducted by the field of research division of the Paper Cup and Container Institute recently, it was discovered that "venders were the only source of food which consistently ran in the black," and therefore made a profit for the plant management.

## New Aspirin Machine Bowed by Aspir-Vend

LOS ANGELES, July 15.—Aspir-Vend, newly formed firm manufacturing an aspirin vender, announced this week that arrangements have been made for assembly line production. Louis Most, president, stated output may run up to 10,000 machines per month.

Aspir-Vend, located at 451 North Laeenege Boulevard, was incorporated with a capital stock of \$75,000. Distributorships, under the direction of Nat Johnson, vice-president and general manager, are now being established, and will be on a State-wide basis.

## ACPM COMMITTEE

(Continued from page 102)

from which juveniles obtain tobacco illegally. Councilman John Holland charged the venders were found in ice cream parlors and other spots catering to young persons and not properly supervised.

Action by the council was deferred when Councilman Ed J. Davenport advised that ACPM had the matter up for attention. He suggested that no action be taken until after the assembly group meets again.

No date has been set for the ACPM meeting, which will be held here in the State building.

## Candy Firms Keep Up Flow of Orders

(Continued from page 102)

prices quoted in current orders would be honored.

Barring government restrictions, if the war spreads, candy firms say the current picture does not include a return to rationing, or any attempt to limit operator purchases.

### Brach Takes November Orders

E. J. Brach & Sons reported that delivery and prices of orders confirmed up to late November will definitely be made. Normal operator buying for several weeks in advance has not increased here, and usual orders for August and September delivery are being placed by operators, Brach executives said.

Lamont, Corliss declared its order flow was normal, with no restrictions planned as to quantity and delivery dates. Mars, Inc., reported absence of "scare" buying, and emphasized that no attempt is being made to write up additional business based on the conflict in Korea. Prices almost certainly would go higher this fall, however, it was declared.

Other manufacturers contacted evidenced like thinking on maintenance of normal buying volume, and said no move was contemplated to limit orders nor shorten delivery dates at this time.

## Form Service Org for Small Cup Vend Ops

NEW YORK, July 15.—Edward Lerner has formed the Allied Vending Service Company, 1567 Fulton Avenue, Bronx, to handle service duties for cup vending operators in this area on a contract basis. Route owners with operations too small to support service departments are being solicited. Weekly fees are charged, depending on the number of units handled.

Lerner, who was formerly associated with United Automatic Vending, said his firm will also convert single-drink machines to multi-flavor operation.

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FOR GREATER PROFITS  
 THIS SUMMER

ask for **ZALOOM'S**

4 STAR  
**"JUMBOS"**

Perfect. The Finest and Fastest Selling Grade of Pistachios. Red and White. DELICIOUSLY ROASTED & SALTED.

Also Ask for **ZALOOM'S**  
**INDIAN NUTS**

Golden Polished. DELICIOUSLY ROASTED.

Packed 5-lb. Moisture-Proof Bags, 12 5-lb. Bags to Carton.

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America's Original Masters in Roasting and Salting of Pistachio Nuts

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**VENDING DEAL!**



**Bigger Profits**  
 for you with  
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**PRETZEL STIX**  
**VENDER**

A natural tie-in with any Beverage Vending Unit.

**BIG PREMIUM PROMOTION!**

A 5¢ SELLER WITH A 100% Mark-Up

Purity Pretzel Stix are a golden brown, crisp and tasty food confection. M.M.N. women and children go for them in a big way.

Write for Prices and Details

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 1536 N. Halsted Street, Chicago 22, Illinois

**WHEN NEW CHARMS COME OUT—USE THEM**

In the vending business, buy the newest and the best. It's your surest guarantee of quicker profits.

"WONDERFUL CHARMS—Series #40"

40 different Charms—just out

Plastic . . . . . \$3.75 per 1000

Metal Plated . . . . . 5.75 per 1000

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Samuel Eppy & Co., Inc.  
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**GREATEST CAPACITY**



*Feather-Touch  
All-Electric*  
**REGAL  
SMOKESHOP '612'**  
**Only \$209.50**

**STRAIGHT QUARTER OPERATION**

Greatest capacity of any vendor on the market. Holds 612 packs, 9 non-shifting columns. Vends free matches. The best cigarette buy in the nation.  
**DISTRIBUTORS** A Few Choice Territories Still Available. Write

**AUTOMATIC PRODUCTS CO.**  
250 W. 57th Street, New York 19  
PR24 7-3123

**New Drink Vender Locations Found In Covered Wagons**

WACO, Tex., July 15.—Combining the new with the old has resulted in a booming business venture for the Chuc Wagon System, Inc., here. The firm uses modern bottle venders as complementary equipment with its canvas-top covered or "chuck wagon" eateries.

Each wagon, sans wheels, caters to drive-in patronage. The bottle vender accompanying each wagon is located alongside and permits outdoor customers to purchase a cold drink after leaving the serving counter.

**Sees New Market For Foods Thru Vending Machines**

*(Continued from page 102)*

son with a total output of 225,684 gallons. For the 1949-'50 season, the Florida pack alone has accounted for 21,419,802 gallons. Estimating other States' production at around 3,000,000 gallons, Agriculture figures the current season production at around 100 times that of 1945-'46.

PMA likes the idea of refrigerated apple vending, which is being conducted to a limited extent on the West Coast. Agency specialists see no reason why other fruits such as pears and plums couldn't be vended in the same way. Cold fruit, they say, is certain to be far more acceptable to consumers than non-refrigerated fruit.

**Adds to Volume**

The best thing about fruit vending from the PMA point of view is that it probably adds to the total fruit buying rather than diverting some from other markets. Persons purchasing fruit from a machine are probably doing so from an impulse generated by the sight of the vender, it is felt.

PMA gives credit to the vending industry for increasing the sale of popcorn and hopes expansion of ice cream venders will do the same for the frozen confectionery. Ice cream consumption has been on a steady downgrade for the past several years, but still above prewar.

As vending of farm products increases, so does PMA interest in the vending field. Studies of specific types of coin-operated venders are likely to be made at a later date, PMA officials said, depending upon the availability of funds and the extent of interest.

**To Submit New Agreement**

WASHINGTON, July 15.—A new international sugar agreement is being polished for early submission to the International Sugar Council, Agriculture Department said this week. The treaty is to replace the one adopted in 1937 which has been largely inoperative because of wartime and postwar complications.

Aim of the new pact, according to Agriculture is to achieve and maintain a balance between supply and demand in the world's sugar market at reasonable prices.

Agriculture also stated that domestic distribution of sugar during the first half of 1950 amounted to 3,791,817 tons as compared with 3,638,749 tons for the first six months of 1949.

**Alphabets Now Thicker**

NEW YORK, July 15.—Paul A. Price Company, manufacturers of the Alphabet charm series, has increased the thickness of the miniatures in the current production run to one-eighth of an inch. The series comprises the letters A to Z and 10 numerals. Greater thickness of the charms is said to improve durability and appearance.

**Calif. Vending Ops Back Red Feather Drive**

LOS ANGELES, July 15.—Vending machine operators are going all out in support of the Red Feather drive with the organization of general committee headed by George Seedman of Rowe Service. Five other committees to aid in the drive for funds for community supported organizations also were formed.

The general committee of which Seedman is chairman includes Ed Chandler, Davre Davidson, Ed F. Stanton, Al Weymouth and Arch Riddell.

Named to special committees covering the various categories of the industry were cigarette vending: Weymouth, chairman; Will Golden, Emil Toya and Bob Day. Candy vending: H. W. Hazard, chairman; William Breen, Henry Davidson and Stan Rouso. Beverage venders: Davre Davidson, chairman; R. A. Resum and A. L. Willis. Service vending: J. J. Shalda, chairman; T. W. Fenske and Robert L. Stark. Bulk vending: M. I. Slater, chairman, and Sid Bloom.

Robert Kesner, of the Community Chest Welfare Council here, met with several members of the group and heard their plans outlined. Promotion will include spot radio and television announcements and newspaper advertising.

**Bow New Lighter for Sale Thru Cigarette Vender Match Col's**

KALAMAZOO, Mich., July 15.—Bowers Lighter Company here announced a new pocket lighter this week, designed for use in cigarette venders. The firm stated the lighter, already filled with fuel, can be vended thru the regular match column at a quarter.

The lighter in polished nickel is packaged in a sealed container the size of a box of matches.

**2 L. A. Cig Ops Sign With Local AFL Teamsters' Union**

LOS ANGELES, July 15.—Two cigarette vending machine firms, Weymouth Service and Harmony Cigarette Service of Pasadena, have signed with the Teamsters' Union, Local 848. The contracts became effective Monday (10) and governs employees under the jurisdiction of wholesale delivery drivers and salesmen.

The contracts with the American Federation of Labor (AFL) union were negotiated earlier in the month by Al Weymouth for his firm, and by Arch C. Riddell Sr. and Jr. for Harmony. The union was represented by Tommy Pitt.

The union contract governs wages and hours and runs for three years. Under terms of the contract, it can be re-negotiated every year.

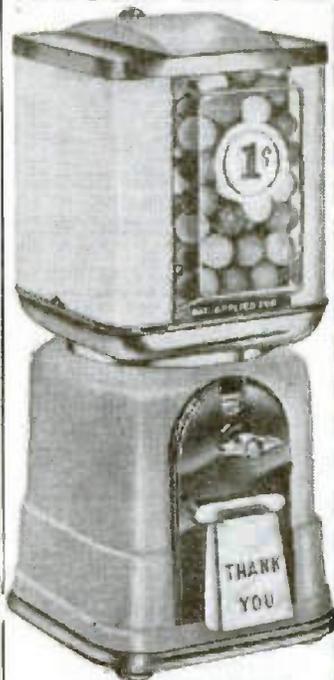
**Candy Workers in Decline**

WASHINGTON, July 15.—The number of workers employed in the candy manufacturing industry was on the downgrade in the early months this year, according to a report issued by the Bureau of Labor Statistics (BLS) this week. Employees working in the industry in April totaled an estimated 91,200 as compared with 94,900 in March, and 96,700 in February. Production workers in the candy industry totaled 75,000 in April, 78,800 in March, and 80,900 in February.

**Nevada Cig Tax Up**

CARSON CITY, Nev., July 15.—The 3-cent per package cigarette tax brought the State of Nevada \$69,861.60, in the month of May, an increase of \$13,252.60 over April.

**THE MARKET IS "HOT" SO CASH IN TODAY ON JUMBO-SIZE BALL GUM**



**Vended Perfectly with VICTOR'S JUMBO UNIVERSAL**

Thousands of locations waiting for JUMBO UNIVERSAL and Jumbo-Size Ball Gum. Also the JUMBO UNIVERSAL SPECIAL with the tremendous capacity of 2,375 balls. SEE THEM TODAY AT YOUR DISTRIBUTOR

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**ALKUNO CIGARETTE VENDOR**

You need a cigarette machine like this — a column — 100 capacity — silver quarter only — regular and king size — no matches.

**MODEL 600**  
Metal cabinet and Base.  
Ht. on Base, 60"  
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Immediate Delivery in Green Metal Lustrous Finish

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**BRAND NEW LUCKY BOY VENDORS**

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**GIVE TO THE RUNYON CANCER FUND**

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On Bulk Vendors, Merchandise, Games, etc.

**BUBBLE BALL GUM**

140 or 170 size Crown Jack Brand with colored centers, 25 lb. ctn. \$ 5.65  
100 lbs. or more ..... 21.90

**CHARMS**

Plastic Charms, small, 1,000 ..... \$2.25  
Metal Colored Charms, small, 1,000 ..... 4.25  
Plastic Charms, large, 1,000 ..... 2.95  
Copper & Nickel, large, 1,000 ..... 5.00  
Silver Wedding Rings, 1,000 ..... 8.95  
Toy Watches, 2 gross ..... 1.95  
Stone Set Rings, 1 gross ..... 1.95  
"Mop Cat" Buttons, 1,000 ..... 8.95  
Plastic Colored Rings, 1,000 ..... 2.50

**STANDS**

All steel—aluminum finish. No need to add sand, cement, etc. Ready for locations. Weighs 17 lbs.

**\$2.99 each**

We are factory distributors for all leading makes of VENDING MACHINES.



