

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

AUGUST 5, 1950



This is probably one of the rarest photos in showbiz, for it shows the ever-working Joneses taking a breather. While at Las Vegas, Spike and wife (Helen Grayco) relax under the Hotel Flamingo's marquee heralding their September 21 opening at the swankery. This will mark their fourth appearance in three years at the famed resort spot. Above scene is the calm before the storm, for Jones's "Musical Depreciation" troupe starts its new tour August 11 at Lake Tahoe's Cala-Neva Lodge. Jones continues to draw top crowds, recently delivering a record 130,000 paid admissions in a nine-day stand at Los Angeles' National Home Show. On RCA Victor disks Jones is riding high with "Charleston-Mio" and "I Know a Secret," featuring George Rock and Henrietta Pootwaddle. Miss Grayco is launching a wax career of her own and was recently signed by Toots Camarata to record for London Records. Arena Stars manages Jones, Miss Grayco and the "Musical Depreciation" troupe.

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DONALDSON AWARD WINNERS

Await R. & H. OK on 'S. Pac.' Canvas Trek

Would Use R-B Equipment

NEW YORK, July 29.—Plan whereby the Ringling-Barnum circus seat wagons and flat would be used to transport a road company of *South Pacific* thru the South and West this fall and winter and next spring is being considered by Richard Rodgers and Oscar Hammerstein, authors and producers of the smash musical hit, according to Harry S. Dube, president of Circus magazine, firm which publishes the Ringling circus program.

Dube, who said that he and his associates would conduct the tour as a totally independent venture, added that he expected a decision from Rodgers and Hammerstein shortly.

According to Dube, his group would (See **AWAIT R. & H.** on page 49)

Who's Afraid Of Godfrey? ABC To Buck 'Im Too

NEW YORK, July 29.—The "Get Arthur Godfrey" ranks this week gained a new member, when ABC-TV jumped into the picture with a big-time show to combat the Godfrey Wednesday night CBS show. NBC has a show rotating name comics slated to fill the 8 to 9 p.m. period opposite the redhead, come fall. The ABC show, a dramatic stanza titled *Conflict*, will feature foremost thesp- (See **ABC-TV SETS UP** on page 9)

More Showbiz War Problems

Test on All-Out Controls Seen Coming Up Soon

Additional reports on the war's continuing effects on show business will be found on Page 4 and in other departments of this issue.

WASHINGTON, July 29.—A major test is due in Congress next week on legislation for all-out controls which to the amusement industry would mean restrictions on prices, wages and on such items as nitery tabs, admissions charges and even juke box plays.

The rapidly soaring cost of living is viewed here as pushing Congress closer and closer to rejecting the limited controls advocated by the President in favor of all-out national mobilization. The outcome, however, is uncertain. The closeness of the issue was shown this week when the House Banking Committee missed approving complete controls by a single (See **TEST ON ALL-OUT**, page 43)

Levin, Herald Trib Capitol Reporter, Hired by Weintraub

NEW YORK, July 29.—In what is believed to be the first instance of its kind, the William Weintraub ad agency this week hired Carl Levin, one of several White House reporters of the Washington bureau of *The New York Herald Tribune* as a special capital reporter. Levin will service the agency and its clients.

Agency thinking is that it is vitally important under existing conditions that business be informed as to latest Washington developments and what they mean. Levin will provide that information.

The newsmen was with the *Herald Tribune* 20 years.

Television's U-Win-O May Be Movie Bingo Game of Tomorrow

NEW YORK, July 29.—TV may furnish the movie bingo game of tomorrow. Now being pilot-tested in two George Skouras houses is *U-Win-O*, a bingo game which has been on WJZ-TV here for several months as the *TV-Telephone Game*. Because it is believed to comply with lottery laws, and has been okayed by the Post Office Department, and yet is a variation on bingo, *U-Win-O* is something of a freak.

George Skouras' circuit has 1,400 theaters in the East, but if the test clicks, not only will it go into those houses, but the entire chain owned by Spyros Skouras, his brother, will probably throw open its doors. Ex-

'Wedding,' 'Consul' Are Best; Blackmer, Booth Walk Away With Thesp Honors Via Sheba

Menotti, Dennis King, Cox, Neway Also Cited

By Robert Francis

NEW YORK, July 29. — Monday (31) is the date. The place is the stage of the Vanderbilt Theater where for the seventh successive year, the legitimate theater will bestow its seasonal laurels on its own, from 6 to 7 p.m. (EDST). The presentation ceremonies to the winners in the 27 categories of the Seventh Annual Donaldson Awards, sponsored by *The Billboard*, will be programed by the

American Broadcasting Company. In previous seasons a direct broadcast on or about that hour has been the rule. This year, thru the co-operation of the American Federation of Musicians, Local 802, permission was granted to record the program and put a coast-to-coast broadcast on the air from 11 to 12 p.m. (EDST), an hour which will reach a far greater number of listeners.

Myron McCormick, winner of the 1948-1949 Donaldson Awards as that year's best supporting actor in a musical for his portrayal of the abnormally tattooed scab in *South Pacific*—a stint in which he seems likely to go on forever—will emcee the one-hour program and present the gold keys and scrolls which are the accolades voted by the theater clectorate to the past season's "bests" in Broadway theatrical achievement.

"Wedding's" Score

Member of the *Wedding* is the 1948-1950 season's best in the straight (See **Toppers Picked** on page 44)

TV Gets OO at Arena Mgrs.' Michigan Meet

But Once-Over Leaves ??

GRAND RAPIDS, Mich., July 29.—During the course of their three-day meeting here (24-26), the International Association of Auditorium Managers (IAAM) covered practically every topic of auditorium income and expense, ranging from cleaning costs to TV.

Thirty-five members were on hand for the silver anniversary meeting. Among them were professional managers of the largest municipal auditoriums in the country, such as the Boston Garden; Grand Central Palace, New York, and the Cow Palace of San Francisco. Ted Brownell, who manages the Birmingham Muni Auditorium, (See **TV Gets OO** on page 9)

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U. S., Top Firms Up in Arms Vs. The Profiteers

NEW YORK, July 29.—Attempts by profiteers to jack up prices on disk manufacturing materials may be stymied temporarily in view of the Commerce Department's report of abundance (see other story this issue), and the announcement by several basic suppliers that they intend to hold the line. There is no question, however, that the profiteering pinch has already been felt by purchasers of copper, nickel, paper sleeves, cardboard, scrap shellac and vinyl.

The newest optimistic notes were recorded by the Muzak Corporation's transcription division, and by the Bakelite division of Union Carbide & Carbon Corporation. The Bakelite outfit, which supplies about 90 per cent of the vinyl used by the industry, insists it hasn't raised its prices since October, 1948.

According to George Miller, vice- (See **BIG SUPPLIERS** on page 10)

First BB Man In

CHICAGO, July 29.—First staffer of *The Billboard* to be called into service in the Korean war is Jack Latta, of the local office, who left to report for active duty with the Navy Air Corps last week. Latta was in the active Navy Air Corps Reserves.

Goldwyn a Disk Jock? Could Be

NEW YORK, July 29. — WNBC, New York AM owned-and-operated outlet of NBC, which has been on a spree signing name disk jockeys lately, now has a deal pending whereby Sam Goldwyn, top Hollywood producer, will spiel for a platter program.

Goldwyn's show will have him doing the palaver on a program featuring music from picture scores. The producer now has the script for final okay.

TV-Film Execs and Petrillo Wage Silent Royalty Battle; Wide Chain Reaction Feared

NEW YORK, July 29. — Although negotiations appear at a standstill between the Television Film Committee and the American Federation of Musicians (AFM) over a contract covering music recorded for the sound track of films, actually there is seething activity beneath the surface. Each side is developing its strategic and tactical approach to a battle which may prove of deep significance to phases of showbiz not even directly involved.

TV execs indicated this week that their major approach to the contract, and specifically, to AFM chief James C. Petrillo's demand for a royalty fund, is one of opposition on principle. Their antagonism is based on the precedent which it would set.

Most immediate result of acceptance of the royalty principle, they fear, would be similar demands by other groups. If the musicians can

gain a royalty fund it is believed that actors, writers, directors and even prop men and electricians could demand the same clause.

For its part, the AFM is hanging to the royalty clause.

Considerable time has elapsed since it received the TV Committee's counter-proposal to Petrillo's original demands. No answer has been forthcoming, and no new sessions are scheduled with the committee as yet.

Despite the official silence at the AFM, its TV activity has been accelerated in recent weeks. Indie film producers have been approached individually to sign with the union. (See TV-Film Execs on page 12)

Tax Bill Up But All Cuts Are Ruled Out

WASHINGTON, July 29. — The Senate Finance Committee resumes hearings late next week on what used to be the excise bill, with the idea of rubbing out excise cuts and inserting some \$5,000,000,000 in increased personal and corporation taxes. The committee plans to retain the loophole-plugging features which would tax radio stations and other business enterprises of non-profit groups.

The proposed increases in the income tax will probably result in some of the higher-priced entertainers having to think twice before accepting additional commitments. For example, those in the million-dollar bracket who are now forking out at a rate of \$770,000 would pay \$884,274 under the new rate. Those earning a half-million and now taxed \$385,000 would pay \$429,274.

Incorporated amusement enterprises will be affected by the general corporation tax boosts. As recommended by the President, the new corporation rate would be 25 per cent on the first \$25,000, and a 45 per cent rate on the remainder. Present rates average 23 per cent on firms earning \$25,000, while the present maximum is 38 per cent.

To forestall any hope that showbiz excise cuts might be retained in the tax bill, the Senate has announced that the old excise bill is being used merely as a legislative convenience. Only tax-raising features are to be retained.

Defense Plan Lets Showbiz Agencies Alone

WASHINGTON, July 29. — Federal agencies directly affecting showbiz are expected to stay in the nation's capital under the dispersal plan now being whipped up by the National Security Resources Board (NSRB). Federal Communications Commission (FCC), Federal Trade Commission (FTC) and Commerce Department are considered certain to be kept where they are.

The plan, designed to reduce the effect of a possible atomic bomb attack, will recommend moving from 12 to 50 miles outside of Washington such key defense agencies as the Atomic Energy Commission, NSRB and the State Department.

Military Brass OK ASAF Armed Services Shows

WASHINGTON, July 29. — Showbiz's active participation in a gigantic morale-building program for the expanding armed forces came closer this week after an all-day Pentagon meeting at which top military brass gave a formal go-ahead to plans for swift development of the Associated Services for the Armed Forces (ASAF), successor to the USO of World War II. A national sponsoring committee, which will include some of the biggest names in the entertainment world, will soon be created by (See Military Brass on page 43)

Radio, Amusements Off as Stocks Gain

WASHINGTON, July 29. — Radio manufacturing and amusement stocks reversed the general market trend in May and skidded from previous peaks, Securities and Exchange Commission (SEC) reported this week.

While the all-industry composite was registering a 3.1 point index gain, stocks of radio manufacturing firms dropped from 244.9 to 229 during May, while amusement stocks fell from 211.1 to 202.3. The index is based on stock prices in January, 1939, with average prices for that month given a mark of 100.

Godfrey in Navy

NEW YORK, July 29. — Arthur Godfrey goes into the navy for two weeks for reindocination beginning September 11. He will go thru his paces at the Pensacola Air Base, where he will take flying training. Godfrey is in Honolulu for six weeks and is to be back on the air on September 25. He is in the Naval Reserve.

Fall Boost Due ILO Treaty on Actor Rights

Plan November Confab

WASHINGTON, July 29. — The proposed International Labor Organization (ILO) treaty on performers' rights is slated to receive a boost forward in November, when the ILO governing body will set a date for the next meeting of the special advisory committee doing the spadework, Labor Department officials told *The Billboard* this week.

The ILO heads will also consider a proposal to establish the advisory committee on a regular basis and provide for it to meet periodically. The only confab of the committee, which handles matters pertaining to salaried performers and professional workers, (See Fall Boost Due on page 13)

Showbiz Tax Take Both Up and Down

WASHINGTON, July 29. — Receipts from the excise taxes on disks, radios and phonos showed a substantial increase in June over June, 1949. The Bureau of Internal Revenue reported this week. Collections from excises on admissions, cabarets and coin machines dropped, however.

Receipts from the levy on radios, phonos and parts gained \$1,832,968 over June, 1949, for the largest such increase since the war. Disk tax collections were up \$89,855. Admissions receipts declined \$1,872,512, while cabaret and coin machine receipts were off \$273,719 and \$158,315, respectively.

June showbiz excise collections:

	June, 1950	June, 1949
Admissions	\$28,717,729	\$30,440,261
Radios, Phonos	4,144,764	2,332,614
Cabarets	3,545,991	2,819,639
Coin Machines	2,959,547	3,287,463
Disks	477,470	376,416

Miami Olympia Dropping Flesh; Balto Hipp Coming Alive Again

NEW YORK, July 29. — The Olympia, Paramount's combo house in Miami, will drop flesh after its August 30 show closes the week September 5. Decision was made when it was decided to renovate the nearby Paramount Theater, Miami, where chain had formerly played most of its big pictures. With no other house available in the area during the Paramount shutter, it was decided to put the major flickers into the Olympia and drop flesh at the same time. It is possible that the Olympia will go back to stagshows after the Paramount plans have been made.

The Olympia has been playing stagshows for the past 10 years or so, first on a four-day basis and about five years ago going on a full week stand. Many acts who went down for the week either got subsequent jobs in Miami Beach niteries or got offers for

Cuban dates as a result of their Olympia showings.

But if the Olympia is closing, the Baltimore Hippodrome is reopening. Latter goes back to flesh August 10 on a full week basis.

The Hipp, probably the longest vaude runner in the East, dropped its stagshows last June for varying reasons, but basically it was its inability to come up with solid names week in and week out. The fact that house got a strong picture early last June when shortage of names was most acute, brought about its decision.

The Hipp will tee off its return with Paul Winchell, Kay Starr, Ish Kabibble, Mike Douglas and one act to go. The flicker will be 711 Ocean Drive. I. Rappaport, owner of the theater, is expected to come to town early next week to line up future bills. Al Rickard is booking the house.

Movie \$ Drop Marks Shift in US Fun Habits

Spectator Sports Decline

WASHINGTON, July 29. — The taste of the American public is shifting from formal, spectator amusement to informal recreation, according to an analysis of personal expenditure statistics published by the Department of Commerce this week. Participant amusements are attracting proportionally the same amount of spending as in 1942.

All types of recreation and amusement have picked up greatly in receipts since 1942. Last year, the national bill for amusement was \$10,-184,000,000, as compared with \$4,732,-000,000 in 1942. But with the translation of the sums into the amusement dollar, informal recreation has gained at the expense of spectator amusements, while participant sports have held their own.

The most notable change in the way the public spends the amusement dollar is the significant advance in the purchase of radio and TV sets, phonos, musical instruments and disks and the substantial decline in the share of the movies.

Roughly, 20 cents of the amusement dollar went to the sets category last year, a substantial portion for TV receivers. In 1942, only 15 cents went for sets and disks. On the other hand, the movies took 20 cents of the 1942 amusement dollar and only 12 cents last year.

Interesting in the light of howls from sports promoters over TV competition, both baseball and football took a larger share of the amusement dollar last year than they did in 1942 when TV was virtually non-existent. Football grabbed 1.2 cents of the dollar last year, as compared with .7 cents in 1942. Baseball's share advanced from .4 cents in 1942 to .6 cents in 1949.

Legitimate shows and opera clipped (See MOVIE \$ DROP on page 43)

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AGENCIES ON PACKAGE SPOT?

Bulova To Launch New Signal Stunt

HOLLYWOOD, July 29.—Bulova Watch Company, thru the Biow Agency, will launch a new-type time signal promotional gimmick this month, using top radio, video and flicker stars to spout off the correct time. Each star will do a voice track for 20-second spots, giving Bulova time in return for a chance to plug a current radio, tele or pic stint.

Device will be used both on radio and tele. To avoid conflict in plugging, networks will air spots featuring only their own talent. Stars lined up include Ed Wynn, Milton Berle, Groucho Marx, Ed Sullivan, Ken Murray, Joan Caulfield, Celeste Holm and Lloyd Nolan. Gimmick will be expanded to include such shows as *Ford Television Theater*, *Kraft Playhouse*, *Philco Playhouse* and other dramatic teevee airers. Eventually, new spot plugging may replace old-style straight announcement spots.

NBC To Keep Thin Sam Spade In New Slot

NEW YORK, July 29.—Wildroot Company this week signed to keep *Sam Spade* on NBC. After canceling a few weeks ago, the firm decided to slash the show budget and originate it from New York this fall. Chances are *Spade* will air with an entire new cast, writers and production staff, all at figures considerably under what the old crew earned.

To further reduce costs, the show will get a Sunday afternoon slot, moving into the 5:30 p.m. period. That time has been occupied by *International Harvester*, with *Harvest of Stars*, but this bankroller has been eager to get an earlier time on Sundays to escape the encroaching competition of TV. *Harvester* probably will go into the 3:30 p.m. Sunday time.

Carnation Shopping Webs for Comedy

HOLLYWOOD, July 29.—Carnation Milk, one of radio's veteran bankrollers (*Contented Hour*), may abandon its long-lived musical prestige show for a comedy or some other high-rating potential. Dairy firm long felt secure with *Contented Hour* but this has been dispelled by Pet Milk's purchase of *Fibber McGee and Molly*.

Carnation is currently shopping the networks for a suitable replacement but will probably hold off until the first of the year before dropping its current show. *Contented* was an NBC tenant for over 15 years, switching to CBS last season.

NBC Recaptures Shulton Account

NEW YORK, July 29.—After losing the Shulton Old Spice account following the June 25 broadcast of *High Adventure*, NBC this week sold the bankroller on coming back with the same show this fall. Shulton reportedly is even going to increase its station line-up.

A basic beef was the 4:30 p.m. Sunday time. After a series of sessions with NBC, however, Shulton agreed to come back to the same slot.

GF Reported Hot On Sinatra Show, Takes 'Sing' Seg

NEW YORK, July 29.—General Foods (GF) this week was close to pacting with CBS-TV for one show and is reported more than mildly interested in another. GF is said to have closed out the list of sponsors on the CBS simulcast of *Sing It Again*. In addition, the bankroller is reported hot to buy half or all of the Saturday night 60-minute Frank Sinatra show.

The line-up on *Sing It Again*, which will air from 10 to 11 p.m. Saturdays, probably will have Carter's in the first 15 minutes, GF for an undetermined product in the second quarter hour, and Sterling Drug expanding to take over the entire last half-hour. Preem of this line-up will be September 30. The Sinatra show from 9 to 10, also on Saturdays, is slated to debut about the same date. Speidel also is reported still interested in a portion of the Sinatra opus. If GF picks up Sinatra, it will be competing against its CBS radio shows, with *Gangbusters* and *My Favorite Husband* filling the 9 to 10 Saturday time periods.

WOR-TV Molds Daytime Plans

NEW YORK, July 29.—WOR-TV, New York, this week was developing its program structure for daytime operations, to start after the current baseball season (or the World Series should WOR-TV carry these games). Chances are, the Macy TV outlet will tee-off daytime shows at 10 a.m. and continue on thru until sign-off.

So far, only the hour-long Buddy Rogers show, across the board, has been set, but the likelihood is that WOR-TV will either simulcast many of its AM daytime shows or air video versions of 'em. Two programs virtually set in this group already are the Barbara Welles' stanza and *Luncheon at Sardi's*.

NBC Execs Beating Brush for Talent

NEW YORK, July 29.—The continued quest for top talent this week had top NBC execs taking to various quarters of the world, unsigned contracts in their mitts.

Exec Veepee Charles R. Denny is slated to lam to Europe to huddle with Phil Harris over switching the time on the Harris-Alice Faye show. Harris, under contract to NBC, has a provision that he air at 7:30 Sunday nights (AM), but NBC wants to get him into a different slot, figuring it'll be easier to sell the package, rather than against its current *Amos 'n' Andy* opposition on CBS.

If AM Program Veepee Charles C. (Bud) Barry doesn't accompany Denny, he is slated to fly to Hollywood to meet with Sid Strotz, NBC Coast veepee, and Tom McCray, NBC director for AM operations in Hollywood. Their agenda hasn't been revealed, but it's certain to focus on talent.

Meanwhile, Pat Weaver, NBC-TV veepee, is also absent from the home office. He's out in Las Vegas, trying to sign Jimmy Durante for the NBC-TV Wednesday 8-9 program.

Godfrey Plunks His Name on Uke Deal Invented by Medic

NEW YORK, July 29.—Arthur Godfrey this week wrapped up his third royalty deal stemming directly from his radio and TV activity. Godfrey agreed to lend his name to an Arthur Godfrey Ukulele Player soon to be put on the market by Emence Industries.

An invention of Dr. William Smith, Park Avenue physician, the gadget makes it possible to play a uke by pressing any of six buttons which in turn create the necessary basic chords. A nationwide advertising campaign is expected to get under way soon with sales prognosticated at 2,000,000.

Godfrey previously set stock deals with Reddi-Whip and Hi-V.

Parks to NBC; CBS Loses Out

NEW YORK, July 29.—The Bert Parks video strip, considered one of daytime TV's hottest potential shows, this week definitely was skedded for the 3:30 to 4 p.m. period across the board at NBC, starting September 25. The Lou Cowan package originally was slated to go at CBS, but Young & Rubicam acquired the rights before that network could ink a contract.

Hunt Foods will sponsor Parks three days weekly. Parks becomes the second NBC daytime stanza definitely set, with Kate Smith previously allotted the 4 to 5 p.m. time. Ransom Sherman tentatively is slated to go into the 3 to 3:30 p.m. time.

Rotating Time Seg Asked for Philco TV

NEW YORK, July 29.—Indications this week were that Philco, in bankrolling half the upcoming Don McNeil TV show on ABC, will request the right to alternate time periods with whichever sponsor takes on the other half. Philco is said to feel that it may reach additional video families if it swings from one 30-minute period to the other from week to week. Deal is contingent upon acceptance by the network and the upcoming sponsor of the remaining half hour.

Swift, which with Philco bankrolls McNeil's ABC radio strip, is understood to have bowed out from the TV deal. Fear of prospect of meat rationing is said to be only one of several reasons for Swift's fadeout.

Bristol-Myers May Keep 'Bank' on AM

NEW YORK, July 29.—The increasing importance of radio in view of the current military situation is causing Bristol-Myers to review its situation this week. The bankroller originally was reported planning to drop the radio version of *Break the Bank* on NBC, with option time due shortly. However, Bristol-Myers execs are taking another look at things, with the show now given a 50-50 chance to survive.

Only last week, Bristol-Myers added some 20 kine outlets to the list of cable cities carrying the video version of the show on NBC-TV. This in itself is unusual, since the kines are shown after a two to three-week delay, and some pundits felt that quiz shows might lose their impact if shown on a delayed basis.

Talent Fee Issue Raised By Magnavox

Would Set Precedent

NEW YORK, July 29.—The question of whether an advertising agency placing a TV program for an account, but not participating in the production of that show, is entitled to a talent commission reportedly became a major issue this week. The question is said to have arisen between Magnavox and its agency, Maxon. Frank Freimann, executive vice-president of the Magnavox Company yesterday (Friday) refused to comment.

Story making the rounds is that Magnavox, in buying alternate Friday nights on CBS-TV, is acquiring a show to be produced by the network, with talent bookings via Music Corporation of America (MCA). The Magnavox dramatic show will alternate with *Ford Theater*. The report is that, while Maxon will get its customary commission for placing the time, the usual 15 per cent (in some cases 16 2/3 per cent), "over the line" will not be paid for the package.

It is believed that, since Maxon will prepare the commercials, this operation will be commissionable. However, no precedent is known of an agency being deprived of talent fees, even in cases where agencies have bought complete packages from outside sources.

In the light of the marked tendency of networks to package TV shows, the Magnavox episode could be the beginning of a grave agency problem.

Hope Show Set For Overhaul

HOLLYWOOD, July 29.—The Bob Hope air show is due for a format overhauling this fall. Thrush Doris Day was released from her contract this week when she nixed extensive road work the show is slated to do. She will not be replaced by a permanent canary. Instead, Hope will contract with name singers for a brace of guest shots during the year, a la the Bing Crosby ailer.

Hope will spend more dough on guest stars this season, but will retain some of his original stooges. Since the show will travel and be Ampex taped whenever necessary, the comic expects to snare many top names heretofore unable to work the locally-based ailer. Stanza returns to the air October 3 under the Chesterfield ciggie banner.

Maurice L. Gaffney, ABC Sales Dir., Dies

NEW YORK, July 29.—Maurice L. Gaffney, director of AM and TV sales presentations at ABC, died suddenly Thursday evening (27) in Grand Central Station here. He was awaiting a train to Rye, N. Y., when he collapsed. Gaffney, 44, leaves his wife, Kathryn, and four children.

A Princeton graduate and veteran of over 20 years in the radio business, Gaffney formerly was trade press editor at CBS and a member of the staff of *Advertising and Selling*. He had been with ABC over four years. Services were scheduled for today, followed by cremation.

AFRA TO TACKLE FULL SLATE

Repeat Fee, Contracts and Reds on List

Convention Set August 10

NEW YORK, July 29.—An attempt by staff announcers of key network stations to get better contract deals; settlement of new network and transcription wage and contract demands; agreement on a plan to provide fees for repeat use of spot announcements and jingles, plus the possibility of some sort of action against Communists in radio, are scheduled to be the highlights of the 11th annual convention of the American Federation of Radio Artists (AFRA). Meeting will be held at the Hotel Sheraton, Chicago, August 10 thru 13.

Previous AFRA practice has been to negotiate network contracts and, upon their conclusion, contracts for staffers at the network owned-and-operated stations and their affiliates in Chicago, New York and Hollywood. This year, however, the staffers are up in arms. They claim this procedure has left them out in the doghouse, since once the network contract is signed, AFRA cannot strike, and staffers are virtually without union protection.

What burns the o.-and-o. men even more is that wage levels in the three keys vary considerably, even to the nature of the work is comparable. To make matters worse, some indie stations—WMGM, New York, for example—have minimum announcer fees which top the o.-and-o. maximums. WMGM minimum is \$130 weekly.

Question of repeat fees for jingles and spots is going to be another major issue. The original e.t. deal, set in 1946, provided for secondary fees on use of transcribed programs, but not the spots. In the intervening time, however, the spots have assumed enormous proportions, and are used hundreds of times, with only one performer fee paid. A number of methods to provide repeat payment have been suggested, but so far none has been worked. The three major AFRA locals have prepared individual versions for revision of the network commercial and sustaining contracts, which expire October 31. They have not yet been co-ordinated, but indications are increases averaging around 10 per cent will be sought.

It's not certain the Red issue will reach the convention floor, but if it does it's certain to produce considerable controversy. The Pittsburgh local already has asked the AFRA national board for permission to amend its constitution so as to bar Communists and require all members to sign non-Commie affidavits. The board is currently being polled, with sentiment said to be in favor of the measure.

Should the Pittsburgh move be passed by the board, according to some AFRA members, it would spearhead a drive to make this policy national, thus producing a bitter battle. Many AFRA members are skeptical as to the effectiveness of such a policy, arguing that Commies would have no hesitancy in signing such affidavits. Others say it is an infringement of personal liberties.

HOLLYWOOD, July 29.—A call for consistency in wage demands of both the Screen Actors' Guild (SAG) (See AFRA Tackling on page 37)

WNBC Uses Wacky Station-Break Plug

NEW YORK, July 29.—WNBC here is deluging listeners with a new set of daffy station-break promotion announcements, using actual listeners with linked names for gag effect. Thus, one announcement used New Yorkers with the names Morning, Noon and Night, the plug reading, "Morning, noon and night, we listen to WNBC." Another trio, named Hook, Line and Sinker, has copy saying: "They all go for WNBC." Other combos include Robin Hood and John Little and Stanley and Livingston.

P&G Becomes Ed Murrow's Fifth Sponsor

NEW YORK, July 29.—Procter & Gamble this week became the fifth sponsor to buy Ed Murrow on CBS. This purchase of 31 additional stations on the web makes a total of 45 outlets bought by the quintet of bankrollers and will net CBS about 600G more than a single bankroller would have to pay on a 52-week deal.

The Tide division of P. & G. will have Murrow in the Middle West and South Central States. Amoco will be on 73 stations in the East, Hamm Brewing on 24 outlets in the North Central and Mountain States and Quaker State Oil and Peter Paul candies on alternate days on 17 Pacific Coast stations. Murrow is in Korea, but returns to his 7:45-8 CBS strip in September.

WFIL-TV Issues New Film, Spot Rate Card

PHILADELPHIA, July 29.—New card rate (No. 7) issued by WFIL-TV, effective Tuesday (1), wipes film rate differential and ups spot announcements. Henceforth, live studio and film programs carry the same rate, scaled at \$700 for the top hour. Local shows of five minutes or more, televised across the board for at least five consecutive days, pay four-fifths the regular one-time rate

Film Exhibs Told TV Theater Is Definitely in Their Future

HOLLYWOOD, July 29.—Theater television "can make television the handmaiden of film features," according to Nathan L. Halpern, who addressed the Southern California Theater Owners' Association (TOA) here last night (28). Halpern, TV consultant to three chains of film houses as well as to the national TOA, also stated flatly that Phonevision is economically impractical, insofar as Hollywood is concerned.

Halpern told the exhibitors that theater TV is a must. He pointed to the film industry's \$2,700,000,000 investment which it must protect, and said "exhibitors and producers will have to plow back some of their investments and earnings" into tele.

Theater TV has a tele future for all segments of the film industry, said Halpern. Noting that it is designed to supplement, not supplant quality feature films, he said theaters always

have used supplements, such as stage-shows, vaude, amateur nights, banko, screeno and other attractions. However, he noted film features will, for years to come, provide "the only sound financial structure" to support the theaters.

Concerning Phonevision, Halpern said the "plain facts are that Phonevision would bankrupt Hollywood's major film production and its associated talent and skilled crafts." By breaking down potential revenue from the system to film producers, Halpern said maximum potential film rental would be about \$500,000, as compared with \$4,000,000 to \$5,000,000 for similar pictures from theaters, or "a sure one-way ticket to the poorhouse for Hollywood."

NBC-TV Outside Shubert's Alley

NEW YORK, July 29.—Negotiations for NBC-TV to buy the Shubert's theatrical warehouse wound up unsuccessfully this week. Negotiations for the network to take over the tremendous Ft. Lee, N. J., collection of sets, props and costumes from many vintage legit shows, got under way some six weeks ago when representatives of the Shubert interests approached NBC.

After web execs took the grand tour thru the warehouse, they finally decided against the project. Reason is that NBC itself is comparatively well-stocked now, and what pieces are still needed can be rented or bought cheaper than the cost would be to take over the old inventory.

for the five shows per week.

Top spot time goes at \$150 per each, while the eight-second station identification time goes at \$75 tops—but must share audio and video station identification. New rates were issued by Kenneth W. Stowman, station's TV sales manager.

NBC Cuts Tie Binding Wendy To Video Web

NEW YORK, July 29.—The shortage of available tele time is causing NBC to cancel its exclusiveness clauses in talent contracts, enabling some of the people tied to the web to cast about in other waters. Wendy Barrie this week gained her release to negotiate for shows to air on another network.

Miss Barrie has a pact to go commercial August 23 in the 7:30 to 7:45 p.m. Wednesday period for Alisco Metal Products. NBC had planned to give her a sustaining slot on two other nights. However, no time is now available for the sustaining periods, and the Wednesday time will have to be evacuated when NBC's new big-name comic show prems Wednesdays sometime in September. At that time, Miss Barrie's show will be done via kine and time picked up wherever available, probably in the late evening hours. In fairness to Miss Barrie, the network then decided to free her for additional work elsewhere.

Radio Listening Up In N. Y. Despite TV

NEW YORK, July 29.—In spite of the city's TV aura, more people in Metropolitan New York listened to the radio during the first half of 1950 than in the same period last year, according to a WOR audience comparison study, based on New York Pulse reports covering 10 counties within the metropolitan area. The audience gain, based on a combination of set-in-use and number of radio families, showed an average increase of 7.3 per cent from 6 a.m. to midnight, with a 13.4 per cent gain registered during daytime hours and a drop of only 0.7 per cent at night when TV competition is highest.

The survey also disclosed that WOR has seven of the 10 "best buys" among these daytime participating and carrier programs, with the following homes-per-dollar figures quoted for the station's top-ranking shows from January thru June, 1950: *Rambling With Gambling*, 1,114; *McCann at Home*, 1,089; *Luncheon at Sardi's*, 1,032; 9 and 11 a.m. news, 1,000; *Dorothy & Dick*, 968; *Rudy Vallee Show*, 968.

The comparison survey was compiled under the supervision of Robert Hoffman, WOR research director.

Loyalty Pledge

For some time now, WOR has been asking new employees and performers to sign a loyalty affidavit. All staff members also were asked to sign the form at the time the station instituted the policy. Text of the affidavit follows.

"READ THE FOLLOWING STATEMENT CAREFULLY. STRIKE OUT THE STATEMENT IN THE FIRST LINE NOT APPLICABLE TO YOU AND SIGN YOUR NAME. IF YOU HAVE ANY DOUBT AS TO THE STATUS OF ANY ORGANIZATION, A COPY OF THE LIST OF SUCH ORGANIZATIONS* AS DECLARED FROM TIME TO TIME BY THE ATTORNEY GENERAL OF THE UNITED STATES MAY BE EXAMINED IN THE PERSONNEL OFFICE.

"I (AM PRESENTLY) (AM NOT) A MEMBER OF ANY COMMUNIST OR SUBVERSIVE ORGANIZATION OR OTHER ORGANIZATION WHICH BELIEVES IN, OR TEACHES, OR HAS ADOPTED, THE POLICY OR OBJECTIVE OF ALTERING THE FORM OF THE UNITED STATES BY FORCE, OR BY ANY ILLEGAL OR UNCONSTITUTIONAL MEANS; AND I AGREE THAT IF I AM EMPLOYED BY GENERAL TELERADIO, INC. (WOR), OR WOR PROGRAM SERVICE, INC., AND THEREAFTER JOIN ANY SUCH ORGANIZATION, OR IF NOW A MEMBER OF ANY SUCH ORGANIZATION, I WILL IMMEDIATELY DISCLOSE SUCH FACT TO GENERAL TELERADIO, INC., OR WOR PROGRAM SERVICE, INC.

"SIGNED....."

"DATE....."

Ed. Note: The list referred to contains the names of several hundred organizations listed by Attorney General J. Howard McGrath.

Richards May Be Summoned To FCC Stand

Health Check Asked

HOLLYWOOD, July 29.—G. A. Richards may be forced to testify on his own behalf in the Federal Communications Commission (FCC) license renewal hearings, now in their eighth week. Hearings examiner, James D. Cunningham, said: "I am inclined now to enforce the subpoena previously issued for Richards and compel his appearance. From what has happened here it is clear that the testimony of Richards is by far the most pertinent. Frankly, I am not thoroughly convinced that Richards' appearance here would have the effect on his health which his counsel fears."

The statement followed testimony by Dr. Mildred Healy, an X-ray specialist, who said her readings of X-rays made of Richards' heart June 2, show no abnormal enlargement of the heart. Cunningham said he would like to have Dr. H. D. Steinbach, of Detroit, testify on the condition of Richards' health before deciding whether he would enforce the subpoena. The station owner has been under the Detroit physician's periodic treatment since 1938. Dr. Steinbach previously stated in writing that the mental strain of appearing as a witness could prove fatal to Richards.

Hugh Fulton, Richards' chief counsel, argued that "any inference that Richards tried to avoid testifying is wholly unwarranted for he went to Washington in 1949 voluntarily for the express purpose of appearing before the commission, which refused

NAB Calls Emergency Parley

CBS Affiliates Join To Help Pay for Huge Ad Campaign

NEW YORK, July 31.—Ninety-three per cent of the CBS affiliates have agreed to co-operate in paying for newspaper ads to be bought in one of the most ambitious promotion campaigns to plug radio in CBS history. Details of the campaign will be announced at a promotion manager's clinic to be held today and tomorrow.

In addition to the space to be purchased in more than 250 papers, the October issue of *Radio Mirror* will be devoted to flanking CBS stars, plus three times as many ads in *Look* as purchased last year and three new jingles which are to flood the CBS air waves thruout the country. Instead of using photos, CBS will use drawings with original art work by Joe Kaufman. The virtue of the drawings, according to Lou Hausman, CBS director of advertising and sales

to hear him." Reference was to Richards' request to be heard privately by the full commission instead of FCC calling the field hearings. Fight to bring Richards to the stand started with the kick-off of the present proceedings when Benedict Cottone, FCC general counsel, subpoenaed the station owner. Cottone's move had been blocked by medical testimony attempting to prove Richards' health does not permit his appearance. However, Cottone has continued his fight to bring the station owner to the stand.

promotion, is that they, much more than photos, catch the flavor of the programs.

Each night of the week will be promoted equally and the CBS daytime line-up, too, will come in for some strong tom-tom beating. CBS is so hopped up over its promotion campaign this year that for the first time it is holding a luncheon for advertising agencies Thursday (3) at the Waldorf-Astoria to give them a complete presentation.

WHDH Rate Card Saves Buyers Time

BOSTON, July 29.—A new kind of rate card, showing actual time costs without requiring time buyers or sponsors to figure out net costs after discounts, is now being distributed by Bill McGrath, general manager of WHDH here. It's believed to be the first rate card of its kind.

The new card does not even list frequency discounts. Instead, it shows what announcements, participations and programs cost for various contract lengths at different times of the day. What the discounts mean, however, in terms of dollars is shown by including the base cost in each instance.

Defense, BAB Divorce Gets Board Airing

Session Set for August 7-8

WASHINGTON, July 29.—The National Association of Broadcasters (NAB) board of directors will meet here in special session August 7-8 to tackle the trade association's two biggest current problems—defense mobilization and the divorcement of Broadcast Advertisers Bureau (BAB). The session, the first such special board meeting in NAB's history, was agreed upon late this week in the wake of a network-NAB conference on defense and a committee meeting on BAB. The board's next regular session originally had not been scheduled until next November.

With Congress preparing to erect emergency controls legislation, NAB officialdom decided that a fast call for an extraordinary session of the board was urgent to get the industry lined up for co-ordination and co-operation with the national defense program. Preliminary talks between NAB and network representatives this week (*The Billboard*, July 29) paved the way for the board's agenda on this subject which involves not only radio's and TV's role in informa- (See *NAB Emergency* on page 37)

TIMEBUYERS — ADVERTISERS ...

here are facts

that mean
dollars and cents
to you:

1. At times when WOR and a major New York station program identically with news, WOR's local audiences are approximately 40% greater than those of the competing station.
2. For every dollar you spend in local radio advertising, WOR brings you 30% more homes per dollar on its daytime participating programs than one of the most popular New York network stations.

dollar for dollar and penny for penny,
there's no buy anywhere in radio like buying ...

WOR — that
power-full
station

Hashknife Hartley

Reviewed Sunday (23), 3:30-4 p.m. EDT. Sustaining via MBS. Producer-director, Tom Hargis; adaptation, Fred Luke; narration, W. C. Tuttle; music, Harry Zimmerman and ork. Cast: Frank Martin, Barton Yarborough, Herb Lytton, Lillian Vöyeff, Bill Beaucomp, Ralph Moody and Norman Field.

This unpretentious Western sounds authentically Western via the underplaying and banter of Hartley and his pal, Sleepy Stevens, a well-teamed combo. The *Cross in the Box Mystery*, the episode caught, detailed the hunt for an old prospector friend of theirs who was reported dead. With a minimum of histrionics, but a maximum of well-contrived plot, Hartley cleared up the puzzle and put the villain behind bars.

Frank Martin makes an ideal Hartley and Barton Yarborough is not far behind as his pard. The narration, handled by W. C. Tuttle, the creator of the characters, set a fine mood for the events to come.

Always an integral part of this kind of show, the sound effects were excellent. This series should fit in with some sponsor's fall programming needs. *Leon Morse.*

Gloom Dodgers

Reviewed Sunday (16), 9-9:30 p.m., CDST, ABC, Chicago. Sponsor, Dodge Dealers of Chicagoland. Producer, TV Air Shows. Director, Gregg Garrison. Script, George Anderson and John Kelly. Cast: Willie Shore, Peggy Dietrich, Geraldine Kay, George Cisar, Forrest Lewis. Music, Al Dien's ork.

Two years ago this show, starring Willie Shore, would have been average. Today it's simply two years behind times. Willie has plenty to offer TV, and on the show he was as busy as a waltzing mouse, but the material was better suited to radio and night clubs than TV. Willie's introductions, for instance, could hardly be more stereotyped—"And here she is, our darling of song and dance, Peggy Dietrich."

Best video material was an excellent but brief dance by Willie and his good job on a stock pantomime of a man on a crowded bus. A sketch about three men trying to decor: e a house was 95 per cent aural and 5 per cent visual. Guests Lowe, Hite and Stanley did their standard night club and vaude routine, unvaried in gesture or inflection in four or five TV appearances in Chicago alone. Commercials were Dodge films. *Jack Mabley.*

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STOCK ROLL TICKETS
One Roll... \$1.45
Five Rolls... \$6.95
Ten Rolls... \$12.95
Fifty Rolls... \$25.50
Rolls, 2,000 Each
Double Coupons
Double Price.
No C.O.D. Order Accepted

ELLIOTT TICKET CO.



Designates Radio Review

Radio and Television Program Reviews



Designates Television Review

Stars and Starters

Reviewed Friday, 9-9:30 p.m. EDT. Sustaining via NBC, New York. Producers, Barry & Enright Productions; director, Dan Enright; writers, Hal Block, Gene Hurley; emcee, Jack Barry; announcer, Fred Collins. Stars: Peter Lawford, Henry Morgan, Teddy Wilson. Starters: Marlene Cameron, Marcia Guston, Roger Scime. Orchestra: Norman Cloutier.

Stars and Starters, a kid talent show, has a potentially good gimmick in teaming youngsters with established names. Unfortunately, tho, the "starter" talent and material on this show didn't measure up. Consequently, the entire program lapsed into mediocrity, with Emsee Jack Barry and the "stars" (Peter Lawford, Henry Morgan and Teddy Wilson) whipping up much ado about comparatively nothing in the way of entertainment.

Barry was his usual ingratiating self, but his interviews with the young hopefuls lacked the spontaneity and ease of his bright sessions on *Juvenile Jury*. All three of the youthful participants were dead serious about their respective careers and deadly dull in discussing it. Their attitude was reflected by the wary comments of the stars. Even Morgan maintained a respectful, albeit unconvincing, manner when asked to opine on the comedy talents of 14-year-old Marcia Guston, a would-be mimic. Miss Guston contributed the inevitable imitation of Hildgarde and was hopelessly outclassed in a "Noel Cowardish" satire with Morgan. The skit was only so-so, and it's to the comedian's credit that he managed a weak "wonderful" at the wind-up. Flicker actor Peter Lawford also sounded a bit nonplussed in a dramatic scene with 13-year-old Marlene Cameron.

First prize went to 11-year-old Roger Scime, who was sponsored by pianist Teddy Wilson. Young Scime offered quite an acceptable rendition of Rachmaninoff's *Prelude in C Sharp Minor*, and Wilson turned in his usual proficient job on a pop number. *June Bundy.*

Moto Polo

Reviewed Wednesday (26), 8:30-10:30 p.m. Sponsored by the Flying Irishman and Colorama Television via KLAC-TV. Producer-director Fred Henry; announcer, Wally Sherwin. Packaged by Music Corporation of America.

World preem of moto polo, "a sport designed especially for television," proved interesting and had exciting moments, altho the motorized football game failed to live up to the advance build-up. Event was telecast on a trial basis to test public reaction. Music Corporation of America (MCA) owns package rights to the sport. Game combines elements of football, soccer and polo. Six cars (three to a team) compete, each stripped to the chassis and encircled with one-inch steel tubing to allow cars to roll end-over-end without damaging motors or frames. Object of the game is to score a goal (across

Sara's Private Caper

Reviewed Thursday (20), 10:30-11 p.m. EDT, via NBC. Sponsored by General Mills for Wheaties thru Knox Reeves Agency. Producer-director, Joe Parker; writers, Ben Starr, Larry Klein, Joe Parker; music, Robert Armbruster; announcers, Frank Martin, Eddie King. Cast: Sara Berner, Bob Sweeney, Frank Nelson, Pat McGeehan, Gerald Mohr, Walter Tetley, Eric Snowden, CeCe Pierson.

This caper treads gingerly on the thin line between bright farce and outright slapstick and seems to favor the latter. Obviously aimed as a satire on radio whodunits, it lacks the smartness of clever comedy and retains only a flavor of subtle humor. Talented cast often transcends beyond and above the corn with which it is burdened. The writing is at fault all the way, but acting, directing and other elements are topnotch.

This show dealt with a rich brat, played by Walter Tetley, who is a pain in everyone's bank balance. Sara, as the frustrated amateur private eye, pops into the plot on pretense of saving the kid from crooks and child stealers. The brat is kidnapped, which puts Sara on the trail. She follows him to a boat offshore only to discover that he staged the snatch himself because he needed \$50,000 for pocket money. A switch then takes place, with the butler in the house turning out to be a real kidnapper who attempts to get the 50 grand. Sara saves the day, rescues the kid and winds up in a blaze of glory and a Laurel and Hardy ending.

Miss Berner does a good job with the material at hand, showing off her multi-voiced talents and comedy timing to good advantage. Such seasoned performers as Bob Sweeney, Frank Nelson, Walter Tetley, Eric Snowden, CeCe Pierson and Pat McGeehan deliver solid readings. Commercials for Wheaties are deftly handled by Frank Martin, with little or no pain to listeners, while Joe Parker's direction is smooth and pointed. This show is Miss Berner's first starring break after many years of top supporting roles. She deserves a better script—one to match her talents. *Alan Fischer.*

a regulation football field) using cars to push a 200-pound inflated ball ("bongo") thru goal posts. Bongo is six feet in diameter and is difficult to maneuver, requiring the utmost in driving skill. Game is divided into four 20-minute periods with a 10-minute intermission between halves.

First three quarters were dull, providing few genuine thrills and for the most part concentrating on close-in action which looked cumbersome on video. In the last quarter, however, things picked up. One player was injured and removed from the game, leaving the teams unevenly matched and providing considerable excitement as the team with the advantage seized a scoring opportunity.

Announcer Wally Sherwin was guilty of over-selling, screaming into the mike about the "terrific thrills and spills" of the game while home viewers watched mediocre play. He employed radio technique to a point of annoyance in trying to maintain a running chatter when silence would have been better. KLAC-TV camera lads and producer Fred Henry did okay in following in-play and providing action-packed close-ups. Show was bankrolled by the Flying Irishman and Colorama Television (same firm) who plugged too much and too often. *Alan Fischer.*

Billy Boone and Cousin Kib

Reviewed Sunday (23), 6:30-7 p.m. EDT. Sustaining over CBS-TV. Produced by Video Events, Inc. Director, Don Richardson; script supervisor, Dorothy McFadden. Cast: Carroll Colby, Patti Milligan.

This kid show featured cartoonist-gadgeteer Carroll Colby, who is the Cousin Kib of the title. He draws stories for youngsters in the studio as well as those at home, and he also makes pictures with such objects as string and flypaper. However, the show is poorly paced and ragged, with the result that the kids in the studio audience, frequently caught by the camera, often looked bored and restless.

For 30 minutes Colby drew things requested by the kids present, and did a cartoon strip on the adventures of "Billy Boone," a pioneer-type moppet. The latter was about two-thirds done beforehand, with Colby filling in missing characters while he did his spiel. Colby said, much too often, that he Billy didn't know what's going to happen from panel to panel in his cartoon strip. He asked the youngsters present for their suggestions, which he usually ignored. Not that they were particularly good. But too much emphasis was placed on this aspect of the show, which was then utilized but little.

Show as a whole might be improved considerably by cutting it to 15 minutes, speeding the pace and tightening the production. *Sam Chase.*

Gene Autry Show

Reviewed Sunday (23), 7-7:30 p.m. EDT. Sponsored by William Wrigley Jr. Company over CBS-TV thru Ruthrauff & Ryan. Producer, Flying-A Pictures; executive producer, Armand Schaefer; director, Frank McDonald; musical conductor, Carl Cotner; script, Dwight Cummings. Cast: Gene Autry and Champion, Barbara Stanley, Pat Buttram, Jim Frasier, George Lewis, House Peters Jr., Ben Weldon.

The Gene Autry video film series is a slick and competent job which should make Autry one of TV's big guns. First pic of the series, made by Flying-A at Pioneer Town, near Palm Springs, Calif., had plenty of action, riding, chase sequences, villainy and the usual hoke plot of the bad guy rustler being whupped and hog-tied by clean-living Gene. All this for the sake of the purty gal rancher, played by Barbara Stanley.

In essence, the producers boiled down the usual 90-minute Western feature into a 30-minute video show, but apart from the time aspect it would be difficult to say wherein the plot differs from that of the usual sagebrush melodrama. Pictorially, longshots were kept to a minimum. Adroit editing showed Autry to be a helluva man with a lasso. He threw it two or three times and never missed.

Action was uninterrupted by commercials. These were rendered by Autry himself, eyes a-glint, looking face-on into the camera preceding and following the story. They should be quite effective with the juvenile set, and more than one pappy will find his way to the receiver when this oater comes on the air. *Sam Chase.*

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BRIEF AND IMPORTANT

Campbell Soups Hunt TV News Slot

With news now a premium property, Campbell Soups last week began a search for a 15-minute TV news show for this fall. The former sponsor of Ed Murrow on CBS radio last season is looking over video spots on various webs. The company has indicated a preference for a 6 p.m. across-the-board slot. Ward Wheelock is the agency.

"Dragnet" Switches From 10 to 9 P.M. Slot

In a move to keep the shaky Liggett & Myers Tobacco business on "Dragnet," NBC last week agreed to shift the program from its current 10 p.m. Thursday time slot to the 9 p.m. period. The sponsor, which pitches Fatimas on the show, unhappy with its late evening niche, has been asking for an earlier time.

Vaughn Monroe May Take TV Spot in CBS

Camels last week was considering a TV program featuring its radio property, Vaughn Monroe and his ork. The show would go into the Tuesday night 8-9:30 slot on CBS-TV, which was filled last season by Ed Wynn. Monroe is committed to five weeks at the Waldorf-Astoria this fall. The agency preference is that the program be presented live which, however, might interfere with Monroe's location commitments.

White Motors Hunts TV Show

White Motors last week began scouting for a TV show on which it could plug its line of trucks. Agency is Darcy.

Downey Set for Nash-Kelvinator on CBS-TV

Morton Downey last week was practically set to go into the 10:30 Friday night slot on CBS-TV for Nash-Kelvinator, beginning in late September. The other program being considered is the CBS-TV package, "By Popular Demand," featuring Robert Alda. Downey would star in a musical variety format. Geyer, Newell & Ganger is the agency.

CBS-TV To Audition Herb Shriner Musical

CBS-TV last week was prepping a closed-circuit audition of a new musical comedy show to star Herb Shriner. The program, a William Morris package, is being produced by Charles Friedman and directed by Byron Paul, a CBS-TV staffer.

Norge Drops NBC-TV Time, Nestles Picks It Up

Without airing a single show in the 10:30 to 11 p.m. Sunday time it bought recently on NBC-TV, Norge last week dropped the period. It was picked up quickly by Nestle's, on behalf of Nescafe, thru Cecil & Presbrey. Elimination of the Norge sale again throws that account up for grabs. The order had been placed with NBC by the J. Walter Thompson Chicago office, which had been competing with Duane Jones for the business. No show had been set.

Mike Levin To Run Bates TV Commercial Biz

Mike Levin, currently with the Kudner Agency, last week was set to head up the TV commercials operation at the Ted Bates Agency. Levin, a former newspaperman, had been with Kudner for a year, handling TV commercials for Buick and Parliament Cigarettes.

Serutan To Do Two Daytime Newscasts on ABC

On the premises that women listeners have a considerable interest in news programs these days, the Serutan Company last week bought two daytime strips on ABC for newscasts. A 5-minute show, to tee off September 18, will air at 12:25 p.m. A 15-minute show, to start September 11, has not yet had its time slot set. Roy S. Dursline, Inc., is the agency.

McLeod Leaves NBC-TV

NBC-TV Producer-Director Vic McLeod resigned last week. He's slated to leave New York for Hollywood to produce some TV films.

Schaffner May Meg Montgomery Show

Franklin Schaffner last week was close to being signed to direct "Robert Montgomery Presents," the hour dramatic presentation which returns to NBC-TV alternate Mondays, 9:30-10:30 p.m. in late September under sponsorship of Lucky Strike. Schaffner was also being considered to meg "Ford Theater" on CBS-TV.

U. S. Enlists Industry in Recruiting Drive

U. S. Department of Defense moved last week to enlist the radio industry in its recruiting drive by setting a new series of 118 transcribed shows to be produced in Hollywood. Universal Recorders waxed the first in the series, including 14 programs featuring Harry James, 28 shows with Les Brown's ork, and 26 starring Red Nichols and Dottie O'Brien. In addition, Universal will make eight dramatic shows for the recruiting department, with an additional 16 shows still to be contracted for. Platters will be shipped to 1,400 radio stations for public service airing.

Bill on Foreign AM, TV Masters May Pass

A bill providing for duty-free importation of sound recordings for radio and TV newscasts is given an excellent chance of enactment this session following its unanimous passage by the House in Washington last week. In urging the House to pass the measure, Rep. Daniel Reed (R., N. Y.) explained that charging a duty on such recordings is a nuisance to the tariff commission as well as to the industry. Broadcasters claim, also, that holding up these recordings constitutes unwarranted censorship.

"Meet Me in St. Louis" Reported Fall Airing

NBC last week was reported to have optioned "Meet Me in St. Louis" on radio this fall. Packaged by Baron Polan, the Sally Benson series would be a half hour package. Polan is negotiating for a name.

Jack Sharkey Sues NBC Over TV Sports Film

In a suit which may set a precedent for TV use of sports films, Jack Sharkey, former heavyweight boxing champ, last week (27) filed a \$300,000 damage action in New York Federal Court against NBC, the Chesebrough Manufacturing Company, and McCann-Erickson, Inc. The fighter charges that the defendants' use of his picture and name in newspaper ads and four fight films as part of a "Greatest Fights of the Century" series on NBC-TV last fall, was an invasion of his right of privacy. Altho McCann-Erickson was named in the suit and handles most of Chesebrough's business, agency execs stated the boxing film series was negotiated by the Clayton Agency. The latter's attorney, Godfrey M. J. Jaffe, claims comparable suits have been thrown out of court, on the ground that a public figure technically has no privacy to invade when the event is of legitimate interest to the public. Lee V. Eastman, New York, is representing Sharkey on the case.

Gabriel Heatter Snags Two New Sponsors

In line with the current big sponsor rush for news shows, Gabriel Heatter, Mutual news commentator, has snagged two more sponsors for his 15-minute across-the-board series. Beginning August 20, Rhodes Pharmacal Company, Cleveland, is buying a Sunday spot at 9:30 p.m. to plug Imdrin, and Amulor Toothpaste will sponsor Heatter's Thursday airtel at 7:30 p.m. beginning September 14. The Rhodes firm also has renewed sponsorship of the commentator's Tuesday broadcasts at 7:30 p.m. O'Neil, Larson, and McMahon, Chicago, is the agency for all three shows.

Dickens Wright Quits WICC for WPAT

Dickens J. Wright, general manager of WICC, Bridgeport, Conn., left the Yankee Network station last week to take over as general manager of WPAT, Paterson, N. J. He succeeds the late Herman Bess.

TV Gets OO at Arena Managers' Michigan Meet

(Continued from page 3)

torium, presided at the sessions held in Civic Auditorium here. Brownell wound up his year as president Wednesday (26) when he handed over the gavel to his successor, Edward A. Furni, manager of St. Paul Auditorium. Charles A. McElravy remains as secretary-treasurer.

Reviews TV Pic

Only outside speaker was Charles Batson, TV director for the National Association of Broadcasters, who reviewed the present status of television Tuesday afternoon and assured IAAM members that TV would not hurt attendance. What was expected to be a lively question and answer session following Batson's talk was cut short because of his having to catch an east-bound plane.

Members got back to TV Wednesday, however. Most auditoriums are specifying in rental contracts a 10 per cent token charge of the amount the promoter gets for video rights. This charge reflects a "wait and see" policy until the day their incomes will get a hefty boost from a cut of TV rights. Since most telecasting from their spots now is confined to wrestling, the present need, as stressed by several members, is for reasonable fees plus greater experimentation as to how TV can best be used to help the auditorium.

Effects on Grosses

As to effects of TV on auditorium grosses, the membership agreed that their experience to date shows that televising a whole performance, such as a circus or ice show, hurts the gate, but that telecasting part of it serves as a box office stimulant—especially for events booked in for a week or more. TV hurts one-night engagements however, they felt, especially in winter when the weather makes it too convenient for viewers to stay home. At cooking schools,

NBC Picks Spot

NEW YORK, July 29.—NBC convention for 1951 is slated to be held in Mackinac, Michigan resort. Huddle will probably be scheduled in July. This year's NBC convention is to be held in October at the Greenbrier Hotel, White Sulphur Springs, W. Va.

ABC-TV Sets Up Spot To Combat Godfrey Show

(Continued from page 3)

ing names doing adaptations of writings by some of the world's outstanding authors.

Sponsors of Conflict will be By-mart, Inc., a new firm which will market a hair coloring product named Tintalr. Distribution of the item will break simultaneously with the debut of the show, October 18. This is one of the first instances in which television has been the medium by which a new piece of merchandise gained its initial major promotion. Cecil & Presbrey is the agency.

ABC-TV racked up two other sales this week. American Tobacco Company signed to sponsor the roller derby on Tuesdays from 10:30 to 11 p.m. Deal was set thru Batten, Barton, Dursline & Osborn. Also, the Gospel Broadcasting Association inked to bankroll a video version of its Gospel Hour, from 10 to 10:30 p.m. Sundays, starting October 8. Same organization has a radio show on ABC from 4 to 5 p.m. Sundays.

home shows, etc., however, telecasting was felt to be okay.

Group passed a resolution offering to turn over facilities of their auditoriums as well as their own services for civilian defense whenever Uncle Sam pressed the button. Conclave is to be held next year in Quebec, June 5-7.

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NO DISK PLASTICS CUT YET

Resin Supply Ample if War Doesn't Grow

Manpower Problem Greater

By Ben Atlas

WASHINGTON, July 29. — The nation's disk industry is in no immediate danger of shortages of supplies for production, government officials revealed this week, but it was emphasized that the picture could change drastically if Korean hostilities spread.

Commerce Department officials told *The Billboard* that production of vinyl resins, vital to disk production, is ample for present military and civilian needs. While the Korean conflict will step up military demand, there are no current plans to ask for allocations on the plastic or its derivatives, Commerce said. A full-scale war, however, probably would halt civilian use of vinyl because it is used in plastic substitutes for rubber, it was explained.

13,000,000 Pounds in 1949

Commerce estimated that the disk industry used some 13,000,000 pounds of vinyl resins last year in producing about 250,000,000 recordings. About 15 per cent of the 1949 disk output comprised vinylite records, it was estimated, while another 25 per cent of the total production labeled "break-resistant" used some vinyl resins. What Commerce refers to as "shellac-type" disks, comprising about 60 per cent of 1949 production, used only 1,000,000 pounds of shellac and 118,000,000 pounds of various types of synthetic materials all of which were stated to be in "adequate supply" at present.

Commerce figures that about 75,000,000 pounds of vinyl film sheeting alone was produced in 1948. This found such varied uses as water-proofing fabrics, coating radio cabinets and serving as filler in shoe manufacture.

Acetylene Important

The most important substance used in making vinyl plastic is, according to Commerce, acetylene, the illuminating gas. Acetylene is an essential war product, Commerce said, but is being produced in "satisfactory" quantities.

Other important components in the manufacture of vinyl resins are lime. (See *Resin Supply* on page 18)

Columbia Keeps Eddy for 5 Years

NEW YORK, July 29. — Nelson Eddy, legit baritone of screen, radio and disks, has inked a five-year renewal pact with Columbia Records. Eddy, one of the first artists signed by the diskery when it was organized in 1939, has recorded exclusively for that label ever since. He previously cut for RCA Victor who, it is understood, made a strong pitch for the star prior to his signing the new paper. Eddy's disks for both labels have been consistent best-sellers for years.

Columbia's Dick Gilbert, director of the Masterworks division, returned Monday (24) from the Coast where he cut several sessions with the warbler.

Big Suppliers, U. S. Team To Slow Profiteering in Disk Materials

(Continued from page 3)

president and general sales manager of the company, no increase is contemplated now, and plenty of material is available. Richard A. Wilson, Mukzak vicepres, issued a similar statement. The latter outfit, which manufactures vinyl biscuits and also operates its own large pressing plant in Elizabethtown, Ky., sees no need to increase costs of vinyl or pressings. It has plenty of material on hand and plenty of trained laborers.

Two weeks ago RCA Victor's custom pressing division announced a new price schedule for outside labels, cutting rates an average of 15 per cent and also wiping out the large price discrepancy between large and small orders. According to a company spokesman, there's no reason to raise rates again and the outfit is soliciting new business in the competitive market.

The profiteers, however, are cashing in among more vulnerable indies. Hoarding of copper and nickel, the vital plating metals, has made this material virtually unobtainable on routine order. Indie vinyl suppliers, despite government assurances, are crying "wolf" and upping prices about 3 cents per pound (*The Billboard*, July 29). Cardboard used for boxes and spacers has risen about 10 per cent. Paper sleeves for disks have hit a peak two and a half times over pre-Korean costs. Shellac scrap rose 40

London Adding 15 New LP Disks

NEW YORK, July 29. — London Records is adding new impetus to its "three-for-one" swap plan this week with the issuance of 15 new LP platters. The special bait offering includes the complete music to two Lehar operettas, *Derzarewitch* and *Countess Maritza*. It also includes four works by American composer Don Gillis, two additional Handel Concerti Grossi, and a collection of folk songs by Kathleen Ferrier.

The diskery has also stepped up its cuttings of large-scale works in Europe, and during the fall will issue a version of the Mozart Requiem and a complete waxing of the same composer's opera, *Il Seraglio*. Both will be conducted by Viennese maestro Josef Krips. Also scheduled is Act 2 of *Die Meistersinger* starring Paul Schoeffler, and the symphonies No. 3 and 7 by Beethoven, conducted by Erich Kleiber with the Amsterdam Concertgebouw ork. Strauss' *Fledermaus* is also due.

London also announced the signing of pianist Wilhelm Bachaus, Beethoven specialist and a former HMV artist. Bachaus has already sliced four Beethoven sonatas and the Piano Concerto No. 3 for the label.

Spier Bows Out Of Chappell, Inc.

NEW YORK, July 29. — Larry Spier, general professional manager of Chappell & Company, Inc., who had been with that music publishing empire for 20 years, severed his connection with the firm this week. The post has been assigned to Stan Stanley, heretofore professional manager of the Crawford catalog, one of the (See *Spier Bows Out* on page 18)

per cent last week, jumping from 3 to 5 cents per pound. Vinyl scrap has virtually priced itself out of the market. According to one presser, this material has jumped so high in the last month that it's more economical to buy virgin material.

In regard to paper products, used for packaging and shipping disks, some suppliers feel government price freezes are inevitable, and their thought is to raise prices now so they will be frozen at the highest possible level.

An interesting sidelight on the rising cost of shellac scrap is the effect on diskeries currently involved in "three-for-one" trade-in programs. Such outfits as Mercury and London have fallen into a bonanza, suddenly realizing a 40 per cent increase in the value of turn-in disks.

Victor Readies Big Sales Push For Pop Disks

NEW YORK, July 29. — RCA Victor's record division is preparing a concentrated sales promotion drive on its pop platter line which is scheduled to kick off during the week of August 7. An RCA spokesman explained that the diskery's sales department had dedicated the greater portion of its time in the past month or more to adjusting dealer inventories and catalog sales. As a consequence, the inventory work put a big crimp in the diskery's pop platter selling push.

Label's salesmen will tee off on drives to push the current Victor outfit, with the drive focused on three or four current platters. Platters due for spotlighting have not yet been selected, but final decision on them will be made in the early part of the coming week.

The diskery's push comes at a point where the Victor label is showing its weakest pop market activity in many months. Only three single platters are showing signs of activity for the label on the best-seller charts—Hugo Winterhalter's *Count Every Star*, Perry Como's *Hoop-Dee-Do*, and Tony Martin's *La Vie En Rose*.

Roca Rumbas Back To Peer and Cuban Music War Ends

NEW YORK, July 29. — The Cuban music war is over. Hostilities, begun over a year ago when Hill & Range snatched Ernesto Roca away from the Peer Music empire and launched its own evanescent Rumbalero publicity, finally ended this week when the Cuban music czar went back to work for Peer.

Roca, who ran Peer's Cuban office for many years before joining Rumbalero, will not, however, resume as manager. As far as the publishing business is concerned, he will remain in a state of semi-retirement, but will exert his considerable influence to direct tunes and tunesmiths into the Peer fold.

Officially, Roca continues as RCA Victor recording director in Cuba, head of the Cuban Composers' Society, and advisor to the island's musicians' union.

Capitol Pushes Bozo Sales at Retail Stores

HOLLYWOOD, July 29. — Capitol will seek to further boost the stature of its own kid creation, Bozo, the Clown, by facilitating the sale of Bozo-licensed toys at disk stores. Effective August 15, Cap salesmen will take orders for the Bozo products made by six manufacturers. In addition, Cap will supply Bozo product display material to aid in pushing both the Bozo disks and kid items. On behalf of its close tie-in with the manufacturers, Cap is currently launching a "Bozo means business" campaign aimed to show retailers they derive a double benefit from profits on the platters as well as the products.

Cap has no intention of going into the toy biz, a spokesman explained, but found thru spot area tests that joint merchandising of the disks and their affiliated products resulted in multiple profits to dealers. Cap will benefit three ways: (1) Growing importance of its own property; (2) increased disk sales, and (3) more Bozo products sold, the greater the licensing royalties collected from their manufacturers. This is believed to be the first known time a diskery has tied in with manufacturers on behalf of one of its own wax characters. It also marks the first time that dealers will be able to order affiliated merchandise thru a record company.

Also more manufacturers are licensed to make Bozo items, Cap is kicking off with only six. These include Gaston Manufacturing Co., Cincinnati, for Bozo changeable blocks; Knickerbocker Toy Co., New York, soft dolls; Ruskin Manufacturing Co., Los Angeles, full-length children's ceramic lamps; Dell Publishing Co., for comic books, and Dolls of Hollywood, for dollar dolls. Field tests, conducted by Ned Herzstan, Cap staffer in charge of this project, were made at three record stores and at three department stores. These, Herzstan said, brought "overwhelming results." Three record stores include Hollywood's Music City, Frontier Electric Products, Manhattan Beach, Calif., and Westchester Music Center, Westchester, Calif. Department stores tested include Bullock's, Pasadena, the three L. A. area Broadway department stores, and Nash's Pasadena.

MGM Tries Terp Gim Disk Plugs

NEW YORK, July 29. — MGM Records currently is conducting an experimental promotion drive aimed as a hype both for the diskery's output and for the current motion picture industry propaganda program. The new promotion is founded on theater lobby dances offered to movie consumers as part of the regular price of admission. The music for the dancing is furnished via the MGM dance diskings.

First workout for the scheme is being held at the Loew's State Theater, Cleveland. The theater is running off dances in its lobby each Tuesday evening between 5 and 7 o'clock, with a different Cleveland deejay emceeding the disk dance program. The house is using its regular ad schedule to promote the weekly affairs. If the Cleveland experiment is successful it is anticipated that other Loew houses will try the movie-dance-to-disks idea.

Mrs. DeSylva To Get Bulk Of the Estate

Properties Valued at 5 Mil

HOLLYWOOD, July 29.—Bulk of B. G. (Buddy) DeSylva's estimated \$5,000,000 estate will go to the songwriter-film producer's widow, Mrs. Marie Wallace DeSylva, it was learned last week when his will was filed for probate. In the event of her death, the estate goes to David Shelley, her son by a former marriage. Estate includes an estimated 80,000 shares of stock in Capitol Records, Inc., firm which the late composer founded in conjunction with its present prexy, Glenn E. Wallich, and Johnny Mercer. It also includes 25 per cent of the master stock in the label's subsid music pub firms, embracing Capitol Songs, Criterion, Leslie, Hannover and Tex Ritter companies.

DeSylva willed \$10,000 each to the Actors' Fund of America and the Motion Picture Relief Fund, and \$3,000 to five distant relatives. He also left a \$50,000 trust fund to another son, Stephen Ballentine. Under terms of the will, should any of the beneficiaries contest it, that individual would receive only \$1.

EL Films Plug Pic on LP Disks

NEW YORK, July 29.—The Eagle-Lion Film Company, producer of the flick *Destination Moon*, has invested \$8,000 to promote the opus thru its sound track music on disks. The outfit has sponsored a cutting of the track to be issued in late August by Columbia Records on a 10-inch, long-playing record. No shellac version will be issued.

The score for the picture was clefted by Leth Stevens. Eagle-Lion's idea is to get the music plugged by deejays, and also to get display space in store windows.

Copa's Peter Hanley Heads for Big Spot

NEW YORK, July 29.—Newest boy singer seemingly headed for a bust-out chance is Peter Hanley. Kid has been production singer in the Copacabana show here, and has been featured recently on Hugo Winterhalter's RCA Victor etchings, including *My Destiny*, which is getting solid jockey play.

Hanley also handles vocals on the upcoming *Hugo Winterhalter Plays Isham Jones* album, latest in the RCA Victor *Designed for Dancing* album series.

COL BUYS ABC ATOM

HOLLYWOOD, July 29.—Columbia Records has purchased the ABC Records master of *Old Man Atom* disked by Sam Hinton. Deal was set this week with ABC owner Gordon Burge to get a 4-cent-a-copy royalty on Columbia pressings. Flip of the platter will be *Long John*, another Hinton-ABC disk.

Atom was penned by Vern Partlow, *Los Angeles Daily News* reporter, and published by Irving Bibb Music. The ABC disk was picked by *The Billboard* as a coming hit several weeks ago and interest in the unique documentary folk tune was hyped with outbreak of hostilities in Korea.

Diskeries To Challenge AFRA

Producers Harp on Bargains To Push LP Classical Disks

NEW YORK, July 29.—"More music for the same money" is the latest pitch by several leading producers of long-playing classical disks. When the LP system was first introduced, 25 minutes per side was adjudged the maximum load with which top quality could be maintained. Now Columbia and London have developed methods to up the playing time as much as 30 minutes per side.

According to Columbia's masterworks chief, Dick Gilbert, this has been accomplished both for economy and for better musical continuity. For example, this month the diskery will issue the complete Schoenberg *Verklarte Nacht* on a single 12-inch side. The performance runs 33 minutes. The flip will carry both the *Daphnis and Chloe Suites of Ravcl*—the first in its complete version with chorus—a total of 30 minutes of music. According to Gilbert, this would represent a total of 16 12-inch 78-r.p.m. sides, or a \$12 investment. The single LP sells for \$4.85.

Columbia, during August, will also issue the complete set of six string quartets by Bela Bartok on three LP disks. A complete work will occupy each side regardless of length, altho several run as much as 32 minutes. London's diskings of complete op-

erettas also hit the 30-minute mark in several instances, according to Classical Music Director Remy Farkas.

Several LP diskeries have, on occasion, issued 12-inch disks with less than 15 minutes per side, but escaped consumer beefs as long as the side carried a complete work. Length of the long-play may become an issue as the market becomes more competitive.

BMI Toppers Close Flicker, Cleffer Pacts

HOLLYWOOD, July 29.—Bob Burton and Robert Sour, Broadcast Music, Inc. (BMI) toppers, closed a number of deals with composers and took on the scores of two Universal-International release films. Pix deals include the Leon Pober-Emil Newman score to *Illegal Bride*, a Fidelity Pictures production starring Ginger Rogers and Jack Carson, and their tunc, *No More Wand'ren Aroun'*. Other flick is W. Lee Wylder's *Once a Thief*.

Standard seven-year cleffer pacts were closed with Cindy Walker, Tony Iavello, Henry Prichard, Mel Leven and Tex Atchison. Latter penned *Kentucky Fox Chase*, Iavello composed *Truly with Johnny Mercer*, Prichard clefted *Kentucky*, and Miss Walker has a raft of folk tunes to her credit.

While on the Coast, BMI held a luncheon on behalf of its Canadian firm, and invited recording company reps and radio station and film music toppers. Burton told the group of approximately 45 persons that BMI Canada has 4,000 compositions under its wing and that this music is available for use in this country. He introduced Harold Moon, assistant manager of BMI Canada.

"Sleep" Rights Denied to Vogel

NEW YORK, July 29.—Miller Music this week won a court decision over Jerry Vogel Music, which ruled that the song, *Sleep*, was a new work and thereby rejected the Vogel firm's claim to the rights for the song. Vogel originally claimed that *Sleep* was drawn from its 1903 copyrighted *Visions of Sleep*. But Miller Music proved that *Sleep* was written by the late Earl Burtnett with the consent of *Visions of Sleep* writer Adam Geibel and publisher Theodore Presser. *Sleep* originally was published by Sherman Clay pubbery and ultimately was turned over to the Miller firm.

In declaring Miller the exclusive owner of the *Sleep* ditty, the court also declared that only the heirs of Geibel and Burtnett are eligible to seek renewal rights, and not Vogel. The decision also enjoined Vogel from asserting or exercising any rights to *Sleep* under the original term, which expires October, 1951. Miller also got a restraining order which prevents Vogel from asserting any rights in the renewal copyright of the song other than by virtue of its receiving the rights thru an assignment from the heirs of the tuncsmiths involved.

Demand Proof Of Org's Right To Vocalists

May Call for NLRB Election

NEW YORK, July 29.—Negotiations between diskeries and the American Federation of Radio Artists (AFRA) covering minimum scales and conditions for vocalists appeared headed for a stalemate this week, when it was learned that the diskeries intended to challenge AFRA's claim to jurisdiction over that field. It was learned that at least two record companies, both of them majors, already had discussed the issue among themselves. An exec for one of the companies, speaking not only for his own diskery but for other large outfits, stated that no contract would be signed with AFRA unless the union could produce satisfactory evidence that it had a bona fide right to represent singers on records.

AFRA, a sister-union of the Associated Actors and Artists of America (Four A's), has claimed jurisdiction and at its forthcoming annual convention (Chicago, August 10), will report to its membership on the progress of negotiations.

The AFRA claim has not been seriously contested by any of the Four A's sister unions to date. American Guild of Variety Artists (AGVA), some of whose execs once considered the possibility of claiming recording artists, indicated this week that it would do nothing to hinder the AFRA negotiations—particularly because AFRA already has contracts covering talent on transcriptions made for radio broadcast.

The original Four A's charter, granted by the American Federation of Labor August 28, 1919, and signed by President Samuel Gompers is a very general document and does not specify which sister union covers any particular field. A number of the sister unions were not in existence at that time. However, no doubt exists that the original AFL charter grants to the parent Four A's the entire showbusiness field.

A spokesman for top diskeries stated that the matter might be resolved by a National Labor Relations Board election. He added, however, that he hoped the situation would not come to such a pass.

Diskeries themselves do not appear too clear in the matter of jurisdiction. Some of their thinking, however, takes the following line: AFRA may have a clear-cut jurisdiction over AFRA members who are hired for cutting dates. However, what about those artists or performers who are not AFRA members and who might work in musical comedy, opera, night clubs and hold cards in the performer unions covering those fields?

With regard to the actual negotiations on minimums, diskeries stated that until the jurisdictional problem is clarified, they would be loathe to tackle the matter of prices to be paid singles and groups on cutting dates. AFRA already has submitted proposals and has been hopeful that the diskeries would offer a counterproposal at the next meeting. This meeting is scheduled to be held Monday (31), and is to include representatives of RCA Victor, Columbia, Capitol and MGM.

This will mark the first time, incidentally, that Capitol has been in on the talks. Decca Records, thus far, has shied clear of the negotiations.

Shaw Expands; Takes on Siders

NEW YORK, July 29.—Agent Irving Siders this week resigned his one-night booking position with the Willard Alexander Agency to take a post with the expanding Shaw Artists Corporation (SAC). Siders will handle locations, records, theaters and special events for the Billy Shaw-owned agency. Jack Archer remains in charge of the SAC one-nighter department and Jackie Greenc will continue as the agency's video department salesman.

Shaw, whose business has developed gradually in the past year, is moving his agency from its current Rio Building quarters to larger space at 565 Fifth Avenue. His stable's most recent acquisition was the Charles Brown Trio, and it currently includes such jazz and rhythm and blues stars as Charlie Parker, George Shearing, The Orioles and Hal Singer.

Commodore To Sell Part of Equipment

NEW YORK, July 29.—The Commodore Record plant in Yonkers, which has been handling contract pressing and plating for indie labels in addition to pressing its own Commodore label, has placed a sizable chunk of its equipment on the sales block and will henceforth concentrate on quality custom pressing. According to plant manager Barney Gabler, a new corporation now being formed, will take over the operation.

The move, in effect, marks the pressery's exit from the competitive field, and is designed to make the operation self-sufficient with major emphasis on the Commodore label. Commodore execs will henceforth devote most of their efforts to new recording, transfer of the catalog to LP, and to extension of the diskery's distribution. According to Gabler, 30 LP releases have been scheduled for the coming season.

AFM Pulls Ban, Calls Showdown At Toronto Club

TORONTO, July 29.—Withdrawal of union musicians from the Club Norman here by the American Federation of Musicians (AFM) has precipitated a showdown with Owner Norman Cornell. Blow-up came Tuesday (25) when Walter Murdoch, president of the Toronto local, barred a seven-piece union band from playing in the night spot's main floor dining room. Action was in retaliation to Cornell's use of a non-union musical trio in the Circus Room on the second floor.

Behind the dispute is a wage bill for \$4,937 which the union claims the club owes the Chuck Allen Trio, a union group that appeared nightly for several weeks up until two weeks ago.

The money, according to an affidavit signed by George Albert Alozo, leader of the trio, represents difference between what the trio was paid and what it was entitled to under union rates.

Cornell denies this and maintains that the union has failed to produce convincing evidence to support its (See **AFM PULLS BAN** on page 40)

RCA Victor Platters Keep Flanagan Hot

NEW YORK, July 29.—RCA Victor is reverting to the release technique which served to a large extent to kick the Ralph Flanagan ork off to a solid start. Due out this week were two Flanagan disks, issued as specials, with *Mona Lisa* and *La Vie en Rose* (two current high-fidelity tunes) backed by *Toreador* and *Dancing Tambourines* (Flanagan special arrangements), respectively.

Behind the diskery's move is the effort to keep Flanagan hot in what has shaped up to be a three-way tussle between the Victor maestro, Capitol's Ray Anthony and Decca's Jerry Gray. Capitol has followed a steady policy of feeding Anthony top hits such as *Count Every Star*, *Sentimental Me*, etc., and Gray just last week had one of the most solid band openings in the history of the Hollywood Palladium.

Jobs for Musicians Pressed in Australia

MELBOURNE, Australia, July 29.—The Australian Musicians' Union (AMU), according to local Secretary Wheatland, is pressing the government to make it compulsory for half the broadcasting time to be allocated to live entertainment so as to stimulate employment of musicians in broadcasting. Wheatland pointed out that in pic theater before the 1929-'31 depression, 600 to 800 musicians were employed. Now only two theaters employ orchestras.

Special representations would also be made to the proprietors of pic theaters and also to exhibitors' associations.

Tax Note

NEW YORK, July 29.—A new and intriguing sidelight to the payola was revealed recently. A small diskery queried *The Billboard* as to when payola stories were carried. Reason: The diskery, in making out federal income tax reports, wants to attribute certain expenses to payolas, so as to secure deductions on income tax. Diskery spokesman claimed that payolas, after all, are a legitimate part of a diskery's over-all expenses.

High-Fidelity Audio Devices Boost Capitol Diskery Sales

WASHINGTON, July 29.—High fidelity listening equipment to spur disk sales and please the customers is fast becoming a byword in retail diskeries here, with considerable credit for the trend going to a local firm, the Shrader Manufacturing Company, which specializes in high-fidelity installations. The Shrader company is doing a land-office business not only in store installations but in even greater volume in high fidelity custom sets for homes, a two-way course of operations which, as one enthusiastic dealer has commented, "has been literally filling the Washington air with good music and filling the record shops with good customers."

With customers showing more and more discrimination in choosing recordings ever since the battle of the disk speeds, disk dealers figure that by using high-fidelity equipment in their listening booths they are satisfying a natural trade need. They point out that results of high-fidelity gear are being shown not only in increased sales and improved listening, but also in lengthened life for the records and in longer-lasting playing equipment itself. Best of all, they agree, is the mounting public interest in records, an interest which is bound to keep on growing along with the

volume of improved high-fidelity recordings.

Among numerous retail diskeries here equipped by Shrader with high-fidelity gear are the Super Music Company, which has three outlets in the city; the Disc Shop, the Hollywood Music Shop and the John Learmonth record and book store. The Super Music Company group and the Disc Shop have recently undergone expansion (*The Billboard*, July 22) and are completely rigged with high-fidelity equipment. The Disc Shop alone has half a dozen listening booths, each equipped with individual high-fidelity amplifiers and speakers. The Super Music group has a total of nearly 70 disk listening posts rigged to high-fidelity equipment. Particularly popular with dealers who have installed high-fidelity gear are the Livingston tone arm, the Rek-O-Kut heavy transcription turntable, Audio Development Company (ADC) amplifiers and Altec 15-inch speakers.

High-fidelity gear is considered by (See **High-Fidelity Audio**, page 38)

Oppenheim in Col's Longhair

NEW YORK, July 29.—David Oppenheim has joined Columbia Records as music director of the Masterworks division. He will report to Richard Gilbert, director of the longhair department.

Oppenheim, one of the leading clarinetists, has played under such conductors as Leopold Stokowski and Leonard Bernstein. He is married to legit and film actress, Judy Holiday.

Hot Jazz Specialty Of Philly Wax Shop

PHILADELPHIA, July 29.—The first record shop in Philadelphia devoted exclusively to hot jazz was opened this week by Robert G. McGarvey, who was manager of the Walnut Music Shop, midtown shop. Also locating in the center-city sector, McGarvey, joined by Alex Celli in the venture, calls his store the Jazz Shop.

The tremendous interest in Dixieland music that has been created here along with big local trade in blues, hot rhythm and even bebop music, induced McGarvey to create the city's first exclusive hot jazz record shop. Moreover, he doesn't intend to go beyond the hot jazz realm in his inventory, declaring that the possibilities are so big that it is increasingly difficult for a retailer to carry all types of music and still do an effective job in all the variations of the hot jazz musical theme. In addition to walk-in trade, McGarvey will also develop a mail order service as he originally did for Walnut Music.

Drop Longhair Benefit Plan

NEW YORK, July 29.—Plans to run off a pop and jazz music benefit to come to the rescue of the Lewisohn Stadium longhair summer concert series, which has suffered a heavy financial jolt this season, were nipped as a result of difficulty with Local 802 of the American Federation of Musicians (AFM). The benefit idea was the brain child of Benny Goodman, who volunteered his services to keynote the drafting of talent for the pop-jazz project, and was to be promoted in conjunction with radio Station WNEW and the Stadium concerts' management headed by Minnie Guggenheim.

The Stadium group asked the local for permission to make use of tooltlers for free for the benefit, which was to have been held on August 7. The local agreed to allow volunteer musicians to work the date as a benefit without pay. But the Stadium management, which has planned cancellation of its eighth week of concerts because of the losses incurred to date, asked the local if it would be required to play the final concert week in exchange for the benefit grant. The local's execs did not make a clear decision on this matter. The Stadium group, in fear that the local might force the eighth week and that the benefit would not establish a sound financial basis for the week, decided to give up the project.

TV-Film Execs and Petrillo Wage Silent Royalty Battle

(Continued from page 4)
with the royalty clause incorporated, and better than a dozen are believed to have compiled. Some TV execs are expressing concern over this application of the ancient "divide and conquer" technique.

Others profess to be unworried, however, saying that a major difference between the record industry and video precludes any such drastic pressure. They note that while a comparatively few record companies turn out the bulk of that industry's product, a large number of TV film

firms are unable to satisfy the most voracious appetite of any entertainment form. What difference does it make, they argue, if Gene Autry signs with Petrillo, when he turns out only one 30-minute show weekly, while TV requires hundreds of such shows. But, they add, with the sound track-royalty precedent behind him, Petrillo may well be able to sock home the same deal with major film production outfits in Hollywood whose product is for theater and/or video release.

NBC Ponders Sunday Night Giveaway Seg

NEW YORK, July 29.—NBC this week was prepping a new King-sized hour-long giveaway—*Three for the Money*—for its Sunday night line-up this fall. The program will cost around 10G each week to sustain because of the large amount of dough to be offered to the radio audience.

Show's gimmick is that contestants guess the order in which three songs are to be played. While the sums to be paid out haven't been finally decided, indications are that the first guess will bring \$300, the second \$600 and the third a jackpot to start at \$5,000, with another \$1,000 to be added each 15 minutes. The program will be peddled in 15-minute segments.

An Ed Wolf package, the program was on MBS last year, but the amount of cabbage being given away was much less. Listeners will probably be invited to play thru the mails. An audition record will be cut on August 1.

NBC had another giveaway, *Hollywood Calling*, on AM Sunday nights last season but the show flopped.

Liberace, GLH Ink Long Pact

HOLLYWOOD, July 29.—(Lee) Liberace, pianist, has inked a long-term contract with Gabbe, Lutz & Heller (GLH), thus becoming the artists' management firm's first talent acquisition since it signed Claire Hogan a year ago. Others in its talent stable are Frankie Laine, Skitch Henderson, Lawrence Welk, the Troniers, Madelyn Russell and the Bachelors.

Liberace was formerly handled by his brother, George, who will remain as his musical director, with Music Corporation of America (MCA) continuing as agent. GLH feels its new client hasn't reached his full potential and intends to focus a full-scale exploitation campaign via disk jockeys and press. According to the management office, Liberace on his own was able to move into class spots, often surpassing the \$1,000 per week bracket. He will play Las Vegas's Last Frontier for the eighth time in three years (opening October 6), is returning to Ciro's (Hollywood) for the second time in a year, and plays the Coronado (Calif.) Hotel for the second time this summer, and opens Chicago's Palmer House November 2 for four weeks.

Empire Disks Bow With Foreign Labels

NEW YORK, July 29.—Empire Records, a new diskery here, has gone into the disk business on the strength of an unusual foreign master deal. A pair of former G.I.'s, Julius Dixon and Roy Jorgenson, run the diskery in a partnership deal with an army buddy, Johnny "V" Vrotsos Jr., who currently is an announcer and program director in the Frankfurt, Germany, section of the Armed Forces Network.

Diskery draws its recordings from Vrotsos, who slices the material with middle European musicians and singers. Dixon and Jorgenson currently are trying to line up a distrib network to handle their European-recorded diskings. The platters are mainly of a jazz variety, but also include some pop vocal sides. Vrotsos will come to the U. S. on August 7 to do a brief promotion tour on behalf of his recordings.

New Phono Record, But Nobody Spins

NEW YORK, July 29.—Music industry execs registered an Oh, Yeah! attitude with respect to a statement by E. F. McDonald, president of Zenith Radio Corporation, indicating that "an entirely new type of phonograph record is designed to reach the public in the near future."

McDonald, in a message to his stockholders, described as an innovation the new Cobramatic record changer, "which will play automatically any size phonograph record from 7 to 12 inches, at any speed from 10 to 85 r.p.m." He added that "this changer can be instantly set to play any of the three standard speeds . . . now on the market, with fine speed adjustment to give the exact pitch and tempo desired." This innovation, he stated, would make possible the new type disk.

Zenith execs, contacted late this week, stated, however, that the new type disks are "a long way down the road yet."

Cincy Park Booking Clicks for Morgan

CINCINNATI, July 29.—Al (*Jealous Heart*) Morgan Friday (28) completed a successful week's engagement as free act on the mall and attraction in the ballroom of Coney Island here, marking the first amusement park engagement for the singing pianist and the first time Coney has used such an act.

Morgan, accompanied by a six-piece orchestra he brought with him, gave daily free performances at 4 and 9 p.m. atop a specially built platform on the mall and appeared twice nightly in Moonlite Ballroom. Morgan drew large crowds on the mall and 3,200 paid admissions in the ballroom Saturday night (22). The Clyde Trask band accompanied him in the territory. About 2,000 people, including 800 paid admissions, saw Morgan Tuesday (25) in the ballroom, the biggest Tuesday night in two years for the dancery. Tuesday is ladies' night in the ballroom, the management offering free admission to fems, whether accompanied or unaccompanied by men.

Edward L. Schott, president and general manager of Coney, expressed satisfaction with the date. Altho he has not formed a definite policy, Schott said, the success of the Morgan date indicates that amusement park goes like acts of Morgan's type and that similar attractions may be used at Coney if they become available.

Jubilee's Expansion Takes Pops, Westerns

NEW YORK, July 29.—Jubilee Records, heretofore limited to rhythm and blues disks, is expanding into the pop, Western and other categories.

Diskery is signing additional artists, and this week concluded pacts with warbler Sylvia Froos, ukulele artist Harry Martin, and folk singer Harry Belafonte.

Who's Burning?

ATLANTIC CITY, July 29.—When tenor sax man Red Spencer quit the Five Blue Flames last month, he formed an outfit of his own. Appropriately enough, he called it the Five Red Flames. Now, both units are working at local spots; the Red Flames at Weekes' Cocktail Lounge and the Blue Flames at the Paradise—within a block of each other.

Hwd. Local Gets Tele - Film Job

NEW YORK, July 29.—Supervision of TV film work has been assigned to Local 47, Hollywood branch of the American Federation of Musicians (AFM), by James C. Petrillo, federation prexy. General sales and conditions pertaining to such engagements already have been carried in *The Billboard*. Scale is generally the same as for motion picture recording.

This month's Overture, official organ of Local 47, carries additional information regarding use of orchestrations and/or arrangements previously used for motion pictures or any other field. In the event a TV film producer wishes to use such material, the orchestrators and/or arrangers must again be paid the prevailing scale for such reuse. However, after once paying for such orchestrations and/or arrangements to be used in TV film, the producer is permitted to reuse same for any future TV productions without additional payment.

AFM will notify Local 47 as soon as new TV firms sign up with AFM. In the meanwhile, AFM states that leaders and orchestra managers must notify the TV film rep of Local 47 before accepting any TV film engagements.

2d "Clavier" Set Due in November

NEW YORK, July 29.—The second of the projected six volumes of the Bach *Well-Tempered Clavier*, played by harpsichordist Wanda Landowska, has been scheduled for release by RCA Victor late in November. The first set, issued five months ago, is well on its way to breaking the amazing sales mark set by the same artist's version of the Bach *Goldberg Variations*, issued in 1946. The latter release has sold 35,000 sets, but the *Well-Tempered Clavier* in a five-month period, has already passed the 18,000 mark. Latter figure includes 78, 45 and LP units.

Victor's announcement of the release at this early date is in reply to dealers' requests whether or not the diskery plans to go thru with its project to release the entire series of Bach works. A French cutting of the set by Isabel Neff, a Landowska pupil, is currently available here on the imported L'Oiseau Lyre label.

Miss Landowska is also working on two books on the *Well-Tempered Clavier* which she expects to complete in two years. Her cutting of the *Goldberg Variations* will be issued in the near future on all three speeds.

R&B Field Turns to Honor Roll of Hits for Material

NEW YORK, July 29.—The rhythm and blues field now is turning to the Honor Roll of Hits for material. This constitutes a revival of an ancient practice in that specialized market. In addition to r&b coverage of such ditties as *I Wanna Be Loved, It Isn't Fair* in singing versions by such artists as Dinah Washington, the field currently is attempting to market hit pop tunes in jazz instrumental fashion.

An outstanding current instance is the Gene Ammons' tenor sax solo version of *My Foolish Heart*, which was issued by a comparatively slight diskery called Chess Records. The diskery has met with some success in the r&b market and already has made way for other similar ventures. Sonny Stitt, another sax specialist, has done *Count Every Star*, another hit ballad, for the Prestige label, while Ammons has done *I Wanna Be Loved* as a sequel to the *Heart* etching.

Rachmaninoff Org Waxes His Works

NEW YORK, July 29.—The Rachmaninoff Society, a non-profit organization dedicated to gaining recognition of the late composer-pianist's works, enters the record business with its first LP disk next week. Present program, according to Executive Secretary Noel Farrand, calls for three issues per year, which will be made available to members first at no charge. Annual membership fee is \$10. Within several weeks they will also be issued to dealers and distributors.

The diskery's program calls for the recording of 60 previously unrecorded songs and four operas by Rachmaninoff, among other works. Many are unknown outside of Russia. First disk will feature the *Sorati No. 2* (1913) and *Eight Etudes Tableaux*, played by pianist Bernhard Weiser. The disks will retail for \$5.95.

Members of the organization's executive board include Dimitri Mitropoulos and Benno Hloisselvitich.

RCA Distrib Corp. To Buy Buff. Outlet

NEW YORK, July 29.—RCA Victor Distributing Corporation, wholly owned RCA subsidiary, will purchase the physical properties of Bickford Bros. Company, wholesale distributors in the Buffalo and Rochester areas. The transfer will become effective August 1, according to Paul Wolk, Bickford prexy, and H. M. Winters, director of RCA Victor's distribution department. Earl Hart will head up the operation as general manager.

RCA Victor Distributing Corporation, with headquarters in Chicago, operates its own branches in that city and in Detroit and Kansas City, Mo.

World Steps Up Flow Of Hot BMI Tunes

NEW YORK, July 29.—World Broadcasting System, transcription library servicing broadcasters, is increasing its releases of Broadcast Music, Inc. (BMI) tunes. Herb Gordon, firm's executive producer, stated the calibre of BMI material necessitated the move.

In the next few weeks Bob Eberle is to cut 10 BMI tunes for World, as will Jimmy Atkins, singer-guitarist. In the past several weeks some 60 BMI numbers have been waxed for World by the Cass County Boys, Johnny Bond and the New World Singers.

Fall Boost Due ILO Treaty on Actor Rights

Plan November Confab

(Continued from page 4)

was held last October when the treaty was first endorsed.

When the advisory committee meets again it will have available material now being collected by ILO staffers on entertainers' working conditions in the 60-odd member nations of the labor organization. ILO is paying particular attention to the workings of the welfare plan of the American Federation of Musicians (AFM) with the idea of encouraging the adoption of similar plans in other nations.

The committee will also continue initial discussions of a possible treaty provision giving performers right to subsequent use of their work in disks, films and other canned performances. The idea is much the same as that advanced by AFM at its recent Houston convention.

If the suggestion is included in the eventual treaty, it is certain to stir controversy in this country, since a pact would take precedence over domestic law which has no provision for performer rights in recordings or films.

The actual drafting of any performers' rights treaty is considered at least a year off. Tho permitting the preliminary steps, ILO has yet to authorize a pact. If war develops, the pact would go on the shelf indefinitely.

Cap's Final Sales Session in L. A.

HOLLYWOOD, July 29.—Capitol Records will hold its sixth and final regional sales meeting Sunday (30) in Los Angeles, similar to meets recently held in Chicago, Cleveland, New York, Atlanta and Dallas. As in the latter, Cap's Prexy Glenn Walllich, Sales Veepee Floyd Blitker, Artist-Repertoire Veepee Alan Livingston and sales promotion topper Hal Cook will unveil the diskery's fall anticipation sales program and reveal details of the Bozo toy sales plan for dealers. Entire Western regional sales staff will sit in on the meeting.

Fall anticipation program will put significant emphasis on Cap's kidisk line, with Livingston, who heads the label's top tallow department, previewing new material to be introed in the forthcoming season.

PUBS PLAN SHEET HYPES

NEW YORK, July 29.—The music publisher representatives working on an industrial plan to hype sheet music sales, will meet on August 9 to discuss details of the proposal to be submitted to the syndicate music sales facilities in stores.

Weiss' New Tub

HOLLYWOOD, July 29.—Drummer Sam Weiss, of the Jack Benny air show, will beat a new-type tub henceforth. He has branched into the personal management field, inking singers Don Craig and Terca Lea and thesp Johnny McGovern to p.m. pacts.

He'll be back at the drum sticks next season with Benny, so in case the management rep biz fails to click, there's always the skins to beat for a living. He already has sold McGovern to pix and put Craig on Capitol Records on a one-shot basis.

MUSIC—AS WRITTEN

Military, Thiele Form New Rep Office

Frank Military and Bob Thiele, proxy of Signature Records, have formed a personal management unit registered as Military Thiele, Ltd. Talent already inked includes thrushes Anita O'Day, Lily Ann Carol and Irene Stevens. The Galli Sisters and warbler Jimmy Saunders are also in the stable. Miss O'Day, incidentally, was re-signed by Signature, with her first release under the new pact to be released early in September. The thrush has been booked into the Copa, Pittsburgh, for two weeks, starting August 7.

Bob Heller Joins Rainbow Diskery

Bob Heller, brother of Rainbow disk Proxy Eddie Heller, joins the diskery this week as sales manager and deejay promotion chief. He will handle these chores also for Rainbow's affiliated labels, Riviera, Derby and Star of David. Heller was formerly manager of Mason's, music-radio-phono store in Wilmington, Del. Rainbow is currently mapping plans to open a West Coast office.

Band Leader Sues Nitery Owners

Band leader Al Gentile, Old Lyme, Conn., has brought suit for \$3,000 against Harold H. and Michael Andreoli, New London, Conn., according to papers filed in New London Common Pleas Court. Also named as defendants are Mezio and Vilelma Andreoli, also of New London. Gentile was granted a judgment April 19 of \$2,040 and costs of \$63.74 in a prior suit against Harold and Michael Andreoli when they conducted the Blue Meadows Restaurant, New London, but they have failed to pay the judgment, Gentile's complaint states. Mezio and Vilelma Andreoli were sureties on a bond given to release an attachment made in Gentile's prior suit.

Joan Whitney and Alex Kramer Make New Music

Joan Whitney and Alex Kramer, publishers and clefters of a string of hits, including "Far Away Places," "My Sister and I" and "Love Somebody," enter into still another partnership August 3 when they become Mr. and Mrs.

New York:

Fernando Castro, Southern Music's Latin-American chief, is on a two-week vacation in Mexico and Cuba. . . . Warbler Roger Coleman has signed a booking deal with the Willard Alexander office. . . . Mr. and Mrs. Saul Borne returned Thursday (27) from a two-month vacation in Europe. . . . Isadora Bennett has been engaged as publicity director of the New York Opera Company for the coming season. She succeeds Margaret Hartigan, who now heads the publicity staff for RCA Victor's Red Seal department. . . . Malverne has been named New York and New England distrib for the Children's Record Guild by the diskery's sales manager, Irv Katz.

Banner Records, Jewish-language diskery, has set a deal with Chaus, SRL, of Buenos Aires, for pressing and distribution of Banner wax in South America. Banner has first option on any material cut by the Latin outfit. . . . Victor Red Seal artist Lottie Lehmann is the latest longhair name to sign for duty in 20th Century Fox's concert film series. The film series has also skedded a half-hour chamber music program played by Heifetz, Rubenstein and Platigorsky. . . . Kappi Jordan has signed warbler Burt Taylor to a personal management pact. Taylor was formerly a member of The Tattlers. . . . Irving Kolodin, music editor of the Saturday Review of Literature, has been commissioned to annotate Columbia's disk issue of Benny Goodman's historic 1938 Carnegie Hall concert. . . . Columbia Records has taken over the original ABC-Eagle master, "Old Man Atom," warbled by Sam Hinton. Relabeled disk will be issued this week. . . . Warbler Bob Haymes has signed with General Artists Corporation (GAC) and goes into Chubby's, Philadelphia, for two weeks August 14. He's managed by Tony Acquaviva. . . . Tunessmiths Harry Gershman and Freeda Goodman have formed their own publishing firm and have applied for membership in ASCAP. Pubbery headquarters are in Kansas City, Mo. . . . American soprano Willa Stewart has been engaged to participate in several operatic disk dates for Remington Records in Vienna.

Morey Amsterdam's most recent tunes, "Tucson" and "Sombrero Sue," have been cut for Mercury by Vic Damone. Diskery will release platters in the fall. . . . Art Rupe, Specialty Records chief, has inked King Perry and the Sandpipers to cutting pacts. . . . David B. Rogers, Central Northwestern sales rep for RCA Recorded Program Services, married Ann Louise Boynton last week in Chicago.

Bernie Cummins has had his six-week booking at the Hotel New Yorker extended another six weeks. In addition to playing the Terrace Room nightly, Cummins also handles the music for the hotel's ice show.

Louis L. Sebok, head of Decca's international recording and sales department, is ill and is recuperating at Harkness Pavilion. . . . Bobby Arkin, Decca's juke box sales promotion man, married model Lis Winters July 21. . . . Hampshire House pubbery, the Art Mooney firm, last week sold the English rights to the song "Silver Dollar," to Pic Music. . . . Red Kirk, of the Mercury label, is the country artist due for the first push in the diskery's contemplated folk field drive for his diskings of "Lose Your Blues." He was originally reported to be Eddie Kirk, who records for the Capitol label.