**VICTOR 5¢ ALL CHARM VENDOR**

The newest sensation for vending charms. Never in the history of bulk vending has any one machine made as much money for as many operators as our famous Victor All Charm Vendor. It has unlimited possibilities and has opened tens of thousands of new locations.

1 to 25, \$13.95 each; 26 to 47, \$12.75 each; 48 to 99, \$13.50 ea.; 100 or more, \$12.95 ea.

All other Victor models on hand available for immediate delivery.

**Victory Basketball Game**

Plenty of action—return ball feature—16 or 5¢ play. Real Money Maker! 22" High 18" Wide 5" Deep. Simple mechanism, guaranteed trouble-free.

**\$32.50 EA.**

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**PARKWAY MACHINE CORPORATION**  
715 Ensor St. Baltimore 2, Md.

**Op Reveals Facts On Candy-Drink Vender Placement**

CHICAGO, July 15.—Following a dual placement program of soft drink cup and candy vendors has resulted in a boosted volume for E. Fischer through his Northern suburban locations. Extra profits thru diversification are proving more than an abstract idea, and the drink-candy combination has worked out on the plus side, Fischer reports.

He bases his two-pronged refreshment program on this thinking: "Most people get thirsty after eating chocolate. You have seen this in a theater where they sell you candy going in and then have the patrons clamoring for carbonated or fruit drinks during the show or immediately after."

Fischer first tried a candy-cup combination last summer and found that the candy unit not only "paid its way" but that the cup machine (then two years old) promptly showed an increase in gross. During a four-month period he said the drink unit resulted in an average increase of 23 per cent. Result: He plans to place about 30 candy vendors with his drink equipment this summer.

Agreeing with the general trend of thought on the advantage of dual drink-sandwich vender placement, Fischer indicates his approval by asking a question: "Do you know anybody who can eat a 'dry' sandwich?" He thinks this means that a double diversification is on the way for the beverage operator; in addition to placing a sandwich unit next to his drink vender, in many instances (as in industrial and school installations) he also will find it wise to diversify the types of beverage equipment in the same location.

Fischer says that he plans to test one location where he will need at least three sandwich machines. Each sandwich unit will have a different type of beverage vender as a partner; one will vend milk, another soft drinks, still another hot coffee. Should one of the beverage units not carry its load, volume-wise, it will be replaced. However, from past experience, Fischer thinks this will not be the case.

**Candy Vending To Be Featured Subject at 1950 NAMA Meeting**

CHICAGO, July 15.—Candy is scheduled to play a featured role in the 1950 National Automatic Merchandising Association (NAMA) convention and exhibit, show chairman Ernest H. Fox announced this week. He stated that 29 candy manufacturers participating in the exhibit and 12 firms displaying candy vending equipment, indicate the strong interest which will be accorded this phase of automatic merchandising during the convention at the Palmer House here November 12-15.

Fox declared that "vending has made possible 'production line' merchandising of candy." He said that candy manufacturers are now able to get their products to the public in a minimum of time over wide market areas thru vending; the vender also has enabled them (candy firms) to determine public acceptance of their products in the fastest and most economical way possible.

With the highlighting of candy, product and equipment-wise, it is natural that one of the three business days at the NAMA convention be devoted to the candy industry, Fox declared. A special Candy Day will enable operators and manufacturers to discuss latest candy vending merchandising techniques and discuss many of the problems peculiar to the automatic merchandising industry.

Candy manufacturers who will exhibit are Fred W. Amend Company, Chicago; Walter Baker Chocolate & Cocoa Division of General Foods Corporation, Dorchester, Mass.; Baltimore Chewing Gum Company, Baltimore; Paul F. Beich Company, Bloomington, Ill.; Boyer Bros., Inc., Altoona, Pa.; Bunte Bros., Chicago; Cadbury-Fry America, Inc., New York; Chase Candy Company, St. Louis; Curtiss Candy Company, Chicago; and Federal Sweets & Biscuit Company, Inc., Clifton, N. J.

F & F Laboratories, Inc., Chicago; Henry Heide, Inc., New York; Hershey Chocolate Corporation, Hershey, Pa.; Hollywood Candy Company, Centralia, Ill.; Lamont, Corliss & Company, New York; Leaf Gum Company, Chicago; Mars, Inc., Chicago; Mason Au & Magenheimer Confectionery Company, Mincola, N. Y.; New England Confectionery Company, Cambridge, Mass., and Quaker City Chocolate & Confectionery Company, Inc., Philadelphia.

H. B. Reese Candy Company, Inc., Hershey, Pa.; Spangler Candy Company, Bryan, O.; Stewart's, Inc., Memphis; Sweets Company of America, Hoboken, N. J.; Switzer's Licorice Company, St. Louis; James O. Welch Company, Cambridge, Mass.; Wilbur-Suchard Chocolate Company, Inc., Lititz, Pa.; Schutter Candy Division of Universal Match Corporation, St. Louis, and Ridley's, Inc., New York.

Exhibiting candy vending machine manufacturers: Alkono & Company, Inc., New York; Belvend Manufacturing Company, Inc., Chicago; Atlas Tool & Manufacturing Company, St. Louis; Coan Manufacturing Company, Madison, Wis.; Arthur H. Dugrenier, Inc., Haverhill, Mass.; Milks Industries, Inc., Chicago; National Vendors, Inc., St. Louis; The Northwestern Corporation, Morris, Ill.; Rowe Manufacturing Company, Inc., New York; Shipman Manufacturing Company, Los Angeles; Stoner Manufacturing Corporation, Aurora, Ill., and Vendall Company, Chicago.

According to Fox, the panel of speakers and the subject matter for the various candy sessions on Candy Day is being determined by the convention committee. To date, more than 105 firms have signed contracts to exhibit at the "world's fair" of vending.

**Abco Appoints Texas Distrib**

CHICAGO, July 15.—Abco Novelty Company, thru Sales Manager Ed Hanson, has announced the appointment of the East Texas Novelty Company as distributor of its Hit-a-Homer counter game in Texas.

Headed by George A. Gober, East Texas Novelty has headquarters in Jacksonville, Tex. Gober was an operator of counter machines before the war. He re-entered the trade as a distributor last year.

Hit-a-Homer uses five ping pong balls controlled by lever action to carry out its baseball theme.

**Intro Automatic Ice Cube Maker in N. J.**

ATLANTIC CITY, July 15.—Automatic ice makers were introduced here by the Rainville-York Company, distributors of York refrigerators and air conditioners. Sixty installations, at hotels, bars and restaurants here and in the neighboring Wildwood, Villas, Ocean City, Stone Harbor and Cape May resorts, have been made by the firm. The automatic ice cube maker has a 25-cent coin meter, which is used by the location owner for payment of the machine.

The York automatic ice makers are geared to produce approximately 8,000 cubes a day. The Rainville-York Company estimated that the 60 installations in this resort area alone represents a total capacity of over 504,000 ice cubes automatically produced each day.

**CATHOLIC SCHOOL AUTHORITY TELLS WHY VENDERS ARE ADVANTAGEOUS**

In Vend, Reverend Lynch, S.J., told why Loyola University, Chicago, favored vending machines for student use.

Hundreds of reprints of this story have been used to convince school authorities that they should permit vendors in their schools.

**You can use them, too!**

Articles on hospitals, YMCA's also available. Order by number.

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The advantages of vendors in schools.
- VENDERS HUMANIZE A HOSPITAL  
Vender use in the world's largest medical institution.
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Advantages found in vendors by a large YMCA.

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Bubble or "Chicle"

All Sizes

From 3/8ths to new 1-Inch Jumbo

**NEW CHARMS**

Brilliant colors

Opaque or Translucent

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Sea Bright, N. J.



**TOPPER is top!**

Victor's Topper reaches new heights in efficiency in vending charms and ball gum. Packed and sold 3 machines to the case, \$43.00 per case in lots of 1 to 5 cases.

**\$10.00** per machine in lots of 25 cases. On larger quantities, we allow 20 weeks to pay. Liberal trade-in allowance on any type equipment.

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**Popcorn MACHINE OPERATORS AND DISTRIBUTORS**



SupRpop Hybrid Specially Made Popped Corn makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags. 12 to shipping carton by express any time. Wire or Write for Prices.

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**NEW CHARMS**  
PENNANTS ..... 16 MAJOR LEAGUE TEAMS  
Copper or Nickel Plated ..... \$4.50 per M  
Silver Plated ..... 7.00 per M  
**WILD WEST COINS**  
Copper or Nickel Plated ..... \$5.00 per M  
Silver Plated ..... 6.50 per M  
(Deposit With All Orders)  
**AMERICAN DISTRIBUTORS** 1349 Fifth Ave. Pittsburgh, Pa.

# MFRS. EYE FALL LEAGUES

## United Shipping New Conversion

CHICAGO, July 15.—United Manufacturing Company shipped samples of its conversion for Super Shuffle Alley to distributors this week, Sales Manager Billy Deselm announced. The unit features disappearing pins and the complete mechanism for operating them. It can be set up on location by servicemen in a short time. When installed on a Super Shuffle Alley, the game is known as Super Shuffle Alley Deluxe. Conversion includes a new back glass complete with bowling score.

## Allied Coin Names Bayer Sales Manager

CHICAGO, July 15.—Bill Knapp and Vic Weiss, owners of Allied Coin Machine Company, announced yesterday (14) the appointment of Maurice Bayer as sales manager. In addition, Col. L. Lewis has been named to head the advertising and promotion department. A third appointment at Allied was that of Sylvia Bulla as office manager. Bayer's first undertaking will be the Whiz Bowl conversion for Ballys' Shuffle Bowler. Col. Lewis is in the East on a tour which will include stops in New York and Philadelphia.

## Puck Patter

**Detroit:** Fred W. Chlopan, executive secretary of the Detroit Shuffleboard Association, left Wednesday to attend the shuffleboard meet at Peoria. . . Jack Brilliant. Max Lipin and Ben Okum, local operators, attended the National Music Show in Chicago. . . Mike Gaydos has sold his shuffleboard route. Cleo Wells has sold his shuffleboard route at Wyandotte and will devote his entire time to operating a tavern in the same town. . . Duke Keifer, of University Supply, spent the past month in Central Illinois, vacationing. . . Max Marston is circulating petitions to run as a probate judge in Wayne County, which includes Detroit.

Hasel Carlson, of the A. P. Saue Company, has returned from a delayed honeymoon in the East. . . Bill Fielding, of Windsor, left for Chicago to buy new equipment. . . Michael Benson, president of the Detroit Shuffleboard Association, is sporting a new Oldsmobile. . . George Corbett, music machine operator, is planning to go into the shuffleboard route operation as well.

## TSAA Conference

PEORIA Ill., July 15.—With approximately 35 delegates present, the second annual conference of the Table Shuffleboard Association of America convened here Friday (14). First of the three-day meet was devoted to reports by organization, financial and league committees.

Among the groups represented at the conference are the Detroit Shuffleboard Association (DSA), led by Fred W. Chlopan. During the sessions TSAA voted the DSA a full membership.

Details of the meet which concludes Sunday night (16) will be in next week's issue of The Billboard.

## Olmsted Named ASLI Chief; Org Girds for Coming Season

UNION CITY, N. J., July 15.—The appointment of Peter R. Olmsted, of Harrington Park, N. J., as executive director of American Shuffleboard Leagues, Inc. (ASLI), was announced this week by Frederick Jordan, executive secretary. Olmsted replaces Kenneth W. Poulsen, of Racine, Wis., who retains his post as field director.

The ASLI executive board as now constituted, also includes Paul Cusano, chairman of the board of trustees; Howard W. James, promotion director, and Don Freeberg, publicity director.

For the past year, Poulsen has been doubling as both field and executive director. His constant traveling on organizational missions was said to leave little time for overseeing the multiple office details required to guide the rapidly expanding organization. Poulsen has devoted most of his energies to the formation of leagues on local and State levels. Olmsted, who was assigned many

administrative duties during the first year of ASLI operation, was the logical choice to succeed him, Jordan said.

The executive board has been in constant session for the past two weeks, drawing up a blueprint for the 1950-'51 season. Altho the basic plan has been set, Jordan declared the entire program will not be released until all minor details have been ironed out. This is expected to require another few weeks.

Meanwhile, ASLI toppers predict a record number of players will join the organization next fall. From information and queries relayed to the home office here, they expect many independent leagues and associations not previously identified with ASLI to become affiliates.