Billy Eckstine arrived here last week following a six-week vacation preparatory to a one-week stand at the Frolics Nitery in Salisbury, Mass., beginning Monday (31). The warbler will slice a pair of MGM disk sessions following the nitery date August 7 and 8. . . . Dana Music Company has moved its offices and warehouse to 120-33 83d Avenue, Kew Gardens here. . . . Bill Farrell has taken on pianist Ed Ryan as his accompanist; Ryan left the Ray Anthony crew to take the new job. . . . Doris Day and Gordon MacRae were forced to cancel Eastern vacation plans because of additional assignments on the Warner movie lot. . . . Tower diskery topper Dick Bradley was in town to kick off a lengthy promotion tour for the latest Bill Snyder waxing, "My Silent Love." Bradley also set the Kay Pressing Company to turn out disks for his label in the East. . . . Decca Records inked Viviane Greene to a waxing pact. The pianist-thrasher from Chicago already has re-recorded her version of "Honey, Honey, Honey," which scored a moderate success when it initially was recorded and dis-

tributed on the Trylon label. . . . Leonard Schneider, Decca exec veepee, will take a week-end whirl thru the New England territory (4-8) to visit distributors and dealers in the territory. . . . Retired orkster and veteran tunesmith Isham Jones arrived from the Coast last week for a vacation and business trip. . . . Larry Clinton is planning to come back with a new dance crew comes this fall. . . . Gene Krupa will play a benefit one-nighter in South Amboy, N. J., to help raise funds for victims of the ammunition explosion of some months ago. . . . Alec Wilder and Arnold Sundgaard have collaborated on a new musical play, which incorporated drama, music and ballet in operatic form, titled "The Wind Blows Free." Opus will have its first showing at the Antrim Playhouse, Suffern, N. Y., August 30.

Philadelphia:

Rainbow Terrace, Strafford, Pa., turns to a name band parade to carry out the rest of the season with Henry Jerome opened July 24 to follow Dean Hudson, an August 11 starting for George Olsen, with Tommy Ryan coming in August 21. . . . Melody Mac (Leonard McClain) gets a nightly remote pick-up via WFIL for his organ and songs from the Mirror Room of the Broadwood Hotel. . . . Local tunesmith Edward A. Keoury elected a writer-member of American Society of Composers, Authors and Publishers, and at the same time made a regular member of Songwriters' Protective Association. . . . Joe Martin, the name band songster and fiddler, joined Joe Frassetto at the Click where Harry Rosen, local Mercury records distributor, huddles with the maestro about a waxing deal. . . . Columbia Records inked Dick Merrick, singing at Ciro's, with first sides to be cut in the fall. . . . De Haven Sisters chirpers with the Kenmore Karavan band checked out to carry on solo under the personal management of Lee Rendi. . . . Danny Duderio, accordion; Morty Berk, piano, and Len Allen on bass, forming The Melodians bow at Chubby's, across the river in Collingswood, N. J. . . . Name bands once again reaching the up-State dance regions with dance promoter A. J. Perry offering Charlie Barnett on July 28 at Saylor's Lake Pavilion, Saylorburg, Pa., followed by Sammy Kaye on August 11; while August 12 brings Woody Herman to Central Park Ballroom near Allentown, Pa.

Hollywood:

Platter spinner Bill Anson (KFWB, KLAC-TV) steps into the ASCAP, coinciding with publication of his 50th tune, "Is Your Rent Paid Up in Heaven?" . . . Joe Perry, vet Decca Coast exec, starts his 17th year with the label. . . . Ben Selvin is shelving plans to erect his Hollywood office building. Korean crisis has curtailed building materials and boosted costs. . . . Billy Eckstine-George Shearing concert tour kicks off September 15 with disk jockey Gene Norman promoting the event at the Shrine Auditorium. This will be followed by the Oakland Aud, San Francisco Municipal Opera House, San Jose and Sacramento Aud on succeeding nights. Pair then jumps to Salt Lake's Rainbow Rendevo for a two-night stand (22-23), Denver Armory (25) and Kansas City Aud (29). . . . Southern Music has Lukas Foss, youthful American classical composer, who this year won the Prix de Rome. Pact covers his orchestral works and songs. His "Concerto for Oboe and Orchestra" will be performed by Charles Munch and the Boston Symphony Orchestra during the forthcoming season. . . . Red Dorf pulled two press agent plums for client Frankie Laine: A feature story in the August 14 issue of Collier's, written by Dean Jennings and tagged "Lucky Old Laine," illustrated with full-color photos, and changed Sunset Boulevard to Sunset Laine during his engagement at Ciro's. . . . Death of Buddy De Sylva and resulting transfer of his sizable chunk of Capitol Records stock is expected to cause rary a ripple in the label's managerial pool. Most that would possibly happen would place the heir of the De Sylva Cap holdings on the firm's board of directors. Largest stockholder, next to Proxy Glenn Wallich, is Johnny Mercer, who owns 100,000 shares. De Sylva estate gets 80,000 shares.

Hartford, Conn.:

Jim Smith, sales promotion manager of Stern & Company, Hartford area distributors of Columbia Records, vacationing at Cape Cod, Mass., is due back about August 1. . . . Jack Warner, Hartford branch manager, Capitol Records, leaves August 1 for a two-week vacation at Niantic, Conn. . . . Kramer's band furnishes dance music Wednesday thru Saturday nights at Ryan's, downtown Hartford restaurant. Maurice Landerman and his orchestra are new attraction at Castle Inn, Old Saybrook, Conn. Dody Krivitz, also prominent on the Hartford music scene, is playing the piano in the inn's cocktail room.

On the Sound Track:

Artur Rubenstein, Jascha Heifetz and Gregor Piatagorski last week faced the cameras for the sixth of nine subjects being filmed by World Artists for 20th Century-Fox release. . . . Sam Wisenthal has named Emil Newman to compose and conduct the original score of "Cry Danger" (RKO), with scoring skedded for August 20. . . . Edward J. Kay prescored six tunes for "The Bowery Thrush" (Monogram), including "Wasn't It You?" "Joshua Fit the Battle," "Blue Birds Keep Singing in the Rain," "Let's Have a Heart to Heart Talk," "You Walk By" and "Better Be Looking Out for Love." Flick rolls in August. . . . Warners invited 22 of Hollywood's top deejays to the press preview of "Tea for Two," Doris Day-Gordon MacRae co-starrer. Miss Day and Gene Nelson spent two days waxing a Columbia album of old-time tuncs from the pic. . . . Lou Forbes put Jack M. Warner's "The Gun" on the recording stage to sound-track his original score. Film will be released thru 20th Century-Fox. . . . "The Return of Gilbert and Sullivan," Irving Allen featurette, faced the lensers last week. Sportsmen quartet takes part in the pic.

'ATOM' RIGHTS TO ALAMO

HOLLYWOOD, July 29. — Pub rights to Old Man Atom were acquired by Alamo Music, Inc. (Hill & Range) by arrangement with Bibbo Music, Inc. The talking blues ditty first appeared on the ABC-Eagle label, a Coast indie, and created considerable attention which resulted in major diskery releases. Victor disked the tune with the Sons of the Pioneers and rushed it into release three days

after the recording session. Coral covered the tune with Ozie Waters. According to reports, Columbia is negotiating to buy the original ABC-Eagle cutting which features Sam Hinton.

Interest in the tune skyrocketed since outbreak of hostilities in Korea. Ditty was clefted by Vern Partlow and Irving Bibbo. Altho terms of the Alamo-Bibbo deal were not revealed, its understood Bibbo pubbery will participate in tune's royalties.

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		There Will Never Be Another You Can't We Talk It Over	ANDREWS SISTERS 27115 9-27115*			Blue-Light Boogie—Two Parts	LOUIS JORDAN 27114 9-27114*
		Stars Are The Windows Of Heaven Jolly Fella Taramella	ANDREWS SISTERS 24965 9-24965*			Show Me How (You Milk a Cow) I Want A Roof Over My Head (And Bread On The Table)	LOUIS JORDAN 27129 9-27129*
		Our Little Ranch House Here, Pretty Kitty	GUY LOMBARDO 27092 9-27092*			Thinking Of You Here In My Arms	DON CHERRY 27128 9-27128*
		The 3rd Man Theme The Cafe Mozart Waltz	GUY LOMBARDO 24839 9-24839*			Steal Away Just A Closer Walk With Thee	RED FOLEY 14505 9-14505*
		Boo-Hoo A Sailboat In The Moonlight	GUY LOMBARDO 27015 9-27015*			Our Lady Of Fatima The Rosary	RED FOLEY 14528 9-14528*
		Swingin' In A Hammock (There Ought To Be A) Moonlight Saving Time	GUY LOMBARDO 27016 9-27016*			When God Dips His Love In My Heart Will The Circle Be Unbroken	RED FOLEY 14522 9-14522*
		Goodnight Irene Tzena Tzena Tzena	GORDON JENKINS and THE WEAVERS 27077 9-27077*			Goodnight Irene Hillbilly Fever #2	RED FOLEY and ERNEST TUBB ERNEST TUBB and RED FOLEY 46255 9-46255*
		Bewitched Where In The World	GORDON JENKINS 24983 9-24983*			Chattanooga Shoe Shine Boy Sugarfoot Rag	RED FOLEY 46205 9-46205*
		My Foolish Heart Don't Do Something To Someone Else (That You Wouldn't Want Done To You)	GORDON JENKINS 24830 9-24830*			Mississippi Old Kentucky Fox Chase	RED FOLEY 46241 9-46241*
		Sentimental Me Copper Canyon	RUSS MORGAN 24904 9-24904*			Unfaithful One I Love You Because	ERNEST TUBB 46213 9-46213*
		Count Every Star If You Were Only Mine	DICK HAYMES and ARTIE SHAW 27042 9-27042*			Throw Your Love My Way Give Me A Little Old Fashioned Love	ERNEST TUBB 46243 9-46243*
		La Vie En Rose The River Seine (La Seine)	VICTOR YOUNG 24816 9-24816*			Slippin' Around With Jole Blon Steppin' Out	MERVIN SHIMER 46253 9-46253*
						The Natural Facts I Heard My Mother Call My Name	SISTER ROSETTA THARPE and SAM PRICE YRID 48166 9-48166*

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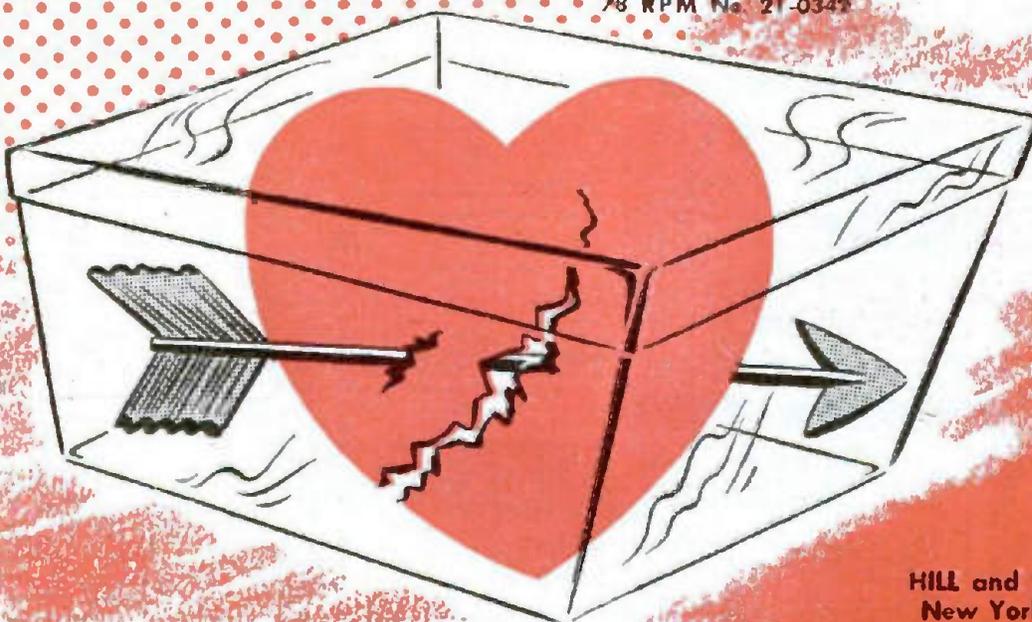
THE TENNESSEE PLOWBOY

Exclusive
ROA VICTOR
RECORDING ARTIST
45 RPM . . . 78 RPM



**ENCLOSED,
ONE BROKEN
HEART**

45 RPM No. 48-0342
78 RPM No. 21-0342



Affiliated
HILL and RANGE SONGS Inc.
New York and Beverly Hills

THOMAS A. PARKER • Box 417 • MADISON, TENN.

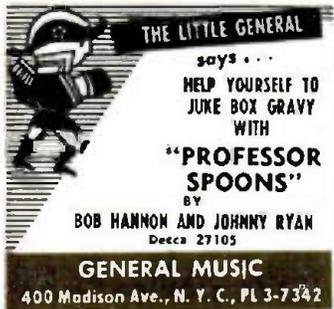
Valdera Intros Church Wax Plan

PHILADELPHIA, July 29.—Felix Valdera, proprietor of the two local Paramount record shops, has introduced a unique recording plan for churches. Valdera had originally planned to launch his own label and installed a recording studio over one of his shops. However, instead of his own label, which would have been devoted to spiritual singing groups, Valdera has thrown his studio open to all churches in the city.

Any pastor and his choir can come in to cut two sides at no expense or without financial obligation. The cost of making the sides is taken out of record sales to members of the congregation and those sold in the Paramount shops. In addition, the privately released spiritual sides will come in for heavy plugging on the nightly record shows sponsored by Paramount on WIBG. Valdera sponsors an hour at midnight, with half the time devoted to spiritual and blues sides and the other 30 minutes making up a 'Jumpin' at the Record Shop' pop session.



FROSTY the SNOW MAN
The Hottest Man on Ice
Copyright 1950 by Hill and Range Songs, Inc., N. Y. All Rights Reserved.



THE LITTLE GENERAL
says...
HELP YOURSELF TO JUKE BOX GRAVY WITH "PROFESSOR SPOONS" BY BOB HANMON AND JOHNNY RYAN
Decca 27105
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
1619 BROADWAY • NEW YORK 14, N. Y.

Another BMI Pin-Up Hit!
COTTON CANDY AND A TOY BALLOON
Published by Hill & Range
RECORDED BY
Dinah Shore (Cal)
Rosalie Allen-Elton Britt (Vic)
Kay Brown (Mer)
Non-exclusively licensed by
BROADCAST MUSIC, INC.

ON THE STAND

Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

Buddy Williams

(Steel Pier, Atlantic City, Wednesday, June 28)

TRUMPETS: Sandy Canaris, Robert Hartzell, Del Davis.
EUPHONIUM AND TROMBONE: Walt Liddell, Bill Grandy, Bob Lambert.
SAXES: Milton Schata, Bob Trefz, Leany Hartzell, Jack Davis.
TUBA: Abe Torchia.
RHYTHM: Oscar Prushankin, piano; Larry Yetter, bass; Max Speeter, drums.
LEADER, SAX, CLARINET and PIANO: Buddy Williams.
VOCALS: Ray Justice, Dick Stanley.
ARRANGER: Buddy Williams.
ROAD MANAGER: Al Straneri.

The tag, "Golden Echo Music," only begins to describe the freshest sound in dance music since the rise of Glenn Miller. It's a fairly safe bet that other bands will be scurrying around looking for double-bell euphonium players since this unusual instrument permits a new range of tonal color with maximum volume. Williams uses three of them, and when they play thru the larger bell in concert with the tuba, the effect is similar to a huge organ in its middle octaves. If the Miller voicing is an effort to emulate the soprano pipes of an organ, Williams's sound is that

of the baritone range. When the smaller bell of the instrument is used, it's like a choir of French horns, but with more volume than the latter could possibly produce. The tuba is used most frequently as a voice, rather than as a rhythm instrument. On jump numbers it helps out the rhythm section, but with rhythmic counter figures rather than oom-pahs. On most up numbers the euphonium section switches to the conventional trams to achieve more bite. Williams has evidently worked hard with this section, since it performs with symphonic precision for maximum effectiveness as a trade-mark.

The same discipline prevails in the sax section, which differs from the Miller format in its voicing of clarinet lead over three tenors and bary. Williams handles most of the tenor soloing and gets a beautiful legit tone. In an occasional Dixieland special he handles the clarinet capably. The versatile maestro, who arranged the book, even takes over at the piano for flashy rumba and samba novelties.

Williams, a thoroly schooled musician, has been a sideman with several leading bands, including Miller, and in recent years has been a Philadelphia edition of Meyer Davis. What he plays is strictly dance music except when the band is putting on its show. The show, which the dancers ate up, consists mainly of expert imitations by rotund Dick Stanley. His take-offs on Rose Murphy and Frankie Laine are excellent. The band's show-stopper is its concert version of Slaughter on 10th Avenue. Their material should go big in theaters.

Young thrush Kay Justice warbles ballads with a rich sound and shows plenty of promise. However, she could give more attention to grooming.

Rainbow Records, to whom Williams is under contract, is handling the guidance and promotion of the band, appearing here for its first date outside of Philly. Personally and musically, Williams has the talent and savvy for the big time.

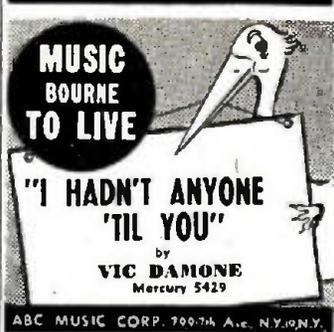
Bill Simon.



GONE FISHIN'
recorded by
JIMMY ATKINSRainbow
BILL DARNELCoral
ARTHUR GODFREYColumbia
JOHNNY GUARNIERIAdmiral
THREE SUNSRCA Victor
others to follow
LEO FEIST, INC.



"I'M BASHFUL"
SANTLY-JOY, INC.
1619 Broadway New York, N. Y.



MUSIC BOURNE TO LIVE
"I HADN'T ANYONE 'TIL YOU"
by VIC DAMONE
Mercury 5429
ABC MUSIC CORP. 700-7th Ave. N.Y. 10, N.Y.



THIS YEAR EVERYONE WILL CELEBRATE THANKSGIVING WITH
"LITTLE JOHNNY PILGRIM"
HILL & RANGE SONGS, INC.

Resin Supply Ample If War Doesn't Grow

(Continued from page 10)

stone and acetic acid. Both are reported to be in good supply.

A Commerce spokesman said that in a preliminary survey of commodities for which allocations will be necessary, the agency decided that no priority system for vinyl resins is currently needed. Even without an allocations system, military orders will have to be filled first by vinyl producers. Commerce figures, however, that there will be sufficient vinyl left after military orders are filled for all civilian requirements. That, however, is based upon the assumption that the Korean war remains localized.

The disk industry is likely to feel a pinch in manpower as the draft machinery is stepped up to meet new statutory demands for increases in the armed forces. On this score, the disk industry is believed facing more serious uncertainties than in the lack of production materials, except where diskeries are able to convert to military production.

The manpower drain is not expected to hit recording talent seriously in the immediate future, particularly since military authorities are placing stress on moral-building in the armed forces. Entertainment via records and show tours come under this category. The Pentagon's interest in enlisting the aid of recording talent was evinced last week at an all-day meeting at which formal go-ahead plans were given for expansion of the Associated Services for the Armed Forces (ASAF), successor organization to USO. Military authorities gave encouragement to creation of a national ASAF sponsoring committee which will include some of the biggest names among disk artists and others in the entertainment world.

SPIER BOWS OUT

(Continued from page 10)

four active catalogs comprising the Chappell interests. The others are Chappell, T. B. Harms and Williamson Music.

Stanley stated that no changes in the staffs of the subsidiaries are contemplated "for the time being."

Spier late this week said he was considering three or four offers and would probably come to a decision following a vacation of two or three weeks. Spier remarked he was anxious to build a venture for himself, and that his association with the Chappell interests had been a pleasant one over the years. He is reported as forming his own company, built around the nucleus of his catalog, Larry Spier, Inc. This catalog currently includes the promising Just Say I Love Her, waxed by Johnny Desmond for MGM; Vic Damone for Mercury; Artie Shaw and Don Cherry for Decca; Eddie Fisher-Hugo Wintherhalter for Victor.

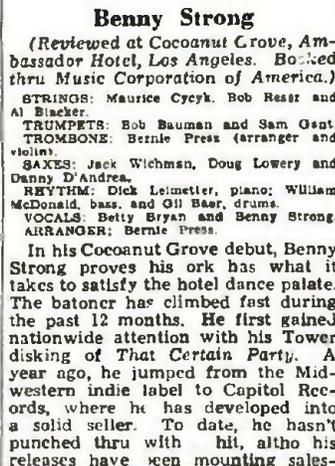
Spier also is reported considering a Broadcast Music, Inc. (BMI) deal.

wise. The anticipated "big record" should boost him to the top.

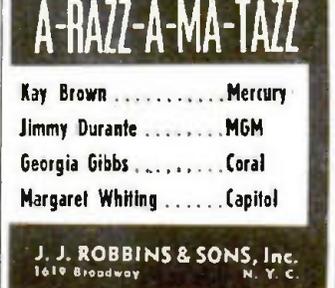
In line with current terp tastes, Strong's formula is surfire. His book is loaded with yesteryear items. Tunes are framed in simple arrangements that permit emphasis of the melody and a clearly defined, steady beat. Tempi are patterned for easy dancing. For the Latin bugs, Strong includes a generous helping of south-of-the-border importations.

Each dance set fills the floor. Coupled with the above-mentioned assets, Strong's relaxed vocal style and chirp Betty Bryan's pleasing warbling add to the ear interest. Batoner's personality is warm.

Lee Zitto.



Benny Strong
(Reviewed at Coconut Grove, Ambassador Hotel, Los Angeles. Booked thru Music Corporation of America.)
STRINGS: Maurice Cyck, Bob Reisz and Al Blacker.
TRUMPETS: Bob Bauman and Sam Gant.
TROMBONE: Bernie Press (arranger and violin).
SAXES: Jack Wichman, Doug Lowery and Danny D'Andrea.
RETTING: Dick Leimetter, piano; William McDonald, bass, and Gil Beer, drums.
VOCALS: Betty Bryan and Benny Strong.
ARRANGER: Bernie Press.
In his Coconut Grove debut, Benny Strong proves his ork has what it takes to satisfy the hotel dance palate. The batoner has climbed fast during the past 12 months. He first gained nationwide attention with his Tower dishing of That Certain Party. A year ago, he jumped from the Midwestern indie label to Capitol Records, where he has developed into a solid seller. To date, he hasn't punched thru with a hit, altho his releases have seen mounting sales-



A-RAZZ-A-MA-TAZZ
Kay BrownMercury
Jimmy DuranteMGM
Georgia GibbsCoral
Margaret WhitingCapitol
J. J. ROBBINS & SONS, Inc.
1619 Broadway N. Y. C.

NO.



Top Selling Popular Male Vocalist
with Retailers Coast to Coast

According to the Billboard
3rd annual survey of Top
Recording Artists, published
July 15, 1950.

THANK YOU RETAILERS

For Your Many Votes of Confidence

Current Hits...

LA VIE EN ROSE
VALENCIA

Coming Up...

MUSIC MAESTRO, PLEASE
THE BIG DIPPER

RCA Victor Records

Tony Martin

Record Promotion

Hollywood — Jerry Johnson

Chicago — Saxie Dowell

New York — Buddy Basch

LORRY RAINE
Vocal with Cliff Parman's Orchestra

"Strangers"

backed by
"ANNA FROM HAVANA"

753
78 RPM
75¢ plus tax

30178
45 RPM
75¢ plus tax

LONDON
RECORDS

The Billboard
MUSIC POPULARITY CHARTS

The Nation's Top Tunes

PART I

Based on reports received last three days of Week Ending July 28

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. MONA LISA | By Jay Livingston and Ray Evans
Published by Famous (ASCAP)
From the Paramount film, "Captain Carey, U. S. A."
Records available: Dennis Day-M. Rene Ork, V 20-3793; M. James Ork, Col(78)38768, (33)2-588; N. "Wing" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Helmes Ork, MGM 10689; C. Spivak Ork, London 639; V. Young Ork, Dec 27048; B. Cole, Capitol 1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54497.
Electrical transcription libraries: Norman Chautier's Ork, Thesaurus; Dean Hudson, Lang-Worth; Dick Jurgens, Associated. | 1 |
| 2. I WANNA BE LOVED | By John W. Green, Billy Rose and Edward Heyman.
Published by Supreme (ASCAP)
Records available: T. Bennett-M. Manning, Col(78)38825, (33)1-646; 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 (78)1044, (45)F-1044; B. Cox-C. Hobbs, Col 20279; R. McKinley Ork, V(78)20-3436, (45)47-4902; D. Washington, Mer 8181; O. Bradley, Coral 60281; C. Williams Ork, Varsity 268.
Electrical transcription libraries: Fran Warren, Thesaurus; Eugenie Baird, Lang-Worth; Skinny Ennis, Standard. | 2 |
| 3. TZENA, TZENA, TZENA | (Copyright in dispute)
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 3885; The Weavers, Dec 27053; V. Damone, Mercury 5454; W. Solek Ork, Columbia 12473; G. Cates Ork, Coral 60261; R. Flanagan Ork, V(78)20-3647, (45)47-3647.
Electrical transcription: Dean Hudson, Lang-Worth; Allen Roth Ork, Thesaurus. | 7 |
| 4. BEWITCHED | By Richard Rodgers and Lorenz Hart
Published by Chappell (ASCAP)
Records available: J. August-J. Murad's Harmonicats, Mer 5399; Chuck Cabot, Atomic 1002; D. 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 60102; D. Snyder, Tower 1473; M. Torme-P. Rugolo Ork, Cap 1000; C. Walter, Liberty 231; B. Goodman, Col(33)1-643; J. McKee, Varsity 266.
Electrical transcription libraries: Dave Rose Ork, Standard; Kay Arman, Associated; Claude Gordon Ork, Capitol; June Christy-Johnny Guarneri Quintet, Thesaurus; Russ Morgan, Lang-Worth. | 3 |
| 5. GOODNIGHT, IRENE | By Muddie Leubetler and John Lomas
Published by Spencer (BMI)
Records available: J. Allison, Cap 1122; Alexander Brothers, Mer 5448; R. Foley-E. Tubb, Dec 46255; Gunter Lee Carr, Dec 48167; J. Shook-D. Dillard-O. Bradley Quintet, Coral 60261; G. Jenkins-The Weavers, Dec 27077; F. Sinatra, Col(78)38892, (33)10718; D. Day-C. Dant, V(78)20-3870, (45)47-3870; L. Day, Dec 46258; J. Stafford, Cap 7142; C. Steward, Coral 60266.
Electrical transcriptions: Ray Anthony, Lang-Worth. | 8 |
| 6. THIRD MAN THEME, THE | By Anton Karas
Published by Chappell (ASCAP)
From the Carol Reed film, "The Third Man"
Records available: D. Apollo, National 9104; Cole Vienna Quartet, Col(33)1-444; T. Fleisig 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)810, (45)F-820; A. Ryerson Quintet, Coral 60168; E. Smith, Dec 24906; H. Stachow, Mer 5373; Z. Turner Ork, Regent 173; H. Winterhalter, Col 38706; B. Pollack Ork, Modern 203; F. Martin Ork, V 20-3797; V. Young Ork, Dec 27048; N. Stuart Ork, Int-9 6001; Franz Gottschalk, Tempo 470.
Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated; Jerry Gray Ork, Standard; Ben Pollack, World. | 4 |
| 7. SAM'S SONG | By Jack Elliot and Lew Quaid
Published by Sam-Weiss (ASCAP)
Records available: J. "Fingers" Carr, Cap 962; G. & B. Crosby-M. Matlock's All Stars, Dec 27112; H. Geller Ork-The Tune-Timers, Mer 5450; T. Harper-M. Klein's Dixieland Band-Four Hits and a Miss, Col(78)38876, (33)1-695; C. "Shanty" Hogan-B. Wayne-J. Pleis Ork, London 693; F. Martin Ork, V(45)47-3798; Melodeons, MGM 19743; L. Noble, Coral 60256; V. Young Ork, Dec 27033.
Electrical transcription libraries: Bob Crosby, Standard; Dick Jurgens, Associated; Chuck Foster, Lang-Worth. | 10 |
| 8. PLAY A SIMPLE MELODY | By Irving Berlin
Published by Irving Berlin (ASCAP)
Records available: G. & B. Crosby-M. Matlock's All Stars, Dec 27112; G. Gibby-B. Crosby Ork, Coral 60227; P. Harris-W. Scharl Ork, V(45)47-3761; D. Shore-M. Zimmerman Ork, Col(78)38837, (33)1-656; J. Stafford-The Starlighters-R. Weston's Dixie Eight, Cap 1039.
(No information on electrical transcription libraries available as The Billboard goes to press.) | |
| 9. COUNT EVERY STAR | By Bruno Coquatrix and Sammy Gallo
Published by Patton (ASCAP)
Records available: R. Anthony, Cap 859 and 979; H. Babbitt, Coral 60214; Blenders, Dec 48158; D. Haymes-A. Shaw, Dec 27042; H. Jeffries, Col(78)38732, (33)1-555; H. Winterhalter Ork, V(78)20-3697, (45)3221; Ravens, National 9111.
Electrical transcription libraries: Bob Crosby, Standard; Mindy Carson, Associated. | 6 |
| 10. HOOP-DEE-DOO | By Frank Loesser and Milton DeLugg
Published by E. H. Morris (ASCAP)
Records available: Ames Brothers, Coral 60209; P. Corno-The Fontane Sisters-M. Ayres Ork, V 2-3747; D. Day-Melloni-G. Wyle Ork, Vol(78)38771, (33)1-591; R. Morgan Ork, Dec 24986; K. Starr-F. DeVol Ork, Cap 980; M. DeLugg, King 15037; F. Yonawic, Col 38799; Paulette Sisters-Harmony Bells Ork, Oona 2077; L. Duddy Singers, MGM 30702; L. Weik Ork, Mer 5419; G. Wisniewski-Harmony Bells Ork, Dana 698; H. Ashley, Varsity 267.
Electrical transcription libraries: Bob Crosby, Standard; George Wright, Thesaurus; Claude Gordon Ork, Capitol; Bob Crosby, Standard; Blue Barron, Lang-Worth. | 5 |

*Jenkins, Decca Records; Miller, Columbia Records; Damone, Mercury Records; Cates, Coral Records; Flanagan, Victor Records, and other disks use lyrics by Gordon Jenkins and new music and arrangement by Spencer Ross, copyrighted by Cromwell Music. Mills Music claims its own copyright to music and has other lyrics by Mitchell Parrish which have not to date appeared on records. 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 50-31

Ships Coast to Coast, Week of August 6

POPULAR

MINDY CARSON with **HUGO WINTERHALTER'S ORCHESTRA** and **CHORUS**

You're Not in My Arms Tonight
The Touch of Your Lips
20-3878—(47-3878)*

IRVING FIELDS' TRIO

Gypsy Festival
The Fox Hunt
20-3879—(47-3879)*

Here come the **DANCE BANDS** again!

VAUGHN MONROE

Why Fight the Feeling
The Beer That I Left on the Bar
20-3880—(47-3880)*

THE FOUR TUNES

Do I Worry?
Say When
20-3881—(47-3881)*

Here come the **DANCE BANDS** again!

WAYNE KING

Waltz of the Wind
Lonesome—That's All
20-3872—(47-3872)*

COUNTRY

CHET ATKINS

Boogie Man Boogie
I Was Bitten by the Same Bug Twice
21-0367—(48-0367)*

WESTERN

SONS OF THE PIONEERS

Old Man Atom
What This Country Needs
21-0368—(48-0368)*

RHYTHM-BLUES

JOHNNY MOORE'S THREE BLAZERS

Someday You'll Need Me
The Jumping Jack
22-0095—(50-0095)*

POP-SPECIALTY

BERNIE WYTE

Roll Up the Carpet—Polka
Good Luck Polka
25-1168—(51-1168)*

*45 r.p.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 29). Obviously, sure things!

- \$ Bewitched**
Larry Green and the Honeydreamers 20-3726—(47-3726)* **7**
- \$ Bonaparte's Retreat**
Gene Krupa 20-3766—(47-3766)* **7**
Pee Wee King 21-0111—(48-0114)* **7**
- \$ 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 Cross My Fingers**
Perry Como 20-3846—(47-3846)* **7**
- \$ I'm Movin' On**
Hank Snow 21-0328—(48-0328)* **7**
- \$ I Thought She Was a Local**
Sammy Kaye 20-3828—(47-3828)* **7**
- \$ I Wanna Be Loved**
Fontane Sisters 20-3772—(47-3772)* **7**
- \$ La Vie En Rose**
Tony Martin 20-3819—(47-3819)* **7**
Melachrino Strings 20-3739—(47-3739)* **7**
Ralph Flanagan 20-3889—(47-3889)* **7**
- \$ Sam's Song**
Freddy Martin 20-3798—(47-3798)* **7**
- \$ Valencia**
Tony Martin 20-3755—(47-3755)* **7**



★ . . . 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.

- ★ Pink Champagne**
Ralph Flanagan 20-3847—(47-3847)*
No. 10 Disc Jockeys' Pick, Billboard, July 29.
- ★ Three Little Rings**
Fontane Sisters 20-3814—(47-3814)*
No. 9 Disc Jockeys' Pick, Billboard, July 29;
No. 3 Operators' Pick, Billboard, July 29.
- ★ Tom Cat Blues**
Eddie Marshall 21-0357—(48-0357)*
No. 3 Country and Western Disc Jockeys' Pick, Billboard, July 29.
- ★ Jet**
Three Suns with Larry Green
20-3834—(47-3834)*
No. 2 Retailers' Pick, Billboard, July 29.
- ★ Phantom Stage Coach**
Vaughn Monroe 20-3818—(47-3818)*
No. 1 Retailers' Pick, Billboard, July 29;
No. 9 Disc Jockeys' Pick, Billboard, July 29;
No. 4 Retailers' Pick, Billboard, July 29;
No. 3 Operators' Pick, Billboard, July 29.

TIPS WATCH . . . "I NEED YOU SO"
DON CORNELL'S

The stars who make the hits are on

RCA VICTOR Records

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

JAN FEB MAR *The* APRIL MAY JUNE *Swings* JULY AUG SEPT to OCT NOV DEC "45"

RCA Victor Custom Record Sales sets new price policy!

... New ordering and reordering 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
120 East 23rd St.
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 PART II Sheet Music

Based on reports received last three days of Week Ending July 28

BEST-SELLING SHEET MUSIC

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

POSITION	Weeks Last This to date Week Week	Title	Publisher
8	1	1. MONA LISA (F) (R)	Famous
19	2	2. THIRD MAN THEME (F) (R)	Chappell
4	11	3. SAM'S SONG (R)	Sam Weiss
11	4	4. I WANNA BE LOVED (R)	Supreme
16	7	4. OLD PIANO ROLL BLUES, THE (R)	Leeds
15	3	6. BEWITCHED (R)	Chappell
5	8	7. PLAY A SIMPLE MELODY (R)	Berlin
10	5	8. COUNT EVERY STAR (R)	Paxton
14	6	9. HOPP-DEE-DOO (R)	E. H. Morris
3	10	10. GOODNIGHT, IRENE (R)	Spencer Music Corp.
8	15	11. I DON'T CARE IF THE SUN DON'T SHINE (R)	Famous
2	—	11. I DIDN'T SLIP, I WASN'T PUSHED, I FELL (R)	Remick
22	9	13. MY FOOLISH HEART (F) (R)	Santly-Joy
1	—	14. TZENA, TZENA, TZENA (R)	Copyright in dispute
2	15	15. LA VIE EN ROSE (R)	Harms

ENGLAND'S TOP TWENTY

POSITION	Weeks Last This to date Week Week	Title	English	American
7	2	1. BEWITCHED	Chappell	Chappell
16	1	2. MY FOOLISH HEART	Sun	Santly-Joy
11	3	3. OEARIE	Campbell-Connelly	Laurel
13	4	4. OLD PIANO ROLL BLUES, THE	Leeds	Leeds
8	10	5. DADDY'S LITTLE GIRL	Yale	Beacon
12	6	6. LET'S DO IT AGAIN	Lennox	Robbins Music
12	5	7. OH, YOU SWEET ONE	Southern	General Music
8	7	8. I REMEMBER THE CORN FIELDS	Arcadia	Leeds
28	9	9. JEALOUS HEART	New World	Acuff-Rose
16	8	10. C'EST SI BON	Peter Maurice	Leeds
12	12	10. QUICKSILVER	E. H. Morris	E. H. Morris
3	13	13. IF I LOVED YOU	Williamson	*
7	11	14. TWO ON A TANDEM	Pic, Ltd.	*
11	16	15. ME AND MY SHADOW	Francis Day	Bourne
20	15	16. CHATTANOOGIE SHOE SHINE BOY	Pic, Ltd.	Acuff-Rose
5	14	17. A LOAD OF HAY	John Fields	*
28	18	18. DOWN IN THE GLEN	L. Wright	Mills Music
3	17	19. YOUR HEART AND MY HEART	Lawrence Wright	*
1	—	20. CANDY AND CAKE	Irwin Dash	Oxford Music

*Publisher not available as The Billboard goes to press.

(NOTE TO DESK: American publisher of No. 19 (Your Heart and My Heart) was designated last week as being Pickwick Music. However there is some legal difficulty involved so we have deleted Pickwick and replaced the asterisk.)

INTERESTING FIGURES



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TOP TUNES OF THE DAY

On 78 and 45!

78 RPM 45 RPM
↓ ↓

POPULAR

- "MONA LISA" Nat "King" Cole.....1010 F1010
- "NOLA" and "JEALOUS" Les Paul.....1014 F1014
- "BONAPARTE'S RETREAT" Kay Starr.....936 F936
- "SOMETIME" and "NO OTHER LOVE"
Jo Stafford.....1053 F1053
- "SAM'S SONG" and "IVORY RAG"
Joe "Fingers" Carr.....962 F962
- "CLOSE YOUR PRETTY EYES" and
"FOOL'S PARADISE"
Margaret Whiting-Jimmy Wakely....1065 F1065
- "PLAY A SIMPLE MELODY" Jo Stafford..1039 F1039
- "I LOVE YOU BECAUSE" Jan Garber.....983 F983
- "MISSISSIPPI" Kay Starr.....1072 F1072
- "SNOOKY OOKUMS" and
"ROOTEE TOOTEE" Joe "Fingers" Carr..1074 F1074
- "HOOP-OEE-DOO" Kay Starr.....980 F980
- "BLIND DATE" and "HOME COOKIN'"
Margaret Whiting-Bob Hope.....1042 F1042

WESTERN

- RAMBLIN' JIMMIE DOLAN
"I'll Sail My Ship Alone".....952 F952
- JOE ALLISON
"Goodnight Irene".....1122 F1122
- JESS WILLARD
"New Panhandle Rag".....1101 F1101
- TEX WILLIAMS
"Happy Feet".....1087 F1087
- LEON PAYNE
"I Couldn't Do A Thing Without You"..1093 F1093
- JIMMY WAKELY
"Sugar Plum Kisses".....1066 F1066
- BILLY WALKER
"Alcohol Love".....1097 F1097
- CLIFFIE STONE
"Westphalia Waltz".....1109 F1109
- EDDIE KIRK
"Sugar Baby".....1048 F1048
- JIMMY WAKELY
"Under The Anheuser Bush".....1024 F1024



DEALERS! Your Capitol Salesman Has An Exciting Fall Surprise For You!

It's a SMASH!
THE "SLIPPING AROUND" OF 1950

KAY STARR "AIN'T NOBODY'S BUSINESS"
TENNESSEE ERNIE BUT MY OWN"
coupled with
"I'LL NEVER BE FREE"
78 rpm No. 1124 • 45 rpm No. F1124

We announced this one in last week's Billboard—now it's breaking sales records all over the country.

"MONA LISA"

NAT "KING" COLE
78 rpm No. 1010 • 45 rpm No. F1010

JIMMY WAKELY
78 rpm No. 1151 • 45 rpm No. F1151

BUDDY COLE at the Console
78 rpm No. 1104 • 45 rpm No. F1104

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

TEX RITTER'S SENSATIONAL Recording

"THE FIERY BEAR"
(HOT AS TODAY'S HEADLINES!)
coupled with "THE PLEDGE OF ALLEGIANCE"
78 rpm No. 1141 • 45 rpm No. F1141

JO STAFFORD Two Smash Sides!

"GOODNIGHT, IRENE"
coupled with "OUR VERY OWN"
78 rpm No. 1142 • 45 rpm No. F1142

The Billboard

MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week Ending July 28

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. 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 1. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks to date	Last Week	This Week	Title	Artist	Label
9	1	1	MONA LISA	Nat "King" Cole and the Trio	Cap(78)1010; (45)F-1010—ASCAP
4	3	2	GOODNIGHT, IRENE	G. Jenkins Ork and the Weavers	Dec(78)27077; (45)9-27077—BMI
13	2	3	I WANNA BE LOVED	Andrews Sisters-G. Jenkins Ork	Dec(78)27007; (45)9-27007—ASCAP
4	5	4	TZENA, TZENA, TZENA	M. Miller Ork	Col(78)38885; (3)31-706—ASCAP
5	6	5	TZENA, TZENA, TZENA	G. Jenkins Ork and Weavers	Dec(78)27077; (45)9-27077—ASCAP
11	4	6	COUNT EVERY STAR	R. Anthony	Cap(78)979; (45)F-979; Cap(78)859; (45)F-859—ASCAP
3	22	7	TZENA, TZENA, TZENA	V. Damone	Mercury(78)5454; (45)5454X—ASCAP
2	15	8	SIMPLE MELODY	Gary and Bing Crosby-M. Matlock's All Stars	Dec(78)27112; (45)9-27112—ASCAP
7	8	10	BONAPARTE'S RETREAT	K. Starr	Cap(78)936; (45)F-936—BMI
13	10	11	BEWITCHED	G. Jenkins Ork	Dec(78)24993; (45)9-24993—ASCAP
13	—	11	SENTIMENTAL ME	R. Anthony Ork-R. Deauville	Cap(78)1923; (45)F-923—ASCAP
11	12	13	BEWITCHED	D. Day	Col(78)38698; (3)31-480—ASCAP
24	7	14	SENTIMENTAL ME	Ames Brothers	Coral 60140; (45)F-890—ASCAP
7	14	15	LA VIE EN ROSE	P. Weston Ork	Cap(78)890; (45)F-890—ASCAP
15	19	16	HOOP-DEE-DOO	P. Cano-The Fontaine Sisters	V(78)20-3747; (45)47-3747—ASCAP
10	16	17	COUNT EVERY STAR	H. Winterhalter	V(78)20-3697; (45)47-3221—ASCAP
4	13	18	SAM'S SONG	J. "Flippers" Carr	Cap(78)962; (45)F-962—ASCAP
7	17	18	I WANNA BE LOVED	Fontane Sisters-H. Winterhalter Ork and Chorus	V(78)20-3772; (45)47-3772—ASCAP
14	9	20	HOOP-DEE-DOO	K. Starr-DeVol Ork	Cap(78)1920; (45)F-900—ASCAP
11	—	20	BEWITCHED	M. Torme-P. Rugolo Ork	Cap(78)1000; (45)F-1000—ASCAP
18	18	22	MY FOOLISH HEART	G. Jenkins Ork	Dec(78)24830; (45)9-24830—ASCAP
2	—	23	VAGABOND SHOES	V. Damone	Mercury(78)5429; (45)8-29045—ASCAP
2	—	23	HOLA	L. Paul	Cap(78)1014; (45)F-1014—ASCAP
1	—	25	OUR VERY OWN	S. Vaughn	Col(78)38889; (3)31-679—ASCAP
1	—	26	TZENA, TZENA, TZENA	R. Flanagan Ork	V(78)20-3847; (45)47-3847—ASCAP
1	—	27	GOODNIGHT, IRENE	F. Sinatra	Col(78)38892; (3)31-716—BMI

Vox Jox

GIMMICKS . . . In a fey mood, Alan Cummings, WSCR, Scranton, Pa., offered his co-worker, Mike Woloson, as a reward to anyone identifying a jazz record. The winner, who was quoted as "not particularly liking contests anyway," didn't take kindly to disclosure that the gimmick was "just a joke." So Woloson was finally dispatched to the listener's home for a week of bondage. . . . Billy Rowe, WLIB, New York, turns his entire show over to press agents every Monday night. The first flack to take over the new programming gimmick was Jim McCarthy. . . . Harvey Hudson, WLEE, Richmond, Va., nabbed a part in a Paramount movie short, "Cowboy Crazy," while vacationing at Ted Hilton's in Moodus, Conn. The pic, complete with Hudson's four-line scene with a "hoss," will be previewed at tunesmith Bernie Wayne's studio in the Brill Building, New York. . . . Jim Simmons, WSVS, Crewe, Va., reports that his "Miss Stardust" contest was a big success. The deal was set up in co-operation with six local department stores, and the winner was gifted with a trip to New York and a TV contract.

PLATTER PALAVER . . . Jim Ensell, KROP, Brawley, Calif., "would like to make a motion that all d. j.'s chip in a dollar each and buy Fran Warren a new dress." He adds "I've yet to see her wear a different dress in all of her many publicity pictures." . . . Johnny Parker guested on Ted and Doris Steele's WMCA show in New York last week to plug his new disk, "Our Little Ranch House." . . . John Slagle, WXYZ, Detroit, married Florentine Urban last week in a surprise trip to Bowling Green, O. . . . Joe Ryan, WALL, Middletown, N. Y., reports that the station's three d. j.'s have gone on a "no play" strike against Columbia "because of poor service." . . . Don Palen, KGLO, Mason City, Ia., recently middle aided it with Beverly Griffin. . . . Mort Nusbaum, WHAM, Rochester, N. Y., is vacation-bound this month for Lake Tarleton Club, Pike, N. H. . . . Art Pechon, WJMR, New Orleans, is also taking two weeks with pay, but his destination is secret. . . . Symphony Sid, WDOX, Cleveland, O., has organized a ball team for underprivileged kids from nine to 13. At Sid's behest local sponsors have contributed equipment and uniforms for the gang, which is known as "Symphony Sid's Sad Sacks."

AD LIB CUTTINGS . . . Dick Harvey, WSAP, Portsmouth, Va., is winding up a three-week engagement with his own band at Bop City, Virginia Beach. . . . Bill Matthews, WCMA, Corinth, Miss., recently married Margaret Ann Byars. . . . Allen Hundley, KDSX, Denison, Tex., has been named secretary of the Twin City Racing Association, promoters of stock car races. Hundley drove in the first race of the year. . . . Joe Anthony, WCVS, Springfield, Ill., writes: "Received terrific response on my Vox Jox request for info on Harry James's old 'Velvet Moon' record. The record does exist and, a good friend, acquired thru your article, has forwarded a free copy. Bless his soul!" . . . Bill Dorn, WTMA, Charleston, S. C., says "I've increased my Hooper by one, at least, a new daughter, Laurie Ann." . . . Bob Burns, WMGW, Meadville, Pa., suggests that Decca pair Bing Crosby and Al Jolson on a disk of "Mona Lisa." . . . Johnny Murray, KLIF, Dallas, is being profiled in the October issue of Radio Mirror. . . . Byron Taylor, KFSD, Nampa, Idaho, writes: "Got a swell letter from songwriters Jay Livingston and Ray Evans, after my item in Vox Jox about Dixie coming up in this area. More letters like theirs would bring the writers and d. j.'s closer together." . . . In a modest mood, "Loveable" Ed Kobak, "the handsomest disk jockey in radio" at WTWA, Thomason, Ga., "challenges any and all other d. j.'s for the title." Kobak adds, "just send your picture to Kobak. He is sole judge, and guess who'll win!" . . . Rooting for Bing's oldest offspring, Helen Layman, WKSI, Pikeville, Ky., says, "Gary Crosby is really going places if the teen-agers around here are any criterion. He has lots of appeal!" . . . Dave Naber, WKAI, Macomb, Ill., recently interviewed three English visitors and reports that, trend-wise, "England seems to be having the same

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

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. Patman's Audience Coverage Index. The index is projected upon radio logs made available to Patman'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 (over 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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Title	Artist	Label
Are You Lonesome Tonight?	(R)	Chappell—ASCAP
Bewitched	(R)	Patton—ASCAP
Count Every Star	(R)	Chappell—ASCAP
Oara It, Baby, That's Love	(R)	BMI—BMI
Down the Lane	(R)	Feist—ASCAP
Gone Fishin'	(R)	Famous—ASCAP
Home Cookin'	(R)	E. H. Morris—ASCAP
Hoop-Dee-Do	(R)	Chappell—ASCAP
I Didn't Know What Time It Was	(R)	Remick—ASCAP
I Didn't Slip, I Wasn't Pushed, I Fell	(R)	Famous—ASCAP
I Don't Care If the Sun Don't Shine	(R)	ABC—ASCAP
I Hadn't Anyone Till You	(R)	Words & Music—ASCAP
I Still Get a Thrill	(R)	Supreme—ASCAP
I Wanna Be Loved	(R)	Shapiro-Bernstein—ASCAP
If I Had a Magic Carpet	(R)	Famous—ASCAP
I'll Always Love You	(R)	Campbell—BMI
I'll Build a Dream House	(R)	Harms—ASCAP
La Vie En Rose	(R)	Robbins—ASCAP
Let's Choo Choo Choo to Idaho	(R)	Begman-Vocco—Conn—ASCAP
Little Bit Independent, A	(R)	Peer—BMI
Mambo Jumbo	(R)	Paramount—ASCAP
Mona Lisa	(F)	Santly-Joy—ASCAP
My Foolish Heart	(F)	Chappell—ASCAP
Picnic Song	(R)	Berlin—ASCAP
Play a Simple Melody	(R)	Sam Weiss—ASCAP
Sam's Song	(R)	Duchess—BMI
Say When	(R)	Knickerbocker—ASCAP
Sentimental Me	(R)	Witmark—ASCAP
Sometime	(R)	E. H. Morris—ASCAP
Tenderly	(R)	Chappell—ASCAP
Third Man Theme, The	(F)	Copyright in dispute
Tzema, Tzema, Tzema	(R)	Miller—ASCAP
You Wonderful You	(R)	

Dixie and dance band revival that we are." . . . Robert Martin, WPOR, Portland, Me., writes: "Your sheet really gets read all over the world. Since the blurb about our jazz show appeared we've had mail from all over the United States, Canada and Switzerland. Incidentally, why don't jazz record companies get a list of jazz jocks and service them. Lots of good jazz records go to waste when shipped to the guys who don't spin 'em."