Jordan predicted that ASLI's roster of almost 10,000 members this past year will "at least double itself" before the end of the coming season. Major tournaments will be run off in about 25 States, he added.

## Detroit Board Group Maps Work on League Programs

DETROIT, July 15.—Formal organization to set up shuffleboard leagues in this area was approved this week by the Detroit Shuffleboard Association (DSA), with the appointment of John C. Westerdale to a new staff post in charge of league team play.

Westerdale has been with the Wolverine Entertainers, old-time up-State operating firm headed by Glenn Yuille, for the past two years. He has been especially active in establishing league play in Yuille's extensive territory around Pontiac, Mich., and has a reputation as a leader in this field. Especially typical of his operation was the systematic presentation of reports handled in much the same manner as a bowling league operation.

### Work With Ops

Westerdale is to work with location owners or others in establishing as many leagues and arousing as much public enthusiasm as possible for systematic play. It is expected that a new high in league operation will be established thru Westerdale's full-time activities in the field, backed by his experience and the prestige of the association.

Important organizational step was taken by the DSA in a substantial reduction of dues paid by members—from the basic fee of \$1 per month per machine, to a two-classification dues structure, with operators having 10 or fewer machines paying \$5 a month, and those with more than 10 machines paying \$10. It is believed

## Purveyor Showing Set in Milwaukee

CHICAGO, July 15.—Purveyor Shuffleboard Company will hold a showing for Wisconsin operators of the Atom Jet in the Wisconsin Hotel, Milwaukee, Saturday, Sunday and Monday (22-24). President Herb Perkins announced this week.

Tom McNeill, Bill Greco, Charles Peters and Perkins will be on hand to welcome coinmen and explain the high points of the remote control game.

## Ready Plans For 1950-'51 Competition

### Field Reps in Picture

CHICAGO, July 15.—The still 60 days away, shuffleboard manufacturers are already working on league schedules for fall. The reason for the early start, it was pointed out, was the minor success of league play last year, as compared with the 1948-49 season, when major play schedules were inaugurated in typical coin machine locations in the Midwest, South, Southwest and on the West Coast.

Trade observers, viewing the results of the past two seasons, attributed the initial advances to the active part several manufacturers took in launching leagues and tournaments thru factory appointed representatives. The latter helped operators set up leagues and later to promote their use. This co-operation in the field not only worked to the advantage of the manufacturer sponsoring the field rep, but helped to create wide spread interest in shuffleboard as a sport. Too, they pointed out that whereas there were over 50 manufacturers of board two years ago, last season there were only 16 and now the list is down to 10. Thus it will be up to a majority of the present producers to carry the promotional and league load this fall.

### Rock-Ola Plans

Art Weinand, vice-president and director of sales for Rock-Ola Manufacturing Company, reports that Standard Shuffleboard Leagues will take an active part in organized play again in the 1950-51 season and that the nature of its league work will be announced during the National Rock-Ola Days celebrations in late August when its new phonograph the Rocket (See FALL LEAGUES on page 114)

## PURVEYOR HAS THE WINNER!

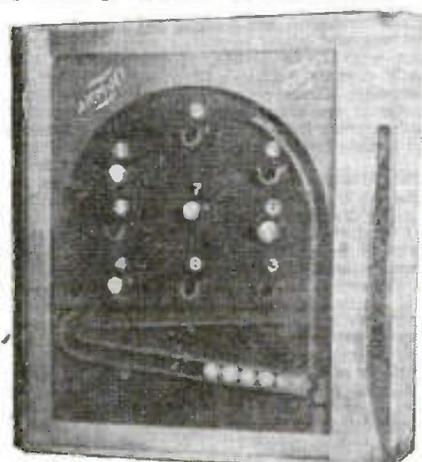
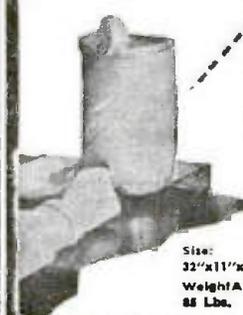
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New — Fast Action — Bigger Profits.

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TRouble FREE — LOCATION TESTED — THIS GAME WILL SWEEP THE COUNTRY — SHOULD BE YOUR BIGGEST MONEY MAKER! GET THE BEST LOCATIONS — ORDER YOURS TODAY!

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# COINMEN YOU KNOW

## Detroit:

William H. and Carrie E. Montfeith and John Brincheck, who bought the north-end Michigan Self-Service Laundry about two months ago, are incorporating their operation and naming it the Joy Automatic Laundries Company. . . . Morris Goldman, of Goldman Music Company, went fishing at Pontiac Lake for the opening of the bluegill season with his brother-in-law, and came back with his full quota.

Roy Clason, executive secretary of the MAPQA, got his limit of bass at Sportsman's Haven at Alpena, in Northern Michigan. Jack Baynes, of the Baynes Music Company, made the trek to Alpena, but didn't try to fish. . . . Ben Okum, of Okay Vending, was in Chicago for the week attending the music show.

Marquette Music Company, 50-year-old music operation headed by Victor DeSchraver, has moved from its Woodward Avenue salesroom to a new location in northwest Detroit at 8020 West McNichols Road. . . . William F. Hewitt, of Conway, Mich., has taken 250 of the new "Strangers" on London Records, by Lorry Ralno, whose home town is Detroit, for his Northern Michigan (See Detroit on page 113)

## Twin Cities:

The Korean war has had little effect on coin machine men in this area, as yet, according to distributors in the Twin Cities. Up until now the operators are continuing their normal pace of buying equipment, with no special rush for new or used machines, the jobbers report. Ordinarily, of course, it takes a little longer for the international impact to be felt here than in other sections of the country. The reaction seems to be pretty general that Korea is not the touch-off of another war, despite American setbacks as reported, and that the situation will be straightened out to everyone's satisfaction before too long.

Employees of the Mayflower & Paster Distributing Company, St. Paul, still are talking about the July 4 week-end they spent as the guests of their employer, Herman Paster, at his Fisherman's Point resort, Cross Lake, Minn. Paster, incidentally, reports that business at his resort has been pretty fair this year. He and his family spend their week-ends at their own lodge at the resort. . . . There are rumors about the Twin Cities, that Bob Wenzel, of Automatic Games Company, St. Paul distributor, has bought out his partners and plans to merge operations with Dave Ziskin, of the recently organized Dave's Distributing Company, Minneapolis. Meanwhile, workmen are converting the Ziskin headquarters into a usable coin machine distributing center.

## Belleville, N. J.:

Henry W. Hartmann, president of Sterling Vending Company, reports that Gerhard A. Wolff has joined his company as sales manager. Wolff formerly was personnel manager of the Grasselli, N. J., works of General Aniline & Film Corporation. Hartmann adds that Wolff also has been an active member of the Industrial relations committee of the Chamber of Commerce in Elizabeth, N. J., and the Northern New Jersey chapter of the Society for the Advancement of Management.

## Hartford, Conn.:

Manny Leibert, Hartford coin machine distributor and sports show promoter, presented a benefit wrestling show at the Hartford Auditorium recently, with all proceeds going to a Hartford underprivileged children's summer camp. Manny went to town in behalf of the show and was interviewed on a local radio station's sports show.

## New York:

Paul Zimmerman, American National sales manager, was here last week to sound out ops seeking local franchise rights for his firm's coffee vender. He reports the powder-ingredient machines are being turned out at a steady rate at American's Lansdale, Pa., plant, but orders still outstrip production.

Bill Sladky, co-founder of the Joker Poker Sales Company here, is shuttling back and forth between Brooklyn and Wildwood, N. J., where he operates an arcade. . . . Lew Jaffa, sales manager for Eastern Electric, took off again last week on another 10-day junket. Dallas was to be his first port of call. . . . Ben Horowitz, of Albena Sales, one of coin row's top exporters of used phonographs, reports volume sales to South American ops.

Al and John Palumbo have formed the Aljohn Music Company here to operate automatic phonographs. . . . Anthony Zirpoll, who operates here as the A. & Z. Music Company, is vacationing in Atlantic City. . . . Vito Pepe, who was formerly associated with Al Riddle in a juke route, is mourning the death of his mother Friday (7).

## Washington:

Guest speakers at the July 6 meeting of the Washington Music Guild (WVG) included Robert B. Arkin, sales manager of the juke box division of Decca Records, and several officers of the Amusement Machine Operators' Association of Greater Baltimore. The Baltimore men, who talked about their association set-up and its advantages to the industry, included President Irvin Goldner and Harry Rosenberg. WVG members voted to donate juke boxes to the E. V. Brown Recreation Center and the Great Mills Maryland Boys' Club Camp.

John D. Cokinos, partner of John Deoudes in the Domestic Novelty Company, reports that the firm's baseball team is now in second place in the Orthodox Youth League. The team is made up mostly of Domestic Novelty men. Cokinos is the second baseman. . . . Edward B. MacManus, of the MacManus Music Company, notes no effect of the Korean situation on his business.

Walter Hendrix, head of the General Amusement Company, has locations at three piers in Colonial Beach, Va. At present he has about 85 machines there and plans to add 40 more within the next few days. The piers, extending out into the water, actually place the locations in the State of Maryland, Hendrix said, inasmuch as the Virginia-Maryland boundary line is near the shore. Business is good, he added, accounting for the fact that he is operating three pier locations, instead of the one that he had there last year.

## St. John, N. B.:

Chain variety stores here have turned to weight, fortune and gum vending machines for extra revenue. Capitalizing on valuable locations, used not only while the stores are functioning, but nights, Sundays and holidays. While the stores are closed, the venders are stationed in doorways. Not only do the machines bring in additional revenue, but they prevent loitering in the entrances to the stores it was pointed out.

## Tampa:

Earl Henderson, president of the Henderson Coin Machine Company, is back from a two-week vacation devoted to fishing. When he got back at the office he had to start burning the midnight oil to catch up with business that had accumulated, so he had to admit John G. Kreis did yeoman service in his absence.

## Los Angeles:

Harold Probasco, treasurer and in charge of production at the Oak Manufacturing Company in Culver City, is taking advantage of the two-week vacation allowed its employees to work on a new feature of the Acorn merchandise vender. The plant is maintaining a skeleton crew. The new feature soon will be announced, Probasco said. Doris Hopkins is the secretary at Oak. Her husband, Ralph, is the press agent for the Venice Lake Park in nearby Venice.

Sid Bloom, Oak's secretary, and Mrs. Bloom are reported soon to be leaving Israel following several weeks visit there. . . . Ed Ross had charge of the coin-operated foot vibrators made by the California Design Manufacturing Company at the San Diego County Fair. The spot was located near the paddock, which, Ross said, gave the people more opportunity to rest and revitalize their feet. . . . Lyn Brown has added novelties to his line of coin machines at his headquarters on West Pico.

Lew Jaffa, vice-president in charge of sales for Electro cigarette machines, hosted a party Thursday (13) at the Roosevelt Hotel in Hollywood. The occasion was Mrs. Jaffa's birthday. Among those attending were Al Weymouth, of Weymouth Service, who handles Electro in the West; Ed F. Stanton, of General Vendors, and Cliff Blake, of Blake Sales. . . . Arthur S. Dudley, NAMA's Western representative, in the city from his home base, Sacramento.

## Indianapolis:

Richard (Dick) Howard has severed his connection with the Indiana Auto Merchandising Company, 537 East Ohio Street. W. J. Schmidt succeeds him. Howard has entered the vending service with headquarters on East Washington Street here. . . . Maxine Anderson, secretary at Calderon Distributing Company, Rock-Ola distributors, is on the sick list.

Operators, while not complaining about business, since it is better than last year at this same period, are being annoyed by some locations with requests for new equipment. Many are of the opinion that if the Korean War is not checked, some industries will be diverted to war work and possibly cut the making of juke boxes.

In checking business results of today, it is apparent that the present improvement is due to the various alleys and games that have been introduced in the past year. The introduction of games has been the life saver of the operator.

## Philadelphia:

Paul L. Miller, David L. Miller and James E. Fleming Jr. comprise the new partnership taking over the operation of the Palda Record Company, the local waxery which first introduced string band platters. . . . Police reported thieves broke into the Roxy Theater across the river in Camden, N. J., last week and stole the receipts from four candy vending machines in the theater lobby.

No fear of slugs in the set of "proof coins" being sold by the U. S. Mint here. Classed as collector's items, the set includes a cent, a nickel, a dime, a quarter and a half-dollar—worth only 91 cents at face value—but being sold by the mint for \$2.10, postage included. The coins are specially minted in hand-operated presses, producing brilliant, smooth surfaces thru the use of polished dies. It's the first time since 1942 that the "proof coins" are being sold—and it's hardly likely that any of them will fall into coin chutes.

## Chicago:

Atlas Novelty Company report that in addition to the brisk turn it the weather last week, a like trend was set off in op buying. The Seeburg Select-o-Matic came in for some prime order attention, according to Atlas-ites Nate Feinstein and Harold Schwartz.

Herman Stamer, vice-president of Mechanical Merchants, Inc., is pleased with the acceptance and sales volume of the Wrigley nickel pack gum venders his firm has spotted about the grounds of the lake-front fair. Before many more weeks have passed, the addition of other vending equipment is likely.

That confirmed traveler, Jimmy Johnson, who masterminds the activities at Globe Distributing Company, continues to be off here and there scorching the roads. His friends say that when you catch Jimmy parked behind his desk it's a rare occasion.

Gil Kitt, Empire Coin Machine Exchange, sees possibilities in the Ristaurat music box exhibited at the NAMA show here last week. Ralph Sheffield, Kitt's partner, is expanding the merchandise section. Jerry Bremner, who was the firm's top road staffer until illness sidelined him, is once again resting up after another heart attack. Howie Freer leaves Monday (17) for a Florida vacation. He says he has been wanting to visit the resort State when summer prices are in effect.

At First Distributors, Joe Kline has had to postpone his road trip again to help out in the rush of trade. His sidekick, Wally Finke has been entertaining several Indiana operators the past week. First now has a modern refrigerator loaded with a choice of eight different types of soft drinks for visiting coinmen. Firm has started a mailing of its four-page illustrated circular covering its merchandise line.

Wide World Distributors, thru A. Stern, says that their two fly-away pin conversions are getting a steady response from operators. They are the ones made by Williams for Chicago Coin's Bowling Alley and United's conversion for Shuffle Alley. Meanwhile sales manager Monty West has been concentrating on inquiries for the Sweetheart and Jeanie pin games.

Joe Cohen, Ristaurat sales manager, was busy day and night last week talking with distributors interested in handling his miniature (See Chicago on page 113)

## Cincinnati:

Bill Fitzpatrick has been released from St. Mary's Hospital and is home recuperating from a recent accident. . . . Peter Bigner, 11-year-old son of Ray Bigner, Bigner, Inc., is in St. Francis Hospital with a fractured leg sustained horseback riding Sunday (9).

Like all good things the vacation enjoyed the past three weeks in Miami by Mrs. Charles Kanter and Mr. and Mrs. Leonard Kanter came to an end. Meanwhile, Charles Kanter, head of Ace Sales Company, was on a road trip in Dayton and Canton. John Maitland, Capitol Record exec, accompanied Kanter on his Ohio business tour.

Merchandising and general conditions were the top points under discussion by the Cincinnati Automatic Phonograph Owners' Association at the Hotel Gibson Monday (11). There will be no meeting in August because so many members will be on vacation. The next session will be held at the Gibson September 12. . . . Mrs. Phil Ostand, wife of the association secretary and treasurer, is getting over a severe cold which sidelined her for the past two weeks.

# Coin Machine Exports

April, 1950

| Country             | Totals       |                  | Phonographs |                  | Vendors      |            | Amusement Games |              |            |                 |             |
|---------------------|--------------|------------------|-------------|------------------|--------------|------------|-----------------|--------------|------------|-----------------|-------------|
|                     | No.          | Value            | No.         | Value            | No.          | Value      | No.             | Value        |            |                 |             |
| Cuba                | 140          | \$ 35,335        | 124         | \$31,185         | 251          | \$ 4,150   | 213             | \$ 25,764    |            |                 |             |
| Belgium             | 228          | 33,164           | 15          | 7,400            | 493          | —          | 336             | 26,193       |            |                 |             |
| Canada              | 403          | 28,148           | —           | —                | —            | —          | 2               | 576          |            |                 |             |
| Japan               | 81           | 19,874           | 7           | 1,400            | 200          | 17,898     | 248             | —            |            |                 |             |
| Guatemala           | 18           | 9,660            | 18          | 9,660            | 536          | —          | —               | —            |            |                 |             |
| Panama              | 13           | 9,515            | 13          | 9,515            | 732          | —          | —               | —            |            |                 |             |
| Neth'ds Antiles     | 13           | 6,875            | 11          | 6,365            | 578          | —          | —               | 2            |            |                 |             |
| Salvador            | 11           | 5,958            | 11          | 5,958            | 541          | —          | —               | —            |            |                 |             |
| Mexico              | 33           | 5,907            | 19          | 3,370            | 177          | 2,537      | 181             | —            |            |                 |             |
| Hong Kong           | 40           | 5,440            | —           | —                | —            | 40         | 5,440           | 136          |            |                 |             |
| Bermuda             | 5            | 4,725            | —           | —                | —            | 5          | 4,725           | 945          |            |                 |             |
| Colombia            | 20           | 4,440            | 20          | 4,440            | 222          | —          | —               | —            |            |                 |             |
| Philippine Republic | 10           | 3,335            | —           | —                | —            | 10         | 3,335           | 333          |            |                 |             |
| Canal Zone          | 6            | 1,984            | —           | —                | —            | 6          | 1,984           | 331          |            |                 |             |
| Honduras            | 3            | 1,450            | 3           | 1,450            | 486          | —          | —               | —            |            |                 |             |
| Dominican Republic  | 5            | 1,260            | 5           | 1,260            | 252          | —          | —               | —            |            |                 |             |
| Italy               | 2            | 1,115            | —           | —                | —            | 2          | 1,115           | 223          |            |                 |             |
| Surinam             | 3            | 1,027            | —           | —                | —            | 3          | 1,027           | 342          |            |                 |             |
| United Kingdom      | 6            | 766              | 6           | 766              | 128          | —          | —               | —            |            |                 |             |
| Bahamas             | 4            | 613              | —           | —                | —            | 4          | 613             | 153          |            |                 |             |
| British Honduras    | 2            | 610              | 2           | 610              | 305          | —          | —               | —            |            |                 |             |
| Germany             | 1            | 577              | 1           | 577              | 577          | —          | —               | —            |            |                 |             |
| Other Countries     | 8            | 1,726            | 3           | 675              | 225          | 1          | 414             | 414          |            |                 |             |
| <b>TOTALS</b>       | <b>1,085</b> | <b>\$201,847</b> | <b>287</b>  | <b>\$102,202</b> | <b>\$356</b> | <b>240</b> | <b>\$45,223</b> | <b>\$188</b> | <b>558</b> | <b>\$54,422</b> | <b>\$98</b> |



**\$139<sup>50</sup>**  
**BRAND NEW**  
**ROL-A-TOPS**  
 5c-10c-25c PLAY

1 Cherry Pay 2—1 Cherry Pay 3  
 —Mystery 3-5 Payout; Standard—  
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## Coin Billiard Table Intro'd By Conn. Firm

Mull Distrib Net

HARTFORD, Conn., July 15.—Following nine months of test and limited sales, Sambros, Inc., has stepped up production on its coin-operated game, Bagatelle Billiards, with the unit to be offered nationally thru a net of distributors now being franchised.

Tagged by its backers as "the English version of Belgian pool," the game requires no electrical connections. Mechanically operated thru-out, including timer, Bagatelle Billiards is played according to Belgian pool rules, with the exception that four skittles instead of one are used. The four skittles, three black and one red, are said to add new skill features, thus increasing player appeal.

The table, ruggedly constructed and using a slate playing surface covered with rubber-backed felt, measures three by six feet. Four cue sticks are provided, with special built-in cue holders keeping the sticks out of sight within the machine when not in use. A wooden scoreboard with movable markers is fitted above the rear of the playing field, eliminating the need for blackboards or paper score pads.

Sambros, with offices at 89 Sigourney Street here, was formed to produce and market the game. Leonard D. Kniffin Jr. is president and treasurer, with Frank Chapman, secretary. Directors include Louis B. Stoner and Arthur M. Stoner, officers of the Jacobs Manufacturing Company; Frank E. Wolcott, of the Silex Company, and Gerald J. Palmer, of the Harrington-Palmer Company.

A dime inserter in the coin mechanism keeps the ball return chute open for approximately 10 minutes. Scoring is similar to Belgian pool, but hazards to piling up points are added with the extra skittles. Knocked over, they exact the usual penalties.

Location contracts recommended by Sambros suggest top money deals before the remainder of income is split by operator and proprietor. Also, the location is held responsible for improper use or loss of parts.

Kniffin said negotiations with prospective distributors are now underway. He stated the game will be competitively priced.

## Export Totals Begin To Soar; Games, Jukes in Largest Gains

WASHINGTON, July 15.—Coin machine exports for April totaled \$201,847 for 1,085 units and brought the dollar total for the first third of 1950 to \$632,895, according to latest official figures released this week by the U. S. Department of Commerce. The monthly dollar total was the highest reported in any month this year.

During April, 287 new and used juke boxes were sold for export. They had an aggregate value of \$102,202, compared with the \$80,435 received for a shipment of 198 music machines overseas the month before. Cuba was the principal customer, accounting for 124 phonographs worth \$31,185. Guatemala (18 boxes for \$9,660) and Panama (13 music units for \$9,515) were the next largest consumers.

### Vender Sales

The slightly off the March figures, April shipments of venders totaled \$45,223 for 240 merchandisers of all sizes and description. In the previous month, 219 units worth \$52,471 were sold to foreign operators.

Led by volume trade from both Belgium and Canada, game exports totaled \$54,422 for 558 amusement pieces. The dollar total was high for the year but only slightly above the March dollar figures—\$53,893.

Unit prices paid in April were \$356 for jukes, \$188 for venders and \$98 for games. Only game average prices advanced over the previous month.

Once again there was encouragement from European coinmen circles, for among those on the export list in April were Germany, the United Kingdom, Italy and Belgium. Only Belgium, however, bought in quantity. Belgium operators accounted for 15 phonos worth \$7,400 and 213 games valued at \$25,764 for an overall total of \$33,164, a dollar figure surpassed only by Cuba's \$35,335 for 140 jukes, venders and games.

## Exhibit Parts Dept. Placed Under Control Of Engineer Division

CHICAGO, July 15.—In a move designed to step up service to distributors and operators, Exhibit Supply Company has placed control of the parts department under the jurisdiction of its engineering division. Ed Hughes, chief engineer, announced Wednesday (12).

Hughes said that Bob Porcellino, engineer, would be in charge of the parts department. Principal advantage of the move, he explained, would be to give Exhibit engineers a direct line on which parts were being re-ordered in quantity as well as the reasons for their replacement. Hughes added that in the future orders for parts will be filled the same day.

## Look To The GENERAL For LEADERSHIP

**NEW MACHINE CLOSE-OUTS**  
 Gottlieb  
**SELECT-A-CARD \$159.50**  
 Gottlieb  
**BOWLETTE \$150.00**  
 Brand New—In Cases

**Reconditioned 5 Balls**

|                           |                         |
|---------------------------|-------------------------|
| Barnacle Bill .. \$ 89.50 | Oklahoma .. \$ 99.50    |
| Bowling Champ .. 79.50    | Saratoga .. 59.50       |
| Buffalo Bill .. 179.50    | Select-a-Card .. 139.50 |
| Caroline .. 49.50         | Sharpshooter .. 89.50   |
| Double Shurrie .. 99.50   | Summertime .. 49.50     |
| El Paso .. 79.50          | Super Hockey .. 89.50   |
| Jack & Jill .. 59.50      | Virginia .. 49.50       |
| Just 21 .. 129.00         |                         |

**Reconditioned Shuffle Games**

|   |
|---|
| Gottlieb BOWLETTE .. \$139.50                       |
| Williams FLYING DISC .. 295.00                      |
| United SHUFFLE ALLEY .. 135.00                      |
| Rock-Ola SHUFFLE LANE .. 175.00                     |
| Williams TWIN SHUFFLE, late, with buttons .. 139.50 |
| Williams TWIN SHUFFLE .. 125.00                     |

Terms: 1/3 cash with order, balance C. O. D.