SPONSOR TALK . . . Lincoln-Mercury, thru Kenyon & Eckhardt, is buying daily spots on "Easy Ed" Desmond's "Top of the Morning" show, WINA, Charlottesville, Va. . . . Rosemary Wayne, self-styled "disk jockeyette," brought back a 13-week Chesterfield contract for her WJJD show in Chicago, after a New York guest shot for the cig company's "ABC's of Music" this month. . . . Bill Wright, WSGN, Birmingham, is now selling world tours for Brownell Travel Bureau, on his "Merry-Go-Round 'Till Midnight" airer. New sponsor is in on a year's contract. . . . Admiral-TV has bought 14 weeks on Bill Randall's WERE program, Cleveland. . . . Electro-Vacuum is buying 13 weeks on WMCA, New York, according to Bert Knapp. . . . Jim Gallogly, WCOH, Newman, Ga., has snagged four weeks of Dodge plugs for Chrysler. . . . W. F. Crutchley, WPAQ, Mount Airy, N. C., nabbed three weeks for same sponsor. . . . Chesterfields has purchased 13 weeks on Ray Perkins's airer, KFEL, Denver. . . . Ditto cig business for Jack Mills, KSIB, Creston, Ia. Mills won the Chesterfield contract after he guested on the tobacco firm's "ABC's of Music" show on CBS. . . . Gil Newsome, KWK, St. Louis, will plug Borden's cream cheese for the next 26 weeks. . . . Hot weather brewed a deal for Ted Jones, KLEE, Houston, to push A. & P. ice tea for four weeks. . . . Another type of brew materialized for Dick Smith, WMTW, Portland, Me., in the form of 26 weeks for Hires Root Beer. . . . In the same general category, Larry Doyle, KGA, Spokane, writes that he's beginning his 24th month for Bohemian Breweries, Inc. . . . Sun-tana Corporation, Santa Monica, Calif., is buying 26 weeks of tan spots on George Jay's L. A. airer. . . . Robert Meeker Agency has signed up for 52 weeks to plug Swift Ice Cream on Salty Morton's show, WJNO, West Palm Beach, Fla. . . . Breakstone Bros., Inc., Philadelphia, is picking up daily five-minute set on WFIL, Philadelphia, for Leroy Miller's morning d. j. session.

A NEW HIT COMBINATION! DON'T MISS IT!

JERRY MURAD'S

HARMONICATS



THE HARMONICATS

WITH **JERRY BYRD**

WORLD'S GREATEST STEEL GUITARIST

"HARBOR LIGHTS"

FLIP SIDE

"AT SUN DOWN"

MERCURY 5461



JERRY BYRD



Frankie Laine

"Music Maestro Please"

"Dream A Little
Dream Of Me"

MERCURY 5458



Vic Damone

"Tzena, Tzena, Tzena"

MERCURY 5454

"Vagabond Shoes"

MERCURY 5429



Patti Page

"All My Love"

"Roses Remind
Me Of You"

MERCURY 5455



Eddy Howard

"My Heart Isn't In It"

"I Do Better Up
In The Mountains"

MERCURY 5453



Red Kirk

"Lose Your Blues"

"Over An Ocean
Of Golden Dreams"

MERCURY 6257

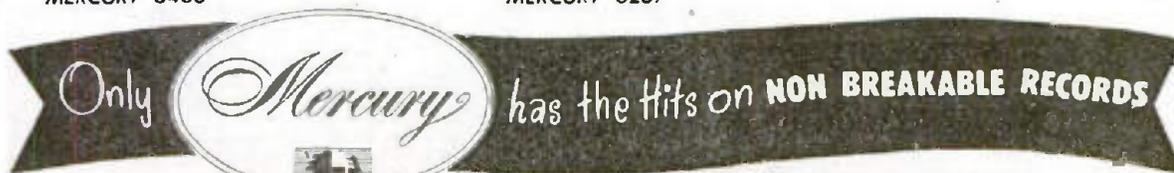


Richard Hayes

"Our Very Own"

"Say When"

MERCURY 5441



MERCURY RECORDS,



CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

The Billboard

MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending July 28

PART IV



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 weighted according to size of market area. Records listed numerically, according to greatest sales. The "B" side of each record is also listed.

Table with columns: POSITION, Weeks [Last] This to date/Week [This to date], Record Title, Artist, Label, and other details. Includes entries like MONA LISA, GOODNIGHT, IRENE, TENZA, TZENAS, TZENAS, SAM'S SONG, SIMPLE MELODY, I WANNA BE LOVED, THIRD MAN THEME, THE, TZENAS, TZENAS, TZENAS, BEWITCHED, BONAPARTE'S RETREAT, TZENAS, TZENAS, TZENAS, I WANNA BE LOVED, COUNT EVERY STAR, HOOP-DEE-DOO, BEWITCHED, SENTIMENTAL ME, NOLA, SAM'S SONG, SENTIMENTAL ME, MY FOOLISH HEART, TENZA, TZENAS, TZENAS, BEWITCHED, MONA LISA, YAGABOND SHOES, MONA LISA, BEWITCHED, LA VIE EN ROSE, GOODNIGHT, IRENE, COUNT EVERY STAR.

Dealer Doings

SUMMER STOCK SELLS LP WAX . . .

In Hyannis, Mass., the Cape Cod Music Circus is putting on nine standard operettas between July 4 and September 12. Productions include such sure-fire family entertainment as "The New Moon," "Chocolate Soldier," "Rio Rita," "Song of Norway," "Vagabond King," "Naughty Marietta," "The Desert Song," "The Merry Widow," "Showboat"—all of which are available on wax. The Louis E. Dean Shop writes in that this venture has already boosted record and sheet music sales, and looks forward to next winter when the company will go on TV from Boston. Currently Dean's is pushing the Capitol LP version of "The New Moon," which "gives us two fine shows." "The Vagabond King" is on the other side.

COMPLAINT DEPARTMENT . . .

The Harmony Shop, El Paso, Tex., wants to know why RCA Victor charges 51 cents for ".005 worth of cardboard on the 45 albums." "Highway robbery," he calls it. Schneider's Radio, Long Branch, N. J., and Cosden & Evans, Dover, Del., find that their customers demand certain records before the dealers know they exist. They want advance information about pop releases, and also feel that decay plugging should be better coordinated with release schedules in order that customers may buy "what they want when they want it." Poinar Music Store, Cleveland, says its sales would increase with only one speed on the market, but doesn't specify which one.

AN OPTIMISTIC NOTE . . .

Low Frisch, Town & Country Music, Westwood, N. J., expects the fall to be big for three-speed players. He cites the surprising number of people who have shown interest and expressed their intention to change over.

JAZZ, NOT DIXIE . . .

"We would like to see more of the record companies put out more jazz—and we don't mean Dixieland. Even in this small town there are those customers who will buy any and all of the jazz disks put out by Krupa, Herman, Dorsey, James, etc. When they ask for the latest records we have to give them disks with the band in the background and an insipid and unknown vocalist singing a corny tune for the entire three minutes. All of the great jazz hits were instrumentals. They always outsold ballads. I also wish that Capitol would revive its pop series. It was starting to get an audience and all of a sudden comes 37,000 Dixieland cornballs under the guise of "hot jazz," thanks to Dave Dexter. We're also pretty much disgusted with all the lifeless imitations of Glenn Miller. The most we can say for the music business is that there are a few listenable ballads, that the novelties never last more than a month and that Stan Kenton is still making records which he likes and which we like."—Belmont Radio & Music, Wenatchee, Wash.

TV HURTING DISKS? . . .

"In itself," writes D. Bernard Simon, Music House, Buffalo, "television is not hurting the sale of phonograph records. In fact, the family gathered around the television set is becoming more and more music conscious. But there are some television manufacturers who are making their sets so that a record-playing attachment can be plugged into the chassis. One manufacturer told me that it costs about 30 cents to put a phono jack on a TV chassis. It certainly doesn't seem too much for the television manufacturer to spend so that we dealers who have record departments can cash in on future record sales to every TV buyer. I think that the dealers should do something about this situation."

REPORT FROM EUROPE . . .

Just returned from a three-month Mediterranean vacation, Mr. and Mrs. D. R. Mullen, Mullen Radio & Appliance, Sheboygan, Wis., report having seen record shops only in Paris and Cairo. "Records are real luxuries over there," says Mrs. Mullen, "and are out of the question for the great mass of people." Another comment was the big kick received from seeing billboard posters in Greece advertising RCA products. "It was the only thing in Greece we could read."

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.

Table with columns: POSITION, Weeks [Last] This to date/Week [This to date], Record Title, Artist, Label, and other details. Includes entries like CINDERELLA, HOPALONG CASSIOY AND THE SINGING BANDIT, LITTLE TOOT, BOZO AT THE CIRCUS, WOODY WOODPECKER AND HIS TALENT SHOW, BUGS BUNNY, BUGS BUNNY IN STORLAND, HOWDY DOODY AND THE AIR-O-DOOLEE, BOZO AND THE BIRDS, TOM AND JERRY AT THE CIRCUS, BUFFALO BILLY, BOZO UNDER THE SEA, PECOS BILL, STORY OF THE GOLDEN PALOMINO, FRANCIS THE TALKING MULE.

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 questionnaire 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 33 1/3 R.P.M.

Table with columns: Record Title, Artist, Label, and other details. Includes entries like YOUNG MAN WITH A HORN, SOUTH PACIFIC, ANNIE GET YOUR GUN, HARMONY TIME, DANCE DATE, DIXIE BY DORSEY, GUY LOMBARDO AND HIS ROYAL CANADIANS SILVER JUBILEE, GUY LOMBARDO TWIN PIANO, VOL. II, LOMBARDO, APRIL IN PARIS.

Best Selling 45 R.P.M.

Table with columns: Record Title, Artist, Label, and other details. Includes entries like RALPH FLANAGAN PLAYS RODGERS AND HAMMERSTEIN, ANNIE GET YOUR GUN, TOMMY DORSEY PLAYS COLE PORTER, FRANKIE CARLE SWEETHEARTS, SAMMY KAYE PLAYS IRVING BERLIN, SPIKE JONES PLAYS THE CHARLESTON, DIXIELAND FOR DANCING, THEME SONGS, DAILY'S DIXIELAND BAND, WAYNE KING PLAYS JOHANN STRAUSS, RAGGIE'N THE SCALES.

A BRIGHT NEW STAR ON M-G-M RECORDS

Dorothy Collins



Now an M-G-M RECORDS Star in her own right, with a singing personality all her own, DOROTHY COLLINS' voice is this season's brightest disk discovery!

Her 1st M-G-M Release

I'M PLAYING WITH FIRE ME AND MY IMAGINATION

Orchestra conducted by Raymond Scott
M-G-M Non-Breakable 10753

Another Exciting M-G-M Debut

BILLY WILLIAMS QUARTET

LONGING

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

M-G-M Non-Breakable 10764

A Mooney Money-Maker

ART MOONEY and his Orchestra



YOU FORGOT ABOUT ME

LITTLE JUG

M-G-M Non-Breakable 10748

M-G-M best sellers

BLESS YOUR HEART • AT SUNDOWN
FRANK PETTY TRID
M-G-M 10735 (78 R.P.M.) • M-G-M K10735 (45 R.P.M.)

I WANNA BE LOVED • STARDUST
BILLY ECKSTINE
M-G-M 10716 (78 R.P.M.) • M-G-M K10716 (45 R.P.M.)

I NEED YOU SO • LEAVE HER ALONE
IVORY JOE HUNTER
M-G-M 10663

MY DESTINY • ROSES
BILLY ECKSTINE
M-G-M 10684

WHY DON'T YOU LOVE ME
A HOUSE WITHOUT LOVE
HANK WILLIAMS
M-G-M 10696

MONA LISA
WHEN MY STAGE COACH REACHES HEAVEN
ART LUND
M-G-M 10689

PIGALLE • STARS
JOHNNY DESMOND
M-G-M 10736

RAIN • A PRECIOUS LITTLE THING CALLED LOVE
FRANK PETTY TRID
M-G-M 10669 (78 R.P.M.) • M-G-M K10669 (45 R.P.M.)

BABY WON'T YOU SAY YOU LOVE ME • FREE
BILLY ECKSTINE
M-G-M 10643

AMERICAN HOE' DOWN • TIME AND TIME AGAIN
DAVID ROSE
M-G-M 30237

A New Hit by Sensational Singer

BILL FARRELL



YOU'RE NOT IN MY ARMS
TONIGHT
'DEED I DO

Available 2 Record Speeds

78 R.P.M.
M-G-M 10757

45 R.P.M.
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Climbing Fast

ART LUND



YOU WONDERFUL YOU

From the M-G-M Technicolor picture
"Summer Stock"

FRANCIE

M-G-M Non-Breakable 10750

M-G-M RECORDS ARE



BETTER THAN EVER!

ONE OF THE TOP RECORDS IN NEW ORLEANS FOR THE PAST 4 WEEKS!

"AUTUMN MOON"

by EMILE DYSON

"Autumn Moon," featuring the voice of the new singing discovery, Emile Dyson, is the unique romantic ballad just made for the coming season... DI 1000-A backed with "Fantasy in C" with Harry Wiling and the Mad Monsters... DI 1000-B

Here's What the Disc Jockeys Say About

"AUTUMN MOON"
 Gordon London—WWL, New Orleans: "Sensational Record"; Bob Callan—WMCA, New York: "Excellent, must"; Bert Knapp—WMCA, New York: "Good Listening, Well Recorded"; John Dunciciff—KTR, This River Falls, Ill.: "Absolutely Terrific!"; Al Ebal—WIBU, Madison, Wisconsin: "Rates High"; Alan Harbert—WKNE, Keene, N. H.: "Very Good."

Another Topper in New Orleans: "You Never Heard a Word I Said"—DI 1001-A backed by "The Dutch Children's Song"—DI 1001-B

WATCH FOR: Emile Dyson's next release on Empire Records featuring the new ballad by Edan (Nature Boy) Abes, "END OF DESIRE" backed with "SWEET LORRAINE." This promises to be just what you've been waiting for.

Distributors Wanted—Order Direct from Empire Record Company

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MAX MILLER Records

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 "CARAVAN" "SUNNY DISPOSITION"
 Record No. L-A-1003 Record No. L-A-1005
 "FANTASIA OF THE UNCONSCIOUS—Part 1"
 "FANTASIA OF THE UNCONSCIOUS—Part 2"
 Record No. L-A-1004

West Coast Offices: Fred J. Meyers, 1016 Overton St., Los Angeles, Calif.
 Eastern Offices: J. W. Harris, 118 Ashland Ave., Buffalo, N. Y.
 Chicago Distributors: American Dist., 2011 S. Michigan, Chicago.

LIFE RECORD CO. 44 W. Randolph St. Chicago, Ill.



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• ALL HITS • ALL LABELS

HARLEM RIVER RECORDS

34 MACOMBS PLACE, N. Y. C., N. Y. WADSWORTH 4-8814

The Billboard MUSIC POPULARITY CHARTS

PART V

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

Best Selling 45 RPM Classical Titles

Last This Week	Rank	Title	Label
—	1.	Rachmaninoff: Concerto No. 2 in C Minor, Opus 18, A. Rubenstein, NBC Symphony Ork; V. Golschmann, conductor	V(45)WDM-1075
4	2.	Strauss: Music of Johann Strauss, Minneapolis Symphony Ork; E. Ormandy, conductor	V(45)WDM-262
—	3.	Tchaikovsky: Nutcracker Suite, Eugene Ormandy, conductor, Philadelphia Ork.	V(45)WDM-3020
—	4.	Puccini: Highlights from Madame Butterfly—L. Albanese—L. Browning-J. Mellon-RCA Victor Ork; Weisman, conductor	V(45)WDM-1068
1	5.	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork; Pierre Monteaux, conductor	V(45)WDM-920

Advance Classical Record Releases (Includes Semi-Classics)

B. Barok: Quartet Number One in A Minor, Op. 7 and Quartet Number Two in A Minor, Op. 17 Album—Julliard String Quartet (1-12") Col(33)ML4278
 B. Barok: Quartet Number Three and Quartet Number Four Album—Julliard String Quartet (1-12") Col(33)ML4279
 B. Barok: Quartet Number Five and Quartet Number Six Album—Julliard String Quartet (1-12") Col(33)ML4279
 Brahms: Symphony Number One in C Minor Album—L. Stokowski Hollywood Bowl Symphony Ork V(78)DM1402. (45)WDM1402
 Brahms: Symphony Number Four Album—London Symphony Ork—J. Krips, Cond. (1-12") London (33) LPP208
 Dorothy Eustis Play Bach Father and Son Album—D. Eustis (1-10") Artists (33)501
 Dvorak: Piano Quintet in A Major Album—Chigi Quintet (1-12") London (33)LLP202
 Elgar: Concerto for Violin and Orchestra Album—A. Pink-London Philharmonic Ork—E. V. Beinum, Cond. London (33)LP595
 Handel: Concerti Grossi Album—Boyd Neel Ork—B. Neel Cond. (1-10") London (33) LPS206
 Kalmán: Countess Mariza Album—L. Hoffman—E. Looze—L. Funi—R. Grawitzsch—J. Hendrich—Tanahle Ork—Zurich-Zurich Opera Chorus—V. Reinshagen, Cond. (1-12") London (33)LLP221
 Orchestral Concert Album—Orchestre de la Suisse Romande—V. Clot, Cond. (1-12") London (33)LLP225
 —Delibes: Suite From "La Source"; Jarnelt; Praeludium; Nicolai: Merry Wives of Windsor; Mascagni; Cavalleria Rusticana; Offenbach: Tales of Hoffman; Rossini: Barber of Seville; Sibelius: Valse Triste
 Prokofiev: Classical Symphony Album—Orchestre de la Societe des Concerts du Conservatoire de Paris—C. Munch, Cond. (Tchaikovsky; Francesco da) (1-10") London (33)LLP169
 Schubert: Unfinished Symphony Album—London Symphony Ork—J. Krips, Cond. (1-10") London (33) LPS209
 Tchaikovsky: Francesca da Rimini Album—L'Orchestre de la Societe des Concerts du Conservatoire de Paris—E. Jorda, Cond. (Prokofiev: Classical Symphony) (1-12") London (33) LPP169
 Verdi: I Vespri Siciliani: Overture (Parts 1 & 2)—Symphony Ork of the Augusteo, Rome—V. Sabata, Cond. V(78)12-1172; (45)49-1143

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; 70-90, good; 60-69, satisfactory; 0-59, poor.

TCHAIKOVSKY: FRANCESCA DA RIMINI AND PROKOFIEV: CLASSICAL SYMPHONY—L'Orchestre de la Societe Des Concerts Du Conservatoire De Paris—Enrique Jorda, Cond.—C. Munch, Cond. (1-12") **75**
 Value of the titles is strong in this coupling, although both works are available in strong competitive LP versions. Tchaikovsky's sensuous, melodic, dramatic work is the more salable opus, and gets the more authoritative rendition under Jorda's baton. He avoids the frenzy and hysteria many interpreters fall into, and in this case the occasional understatement may be preferred to haminess. Munch's reading of the charming classical-modern Prokofiev work is surprisingly dull, and the recording lacks the expected FFRR brilliance.

HANDEL: CONCERTI GROSSI—Boyd Neel Orchestra—Boyd Neel, Cond. (1-10") **71**
 London (33) LPS 206
 With a fair amount of dealer plugging, this set could find a broad market. True, there's the competition of Busch, who does all 12 concerti in a set of four LP's. But the purity of style and full-frequency recording of this version make for delightful listening. The works are rich in mood and melody, and give the impression of architectural strength. Purists have long considered Neel an authority with such early chamber works—since his earlier version of the same pieces appeared on red label Decca in the '30s.

BACH: CHROMATIC FANTASIA AND FUGUE IN D MINOR; FANTASIA IN C MINOR; OVERTURE IN THE FRENCH MANNER—Gyorgy Sandor (1-12") **73**
 Columbia (33) ML-4304
 Sandor makes a brilliant virtuosic display in this collection of Bach keyboard works. Particularly effective is his performance of the mighty Chromatic Fantasia and Fugue, one of Bach's most remarkable inventions and certainly one of the most imposing pieces in the keyboard literature. The works at hand are quite a technical challenge to any artist and Sandor sweeps thru them with vitality, certainty and an absolute sense of time and rhythm. This is a noteworthy addition to the vast amount of new Bach recordings made on the composer's 200th anniversary. Recording is splendid, especially for the Chromatic Fantasia and Fugue.

SONGS OF HUGO WOLF—Blanche Thebom—William Hughes (3-7") **60**
 RCA Victor (45) WDM 1380
 Eight beautiful songs by the Austrian composer are projected here with various degrees of success by the talented American mezzo. She's at her best in the more heavily dramatic numbers, less successful in the more intimate pieces. Generally, her quality is excellent, but the interpretations are unlikely to satisfy completely the connoisseurs, and the masses have yet to get around to Wolf. (Continued on page 105)

Billboard
MUSIC POPULARITY CHARTS

Juke Box Record Plays

PART VI

Based on reports received last three days of Week Ending July 28

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	Weeks Last	This	Record	Label
Weeks	Last	This		
to date	Week	Week		
8	1	1	1. MONA LISA Nat. "King" Cole and The Trio.....Cap(78)1010; (45)F-1010—ASCAP	
13	2	2	2. I WANNA BE LOVED..... Andrews Sisters-G. Jenkins Ork.....Dec(78)27007; (45)9-27007—ASCAP	
4	5	3	3. GOODNIGHT, IRENE G. Jenkins Ork and the Weavers.....Dec(78)27077; (45)9-27077—BMI	
22	3	4	4. THIRD MAN THEME, THE..... G. Lombardo Ork.....Dec(78)24839; (45)9-24839—ASCAP	
14	4	5	5. BEWITCHED G. Jenkins Ork.....Dec(78)24983; (45)9-24983—ASCAP	
24	6	6	6. SENTIMENTAL ME Ames Brothers.....Coral 60140; Coral 60173—ASCAP (R. Vallee, V(78)20-3793, (45)47-3793; B. Mayo Quintet, Dana 2074; S. Gibson, Mer 8174; R. Anthony Ork-R. Deauville, Cap 923; R. Morgan, Dec 24904; Ray-O-Vacs, Dec 48141; K. Griffin, Rondo R-213)	
6	8	7	7. TZENA, TZENA, TZENA..... G. Jenkins-Weavers.....Dec(78)27077; (45)9-27077—ASCAP	
10	21	8	8. BONAPARTE'S RETREAT..... K. Starr.....Cap(78)936; (45)F-936—BMI (P. Napoleon, Col 38891; L. McAlliff, Col(78)20706, (33)2-664; G. Krupa, V(78)20-3766, (45)47-3766)	
4	18	9	9. NOLA L. Paul.....Cap(78)1014; (45)F-1014—ASCAP	
3	25	10	10. COUNT EVERY STAR..... D. Haynes and A. Shaw Ork.....Dec(78)27042; (45)9-27042—ASCAP	
15	10	11	11. HOOP-DEE-DOO P. Como-The Fontane Sisters.....V(78)20-3747; (45)47-3747—ASCAP	
2	18	11	11. SIMPLE MELODY Gary and Bing Crosby-M. Mallock's All Stars.....Dec(78)27112; (45)9-27112	
12	21	13	13. BEWITCHED J. August and the Harmonicals..... Mercury(78)5399; (45)5399K45—ASCAP	
6	8	14	14. SAM'S SONG J. "Fingers" Carr.....Cap(78)962; (45)F-962—ASCAP	
16	16	14	14. SENTIMENTAL ME R. Morgan Ork.....Dec(78)24904; (45)9-24904—ASCAP	
2	12	16	16. SAM'S SONG Gary and Bing Crosby-M. Mallock's All Stars.....Dec(78)27112; (45)9-27112—ASCAP	
2	—	17	17. I'LL SAIL MY SHIP ALONE..... M. Mullican.....King 830—BMI (C. "Peanuts" Faircloth, Dec 46236; J. Dolan, Cap 952)	
9	18	18	18. BEWITCHED D. Day.....Col(78)38678; (33)1-480—ASCAP	
5	—	19	19. BONAPARTE'S RETREAT..... G. Krupa Ork.....V(78)20-3766; (45)47-3766—BMI	
1	—	19	19. MONA LISA H. James Ork.....Col(78)38768; (33)1-588—ASCAP	
2	—	19	19. MONA LISA V. Young Ork.....Dec(78)27048; (45)9-27048—ASCAP	
3	—	19	19. I DIDN'T SLIP, I WASN'T PUSHED, I FELL Doris Day-The Mellomen.....Col(78)38818; (33)1-637—ASCAP (L. Kirk, V 20-3823; B. Chappi, Mer 5446; B. Crosby-S. Oliver Ork, Dec 24018)	
1	—	23	23. LA VIE EN ROSE Bing Crosby.....Dec(78)27111; (45)9-27111—ASCAP (C. Haines, Coral 60260; G. Lombardo, Dec 27127; Melachrino Strings, V 20-3739; M. Marrow, MGM 30227; E. Piaf, Col(78)38917, (33)1-743; P. Weston Ork, Cap(78)890, (45)F-890; D. Bradley, Coral 60241; L. Armstrong, Dec 27113; H. James Ork, Col(78)38768, (33)1-588)	
12	15	24	24. HOOP-DEE-DOO K. Starr-F. DeVal Ork.....Cap(78)980; (45)F-980—ASCAP	
6	16	24	24. COUNT EVERY STAR..... H. Winterhalter.....V(78)20-3697; (45)47-3221—ASCAP	
3	—	24	24. I WANNA BE LOVED..... B. Eckstine.....MGM 10716—ASCAP	
2	29	24	24. MONA LISA C. Spivak Ork.....London(78)619; (45)30073—ASCAP	
3	13	28	28. LA VIE EN ROSE..... T. Martin.....V(78)20-3819; (45)47-3819—ASCAP	
1	—	28	28. I CROSS MY FINGERS..... Bing Crosby.....Dec(78)27111; (45)9-27111—ASCAP (P. Como Fontane Sisters-Mitchell Ayres Ork, V(78)20-3846, (45)47-3846; P. Faith Ork, Col(78)38786, (33)1-607; V. Schoen Ork, Dec 27053; H. Babbitt-The Heartbeats, Coral 60183)	
2	—	28	28. TZENA, TZENA, TZENA..... M. Miller Ork.....Col(78)38895; (33)1-706—ASCAP	
1	—	28	28. I WANNA BE LOVED..... D. O'Brien and J. Garber Ork.....Cap(78)1044; (45)F-1044—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 columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop readers should buy with caution.

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Vocal with Jack Pleis and his Orchestra

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LONDON
RECORDS



HOMER & JETHRO'S "PIZEN PETE"

(Written by Homer Haynes,
Kenneth Burns and
Ray Whitley)

RCA VICTOR RECORD NO.
21-0349

JUNE CARTER'S "ROOT HOG OR DIE"

(Written by June Carter
and Mel Force)

RCA VICTOR RECORD NO.
21-0355



CHET ATKINS' "UNDER THE HICKORY NUT TREE"

(Written by Helen, June
and Anita Carter)

RCA VICTOR RECORD NO.
21-0329



RED HOT ON THE JUKE'S

"FOGGY RIVER"

by Hugo Winterhalter on
VICTOR RECORD NO. 20-3822

"BONAPARTE'S RETREAT"

by Gene Krupa on
VICTOR RECORD NO. 20-3866

"BONAPARTE'S RETREAT"

by Pee Wee King on
VICTOR RECORD NO. 21-0111

RCA VICTOR Records

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

Based on reports received last three days of Week Ending July 28

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	Record	Artist	Label
10	1	2	3	4
10	1	2	3	4
18	2	1	1	1
9	3	3	2	2
4	5	4	5	5
6	4	5	4	4
13	6	6	6	6
3	8	7	7	7
3	7	8	8	8
20	8	9	9	9
1	—	10	10	10

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks Last This	Record	Artist	Label
10	1	2	3	4
10	1	2	3	4
6	2	1	1	1
21	3	3	2	2
10	3	4	5	5
5	6	5	6	6
7	5	6	7	7
19	7	7	8	8
13	8	8	9	9
2	—	9	10	10
3	10	10	10	10

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

- Big Blue Eyes—B. Messner-B. Franklin (Head Member) Abbey 15011
- Can't Yodel Blues—C. Pryor (If I) 4 Star 1498
- Boat of Love—B. Monroe (I'm Blue) Dec 46254
- China Doll—E. Sosby (Private Property) 4 Star 1476
- Fiery Bear, The—T. Ritter (Pledge of) Cap 1141
- Flowers Sprak Louder Than Words—T. Preston (Letter You) 4 Star 1395
- G.I.-R.L. Spells Trouble—E. Tubb (You Don't) Dec 46257
- Goodnight Irene—J. Shook-D. Dillard-O. Bradley Quintet (Gives Me) Coral 60261
- Gotta Get Back To Dixie—R. Stewart and His Kentucky Colonels (Tomorrow You'll) King 877
- Guitar Shuffle—The Frontiersmen (Rocky Tunk) Bullet 708
- Hawaiian—D. Evans (Two-Seated Saddle) V(78)-29-0361; (45)48-0361
- Head Member of Our Family Is Gone, The—B. Messner-B. Franklin (Big Blue) Abbey 15011
- Hillbilly Fever No. 2—E. Tubb-R. Foley (Goodnight Irene) Decca 46255
- Hoksey Pokey, The—Sun Valley Trio (Paddy Murphy's) 4 Star 1505
- Honky Tunk Hop—The Frontiersmen (Guitar Shuffle) Bullet 708
- How Black Is Black—E. Porter (Shine Little) MGM 10754
- I Cried But My Tears Were Too Late—H. Snow (Night 1) V(78)21-0356; (45)48-0356
- If I Know'd Youse A' Comin' I'd Cut My Throat—C. Pryor (Can't Yodel) 4 Star 1498
- I'll Paint Your Picture (In My Memories)—Cousin F. Lewis (Troubles On) 4 Star 1503
- I'm Blue, I'm Lonesome—B. Monroe (Boat of) Dec 46254
- I'm Movin' On—H. Garland (Guitar Shuffle) Dec 46256
- I'm Movin' On—J. Shook (Steppin' Out) Coral 64055
- I'm Tying Up the Blues (With A Big Blue Ribbon)—Z. Turner (Hard-Hearted You) King 883
- My Home Sweet Home—Chuck Wagon Gang (You Win) Col 20731
- Night I Stole Old Sammy Morgan's Gin, The—H. Snow (I Cried) V(78)21-0356; (45)49-0356
- No Mail From a Female—B. Gregory (Who-oo) Hillbilly 71101
- Paddy Murphy's Wake—Sun Valley Trio (Hokey Pokey) 4 Star 1505
- Pledge of Allegiance, The—T. Ritter (Fiery Bear) Cap 1141
- Private Property—E. Sosby (China Doll) 4 Star 1476
- Put Your Little Foot—C. Stone and His Home Town Jamboree Gang (Westphalia Waltz) Cap 1109
- Raccoon River—B. Culver (Buddy, Star) King 882
- So Far—C. Morgan (You Win) Col 20730
- Shine Little Lump of Coal—F. Porter (How Black) MGM 10754
- So Blue—C. Monroe (Without Me) V(78)21-0361; (45)48-0361
- Springtime in Glory—Chuck Wagon Gang (My Home) Col 20731
- "Square Dance Rag"—D. Stone-T. Prillaman's Virginia Ramblers (Answer To) Mutual 201
- Steppin' Out—L. Dee (Goodnight, Irene) Dec 46258
- Steppin' Out—J. Shook (I'm Movin') Coral 64055
- Take Your Time—"Smiling" J. Jericho (Thru the) 4 Star 1502
- Texas Song, The—S. Rogers (Trouble Then) Coral 64057
- Trouble Then Satisfaction—S. Rogers (Texas Song) Coral 64057
- When the Bloom Is on the Sage—W. Tuttle (Jealous Lies) Coral 65056
- Who-oo—B. Gregory (No Mail) Hillbilly 1101
- You Don't Have To Be a Baby To Cry—E. Tubb, C.I.-R.L. Spetis Dec 46257
- You Win the Bride—C. Morgan (So Far) Col 20730

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CANADIAN
ROCKIES"**

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R. C. A.
VICTOR
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RAVEN
ORCHESTRA

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- | | |
|---|---|
| Victor 25-1164—Laughing Trombone Polka
Blackbird Waltz (Orchestration Available) | Victor 25-1132—Vagabond Waltz
Old Fashioned Polka
Oh, Clara |
| Victor 25-1155—HM HM AHA
Hayride Waltz | Victor 20-3474—Land O' Lakes Sweetheart
Milwaukee Polka |
| Victor 25-1159—Believe Me, Beloved One
Jolly Peter | Victor 25-1113—Blondie Charlie
Red Raven Schottische |
| Victor 20-3356—Blue Skirt Waltz
I Betcha Polka | Victor 25-1094—Yes Yes Polka
Two Cossips |
| Victor 25-1148—Sinkor Polka
True Love Will Never Die | Victor 25-1079—Swiss Boy
Peppercot Polka |

AVAILABLE ONLY ON 78 RPM

- | | |
|---|--|
| Victor 20-3438—7 Beers With the Wrong
Woman
Artistry in Polka | Victor 25-1105—Humdinger Polka
Horseshoe Laendler |
| Victor 20-3227—More Beer Polka | Victor 25-1064—Peanuts Laendler
Elephant's Waltz |
| Victor 20-3219—Windy City Polka
Red Raven Waltz | Victor 20-3305—Pilgrim Polka
Zephyr Waltz |
| Victor 25-1121—Cinderella Polka
In Paradise Waltz | Victor 25-1072—Red Raven Polka
Ravina Waltz |
| Victor 25-1127—When I Come
Lovers Lane Laendler | Victor 25-1099—Swiss Girl
Patter Polka |

MINIMUM RETAIL ORDERS ON 78's—5 RECORDS

36 Page Music Folia with Piano
Lead and Pictures of Tunes, 60c.

Tunes in Book as follows:

Peanuts—Ravens—Lovers Lane—
When I Come—Up in Heaven—Artistry
Polka—I Betcha—In Paradise—Zephyr
Waltz—Yes Yes—Blondie Charlie—
Red Raven Schottische—Oh, Clara

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The
Billboard

MUSIC POPULARITY CHARTS

PART
VII

**Folk (Country & Western)
Record Section**

Based on reports received last three days of Week Ending July 28

**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 17)	1	2	3	4	5	6	7	8	9	10	Artist	Label
11	1	1	1	1	1	1	1	1	1	1	WHY DON'T YOU LOVE ME?..... M. Williams.....	MGM 10696—BMI
6	3	2	2	2	2	2	2	2	2	2	I'M MOVIN' ON..... H. Saw.....	V178121-0328; (45)48-0328—BMI
21	2	3	3	3	3	3	3	3	3	3	I'LL SAIL MY SHIP ALONE..... More Mulligan.....	King 830—BMI
6	4	4	4	4	4	4	4	4	4	4	THROW YOUR LOVE MY WAY..... E. Tubb.....	Dec170146243; (45)19-46243—BMI
9	5	5	5	5	5	5	5	5	5	5	M-I-S-S-I-S-S-I-P-P-I..... R. Peley.....	Dec178146241; (45)19-46241—BMI
4	6	6	6	6	6	6	6	6	6	6	CUDDLE BUGGIN' EASY..... E. Arnold.....	V178121-0342; (45)48-0342—BMI
5	7	7	7	7	7	7	7	7	7	7	ENCLOSED, ONE BROKEN HEART..... E. Arnold.....	V178121-0342; (45)48-0342—BMI
1	—	8	8	8	8	8	8	8	8	8	REMEMBER ME (I'm the One Who S. Hamilton.....	Col178120714; (45)12-692
2	—	9	9	9	9	9	9	9	9	9	LOSE YOUR BLUES..... Red Kirk.....	Mercury 6259—BMI
17	9	10	10	10	10	10	10	10	10	10	LONG GONE LOVESOME BLUES..... H. Williams.....	MGM 10645

FOLK TALENT AND TUNES

By Johnny Sippel

ARTISTS' ACTIVITIES

George Morgan, who has just become a father, is returning to "Grand Ole Opry," WSM, Nashville, some time in August. The Morgans named the baby, a girl, Candy Kay. . . . Jack Hunt and His Rhythm Ranch Hands (Varsity) are touring Minnesota, Wisconsin and Northern Michigan. . . . Smokey Rogers has inked with Coral. . . . Ken Bones Grant and Pete Hunter have taken over the hoodown show on KNUZ, Houston. . . . Jimmy Short and the Silver Saddle Fanch Boys just inked with 4-Star. . . . Marge Tillman has taken over her husband's band to give Floyd a chance to make p. a.'s. . . . Rex Allen is booked to appear at Illinois State Fair, Springfield, August 11-20. . . . Big Jim Stacey and His Blue Grass Ramblers, WCPO-TV, Cincinnati, have signed to play for square dancing at the El Rancho Earn, Friday and Saturday nights. . . . Jimmy Wakely (Capitol) has inked a seven-year deal with Standard Radio Transcription Services, Inc. and will transcribe 40 songs a year. . . . Windy Bill McKay and Smokey are at the Bluebird, Coney Island, N. Y., for the summer.

Smokey Smith spent a few hours in Chicago July 26 on his way to Des Moines. . . . Clyde Chesser, KCLW, Hamilton, Tex., is doing a weekly d. j. show and is planning to open a big Saturday night show at Municipal Auditorium, Temple, Tex. . . . Scotty and Maggie Swan air weekly over WEAU, Eau Claire, Wis. . . . The Jordanaires, WSM, Nashville, will travel west in August to make a television film. . . . Earl Songer recently inked with Fortune Record Company. . . . The Whoop Owls, WHOO, Orlando, Fla., play the Moose Lodge in Daytona Beach, Fla., Friday night. . . . Biff Collie, h.b. d.j., has switched from KNUZ to KLEE, Houston. . . . Vic Cardis and the Westernaires have inked with 4-Star.

DISK JOCKEY DOINGS

Don Churchill has a one hour live show on KWBR, Oak-Calf., Warner Bros. Radio Village six days a week. . . . George Allen, WEBB, Tampa, reports this fall he will have a Western and hillbilly jamboree from 10 p.m. to 2 a.m. . . . Ed Tacy, WGAC, Augusta, Ga., has a new group of live hillbilly talent tabbed The Dixie Ranch Hands. . . . Dave Miller, WPAT, Paterson, N. J., d. j. is putting on a show once a month for disabled American veterans in the Bronx Veterans' Hospital. Entertainers offering their services are Shorty Warren and the Western Rangers, Arlene Wright and the Prairie Maids, Texas Jim Robertson and many others. . . . Happy Wilson, WAFM-TV, Birmingham, has a new show titled "The Happiness Boys" with Hardrock Gunter. . . . Big Ralph Wrinkle guested on the Helen and Toby Price d. j. show, KGLC, Miami, Okla. . . . Chuck McKasson, WGFB, Evansville, Ind., just returned from a vacation in Northwestern Missouri.

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

SEX-SATIONAL!!!

SAVANNAH CHURCHILL'S

Rendition of the new Benjamin & Weiss tune

"CAN ANYONE EXPLAIN"

Greater than her
"I Wanna Be Loved" **ARCO RECORD 1259**

AMERICAN RECORD CO.

1020 Broad Street

Newark, N. J.

The **Billboard**

MUSIC POPULARITY CHARTS

PART VIII

Rhythm & Blues Records

Based on reports received last three days of Week Ending July 28

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		TITLE		ARTIST		LABEL	
Weeks to date	Last Week	Title	Artist	Label	Number	Weeks to date	Last Week
14	1	1. PINK CHAMPAGNE	Joe Liggin	Specialty	335—BMI		
7	2	2. HARD LUCK BLUES	Roy Brown and His Mighty, Mighty Men	De Luxe	3304—BMI		
9	4	3. CUPID'S BOOGIE	Little Esther	Savoy	750		
10	3	4. WELL, OH WELL	Tiny Bradshaw	King	4357—BMI		
15	6	5. I NEED YOU SO	Ivory Joe Hunter	MGM	10663		
8	5	6. I WANNA BE LOVED	D. Washington	Mercury	8181—ASCAP		
5	7	7. MONA LISA	"Gus" Cole Trio	Capitol	781010; (45)F-1010—ASCAP		
9	10	8. EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime	196		
1	—	9. I LOVE MY BABY	L. Darrell	Regal	3274—BMI		
1	—	10. BLUE LIGHT BOOGIE (Parts I and II)	L. Jordan	Ork.	Dec 78122314; (45)19-27114		

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		TITLE		ARTIST		LABEL	
Weeks to date	Last Week	Title	Artist	Label	Number	Weeks to date	Last Week
13	1	1. PINK CHAMPAGNE	Joe Liggin	Specialty	335—BMI		
5	8	2. MONA LISA	King Cole Trio	Capitol	781010; (45)F-1010—ASCAP		
10	5	3. EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime	196		
30	2	4. WELL, OH WELL	Tiny Bradshaw	King	4357—BMI		
9	3	4. CUPID'S BOOGIE	Little Esther	Savoy	750		
2	9	6. GOOD MORNING, JUDGE	Vernon Harris	King	4378—BMI		
15	10	6. MISTRUSTIN' BLUES	Little Esther-M. Walker-J. Otis	Ork.			
3	4	8. HARD LUCK BLUES	Roy Brown and His Mighty, Mighty Men	De Luxe	3304—BMI		
7	6	8. I WANNA BE LOVED	D. Washington	Mercury	8181—ASCAP		
1	—	10. BLUE SHADOWS	L. Fulson	Swingtime	226		
1	—	10. I LOVE YOU MY DARLIN'	Joe Feltz	Sittin' In	559		

America's No. 1 Award Winner! JOHNNY OTIS

and LITTLE ESTHER
3 BIG HITS

Still Going Strong

Savoy #750
CUPID'S BOOGIE
with MEL WALKER
Savoy #735
MISTRUSTIN' BLUES
with MEL WALKER
Savoy #731
DOUBLE CROSSIN' BLUES

Watch for the Johnny Otis-Little Esther Mystery Record!

SAVOY OUTSELLING ALL COMPETITIVE LABELS 5 TO 1

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



Another Outstanding Hit by.....
THE ONE AND ONLY
T-BONE WALKER
IMPERIAL RECORD No. 5094
"TRAVELIN' BLUES"
AND
"EVIL HEARTED WOMAN"
IMPERIAL RECORD CO., INC.
6425 HOLLYWOOD BLVD., HOLLYWOOD 28, CALIF.

HERE COMES A TRAINLOAD OF SMASH BOOGIE!

featuring JOHNNY OTIS' Orchestra

Regent 1021

"FREIGHT TRAIN BOOGIE" | **"GOOD TIME BLUES"**
with "Redd" Lyte
REGENT RECORDS, Inc., 58 Market St., Newark, N. J.

Just out and Hot!!

SONNY PARKER
I WANT A LITTLE GIRL
SAD FEELING AL 3062
LIGHTNIN' HOPKINS
SHOTGUN BLUES
ROLLIN' BLUES AL 3063
THE TRUMPETEERS
RIGHT TO THE TREE OF LIFE
THERE'S A MAN IN JERUSALEM SC 5022



A GROUP THAT RIVALS THE BEST WE'VE HEARD!
Listen to **"THE RIVALS"**
Great Recording of "DON'T SAY YOU'RE SORRY AGAIN"
"RIVAL BLUES"
(Apollo 1144)
Order from your nearest distributor or direct from **APOLLO RECORDS**
457 W. 45th St. New York, N. Y.

Announcing DISC-O'S NEWEST HIT TUNE BY **FREDDIE WOLF**
(Chicago's favorite organist)
D102 "Just Dream a Little Longer"
Flip "Sentimental Gentleman From Georgia"
DON'T MISS THESE:
D100 "The Moon Song" D101 "Dellin' the Blues"
"I Still Got a Thrill"
Your Distributor, Frumkin Sales Co., Chicago
DISC-O RECORD CO.
Box 410, Burlington, Iowa
Box 297, Columbia City, Ill.

GIVE TO THE RUNYON CANCER FUND

SELLING LIKE WILDFIRE!!! The Oriole's "EVERYTHING THEY SAID CAME TRUE"

backed by **YOU'RE GONE** Jubilee 5028
Picked by the Nation's Disk Jockeys, The Billboard, July 29th.
Coming Up Fast!
#4005 OLD MAN ATOM—Bob Hill
#4009 HOT DOGS AND ROSES
with I'M SENDING MY TEARS IN A BUCKET—Calif. Al Victor
#5025 AT NIGHT—The Orioles

Jubilee RECORD CO. INC.
315 W. 47TH ST., NEW YORK, N. Y.



best sellers



- ★ JOHNNY LONG
15051 HELLO
SHORTY'S GOT TO GO
- ★ RUBY WRIGHT
15053 SAM, THE ACCORDION MAN
THE OBJECT OF MY AFFECTION
- ★ FRIELING SISTERS
15057 OUR LADY OF FATIMA
THE STORY OF OUR LADY OF FATIMA
(Narration by Nelson King)



- ★ MOON MULLICAN
830 I'LL SAIL MY SHIP ALONE
MOON'S TUNE
868 YOU DON'T HAVE TO BE A BABY TO CRY
SOUTHERN HOSPITALITY
886 MONA LISA
GOODNIGHT, IRENE
- ★ HANK PENNY
869 WHAMI SAM! THANK YOU MA'AM
JERSEY BOUNCE
- ★ HAWKSHAW HAWKINS
874 YESTERDAY'S KISSES
THAT'S ALL SHE WROTE
- ★ COWBOY COPAS
870 THE POSTMAN JUST PASSED ME BY
THE ROAD OF BROKEN HEARTS
885 STEPPIN' OUT
MY TRUE CONFESSION
- ★ GRANDPA JONES
867 FIVE-STRING BANJO BOOGIE
UNCLE EPH'S GOT THE COON



- ★ TINY BRADSHAW
4357 WELL, OH WELL
I HATE YOU
4376 BOODIE GREEN
AFTER YOU'RE GONE
- ★ WYONIE HARRIS
4378 GOOD MORNING, JUDGE
STORMY NIGHT BLUES
- ★ IVORY JOE HUNTER
4382 CHANGING BLUES
I HAVE NO REASON TO COMPLAIN
- ★ LUCKY MILLINDER
4379 LET IT ROLL AGAIN
MY LITTLE BABY
- ★ BULL MOOSE JACKSON
4373 SOMETIMES I WONDER
TIME ALONE WILL TELL
- ★ WILD BILL MOORE
4383 HEY SPO-DEE-O-DEE
BALANCING WITH BILL

ROY BROWN
at his best
HARD LUCK BLUES
NEW REBECCA
De Luxe 3304



The Billboard
MUSIC POPULARITY CHARTS
PART IX
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 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 and performance potential, 10; exploiter (record adv't's, promotion film, etc.) 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
JERRY BYRD Mercury 6264	I Regret To Say Aloha Byrd, one of the top steel men in the country field, tries his licks in a pop reading of a Hawaiian flavored ditty. His guitar work is stellar. Vocals are as passable as his discing.	67--70--66--66			
LAWRENCE COCK Abbey 15012	Maui Chimes Traditional Hawaiian up-tempo ditty reminiscent of the army retreat is played spiritedly on this instrumental side by Byrd.	60--65--55--60			
LAWRENCE COCK Abbey 15012	Missouri Waltz Cock treats the President's theme to the player-piano treatment and it comes off in a fashion which should attract some juke coin.	72--70--70--77			
LAWRENCE COCK Abbey 15013	Let a Smile Be Your Umbrella This side draws the Cock pianola treatment and should find some coin wherever there are reminiscing tavern music lovers.	70--68--68--75			
LAWRENCE COCK Abbey 15013	Red Hot Mama Cock tackles another old fave in player-piano fashion. Good sport for the tavern sentimentalists.	72--70--68--78			
LAWRENCE COCK Abbey 15013	Let Me Call You Sweetheart Cock recreates the spotlight era ably in this truly Benny pianola rendition of the classic community sing waltz. Should draw coin from tavern warblers.	74--73--70--78			
HARRY JAMES ORK Columbia 38902	In a Mist James pays tribute to the late Bix Beiderbecke, playing some sweet horn on the Bix original. A musical, uncommercial effort.	65--68--66--60			
CLIFF STEWARD Coral 60266	Brazilian Sleigh Bells Flash, circus style novelty with a sometimes-Samba beat is noisy, unappealing stuff.	66--68--66--64			
CLIFF STEWARD Coral 60266	Kewpie Doll Tavern style gang-sing treatment of a happy ditty and draw some bar juke coin.	68--68--65--72			
CLIFF STEWARD Coral 60266	Goodnight, Irene Barroom approach to the smash hit folk waltz should draw tavern crowd attention. Frank Froba's 88-ing lends added attraction.	75--75--72--77			
CLIFF STEWARD Coral 60266	Honolulu Best sounding Thornhill wax in a couple of years is this light jumping treatment of a melodic ode. Spots Snowflakes' vocal. Deejays should like this one.	77--80--77--75			
CLIFF STEWARD Coral 60266	Sweet and Lovely Thornhill turns in one of his mood ballad essays with this lovely evergreen. Spots Snowflakes and Rurs McIntire doing the lyrics pleasantly.	77--80--75--75			
KAY STARR-TEN- NESSEE ERNIE Capitol 1324	Ain't Nobody's Business But My Own Magnificent talent ahead turns in a thumping, rowdy waxing which should score heavily. Side's potential can be pointed in country, folk and pop fields.	89--90--88--90			
KAY STARR-TEN- NESSEE ERNIE Capitol 1324	I'll Never Be Free Another effective slicing by the duo, this in the ballad vein with a blues suggestion. Could also ring a large bit of action.	85--85--85--85			
BILL SNYDER ORK Tower 1482	My Silent Love Snyder gives the "bewitched" keyboard-ork treatment to this lovely ode. Should make a likely follow-up to initial hit and may have enough on the ball to register heavy action.	88--88--87--88			
BILL SNYDER ORK Tower 1482	Choppin' Up Chopin Multi-pop tempo instrumental conception of the Chopin "Minute Waltz" comes off as a pleasant tour de force. Mainly for spinners.	77--81--75--75			
JOHNNY DESMOND MGM 3075B	Just Say I Love Her Desmond turns in one of his finest singing jobs in this extremely effective slicing of a lovely new ballad adaptation. He does a smattering of Italian lyric for added effect. Should be a big one for the singer.	86--85--86--85			
JOHNNY DESMOND MGM 3075B	If Anybody Does, You Do The balladeer warbles effectively again on a ballad of slight moors.	71--73--70--70			
JOHNNY DESMOND MGM 3075B	Autumn Moon European recording of a ballad of no particular merit spots Dyson, a singer with a style crossed between Sablon and Herb Jeffries, turning in an appealing close.	55--65--50--50			
JOHNNY DESMOND MGM 3075B	Fantasy In C An example of the kind of jazz being turned out in postwar Germany is this etching of a polite, not particularly original low jump riffer. May be of interest to spinners.	48--60--45--40			

(Continued on page 104)

THE PEARL MUSICAL DIS COLLECTION

"MY SILENT LOVE"
From
"CHOPPIN' UP CHOPIN"
Available on 45 RPM

by
BILL SNYDER
TOWER RECORD 1482

TOWER RECORDS
100 E. OHIO ST. • CHICAGO 11, ILL.