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37 1/2 SQ. FT. COMPARTMENT AREA, 30 1/2 SQ. FT. FLOOR AREA

Small businessmen who do not want to invest in a truck chassis—or who use their passenger cars in their businesses... Sportsmen and tourists and all other travelers... all these can easily and quickly hitch the "Carry-All" TRAILLETTE to passenger cars or trucks—loaded, locked and ready to roll.

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# Summer Game Trade Steady; Good Units, New Ops Aid Biz

(Continued from page 92)

Chicago operators claim that the average on their shuffle products still ranges from \$30 to \$60 weekly, depending upon the type of location and the type of promotion used to keep interest at peak levels. One of the main reasons for the traditionally non-game operators entering the field has been the fact that shuffle games have a longer life span on top location than pins had thru the spring and summer of 1949. Too, shuffle games became legal in more areas than pins and therefore locations, normally closed to amusement games, were demanding them.

### Shuffle Success

The unusual success of shuffle games also resulted in a number of distributors adding these to their lines. Where many had specialized in music products, repeated demands by operators for shuffle products caused many of them to take on games or continue to see their type of trade pass on to other distributors. The fact that many new operators entered the

field with the early success of shuffle games also widened the possibility of game distribution, it was pointed out.

Manufacturers in the Chicago area offer varying reasons for the present summer rush. Chicago Coin Machine Company, thru Sam Lewis, pointed out that whereas the operator a year ago was worrying about his comparatively low grosses and was reluctant to buy large quantities of new equipment, today the same operators are in a more buying mood. At D. Gottlieb & Company, Alvin Gottlieb stressed the variety of games now in production. Some firms are producing shuffle games, others are turning out pin games and still others are concentrating on conversions for early model shuffle games. With the conversions shuffle games can be brought up to date, including such features as 20-30 scoring, rebound and fly-away pins.

### Mrs. Baid Confidence

Charles Pieri, sales manager of J. H. Keeney & Company, believes the present rush of business can be traced to the confidence built up in operators by the top games of the past half year. Like many others in the trade he is convinced that the recent trend toward shuffle games will not only result in more and better player controlled features but also a return from time to time to pins, generally acknowledged as the backbone of the field.

At Exhibit Supply Company, Sales Manager Frank Mencuri, pointed out that demand for pins as relayed by Exhibit's distributors is at the highest point in the past two years. As a result the firm is concentrating on pins in its game division. Mencuri also states that demand for the firm's arcade line is at high levels. This he claims is due to the newly designed arcade units and to the fact that many of the old pre-war models have reached the point where it is no longer feasible to buy new parts to keep them on location.

## New Polio Cases Run Slightly Under 1949

WASHINGTON, July 15.—New cases of polio are running 50 per cent above average but still slightly below last year, the Public Health Service (PHS) reported this week. The 2,053 cases have been reported so far for the first half of this year as compared with 2,271 for the first six months of 1949. PHS notes that the "scars" of 1949 in many sections are not being duplicated so far in 1950.

The worst State for polio is Texas, with 702 cases reported this year as compared with 695 for the first half of 1949 and the five-year average for the period of 275. Far behind is California, with 237 cases. The first half of 1949 produced 198 cases—the same as the State average over 1945-'49. Most other States have reported decreases from last year.

## VA. COUNTY MULLS

(Continued from page 92)  
means of paving the way for their removal—"by legal action if necessary."

Rucker originally went on record last January with the opinion that pinball machines were illegal in Virginia, but no action has been taken thus far. He announced he was "pleased" to have Dugan's support on the issue.

## MACHINES MOVE

(Continued from page 92)

of new machines. First showing was in Montreal this week. Toronto will be given a view (17-19) and Vancouver a look-see a week later.

While the change in the embargo regulations was greeted in the trade enthusiastically, some still had long faces. "We can't begin to supply the demand even so," one complained. Hopes of having the embargo completely lifted were squelched by the current world situation.

### Hit High Prices

Despite the increase in allotment, there still was some complaint by the independent operators of the "exorbitant prices" being charged by distributors. This in turn is blamed by the distributors on the Canadian customs.

Customs pays no attention to list prices, but makes its own appraisal which runs as high as 50 per cent above invoice prices.

## JERSEY CITY OP

(Continued from page 92)

kowski to have machines removed from tavern premises (The Billboard, July 15). Halted by the temporary restraining order, he had the new bill introduced before the city legislative body.

In this week's decision, Judge Smith said it was futile to extend the injunction beyond next Tuesday since the pending municipal ordinance would render it ineffective. Betti and Felsing have placed more than 100 games here during the past few weeks.

## COMET COUNTER GAMES

### MITE

CIGARETTE or FRUIT REELS, 1¢, 5¢ or 10¢ play. Ball sum vender. 75-25% coin divider. Size 5"x3 1/2"x6 1/2".

**COMET:** Non-coin operated—CIGARETTE REELS, 1¢ or 5¢ play. TAX FREE. Also available in coin-operated model, 1¢ or 5¢ play. Size 4 1/2"x3 1/2"x6".

**CIGGY:** FRUIT or CIGARETTE REELS, 1¢, 5¢ or 10¢ play. Ball sum vender. 75-25% coin divider. Size 4"x3 1/2"x6".

**METEOR:** Coin Operated—FRUIT REELS, 1¢ or 5¢ play. Also available in non-coin model in 1¢ or 5¢ play. (Non-coin TAX FREE.) Size 4 1/2"x3 1/2"x6".

**KING:** 8 REEL POKER PLAY, 1¢, 5¢ or 10¢ coin divider. Size 5"x3 1/2"x6 1/2".

SPECIFY TYPE REELS AND COIN PLAY DESIRED. WRITE FOR QUANTITY PRICES. We Stock Parts for Devel Counter Games.

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## GREAT SACRIFICE—SELLING CHEAP

63 SLOT MACHINES — 21 BRAND NEW — 47 SLIGHTLY USED

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| 3 Only Super Deluxe Sun Chief Consoles Tic-Tac-Toe, New 3¢, Each.....     | \$348.00 |
| 3 Only Super Deluxe Sun Chief Consoles Tic-Tac-Toe, New 10¢, Each.....    | \$388.00 |
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| 4 Only Solid Sun Chief Standards Consoles Tic-Tac-Toe, New 10¢, Each..... | \$310.00 |
| 4 Only Solid Sun Chief Standards Consoles Tic-Tac-Toe, New 25¢, Each..... | \$313.00 |
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| 6 Only Monte Carlo Console Prospectors, 5¢, Each.....     | \$325.00 |
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| 4 Only Monte Carlo Console Prospectors, 25¢, Each.....    | \$270.00 |
| 4 Only Monte Carlo Console Prospectors, 50¢, Each.....    | \$350.00 |
| 4 Only Monte Carlo Console Prospectors, \$1.00, Each..... | \$480.00 |

All the above Prospectors are converted to the New Tic-Tac-Toes.

|  |          |
|--|----------|
| 4 Only Super Deluxe Sun Chief Consoles Tic-Tac-Toe, 5¢, Each.....  | \$375.00 |
| 4 Only Super Deluxe Sun Chief Consoles Tic-Tac-Toe, 10¢, Each..... | \$385.00 |
| 4 Only Super Deluxe Sun Chief Consoles Tic-Tac-Toe, 25¢, Each..... | \$393.00 |
| 2 Only Super Deluxe Sun Chief Consoles Tic-Tac-Toe, 50¢, Each..... | \$373.00 |

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275 MACHINES—ESTAB. 10 YEARS—175 LOCATIONS  
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Large Operation in Baltimore Area. Over 200 Postwar Games and 75 Phonographs (approx. 300 Postwar Wax Boxes, etc.). All 100% legal in territory. Complete A-1 service organization. Most locations and employees with us for many years. Estimated average collections \$12,500.00 per month. Good reason for selling and will stay with purchaser few months. Asking price \$95,000 cash or \$105,000 on terms of 1/2 down with balance over 18 or 24 months to responsible and qualified party. DO NOT REPLY UNLESS YOU ACTUALLY HAVE AT LEAST \$50,000 CASH.

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Detroit:

(Continued from page 110)

resort route, Tim Gayle reports. . . Vincent Meli, of the Melitone Music Company, has moved the firm from an East Side location to a midtown site at Woodward and Trowbridge Avenues, and added a record department. . . Sam Cali, who operates Harmony Amusements with his brother Jim Cali, is on a trip to New York, but is planning to move back to California this year.

COMPARE PRICES CONSOLES, ETC.

- 1 Black Diamond \$429.50
1 St. Bonus Super Bell 189.50
1 Evans Casino Bell 159.50
2 Bally Double Up 199.50
2 Bally Draw Bell 74.50
1 St. Evans Races, Cash P.O. 149.50
5 Bally Hi-Boy 139.50
2 Jennings Twin Challenger 179.50
1 Mills Four Belts 174.50
5 Bally Reserve Bell 159.50
7 Three-Way Bonus Super Bell 199.50
3 1946 Buckley Track Odds, With Daily Double 199.50
2 1948 Buckley Track Odds, With Daily Double 359.50
2 Bally Triple Bell 199.50
7 2 1/2 Twin Bonus Super Bell 149.50
2 Bally Wild Lemon 159.50
4 Evans Winterbook 299.50
2 Bally Citation 199.50
2 Columbia Culture Club Bell 179.50
4 3/4 Mills Black Cherry Bell 74.50

ARCADE & MISC.

- 3 A.B.T. Challenger 12.00
1 Chicoin All Star Hockey 24.50
1 Williams All Stars 114.50
1 Atomic Bomber 149.50
2 Chicoin Basketball Champ 144.50
2 Bala-Ball (Fl. Mod.) 14.50
1 Bally Big Inning 219.50
3 Dale Guns 49.50
2 Exhibit Gulf States Digger 249.50
6 Exhibit Marchantm Digger 59.50
1 Drivemobile 134.50
1 Liberator 19.50
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1 Minif-Pop Auto, Pepercorn Vendor 29.50
12 1/2 Autoscope Moving Picture Machines (Fl. Model, W/Reels) 24.50
10 Extra Reels for Above 5.00
1 Deluxe Photomatic (Postwar) 295.00
2 Pitch 'Em & Bat 'Em 157.50
1 Evans Play Ball 59.50
3 Postcard Vendor (Postwar Fl. Mod.) 22.50
1 Pro Scene (Reelover) 29.50
10 Quarterback (With New Star Series Ball) 89.50
12 1948 Quizzer, F. Play (Fl. Mod. with Film) 29.50
2 1948 Quizzer (Brand New in Orig. Factory Crates, Fl. Mod.) 49.50
1 Scientific Bowling Practice 44.50
1 Silver Gloves 229.50
1 Autoscope Sky Fighter 79.50
3 Strikes & Spares (AS 15) 39.50
1 Supreme Rocket Buster 29.50
1 Undersea Raider 49.50
18 Col. Unesda Monarch Cigarette Mach. (Postwar W/Cab, Base Reel) 49.50
2 Voice-O-Graph (Postwar) 245.00
2 Bally Shuffle Bowler 124.50
2 Genca Bowling League 94.50
3 Gottlieb Bowler 179.50
3 Williams Twin Shuffle 119.50
1 Liteup Pin Sets 11.50

MUSIC

- 1 Packard Mod. 406 Hideaway 374.50
2 Rock-Ola Command 39.50
2 Rock-Ola Standard 189.50
1 Wurltizer 500 29.50
1 Wurltizer 616 (110V-D.C. Current) 29.50
1 Wurltizer 700 74.50
1 Wurltizer 800 74.50
1 Wurltizer 850 79.50
1 Packard Wall Boxes (Postwar) 12.00
1 1948 Personal Music W/Boxes 2.00
2 Seeburg WB 22 Wall Boxes 2.00
12 Wurltizer Wall Boxes 2.00
4 Music Mirror Cabinet (Write for Photo) 29.50

FREE PLAYS

- 1 Alice 54.50
1 Barnacle Bill 42.50
3 Basketball 124.50
1 Black Gold 72.50
1 Boston (New) 64.00
1 Bowling Champ 94.50
3 Buffalo Bill 139.50
2 Circus 34.50
1 Contract 29.50
2 Dreamy 164.50
1 Football (Chicoin) 114.50
1 Gondola 74.50
2 Grand Award 49.50
2 Harvost Moon 74.50
1 Hawaii 19.50
3 Just 21 124.50
2 K.C. Jones 139.50
2 King Arthur 139.50
1 Lucky Inning 149.50
2 Manhattan 222.50
1 Maryland 99.50
1 Morocco 39.50
1 Playtime 99.50
1 Puddin' Head 87.50
1 Rainbow 44.50
1 Ramona 47.50
1 Samba 39.50
3 Select-A-Card 134.50
2 Serenade 49.50
3 Sharkoeder 27.50
1 Singapore 19.50
1 South Pacific 122.50
1 State Fair 19.50
2 Super Hockey 37.50
1 Swanee 52.50
1 Talcord 62.50
1 Treasure Chest 109.50
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GAMES OF LASTING APPEAL

- New 1950 Money Makers HIT A HOMER, Later Counter Baseball Winner \$ 27.50 Beautifully Lighted Only 149.50 Hockey, 2 Player, Fascinating Competitive Pilger Game, Beautifully Lighted Only 149.50 Electric Card Vendor 3500 Cards Free Only 49.50 Jungle Joe, Ray Gun 195.00 Atomic Bomber 175.00 Silver Bullets, 3 Gun 225.00 Monkey Shine, Ray Gun 175.00 Rotary Merchandiser 445.00 Hobby Horse 325.00 Holly Crane Write JUNE, 1950, LARGE ILLUSTRATED EQUIPMENT CATALOG ON REQUEST.

WIRE MUMFES

877 10th Ave. (at 42nd), N. Y. 10, N. Y.

Bell Ops May Benefit From Excise Delay

Congress Shelves Bill

WASHINGTON, July 15.—The decision this week to put the excise tax bill on the shelf, coupled with the delay on the anti-gambling device bill, gives bell machine operators an excellent chance of escaping any drastic restrictions at this session of Congress.

After hearing administration opposition to general excise cuts while the Korean situation remains critical, the Senate Finance Committee announced that it will hold up on the legislation. As passed by the House, the bill, tho slashing most excise levies, would raise the gaming device tax to \$150.

Passage Chances Slim

In view of the decision by the House Interstate Commerce Committee to delay further consideration of the Johnson-Preston Bill until July 27 (The Billboard, July 8), the bill's chances for enactment depend chiefly upon how long Congress stays in session. Present plans of congressional leaders, which are subject to change with the war situation, are to keep Congress in a stand-by status during the summer.

This contemplates a recess around August 1 rather than adjournment, leaving Congress free to return at any time to consider any emergency legislation. Failure of Congress to pass the gaming device bill prior to recess would reduce the bill's chances to a bare minimum, since any session would probably be devoted strictly to war measures.

Colucci Interests Under One Firm

(Continued from page 101)

thru which Alreon machines were handled.

"All of our distributing activities," he said, "will now be concentrated in Seaboard Distributors, with offices and warehouse facilities at 110 Ann Street, here in Hartford."

Main line of items distributed now, he said, will be phonograph records and television sets. His firm has taken over the franchise for distribution of Tele King television sets for Connecticut and several Western Massachusetts counties.

"This doesn't mean, however," he added, "that we're going out of the coin machine industry. We're in the market for some good coin games."

Chicago:

(Continued from page 110)

juke box. Cohen emphasized that the machine would not compete with standard size music boxes but would be concentrated in the spots that ops have to pass up with big units.

At Last a simple, accurate, mechanical

\$17.50



Coin Counter and Wrapper Sensationally Low-Priced "ACCURAP" (Patented)

When you see "Accurap" you'll say, "Why didn't somebody think of this before!" Accurap is the brand new Coin Counter and Wrapper that stacks, counts and wraps 40 nickels or 50 pennies in standard tubular wrappers as quickly and accurately as far more expensive automatic machines, and at just a small fraction of the cost of other machines on the market. It's completely mechanical—nothing to go wrong! 38-49 12th Street Long Island City, N. Y.

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The Greatest Name in COIN OPERATED TELEVISION

Operators who know will buy no other. Because they have learned from experience that Trad builds a set that will stand up under all operating conditions and produce the greatest dollar return everywhere. Every part in this wonderful television unit is manufactured by Trad—not assembled.

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Form for ordering Trad Television Corp. sets, including fields for Name, Address, City, State and a request for details.

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USED SHUFFLE GAMES

- 5 8 ft. Bally Speed Bowlers @ \$250.00
3 Universal Twin Bowlers @ 159.50
2 Williams Twin Shuffle @ 174.50
3 Keeney's Pin Boy @ 149.50
3 United Shuffle Express @ 194.50
4 Exhibit Strike @ 184.50

USED PIN GAMES

- 2 RAMONA @ \$49.50
ARIZONA, NEW—WRITE
GENCO
3 South Pacific @ \$149.50
2 Black Gold @ 79.50
4 Floating Power @ 59.50
2 Caravan @ 119.50
1 Triple Action @ 34.50

IN STOCK READY FOR IMMEDIATE DELIVERY

- NEW UNITED DOUBLE EXPRESS NATION WIDE SHUFFLE BASEBALL KEENEY'S DUCK PINS & DOUBLE BOWLER BALLY SHUFFLE CHAMP

USED CONSOLES

- BALLY WILD LEMON \$199.50
BALLY RESERVE BELL 189.50
BALLY DRAW BELL 139.50

NEW CONSOLES

- READY FOR IMMEDIATE DELIVERY BALLY CLOVER BELL UNIVERSAL FEATURE BELL EVANS COALTOWN WRITE FOR PRICES

One-Third Deposit With Order ALL MACHINES ARE GUARANTEED TO LOOK LIKE NEW AND WORK LIKE NEW

- 3 King Arthur @ \$119.50
CHICAGO COIN
4 Tahiti @ \$ 99.50
2 Temptation @ 49.50
1 Football @ 114.50
WILLIAMS
2 Lucky Inning @ \$184.50
1 All Stars @ 89.50
2 Quarter Back @ 139.50
2 De-Icer @ 149.50

- MUSIC
2 Seeburg 147M @ \$365.00
2 Seeburg 147S @ 295.00
1 Seeburg RM Speaker Console 59.50
2 Wurltizer 1015 @ 275.00
3 Seeburg Lowtone @ 99.50
Seeburg Hide-A-Way, 1942 Model 89.50

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 **SHUFFLE ALLEYS**  
WITH LITE-UP PIN CONVERSION  
**\$99.50**

LIMITED SUPPLY  
 **THUMPER BUMPER KITS**  
For Chi. Coin, United, Bally, Williams, Gottlieb—Specify Game  
Orders filled in relation as long as supply lasts. **\$1.45** KIT

WILLIAMS  
 **STAR SERIES**  
WITH LATEST BATTING ASSEMBLY  
**\$169.50**

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 **BONUS SUPER BELL**  
24 & 36  
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**BRAND NEW ROCK-OLA SHUFFLE LANES**

In Original Crates.  
Special Low Price in Quantity.  
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**GIVE TO THE RUNYON CANCER FUND**

**Fall Leagues Eyed By Manufacturers**

(Continued from page 109)  
'50 will bow. The plant is currently closed for group vacations but Welsh stated that shuffleboard plans for the coming season were progressing. American Shuffleboard Company, thru Advertising Director Howard James and Ken Poulsen, executive league director, announced that it is planning a heavy competitive slate which will probably be climaxed by State tournaments in most sections of the country. They pointed out at Peoria, Ill., in May that players in virtually every State participating in the U. S. Championship meet were already looking forward to increased league activity in the fall. As a forerunner for improved competition, Rock-Ola and American have already announced new puck designs.

At Purveyor Shuffleboard Company, Herb Perkins has appointed Charles Peters to set up leagues and promote them thruout the 1950-'51 season. Peters will set up five major leagues in the Midwest and several smaller ones thru other areas. Peters also will work with operators in the field wherever sufficient league interest develops. One of the experiments to be conducted by Purveyor this fall is a league using boards equipped with the Pacific Shuffleboard Company conversion. According to Perkins, this unit has helped return steady play to boards in some locations which he had previously counted out.

Monarch Shuffleboard's Clayton Nemeroff says that Monarch will be a factor in league promotions. One of its loops will function again in the La Porte, Ind., area where a 30-weeks program directed by operator Don Calkins resulted in national interest. Monarch also may look into league possibilities in both Nashville and Birmingham.

**New Games Review**

**Exhibit's Judy**

CHICAGO, July 15.—Exhibit Supply Company's sales manager, Frank Mercuri, announced this week the first shipment of Judy, a new five-ball game, featuring sequence scoring and changing value bumpers and roll-overs.

Designed for ultra high scoring, playfield of Judy is set up to give five players a full measure of play that requires but a short time. Action centers around four numbered bumpers which can be made either by direct hits or spotted when key roll-over switches are energized. When bumpers 1 and 2 are contacted, one such switch on the left of the playfield increases in point value. A similar action takes place when bumpers 3 and 4 have been hit or spotted. Contacting the 1-4 series also sets up two other switches for multiple blocks of points on the bonus scoreboard, which can store up to one million points.

Bonus points can be collected by dropping a ball in either of two kick-out pockets. If the 1-4 series has been completed before bonus points have been transferred to the main scoreboard, player bonus points are doubled when he eventually collects them. Bobble bumpers and powered flippers help to keep play at fast pace.

**Gottlieb's Triplets**

CHICAGO, July 15.—Production of a five-ball game, Triplets, designed with a wide open playfield for cross ball action, will begin at the D. Gottlieb & Company plant here Monday (17). Advertising Director Alvin Gottlieb announced this week. For the last two weeks the factory has been closed for group vacations. Triplets playfield is equipped with

six roll-over switches across the bottom of the board, a name spell-out bumper series, a variable bonus award set-up, pop bumpers, stretch rubber bumpers and independently controlled flippers. Players strive to contact the eight bumpers which spell out the game's name on as few balls as possible. Once the cycle has been completed, balls going thru either of two side roll-overs register a free game. Other free plays can be won by making either of two series of roll-overs numbered 1-2-3. The number of free plays recorded on this play is determined by rolling a ball thru another roll-over switch located between the game's pair of flippers. If the number 5 is lit on the bonus score board when the ball is passing thru this key roll-over, five free plays result. Similarly, the player wins four free plays if No. 4 is lit. The bonus board contains numbers ranging from 1 to 5. The maximum score on Triplets is 5,900,000 points.

One of the service features of the game is Gottlieb's new drop chute.

**WHY PAY MORE?**  
**CONVERSION**  
for  
**UNITED SHUFFLE ALLEY**  
**ONLY \$49.50**

Disappearing Pins, Plexiglas Shield.  
1/2 With Order, Balance C. O. D.

DISTRIBUTORS WRITE

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N. Y. 18, N. Y. BRyant 9-6577

**Calendar for Coinmen**

- July 19, 26—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.
- July 24 — Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.
- July 25—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.
- July 25—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.
- July 25—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.
- July 26—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.
- July 27—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
- July 27—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.
- July 27—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.
- August 1, 15—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- August 1, 15—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
- August 2—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.
- August 3 — Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.
- August 3—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.
- August 3—Washington Music Guild, Inc. (WMG), monthly meeting, Hotel 2400, Washington.
- August 9—Music Operators of Northern Illinois (MONI), monthly dinner meeting, Aurora, Ill.
- August 6-9—Southern Candy Wholesalers' Association (SCWA), annual meeting, Municipal Auditorium, Birmingham.
- August 7—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.
- August 10—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.
- August 10—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.
- August 14—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.
- September 26—National Automatic Merchandising Association (NAMA), Region II (New York) annual meeting, acting chairman, Frank Bradley, Statler Hotel, Buffalo.

**CASH**  
Will Pay Top Dollar  
for  
Any Mills Escalator Type  
Slot—Any Quantity  
Send us your list  
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**America's Finest**  
**COIN TELESCOPE**  
**\$790** **TIME PAY PLAN**  
  
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EVANSVILLE 8, INDIANA

**WANT TO TRADE**  
A.B.T. Rifle Sport Air Range, 10 Guns, new Revolvers Compressor, 4 Moving Targets, Counters with Hoses and Connections, Shot Tubes, lots of extra parts, new Panco backing, 20 Exhibit Ideal Card Vendors with Stand and Cards, 200 Peanut Ball Guns and Candy 14 Vendors, extra parts, stands, brackets for 32-foot drop frame trailer, 30x60 top with poles, middle; Metal-Toppers, Photomata, Rotaries, Daisie Games, Silver Bullets or any worth-while show property with transportation, Arcade pieces, or what have you? Will pick up and deliver within 100 miles; will divide. **WALTER R. LONG**, 301 E. W. Third St., Richmond, Ind.