RECORD PROBLEMS? WRITE US

WE MAKE QUALITY STAMPERS

All Speeds — Long Wearing

RECORD PRESSINGS
Competitive Prices

SHAW RECORD PROCESSING, INC.
1914 Dana Ave. Cincinnati 7, Ohio

Introduces
THEME
and its first hit
"JAZZ ME BLUES"

second hit—B side
"I don't care if I never go to bed"
76-P100 45-P45-100

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NEW VICTOR, COLUMBIA

\$12.00 per 100

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\$10.00 PER 100—\$85.00 PER 1,000

1/2 with order, balance C. O. D.
Write for LATEST CATALOG,
500 Different Standard and Hit Tunes

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PLaza 7-0636

COMPLETE INVENTORIES BOUGHT
Over 1000 Satisfied Customers

"THE BILLBOARD" GIVES
"PIE IN THE BASKET"
an "Excellent" B1 Rating by
FLORENCE WRIGHT
on NATIONAL RECORD 9118
Hit, "REAL GONE TUNE" with
ERROL GARNER
The "Hottest" Platter in the Country

EILEEN HARTON'S
"STILL COOKING" on
NATIONAL 89112—
"MAY I TAKE TWO GIANT STEPS"

ORDER FROM YOUR NEAREST DISTRIBUTOR
BY NATIONAL DISC LABELS
1045 BROADWAY, N. Y. 23, N. Y.

B-I-E-E-I-E-E

WATCH FOR IT!
IT WILL BE
SURE FIRE
ON THE BOXES

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 entries into best selling, most played or most heard features of the Chart.

- JUST SAY I LOVE HER...Vic Damone...Mercury 5462
CAN ANYONE EXPLAIN...Dinah Shore...Columbia 38927
MY SILENT LOVE...Bill Snyder Ork...Tower 1482

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below.

- 1. DREAM A LITTLE DREAM OF ME...Jack Decca...Decca 27096
2. I CROSS MY FINGERS...Bing Crosby...Decca 27111
3. THINKING OF YOU...Paul Weston...Capitol 1106

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below.

- 1. CAN ANYONE EXPLAIN?...Ames Brothers...Coral 60253
2. THERE WILL NEVER BE ANOTHER YOU...Andrews Sisters-Gordon Jenkins...Decca 27115
3. THE OBJECT OF MY AFFECTION...Sammy Kaye...Victor 20-3328

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below.

- 1. GOODNIGHT, IRENE...Red Foley and Ernest Tubbs...Decca 46255
2. OUR LITTLE RANCH HOUSE...Guy Lombardo...Decca 27092
3. GOODNIGHT, IRENE...Franc Sinatra...Columbia 38892

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.

- 1. GOODNIGHT, IRENE...Red Foley-Ernest Tubbs...Decca 46255
2. FOOL'S PARADISE...M. Whiting-J. Waley...Capitol 1065
3. HAPPY FEET...Tex Williams...Capitol 1087

MAIL IT NOW! If you have not yet mailed this week's pop chart questionnaire, please do it now.

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.

POPULAR

- Alibi-J. Sharp (Mother Used To) Abbey 15015
AM My Love-B. Crosby-J. Alexander Chorus-V. Young Ork (Friendly Islands) Dec 27117
All My Love-D. Day-C. Dant (Goodnight, Irene) V(78) 20-3870; (45)47-3870
AM My Love-G. Lombardo (Swiss Bellringer) Dec 27118

Advertisement for 'BY THE LIGHT OF THE SILVERY MOON' by JOHNNY GUARNIERI with enoral background music by the JOHNNY GUARNIERI QUINTET.

ADMIRAL RECORDS INC. 701 SEVENTH AVE. NEW YORK 19, N. Y.

RELIABILITY - QUALITY RECORD PRESSING. Originators of the NON-SLIP FLEX (Pat Pending) Research Craft Co.

WANTED Professional Singers, Band Leaders or Recording Companies to make recordings of my new copyrighted songs.

WANTED PHONOGRAPH RECORDS 1920-1940 Period. New or Used. Will Call if Quantity Justifies. EDWARD CROWDER

A HIT - 'CO-ED RECORD' - NO. 5050 'SAID GI JOE WITH A SOUTH KOREAN' (A Sailor Boy and a U. S. Marine) and 'THE SMOKE OF THE SOUTHERN AND THE A. C. L.' SORORITY FRATERNITY RECORDS & PUBLICATIONS

RECORD PRESSINGS Shellac - Vinylite - Flex 78 RPM - 45 33 1/2 RPM. Pressings Free Small or Large Quantity. Labels - Processing - Masters SONGCRAFT, INC.

RECORD MATRIX WORK For Manufacturers of Phonograph Records. Masters - Mothers - Stamps - Pressings. Low rates, complete processing, daily air express shipments.

RECORD PRESSES FOR SALE Will sell 1 to 6-10" x 12" Record Presses, complete Steam Tables and Valves. Very reasonable. MASTER RECORD CO. 154 E. Erie St. Chicago, Illinois

Billboard MUSIC POPULARITY CHARTS

Record Reviews Album and LP

PART XII

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

(100 points—the maximum)

90-100	tops
83-89	excellent
76-79	good
69-75	fair
63-68	poor

THE CATEGORIES

1. Production Idea	18
(grouping of selection continuity)		
2. Name Value	15
3. Caliber of Material	15
4. Manufacturers' Distribution Power	10
5. Exploitation Aids	10
(Record company and other advertising promotion, film, legit and other aids)		
6. Interpretation	15
7. Record Quality	5
8. Manufacturers' Production Efficiency	5
9. Packaging	10
(art work, binding, wrapping)		

POPULAR

DIXIELAND JAZZ—VOL. 1—Bob Crosby **72**
Ork (1-10*)

Coral (33) CRL-56003
The Dixieland Band; Between the Devil and the Deep Blue Sea; Sugar Foot Strut; In the Jazz Band Ball; Dixieland Shuffle; Come Back, Sweet Papa; Royal Garden Blues; Squeeze Me.

Crosby's "Swingin' at the Sugar Bowl" set had a big hand in the still moving Dixieland revival. This volume should benefit as a result. It's a collection of some of the best two-beat put down on wax by the late great Crosby organization, which included such stellar musicians as Yank Lawson, Bob Haggart, Matty Malneck, Ray Bauduc, Bob Zurke, Eddie Miller, etc. The processing for LP has given these recordings new lustre. The new two-beat cult should cotton to this platter.

JUKES Not suitable. JOKES Fine two-beat specimens for Dixie revival minded pinners.

GUY LOMBARDO SILVER JUBILEE ALBUM—Guy Lombardo and His Royal Canadian (1-10*) **86**
Decca (33) DL-5235

St. Louis Blues; You're Driving Me Crazy; Boo Hoo; A Sailboat in the Moonlight; Swingin' in a Hammock; There Dought to Be a Moonlight Saving Time; Little Dutch Mill; When the Organ Played at Twilight

This silver jubilee collation, commemorating Lombardo's 25 years at the top of the dance band business (1925-1950) offers eight of his most popular and successful sides. These are the original recordings, not remakes, and should awaken a lot of nostalgia for a lot of Lombardo fans. Package figures to be a leading pop LP.

JUKES Not suitable. JOKES Good program fare for any pop show.

KEN GRIFFIN at the organ plays the music of IRVING BERLIN (1-10*) **80**
Columbia (33)CL-6120

Remember; I Can't Do Without You; All Alone; The Song Is Ended; When I Lost You; Always; The Girl That I Marry; Easter Parade.

Griffin, a master of tempo and melody on the organ, has a field day with this collection of the simple, warm melodies of Irving Berlin songs. His treatments of these familiar tunes place this package in the salon schmalz category. Griffin's sizeable Mid-Western following will want this set. Should do a heavy amount of 78 r.p.m. album business.

JUKES The 78 r.p.m. singles should prove salable. JOKES Fine interlude music.

JACQUELINE FRANCOIS SINGS—Jacqueline Francois **68**
Polydor-Vox PL-3070 (10*) LP

Bolero; Mademoiselle de Paris; Pour Moi Toute Seule; C'est Toi; La Vie En Rose; La Mer; La Seine; Paris la Nuit.

Mlle. Francois, one of the big disk stars in France, has reached a limited audience here thru imported disks, but should hit a bigger following with this hit-studded LP collection. The thrush has one of the slickest styles extant, and her diskery has lavished beautiful scores and high-quality engineering on her. "La Vie," "La Mer" and "La Seine" are already familiar as American pops. "Bolero," known as "All My Love," and "Pour Moi," as "Tonight You're Mine," are making their initial pop bids currently. Should do strong business in shops frequented by sophisticates, students and carriage trade.

JUKES Not suitable. JOKES For occasional exotic flavoring.

VICTOR YOUNG—Harry Sukman, pianist, with Victor Young Ork (1-10*) **68**
Artist (33) 502

Manhattan Concerto; In a November Garden; Arizona Sketches; Traveller Light.

Four original compositions by Young comprise the music on this LP. This is light entertaining more-type music of no particular significance other than it was composed and is here conducted by Victor Young, who currently is enjoying some

measure of disk popularity as the result of recent work on the Decca label. It's the kind of thing which would appeal to the people who go for Kostelanetz and Gould. The music at hand is played cleanly and well by the studio ork and is accorded bright, thin, movie-type recordings.

JUKES Not suitable. JOKES Late hour, salon sets and "pops" spinners should find good use for this collection.

DINNER MUSIC—Ralph Ginsburg and His Palmer House Ensemble (1-10*) **65**
Columbia (33)CL-6125

Night and Day; I'll Follow My Secret Heart; Deep Purple; I've Told Every Little Star; All the Things You Are; Diane; Smokey Gets in Your Eyes; Etude for Violins and Love

Small string ensemble here turns out an easy-to-take collection of familiar pieces designed for dinner listening. This is first-rate, unpretentious salon stuff played cleanly and recorded splendidly. The "Etude for Violins" is a new opus by David Brothman which is bright and attractive and which could make a handsome item in a big art setting.

JUKES Not suitable. JOKES "Etude" is strongest bet, while others are strictly for casual dinner, salon sets.

CHILDREN

ROY ROGERS' RODEO—Roy Rogers and Cast **88**
RCA Victor WY-413 (2-45 r.p.m.)

The problem with this one will be getting the supply to meet the demand. The current kidlik vogue is cowboy material, and the summer business in the moppet field is at its all-time peak. Rogers' radio, flick and rodeo fans would probably buy records on which he did nothing but blow his nose, and here he does considerably more. Woven into the story are exciting bronk-riding contests, rodeo stunts and a hold-up. Roy and friends save the day amid lively band music, sound effects and some flavorful cowboy songs. The production by Steve Carlin is well-paced and colorful. The acting is more professional than is usual in this field. Disks come with a 24-page picture-story book in full color. Rogers should be shooting for top selling honors with this one.

JUKES Not suitable. JOKES Top feature fare for kids.

MAGESTO THE MAGICIAN—Peter Donald-Mitchell Ayres Ork (2-10*) **82**
Columbia MJV-71

A highly entertaining, highly original children's story here. Peter Donald's virtuoso narrating and mimicking definitely establish him as one of the top kidlik performers around. The tale is brisk, zany, sometimes slapstick, and the music helps put it over. Story is about a magician who wanted to do something for boys and girls, and finds a formula that makes everything taste like ice cream. He discovers, however, that too much of anything is bad.

JUKES Not suitable. JOKES Fine fodder for kidlik shows.

SONGS TO GROW ON—Woody Guthrie (1-10*) **60**
Folkways (33) Fol. 5

Put Your Finger in the Air; Come See; Pick it Up; Sleepy Eyes; Race You Down the Mountain; Merry-Go-Round; Wake Up; Clean O; How Do Do; Dance Around; My Dolly; Car Song; Don't You Push Me.

The pure folk tunes, and the authentic, tangy renditions of Guthrie have the qualities that can prove highly intriguing to children. Guthrie's lyrics, however, are of the stop-dash variety, with little rhyme, and not much charm. Package could have some use in group participation sessions.

JUKES Not suitable. JOKES An occasional number could add special flavor to a kidlik set.

Billboard MUSIC POPULARITY CHARTS

The Honor Roll of Popular Songwriters

PART XIII

By Jack Burton

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.

No. 71—NACIO HERB BROWN

In "super-colossalville by the sea," Nacio Herb Brown is regarded as one of the "700 wonders of Hollywood," and not without good reason. He never intended to be a songwriter. He never wanted to be a songwriter. And when he was cajoled to go to the MGM studios in 1928, he already had scored signal successes in two totally alien fields—merchant-tailoring and real estate. But once he set his mind to music, he composed songs as enduring as the concrete approach to Grauman's Chinese Theater, where the footprints of Hollywood stars have been perpetuated.

Of course, he had musical ability. His father, sheriff of Deming, N. Mex., often found relaxation in his clarinet when he hung up the brace of six-shooters with which he policed the frontier town of less than a thousand inhabitants where Herb was born February 22, 1896. His mother, an accomplished musician, taught Herb the rudiments of the piano when he was five years old and later encouraged him to take up the study of the violin. And his sister, who played both the piano and cello, rounded out a family quartet that specialized in chamber music.

In 1904 the family moved to Los Angeles, where Herb's father took over the office of deputy sheriff and his son completed his education at the Manual Arts High School, graduating at the age of 17 in a class that numbered among its members Lawrence Tibbett, the opera and concert singer, and Tay Garnett and Leo McCarey, future motion picture directors.

Herb Brown's parents tried to persuade him to study for a business career at the University of California, but before the college term opened that fall, Herb met Alice Doll, a singer at the Orpheum Theater, who convinced him there was far more fun and glamour in vaudeville bookings than in academic training. It took him but a year as her accompanist to find out that it wasn't so, and after making overnight jumps in crowded day coaches, living in dingy hotel rooms, and eating when and where he could, he became inexorably fed up with show business.

On his return to Los Angeles he decided he could make capital out of

the movies without becoming a grease-painted part of them. He opened up a merchant tailoring establishment that soon attracted the patronage of Wally Reed, Rudolph Valentino, Charlie Chaplin and other male stars of the silent screen. The business prospered, but in 1920 Herb's roving eye envisioned even greater opportunities in Beverly Hills real estate. So he sold his made-to-order coat and suit house that he might be free to provide acreage on which his clientele might erect baronial mansions with swimming pools in keeping with their prestige.

Since the new venture boomed from the outset, Herb Brown shrugged his shoulders disdainfully when his first published song, *Coral Sea*, became a hit after being introduced by Paul Whiteman at the Alexandria Hotel in Los Angeles. He was just as cool to the reception accorded his *Doll Dance*, the high spot of Carter DeHaven's *Music Box Revue*, staged in 1926 at Hollywood's Music Box Theater. But two years later he fell under the spell of Irving Thalberg, whose honeyed words persuaded him to take a three-month vacation from reality and collaborate with Arthur Freed in writing the songs for MGM's first musical, *Broadway Melody*.

Film history was made when *Broadway Melody* was released. The miracle of sound packed 'em in from coast to coast, and daily the crowds poured out of the nation's movie theaters humming Herb Brown's *Wedding of the Painted Doll*. Again Thalberg talked Brown into entrusting the management of his real estate office to a subordinate that Herb might spend a full year at MGM and, when that year yielded such song hits as *Singing in the Rain*, *You Were Meant for Me*, *Pagan Love Song* and *The Woman in the Shoe*, Brown concluded there was more money in writing the country's songs than in selling residential plots in Beverly Hills, and a new owner took over his realty business. Then musical pictures went out as suddenly as they had come in, and Brown was turned adrift with hundreds of other songwriters.

(Continued next week)

Beg Pardon

Due to an oversight, Lou Hersher and Art Coogan were not listed as co-writers of *One More Kiss, Then Goodnight*, in the listing of Charles Tobias's song titles in the July 15 issue of *The Billboard*. The chorus melody of this song was based upon their composition, after AN.

SONGWRITERS COMING UP!

NACIO HERB BROWN II In Subsequent Issues *The Billboard* Will Present

- BURTON LANE
- JIMMY VAN HEUSEN
- FRED AHLERT
- PETER DE ROSE
- RAY HENDERSON
- ARTHUR SCHWARTZ
- MILTON AGER
- CON CONRAD
- BILLY ROSE
- HARRY WARREN
- HARRY M. WOODS
- ALLIE WRUBEL

AM Losing 2 Vital Services By Hooper Rating Demise

NEW YORK, July 29.—The demise of the Hooper radio network rating service, via its absorption by the Nielsen research operation, is depriving radio of two vitally important research components, advertising agency execs declared this week. The two missing items are audience composition and sponsor identification data on a national basis. No new data on either of these subjects has been available since around the turn of the year, the last time Hooper published them.

What disturbs agency and advertiser research men even more is that, as matters stand today, there is no

indication that this sort of information will be adduced within the foreseeable future by any of the existing research companies now functioning. Some of the outfits can provide it on a city basis, but no national picture is available.

Thus, it is asserted, the only recourse would be for an individual agency or advertiser to have a special survey made, and the costs involved would be prohibitive. It is pointed out that both Hooper and Nielsen have increased some of their charges recently—Hooper for his individual city reports and Nielsen for his auditor network report. The latter, of course, because of its mechanical operation, cannot provide either audience composition or product identification figures.

The importance of composition and identification data cannot be over-emphasized. The first, by showing the number of men, women and children tuned in on shows, indicates to sponsors the effectiveness of their campaigns in reaching specific product buyers. Thus, a cosmetic account wants its message directed toward fem buyers. Sponsor identification, of course, is extremely important in indicating commercial effectiveness of both programs and plugs.

successor to Maurice Mitchell as BAB director is expected to be discussed by the board, but the discussion is considered likely to be largely in the form of an indorsement of a nomination to be made by NAB General Manager William Ryan. The NAB general manager, who is authorized to name Mitchell's successor to the \$17,500 post, has been studying a number of prospects and applicants, with no chance seen for a final choice to be made for another two weeks. It was learned that Edgar Kobak, former MBS prexy, who has been mentioned for the post, is unavailable.

NAB Emergency Parley Aug. 7-8

(Continued from page 7)

tion, censorship and civil mobilization but also the immediate future of radio and TV on supplies, equipment, manpower and expansion. It is expected that the board will authorize creation of a formal defense committee and will suggest a course for that committee's drafting of a defense blueprint. The NAB is credited with having taken the initiative in the co-ordination move, having offered its services to the White House which last week suggested plans for a nation-wide broadcasters defense council.

The board's BAB committee which met here this week agreed on recommendations for BAB's divorce, with the board to deliberate on the recommended plan at the special two-day meeting next month. Originally the board had planned to let this issue await its November meeting. Chief issue which the board will seek to resolve itself on will be whether BAB's divorce should be complete or partial. Choice of a

McFarland Bill Back Again After Unique Senate Action

WASHINGTON, July 29.—The McFarland Bill, revamping Federal Communications Commission (FCC) procedure, is back in action following a unique parliamentary maneuver by the Senate this week.

Under unanimous consent procedure, the Senate took a minor House-approved bill relating to radio monitoring and amended it to substitute the provisions of the McFarland Bill.

In this manner, the Senate moved to by-pass the radio subcommittee of the House Interstate Commerce Committee, which shelved the McFarland Bill after it had previously passed the Senate. With the Senate having appointed conferees, the measure goes directly to conference unless the House blocks the maneuver by failing to appoint its own conferees.

The bill directs FCC to reorganize itself into a functional set-up with "integrated divisions" to handle its work-load. FCC would be given power to issue cease-and-desist orders along the lines of Federal Trade Commission (FTC) authority. The bill further spells out hearing, revocation and renewal procedure and provides for direct referral to the Supreme Court in case of appeals from license revocations.

No commissioner would be allowed to represent any radio company before the Commission for a year following his resignation unless he had completed his full term of appointment. Any fraudulent schemes for raising money over the radio

would subject the person and the station, if the latter transmits the fraud knowingly, to a fine of \$10,000 and a prison term of five years.

AFRA Tackling A Full Slate

(Continued from page 6)

and the Television Authority (TVA) covering tele thespis, will be made at a TVA-sponsored mass meeting Sunday (30). Gathering, open to all members of talent unions, including the film guilds, will hear a proposal that both TVA and SAG name committees to co-ordinate performer demands of both groups. TVA and SAG, locked in a jurisdictional dispute now before the National Labor Relations Board, would thereby protect the performers of each body from competing against each other.

George Heller, TVA national exec, told *The Billboard* that consistent demands by both unions could possibly pave the way for peace within performer ranks over TV jurisdiction. If a peaceful solution cannot be reached, Heller said, co-ordinated demands would protect performers regardless of which org emerges the victor in the forthcoming NLRB election. Should both bodies retain a separate portion of TV's jurisdictional field, consistent demands between the two would also be of paramount need, Heller said.

People, Products and Prices

Majestic Adds 13 Distributors

Thirteen new distributors have been added by Majestic Radio & Television, according to Milton R. Benjamin, sales manager. New wholesale outlets for the line are Ajax-Albany, Albany, N. Y.; Associated Distributing, Columbia, S. C.; Ballard & Carter, Ogden, Utah; Brooks Supply, Tampa; Chief Electronics, Poughkeepsie, N. Y.; Goddard Distributors, West Palm Beach, Fla.; La Salle Appliance Distributors, Chicago; National Sound Equipment, Omaha; Pacific Telecoin, Los Angeles and San Francisco; United Service, Nashville; West Coast Distributors, Tampa, and William & Shelton, Charlotte, N. C.

Shura-Tone Offers New Three-Speed Phono

A new three-speed portable phono was introduced last week by Shura-Tone. Featuring solid-wood construction, three-tube amplifier, tone control, dual stylus tone arm and an inclined sounding board, the set, Model 303, can retail for as low as \$37.95. The compact unit weighs 12 pounds and is available in combinations of two-tone tan or blue and gray. Interior finish of the carrying case is the same as the outside.

Rek-O-Kut Issues Catalog

Rek-O-Kut Company, Inc., Long Island City, N. Y., manufacturer of high fidelity recording and transcription equipment, last week issued a catalog listing the company's complete present line.

Department Store Disk, Sheet Sales Up 9% for April

Department store sales of disks, sheet music and instruments showed a 9 per cent gain over the preceding April, tho the first four months of the year were off 5 per cent from the comparable 1949 period, the Federal Reserve Board (FRB) said last week. The April gain for 128 stores that maintain a separate department for the three musical items was in sharp contrast to department store sales as a whole, which were down 9 per cent for the 354 stores surveyed by FRB.

D. C. Pontlers Licensing Repairmen

Licensing D. C.'s TV repairmen is under consideration by the Washington License Board, it was announced last week. The board and the Better Business Bureau have received numerous TV complaints, mostly about failure of repairmen to live up to service policies.

Philly Group Sponsors Radio, TV Confab, Exhibit

A radio and television service convention and exhibit will be sponsored for the second year by the Philadelphia Radio Servicemen's Association. With admission free, the show will be held September 25-27 at the Broadwood Hotel, with the program including educational lectures and open discussions in addition to exhibit of new products by manufacturers and distributors. Dave Krantz, former president of the association, is chairman of the show committee, assisted by Johnny Fox, of Raymond Rosen & Company, RCA-Victor distributors, and Herman Miller, of Philco Distributors, Inc.

Rosen To Hold Philly TV Clinic for RCA Dealers

A television service and training clinic for RCA Victor dealers will be held for the first time at Raymond Rosen & Company, Philadelphia RCA Victor distributors, according to E. A. Castroville Sr., service manager for the company. The clinic will be a series of seven lectures starting August 21.

Colorama To Market Projection Gimmick

A new projection gimmick, attachable to any video receiver, will be marketed soon by Colorama, Hollywood tele manufacturer. Device is called Movie TV and will come complete in a self-contained unit retailing for \$399. Gimmick is said to project video pix from a minimum 3 by 5-foot size to a maximum of 10 by 10 feet. Colorama will market the device in all major tele cities, concentrating its sales pitch at owners of 7 and 10-inch receivers.

New Plant To Double Hudson Electronics Output

Hudson Electronics, Mount Vernon, N. Y., manufacturer of phonographs, last week acquired an additional plant which will enable the company to double its production. Plant goes into operation August 1.

Webster-Chicago Sales Doubled by TV Ads

Television advertising has more than doubled sales of Webster-Chicago products in the Detroit area, according to Max M. Lipin, president of Allied Music Sales Corporation, Detroit distributor. Even allowing for normal increase in demand, Lipin points to sales running three times their levels a year ago as proof that TV advertising has a tremendous sales impact.

EEI Offers Book on Home Lighting for TV

An eight-page comic-style booklet explaining proper and improper home lighting for viewing TV has been issued by the Edison Electric Institute (EEI). Titled "Wonder What a Television Set Thinks About?" the booklet is intended for distribution to TV set owners and prospective buyers. Both members and non-members of EEI can obtain the booklet from the Institute.

Sonic Offers Three-Speed Manual Phono

A new three-speed manual phonograph in portable carrying case was introduced last week by Sonic Industries, New York. The new player is available in both suntan rawhide and copper-tone cowhide finishes. The set features a two-tube amplifier, single needle cartridge and tone and volume controls. At the same time, Tone Products Corporation, New York, introduced a similar set in two shades of leatherette. Prices of the two new portables were not available.

8,100 Attend Music Company Trade Show

Final figures for the attendance at the recent Music Industry Trade Show in Chicago showed that 8,100 traders registered with the National Association of Music Merchants. Attendance was actually below the figure for 1949's show held in New York. Sales, however, are reported to have been much higher.

RADIO, PHONO, TV SALES SOAR

Rise in Prices Fails To Slow Buying Spurt

Profiteering Called Factor

NEW YORK, July 29. — Tremendous sales were being racked up by radio-phono-TV manufacturers this week, far in advance of the usual seasonal rush. This despite the fact that higher prices on phonographs were being quoted each succeeding day, while TV makers were warning buyers of similar increases. Emerson, DuMont and many phono manufacturers have already announced price hikes.

Distributors and larger dealers were hopeful of getting "at least 70 per cent" of the orders placed. Reasons given for the sales increases ranged from "scare buying" to "not buying more, just buying sooner."

Price increases of component parts are being attributed in many quarters to profiteering, as traders point out that government war orders have not been placed as yet in impressive quantities. Despite official statements that there are few shortages at present, phonograph motors, resistors, wire, transformers, receiving tubes, condensers and other vital components are becoming scarce. It is generally conceded that deliveries would have been slow on some components even without a Korean war and increased military buying. However, nothing like the present situation was foreseen.

Private Brand Prices Too Low

The radio-TV buyer for a department store chain disclosed that private brand prices for the fourth quarter, set only two weeks ago, were already 12 to 18 per cent too low; that a major manufacturer who was verbally committed to produce a private brand line of radio-phono consoles had backed out of the deal, and that list prices expected to be placed on phonographs for the fall season would "probably turn out to be the cost we'll have to pay for them on delivery."

In the phonograph end of the industry, it is reported that Audio Industries is already shipping on allocation, based on previous years' business done with dealers. An Eastern distributor for Webster-Chicago this week wrote an order for \$400,000 worth of equipment for one of the smaller geographical territories. A smaller phono manufacturer, at the same time, received a \$380,000 order for record players. In the words of Steelman's Jerry Herold, "It's November in July."

Most phono manufacturers are more than happy over the early buying. Apart from the increase in business, the orders now being written enable the manufacturers to spread production over a longer period instead of the usual October-November scramble to make deliveries.

Hudson Up 300 Per Cent

Hudson Electronics reported an increase of 300 per cent over business written in July last year, but exec Harvey Everett explained that it was "earlier buying rather than war scare buying." Aside from scare buying, dealers are apparently placing orders now in order to beat further price increases expected.

In general, phonograph prices have risen 10 to 15 per cent since the music industry trade show earlier this month. Where the prices will ulti-

High-Fidelity Audio Devices Boost Capital Diskery Sales

(Continued from page 12)

some dealers here as a "must" to accommodate the record-buying public, which is going in heavily for similar types of installations in their homes. Littman Danziger, owner of the Disc Shop, commented, "This thing works both ways—the buying public is more and more showing interest in hearing music in its full range, and that sort of good taste cannot help but be reflected in increased sales volume of the best in recordings."

Indicative of the growing demand for sound equipment capable of reproducing up to 15,000 cycles, the Shrader Manufacturing Company, in 10 years, has grown from a one-man shop to a busy plant where as many as 16 persons are employed. The firm was founded by William C. Shrader who, while only 30 years old, is considered one of the capital area's top engineers in the high-fidelity field, and the nation's capital abounds in good electronics engineers. Shrader's partner in the firm is Anthony C. Brode, a 34-year-old accounting expert, who specializes on the business end of the partnership which was formed three years ago. The firm was incorporated a year ago. A steady flock of customers to the establishment has necessitated plans for modernizing the plant, with the second floor to be converted to an up-to-date demonstration room, the first floor to be used as executive offices, the basement as a workshop and the sub-basement for storage.

The Shrader firm's reputation has spread thru the trade and government alike. The Woodward & Lothrop Department Store's sound system was installed by Shrader, and Shrader has been getting a good portion of work in the nation's capital at such places as the Library of Congress's Coolidge Auditorium, where the elite of the world's string agree-

gations perform yearly. Other places where Shrader has been making installations are the Smithsonian Institution's auditorium, the Bureau of Naval Research Laboratory, Naval Ordnance Laboratory, National Bureau of Standards and the D. C. National Guard Armory. At the last named place Shrader is installing a large Altec Lansing system. Several churches in the area are having Shrader put in some high-fidelity rigging. Recently the firm put in a public-address system at Griffith Stadium here, which proved so effective that a crowd of 20,000 which packed the Stadium for a "spiritual concert" by the Super Music Company paid tribute with a noisy ovation after the emcee at the ceremony complimented the firm for getting the night's music across to "every square inch of the Stadium."

Shrader and Brode point out that the emphasis in custom-made home sets is currently on high-fidelity gear for record players without radio tuners, a trend which is regarded as sure evidence of the attraction of disk buyers to full-range music gear.

Motorola's Line Offers 29 TV's

NEW YORK, July 29.—Twenty-nine TV sets and 31 radio models comprise the new Motorola line to be previewed for the press Tuesday (1). Prices on the video sets range from \$169.95 for a 14-inch plastic table model to \$800 for a 20-inch three-way console combination. Radio prices range from \$14.95 for a table set to \$229.95 for an AM-FM radio-phonograph console. Furniture design will be the keynote of Motorola's promotion of the new TV sets, with the company set to receive the Fashion Academy award at the press showing.

In general, prices for the video sets are comparable to those of other top manufacturers. Typical is a 17-inch table model in plastic cabinet for \$199.95 and a 17-inch console combination at \$399.95. Picture tube sizes used in the new line include 14, 16, 17, 19 and 20-inch sizes.

Other features of the Motorola line are "off-the-floor" consoles, the wide range of furniture styling and a clock-radio to be known as "Radio-Larm." Latter item includes automatic shut-off, alarm and appliance outlet. In the \$34.95 price range. Models priced at \$29.95 and \$32.95 do not include the appliance outlet.

6-Month TV Output Equals Total of '49

WASHINGTON, July 29.—TV receiver production of about 3,100,000 sets during the first half of 1950 equaled the total 1949 production, the Radio-Television Manufacturers' Association (RTMA) reported this week. RTMA members produced 2,413,145 receivers during January-June, 1950.

Radio production was also high in the first half of 1950. RTMA said its members turned out 5,228,170 sets as compared with 3,481,858 sets for the first half of 1949. FM and FM-AM combos totaled 539,852 as compared with 424,800 in the first half of 1949. An additional 225,673 FM receivers were incorporated in TV sets in the January-June, 1950, period, RTMA announced.

RTMA Promises Co-Operation in Defense Action

WASHINGTON, July 29.—Promising "continued co-operation" with government officialdom in the nation's defense, President Robert C. Sprague, of the Radio-Television Manufacturers' Association (RTMA), declared this week that the RTMA's electronic industry advisory committee will continue to serve as the industry's chief liaison with the government in working on defense action. Sprague said that, for the present, there appears to be no necessity for supplanting the electronics advisory committee with a special mobilization committee.

Sprague said the industry expects "to maintain a constant liaison between the industry and defense officials thruout this national emergency," and he added that the present electronics advisory committee appears to provide adequate facilities for industry action during "this partial mobilization period." He said that if later developments "indicate the desirability of establishing a special RTMA committee to work with any of the defense agencies which may be set up, we will act promptly to assist the government and protect the interests of the radio-television industry."

Members of the electronic industry advisory committee are:

Industry chairman, F. R. Lark, Western Electric Co., Inc.; Benjamin Abrams, Emerson Radio & Phonograph Corp.; A. A. Bernard, Ward Leonard Electric Co.; Dr. W. R. G. Baker, General Electric Co.; Max F. Balcom, Sylvania Electric Products, Inc.; E. W. Butler, Federal Telephone & Radio Corp.; Robert W. Carter, Carter Motor Co.; Monte Cohen, F. W. Siskies Co.; A. Crossley, Electro Products Laboratories, Inc.; R. O. Driver, W. R. G. Driver Co.; H. A. Erie, International Resistance Co.; Ray C. Ellis, Raytheon Manufacturing Company; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, Radio Corporation of America; Paul V. Galvin, Motorola, Inc.; G. M. Gardner, Wells-Gardner Co.; W. J. Halligan, The Halligan Co.; Robert F. Herr, Philco Corp.; W. F. Hilliard, Bendix Radio, Division of Bendix Aviation Corp.; H. L. Hoffman, Hoffman Radio Corp.; J. J. Kahn, Standard Transformer Corp.; John Kruesl, American Lava Corp.; W. A. MacDonald, Hazeltine Electronics Corp.; H. L. O'Brien, Weston Electric Instrument Corp.; A. D. Plamondon Jr., Indiana Steel Products Co.; R. C. Sprague, Sprague Electric Company; Arthur E. Thiessen, General Radio Co.; C. A. Warden Jr., Superior Tube Co., and G. E. Wright, Sibley Electric Co.

TV Distributors Eye Phono Line

NEW YORK, July 29.—Distributors of top-name TV lines are growing increasingly interested in handling portable phonographs and table model radio-phono combinations, according to Roland Kalb, president, Steelman Phonograph & Radio Company. Kalb points out, however, the distributors want the same services and set-up from a phono manufacturer that they receive from their large radio-TV suppliers. Aside from increasing consumer buying of record-playing equipment, some distributors may be counting on phonograph sales to supply a good portion of the dollar volume that may be lost as the supply of TV sets tightens.

Based on the distributor reaction to the new Steelman line, Kalb stated the TV wholesalers are seeking to buy from phono and radio-phono manufacturers who will assure prompt deliveries, top-quality merchandise and a phono name that stands for quality. "Distributors find that the sale of portable phonographs is directly allied with the sale of TV sets," declared Kalb.

AM, TV '49 Sales Nearly 2 Billion

WASHINGTON, July 29.—Spending for radios, phonos, TV sets, musical instruments and disks totaled a record \$1,989,000,000 last year, the Commerce Department reported this week. Personal expenditures for radio and TV repair also set a new record of \$177,000,000.

Repair expenses in 1949 were \$5,000,000 above the previous high set in 1948, and nearly quadruple the 1942 mark of \$46,000,000.

Expenditures for new sets, instruments and disks have climbed steadily since war restrictions were lifted. The figure was \$1,760,000,000 in 1948, \$1,724,000,000 in 1947, and \$1,326,000,000 in 1946. The war low of \$364,000,000 was reached in 1944. Spending totaled \$720,300,000 in 1942, the year when production restrictions were started.

mately go is expected to be clarified by mid-August.

Trade talk this week centered around government orders expected to be placed within the next 10 days. One TV manufacturer sounded out distributors on the possibility of handling sub-assembly contracts on military orders. Manufacturer reasoning is based on the two-fold problem of handling the expected war contract and maintaining distributor relationships when production of consumer goods stops.



The Introduction of 18 New RCA VICTOR MILLION PROOF Television Receivers

and a statement by Mr. Frank M. Folsom President of the Radio Corporation of America

POSTWAR TELEVISION marks its fourth anniversary this fall. Its growth in this relatively short period represents one of the most exciting and amazing commercial achievements of our times, a compression of development that other industries took years to attain. It has won:

A continuing demand indicated by estimates of at least 3,200,000 receivers to be built and sold during the remainder of this year.

A position among the first ten industries, employing half a million people in manufacturing, service, distribution, broadcasting, and associated fields.

When an industry attains such national importance, a company within the industry must consider its responsibilities to the public and be guided by certain policies.

First and foremost was the adoption by RCA VICTOR, the pioneer in television, of highest quality standards. RCA VICTOR has never deviated from its policy of building top quality into its receivers.

To assure complete satisfaction, RCA VICTOR outlined a program to provide service by factory-trained technicians for owners of RCA VICTOR instruments.

Scientists, research men and engineers throughout the industry strive constantly for better performance, more dependable operation, improved design, and more efficient manufacture, to bring about lower prices. A program of continuous research and improvement is fundamental policy with RCA.

Improvements in circuits and electron tubes have resulted in simplified assembly. Public preferences in furniture styling have been defined, and volume manufacture

has brought know-how among our own people and among our suppliers—leading to lower costs.

In keeping with its policies of quality, service, and improvements, RCA VICTOR proudly introduces its new television receivers, embodying the best values in its history.

The quality built by RCA VICTOR into more than a million receivers finds new expression in these sets, with brighter, steadier, clearer pictures than ever. This is the basis of our slogan, "MILLION-PROOF—Proven In More Than A Million Homes."

With almost 30% fewer parts, the quality of the new instruments has been substantially improved. This is indeed an engineering feat.

The designs, based on RCA VICTOR's experience with public tastes, set new standards for furniture styling and fine cabinetry.

RCA's unique nationwide television service organization offers new and more attractive Factory Service Contracts at lower prices than ever before.

The new television instruments express in every respect RCA VICTOR's undeviating policies of quality, service, and continuous improvement and bear a rich harvest for the American public.

FRANK M. FOLSOM
President
Radio Corporation of America



RADIO CORPORATION OF AMERICA
World leader in Radio—first in Television

Solid Shows Without Names

Ops Caught As Top Talent Thumbs Deal

Lesser Acts Get Break

NEW YORK, July 29.—More and more of the lesser acts will get work in the immediate future and more and more bookers will have to book shows rather than name attractions. The chief reason is the shortage of box office names; a shortage probably more acute today than it has been in years.

Last week a number of buyers came to town and scoured major offices for names. Jack Goldman, of the Miami Clover Club; Frank Sennes, Midwest indie and booker for the Las Vegas Desert Inn, and a few others admitted their hunt for top names drew blanks. In some cases there were tentative commitments but little of importance was tied down for either immediate or early delivery.

Chief reason for the increased demand is the feeling among cafe ops that a coming war boom will increase business, so many ops who were either on the verge of selling out or operating with small shows have suddenly decided to get back into action.

The talent offices which have been having slim cafe pickings in the past few months have been making drives for new business and as inducements to open new places have offered top attractions to the newcomers. When the old standbys came to town to line up shows they discovered names they had counted on were no longer available and the panic was on.

But while the demand increased, the supply dwindled all out of proportion for varying reasons. A number of top names were committed to picture deals (Danny Thomas; Jimmy Durante). A lot of others were readying TV shows for fall (See Lesser Acts Win on page 48)

Diner Club Stunt Ups Eateries' Take

NEW YORK, July 29.—More and more cafes are using the Diner's Club gimmick and practically all the ops questioned say it has increased their average takes.

The plan, run by the Hamilton Finance Corporation, headed by Frank MacNamara, operates thru a single charge account. An applicant for a charge account is checked with his bank and if okayed gets a card.

A club that agrees to recognize the card has the customer sign a tab which is then sent to the Diner's Club. The club in turn takes all the tabs signed by the customer during a given month and sends him one bill.

The advantage of the plan is that customers tend to spend more liberally when they can sign; have a record of their expenses for income tax purposes and the service costs them nothing. The Diner's Club makes its dough out of a 7 per cent charge of each tab which is paid by the club. Payment is guaranteed by the Hamilton Finance Corporation.

So far the Diner's Club plan is limited to New York and surrounding areas, but it intends to spread it to Chicago and Miami. Cafes now recognizing the gimmick are the Copa, Latin Quarter, Riviera, many of the lush restaurants and at least one hotel, the Roosevelt.

Lectures on Showbiz Fill Gaps In Fun Periods at Resort Spots

NEW YORK, July 29.—Lecturers will be used to greater numbers in the resort areas for in-between-show sessions to talk about show business and other subjects allied to it in the future.

The lecture gimmick was started early this summer by Walter Jacobs, who runs the Lake Tarleton Club in Pike, N. H., and The Tarleton, Miami Beach, during the winter. Idea was to have speakers discuss various phases of showbiz and current events at convenient hours during each day of the week with question-answer and discussion periods following. Among the showbiz personalities Lake Tarleton has had so far have been dramatic critics on New York papers, a legit producer, a disk jockey, actors and authors of best sellers.

Grossinger's, Fallsburgh, N. Y., has decided to use the lecture plan for the

full periods during the day or on off nights. It has arranged for a showbiz trade paper critic to tee off the plan and will probably follow it up with other speakers if the idea hits pay dirt.

The advantage of the lecture plan is that little or no expense is involved. In most cases the speakers are not professional lecturers and take the podium in exchange for a custo week, including traveling expenses.

AGVA Demands Block Icer Bow

HOLLYWOOD, July 29.—American Guild of Variety Artists (AGVA) invoked its stiffest ruling to block the road tour of Bert Gervis's *Rhapsody on Ice, Icer* was set to open at San Jose, Calif., Friday (28), but was forced to back out when unable to put up a \$4,000 cash bond demanded by AGVA Coast Director Eddie Rio. Rio insisted on following AGVA's cash bond ruling and refused to budge, forcing Gervis to go over his head direct to AGVA's New York headquarters.

Last-minute attempt to settle the affair fizzled, even after Gervis offered a surety bond and several of the show's backers agreed to sign personal notes. AGVA national office stuck by Rio's decision and the show never left town.

At press time, Gervis was scrambling in an effort to raise cash bond and fulfill three weeks of Coast bookings already set. Show has previously played one-nighters in this area and paid off talent and unions involved.

Gray to Lake Tahoe for 7G

HOLLYWOOD, July 29.—For the first time since he purchased the local Band Box nitery in 1943, comedian Billy Gray is working an outside spot. Gagster, plus a packaged show which includes Dave Barry, Leo Diamond and Madelyn Russell, opened at Lake Tahoe's Tahoe Village nitery Thursday (27).

Booked for two weeks, Gray's package was bought for a hefty \$7,500 per frame. If successful on the road, and if his absence at the Band Box doesn't affect biz locally, Gray will tour other cities with the same type of unit show.

New Bills at Combo Houses Run Up Take of \$400,000

NEW YORK, July 29.—New bills at practically all the combo flesh-pic houses lifted over-all grosses to \$400,000 from the previous week's \$345,000. The biggest grosses were the Music Hall, Roxy and the Paramount.

Radio City Music Hall (8,200 seats; average \$123,000) counted \$135,000 or its initial frame with *The Men* plus the Sing Lee Sings, Nip Nelson.

Roxy (6,000 seats; average \$68,000) teed off with a solid \$90,000 in its kick for the opener of the Andrews Sisters, Boy Foy and *Broken Arrow*.

Capitol (4,627 seats; average \$43,000) did a poor \$47,000 for its first week with Sonny Dunham's *ork*, Bert Wheeler, Toni Arden and *Duchess of Idaho*.

Paramount (3,654 seats; average \$78,000) show of 711 *Ocean Drive* plus Louis Jordan group, Bob Chester *ork* and Fontane Sisters did a big \$78,000 for the first week.

Strand (2,700 seats; average \$41,000) took in \$31,000 for its third stanza with a stagershow of Jane Pickens, Buddy Lester and *flicker Flame and the Arrow*. Bill started with \$60,000 and followed with \$55,000. New show due Friday (4).

Palace (1,700 seats; average \$18,000) stepped back a trifle to \$19,000 for a bill of Stump and Stumpy, Pat Rooney, six other acts and Peggy against previous week's \$20,000 gross. New bill, reviewed this issue, has Tommy Hanlon, Three Arnauts, six other acts and *Mystery Street*.

IN SHORT

A cafe op's vocabulary: "Teaser"—a dame in a short dress; "Tortmentor"—a customer with a load on; "Ollo"—cook calls it butter; "Full Stage"—a crowded dance floor; "Next to Closing"—five minutes before the joint closes; "Stage Brace"—a supporter for an acrobat; "Property Man"—the guy who owns the building; "Stop the Show"—a raid by the vice squad; "Overture"—a proposition by any dame; "Apron"—what bartenders wear.

The Charivels, who were brought here from Europe by the Morris office amidst much drum thumping, are now being handled by Lou Irwin. . . . The Blue Angel's opening show (it's now no minimum—no tax) early in September will have *The Weavers*, Tony and Eddie, Bob MacArthur and one act to come. . . . Burns and Allen will do another stint at Houston's Shamrock Hotel in the fall. . . . Jim Sauter forming new group to work service hospitals. Talent unions will refuse to okay any other orgs not part of the Sauter set-up. . . . Despite claims to the contrary, MCA's deal with Martin and Lewis is for full commission starting at once.

AFM Pulls Ban, Calls Showdown At Toronto Club

(Continued from page 12)

claim. Cornell said he was determined to fight against the dictatorial methods of the union, and intends to carry on nightly shows with the present group of musicians.

He contends he can have all the musicians he wants. "There are plenty of musicians in the city out of work who want work. The band I have in there now is the same band I have always had. The musicians just turned in their cards and became non-union."

The Cornell case is the first of such disputes to come out into the open. There are a number of bickerings going on in the city and it is known that in more than one case the AFM has threatened to pull out the musicians.

Clubs and theaters which do not book AGVA acts are not too worried about obtaining musicians, if they cannot come to some arrangement with Murdoch. There are a number of unemployed musicians about the city. None of the big-name bands is working this summer. None of the resorts is using musicians, and some operators feel they can have the best in music by those without a union card.

Strike Perils

Cuban Showbiz

HAVANA, July 29.—Actors, musicians and stage workers are threatening a general strike in all motion picture houses, theaters, night clubs and radio stations for Saturday (5) unless stagehands, artists and musicians are employed in all first-run theaters in Cuba.

The conflict has already shuttered 22 houses in Havana as film exhibitors agreed not to open in view of the impossibility of fulfilling an agreement signed with the Ministry of Labor. This calls for extra personnel considered unnecessary by the exhibitors.

A demonstration parade of artists, musicians, cinema and stageworkers passed in front of the presidential palace Tuesday (25). Later a delegation, received by the president, handed him a list of demands for shows in all first-run Havana theaters.

Minister of labor, Dr. Jose Morcill Romero, declared he viewed the demands with sympathy and would order the exhibitors to abide by the decree ordering shows.

Five first-run theaters are using flesh at the present, but with the new policy, about 22 theaters will add live shows.

BAA Says AGVA Won't Take It Over

NEW YORK, July 29.—Burllesque Artists' Association (BAA) flatly denied that the American Guild of Variety Artists (AGVA) would take it over in a statement made by Tom Phillips, BAA president.

At AGVA's recent convention, it was announced that the delegates had decided to take over the burly performers for various reasons, chiefly because the jurisdiction overlapped.

Phillips promptly appeared before the Associated Actors and Artistes of America (Four A's), the parent body of most of the talent unions, and pointed out that BAA was a member of that body in good standing, had a membership of 1,000, was making a survey of burly houses thruout the country to secure contracts, and demanded that the Four A's tell AGVA to keep hands off.

The Four A's reserved decision.

VAUDEVILLE REVIEWS

Palace, New York

(Thursday, July 27)

Capacity, 1,700. Price range 50 cents-
\$1.20. Four shows daily, five Saturdays.
RKO chain booker, Dan Friendly. Producer,
Dave Benis. Show played by Don Albert's
house ork.

It is a pleasant enough show this week though there's little on the eight-act bill that could be called a smash standout. Fleisher started out with a good looking, fresh appearing pair of young hoofers, James and Jardine. The boy-girl act showed a well-rehearsed set of routines that ranged from straight taps to ballet, novelty and flamenco. They worked with enthusiasm to appreciative hands.

The LeRoy Brothers' marionette act had top production and super-lighting. They worked with various dolls, manipulating them atop a table from behind a black curtain. Their first was a Hawaiian number using two figures, a bongo beater and grass-skirted gal. Their next was a clown using the blowing-up-the-balloon bit for good hands. Their final one was a realistic Durante doll calling for on-the-button music from the house band.

The Dale Sisters, two pretty brunettes, looked very good and worked okay with their close harmony routines. Kids opened with a medley of old show tunes, followed it with *There's No Tomorrow* and wound up with *Stoney*. Sister singing act showed good voices tho the numbers, highly arranged, were only so-so. With better material the kids could fit any moderately budgeted show.

Chester Dolphin's chatter-juggling act, was funny in a mild way. Tho most of his material was too obvious, his easy delivery was impressive. His chatter, whether as a single or when he uses his fem assistant (unbilled) for a foil, was titter provoking. In addition to juggling, Dolphin also did balancing bits. One was a handstand on a revolving mirrored ball while spinning five hoops; the other was a head balance of a bottle seguing into a handstand and glass pick-up from the floor.

The Reis Brothers' standard act consisted of dialog, gags and singing parodies of recent pops. Sid and Al Reis' experience showed in every bit and every line even if yocks weren't too plentiful.

The three Arnauts (Henning, Dolph and Nellie) did their standard act to pleasant receptions. Act started off with instrumental bits and wound up with their standard bird flirtation routine. Act is as good as ever and audience responded accordingly.

Tommy Hanlon Jr., got real bellies for his shy, inoffensive, poor little guy mannerisms. His running gag of the farmer and the travelling salesman registered solidly. His fem partner (unbilled) gave him good assists. Hanlon's afterpiece in which the mike is shut off and the flicker comes on, was good for additional returns. Robinson's Baby Elephants, just off the Hamid-Morton lots, were handled well on a full stage. The pachys were put thru various routines, involving two leg stands, balancing and formations.

Pic, *Mystery Street*. Bill Smith.

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Chicago, Chicago

(Friday, July 28)

Capacity, 1,200. Price policy, 50 to 98 cents daily. Five shows week-days, six shows week-ends. House booker, Harry Levine. Show played by Louis Basti's house band.

Here is a package which was designed to play with a pic drawing heavy family and moppet trade, and the wedding is a success.

Myron Cohen, billed as night life's funniest comedian, is pulling patrons as a result of his recent stint at the Vine Gardens here. Cohen has made a big name hereabouts, and the routine he gives out with is tailored to please the kids as well as their parents, pulling a heavy mitt.

Featured is Peggy Lee, along with her husband, Dave Barbour, and the latter's rhythm quartet, consisting of a bass, piano, drums and Barbour on guitar.