**NEW Skill Sensation**  
**"WISHING WELL"**  
 Greatest Low Priced Counter  
 Game in Years!  
 PLASTIC INNER-CONSTRUCTION  
 "IT'S LOCKED"



Requires only 6"x6" Counter Space  
 COLLECTS IN COINS GALORE  
 "They Drop 'Em—You Collect 'Em"  
**START ROUTE**  
**GIGANTIC PROFITS**  
**SAMPLES AVAILABLE NOW!**  
 PRICE: \$7.50 Each, \$59.40 Dozen  
 Shipped Prepaid  
 Cash with order or 25% deposit,  
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| Chicago Coin PISTOL | \$89.50 | Seeburg CHICKEN SAM | \$69.50 |
| SWINGIN' MONK       | \$89.50 |                     |         |
| Exhibit DALE GUN    | \$79.50 | Genco GLIDER        | \$49.50 |

**Tableware** 24 pc. service for 4, with leatherette case complete. \$4.95  
 Send for sample and quantity prices.

New and Used SHUFFLE GAMES  
 WRITE FOR PRICES  
 TERMS: 1/2 deposit, balance C. O. D.

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 Revolutionary DIAL LIGHTING



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 ENCORE WALL BOX also available.  
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**HOT SPECIALS!**

**RECONDITIONED SHUFFLEBOARDS** with Maple or Masonite Tops **\$75**

New Deluxe Shuffleboards ..... \$225  
 New Maple or Masonite Tops ..... 100  
 Rebuilt Bowling Games ..... 75  
 Rebuilt Dale Guns ..... 50  
 New Shuffleboard Scoreboards... 95  
 Rebuilt Shuffleboard Scoreboards... 40  
 Climatic Adjusters (Set of 4) ..... 10

**Shuffleboard specialists**  
 7124 Stony Island, Chicago MI 3-1032

**AUTOMATIC COIN**  
**America's Bell Machine Center**

**LATEST BELLS, RECONDITIONED BY THE FINEST EXPERTS IN THE BUSINESS!**

|   |          |
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| MILLS 2c, 10c or 25c 1948 MELON BELLS     | \$135.00 |
| MILLS 10c or 25c 1948 BLACK GOLD HANDLOAD | 145.00   |
| MILLS 10c or 25c 1947 BLACK CHERRY BELLS  | 110.00   |
| MILLS 10c or 25c 1948 JEWEL BELLS         | 145.00   |
| MILLS 5c or 10c 1949 BLACK BEAUTY         | 165.00   |
| MILLS 5c, 10c or 25c 1949 TOKEN BELL      | 175.00   |
| MILLS 5c, 10c or 25c 1949 '21' BELL       | 195.00   |
| MILLS 50c BLACK GOLD HANDLOAD             | 210.00   |
| MILLS 50c BLACK CHERRY, 2/3               | 195.00   |
| JENNINGS 10c DELUXE LITE-UP               | 110.00   |
| JENNINGS CHALLENGER, 9/25                 | 230.00   |
| REBUILT 10c JEWEL BELLS, IN NEW CABINETS  | 125.50   |

**ALL BELL MACHINE PRICES (SUBJECT TO CHANGE WITHOUT NOTICE!)**

Limited Quantity—Brand New  
**MILLS VEST POCKET BELLS, \$65.00**  
 Jobbers and Distributors, Write for Special Price!

**NOW DELIVERING MILLS**  
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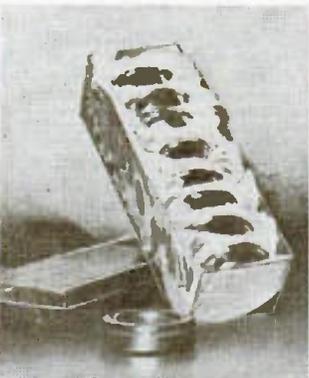
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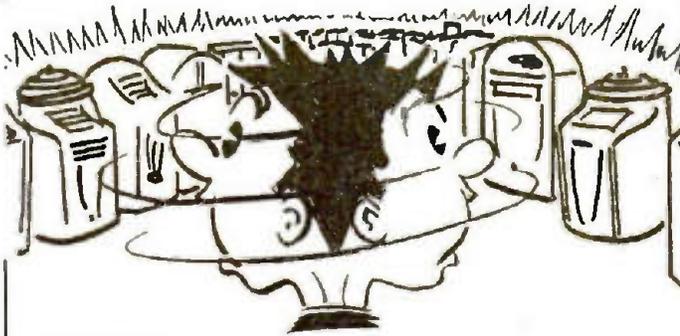
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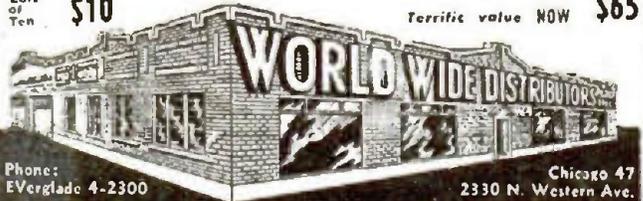
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| United Shuffle Alley Express           | 239         | Chgo. Coin Shuffle Baseball            | 139   |
| United Double Shuffle                  | 199         | Bally Shuffle Bowler                   | 119   |
| Universal Twin Bowler                  | 178         | Keeney Ten Pins (Grand New)            | 118   |
| Chicago Coin Bowling Alley             | 145         | Genco Bowling League, 10 Ft.           | 95    |
| Rock-Ola Shuffle Jungle (Floor Sample) | 189         | Genco Glider                           | 45    |

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is hitting home!

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  - 1c OR 3c PLAY
  - LOW PRICED
- ONLY \$27.50**

COMING SOON! GREAT NEWS FOR PHONOGRAPH OPERATORS!

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|  |     |
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| Exhibit DALE GUN # 65                          |     |
| Monarch 18 ft. Shuffleboard, perfect condition | 78  |
| Rock-Ola 22 ft. Shuffleboard, like new         | 130 |
| IRISH POKER, Brand New                         | 169 |



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| Goemans                | \$30.00 |
| Battling Practice      | 75.00   |
| Chi Coin Basket Ball   | 175.00  |
| Chi Coin Hockey        | 85.00   |
| Chi Coin Pistol        | 125.00  |
| Chicken Sem (conv.)    | 95.00   |
| Evans Ten Strikes      | 69.50   |
| Exhibit Dale Gun       | 95.00   |
| Exhibit Silver Bullets | 150.00  |
| Goose                  | 100.00  |
| Heavy Hitter           | 50.00   |
| Jack Rabbit            | 100.00  |
| Keeney Air Raider      | 100.00  |
| Mother-in-Law Gun      | 95.00   |
| Autoscope Football     | 225.00  |
| Panorams               | 185.00  |
| Pitchem and Battem     | 165.00  |
| Scientific X-Ray       |         |
| Poker                  | 85.00   |
| Sky Fighters           | 100.00  |
| Solar Hurescope with   |         |
| Scrolls                | 85.00   |
| Supreme Bowl-A         |         |
| Score                  | 75.00   |
| Telaquiz               | 150.00  |
| Tommy Gun              | 85.00   |
| Undersea Raider        | 95.00   |
| Vitalizer              | 95.00   |
| Western Baseball       | 65.00   |
| Williams All Stars     | 125.00  |
| Early Photomatic       | 275.00  |
| Latest Voice           |         |
| Recorder               | 450.00  |
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| Machine                | 150.00  |
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New delivering United's original disappearing pin conversions for United alleys.

\$79.50 Singles,  
Three or more—\$74.50

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| Caribbean     | 25.00   |
| Carnival      | 47.50   |
| Catalina      | 29.50   |
| Cinderella    | 49.50   |
| Cover Girl    | 37.50   |
| Cismo         | 49.50   |
| Gold Mine     | 39.50   |
| Gondola       | 85.00   |
| Grand Award   | 65.00   |
| Holiday       | 75.00   |
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Universal Coin Bowling ..... 150.00

Genco Bowling ..... 110.00

**SLOTS**

|                         |         |
|-------------------------|---------|
| 5¢ Silver Chief         | \$65.00 |
| 50¢ Brown Front         | 130.00  |
| 10¢ Silver Chief        | 75.00   |
| 5¢ Black Cherry         | 95.00   |
| 10¢ Black Cherry        | 105.00  |
| 5¢ Blue Front           | 65.00   |
| 10¢ Blue Front          | 75.00   |
| 15¢ Blue Front          | 85.00   |
| 10¢ Pace                | 50.00   |
| 10¢ Golden Falls        | 115.00  |
| 5¢ Chrome Bell          | 75.00   |
| 10¢ Chrome Bell         | 85.00   |
| 10¢ Glitter Gold        | 75.00   |
| 5¢ Roll A Top           | 50.00   |
| 10¢ Treasury            | 45.00   |
| 10¢ Comet               | 65.00   |
| 5¢ Extraordinary        | 75.00   |
| 10¢ Extraordinary       | 85.00   |
| 25¢ Dialo Bell          | 75.00   |
| Columbia                | 75.00   |
| 3 Chi Metal Double      |         |
| Bayrolander Sates, each | 95.00   |
| 10¢ Mills Q.T.          | 65.00   |

**CIGARETTE MACHINES (used)**

|                              |         |
|------------------------------|---------|
| Monarch, 8 & 10 Col.         | \$85.00 |
| National 95's                | 85.00   |
| National 9A's                | 85.00   |
| National 9B's                | 65.00   |
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| Unedapak 500, 13 col.        | 75.00   |
| DuGranier Challenger, 7 col. | 85.00   |
| DuGranier, 7 col.            | 45.00   |
| Revo Imperial, 4 col.        | 55.00   |
| DuGranier W's, 9 col.        | 88.00   |
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| Revo President, 10 col.      | 78.00   |

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|   |          |
|---|----------|
| 1 Counter Model Selector Perfume Vendor       | \$ 15.00 |
| 15 1/2 Jergens Lotion Vendors                 | 10.00    |
| 35 Brand New 8 1/2 Cigarette Vendors, Per all | 300.00   |
| 1 lb Aspirin Vendor                           | 15.00    |
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| Silver King Vendors Northwestern 325          | 4.50     |
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Operates on 3-5 Mystery Payout System  
5¢ Play ..... \$65.00    25¢ Play ..... \$89.50

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A "Pony-Size" Bell. Weighs only 25 lbs.  
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**"21" BELL    BLUE BELL    BLACK BEAUTY    BONUS BELL    TOKEN BELL**  
5¢-10¢-25¢-50¢ PLAY    WRITE FOR PRICES

**GUARANTEED RECONDITIONED MACHINES**

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|------------------------------|----------|
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| Unifad Shuffle Alley         | 79.50    |
| Keeney Ten Pins              | 79.50    |
| Keeney AOC Bowler            | 124.50   |
| Bally Shuffle Bowler         | 124.50   |
| Keeney Pin Bow               | 124.50   |
| Chi Coin Bowling Alleys      | 149.50   |
| Genco Bowling League, 10 ft. | 124.50   |

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|                     |         |
|---------------------|---------|
| Playboy             | \$17.50 |
| Rio, w/f            | 27.50   |
| Singapore, w/f      | 32.50   |
| Havana, w/f         | 32.50   |
| Sky Blazer, w/f     | 32.50   |
| Rocket, w/f         | 32.50   |
| Humpy Dumpty, w/f   | 37.50   |
| Manhattan, w/f      | 37.50   |
| Bermuda, w/f        | 37.50   |
| Wisconsin, w/f      | 37.50   |
| Gold Mine, w/f      | 39.50   |
| Sally, w/f          | 49.50   |
| Ramona, w/f         | 49.50   |
| Ballerina, w/f      | \$49.50 |
| Cinderella, w/f     | 49.50   |
| King Cole           | 69.50   |
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| Bowling Champ       | 99.50   |
| Buttons & Bows, w/f | 99.50   |
| Maryland, w/f       | 114.50  |
| Tahiti, w/f         | 114.50  |
| C.C. Champion, w/f  | 99.50   |
| Citation            | 224.50  |
| Gold Cup            | 99.50   |
| Just 21, w/f        | 149.50  |
| Bee Bop, w/f        | 149.50  |