The Capitol Thrush received fine flackery before opening this date, tying in with the fair to win heavy space all week, and the crowd, especially the teeners, were waiting for her thru the first part of the bill. Chirp opened with *Wonderful* and followed up with *Do Right*, both to big mitts. Altho she did not record it, she featured *My Foolish Heart*, bringing down the house. Well-gowned, and with the smartly uniformed quartet backing, the act went off to heavy applause.

Show opened with tap stylists Bark and Hallow. Kids have a fresh approach and knock themselves out. Altho audience was cold at the beginning, the team won it over, coming back for an encore.

Rounding out the program is Boo Hammond and his trained birds. While this type of an act is not too new, moppets who have watched similar routines on *Super Circus*, via TV, found it to their liking and gave Hammond a big hand.

Louis Basil emceed and his band handled backgrounds smoothly.

Pic, *My Friend, Irma, Goes West*.
Norman Weiser.

Palomar, Seattle

(Wednesday, July 26)

Capacity, 1,200. Price range 25 to 60 cents. Three shows daily, four on week-ends. Bookers, Joe Daniels. Show played by Ray Watkins house ork.

Feature accent is on Capitol Record's Yogi Yorgesson selling hard to good results. Yogi's patter (crystal ball advice gimmick) was a bit on the stiff side, with lulls between the boffs, but he sent them with a limited but sure-fire song repertoire. He opened with *I Yust Don't Give a Hoot* plus a bit from *The Bees and the Birds*. *I Yust Go Nuts at Christmas* and *All Pooped Out* registered in okay style.

Husky emsec, Frank Payne, started slow, but got 'em after a while with standard and fresh stuff. His ballgame description was well paced, strong on the yocks, underplaying the blue gags to advantage. Payne also worked acceptable take-offs of Laine, Monroe and Como.

Opener Joe Tershay mystified capably, with standard tricks with best results coming from his repeating pipe smoking finale.

Eileen Mack, a tall gal, handled the terp-tap corner. Gal's turn was brisk and subtle, but the segues between the numbers were hesitant and insecure, and in need of more salesmanship.

In the finale the Three Olympians, trampoline act, proved surefire mitt gatherers. Two fellows and gal worked the canvas for back and forward flips, with just enough comic interpolation to vary the speed of the whole routine. Act pulled gasps for a full twist back somersault finish.

Pic, *The Fortunes of Captain Blood*.
Wil Stevens

Pa. Liquor Org Closes Blue Sky

STROUDSBURG, Pa., July 29.—In a drastic move by the State Liquor Control Board, Blue Sky Room, only cabaret in the Pocono Mountain resort area offering nightly floorshows, was forced out of business with the revocation of its liquor license, effective August 1. Altho located at a resort hotel, Blue Sky Room was operated by an incorporated syndicate not connected with the hotel.

Liquor board, which generally suspends a license rather than revoke it, threw the book at the room in charging entertainment on the licensed premises on days or during hours when sale of liquor was prohibited; refilling State store liquor bottles and with cutting the stuff, and since the license was issued for hotel operation, the insufficient number of permanent bedrooms in connection with the hotel under which the license was originally issued, was charged by the Liquor Board, as another reason for revocation.

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NIGHT CLUB REVIEWS

Starlight Roof, Waldorf-Astoria, New York

(Thursday, July 27)

Capacity, 500. Price policy, \$2 cover. Shows at 9:30 and 12:30. Owners, Hilton Chain; exclusive bocher, Merril Abbott. Estimated budget this show, \$11,000. Estimated budget last show, \$6,500.

Buying the Phil Spitalny Hour of Charm package for this class spot could easily turn out to be one of Miss Abbott's smartest covers. For the veteran maestro and his 28 fem music makers (21 instrumentalists, 6 vocalists, plus Evelyn) put on a one-hour production that blends the best elements of pop concert and circus spectacle. The result is not only solid entertainment, but entertainment that figures to lure the heavy spending no-hair, grey-hair set to the roof in respectable numbers. A couple of parties of these dowagers and their daddies can mean as much as half a houseful of high-stepping coke-sippers. With the long-established Griff Williams ork playing the proper tempi for the middle-aged-and-up terpers between Spitalny extravaganzas the over-all packaging is well-nigh perfect.

But the draw is the H. of C. From the somewhat dramatic walk-on, with the Spitalny girls parading up to the podium, all dignity and poise in tasteful white sequined gowns (and just a touch of oomph here and there) to the rousing national anthem finale, the maestro's showmanship and amazing behind-the-scenes discipline is apparent. In his intro matter he creates a rapport between the audience and attraction with a bit expressing his pride in conducting the aggregation, pointing up their musicianship (Julliard background, etc.), and selling them completely as a talented group of artists, rather than a freak all-girl novelty.

The girls' performances then proceed to back up his pitch in no uncertain manner. Segueing from semi-classical to jump, with virtually everything in between, performer after performer, both instrumentally and vocally, work to rapt attention and solid mitting. While every lass in the crew is a competent craftsman, standouts are Viola on drums, Louise on piano and, of course, Evelyn (Mrs. S.) on violin. Viola Smith's drumastics and Evelyn's virtuosity are well known Spitalny features, but Louise's keyboard skill came as a wham of a surprise. On both Rhapsody in Blue and Bumble Boogie the gal achieved near show-stops. Gloria and Jeannie handled the vocal assignments in class fashion, and the choral arrangements were up to the usual high Spitalny standards. Evelyn's violin solos and the Evelyn-led fiddle section's shenanigans high up on the E string with Hot Canary were other standout spots.

Always fascinating, particularly in rooms where the payees are accustomed to watching the band leader lachrymatically making occasional

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Billy Gray's Band Box, Hollywood

(Tuesday, July 25)

Capacity, 225. Price policy, \$2-2.50 minimum. Shows at 9:15 and 12:30. Operators, Billy Gray and Max Gold. Publicity, Carl Post. Estimated budget this show, \$2,000. Estimated budget last show, \$2,000.

An unknown borscht circuit comic, Don Tannen, stepped into the Band Box to fill Billy Gray's shoes and scored a hit. This lad is unquestionably the most original and unique comic to play Gray's club since Frank Fontaine worked his first Coast stint several years ago. He has a refreshing approach, does many things well, and never seems to run out of good material. Properly handled, Tannen is top drawer talent.

Highlights of Tannen's lengthy act included a biting satire of French-type boy singers, in which he moves to the piano for a devastating takeoff of Jean Sablon. His jibe at Ezio Pinza singing Some Enchanted Evening has been attempted by other comics but not as well. A dig at a Russian opera singer and a hillbilly warbling Night and Day brought hefty returns, as did a vent turn in which he works with a trick dummy created in his own image. Delivery and showmanship are tops.

Danny Lewis, father of comedian Jerry, was the special attraction. The vaude vet had ringsiders with him as he dished out nostalgic ditties in pleasing style. Having no great voice, Lewis nonetheless has the showmanship of an old trouper and wound up by bringing the audience into the act via a community sing.

Rounding out the show were thrush Ronnie Gibson and Ting and Tong, two young Chinese comics. Miss Gibson shows considerable improvement since last caught, having acquired finesse in delivery and phrasing. Her "tear-in-the-voice" style, however, becomes tiresome after several tunes, and she needs to underplay this natural quality. Ting and Tong sing, dance and tell jokes—but some aren't so funny. The kids have possibilities but need better material.

Show is cut by Bill Howe and Norman Hawes at the twin pianos. Alan Fischer.

vague arm and hand gestures, is the maestro's own showmanly and serious baton work. What few payees realize is that in addition to and while actually conducting his music makers, the maestro is throwing light cues and other production directions at the spot's technicians.

Sole weak spot in the show is the attempted comedy routine of a gal vocal trio on Flight of the Bumble Bee and Quartet From Rigoletto. The Bumble Bee bit loses its fascination after the first 30 seconds and lyrics in Rigoletto are delivered at such burlesque opera break-neck pace that they'd be lost even if they were funny, which they hardly are even when you hear them.

The question might also be raised as to whether an entertainment-loaded production as the H. of C. requires a flag-waving finale. At the show caught, the payees liked it, but could be it's unnecessary.

On the whole this is a band that doesn't have to worry about whether the band business is good or bad. This is the only attraction of its kind in show business, and will have no trouble staying right up there as it has for so many years. If some agency, advertiser or telecaster doesn't line up the H. of C. group for video in a hurry, there's a greater lack of imagination and showmanship in TV production circles than even we think. Rounded out with possibly a rotating list of boy singers, comics and a dance act here and there, the Spitalny package would shape up into a TV hour that would stand up against anything on the video waves today . . . and we ain't excepting Berle, Joe Csida.

Ciro's, Hollywood

(Friday, July 21)

Capacity, 460. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, H. D. Hoyer. Press, Jim Byron. Estimated budget last show, \$4,000. Estimated budget this show, \$7,000.

Frankie Laine bounced onto the Strip for the first time and sent it rocking. He first crashed the local bistro big time two years ago at the Grove, and thru his phenomenal biz was rebooked for the following spring. This year, Laine turned down a Grove bid in favor of the Strip, which indicates his management (Gabbie, Lutz & Heller) are angling pic deals.

Each time around, Laine surpasses his previous performance. He gets the crowd with him from the start thru his unpretentious manner and his warm, sincere patter. The over emphasis of the beat in his styling seemed a bit strained at the start, but he soon relaxed into his characteristic rhythm groove.

Opened with a fast ride on River St. Marie, followed by Rockin' Chair and a hefty helping of wax hits. Top favorites included two more recent disk bests, Lucky Old Sun and Cry of the Wild Goose. That's My Desire, tune that gave him his first boost up the platter ladder, has lost none of its palm potential. The high pitch he created seemed to dip only once when he intoned a foreign-tongue tune he brought back from his Latin-American trek, Brazil's There Is No Solution. He intoned the song with an explanation of the lyric, but it'll take English words to hold interest.

Carl Fischer's capable pianistics and Dick Stable's ork provided suitable accompaniment. Stable and ork later set smooth tempi for dancing. Lee Zhitso.

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Burlesque

By UNIT

BONNIE BOYIA, after two weeks at Club 509, Detroit, left to vacation with her husband, Pearce Bradley, at their cottage at Cooley Lake, Mich. . . . A meeting of exco's of both burly circuits to discuss casting the coming season's shows was held August 2 in the offices of the Hirst Wheel in New York. . . . **Evelyn Shelby** and **Ronnie Sterling**, emcee, are in their fourth week at the Cross Roads Club, Bladensburg, Md. . . . **Stanley Montfort**, straight, closed at the Rialto, Chicago, July 27 to vacation for four weeks with his mother in Indiana. Returns to the Rialto August 25. . . . **Harry Vine**, formerly of Reed and Vine, is now in Honolulu with **Hermie Rose**. . . . **Lester** and **Hazel Kemp Mack** have joined New York's Civil Air Patrol. . . . **Harry Stratton**, comic who recently did a pic with **Abbott and Costello**, has opened at the Follies, Los Angeles. . . . **Crystal Ames** is in New York to undergo extensive malar reconstruction. . . . **Dardanella** is headlining her own revue on the Playland Shows in Michigan. **Girl Show** is managed by her husband, **Leo Burke**.

JACKIE WHALEN and his tonnamate, **Wee Ping**, after eight weeks in New England, bowed in at the Paddock Club, Atlantic City, July 28. . . . **Mori White** is vacationing after three years of featured prominence under **Eddie Skolak's** management at the President-Follies, San Francisco. . . . **Vinnie Phillips**, long with "Tobacco Road," celebrated a birthday July 16 at her summer home at Lake Hopatcong, N. J., with daughters, **Ritzle** and **Buster**; her husband, **Irving Becker**, and friends **Ann** and **Mac McCreery** and **Janie** and **Harry Gerken** as guests. . . . **Georgia Sothorn**, **Crystal Ames**, **Joey Faye** and **Mandy Kaye** are principals in a new pic, "Hurley Burly," now being shot by **Cinema Service Corporation**. . . . **Lou Miller** booked **Irving Selig**, **Harry Levine**, **Al LeRoy**, **Linda Leslie**, **Jane Morgan** and **Jeanette Loeffler** for the Roxy, Cleveland, July 28, and **Stinky** and **Shorty**, **Hank Henry**, **Jo Ann Malone**, **Laura Bruce** and **Trudine** for the Globe, Atlantic City, July 30. . . . **Scurvy Miller** and **Johnny Head** are back at the Gayety, Detroit, for the remainder of the summer stock season. . . . **Winnie Garrett** was feted with a birthday party at the Italia Club, Manhattan, July 28. . . . **Vickie Welles** has exited from the **James E. Strates Shows** and opened August 2 at the **Sound View Hotel**, Milford, Conn., thru **Roy Dower**, who had **Georgia Sothorn** booked in the same spot for three weeks ended August 1. . . . Due to illness of his sister **Jimmy (Bumps) Wallace** has closed his road show, "Spotlight Follies," and has returned to his home in Omaha. He hits the road again in August to play Nebraska fairs. **Wallace** opens September 1 on the West Coast as producing comic in a burly house.

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Military Brass OK ASAF Armed Services Shows

(Continued from page 4)

ASAF. Radio, TV, vaudeville, the legit stage and the screen will be represented on the committee, it was disclosed.

With ASAF already operating 93 clubs and agencies at installations here and abroad, plans currently call for setting up at least a score more clubs at various posts in the immediate future, with others to follow in pace with the growth of the armed forces. At this week's (20) meeting of ASAF officials with military brass, it was agreed that a \$3,800,000 fund-raising campaign will be launched to bring the organization to a "war-time footing." Eventually the fund will be brought to nearly \$10,000,000.

ASAF's program got unlimited encouragement at the Pentagon session with Defense Secretary **Louis Johnson** suggesting the morale-building organization go on a war footing. The defense secretary listed morale-building as a "vital and indispensable phase" of the emergency. Following USO's deactivation last year, attempts were made for its revival, and finally ASAF came into being in April, serving as co-ordinating body for the YMCA, the Catholic Community Service and the Jewish Welfare Board. **Edwin Bond** is exec director of ASAF which has national headquarters in New York, where a meeting was slated Tuesday (25).

It is figured show teams will tour the installations while other showbiz segments will lend a hand in other ways. A revival is seen of the **Bob Hope** rounds of camps and installations or his web program, and officials are also talking hopefully of other stellar names like **Arthur Godfrey**, **Groucho Marx**, **Bing Crosby**, etc.

In Washington, which is topflight military center, ASAF preparations are being geared to a fast pace by co-chairmen **Joseph David Kaufman**, **Col. Henry P. Erwin** and **Percy Brandy**.

Test on All-Out Controls Seen Coming Up Soon

(Continued from page 3)

vote. The controls proposed by the bill would be requested by the President.

Steel allocations will be set up if Congress approves either full or limited controls. The Commerce Department is prepared to administer a priority system channeling steel to military uses, with Commerce Secretary **Charles Sawyer** indicating to Congressional committees this week that little steel will be available for construction of radio or TV stations or other types of amusement projects.

According to Sawyer, the rush orders that followed the Korean incident has "greatly aggravated the situation" for the steel industry, which already was reporting short inventories in May prior to the Korean crisis.

Commerce reported that steel output the last few months has been 12 per cent ahead of the previous year but the automotive industry, one of the largest consumers, is now buying 95 per cent more steel than in previous year, while construction is taking 22 per cent more and appliances 52 per cent more. Allocations will also go into effect on tin, copper, aluminum, lumber and possibly petroleum, Sawyer reported.

The House is scheduled to take up the President's limited control bill next week, but advocates of all-out controls revealed they plan to offer a substitute bill from the floor, recalling that they came close to getting their way in the House Banking Committee, where they were defeated by a vote of only 10 to 9.

Magic

By Bill Sachs

VANTEEN, currently presenting his magic in the Side Show at Riverview Park, Chicago, writes "I read the item in your recent column wherein a certain magic team complained of another magician using a name similar to one used in their billing. I'm quite sure they were referring to me and my name of Vanteen. I'm a Seattle boy and I've used the name Vanteen since my high school days. That has been some years now and I intend to use the name for quite a few more years. If anyone wants to start legal action over the use of the name they can find me at Riverview Park in Chicago. I'll be there under contract for seven more weeks." **Milbourne Christopher**, rope expert and new editor of M. U. M., the official publication of the Society of American Magicians, appeared on the **Garry Moore** show, TV and radio, over the CBS network July 24. . . . **Roy Benson** has just concluded a week's stand at the **Palace Theater**, New York. . . . **John Mulholland** made the hop from New York to Oklahoma to play an important money date recently. . . . **Fogel**, British mentalist, appeared with **Richard Himber's** band at **Brighton Beach**, New York, last week. **Horace E. Rose** has closed with the **Lee Bros. Circus**, where he was Side Show manager, magician and Punch man, to return to his home in Meriden, Conn., to prep for his 20th season in Southern schools. . . . **The Vernons**, mentalists, have quit the road to settle in **Ablene, Tex.**, where they recently purchased the **Palm Hotel**, which they will operate themselves. . . . **Robert Redmon**, father of **Donald Redmon**, Louisville magician and magic manufacturer, was killed in an auto accident near Louisville July 13.

THE LIPPINCOTTS, **Mal** and **Maxine**, now playing as a free act at outdoor events in Michigan and Northern Ohio, report that spring and early summer business has been better than the average of recent years. After winding up their present date, they will put in their time booking and promoting their indoor season on the "County Seat Circuit" which gets under way September 19. Their advance man, **Charles Coddington**, hits the road August 1. His wife, **Peggy**, will work back on the show to replace **Rose Speiss**, who has assisted the Lippincotts the last 18 months and who closed July 16 to be married. **Freddie** and **Gale LaRue**, comedy musical team, will be back with the Lippincotts for the indoor season, with **Freddie** also looking after the front door and the business end. Writing from **Swanton, O.**, under date of July 25, Lippincott says: "We are bigger than in recent years to give the opposition a run for their money. Some of the competition was a bit unfair last season. We have seven styles of special paper, including two heralds, a small dodger which goes to all the school kids, and a large circus-style herald with plenty of art work for the rural routes and up town. I have just completed arrangements for a performing baby elephant, complete with trainer and transportation, which will join the show November 1. Maxine has ordered three young monkeys which will be turned over to a trainer when they arrive. Our present monk, **Stubby**, who has been the vanishing monkey with us the last 14 years, is recovering from poisoning in a Toledo animal hospital. We will also carry a com-

Movie \$ Drop Marks Shift in US Fun Habits

Spectator Sports Decline

(Continued from page 4)

an even penny from the 1949 amusement dollar, as compared with 9 cents in 1942, while non-profit entertainments of all kinds held steady at about .7 cents for both years.

Spectator amusements as a whole absorbed about 23 cents of the amusement dollar in 1942, dropping off to 18 cents last year.

Informal recreation, which includes money spent on sets and disks, books, magazines, newspapers, toys and sporting goods, ate up 62 cents of each dollar spent on amusement last year, as compared with only 54 cents in 1942. Participant amusements like amusement park devices, golf, dancing, swimming, shooting and skating at commercial locations took some 4 cents of the amusement dollar in both 1942 and 1949.

The remainder of the amusement dollar is allotted to race wagering, gardening and other hobbies, club membership, and non-specified amusements. The non-specified class includes outdoor shows, which are not given a specific figure because of lack of data.

Besides sets and disks, the largest items in the informal class are books, magazines and papers—taking 12 cents in 1949 and 13 cents in 1942—and sporting goods and toys—16 cents in 1949 and 14 cents in 1942.

In the participant amusement category, amusement parks and devices got 4 cents of the amusement dollar in both 1942 and 1949. Dancing, swimming, skating and shooting places took .8 cents last year and .7 cents in 1942.

In terms of actual cash, spectator amusements reached their peak in 1946. Since that year, their receipts have declined steadily, altho the amount for all types of recreation and amusement has shown a steady increase every year since 1942, the earliest year for which statistics are available.

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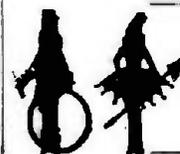
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TOPPERS PICKED BY LEGIT IN

Gold Keys Won by 'Wedding,' 'Consul'; Blackmer, Booth Top Thesps Via 'Sheba' Roles

One Quadruple, Three Double Winners

(Continued from page 3)
play division. *Wedding* roled up a total of nearly double the number of ballots received by its nearest competitor. So a gold key and scroll will go to Carson McCullers for her poignant study of adolescence. And since it is Miss McCullers' first dramatic effort to reach Broadway, the voters have decided that she shall receive a double award, as author of the season's best "first play." The voting was close in the second award, but *Wedding* was definitely the choice over William Inge's first Broadway start, *Come Back, Little Sheba*.

There was no question in the voters' minds as to the best dramatic performance of the season. Sidney Blackmer's brilliant contribution to *Sheba* as the frustrated alcoholic medico literally breezed away with top honors. Palred with him and rolling up a similar ballot tide was Shirley Booth, for her performance as his gabby, slatternly wife in the same play. Miss Booth tallied over 40 per cent of the total vote cast for all entrants in the season's best performance sweepstakes. Likewise, reflecting glory to *Sheba* as well as snaring honors to herself, was the performance of young Joan Loring as the light-minded young boarder of Doc and Lola's menage. A key and scroll will go to her for the year's best debut by an actress.

And Still More

Three more wins add to the prestige of *Wedding* and, no doubt, add more than substantially to its impact. Harold Clurman carried off the palm as the best director of the year for his superlative staging of it. Clurman is currently in Paris and his key and scroll will be sent to him. Superlative also, in the electorate's opinion, was Julie Harris as the querulous, maladjusted teen-ager of Miss McCullers' fable. Miss Harris is the all-out winner of best-supporting honors by an actress. And this year it took a moppet, little Brandon De Wilde, who plays Miss Harris's pint-sized cousin, to show the field a clean pair of heels in the debut class. Young master De Wilde's first Stern appearance netted him over 50 per cent of the total vote cast in that category.

During the past season Dennis King took part in a four-star revival of *The Devil's Disciple*. Few, who had the privilege of seeing it, will forget his wonderful portrait of Gentlemen Johnny Burgoyne in the Shaw comedy. Apparently few who voted in the Donaldson Awards this year did forget it, and King, who is currently occupied with a summer stock chore in New England, will receive the key and scroll emblematic of the season's best supporting actor.

Winning Donaldson Award keys is

No Awards Ads

The Billboard does not solicit and will not accept advertising which is connected with plays and persons voted winners in the Seventh Annual Donaldson Awards.

becoming something of a habit with Jo Mielziner. Back in 1945-1946 he won for his sets for *Dream Girl*, in 1947-1948 his set for *Streetcar Named Desire* was tops in the voters' choice, and again last year his *Death of a Salesman* designs won him top honors. This year, it was the brooding atmosphere of his manor house interior for *The Innocents* which brought him a fourth set of laurels. And he backed up his win by being his own closest competitor with his background for *The Wisteria Trees*. Costume design laurels for this season went to James Bailey for his imaginative dressing of the Hepburn revival of *As You Like It*.

Last year, when the voters' thought musically, they said: *South Pacific*. This year they said: *The Consul*—and practically as emphatically. Half a dozen musicals had their supporters, but they were far down in the scale in comparison to the tally racked-up by the Gian-Carlo Menotti music-drama. *The Consul* took nearly 50 per cent of the total song-and-dancer vote. And Menotti becomes the man of this or any preceding year, as far as the Donaldson Awards are concerned. There have been double winners and repeat winners, but never yet has there been a triple winner. Now comes a quadruple winner with—count 'em—Menotti for best direction of a musical, Menotti for best lyricist for a musical and Menotti for best composer of a musical. It is an across-the-board sweep that may never be duplicated unless, of course, Menotti comes up with another *Consul*.

Gloria Lane Double Winner

And lest Menotti carry off all the credit for *Consul* individually, the electorate found the performance of its tortured heroine by a practically unheralded singer, Patricia Neway, the best of the musical season. Historically and vocally, Miss Neway is rated the dramatic soprano find of the year. In addition, there was a dou-

Winners

The Seventh Annual Donaldson Awards 1949-1950

Straight Play Division

Best Play	Member of the Wedding
Best First Play	Member of the Wedding
Best Direction—HAROLD CLURMAN	Member of the Wedding
Best Performance (Actor)—SIDNEY BLACKMER	<i>Come Back, Little Sheba</i>
Best Performance (Actress)—SHIRLEY BOOTH	<i>Come Back, Little Sheba</i>
Best Supporting Performance (Actor)—DENNIS KING	<i>The Devil's Disciple</i>
Best Supporting Performance (Actress)—JULIE HARRIS	Member of the Wedding
Best Debut Performance (Actor)—BRANDON DE WILDE	Member of the Wedding
Best Debut Performance (Actress)—JOAN LORING	<i>Come Back, Little Sheba</i>
Best Scenic Designs—JO MIELZINER	<i>The Innocents</i>
Best Costume Designs—JAMES BAILEY	<i>As You Like It</i>

Musical Division

Best Musical	<i>The Consul</i>
Best Direction—GIAN-CARLO MENOTTI	<i>The Consul</i>
Best Performance (Actor)—TODD DUNCAN	<i>Lost in the Stars</i>
Best Performance (Actress)—PATRICIA NEWAY	<i>The Consul</i>
Best Supporting Performance (Actor)—WALLY COX	<i>Dance Me a Song</i>
Best Supporting Performance (Actress)—GLORIA LANE	<i>The Consul</i>
Best Debut Performance (Actor)—WALLY COX	<i>Dance Me a Song</i>
Best Debut Performance (Actress)—GLORIA LANE	<i>The Consul</i>
Best Dancer—JACK COLE	<i>Alive and Kicking</i>
Best Dancese—ANITA ALVAREZ	<i>Gentlemen Prefer Blondes</i>
Best Book—GIAN-CARLO MENOTTI	<i>The Consul</i>
Best Score—GIAN-CARLO MENOTTI	<i>The Consul</i>
Best Lyrics—GIAN-CARLO MENOTTI	<i>The Consul</i>
Best Dance Direction—JACK COLE	<i>Alive and Kicking</i>
Best Scenic Designs—OLIVER SMITH	<i>Gentlemen Prefer Blondes</i>
Best Costume Designs—MILES WHITE	<i>Gentlemen Prefer Blondes</i>

ble winner in a complete newcomer to the Broadway musical field. Gloria Lane was voted not only the year's best supporting honors, but likewise the best laurels for her contribution as the mythical consulate's badgered secretary.

Todd Duncan's interpretation of the pitiful South African preacher in Maxwell Anderson's adaptation of the Alan Paton novel, rechristened *Lost in the Stars*, won him top honors as the season's musical actor. Another outstanding performance achievement brings double reflected honors to the revue *Dance Me a Song*. A young comedian, Wally Cox, was voted not only the season's best supporting actor but named as making the best Stern debut as well. Jack Cole, who has long been acclaimed one of the best contributors to song-and-dance

terp departments, comes into his own this year via a double award. Not only was Cole's individual stepping in *Alive and Kicking* dubbed the best of the kind for 1949-1950, but his dance patterns for the revue were tabbed best in the choreography slot. *Dance-wise*, too, Anita Alvarez repeated. Back in 1946-1947 she scored top-stepping laurels for an unforgettable stint in Finian's Rainbow. This year the voters put her again at the top of the dancing list for her help to *Gentlemen Prefer Blondes*.

Also no stranger to Donaldson Award keys and scrolls is set designer Oliver Smith. Smith's set for *Brigadoon* and *High Burton Shoes* have already hit the electoral jackpot. This time he takes his third award for the exuberant backgrounds of *Blondes*. Miles White, another previous two-time winner for his body-drapings of *Bloomer Girl* and *Shoes*, breaks the tape a third time with his turbulent '20s dressing of *Blondes*.

Monday's (31) program will be highlighted with scenes from *Wedding, Sheba* and *Consul*. Ethel Waters, star of the McCuller drama; Julie Harris and Brandon De Wilde will be on hand. Shirley Booth, assisted by John Randolph, will be featured in a sequence from the Inge play. Patricia Neway and Gloria Lane will sing arias from *The Consul*, which brought them individual acclaim. Wally Cox will contribute the sort of inimitable monologs which made him a double winner in the balloting by his fellow workers in the theater. Sidney Blackmer, currently on the West Coast on a picture commitment, will be piped into the program from Hollywood. Other winners unable to appear personally will receive their awards in absentia.

The program is produced and directed by Martin Andrews and written by Ira Marion, of ABC. The orchestra will be batoned by Glen Osser. Thomas Schippers, musical director of *The Consul*, will conduct for Miss Neway and Miss Lane.

Donaldson Awards Committee

1949-1950

Maurice Evans For the Actors	Helen Hayes For the Actresses
Joshua Logan For the Producers	Ward Morehouse For the Critics
Louis Simon For Actors' Equity	Ruth Richmond For Chorus Equity
Valerie Bettis For the Dancers	Ray Bolger For the Dancers
John Effrat For the Stage Managers	Oliver Saylor For the Press Agents
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THE SEVENTH ANNUAL VOTING

The Two Toppers

BEST PLAY
Member of the Wedding

BEST FIRST PLAY
Member of the Wedding

BEST MUSICAL
The Consul

Donaldson Awards

Statistical Record Of 1949-'50 Season

NEW YORK, July 29.—Eligibility list for the Seventh Annual Donaldson Awards contained the casts and technical credits of 63 legit productions which opened on Broadway between May 1, 1949 and April 30, 1950. The total showed a shrinkage of eight from the previous year's 71 entries.

Twenty musicals made a Stem bow during the season, two more than the song-and-dancer tally for 1948-1949. Six of the entrants were revues. Revivals this year were on the upswing, with Broadway getting a dozen, double the crop of last season. Twenty playwrights new to Broadway had wares receiving a Stem unveiling.

Twenty-six playhouses were lighted for opening nights during the season. The Coronet Theater topped the list with four (*Browning Version*, *Happy As Larry*, *The Bird Cage* and *Tickets, Please*).

Entrants adapted from the novel and stories took a terrific bounce. Last year there were only three. This year the total went to 10. The list includes both musicals and dramas, such as *Lost in the Stars*, *Gentlemen Prefer Blondes*, *The Innocents*, *Member of the Wedding* and revivals such as *Tobacco Road* and *The Heiress*. Two dramas, *The Little Foxes* and *Pursuit of Happiness*, were tinsmithed into musicals, under the titles of *Regina and Arms* and *the Girl*. There were eight imports of foreign plays, four were English and four were French.

Richard Mancy lead the season's drumbeating activity, spearheading press relations for seven entrants. Other craftsmen concerned with the season's productions were 105 producers and 61 authors. Thirty-two composers scripted tunes and 25 lyricists put the words to them. Fifty directors were involved in the new staging operations and 10 dance directors laid out song-and-dancer stepping patterns. Backgrounds and body-drapings stemmed from the efforts of 35 scenic designers and 33 costume designers.

The over-all picture shows a total of 91 shows on view, since 28 productions were holdovers from the previous year and lasted a part (in five instances thruout) of the 1949-'50 season. The total number of legit theaters lighted by both old and new shows was 33.

ROUTES

Dramatic and Musical

Death of a Salesman (Biltmore) Los Angeles.
Kiss Me, Kate (Shubert) Boston.
Lend An Ear (Great Northern) Chicago.
Mr. Roberts (Erlanger) Chicago.
South Pacific (War Memorial O.H.) San Francisco.
Two Blind Mice (Harris) Chicago.

7-Year Award History Stands For By-and-For Theater Voting

NEW YORK, July 29.—Seven years ago *The Billboard* decided to sponsor an annual series of awards for individual seasonal achievement in the Broadway legitimate theater. The idea grew out of the consideration that all awards for theatrical achievement were made by limited self-sustaining or hand-picked groups and that the craftsmen of the theater as a whole, who certainly should best be able to recognize true theatrical excellence, had little or no voice in the selection of either plays or personal accomplishment. Accordingly, a system of awards was outlined which was and has remained unique since its inception. It was begun with a single purpose in view—to make possible annual accolades stemming solely from a completely democratic vote by all segments of the theater.

It was essential from the beginning that since such awards were to be sponsored by a trade paper that no taint of commercialism enter the picture. *The Billboard* decreed that no advertising be either solicited or accepted from winning plays or players in the awards, a policy which has been rigidly adhered to during the past seven years. It merely proposed to assume responsibility for prizes, printing and tabulating costs and general administration. The project was named for William H. Donaldson, the founder of the paper, and particularly beloved figure in theater circles of a generation ago. *The Billboard* had no axe to grind, save one of general good will. Its sponsorship of the Donaldson Awards was and has remained simply a contribution to a democratic recognition of everything that is best in the theater.

Back in 1943, a first group of prominent representatives of the theatrical trades were asked to serve on a committee, with members of *The Billboard* serving in an advisory capacity. The idea immediately met with enthusiastic response. A gold key, suitably inscribed, together with a scroll, was adopted as the annual individual prize. A balloting program was mapped out, whereby everyone having a part in the making of a Broadway season—from producers to stagehands—had a right to vote. The aim was to get out the vote of the people who know most about the theater—those who work in it and for it—in every sense the theater's own recognition of its own.

It was agreed that, in addition to a ballot, each voter should receive a printed eligibility list comprising the casts and credits of the season's legit production. Any listed play, actor or technician was declared eligible for honors in any of the 22 original categories in which his contribution placed him. The ballots were to be secret and self-mailing. When the returns were in and the tabulation complete, the keys and scrolls were to be presented to the winners on a coast-to-coast broadcast.

The plan took hold from the beginning, and in general there has been little deviation from the original set-up of the project over the past seven years. The make-up of the committee changes somewhat from year to year. In the 1945-1946 season, the committee voted to expand the categories included on the ballot to 27, in order to stimulate interest in new writing and performance talent. Accordingly, new categories were adopted to cover the best "first" play by an author on Broadway and male and fem debut

performances in both the straight play and musical divisions. Various minor adjustments have been made for more efficient operation, but the essential aim and purpose of the project has been strictly held on the line. Annually, about 6,000 ballots are distributed to the voters, directly to the theaters in which they may happen to be working, or via their various trade unions, if they are not. About half that number are returned for tabulation, a tally which obviously represents a pretty fair cross-section of the theatrical opinion and one which naturally carries along with the gold token and scroll, a broader personal meaning for winners than honors conferred by any group of self-appointed experts.

While the singleness of purpose of the Donaldson Awards has been stressed above, over the years the project has taken on an added significance, via the unselfish co-operation of the American Broadcasting Company. Each year ABC has put, gratis, at the disposal of the Donaldson Awards Committee all facilities, including air time, studio, orchestra, director and script-writer for a coast-to-coast broadcast of the seasonal winners. While the value of this publicity to the individual is fairly obvious, there is also a far greater element involved. In these days of a waning legit theater, when managements are considering united effort for publicity to arouse country-wide interest in the theater, the Donaldson Awards broadcast offers an hour-long, nation-wide plug for a bigger and better appreciation of over-all legit and what it stands for. No one who has not been associated with the production of such a program can have any idea of the headaches involved. ABC gets a profound salute from *The Billboard* and deserves an equal one from the theater as a whole for its unqualified assistance.

The Billboard takes this opportunity for a seventh time to thank the Donaldson Awards Committee for its splendid support, and also the various theatrical trades for their assistance in reaching the voters. As usual, particular thanks are due to the stage managers of current Broadway shows and to John Effrat, who again represented them on the committee for their exceptionally prompt efforts in collecting and filing the votes of their respective casts.

3 New Shows Swell Philly's Bookings

PHILADELPHIA, July 29.—Two new tryouts and the start of a road tour for a third attraction have been added to the swelling schedule of bookings set for the coming season. The Theater Guild will bring John Vanbrugh's *The Relapse* to the Walnut Street Theater, opening October 9 for a two-week trial. *Hilda Crane*, the new Samson Raphaelson play, comes to the Locust Street Theater October 13 for a kickoff. Also, *Come Back, Little Sheba* is scheduled to launch an extensive tour here September 25.

With a dozen attractions already announced for the coming season, it brings total advance bookings to 15 for early months of the 1950-1951 period. Last season saw a total of only 40 productions here for the entire year—a new low for local bookings.

Runners-Up Share Heavily With Winners

First Five Listed

NEW YORK, July 29.—It would be extremely unfair to wind up a report on the balloting for the seventh year of the Donaldson Awards without mention of the runners-up who shared a substantial vote with the winners. They come in for no gold keys or scrolls, but they can take pride in the support their varied achievements sparked in the voting by their fellow craftsmen. In consequence, a record of the standings of honor-candidates from second thru fifth place is herewith given.

While *Member of the Wedding* finished far out in front in the best play division, *The Cocktail Party* found ample backing to make it a strong contender for second place honors. *Come Back, Little Sheba* made a solid third. *The Innocents* had sufficient admirers to put it in fourth slot and *The Happy Time* wound up fifth.

Up to the last moment in the balloting for best first play it was anybody's choice between *Wedding* and *Sheba*, but the final tally made Carson McCuller's drama the winner by 150 odd votes. *The Innocents* rolled up a total considerably lower in the scale for third place, and *The Happy Time* and *The Velvet Glove* were tallied fourth and fifth, respectively.

Harold Clurman's win for directional honors was, of course, spectacular. The next two contenders, Peter Glenville, of *Innocents*, and Daniel Mann, of *Sheba*, finished in a tie with half as many votes apiece as the winner. The electorate liked Joshua Logan's staging of *The Wisteria Trees* next best, and Robert Lewis, of *The Happy Time*, and E. Martin Brown, of *Cocktail Party*, were close behind Logan in that order.

Alec Guinness was the second choice as the season's best actor for his brilliant performance in *Cocktail Party*. Claude Dauphin ran a good third for his work in *Happy Time*. Alfred Lunt (*I Know My Love*) in fourth place had Dennis King (*Devil's Disciple*) right on his heels.

As previously stated, the Shirley Booth tally put all contenders completely out of the running for fem best performance honors. However, there were more than enough admirers of Ethel Waters's wonderful portrait of the housekeeper in *Wedding* to put her solidly in second place. Julie Harris of the same play ranked third. Helen Hayes (*Wisteria Trees*) drew a few votes less for fourth place and Katherine Hepburn (*As You Like It*) finished fifth.

The moppet contingent ran away with second and third place honors in the supporting performance category. Little Brandon de Wilde, of *Wedding*, and young Master David Cole, of *Innocents*, followed winner Dennis King, to the tape in that order. Don Hammer took fourth honors for his splendid psychological study in *The Man and Douglas Watson* was only a few ballots behind for his work in *Wisteria Trees*.

The four closest contenders for Julie Harris's best fem supporting performance honors were:

2. Iris Mann.....*Innocents*
(See Runners-Up Share, page 46)

Runners-Up Share Heavily With Winners in Voting

(Continued from page 45)

3. Irene Worth.....Cocktail Party
 4. Maureen Stapleton...The Bird Cage
 5. Cloris Leachman...As You Like It
- Balloting for debut (actor) performances placed:
2. David Cole.....Innocents
 3. Bill Owen.....As You Like It
 4. Norman Shelly.....Peter Pan
 5. Royal Dano.....Mrs. Gibbons' Boys
- Fem debut runners-up included:
2. Eva Gabor.....Happy Time
 3. Barbara Brady.....Velvet Glove
 4. Peggy Ann Garner.....The Man
 5. Grace Kelly.....The Father

In addition to running off with top scenic design honors for his magnificently atmospheric set for *Innocents*, Jo Mielziner followed himself for second place with his background for *Wisteria Trees*. James Bailey's decor for *As You Like It* rated a strong third slot. Lester Polokov (*Wedding*) and Wolfgang Roth (*Now I Lay Me Down to Sleep*) were tied for fourth and Rolf Gerard's designs for *That Lady* brought him fifth place recognition.

Only a little more than a score of votes separated Lucinda Ballard from the winner for clothes-draping honors. Her costumes for *Wisteria Trees* were deemed that close to James Bailey's confections for *As You Like It*. Next in order were:

3. Moley.....Innocents
 4. Rolf Gerard.....That Lady
 5. Rolf Gerard, Caesar and Cleopatra
- As has been emphasized elsewhere,

The Consul had about everything its own way this year, musically speaking, racking-up a tally of nearly 50 per cent of all the votes cast for the best in the song-and-dance field. However, the other 50 per cent had strong, if divided preferences. Enough Consul dissenters rooted *Gentlemen Prefer Blondes* into second place. There was a sufficiency of supporters to place *Regina* third. Still others liked *Lost in the Stars* and *Peter Pan*, which finished respectively fourth and fifth.

On the score of musical staging achievement, Robert Lewis took second honors for his direction of *Regina*. John C. Wilson was third for *Blondes*, and *Stars* brought fourth honors to Rouben Mamoulian. John Burrell took fifth place for his staging of *Peter Pan*.

The follow-ups to Todd Duncan's win as the best musical actor were exceedingly close this year. Paul Hartman, who took first honors in this category back in the 1947-1948 season, was second on the basis of his current work in *Tickets, Please*. Only a step behind him was Georges Guetary, whose efforts in *Arms and the Girl* drew a strong vote. Boris Karloff's double role in *Peter Pan* was tallied as fourth best and Wally Cox took fifth position for *Dance Me a Song*.

There was another close vote as to who was the best musical actress of the season, with Carol Channing, of *Blondes*, a last-minute loser to Patricia Neway, of *Consul*. Others in the top final brackets were:

3. Grace Hartmann.....Tickets, Please
4. Nanette Fabray.....Arms and the Girl
5. Brenda Lewis.....Regina

Next best to Wally Cox (*Song*) in the choice for best supporting performance by an actor were:

2. Andrew M. Kinley.....Consul
3. Danny Scholl.....Texas Li'l Darlin'
4. Herbert Coleman.....Stars
5. John Conte.....Arms and the Girl

Tallies for third and fifth place were ties.

High scores in the supporting actress category were made by:

2. Yvonne Adair.....Blondes

3. Priscilla Gillette.....Regina
 4. Brenda Lewis.....Regina
 5. Pearl Bailey.....Arms and the Girl
- Georges Guetary (*Arms and the Girl*) drew another hefty vote in the musical debut returns to put him in second place. Kenny Delmar (*Texas*), switching to legit for the first time from radio, polled a third place vote. Roger Price, of *Tickets*, was fourth and Julian Mayfield, of *Stars*, was fifth.

A baker's dozen ballots separated Marla Henderson and Nancy Andrews for second and third place for the year's best musical debut. Miss Henderson carried off the second slot palm for her work in *Peter Pan*. Miss Andrews scored for her contribution to *Touch and Go*. Next in line were:

4. Kate Murlagh.....Texas
5. Patricia Bright.....Tickets

In the male terping field Kazimer Kohoc, of *Blondes*, ran Jack Cole a handsome second. Bob Sheerer, of *Dance Me a Song*, was third. There were ties for both fourth and fifth places, with Tommy Rall (*Miss Liberty*) and Tommy Wonder (*Tickets*) in a dead heat for fourth slot, and Daniel Negrin (*Touch and Go*) and Rod Alexander (*Great To Be Alive*) dividing fifth place honors.

Likewise, on the terping dlistaff side, competition was keen, with Valerie Bettis, of *Great To Be Alive*, giving topper Anita Alvarez a sharp final run. Dorothy Jarnee (*Tickets*) was decidedly in the picture for a third-place rating and Pearl Lang (*Touch and Go*) had ample supporters for fourth spot on the tally. All7n McLerie (*Miss Liberty*) and Gwen Verdon (*Alive and Kicking*) tied for fifth.

Authors runners-up for the best musical book were:

2. Joseph Fields and Anita Loos.....Blondes
3. Maxwell Anderson.....Stars
4. Marc Blitzstein.....Regina
5. John Whedon and Sam Moore.....Texas

Next to Menotti, the best tunesmiths were rated as follows:

2. Kurt Weil.....Stars
 3. Marc Blitzstein.....Regina
 4. Jule Styne.....Blondes
 5. Irving Berlin.....Miss Liberty
- The top lyricists included:
2. Leo Robin.....Blondes
 3. Johnny Mercer.....Texas
 4. Maxwell Anderson.....Stars
 5. Irving Berlin.....Liberty

There was also considerable sharp competition among the boys and girls who devise the dance patterns. Jerome Robbins' choreography for *Liberty* was rated not too far behind that of winner Jack Cole's for *Alive and Kicking*, and Agnes De Mille's dances for *Blondes* polled only 12 less votes than Robbins' tally. Others in the forefront were:

4. Helen Tamiris.....Touch and Go
 5. Michael Kidd.....Arms and the Girl
- Balloting was heavy in the musical scenic class, with four topnotchers in the designing field giving winner Oliver Smith a solid run all the way to the finish. Ralph Alswang's sets for *Peter Pan* took second best. The next three were:
3. George Jenkins.....Stars
 4. Stewart Chaney.....Great To Be Alive
 5. Horace Armistead.....Arms and the Girl

While Miles White doubled his nearest competitor in the song-and-dancer costume vote, there were fine tallies made by Aline Bernstein (*Regina*) and Stewart Chaney (*Alive*), respectively, as second and third favorites. Motley snared both fourth and fifth honors for *Peter Pan* and *Miss Liberty*.

Sides and Asides

"Kate" To Go Alfresco in Capital

The musical, "Kiss Me, Kate," goes alfresco for its two-week run in Washington. The show is slated to open at the Watergate August 14. Watergate performances are presented from a renovated barge docked in the Potomac River and facing several thousand outdoor seats on the banks.

Strawhat Review

FINIAN'S RAINBOW SEA CLIFF SUMMER THEATER, SEA CLIFF, LONG ISLAND

A musical. Book, E. Y. Harburg and Fred Sady. Lyrics, E. Y. Harburg. Music, Burton Lane. Book directed by Philip Gordon. Music directed by Herbert Hecht. Choreography by John Skinner. Sets by Patience Perry. Lighting by Ruth Mott. Costumes by Hinda Cordish. Stage manager, George Melver. Two piano accompanists: Harold Fuquay and Herbert Fecht. Presented by Thomas G. Ratcliffe. Associate producer Louis Macmillan. Press representative, John Newman. Business manager, Hampe Fairleigh.

- | | |
|-----------------------------------|-------------------|
| 3d Sharecropper..... | Ray Sharp |
| 1st Geologist..... | John Duggs |
| 3d Sharecropper..... | Cynthia Bernard |
| 4th Sharecropper..... | Mia Stenn |
| 5th Sharecropper..... | Bertha Hall |
| Hokey Lou..... | Connie Doss |
| Buzz Collins..... | George Mitchell |
| Sherrif..... | William Harahan |
| 6th Sharecropper..... | Charles Colman |
| 1st Sharecropper..... | Slater Smith |
| Henry..... | Dennis Gallagher |
| Maureen..... | Barbara Belle |
| Susan Mahoney..... | Joan Skinner |
| Finian McElhany..... | Tom McElhany |
| Sharon McLonergan..... | Pran Warren |
| Woody McElhany..... | Jerry Austen |
| Og LaZorchbaum..... | Louis Macmillan |
| Howard..... | Charles Colman |
| Senator Elwood Hawkins..... | Thomas Ratcliffe |
| 2d Geologist..... | Slater Smith |
| Diana..... | Gretchen Burhanna |
| John (the Preacher)..... | Slater Smith |
| Mr. Rabbit..... | Will Stark |
| Mr. Eburns..... | Brad Spelvin |
| 1st Fashion Pligim Cosplayer..... | Charles Colman |
| 2d Fashion Pligim Cosplayer..... | John Duggs |
| 1st Deputy..... | Bill Cooke |
| 2d Deputy..... | Don Lenox |
| 3d Deputy..... | Hal Vaughan |

SONGS: (See review *Finian's Rainbow*, The Billboard, July 29).

Pop chip Fran Warren, making her legit debut in this strawhat production of *Finian's*, wound up taking out two grand for the week, virtually doubling her \$1,000 guarantee by packing Tom Ratcliffe's 700-seat Seaside Playhouse for each of the six evenings and the single mat performance. And the erstwhile band canary and present RCA Victor disk attraction earned every dime of it. She played Sharon as tho she'd been striding the boards for seasons. While there can be little question that she lacks the fire and high histrionic technique of a Logan, she brought to the role a warmth, both in song and straight dramatics, that a Logan could never touch. She gave the part an interpretation that was substantially Warren, but was nevertheless completely convincing. With a little more seasoning the gal can easily become either a legit or pic standout.

No little help to the gal was Tom McElhany, in the Finian role. A veteran trouper, Mc not only brought the dream-tetched Irishman to life, but complemented Warren's Sharon in solid fashion. Jerry Austen handles the male lead capably tho the goody, goody Woody role has given abler actors than Austen a hard time. Strictly show-stop was Bernice Hall's song-selling job on *Necessity*, and Tom Ratcliffe's playing of the caricaturish Senator Hawkins role was a standout contribution.

The cast as a whole, as a matter of fact, as well as the production and other creative workers at the Sea Cliff, rates kudos for an entirely professional, attractively mounted and presented job on the Harburg-Sady-Lane opus. The offering was marred only slightly by obviously inadequate rehearsals on a few of the larger production numbers, notably the *Come-and-Get-It* and *Idle Poor* sequences.

Barbara Belle, Warren's personal manager and a rather passionate

LNYT, Equity Plan New Negotiations

NEW YORK, July 29.—With negotiations on a new basic agreement with the League of New York Theaters (LNYT) completely stymied Thursday (20), both actors' and Chorus Equity announced an intention to enter into independent contracts with individual producers. Such contracts would embody the terms to which LNYT had refused to agree during the recent prolonged negotiations.

Union deputies for the casts of all current Broadway productions were summoned for a conference with the negotiating committee Friday (28), to bring them up to date on the cause of the deadlock and to brief them on the details of the plans for independent contracts. Whether this move on the part of the union sparked a desire on the part of League members for further attempts to reach a mutually satisfactory basic agreement is a matter of speculation. In any event, later in the day, Equity announced a request had been received from LNYT for further deliberations between the negotiations committees and that a meeting is scheduled for August 1 at the Hotel Astor. Equity's executive secretary, Louis Simon, expressed the opinion the League's desire to reopen discussion was a healthy sign and believes that a satisfactory solution can now be reached. The current agreement between Equity and the League expires August 15.

worker in the music business vineyards, played the Maude part. She figures to be no serious threat to Ethel Barrymore, Bette Grable, Margjorie Main or Gorgeous George.
Joe Csida.

BROADWAY SHOWLOG			
Performances Thru July 29, 1950			
DRAMA			
	Opened	Perfs.	
All the King's Men.....	7-18, '50	59	
(President)			
Death of a Salesman.....	2-1, '49	612	
(Morasco)			
Detective Story.....	3-23, '49	565	
(Hudson)			
Peter Pan.....	4-24, '50	112	
(Imperial)			
The Cocktail Party.....	1-21, '50	200	
(Henry Miller)			
The Consul.....	3-15, '50	137	
(Barrmore)			
The Happy Time.....	1-24, '50	215	
(Plymouth)			
The Member of the Wedding.....	1-5, '50	235	
(Empire)			
The Medium and The Telephone.....	7-19, '50	13	
(The Arena)			
The Parthenone.....	7-24, '50	8	
(Fulton)			
MUSICAL			
Gentlemen Prefer Blondes.....	12-8, '49	268	
(Ziegfeld)			
Kiss Me, Kate.....	12-30, '48	658	
(Century)			
Michael Todd's Peep Show.....	6-28, '50	37	
(Winter Garden)			
South Pacific.....	4-7, '49	540	
(Majestic)			
Tickets, Please.....	4-27, '50	108	
(Coronel)			
Where's Charley?.....	10-11, '48	752	
(St. James)			
CLOSED			
Come Back, Little Sheba.....	2-15, '50	(189)	
(Booth)			
	(July 29, 1950)		

Rep Ripples

R. G. (BOB) TOEPFERT is a member of the Play House Company cast which is presenting six weeks of summer stock at the Little Play House, Walnut Hills, Cincinnati. . . . **Jordan Family Show**, which has been vacationing at Providence, gets going soon with E. F. Hannan's "Mr. Faust Enters." . . . **David Russell**, who has been giving hypnotic exhibitions under auspices in the East, is in Baltimore where he will open a Southwestern tour. Mrs. Russell handles the vocal and instrumental numbers. . . . **Saul Abrahams** has his merchandising variety show around Chattanooga. He plans a northern jump into established territory soon. . . . **Sherrill Brothers** have a platform show in Eastern Washington and report fair business. . . . **Gil Parmentier** is showing his museum in stores in Central Texas to reported good business. . . . **Holme's** pic and novelty show is playing the North Bay, Ont., sector to good results. . . . **W. J. McDonald** started his coast-to-coast junket August 1. McDonald has a solo show which played a few dates near Boston before jumping to Pennsylvania where the trek got under way. . . . **Turgeon's** show is in Utah and has added new 16mm. film. It is taking on dates at movie houses in addition to playing its regular hall engagements. . . . **Frank Kettle** has a pic and hillbilly show in Eastern Canada, his latest stop being Sherbrooke, Que. Following his fair dates, Kettle takes to halls for a swing of Western Canada. . . . "Since leaving the rep field, I have been showing religious pix to okay returns," writes **Arthur Teeler** from Kansas City, Mo. "Tent-rep attractions are a thing of the past because of competition that such orgs can't handle. Where does a small dramatic show fit between radio, tele and pix? It's impossible to hire any worth-while talent and people won't pay to see near-amateurs. I have some good feature pix and am going west with them in August and will take on anything that comes along. **Tommy Berner** has been with me for some time and routes my small attraction." . . . **Allie Childs** has his small flesh-pit unit in the Sante Fe, N. M., area.

Sabbath Operation For Delmar's Spot

DELMAR, Del., July 29.—With the city incorporating within its limits the suburban property upon which the Delmar Drive-In is located, the open-airer inaugurated Sunday movies and now is open every night at 8 o'clock. State law permits Sunday movies during stated hours only within limits of incorporated cities and towns.

Nat Rosen, who operates the local open-airer, published a message in *The Bi-State Weekly*, thanking the voters for incorporating the property within the city's limits by an overwhelming majority at a special election earlier this month.

Sunset Spot Chartered

HARRISBURG, Pa., July 29.—A Pennsylvania State corporate charter has been issued to **Sunset Drive-In Theaters, Inc.**, Chambersburg, Pa., authorizing the new corporation to capitalize at \$50,000 for the purpose of constructing and operating a drive-in. Incorporators were listed as **Sam and Harold Kagan, Hyman Cohen and Aaron Denenberg**, all of Woodridge, N. Y.

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Mich. Drive-In Boom Continues

DETROIT, July 29.—New drive-in theater projects continue to pop up like rabbits throught Michigan, with film salesmen discovering new ones on practically every trip. Construction plans frequently are kept secret by builders in order to thwart possible competition, with the occasional result that two have been built too close for comfort.

Three new ones to turn up this week were **Mikado Drive-In**, Mikado, opened by **James Ellis**; **Traverse Drive-In**, Traverse City, under a partnership headed by **Glenn Wallace**, owner of the Four-Star Theater, Scottville, and **Bion Rockwell**, owner of the Bay Theater, Suttons' Bay, and the **131 Drive-In**, Plainwell, erected by **Harold Kortez**, owner of the Sun Theater, Plainwell, and **Charles Sears**, owner of the Otsego Theater, Otsego.

More Open-Airers Slated for Conn.

HARTFORD, Conn., July 29.—Construction of new drive-in theaters continue here. **Douglas Amos**, local division manager for **Lockwood-Gordon-Rosen Theaters**, reports the circuit will open new drive-ins, now under construction, at **Torrington** and **Norwalk, Conn.**, sometime this summer.

Chicopee, Mass., Board of Aldermen, has rejected a petition by **John L. Sullivan** of that town for a zone change to permit erection of a new drive-in theater.

Construction of a \$150,000 drive-in theater at **East Windsor, Conn.**, starts sometime in August by **Henry Walter**, **Paul and Benedict Kupchunas**, brothers, and **Peter Kostek**, all of South Windsor, Conn. It is anticipated that the drive-in will be in operation before the end of this season.

Columbia, Conn., Zoning Board's decision to permit the building of an open air theater in that city by **Willard B. Rogers**, president, **Bond Hotels Corporation**, Hartford, was upheld at a public meeting last week.

Doc Kelley, Stock Company Op, Dies

MOBILE, Ala., July 29.—**Calvin Jewell (Doc) Kelley**, who died recently in Baptist Hospital, New Orleans, was the owner-operator of the **Jewell-Kelley Stock Company** and played many of its varied roles opposite his widow, the former **Annie L. Dupre**. Born in Paris, Tex., he toured with stock companies as a prop boy and subsequently becoming a leading man and part owner of a number of them until he formed the **Jewell-Kelley org.**

He made his home in New Orleans for 30 years and for many years was associated with the **Motion Picture Advertising Service, Inc.**, as one of its leading performers. In addition to his widow, three sisters, **Mrs. Eloise Adamson, Mrs. T. G. Dyche and Mrs. Virginia Wilds**, survive.

Reading Adds Kiddie Ride

READING, Pa., July 29.—**Reading Drive-In** near here has added a children's ride to give youngsters their first extra attraction. A 36-passenger Western Express miniature streamliner train was installed on the drive-in grounds this week.

Fairfax Spot Renovated

FAIRFAX, S. C., July 29.—**J. H. and S. B. Stevenson**, of Charleston, S. C., who leased the **Fairfax Drive-In Theater** from **W. Allen Harter** recently, plan extensive renovation, new equipment and general overhauling of the spot.

Deejay Promosh

PHILADELPHIA, July 29.—Use of the radio disk jockey to attract attention to the open-air theater will be made for the first time in this territory by **Charlie Goldfine's South City Drive-In Theater**, located inside the city limits. Starting August 7, **Eddie Newman** will originate his nightly record show over **WJMJ** direct from the drive-in. The disk jockey show originates during the early evening hours.

Slim Vermont Dies After Long Illness

ASHEVILLE, N. C., July 29.—**Earl Vermont Balger**, 55, veteran tab, rep and minstrel performer known professionally as **Slim Vermont** died June 22 at **Veterans Administration Sanitarium**, Oteen, N. C., after a lengthy illness which kept him virtually bedfast for the last seven years, it has just been learned. He had been a patient at the **Oteen hospital** since 1946 and prior to that had been a patient at other veterans' hospitals. Vermont was first stricken ill more than 10 years ago.

Well known as a blackface comedian and quartet man, Vermont trouped for many years with tab shows over the old **Gus Sun and Joe Spiegelberg** tabloid circuits, as well as with various minstrel organizations. His last minstrel trouping was with the **A. G. Fields Minstrels** which went out briefly for the last time in 1931. After that he played the major vaude houses in a double act with the late **Leroy (Lasses) White**, veteran minstrel owner and performer.

Further details in **Final Curtain**, this issue.

J. Nailor Succumbs To Gun-Shot Wound

DOTHAN, Ala., July 29.—With local police and investigators terming the death here Sunday (22) of **Jack Nailor**, owner-operator of the **Famous Georgia Minstrels**, "most probably suicide," the deceased's body was shipped to **Eudora, Ark.**, for burial Tuesday (24).

Nailor died in a local hospital six hours after firing a .38 caliber pistol shot into his head, **Police Chief Eddie D. Kelley** said.

Mrs. Nailor arrived at the Railroad Avenue lot, where the show opened a week's engagement Sunday shortly before the shot was fired. She heard it from outside her husband's trailer.

Berks Drive-In Chartered

HARRISBURG, Pa., July 29.—A State corporate charter has been issued to **Berks Drive-In Theater, Reading**, authorizing the new company to capitalize at \$50,000 for the purpose of operating theaters, amusement and entertainment of all kinds. Incorporators are **Vincent Grant Edward Youngerman** and **Virginia Price**.

Hill Drive-In Bid Nixed

MANCHESTER, Conn., July 29.—This city's planning commission has rejected an application to build a \$125,000 drive-in theater here. Bid was filed by **William E. Hill**, who reportedly was acting for **New York interests**.

Luck Manages Exeter Drive-In

READING, Pa., July 29.—The **Emanuel-McNamee** interests, Philadelphia, and the **Keeney** interests here, have opened a second open-airer, the **Exeter Drive-In**, on the Philadelphia pike between **Mt. Penn Borough** and **Reiffort**.

Richard Luck is manager of the new spot.

Gimmicks Hypo Family Trade Biz in Conn.

HARTFORD, Conn., July 29.—The drive by outdoor motion picture theaters throught this area to attract additional family trade continues on an extensive scale. An example is the program by **Jack O'Sullivan**, manager, **Danbury Drive-In, Conn.**, Theater, who features square dances for adult patrons every Saturday night. Spot also has a new attraction, a pony, in its playground area. O'Sullivan also conducted a name contest, with participating youngsters awarded various prizes.

Another family trade lure are the prize awards which the **Pine Drive-In Theater, Waterbury, Conn.**, gives to the car carrying the most children on Friday nights. The theater also has free pony rides for youngsters, who are accompanied by parents on Friday nights.

Memorial Avenue Drive-In, West Springfield, Mass., includes these features: horseshoe pitching court, modern snack bar, hit parade music, kiddie color cartoons, selected short subjects, playground area for children.

The **Post Drive-In Theater, East Haven, Conn.**, offers a **Dollar Night** every Wednesday. Admission is \$1 per car, regardless of the number of people in the vehicle.

Fox Adds 3 Spots To Drive-In Chain

PHILADELPHIA, July 29.—**Melvin Fox**, who operates a chain of indoor theaters in Eastern Pennsylvania and Southern New Jersey, this week announced the addition of three drive-in theaters to his circuit.

Already operating is the **Bridgeton, N. J., Drive-In** and **309 Drive-In, Montgomeryville, Pa.** Being rushed to completion is the **Wildwood Drive-In**, which will bring the first open-air theater to the **Wildwood, N. J., resort area**.



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THE FINAL CURTAIN

BAILEY—Edwin D., 77, stage and screen actor, July 22 at his home in Santa Monica, Calif. Born in Oakland, Calif., he had been on the stage 60 years. Starting with stock companies in the East, he was with the old Vitaphone Studios when they first started. He leaves his widow, Grace; two sons, Edwin B. Jr. and Robert, the last named of the *Let George Do It* airshow. Private services in Venice, Calif., July 27.

BALGER — Earl Vermont (Slim Vermont), 55, veteran tab. rep and minstrel performer, June 22 at Veterans Administration Sanitarium, Oteen, N. C., where he had been a patient since 1946. Burial was in National Cemetery, Salisbury, N. C. Surviving are a sister, Mrs. Gertrude Booper, Oregonia, O., and a brother, Roy Balger, Dayton, O. Further details in Repertoire Department, this issue.

BARHAM—Sam, drummer with Dailey Bros' Circus, June 7 in Gonzales, Tex. Barham had also been with the old Mollie Bailey Circus, Con T. Kennedy and C. A. Wortham shows and the John Robinson and Mighty Haag circuses. Burial in Gonzales.

BUTLER—Mary Edith, 61, former secretary to novelist Arthur Train and flack for Ruth Roland and the late George Arliss, July 18 in Homeland, Calif. She had been in retirement for the past 20 years.

CARSON—Jock, 68, professional bagpiper who had appeared at celebrations and fairs in Nova Scotia, recently in Boston. He formerly resided at Cape Breton, N. S. Survived by his widow and two sons.

COLLINS — Frederick Lewis, 68, author and former mag editor, July 25 in Boston. Besides a long career in the magazine and publishing field, he wrote over a dozen non-fiction books, one of which became the basis of a radio program, *The F.B.I. in Peace and War*. His widow and daughter survive.

FEJER—Joseph, 64, violinist and orchestra leader, July 22 in New York. He played in many restaurants and nighteries, including Texas Guinan's El Fay, and went into vaude in 1925.

FIEBERG—Paul H. Jr., 36, publisher and printer, July 22 in Evanston, Ill. He was a partner in the Fieber Press and was publisher of the *Chicago Stagebill*, a weekly devoted to the theater. His widow, two sons and a brother survive.

FRIESEN—L. Vern, 24, announcer-engineer with KUBC, Montrose, Colo., killed recently near Sapinero, Colo. in an auto accident while returning from an announcing job at the Rodeo Queen Contest in Gunnison, Colo.

GRAY—Jabez, 42, actor and painter, July 22 in New York. He appeared in Surrey Theater productions

in New York and in *Three Sisters*, *Skipper Next to God*, *Madame Is Served* and *Life With Mother*, among others. An exhibition of his art is now being shown in Greenwich Village, New York. His widow, a brother and two sisters survive.

HAUER—Frank (Doc), 74, recently in St. Mary's Hospital, Knoxville. Hauer was a veteran pitchman and owner-operator of medicine shows. His widow, Iris, an adopted son, Kenneth Butler, and a brother, Anthony, of Chattanooga, survive. (Details in Pipes Department.)

HICHENS—Robert, 86, British novelist and playwright, July 20 in Zurich, Switzerland. He wrote such novels as *The Paradise Case*, *Garden of Allah* and *Belladonna*, all of which were made into movies. Hichens was also music critic of the old *London World* for many years and adapted a French play, entitling it *Business Is Business*. He also collaborated with Mary Anderson on a play version of his *Garden of Allah*.

INGRAM—Rex, 58, film director, July 21 in Los Angeles. A native of Dublin, Ireland, Ingram is credited with giving Rudolph Valentino his first big chance in *The Four Horsemen of the Apocalypse*. Other directorial work includes *Where the Pavement Ends*, *The Conquering Power*, *Hearts Are Trumps*, *The Arab*, *Mare Nostrum*, *The Magician*, *Scarrouche*, *The Garden of Allah*, *The Prisoner of Zenda* and *Baroud*. He also starred in *Baroud*. Survived by his widow, the former Alice Terry; his father, Rev. F. M. Hitchcock, and a brother Col. F. C. Hitchcock, the latter two residing in England. Burial in Glendale, Calif., July 26.

IZAR—Chito, 31, nitery singer, July 25 in San Francisco of injuries sustained in a traffic accident. He had been appearing at the Club Sinaloa, San Francisco, following engagements in New York and Florida. His widow, Lee, former dancer, survives.

JORDAN—Mrs. Mary, 78, former member of the Flying Jordans, aerial act, July 26 in Galveston, Tex., convalescent home. Survived by two daughters. (Further details in General Outdoor Department.)

LEE—Billy (Queenie), 30, dancer and female impersonator, in Philadelphia recently. He had been with the Ballet Russe de Monte Carlo, in the chorus of several musicals and in *This Is the Army*. During the past five years he had been with circuses, including Ringling-Barnum and Cole Bros.

NAILOR—Jack, owner-operator of the Famous Georgia Minstrels, in Dothan, Ala., July 22. His widow survives. (Details in Repertoire Department.)

OKIE—Jack, 47, Detroit orchestra leader, in that city July 25 after a long illness. He fronted his own band for 25 years, playing chiefly in the Detroit area and on Great Lakes excursion steamers. Survived by his widow and four daughters. Interment in Mount Olivet Cemetery, Detroit.

RIEMENSCHNEIDER—Dr. Albert, 72, internationally known organist, conductor and author, July 20 in Akron. A resident of Cleveland, he was director of the Baldwin-Wallace College Conservatory of Music, Berea, O., for many years until he retired in 1947. Survived by his widow, Thelma; two sons, Dr. Edward, Akron; Dr. Paul, New York, and a daughter, Mrs. Ward Powell, Washington.

ROSS—Ronald M., 56, publicity-advertising manager for the Maritime Winter Fair held each November at Amherst, N. S., July 21 at his home in that city. Survived by his widow and two daughters.

SCOTT—Ernest L., 77, father of the late C. D. Scott, carnival owner for 25 years, July 21 at his home in Covington, Va. Survived by his widow, three daughters and two sons.

SIKORA—John F., 17, musician, July 18 in Our Lady of Lourdes Hospital, Camden, N. J., of injuries sustained in an auto accident. He was a member of the Atco (N. J.) Stardusters and was returning to Atco from

an engagement at the Black Eagle Cafe, Avalon, N. J. Services in Atco.

STEIN — Christopher, 84, former Detroit musician, July 26 in that city. He was violinist in a dance trio around the turn of the century.

TESKA—Joe, 70, model farm builder and a showman for 32 years, July 7 in Winona, Minn., of a stroke suffered June 24. Survived by his widow, two daughters and two sons.

UNGAR — Arthur, 64, editor of *Daily Variety*, Hollywood edition of the weekly trade paper, *Variety*, since its establishment in 1933, July 24 in Del Mar, Calif., of a cerebral hemorrhage. A former theater manager, he had also worked on newspapers in Buffalo, Chicago, Cleveland and Pittsburgh. Ungar was at one time associated with the weekly showbiz paper, and had been an associate producer at Universal Studios, Hollywood. Survived by his widow and three sisters.

WINGATE — Mrs. Maude Lamb, 78, poet, sculptor and songwriter, July 25 in Catskill, N. Y. One of her songs, *In a Garden*, was debuted by John McCormack. A sister survives.

WOODTHORPE—Mrs. Zeffie, 86, stage and screen actress known as Zeffie Tilbury, July 22 in Hollywood. Born in England, she went to Hollywood 25 years ago.

Marriages

GEE-COOPER — Harry Gee and Elizabeth Cooper, dancer with the Aynett Ballet Company, July 8 in Lerwick, Shetland Isles, Scotland.

GABRIEL-TAYLOR — Armond Gabriel, Bridgeport, Conn., and Mary Louise Taylor, Dorchester, Mass., concert harpist, in Boston July 23.

McGUIRE-HACKETT — Warren Osborne McGuire, executive of World Television Company, West Hartford, Conn., and Lillian Ann Hackett in Bridgeport, Conn., July 22.

REVLING-PETER — Kenny Revling, talker on the Royal American Shows' *Aqua-Trase*, and Audrey Peter, chorine in the org's Bonnie Baker unit, July 18 in Edmonton, Alta.

ROSENBERG-POHORYLES — Stuart Rosenberg, associate film editor of NBC's *Big Story*, and Margot Pohoryles August 5 in New York.

Births

A son, Andrew Alan, to Mr. and Mrs. Lou Chudd July 8 in Cedars of Lebanon Hospital, Hollywood. Father is proxy of Imperial Records, Los Angeles.

A daughter to Mr. and Mrs. Nick Brickaas recently in New London, Conn. Father is manager of the Garde Theater, New London.

A daughter to Mr. and Mrs. Anthony Proacina recently in Hartford, Conn. Father is associated with the Pike Drive-In Theater, Newington, Conn.

A daughter to Mr. and Mrs. Lenny Dr. Francis July 14 in Jewish Hospital, Philadelphia. Father is bass player with Chuck Gordon's orchestra.

A daughter, Dru, to Mr. and Mrs. Leon Lowenthal July 12 in St. Agnes Hospital, Philadelphia. Mother is a former singer known as Darlene Graves.

A son to Mr. and Mrs. H. V. Barrett July 12 in New York. Father is a DuMont account exec.

A son to Mr. and Mrs. Michael Field July 11 in New York. Father is pianist in the Appleton and Field team; mother is a mag writer.

A son to Mr. and Mrs. Samuel Kaufman July 16 in New York. Mother is legit and radio actress Dorothy Darling; father is an NBC staffer.

A daughter to Mr. and Mrs. Vic Mizzy July 11 in New York. Father is a songwriter; mother is singer Mary Small.

Twin sons to Mr. and Mrs. Julius Rosenberg July 10 in Boston. Father owns the Hi-Hat nitery there.

A daughter to Mr. and Mrs. Dan Seymour July 15 in Brownsville, N. Y. Father supervises NBC's *We, the People*.

A son to Mr. and Mrs. Bruce Branson July 13 in Laguna Beach, Calif. Father is announcer at Station KTED, that city, and the son of the late P. N. Branson, general agent of Cole Bros' Circus; mother is one of the Clark Sisters, formerly with Tommy Dorsey's orchestra.

A daughter, Catherine Genevieve, to Jungle Jack and Ola Crawford July 4 in Martinsburg, W. Va. Father operates a Monkey Show on the Mighty Page Shows and is head trainer at the Ingham Wild Animal Farm during the winter.

A son, Roger John, to Mr. and Mrs. Leo Rymarz in Ford Hospital, Detroit, July 12. Father is a studio technician at WWJ-TV, Detroit.

A son to Stanley and Bubbles Reese recently in De Queen, Ark. Parents are concessionaires on Shaffer's Just for Fun Shows.

A daughter, Lillette Renee, to Mr. and Mrs. Sal (Peewee) Dottore recently in Los Angeles. Father is a sax player; mother is a vocalist known as Lily Renee.

A son to Mr. and Mrs. Frank C. Kaltzenberger recently in Sioux Falls, S. D. Mother was formerly known as Spidella, the sword girl, with the Klein Amusement Company.

A daughter to Mr. and Mrs. Evan Lloyd Evans July 20 in Boston. Mother is Christine Evans, of *Woman's Pages of the Air*, heard over WHDH.

A son to Mr. and Mrs. Monroe W. Greenthal July 25 in New York. Father heads his own agency there.

A daughter to Mr. and Mrs. Jules Pewowar July 15 in Chicago. Father is a TV packager.

Divorces

Benay Venuta, film and radio comedienne, from Armand Deutsch, Metro-Goldwyn-Mayer producer, in Santa Monica, Calif., July 11.

Judy Clark, film actress, from George Myers July 14 in Hollywood. Doris Day, film and recording star, from George W. Weidler, songwriter, July 17 in Los Angeles.

Mrs. Barbara Merrill from Gary Merrill, actor, July 26 in Hollywood.

LESSER ACTS WIN

(Continued from page 40)
openings and still others flatly refused to work.

The big wheels in the latter category are the ones the offices have their chief troubles with. Obviously a big name act who's laying off isn't bringing in a dime to the agents. Money isn't any inducement because of the tax brackets.

There's a feeling among the offices that come January, February and March and tax day right around the corner a lot of the strong names will come out again. Meanwhile the demand is strong but the supply practically nil.

At this point the smaller performers are getting breaks. But because these have little or no box office draw money is comparatively small and either the agents have to build shows around them and offer them as packages or the buyers have to go back to building their own shows.

In some cases agents have to use all their persuasive powers to get some of the acts to work for less money. For even if the demand has grown the money has not. The big names can still get about all they ask for; the smaller acts are still meeting resistance from buyers. The chief inducement for acts to stick in town rather than go on the road is the hope TV with its big fall plans will somewhere find an opening for them.

Agents therefore use TV as a lure. "Go out on this job and meanwhile we'll be working here on setting you for a show" is the basic argument. "Besides, if you keep working we'll both be making a buck," is the clincher.

In any case whichever way it works out the fact is the smaller performer now has things looking up for him when only a few months ago it looked as if he'd be on a permanent layoff.

In Memory of
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We Miss You, Darling.

Mabel Welchman and Family

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N. E. TAKES NUDDGE 1949 PACE

Await R. & H. OK on 'S. Pac.' Canvas Trek

Would Use RB Equipment

(Continued from page 3)

consider nothing else for the tour than South Pacific, already proven a smash box-office success. Idea of the tour would be to lease seat wagons, flats, generators and new tents from Ringling-Barnum management and play cities with no theaters of their own which could accommodate the presentation. He estimated the project cost at \$125,000.

Offering the musical as a theater-in-the-round attraction, a form which has shown good results to date, the tent would accommodate from 2,000 to 2,500 persons, with ticket prices set at \$2.50, \$2 and \$1.50, including tax. Presenting two shows a day, Dube reckoned that the potential gross would be about \$8,000 daily. The South Pacific company would play one, two and three-day stands, Dube said, and would travel thru the South, Southwest and possibly California, weather allowing.

Ringling equipment would be leased from the time the Big Show closes its regular season at Miami, in November, until they open for the 1951 season in May, 1951, at Baltimore or Washington. Some key men from R-B would be welcomed for the project, Dube said, as would a contracting agent.

Show would move as a 10-car unit, including six flats and sleeping cars for performers and show workers. The tent could be set up in an hour, and the interior would be decorated in a tropical vein to coincide with theme of the production.

Dube voiced confidence in the success of the operation if Rodgers and Hammerstein gave their okay to the plan. He said that if the venture did pay off similar arrangements might be made for companies to tour smaller northern cities which normally do not get Broadway hit shows.

Big Wind-Up Aids Shrine At Providence

Tab Record 109G Advance

PROVIDENCE, July 29. — Final stanzas of the 27th annual Shrine Circus drew near record crowds to make the affair one of the most successful ever staged at the Narragansett Race Track here. Advance ticket campaign, run over a period of 10 weeks, hit a record \$109,000 to better the 1949 sale by \$9,000. The six-day event again was promoted by J. C. Harlackner.

Attendance on the early days dipped sharply and prospects for the outcome were not bright. Monday (17) thru Thursday (20) the gate was off an estimated 20 per cent. However, on Friday (21) and Saturday (See Big Wind-Up Aids on page 53)

Midget Auto Racing, Indoors - On Portable Tracks, Planned For Auds-Arenas in 12 Cities

GRAND RAPIDS, Mich., July 29.—Midget auto races will be presented indoors on portable tracks in auditoriums or ice hockey arenas of 12 major cities this winter, according to plans of Eddie Otto, veteran motorcycle-auto race promoter, and James V. Carney, currently manager of the Buffalo Municipal Auditorium. Carney, here this week for the annual convention of the International Association of Auditorium Managers, said that when his resignation as manager of the Buffalo aud becomes effective October 1, he will devote his full time to building the 12-city indoor racing operation.

Sheehan Aqua Show Up 10% At Minneapls.

14 Perf. Pull 37,000

MINNEAPOLIS, July 29.—Paced by Al Sheehan's Aqua Follies, which thru Wednesday night (26) was 10 per cent ahead of 1949 attendance, the 11th annual Minneapolis Aquatennial drew to a close tonight, once again a top attraction.

Aqua Follies does not wind up its 14 performances in Theodore Wirth Park pool until Sunday night (6). In its first eight performances, which started Wednesday (19) and included two Saturday night shows, the Sheehan unit played to 37,000 persons. This was 10 per cent better than a year ago for the 5,000-seat amphitheater.

More remarkable was that thru

Plan is to construct four portable tracks, roughly 85 by 185 feet, and to have each used three nights weekly in as many different cities. Operations will be on a sectional basis, Carney said, with tracks to be used in the East, South, Far West and Midwest and with the cities spaced sufficiently close so that it will be possible to move and use them on a three-times-a-week sked in each section.

Carney said he and Otto plan to begin the indoor racing about December 1. He declined to say what auditoriums or arenas would be used, pointing out that negotiation for buildings, while in advanced stages in many instances, have not been closed.

Carney has been manager of the Buffalo spot for two and a half years. Prior to that he was in the advertising agency business in Buffalo. Earlier he had been associated with Universal Pictures and also was a theater manager in Baltimore, Washington, Detroit and Buffalo.

Thursday night (27) Sheehan's old Irish luck of no rain continued on as it has for each of the eight years that he has been running the Aqua (See Sheehan Mpls. on page 53)

Funspot Biz Builds After Poor Start

200 Attend Summer Meet

By Jim McHugh

WARWICK NECK, R. I., July 29.—Members of the New England Association of Amusement Parks and Beaches are putting together a pretty good season with excellent prospects that the post-Labor Day count may equal the highly satisfactory takes garnered a year ago.

Operators attending the Association's 21st annual summer meeting at Rocky Point Park here Tuesday (25) reported the happy outlook as coming on the heels of a bad beginning when the weather took its toll of expected May and June patronage. The gains have largely been scored this month and August, which contributed the biggest earnings last year, is expected to be good.

The gathering followed the usual format with frolic and chatting sessions the only order of business. Nevertheless the swapping of ideas and experiences provided the usual useful purpose and went on far into the night.

Most Ops Happy

Not all operators are happy with results to date, and because of the lateness of the season they hold little hope for the final outcome. But they were in the minority since most managers reported continuing strides in making up early season deficits which ranged up to 25 per cent.

Several ops who reported their business off from five to 10 per cent indicated that they regarded the takes as practically on a par with 1949 and considerably better than expected. There was little agreement, not unexpected since local economic problems decide the issue for the funspots involved.

More Promotion

Promotion is in full swing as ops endeavor to loosen up definitely lighter spending. Giveaways are the order of the day, with automobiles and television sets widely used as major prizes. Festival days for kids are weekly features but except for the nine-cent specials there has been little cutting of prices which are hold- (See N. E. Takes Nudge on page 62)

House Comm. Revises, Passes Johnson Bill; Biz Exempted

WASHINGTON, July 29.—Outdoor showbiz is assured of exemption from provisions of the Johnson anti-gaming bill under an amended version which was favorably reported Thursday (27) by the House Interstate and Foreign Commerce Committee. (For details see story in Coin Machine section.) The Senate-passed version of the bill was amended by the House committee to ban interstate shipment of "gambling devices," defined principally as "any so-called slot machine" or "any other machine or mechanical device, an essential part of which is a drum or reel with insignia thereon" and which "when operated may deliver, as the result of the application of an element of chance, any money or property." The bill further bans interstate shipment of coin or token-operated mechanical devices that pay off on "an element of chance" or "any machine or mechanical device, designed and manufactured to operate by means of insertion of a coin, token or similar object, and designed and manufactured so that when operated it may deliver, as a result of the application of an element of chance, any money or property."

Committee officials indicated that the new amendment was adopted along lines proposed by Herbert W. Bye, of Chicago, who on the invitation of the committee submitted a model amendment following his testimony at hearings here in behalf of the Railroad Show Owners' Association (RSOA). Similar pleas for exemptions were made at the hearings by Harry J. Ball, president of the National Association of Amusement Parks, Pools and Beaches (NAAPBE), attorney Dow W. Harter for the Toy Manufacturers of the U.S.A., Inc., and other witnesses.

Hefty Flack Fails To Hypo Chi Fair Spec

Front Gate Slumps

CHICAGO, July 29. — Chicago Fair's publicity guns boomed loud this week in an effort to hypo the featured four-a-day pageant by Chicago dailies. The heavy flack failed to increase attendance at the big grandstand show.

Roughly, less than one out of every three front-gate customers is seeing the pageant and that ratio is widening. Last year, one out of every second front-gate customer attended.

Fair's front-gate attendance con- (See Hefty Flack Fails on page 53)

Chi Cuffos GI's

CHICAGO, July 29. — The Chicago Fair Wednesday (26) announced that it would admit GI's free, not only to the grounds but to the featured spec, Frontiers of Freedom. Event is the first since the Korean outbreak reporting cuffo admission to GI's, a practice common during World War II. In step with the Korean situation, the fair has altered its featured spec, taking out a jet army plane and ending the pageant with audience singing the national anthem.



BULGY, The Whale

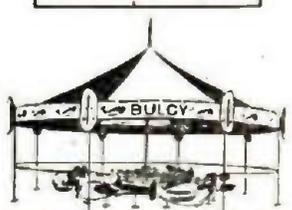
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with the mop-pet patrons at Shows or Parks—great or small—the unique comic character of Bulgy, the Whale, has effectively captured the imagination of the Kiddie trade—winning impressive earnings in its field.

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Dept. B-8-GO

Close-Ups: Office Boy Start Led to Big Job At Hershey for George Bartels

By Jim McLugh

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

DIRECTING SEVERAL major amusement enterprises which overlap and provide action 52 weeks a year involves no measure of harassment for George W. Bartels. The head man of the Hershey Estates' fun units in Hershey, Pa., credits the organizational set-up for the "even keel" operational technique which makes for smooth sailing. Missing are self-bestowed bouquets, altho his position indicates a high contributory importance in the establishment and maintenance of the efficient and model operation.

George is in love with his work, and like a sultan with a harem, is taxed with distributing his affections evenly since he has under his jurisdiction an amusement park, arena, stadium, ballroom, swimming pools and golf club. Despite the vastness of the fun center and the resultant hundreds of thousands of people entertained annually, there are no "bad days" involved, a high tribute to the excellence of management and personnel.



GEORGE BARTELS

Started as Office Boy

The climb to a top management post with Hershey Estates began in December, 1918, when George joined the organization as an office boy. At the time he was fresh out of high school in Hummelstown, Pa., three miles west of Hershey where he was born January 18, 1898.

Various jobs in the accounting department occupied him until 1931 when he moved over to the park as assistant to J. B. Sollenberger, park manager. In 1936 the sports arena was constructed and George became assistant to Sollenberger there. In September, 1949, when Sollenberger

became president of Hershey Estates, George was made manager of the arena, stadium, park and golf club.

As a youth, George says he was only concerned with making good and did not anticipate managing the amusement end. For several years in the accounting department he was concerned only with cold figures.

Active Recreation

George has watched the park grow from the time it was formed with a miniature railroad, Merry-Go-Round and bandstand the principal features. Top attraction at the time was thought to be the concerts which patrons could enjoy while relaxing on lush grass, but M. S. Hershey, park founder who made his fortune in the chocolate business, soon discovered that folks bent on recreation wanted active participation. As a result, ride units (See Office Boy Start on page 63)

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Good Quality ★ Portability
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Out in the Open

Jack Duffield, of Thearle-Duffield Fireworks, Inc., Chicago, underwent a throat operation Wednesday (26) at Colonial Hospital, Rochester, Minn., and is reported recovering. Art Brisse, of the same org, was interviewed on WGN-TV, Wednesday (26), the program emanating from the Chicago Fair studios. . . . Red Kearns, announcer on Cole Bros.' Circus, left that org and joined the Barnes-Carruthers Open Air Circus Sunday (23) in the same capacity.

Home of Leonard Traube, well-known showbiz public relations consultant, was broken into July 27 and several articles were stolen. Traube and his wife, Marge, returned late at night after a day at the beach to find their home on Central Park West, New York, a shambles. An 1893 Austrian gold piece bearing the likeness of Emperor Franz Joseph, which had been made into a brooch, and a camera, were apparently the only articles of value stolen.

Homer Snow's troupe of marine birds and animals performed at the home of movie star Loretta Young in Beverly Hills, Calif., for her sons' birthday party recently. . . . Benny Fowler, general agent of Dailey Bros.' Circus, will visit the show at Windsor, Ont. He recently closed railroad contracts in Milwaukee.

Tony Vintanza, trainer at World Jungle Compound, Thousand Oaks, Calif., was credited recently with saving the life of a visiting child when she ran up to a leopard. Vintanza dragged her away from the animal, and she received only lacerations.

Sighted cutting up jackpots in Owego, N. Y., recently were Capt. J. Ramsey, of Los Angeles; Bill Porter, advance man for B. Ward Beam's Thrill Show; Bill Skelton, Monkey Drome operator of Los Angeles, and Bill Marcus, of Springfield, Mass. Porter is a recent addition to the Beam org, having closed with Biller Bros.' Circus. . . . Henry Brown reports from Paramount, Calif., that he visited the Pan-American Amusement Company there and renewed acquaintances

with Jimmie Woods, manager; W. E. DeBarrie, Side Show operator, and Charlie Perkins.

Paul Huedepohl, national secretary of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), was a visitor at Jack and Irving Rosenthal's Palisades Park, Palisade, N. J., last week. . . . Toledo Zoo has installed a miniature steam train with 3,100 feet of track. The ride was manufactured by Lester Ottaway, Wichita, Kan.

Johnny Anderson, of the Enquirer Printing Company, Cincinnati, is mending at his home there from an appendectomy which he underwent last Thursday (27). . . . Joe Rosenberg, former billposter with the Johnny J. Jones Shows and now interested in the Triangle Poster Company, Pittsburgh, recently visited Ben Allen at his Posters, Inc., plant, Philadelphia.

Jefferson Biz Jumps to Twice Its 1949 Level

DETROIT, Mich., July 29. — Business at Jefferson Beach so far this season is estimated at two or three times more than that of 1949, officials said this week. Ride business in particular has shown notable improvement.

Big factor in the spot's business is the absence from the field this year of Eastwood Park. Patrons of the two spots now concentrate on Jefferson, and bus service between the parks has been set up.

Optimism of local park men reflected one of the best week-ends of the season. Attendance was in line with the good weather and Walled Lake as well as Jefferson Beach and others enjoyed big turnouts. Concession operators reported some pick-up in spending altho budgeting still favors rides and special attractions.

Jefferson is under direction of Harry Stahl, president. Roster of key personnel includes:

Pat Cruikshank, bathhouse manager; Earl Urquhart, promotion and picnic manager; Lillian Urquhart, office manager; George McAllister, ride superintendent; Donald Wish, general concessionaire; Roy Vokes, concession manager for Bernice Stahl; Norman Bakeman, speedboat concession operator; W. O. King, ride owner; William Weyburn, superintendent for King, and James Repp, chief of police.

A heavy picnic promotion job is under Urquhart's direction, with the Briggs Management Club holding its annual affair, with 120 children from local orphanages as their special guests, today (29).

The bathing beach has proved one of the top attractions here since the weather turned. This is the only major amusement park to have a beach site on a major lake in this area, and profits, accordingly, when the weather is favorable.

The ballroom is being operated Saturday and Sunday nights only, under management of Don Rittler, with name and semi-name bands. Don Pablo played last week, followed by Lowry Clark and Gene Krupa in coming weeks.

Mills Religious Services Draw 120

MERRILL, Wis., July 29.—Despite a downpour, 120 persons attended special religious services conducted at Chilsen Shack here Sunday (23) by Doc Waddell, circus parson on Mills Bros.' Circus, which played this city Monday (24).

Services were arranged by Walter Chilsen, editor of The Merrill Daily Herald and were to have been held outside the cabin. Many were turned away because of the Shack's limited capacity.

Rev. R. L. Greene gave the pastoral prayer; E. A. Green read the scripture, Rev. Martin Baker gave the benediction and organ music was furnished by Mrs. Harold Anderson. Choir was under direction of Rev. Baker and Jay Jorgenson, and a trumpet quintet under Jorgenson. Among those attending were the Mills families and several others with the circus; Sen. Clifford (Tiny) Krueger and townfolk. A picnic lunch was served after the service.

Animal Shipment Arrives

SAN FRANCISCO, July 29.—D. L. Mobely, superintendent of the Catalina Bird Park, and Noel Rosenfelt, Los Angeles game hunter, arrived here this week from Slam with a shipment of wild animals including a year-old, 32-inch elephant for the Foley & Burk Shows. They also brought two larger elephants, 150 monkeys, pythons, birds and a bear cub.

Auto Races Draw 3,500 To Harrisburg, Ill., Fair

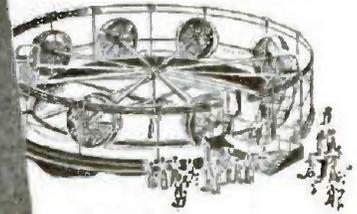
HARRISBURG, Ill., July 29.—An estimated 3,500 saw Frank Luptow, Miami, win top money in two events at the big car auto races here Saturday (22), closing day of Saline County Fair.

Program was staged by National Speedways, Inc., under IMCA sanction.



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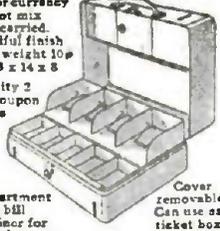
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Talent Topics

The Aerial Gibsons, Germaine and Johnny, are the free attraction booked for Rockaways' Playland the next two weeks. They opened there Monday (31). . . . Three Fearless Stars, high-pole and trapeze performers, were guests of Art Ford Friday night (28) on his WPIX video show from New York. . . . Arthur F. Brunner, publicity-promotion chief for the recent Shrine Circus, Providence, had clown Bumpy Anthony entertain children at a local hospital. Sponsoring Shriners presented gifts to Nita, Peppi and Americo, offspring of Charlie Borla, a member of the Adrian and Charles trampoline act, for their part in the show.

Sky High Alcides, Edna, Louie and Wilfred, close Labor Day with the Granite State Shows to play New England fairs and celebrations. . . . Joe Hodgini Sr. reports that since leaving Capell Bros' Circus he has been playing parks with his canine revue for the Gus Sun office. . . . Alex Ruloff, of New York, reports V. Roy Hampton, his wife and daughter were shaken up in a recent accident en route from Moose Jaw, Sask., to Carman, Sask. A hit-and-run car struck the Hampton panel truck, turning it over. Henry Warner, of the Warner and Leigh singing team, apprehended the car in Moose Jaw and contacted police. . . . Sunny Dale, daughter of Mr. and Mrs. W. S. Dale, of the Dale Family Show, is appearing at Buck Lake Ranch Park, Angola, Ind., in a 7 by 10-foot house atop a 60-foot pole from which she does a daily air show over Station WKJG. She will come down October 1.

Acts on the program at the Knights of Columbus Picnic, Danville, Ill., July 15-16 included Bill Finch, baton artist; Jane Meredith, trapeze; Siegfried, cannon ball juggler; Marie Manner, acro-contortionist; Belmont Brothers, hoop jugglers, and Joe Sidney, unicycle. All were set thru the Joe Spencer Entertainment Service, Indianapolis.

Frank (Suicide) Simon, who opened a two-week stand as free attraction at Coney Island, Cincinnati, Friday (28), was the subject of an interesting piece in Helen's Detroit's "Intermission" column in the Wednesday (26) edition of The Cincinnati Times-Star. . . . Don Dorsey opened with Charles Zemaler's unit August 1 for five weeks of fairs in Wisconsin. Dorsey, while presenting the free attraction at Camden Park, Huntington, W. Va., visited George E. Hanson on Thomas Joyland Shows in Ironton, O. Hanson leaves to play dates in New York soon.

Maybelle Miller, The Lady in the Sky, infos from Carthage, Ill., that she has just completed a circuit of drive-in theaters in Southern Illinois and is having a new rig built for her fair dates, 25 feet higher than her old one. . . . Seiden, the Stratosphere Man, who closed at

Pontchartrain Beach, New Orleans, Saturday (29), is skedded to open at the Ak-Sar-Ben celebration, Omaha. . . . Los Aeros, free act at the St. Ann, Ill., centennial were slated for the De Motte, Ind., American Legion cele August 2-5, along with the Vagabonders, trampoline, and Clausen's Bears. Following that engagement, Los Aeros will spend the week of August 7 with the Shrine Circus in Madisonville, Ky.

Mr. and Mrs. Jack Smukler, Original Michigan Rubes, are working Detroit streets with their ancient umbrella-bedecked jalopy for the 24th straight year, doing promotion for the annual Police Field Day.

The Marions, high act, are signed for the Iroquois County Fair, Milford, Ill., July 30-August 3 and will follow at the Detroit Police Circus. . . . Ullaine Malloy, Hollywood Sky-rockets and Captain Ferguson's Society Circus have been inked into the St. Joseph 4-H Fair, South Bend, Ind., August 2-5. . . . Benny Fox infos he will revive his Star-Spangled Circus for an army camp tour late in October. . . . Three Milos, high act, have been inked for the South Texas State Fair, Beaumont, Tex., October 19-28.

Gene Colin, singer-emcee, after closing at Tuscola, Ill., Saturday (22), drove over 1,200 miles to Dauphin, Man., for the Dauphin Agricultural Fair. Others on the bill there were the Four Angels, acro; Two Freddie's, perch-jugglers; John Amedeo, accordion; Great Noel, high act; Monocled Ambassadors, comedy; Andre's Puppets; Peton and Ray, dogs, and Kansas White, acro. Ben Young, of the Boyle Woolfolk Agency, Chicago, handled the show.

Barton and Brady, comedy knock-about, Monday (24) joined Barnes-Carruthers Open Air Circus at the Chicago Fair. Skedded to join the show Monday (31) were Miss Dante and her Chimps; Bell Air Trio, unicycle, and the Belmont Brothers, jugglers. New line-up of acts set to open August 7 include Tom Packs' elephants, Yacopi Troupe, teeter-board; Great Swanson, hangman, and Melino and Hollis. . . . The Chamberlains, comedy casting act, playing a string of Canadian fair dates, including Victoriaville, St. Leonard and Grand-Mere, after which they return to Montreal, where they recently appeared as free attraction at Belmont Park.

Waco's Legion Annual Gets New Location; Sets Dates

WACO, Tex., July 29.—American Legion Post here has completed arrangements to hold its Greater Southwest Fair on Dr. F. William Hooeh's grounds, opposite Westview Drive-In Theater, it was announced this week. Dates for the annual are October 24-29.

Officials report that space in the Merchants' and Manufacturers' Exposition tent is being taken rapidly by local and out-of-town merchants.

Reidsville, N. C., Skeds Cele

REIDSVILLE, N. C., July 29.—Junior Chamber of Commerce here will hold its 1950 Harvest Jubilee for a week beginning September 4, W. R. Henderson, chairman, announced. Special events will include Farmer's Day, a ball, queen contest, parade and various other contests and games.

Charter Franklinton, N. C.

FRANKLINTON, N. C., July 29.—Great Franklinton Fair, Inc., has been chartered here by the secretary of state to operate a fair. A non-stock corporation, principals include F. W. Carter, Willard Preddy and Clyde Waiden, all of this city.

Mary Jordan, 78, Dies in Texas

GALVESTON, Tex., July 29.—Mrs. Mary Jordan, 78, last of the originators of the famous Flying Jordans, died here Wednesday (26) in a convalescent home.

The Jordans introduced the casting type of aerial act to this country at the 1892 World's Fair in Chicago, being featured at that time with the Great Sandow Show under the management of the late Florenz Ziegfeld.

Deceased was the widow of Lewis Jordan and, with him and their company, toured the world from 1896 to 1903 with a show known as the Flying Jordan Company. After capture and release by the Japanese during the Russo-Japanese War, the company returned to this country in 1904 and, subsequently, was featured with the Forepaugh-Sells, Hagenbeck and Ringling circuses until the death of Lewis Jordan in 1912. Later, Mrs. Jordan became a catcher, said to be the first woman to assume this position in a flying act in this country, and carried on the Flying Jordan act for several years before taking it to Australia for one season.

After retiring she accompanied her two daughters, Josephine (Mrs. Hankinson) and Nellie Dutton (Bausman), during their tour in vaude as a tight-wire act billed as the Jordan Sisters.

Services in Galveston Friday (28), with burial in Memorial Park.

Joyce Pacts Sunset Carson

PHILADELPHIA, July 29.—Jolly Joyce Agency here, already heavy with Western and folk attractions, added another name to the list in Republic Pictures' star, Sunset Carson. Heading a troupe of six, Carson makes his first Eastern stand tomorrow at Sleepy Hollow Ranch near Quakertown, Pa., assisted by Violet Quann in his roping and shooting act.

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No. 1 Cards, heavy white, black back, \$14.75. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000. 4 to 95 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, \$3. Same weight as #1 in Green, \$2; Yellow \$2.44 per 100. DOUBLE CARDS, No. 1 size, \$12.14

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Replacements, Numbered Balls, as... .40
1,000 Jack Pot Slips (strips of 7 numbers). Per 1,000... 1.25
Middleweight Cards, \$14.75; White, Green, Red Salmon, Yellow, Per 100... 2.00
3,000 Small, Thin, "Brownie" BINGO... .75
Sheets, 5 sheets, loose only, no pads, Size 12 1/2, M... 1.50
Plastic Markers, Red or Green, Round or square, 3/4" Dia. Set of 100... 2.50
Scalloped Edge, Green only, M... 2.00
Smaller Size, 3/4" Olan., Red or Green Plastics, M... 1.50
Adv. Display Posters, size 24x36 Each... .15
Cardboard Strip Markers, 10 M for... .75
Rubber Covered Wire Cases, with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00
Thin, Transparent Plastic Markers, Brown, 3/4 inch, Per M... 1.00
Featherweight Thin Bingo Sheets, size 13x28, very large numerals, 7 colors, loose, not tabbed, M... 2.00
Round White N. J. Cardboard Markers, 2 sizes; 1/2 inch dia., 1000 to 1b.; larger size 3/4 dia., 1000 to 1b. Either size, 1b. Adhesive Single Blower electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢. Send for illustrated circular. For... 135.00
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Aqua Up 10%**

(Continued from page 49)
Follies as part of the Aquatennial. Should he manage thru Sunday night without a rainout it will mean 75 consecutive performances with no need of refunding ticket money because of weather.

The Aquatennial proper got off to a wet start Saturday afternoon (22) when the lengthy parade thru downtown Minneapolis was hit by heavy rain.

The Wednesday night (26) twilight parade played to clear weather and an estimated 450,000 persons lined the route to watch the illuminated marching units and floats pass by. Both parades were televised for the stay-at-homes by WTCN-TV, with John Ford at the mike.

The Wednesday night (26) twilight parade played to clear weather and an estimated 450,000 persons lined the route to watch the illuminated marching units and floats pass by. Both parades were televised for the stay-at-homes by WTCN-TV, with John Ford at the mike.

The Aquatennial-WCCO Annual Radio Party in Minneapolis Auditorium Saturday night (22) played to capacity, with Cedric Adams, emcee, reporting attendance at well over the 14,000 mark. Eddie Cantor, Garry Moore and Janette Davis joined Adams in headlining the two-hour radio show, first 30 minutes of which were carried over the CBS network.

Other Aquatennial activities drew their usual number of spectators with the highlight of the week being the crowning of the Queen of the Lakes for 1950-1951 to succeed Jean Johnson. Selection was to have been made at a special coronation ceremony Friday night (28) in Minneapolis Auditorium.

David Silverman, managing editor of The Minneapolis Star, is president of the Minneapolis Aquatennial Association. Sponsoring organization, and Lee Potter Jr., Aquatennial general chairman.

Following the close of the Aqua Follies run Sunday night, Sheehan and his entire show move to Seattle to set up business alongside the shores of Green Lake for the Seattle Sea Fair. This is the first year that the Follies shows any place other than in Minneapolis.

**Big Wind-Up Aids
Providence Shrine**

(Continued from page 49)
(22) the facilities of the huge plant were taxed.

On Saturday the race track's two parking lots, holding 12,000 cars, were jammed to overflowing and police allowed parking on the highway as much as a mile from the gate. Several nearby private parking lots also were jammed. Attendance at Saturday's matinee was about 7,000 and 35,000 at night. Every seat in the 14,000 capacity grandstand was sold.