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|                                      |          |
|--------------------------------------|----------|
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| Bally Draw Bell, M.B., 5¢            | 124.50   |
| Bally Reserve Bell, 5¢               | 224.50   |
| Bally Draw Bell, 5¢, R.B.            | 144.50   |
| Bally Deluxe Draw Bell, 5¢           | 169.50   |
| Buckley Track Odds                   | 349.50   |
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| Mills Jumbo Parade (Cash)            | 49.50    |
| Mills Jumbo Parade (F.P.)            | 69.50    |
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| Late Evans Races, Cash Model         | 274.50   |

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Keeney Gold Muggles ..... \$125.00  
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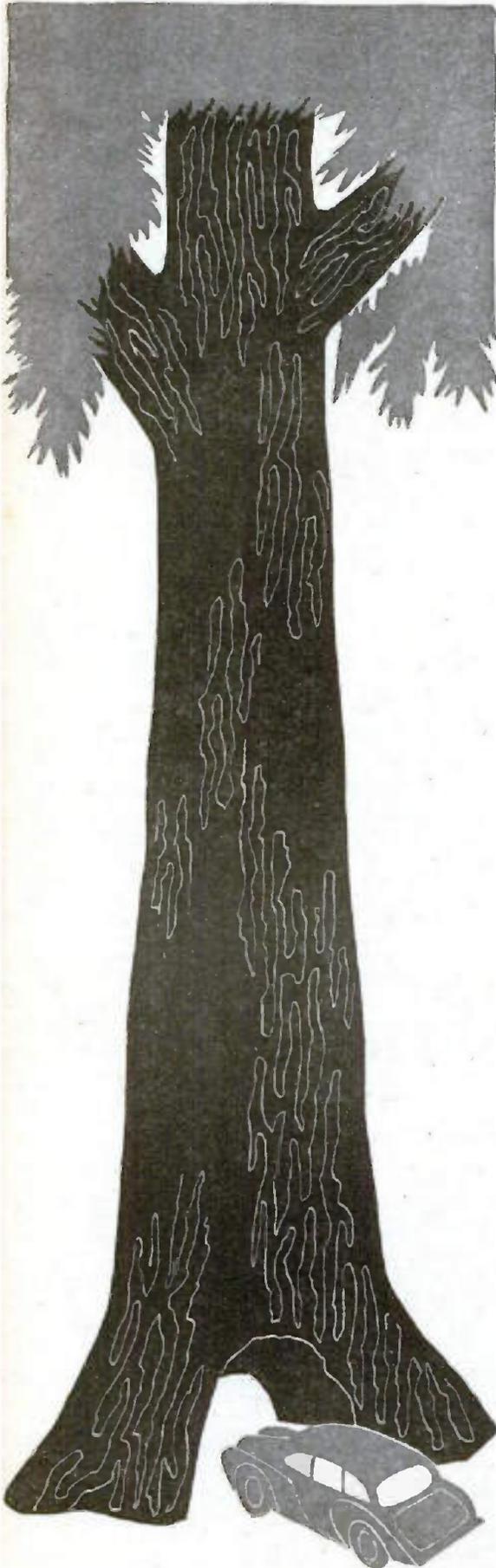
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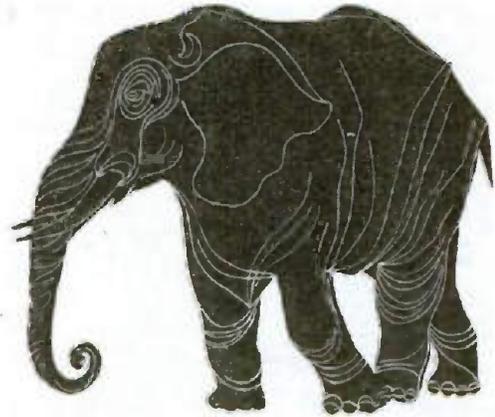
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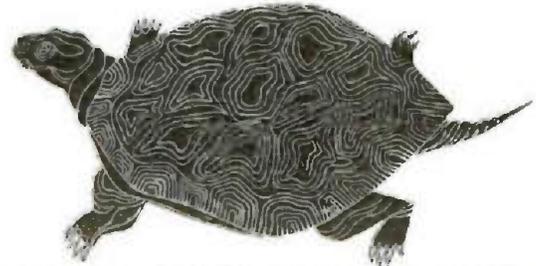
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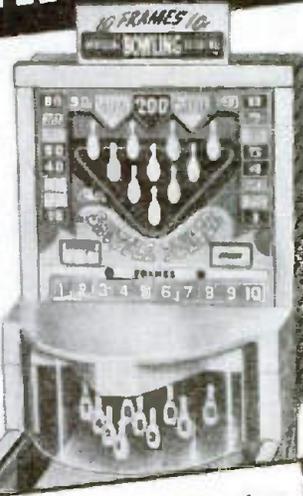
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**NEW CONVERSION**  
WITH REALISTIC  
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THAT DISAPPEAR  
AS ROLL-OVERS ARE HIT  
PINS AUTOMATICALLY SET  
EXACTLY AS ON  
BALLY SPEED-BOWLER  
INSTALLED ON LOCATION  
IN A FEW MINUTES...  
**IT'S FAST!**



New, low-cost conversion gives your Shuffle-Bowlers all the features of the famous Bally Speed-Bowler. Easy to attach on location in just a few minutes. Write at once for complete details and prices.

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WE HAVE ALL TYPES OF WURLITZER AND SEEBURG WALL BOXES, SPEAKERS, STEPPERS, ETC. WRITE FOR WHAT YOU NEED.

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| Refinished 18 and 20-foot National Shuffleboards ..... | \$75.00 EACH  |
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**FASTEST!**

*Again*  
**KEENEY'S  
DOUBLE BOWLER**



★ **FASTER ACTION!** Rebound puck cuts game time to 45 seconds or less.

★ **HI-SPEED TOTALIZER** registers score for 2 players or one.

★ **SCORES ALL SPLIT SHOTS!**

★ **IMPROVED DESIGN** and GREATLY SIMPLIFIED MECHANISM!

★ **QUIET PLAY!**  
**FASTEST  
2-PLAYER  
BOWLER OF  
TODAY!**

**SIZE**  
9½ FEET  
LONG  
BY  
2 FEET  
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SCORES 4-7 and  
6-10 SPLITS

20-30 SCORING

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Evans' now electro-pneumatic control speeds up play faster than ever before!

**7 COIN DROPS**  
with individual Coin Detection!

**MYSTERY ODDS!**  
On each play, odds change with flashing lights and mechanical action!

**NEW REFINEMENTS! NEW DESIGN!**  
Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

**3 GREAT MODELS—5¢ OR 25¢ PLAY  
CASH OR CHECK PAYOUT**

**FREE PLAY** Odds Change With Every Selection. CONVERTIBLE.  
CASH MODEL, 5c or 25c Play

**CASH MODEL** 5c Play With 25c DAILY DOUBLE Feature.

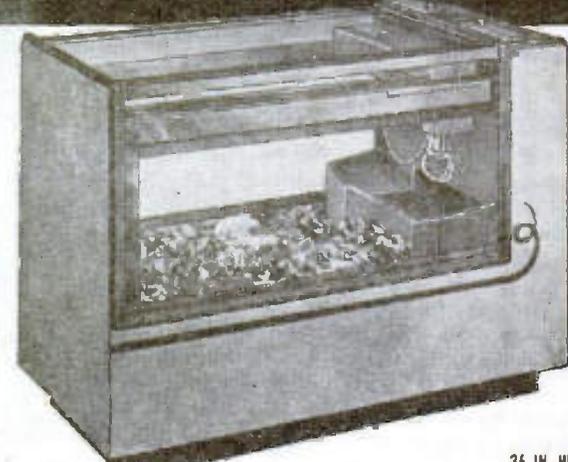
**NOW AVAILABLE IN CHECK SEPARATOR MODEL**

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**EARN BIG MONEY YEAR AFTER YEAR!**  
**HOLLYCRANE**  
MINIATURE COIN-OPERATED INDUSTRIAL CRANE



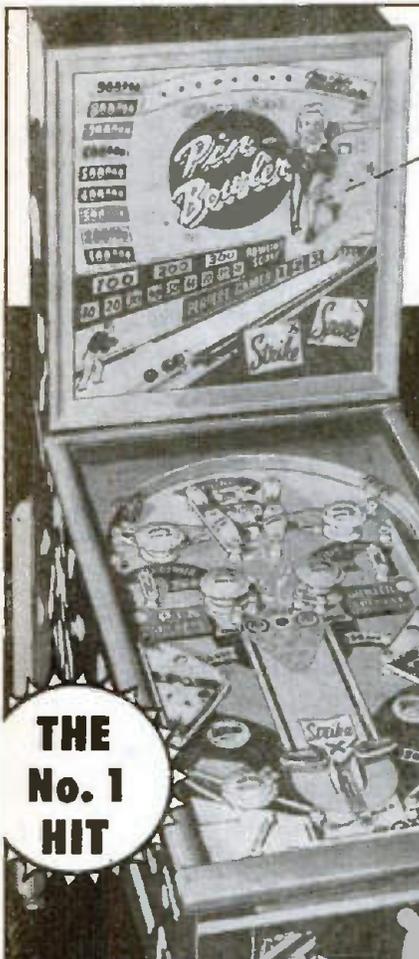
36 IN. HIGH  
24 IN. WIDE  
48 IN. LONG

- ✓ Gets Continuous Play
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- ✓ Large Super-Size Play-Field
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- ✓ Choice of Merchandise or Free Play Models
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NO OTHER COIN-OPERATED EQUIPMENT CAN COMPETE WITH THIS AMAZING SKILL-GAME

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**NEW MONEY MAKER**

# PIN BOWLER

**IT'S THE GAME EVERYBODY WILL BE TALKING ABOUT!**

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**FREE PLAYS ON BOWLING SCORE**

**ANIMATED BOWLING ACTION in Back Rack**

**SIMULATED ALLEY Strike & Spare Scoring**

**BOWLING SCORE & HIGH SCORE IN RAPID FIRE ACTION**

**CHICAGO COIN MACHINE COMPANY**

1725 DIVERSEY BOULEVARD  
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**GUARANTEED RECONDITIONED CONSOLES**

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|------------------------------------|--|
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**GUARANTEED RECONDITIONED PHONOGRAPHS**

|   |                                      |
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| SEEBURG MODEL 1-47M ..... 295.00        | A.M.I. MODEL A ..... 350.00          |
| SEEBURG MODEL 1-46M ..... 250.00        | WURLITZER MODEL 1015 ..... 250.00    |
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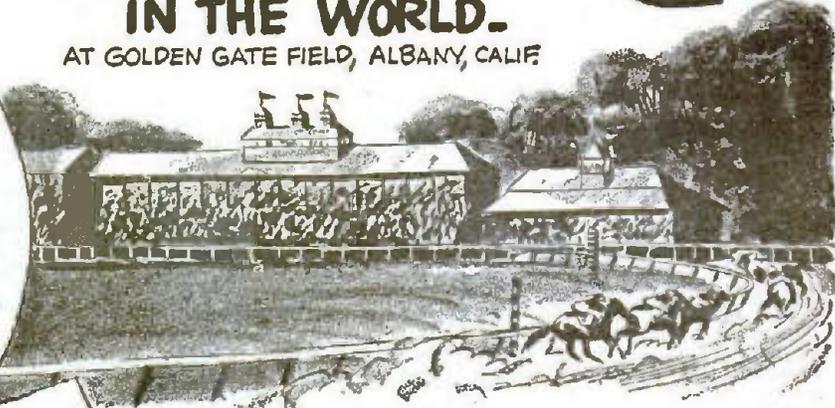
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**NEW! DIFFERENT! AMAZING!... Packed-With-Profit GAME!...**

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FEATURES FOR GREATER PROFITS THAN EVER!

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**LIGHTNING FAST, AUTOMATIC SCORING BOWLING GAME**



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# AGAIN SEEBURG FULFILLS ITS OBLIGATIONS OF LEADERSHIP TO THE COIN-OPERATED PHONOGRAPH INDUSTRY

SEE INSIDE PAGES OF THIS ISSUE FOR  
A REAFFIRMATION OF SEEBURG'S  
BASIC POLICY TO MUSIC OPERATORS



**Seeburg**  
DEPENDABLE "MUSIC SYSTEMS SINCE 1902"  
J. P. SEEBURG CORPORATION  
Chicago, Ill.

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