Rain Hurts One Day
On opening Monday show played to 5,000 at the matinee and about 17,000 at night. Tuesday and Wednesday matinees were free ones for hospitalized children. Tuesday night's attendance fell off to about 15,000 and Wednesday night the gate was about the same. Rain Thursday held the matinee crowd to 4,000 and, while the rain stopped prior to the night show, the threatening skies kept a lot of folks away. The night gate was made free and about 11,000 attended. Friday matinee was good and that night 22,000 attended.

This year for the first time aerial acts were eliminated. Offerings, all platform acts, were presented on a 120-foot stage.

All shows and rides reportedly did big business. Hermine's Midgets got a big play as did other show units.

Past Potentate Earl C. Wheldon acted as general manager for the Shrine. Arthur F. Brunner handled promotion-publicity for the show.

**Hefty Flack Fails
To Hypo Chi Spec**

(Continued from page 49)
tines to dip further below 1948, with a reported turnstile count of 715,906 thru Wednesday (26), its 33d day. This compared with the Railroad Fair's 775,420 to the same point last year. New low for a single day was set Thursday (20), when rains kept crowds down to 4,817, while the biggest attendance during the week was 31,784 Sunday (23).

Voorhees-Fleekles ice show and the Cypress Gardens water ski show are the leaders in the north-end attraction area, with the two units running neck-and-neck, attendance-wise. Music-in-the-Round is showing more strength and is a good fourth to the third place show. Barnes-Carruthers open-air circus. Sam Levy Jr., will take over management of the latter show August 5, when Ed Allen leaves to join the B-C No. 1 Fair Revue.

Exhibit of Homes, with a two-bit entry, is getting a strong play, 171,147 viewing the houses thru Wednesday (26). Narrow-gauge train, during the same period, carried a total of 157,828.

With the possible exception of the Penny Arcade and the two shooting galleries, attractions in the Dixieland Village fun zone are reportedly not making the nut.

**New Stock Buildings Set
For Camden S. C., Annual**

CAMDEN, S. C., July 29.—Razing of an old livestock exhibition building at Kershaw County Fairgrounds has been completed, and work on a new concrete structure to accommodate about 125 hogs is soon to be started.

Management also plans to erect a modern cattle barn south of the present cattle and administration buildings. Present building will then be devoted to general exhibit space, said J. C. Crawford, executive secretary.

**Regina Using Place Mats
As Sales Promotion Pieces**

REGINA, Sask., July 29.—Regina Exhibition, as an added promotion is distributing paper placemats in dining halls thruout Southern Saskatchewan, featuring the fair's theme, *Parade of Prairie Progress*.

The mats, 10 by 15 inches, portray a mounted policeman giving directions to a pioneer as both consult a map. Printed copy lists highlights of the show.

**Plymouth, Calif., Annual
Builds Lighted Arena, Stand**

PLYMOUTH, Calif., July 29.—Amador County Fair will open its three-day fair here August 25 with a new grandstand, new floodlighted horse show arena and a new administration building, Wentworth Lynch, secretary, announced.

Other improvements include a concrete dance pavilion, new warehouse and six livestock barns.

**Weymouth, Mass., Annual
Erects New Exhibit Hall**

WEYMOUTH, Mass., July 29.—Weymouth Fair here has constructed a new all-steel livestock exhibit building, 40 by 60 feet, and a new wing, 105 by 16 feet has been added to the Gairy barn. Premiums this year including race purses, will total \$34,500.

North Haven Plans Set

NORTH HAVEN, Conn., July 29.—Premium lists for North Haven Fair have been printed and arrangements are under way for vaudeville acts at the annual. Fair will feature fireworks and food booths as well as commercial exhibits and displays of domestic arts, livestock and agricultural products.

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The New Kiddie Ride

Awarded trophy for most meritorious new ride at NAAPP88 Convention, Chicago 1949. . . Rides 16 kids—out-grossed all other kiddie rides at 1949 RR Fair. Cheap to operate—3 gallons a day. . . Can also be used as a sound truck with the two-faced removable sign (furnished) mounted between seats.

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Sun Bolsters Playland Biz

Spending up as Rockaways' registers sock week-end score

NEW YORK, July 29.—With ideal weather, crowds at the Rockaways' Playland here were well over the million mark last week-end. A. Joseph Geist, park president, reported a high rate of spending, which gave the fun-spot its best week-end take of the season so far, the gross also topping that of last year's corresponding period.

Only complaint might have been that business was too good. Because of an influx of cars jamming beach highways, arrivals and departures were difficult. Many of the available parking lots were jammed. Rockaways depends mainly on car-borne trade for patronage since a partial loss of rail service to the spot earlier this season. Added to the extra autos gravitating toward the park are a brigade of busses, pressed into service since the rail loss.

Geist said that by employing vessels of the Hudson River Dayline, and the Sandy Hook and Wilson excursion boat systems, an outing of 15,000 persons of the Bayonne, N. J., Democratic Club would visit the park Monday (31). Scheduled for today is a beauty contest at Rockaways, with Station WMGM's disk jockey, Jack Eigen, former boxing champ, Barney Ross, and dance producer, Wally Wanger, acting as judges.

Park prexy said that mid-week fireworks displays at the park were lending a boost to usually modest business. A pyro display Wednesday (19) at Rockaways drew 600,000.

Geist also announced that Arthur Clyne, Brooklyn College student, had been placed in charge of the Radio Voice of Rockaways' Playland, park's public address system, which covers an eight-block area. Clyne's duties will include supplying chatter between transcriptions and records and a running commentary on events taking place at the park. Geist said it was the first time in the park's history that the p.a. system would be used on a full-time basis.

Three Fearless Stars, highpole and trapeze, were park's free attraction this week.

Dog Shows

CALIFORNIA
Richmond—Aug. 9. Miss P. Long, El Sobrante, Calif.
San Diego—Aug. 8-9.
Stockton—Aug. 30. Dr. J. Carr, 2230 Pacific Ave.

CONNECTICUT
Newtown—Aug. 26. Foley, 2009 Ranstead St., Philadelphia.

MASSACHUSETTS
Berkley—Aug. 13. D. McCarthy, Box 721, Taunton, Mass.
Bridgewater—Aug. 12. Miss W. Cloutier.
Great Barrington—Aug. 27. Foley, 2009 Ranstead St., Philadelphia.
Hamilton—Aug. 19. Foley, 2009 Ranstead St., Philadelphia.
Leominster—Aug. 6. Foley, 2009 Ranstead St., Philadelphia.
Plymouth—Aug. 20. Mrs. R. Biggs, Dedham, Mass.

MICHIGAN
Jackson—Aug. 6. Miss M. Kahle, Adrian, Mich.

NEW HAMPSHIRE
Keene—Aug. 5. Foley, 2009 Ranstead St., Philadelphia.

Horan Thrillers Click in Quebec

SHERBROOKE, Que., July 29.—Irish Horan Lucky Hell Drivers with their featured torpedobile cannon act completed a two-week tour of the province of Quebec with performances here Saturday (22) and Sunday (23) nights. Sunday show packed the 5,500-seat stand and the overflow in the paddock and infield accounted for about another 3,000. Saturday's attendance was 4,000.

Montreal, Three Rivers, St. Hyacinth, Drummondville and St. George all contributed hefty crowds. The cannon act, with Buddy Toomey at the controls, was a hit in each instance. This was the first appearance of the Horan unit in Quebec.

Horan revealed that he had received an offer from an English promoter to present the cannon in connection with British indoor circuses for a period of five weeks. A guarantee of \$100,000 was offered, Horan said, but no decision was made since the unit has commitments thru October 7.

Top dates set for the org include the State fairs of Michigan, Indiana, New York and New Jersey.

The cannon act, an innovation, is largely responsible for hefty crowds, since it has rated wide press and radio coverage, Horan said.

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NEW YORK
Amsterdam—Aug. 12. Foley, 2009 Ranstead St., Philadelphia.
Binghamton—Aug. 20. Foley, 2009 Ranstead St., Philadelphia.
Niagara Falls—Aug. 19. Foley, 2009 Ranstead St., Philadelphia.
Schenectady—Aug. 11. Foley, 2009 Ranstead St., Philadelphia.

OREGON
Portland—Aug. 19. Miss G. Brown

PENNSYLVANIA
Ebensburg—Aug. 13. M. J. Parabaught.

WASHINGTON
Renton—Aug. 12-13. C. Butler, 11226 5th Ave., N. E., Seattle.

Harlacker To Stage Jersey City Doings

JERSEY CITY, N. J., July 29.—CYO (Catholic Youth Organization) Charity Circus and Midway, which will occupy the Roosevelt Stadium here from Monday (3) thru Sunday (8), will offer a good circus bill plus rides, Side Shows, games, give-aways and other special features.

Circus program will be presented nightly and two matinees, Wednesday (2) and Saturday (5) are slated. Stadium has a capacity of over 20,000 and a lighting system for night baseball. Admission will be 75 cents, including tax.

Staged by J. C. Harlacker, line-up of acts includes Gladys Gilen, trained lions; Eily Ardely, aerialist; Silhouettes, high thrill act; Shaller Bros., trampoline; Lambertis, high wire; Cycling Kirks, bike; Reddingtons, trampoline; Chal and Somay, Potus and Folson, Skating Pockets, the Charltons, and dog and pony numbers.

Harbor Springs Cele Eclipses 1949 Gate

HARBOR SPRINGS, Mich., July 29.—Annual Ottawa Indian Pageant closed a three-day run here Sunday (23), with an estimated attendance of 9,500 compared with 6,000 in 1949. Budge in crowds was attributed to the addition of an extra day and the use of professional production and promotion talent.

Sales Counsellors, Inc., Detroit, handled the staging and exploitation, the latter including the use of 24-sheets in Detroit, 250 miles from here. National flack was obtained thru the adopting of big names by the Ottawa tribe.

Program in the 7,000-seat stands included the E. L. Knapp Dance Troupe, starring Chief Oske-Non-Ton, Mohawk baritone, plus Indian events.

Shortage of Canvas Expected by Makers

CHICAGO, July 29.—Virtual certainty of a canvas shortage has become apparent to leading tent manufacturers here because of government purchases of cotton duck. However, a spokesman for the industry said there was no definite shortage as yet.

High price of cotton plus the Korean situation combined to boost the price of duck about 10 or 15 per cent during July, he said. There has been much buying and many private orders are on hand, he pointed out. As government orders increase, he said, the supply will become increasingly short.

Rope also has increased in price. One manufacturer stated that he believed two circus tents being made now would be the last ones from his plant for some time. Another said that some cotton duck suppliers will not quote prices on the material because of an impending shortage.

Marcello Rocca Injured In Motorcycle Accident

WILDWOOD, N. J., July 29.—Marcello Rocca, while performing in Suicide Globe act, escaped with several fractured ribs last week when the axle of his motorcycle broke during the act, sending him to the steel bottom of the globe. Castine Gonzales, partner in the attraction was uninjured. Rocca's wife, Margo, who completes the three-person act, was watching the performance at the time of the accident.

S. B. Ramagosa imported the act from Venezuela, and it opened early this month as one of his many enterprises at this resort.

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Coming Events

ARKANSAS

Lake City—Watermelon Festival. Aug. 14-19. Short Pylant. Mammoth Springs—Soldiers, Sailors, Marines Reunion. Aug. 21-26. E. E. Sterling.

CALIFORNIA

San Francisco—Gift Show. Aug. 6-9. Kay Leber, 1355 Market St.

COLORADO

Buena Vista—Lettuce Day. Aug. 12-13. Gih Gregg. Durango—Spanish Trails Fiesta. Aug. 5-6. R. Franklin McElvey. Lamar—Livestock Assn. Rodeo & Races. Aug. 16-20. Charles E. Kendall. Walsenburg—Spanish Peaks Fiesta. Aug. 11-13. Star Caywood.

ILLINOIS

Amboy—Fall Festival. Aug. 17-19. Fred R. Bybee, Chamber of Commerce. Bellwood—Golden Anniversary. Aug. 14-20. Robert H. West. Cissna Park—Old Settlers' Reunion. Aug. 17-19. Frank Moran. Dixon—Injun Summer Days. Aug. 20-24. Chester Barringer. Equality—Kiwanis Club 4-H Celebration. Aug. 3-8. Robert Barnett. Farmington—Am. Legion Fall Festival. Aug. 16-19. James Valra. Hamilton—Community Festival. Aug. 1-8. J. R. Laws. Herrin—50th Anniversary Celebration. Aug. 14-19. Chamber of Commerce. Litchfield—Dairy Day & Fair. Aug. 8-10. Mrs. Ida Allen. Melross Park—Italian Festival of Chicago-land. July 31-Aug. 6. Reynolds—Am. Legion Fair. Aug. 11-13. Vernie Quate. Ridge Farm—Tomato Festival. Aug. 31-Sept. 2. John Corcoran. Rochelle—Farmers' Picnic. Aug. 17. Sam Nichols. Rutland—Am. Legion Fall Festival. Aug. 24-27. I. M. Vincore. Salem—Soldiers & Sailors' Reunion. Aug. 24-29. Omar J. McMackin. Sidell—Sidel Jamboree-Legion & Lions' Club. Aug. 14-19. Dr. F. E. Bartley. Strasburg—Home-Coming. Aug. 23-26. Lauren R. Hamm. Villa Park—Pioneer Days. Aug. 15-21. L. E. Hare, 207 S. Villa Av. Wilsonville—Firemen's Home-Coming. Aug. 24-27. Louis Pellegrini. York—York Reunion. Aug. 1-6. Max Ellis, Am. Legion, West Union, Ill.

INDIANA

Bluffton—Lions Club Jubilee. Aug. 23-26. Arthur Lane. Burlington—Old Settlers Reunion. Am. Legion. Aug. 25-26. Nelson Hobensack. Columbia City—Old Settlers Day & Legion Festival. Aug. 10-12. George Leininger. Farmount—Centennial. Aug. 1-5. Farmersburg—Old Settlers Picnic. Aug. 2-5. D. P. Sharta. Huntington—VFW Home-Coming & Street Fair. July 31-Aug. 6. M. A. Patten. LeGrange—County Corn School. Aug. 7-12. Merle V. Rawson. Odon—Old Settlers Meetings. Aug. 17-19. H. O. Marshall. Reelsville—Reelsville Home-Coming. Aug. 17-19. John Gray. Terra Haute—Miners' Picnic. Aug. 11-13. James Alkens. Vincennes—Home-Coming. Aug. 10-13. Horace Parish.

IOWA

Cherokee—Pilot Rock Plowing Match. Aug. 17-18. Glenn Curtis. Creston—Midwest Horse Show. Aug. 14-15. V. Howard Gibson.

KANSAS

Marke—Farmers & Merchants' Picnic. Aug. 3-5. A. C. Cerny. Sterling—Old Settlers' Picnic. Aug. 3-5. H. C. Bruce.

MASSACHUSETTS

Gloucester—V-J Day Civic Celebration. Aug. 6-16.

MICHIGAN

Ravenna—Am. Legion Home-Coming & 4-H Fair. Aug. 18-19. Samuel McMill. Springport—VFW Home-Coming. Aug. 10-12. W. K. Gibbs. Three Rivers—V-J Day Celebration. Aug. 9-12. W. R. Monros. Ypsilanti—V-J Day Celebration. Aug. 14-19. Max Hammond.

MISSOURI

Blackburn—Am. Legion & Civic Club Festival-Home Coming. Aug. 18-19. Mrs. Lorene Kuntz. Booneville—Daniel Boone Celebration. Aug. 17. J. M. Meredith. Cameron—Fall Festival. Aug. 17-19. R. W. Settle. Campbell—Peach Festival. First week in Aug. Ralph D. Parks. Chillicothe—Fall Festival. Aug. 21-23. Jack D. Cameron, Am. Legion. Crane—Crane Reunion. Am. Legion. First week-end in Aug. A. C. Bennett. Hamilton—Am. Legion Race Meet. Aug. 23-26. R. C. Hendren. Howard—Horse Show. Aug. 31-Sept. 2. James Maryville—Northwest Mo. Horse Show. Aug. 4-8. Mrs. Lester Swaney. New London—Fall Festival. Aug. 23-26. S. O. McCune. Skidmore—Pumpkin Show. Aug. 31-Sept. 2. Donald P. Hart.

Trenton—Celebration. Aug. 26-Sept. 2. Wayne Lowe. Urich—Urich Home-Coming. Aug. 16-19. M. O. Hillebrand. Wellsville—Fall Festival. Aug. 14-26. Allen E. Updyke.

NEBRASKA

Auburn—Fall Festival. Aug. 23-26. Chester May. Nemaha—Old Settlers Picnic. Aug. 3-6. J. O. Johnson. Omaha—Santa Lucia Festival. Aug. 5-13. Charles A. Crisci, 1237 S. 7th St. Scottsbluff—Golden Jubilee. Aug. 7-8. W. H. Osterberg.

NEW HAMPSHIRE

Newport—Old Home Day Celebration. Aug. 10-12. Herbert E. Kimbell.

NEW JERSEY

Frammton—Our Lady of Assumption Celebration. Aug. 14-19. Ralph Sintell.

NEW YORK

Granville—Fire Dept. Carnival. July 29-Aug. 8. Morris Rose-Rosen. Webster—Firemen's Carnival. Aug. 3-5.

NORTH CAROLINA

Newton—Soldiers Reunion. Aug. 14-19. Miss Willie Self.

OHIO

Amherst—Am. Legion Carnival. Aug. 9-12. Merrill O. Walker. Bylesville—Home-Coming. Aug. 7-12. Howard L. McCreeary. Cincinnati—Food & Home Show at Zoo. Aug. 22-Sept. 4. J. F. Heuser, 3400 Vine St. Columbus—State Gift Show. Aug. 27-30. Walter E. Offinger, Merchandise Mart, Chicago. Hoyville—Fire Co. Celebration. Aug. 8-12. Rex W. Teatsorth. Jeromesville—Lions & Am. Legion Home-Coming. Aug. 24-26. L. O. Franka. Magnolia—Bard Home-Coming. Aug. 9-12. W. H. Chadlock. New Bremen—Woodmen Festival. Aug. 1-5. A. W. Hegemier. Quaker City—Home-Coming. Aug. 9-12. L. W. Hartley. Scioto—Fall Festival. Aug. 24-26. Charles M. Huff. Seville—Seville's Carnival. Aug. 30-Sept. 2. Lee Cavin. Valley City—Street Fair. Aug. 25-27. Earl H. Arick.

OKLAHOMA

Anadarko—American Indian Expo. Aug. 14-19. Tulsa—Free Fair Festival. Aug. 14. Paul Letture and Wm. B. Way. Yale—Home-Coming. Am. Legion. Aug. 2-5. M. A. Dempsey.

OREGON

Portland—Gift Show. Aug. 13-16. Kay Leber, 1355 Market St., San Francisco.

PENNSYLVANIA

Irwin—Vol. Fire Co. Jubilee Week, July 28-Aug. 3. Jack Sealy. Shickleyville—Vol. Fire Co. Home-Coming. Aug. 16-18. Kennedy Graham. Sharpville—Firemen's Convention-Celebration. Aug. 21-26. Edw. L. Teague. Titusville—Oil Festival, VFW. Aug. 21-27. H. W. Bush.

SOUTH DAKOTA

Burke—Home-Coming Days. Aug. 11-12. Deadwood—Days of '76. Aug. 4-6. Nell Perri-gouge. Faith—Stock Show & Rodeo. Aug. 18-20. E. L. Thompson. Hudson—Firemen's Sports Days. Aug. 16-17. Romaine Turkelson. Menno—Stock Show. Aug. 23-26. Erhard Schempp. Salem—Harvest Festival. Aug. 24-29. Loren F. Gutzler. Vermillion—Days of '59. Aug. 30-31.

TENNESSEE

Memphis—Mid-South Gift Show & Variety Fair. Aug. 28-31. A. J. Cory, 527 M. & M. Bldg. Shelbyville—Tenn. Walking Horse Nat'l Celebration. Aug. 29-Sept. 2. P. J. Scudder.

TEXAS

Boerna—Surrey Days & County Fair. Aug. 4-8. Tom Roberts. Pampa—Top o' Texas Rodeo & Horse Show. Aug. 1-5.

UTAH

Eureka—Silver Jubilee. Aug. 11-12. Reed Pitt.

WASHINGTON

Seattle—Gift Show. Aug. 26-28. Kay Leber, 1355 Market St., San Francisco.

WISCONSIN

Bloomer—4-H Fair & Livestock Show. Aug. 24-27. Adelbert Pehr.

CANADA

Moncton, N. B.—Diamond Jubilee Celebration. Aug. 1-11.

Gorman Disclaims Rodeo

HUNTINGDON, Que., July 29.—T. P. Gorman, president-general manager of The Ottawa Forum Limited, this week disclaimed any connection with the Texas Ranger Rodeo, which opened here Thursday (20). It had previously been reported by the rodeo manager that Gorman was booking the org for Eastern Canada dates (The Billboard, July 15). Gorman said he had planned a Canadian tour but abandoned the idea because it was impossible to hold the original show together.

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Carnival Routes

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo.; Okmouge, Okla.; Midwest City 7-12.
- American Beauty: (Fair) Kahoka, Mo.; (Fair) Okaloochee, Ia., 6-9.
- American Eagle: Paxton, Ill.
- American Midway: Ogden, Kan., 1; (Fair) Netawaka, 3-5; (Fair) Oberlin 8-12.
- Avery's Modern: Disco, Mich., 3-6; Reading 9-12.
- Badger State: (Fair) Waseca, Minn.; (Fair) Long Prairie, 8-10.
- Baker United: Clinton, Ind.
- B. & C. Expo.: Bath, N. Y.; (Fair) Batavia 7-12.
- Beam's Attrs.: (Fair) Ford City, Pa.; (Fair) Hughesville 7-12.
- Becht, Lee: (Spring Grove & Colerain) Cincinnati, O., 1-6; (Fair) Dry Ridge, Ky., 9-12.
- Be's Old Reliable: (Fair) Russell Springs, Ky.; (Fair) Germantown 7-12.
- B. & H.: Lakewick, S. C.; Hemingway 7-12.
- Big Four Am.: Cicero, Ill.
- Big State: (Fair) Rails, Tex.
- Blue Grass: Charleston, Ill.; Brownstown, Ind., 7-12.
- Bodart: Antigo, Wis.
- Bogle, F. C.: (Fair) California, Mo., 3-5; (Fair) Oswego, Kan., 7-12.
- Boone Valley: Oriswold, Ia., 1-3; (Fair) Rockwell City 6-9.
- Bordenland: Robstown, Tex.
- Brodbeck's: Sterling, Kan.
- Buck, O. C. Mascena, N. Y.; (Fair) Gouverneur 7-12.
- Burdick's Greater: (Fair) Johnson City, Tex., 1-6; Belleville 9-10.
- Burke, Harry; Crowley, Ill.
- Burkhart: Channahon, Ill.
- California: Oraville, Calif.
- Capell Bros.: Yale, Okla.
- Capital City: Danville, Ky.; (Fair) Campbellville 7-12.
- Casey, E. J., No. 1: The Pas, Man., 4-5; Film on 9-12.
- Casey, E. J., No. 2: Geraldton, Ont., Can., 3-5. Hearst 7-8; Smooth Rock Falls 9-10; Cochrane 11-12.
- Casey, E. J., No. 3: The Pas, Man., Can., 4-5; Film on 9-12.

- Cavalade of Amusements: Akron, O., 1-6; Bridgeport 7-12.
- Cavalade of Fun: Cortland, Ill.; Leaf River 12-13.
- Central States: Hanover, Kan., 1-2; Phillipsburg 3-5.
- Cetin & Wilson: (Hotel Park & 10-Mile Road) Detroit Mich.; (Fair) Lonia 7-12.
- Chanos, Jimmie: New Bremen, O.
- Cherokee Am. Co.: Frankfort Kan., Wetmore 1-9, Serris 10-12.
- Coleman Bros.: (Fair) Booneville, N. Y.; Kingston 7-12.
- Collins Bros. United: Callaway, Neb., 3-5; Elm Creek 7-9.
- Collins, Wm. T.: (Fair) Rochester, Minn.; (Fair) Le Grange 9-12.
- Columbia: Harrison, Mo., Naples 7-12.
- Cote Am.: Clio, Mich.; Flushing 9-12.
- County Fair: Ashland, Neb., 31-Aug. 2.
- Crafts Expo.: Richmond, Calif., 1-8.
- Crafts 20 Big: Tat, Calif.
- Crescent Am. Co.: (Fair) Independence, Ia.; (Fair) Wagon, N. Y., 7-12.
- Crystal: Erlwin, Tenn.
- Cumberland Valley: (Fair) Alexandria, Tenn.; (Fair) Carthage 7-12.
- Dan-Louis: Carrollton, Ky.; LaGrange 7-12.
- De Luke: Agawam, Mass.
- Delta Amuse. Resort, Pa.; Flourtown, Pa., 2-12.
- Dickson's United: Fairland, Okla.; (Fair) Rush Springs 7-12.
- Donson's United: (Fair) White Bear Lake, Minn., 3-6; (Fair) Glenwood City, Wis., 7-9.
- Douglas Greater: Auburn, Wash.
- Down River Am. Co.: Fowlersville, Mich.
- Drew James: (Fair) Flourtown, Pa., 2-12.
- (Fair) Valparaiso, Ind., 7-12.
- Dudley, D. S.; Jal, N. M.
- Dumont: Richmond, Va.
- Dyer's Greater: Marengo, Ia., 2-4; (Fair) Manchester 8-11.
- Eastern Am.: Auburn, Mo.
- Eddy's Expo.: (Fair) Flourtown, Pa., 2-12.
- Body Bros.: Wilkes-Barre, Pa.; Mahanoy City 7-12.
- Evans United: Melvern, Kan., 3-5; Olasco 7-9.
- Fair Am.: Kershaw, S. C.; Hartsville 8-12.
- Ferris, Carl D.: (Fair) Towanda, Pa.; (Fair) Waterloo, N. Y., 7-12.
- Fidler's United: North Chicago, Ill.; (Fair) Kankakee 7-12.
- Francis, John: Green Lake, Wis.
- Franklin, Don, No. 1: Monahan, Tex.; Big Spring 7-12.
- Franklin, Don, No. 2: (Fair) Boerne, Tex.; (Fair) Junction 8-12.
- Galety, Holly, N. Y.: (Fair) Batavia 7-12.
- Garden State Rides: Succasunna, N. J.
- G. & B. Rides: New Martinsville, W. Va.
- Gem City: (Fair) Danville, Ill., 1-4; (Fair) Mendon 8-11.
- Geatsch, J. A.: Booneville, Ind.
- Gifford's: (Rodeo) Pretty Prairie, Kan., 1-4; Little River 9-12.
- Glades Am. Co.: (Fair) Millford, Pa.
- Gold Bond: Tomah, Wis.
- Gold Medal: Benton, Ill.
- Golden Rule: Shade Gap, Pa.; Runnemed, N. J., 1-12.
- Gooding Am. Co., No. 1: (Fair) Xenia, O.
- Gooding Am. Co., No. 2: (Fair) Osgood, Ind.
- Gooding Am. Co., No. 3: (Fair) Shelbyville, Ky.
- Gooding Am. Co., No. 4: (Fair) Rushville, Ind.
- Gooding Am. Co., No. 5: South Bend, Ind.
- Gooding Am. Co., No. 6: Newark, O.
- Gooding American Expo.: (Fair) Huntington, Ind.
- Gooding Greater: (Fair) Franklin, Ind.
- Gooding Park Attrs.: (Fair) Pain City, O.
- Graceland Greater: Attica, Ind.; (Fair) Gibson City Ill. (Fair) 7-12.
- Grand American: (Fair) Central City, Ia., 3-6; (Fair) Vinton 8-10; Noncuzuma 11-12.
- Gran's Am.: Prospect, Pa.
- Great Lakes: Burlington, Mich., 2, 3 and 4.
- Greater Rainbow: Sutton, Neb., 1-3; North Bend 5-6; Fairbury 8-11.
- Origgs Greater: (Fair) Corning, Ia., 1-3; (Fair) Mulvany 8-12.
- Groves Greater: Alexandria, Ia.; Jena 7-12.
- Gulf Coast: (Fair) Shebina, O.
- Hale's: Unionville, Mo., 1-4; Burlington, Ia., 4-10.
- Hames, Bill: Alvarado, Tex.; Sherman 8-12.
- Hannum: (Fair) Flourtown, Pa., 2-12.
- Happy Attrs.: (Fair) Bucyrus, O.; Logan 7-12.
- Happyland: Wayne, Mich. (Fair) Imlay City 8-12.
- Harrison Greater: Chestertown, Md.; Cambridge, Md., 7-12.
- Harry's Greater: (Fair) Nappanee, Ind.
- Hawkeye State: Kellerton, Ia., 1-2; Seymour 7-12.
- Heart of Texas: Sayre, Okla.
- Hess & Ault: (Fair) Unionville, N. J.; Marlboro, Md., 7-12.

- Hagen Bros.: Schenectady, N. Y., 1; Water-vliet 2.
- Kelly, Al O., & Miller Bros.: Petoskey, Mich., 1; Cheboygan 2; Rogers City 3; Alpena 4; Tawas City 5.
- King Bros.: Port Townsend, Wash., 1; Port Angeles 2; Bremerton 3; Shelton 4; Olympia 5; Kent 6; Cle Elum 7.
- Mills Bros.: Green Bay, Wis., 1; Marinette 2; Oadenton, Mich., 3; Ishpeming 4; Manistique 5; Sault Ste. Marie 1; Cheboygan 2; Petoskey 3; Traverse City 10; Manistee 11; Montague 12.
- Packs, Tom: Wheeling, W. Va., 1-2.
- Polack Bros. (Eastern): (Stadium) Bowling Green, Ky., 3-5; Lexington 9-12.
- Polack Bros. (Western): (Auditorium) San Jose, Calif., 3-5; (Stadium) Salinas 11-12.
- Ringling Bros. and Barnum & Bailey: Pittsburgh, Pa., 31-Aug. 2; Youngstown, O., 3; Akron 4-8.
- Rogers Bros.: Bluefield, W. Va., 1; Beckley 2; Mullens 3; Logan 4; Charleston 3-6; Parkersburg 7.
- Seller Bros. Circus & Al Jones Wild West: Carroll, O., 1-2; Bremen 4-5.
- Stevens Bros.: Lovell, Wyo., 1; Cody 2; Grey-bull 3; Basin 4; Worland 5.

Misc. Routes

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- Hugo Players: Gering, Neb., 1-6.
- Ice Capades (Convention Hall) Atlantic City, N. J., 1-3.
- Miller's, Irvin C.: Brown-Skin Models (Chilhowie Park) Knoxville, Tenn., 3; (Tent-city) Johnson City 4-5; (Espie) Asheville, N. C., 1; (Ritz) Spartanburg, S. C., 8.
- Punkett Stage Show: Blount, S. D., 1-2; Faith 3-3; Kadoka 7-9; Martin 10-12.
- Slout Players Show: Goodland, Ind., 1-5.

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Circus Routes

Send to 2180 Patterson St. Cincinnati 22, O.

- Barker Bros.: Borger, Tex., 2-3; Childers 4-5.
- Beatty, Clyde: Denver, Colo., 1-3; Boulder 4; Ft. Collins 5; Greeley 6.
- Billor Bros.: Halifax, N. S., Can., 1; Springfield 3; Chatham, N. B., 3; Bathurst 4; Dalhousie 5; Edmundston 7.
- Brandon Bros.: Clean Lake, S. D., Aug. 1; Arlington 2; Deemer 3; Howard 4; Artesian 5; Wolsey 6; Miller 7.
- Burling Bros.: Olysses, Pa., 4.
- Cole Bros.: Hornell, N. Y., 1; Binghamton 2; Scranton, Pa., 3; Hazleton 4; Bloomsburg 5; Williamsport 7; York 8; Hagerstown Md., 9; Cumberland 10; Clarkburg, W. Va., 11; Parkersburg 12; Athens, O., 13.
- Cole & Walters: Lake Benton, Minn., 1; Flandreau, S. D., 2; Dell Rapids 3; Parker 4; Scotland 5; Tripp 6; Lake Andes 7.
- Dalley Bros.: Lindsay, Ont., Can., 1; Camp Borden 2; Orillia 3; Espanola 4; Sault Ste. Marie 5.
- Davies, Ayres & Kathryn: Ewart, Mich., 1; Rockford 2; Wayland 3; Sparta 4; Newaygo 5; White Cloud 7.
- Gould, Jay: Waterloo, Ia., 2-3; Strawberry Point 4-5; Atlantic 7-10; Abbia 11-12.

Sked Acts, Midway For Streator Event

STREATOR, Ill., July 29.—A program of free acts plus a midway will be featured at the 1950 Streator Labor Day Celebration, September 2-4, observing the 100th anniversary of the birth of Samuel Gompers, founder of the American Federation of Labor and its president until his death in 1925.

Labor unions of Streator and 50 near-by communities will join in a Gompers memorial ceremony Sunday (3) in the city park, preceded by a band concert and followed by a music festival. About 50,000 people are expected to attend the event, to center on a business district midway adjacent to the park. It gets under way Saturday afternoon. A special children's program will be offered Sunday afternoon, with a big parade slated for Monday morning. A 100-page Gompers memorial program will be issued a week before the celebration.

Cincy Food Show To Go Sans Acts

CINCINNATI, July 29.—The 32d annual Food and Home Show at the Zoo here, August 22-September 4, will operate without the free acts and other talent line-ups which characterized previous years' operations, John F. Heusser, general manager, announced Tuesday (25) following a meeting of civic committeemen promoting the event. Heusser said that virtually all booth space has been sold and intimated that this year's demand may be greater than the supply.

Booths operated in 1949 totaled 205, and this year's figure may rise to at least 225, Heusser said. Attendance this year is expected to exceed last year's record pay crowds totaling 169,159. The Cincinnati Times-Star again will present its free cooking school, while The Cincinnati Post conducts another quiz show.

Melville, Sask., Annual Drops Both Days to Rain

MELVILLE, Sask., July 29.—Rain washed out the two-day Melville Agricultural Fair with part of the program salvaged when Bob di Paolo's grandstand revue moved into Melville Stadium the second night and played to an estimated 1,500. The show held over an additional night but again was rained out.

Afternoon baseball and harness racing got in opening day but lost the second day. Gayland Shows did practically nothing on the midway. One of the org's trucks turned over near here, injuring two men and smashing equipment.

Snyder Water Follies Bows at Halifax, N. S.

HALIFAX, N. S., July 29.—Sam Snyder's Water Follies opened at the Forum here Thursday (20) for a week stand, featuring Emile Hotte, Canadian national diving champion, and Eddie Rose, comedian. Unit moves to Moncton, N. B., from here for a showing July 31-August 5, the first week of the diamond jubilee celebration to be staged in that city. Third Maritime stand will be St. John, N. B. August 7-12, under Rotary Club auspices.

Woodland, Calif., Annual Skeds \$18,500 in Premiums

WOODLAND, Calif., July 29.—Premium awards for the 1950 Yolo County Fair here August 17-22 will total \$18,500, Stuart Waite, secretary-manager, announced. Waite distributed an 80-page premium book recently. Added this year will be a domestic arts department, including drawings, paintings and handcraft.

New York Rodeo Sets 84G Prizes

NEW YORK, July 29.—Contestants in the 25th annual Madison Square Garden Rodeo, September 27-October 22, will vie for \$64,000 in prize money, plus entry fees. Gene Autry will again be starred.

A total of 38 performances will be given, including matinees on Wednesdays, Fridays, Saturdays, Sundays and Columbus Day (October 12).

Over 200 contestants are expected to take part in the bareback, saddle bronk, calf roping, steer wrestling, bull riding and wild horse events. About 600 head of stock will be used. Show features will include New Mexico Indians in a war dance.

Chi Italian Festival Opens To Good Biz

CHICAGO, July 29.—Early days yielded good business at the Chicago Land Festival (better known as the Italian Festival) which opened its 15-day run Friday (21) at 4800 W. Roosevelt Road.

Big Four Amusement Company has 11 rides on the lot, under supervision of Tom and Russell Martino and Frank Lellini. Other midway attractions include Cuban Mack's 10-in-1 and John Courtney's Law-Outlaw shows. Free attractions include wrestling bouts.

Visitors included Ned E. Torti, Wisconsin De Luxe Company; Bernie Mendelson, O. Henry Tent & Awning Company, and Bill Carsky, concessionaire.

Stock and Big Car Races Set At Upper Peninsula Annual

ESCANABA, Mich., July 29.—Two days of auto racing will be featured at Upper Peninsula State Fair here, August 15-20. Big car races, sanctioned by the International Motor Contest Association, will be presented Thursday (17) and a 100-mile stock car race will be held Sunday (20).

Big car races have been popular here the past two years. The stock car race will be new at the fair. Only 1946 or later models will be eligible for the 100-mile race. An entry list of at least 15 machines is assured. Both races will be conducted by Auto Racing, Inc., Minneapolis.

Rocky Mount, N. C., Annual Preps \$3,000 Premium List

ROCKY MOUNT, N. C., July 29.—Rocky Mount Agricultural Fair here, September 25-30, this year is offering a premium list totaling \$3,000. Mrs. Effie Vines Gordon, general director of exhibits, announced.

Attractions this year will include Prell's Broadway Shows for the third straight year, a grandstand revue and nightly fireworks.

Shreveport Gets Record Demand for Exhibit Space

SHREVEPORT, La., July 29.—Reservations for exhibit space at the Louisiana State Fair here has exceeded any year on record, W. R. Hirsch, secretary-manager, announced.

The Merchants Building is sold out with a little unsold room remaining in the General Exhibit and Industrial Arts building.

Cincy Annual Sets Dates

CINCINNATI, July 29.—The 95th annual Greater Cincinnati and Carthage Fair will be held September 13-16. It was announced recently by former Gov. Myers Y. Cooper, president of Hamilton County Agricultural Society. Clarence A. Peters is again serving as secretary-manager. Interest in the annual is reflected by the many applications being received for exhibit and concession space.

Fresh Dough Sought For Butlin Venture

LONDON, July 29.—William E. (Billy) Butlin's Vacation Village on the Grand Bahamas Island off the coast of Florida and the two resort hotels which Butlin acquired in Nassau have not proven anything like a financial success and Butlin is seeking additional funds for his vacation resort and has leased the hotels to an American group.

Butlin's village in the Bahamas was opened last winter after an expenditure of \$5,000,000. Resort is only partially completed and an additional \$2,240,000 will be required to complete a modified version of the original project. Initial capital was raised thru the floating of one pound (\$2.80) five per cent preference shares, sold at 21 shillings (\$2.94) in November, 1948. No dividends have been paid on these shares and they are now being quoted at around \$1.70 per share.

The two hotels taken over by Butlin were the Princess, in Bermuda, and the Fort Montagu, in Nassau, acquired on a 21-year lease at a combined rental of \$126,000 per year. Butlin's brief operation resulted in a loss of \$366,800, and on December 31, 1949, the leases were transferred to an American group.

While the several vacation camps operated by Butlin in England continue to prove successful the over-expansion of Butlin's interests has pulled down the income of his enterprises. Last year's profits, before deduction of taxes, were \$1,379,600, against \$1,439,200 the preceding year. Dividends are set at 30 per cent for the past year, compared with a distribution of 60 per cent the preceding year—which was a drop from the 100 per cent dividend handed out for 1947.

Wis. Event Sets Features

MOUNT HOREB, Wis., July 29.—Barnes-Carruthers free acts and McKenna midway attractions will be featured at the September 7-9 Fall Frolic here under auspices of the Chamber of Commerce, reported Jorgen M. Moe, Chamber secretary. Industrial displays will be housed in a 200-foot tent.

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COLE'S FUTURE IS UP IN AIR

Continuance of Outdoor Tour Mullied by Wirtz in Syracuse

Stadium biggie routs rumors of closing there—reveals Tavlin, others may take over operation under canvas—says his prime interest is in presentation indoors

SYRACUSE, N. Y., July 29.—Arthur M. Wirtz, co-owner and keystone of Cole Bros.' Circus, arrived here today to decide whether and how long he will keep the show on the road. He said the show definitely would not close here and would play Rochester, N. Y., Monday (31). "I am not too interested in the outdoor show," he stated. "This is primarily an indoor show built around Bill (Hopalong Cassidy) Boyd." Boyd, top feature of the circus, closed a week ago at the end of the Philadelphia run. Wirtz said that notice has been given that the show will close but that it is the customary notice to permit operation of the show on a week-to-week basis or to permit its closing at any time.

Huddles With Horstman

Contacted shortly after he arrived here, Wirtz said that he was to confer with Bill Horstman, executive on the show, to study business reports and decide what to do. He said he was considering an early closing for the show.

At the same time he announced that negotiations are underway with Jack Tavlin, general manager and former owner of the Cole show, along with Tavlin associates for a possible set-up for the show next summer. However, Wirtz stressed that no deal has been made.

It is possible, he stated, that Tavlin and others will operate the equipment as an outdoor show during summer months while Wirtz and associates operate it as an indoor unit during the winter.

Wirtz Needs Key Staffers

The co-owner stated that he will continue operation of the indoor circus, mainly annual dates, at his Chicago Stadium. Wirtz also said that he might be more interested in summer operation if he had another Bill Boyd to feature. But he repeated that he is not sure whether he wants to continue outdoor operation.

A major factor in closing the show, if that step should be taken, is that much of Wirtz's staff from other enterprises, including the Chicago Stadium, is tied up with the circus while they are needed to prepare for next winter's events in Chicago. These staffers include Horstman, Billy Burke and Tom King. Horstman and Burke are vice-presidents of the circus corporation and active in its management. King is chief press man on the circus, and all three are key men from the Chicago organization.

Confirms Talent Scouting

Wirtz verified that a new big top has been ordered for the 1951 season and that Vander Barrette is in Europe as a talent agent for the Cole show. The top and any talent booked in Europe might figure in whatever arrangements are made for the show's operation next season.

All investment in the Cole show now is by the company formed by Wirtz and associates this spring, he said. However, new money might be added if the deal with Tavlin should develop.

At Easton, Pa., Monday (24), the show did mediocre business after a tough haul to a new lot. Loaded gasoline trucks were rented to pull wagons up a steep hill when the show's tractors proved too light for the job. It was an hour's job to get the pole wagon up the incline. Elephants nearly stampeded when a fire siren startled them as they were being returned to the train but handlers avoided difficulty.

The lack of business at Easton was credited to rain and weak advertising.

Ward Bros.' Acts Rebuilding Show With Barker Tag

ROSWELL, N. M., July 29.—Continuation of the former Ward Bros.' Circus organization under new management as the Barker Circus was arranged here following the departure of George Pughe and Archie Gayer, Ward Bros. ops, recently.

Bill Blomberg will be manager of the organization. He said all performing personnel will remain the same. R. M. Harvey, who closed recently as general agent of Ward Bros., has taken the general agent's post on Barker. Dick Gilbert and T. W. Badger will direct promotion and publicity. Harry Durand will be in charge of outdoor advertising.

The personnel continued under Ward Bros.' title here but is booking new dates under the Barker banner. The final date for the Ward name will be Cedar Rapids, Ia., August 8-10. None of the original company will appear there, and Badger is framing a special program for the date. Harvey left this week to join Barker at Hereford, Tex.

In Chicago, Harvey stated the Barker show will eliminate telephone promotion and will rely on standard newspaper, radio and outdoor advertising. Sponsors will include luncheon and service clubs and Masonic organizations. The circus will play indoors and in front of grandstands.

Rain, Long Haul Slows Ringling At Louisville; Route Altered

LOUISVILLE, July 29.—Ringling Bros. and Barnum & Bailey got a half house for the matinee despite a 4 p.m. starting time, and a three-quarter house Wednesday night (26). The delay was started by rain in Evansville, Ind., the day before, which delayed the show in getting off the lot.

A four-mile haul to the fairgrounds lot added to the delay, but Side Show and concession business was brisk while the matinee crowd waited. The show favored the long haul over extra switching charges which would have been required to use a fairgrounds rail siding. Weather in Louisville started rainy but cleared before the show started.

Mrs. Gargantua, gorilla "widow" of Gargantua and a menagerie attraction, was ill here but attendants, who were keeping a close watch, said the ailment was minor.

Dailey Cuts Price For States Dates

HAMILTON, Ont., July 29.—Dailey Bros.' Circus will reduce admission prices for stands in the United States and will use special paper plugging the new rates. Probable scale will be 35 and 75 cents for matinees, 50 cents and \$1 for night shows.

Reinforcements for the billing crew have been added. Twelve men were used in Canada, where rural billing is omitted, and 16 are being used on this side of the border.

Show got a three-quarter house for the night performance here Wednesday (26). In Smith Falls, Ont., Saturday (22), org had a full house at night and a three-quarter matinee. Admission there was \$1.25 for adults.

CHS Convention Set for Chicago

CHICAGO, July 29.—Members of the Circus Historical Society will hold their annual convention here August 4-6, Chairman Robert C. King, of Richmond, Ind., announced.

On the program is a visit to the Big Top Circus, managed by Eddie Allen, at the Chicago Fair and memorial service at Showmen's Rest, where victims of the 1918 Hagenbeck-Wallace wreck and other show-folk are buried. At the fair the group also will inspect three old parade wagons dating from the Sparks and Gentry-Patterson shows.

The circusiana collection of Walter Scholl, former trouper, will be on display at the Chicago Public Library during August to coincide with the convention. The collection was the subject of a story and several pictures in The Chicago Tribune this week.

Glasgow Winter Event Set

GLASGOW, Scotland, July 29.—Annual winter circus season at Kelvin Hall is set for eight weeks, from December 4, 1950, thru January 27, 1951. Scotland's big indoor Christmas and New Year Carnival and Circus is promoted and sponsored by the city administration, with Glasgow's town clerk handling all applications for space in the carnival section of Kelvin Hall.

N. S. Stands Treat Biller To Okay Biz

Sydney, New Glasgow Pay

SYDNEY, N. S., July 29.—Biller Bros.' two-day stand here Tuesday and Wednesday (25-26) built from a half-house opening to a near-capacity final night show. Tuesday's evening crowd and Wednesday's matinee were both for three-quarter houses.

The good business came despite Biller's following Dailey Bros.' Circus in here by 18 days. Two carnivals also made the town this month.

At New Glasgow, N. S., the show played to a three-quarter matinee and full night house Monday (24). Dailey Bros. also had played the town. Members of the McIntosh family received gifts from townspeople during the night show in observance of their first homecoming since joining Barnett Bros.' Circus in 1928.

Yarmouth, N. S. (19), gave two three-quarter houses. Rita Biller escaped with minor injuries there when her rigging broke. She was treated by a doctor in the audience and was taken to a hospital. Joint auspices at Yarmouth were the fire department and Canadian Legion.

A cage of tigers was overturned while the show was en route from Kentville to Digby (18), and a water truck which towed an elephant trailer was overturned on the move following Yarmouth.

The matinee at Sydney was delayed until 3:30 p.m. because of a 174-mile jump from New Glasgow and delays in crossing the Straits of Canso on a ferry.

Packs' Buffalo Biz Beats '49; Pitt Opens Big

PITTSBURGH, July 29.—Tom Packs' Circus played to a strong 16,200 at Forbes Field here Wednesday (26). The stand continues thru today under auspices of the Police Widows' Pension Fund.

Earlier the show played to 45,000 persons in three days (20-22) at Buffalo under police auspices. Gross for the second annual stand there was up about 40 per cent, according to show officials.

Program change at Buffalo was addition of the American Broadcasting Company's Lone Ranger. His Pledge to America, written by Fran Striker, creator of the character and a native of Buffalo, was recited. He also visited children's hospitals and persuaded a polio victim to take her first steps in two years.

The org moves from here to Wheeling, W. Va., where it will open a three-day stand Monday (31) under Shrine auspices.

Big Top Acts in Italy

TURIN, Italy, July 29.—Circus acts predominate in current staghows being presented here at the Repossi Theater-Cinema. On the bill the latter part of June were Charley Wood, juggler; Page and Bray, tumblers; the Yun-Nan-Chen troupe, Chinese acrobats, and the Vraline Sisters, acro dancers.

King Biz Good When Org Shows

Big turnouts balance three lost performances—Canada tour ups expectations

HOPE, B. C., July 29.—King Bros. Circus played here Thursday (27) to a half matinee and three-quarter night show, breaking a span of bad luck which had cost the show half of its performances during recent days.

Plagued continuously by transportation troubles, the show arrived in Leduc, Alta., Sunday (23) too late for the matinee. The night house was three-quarters.

At Salmon Arm, B. C., (21) the show had two full houses. Many Indians from surrounding areas camped on the lot until the show arrived. Weather was good.

At Revelstoke, B. C., Saturday (22) both shows were lost. Word that the town would be skipped was circulated there the day before but a large crowd waited on the lot in hopes the circus would show. Revelstoke was passed because several bridges were unsafe for the trucks.

Heavy rains which struck the show before it arrived in Leduc were blamed for the cancellation of the matinee there. Equipment did not arrive in time and neither elephants nor giraffe were in for the night show.

Much of the trouble stemmed from loss of four trucks in wrecks Tuesday (18), in which some animals were injured slightly.

King plays Burnaby, B. C., today (29), the suburban stand being taken in lieu of Vancouver, when it developed the show couldn't get a license there previous to the fair. On Sunday (30) the org will play a matinee—only stand at Blaine, Wash., marking the show's return to the States.

Manager Floyd King said here that the show's business in Canada had been far above expectations.

Letter to Editor

NEW YORK, July 29.—(Following telegram was received from Frank Braden, press department officer with Ringling-Barnum, July 27.)

"In reference to The Billboard's July 29 story on the Ringling Chicago engagement I am sure the writer, in probing causes of light business, overlooked the import of the sentence: 'Fewer passes were distributed this year which, together with the fair (Chicago Fair) was believed by some to account for skimpy press attention to the circus.'

"Tickets were of little concern to Chicago editors, managing editors, city editors, picture, Sunday and drama editors, who made extraordinary efforts to help the Big Show despite Korean news and pictures flooding their desks. This wire is compelled in gratitude to them and to refute the implication in the above sentence that tickets were a factor. The fact is that the Chicago showing was the best in five years.

"In reference to the Sunday showing—Sunday papers carried the usual quota of stories, including a piece in The Tribune about James A. Bailey—termining it this way is inapplicable to The Tribune, which had a first-page, two-picture layout with a seven-paragraph review on page 26. A picture hit in the drama section and magazine page referred to by the writer, and all in the city editions. The Herald-American had three-column art and a seven-paragraph arrival story. For the first time in five years we broke The Tribune picture page, landing Wednesday and Friday morning finals. The Herald-American ran a three-quarter picture page Thursday. Sunday, The Times ran a five-column clown and 16-column girls expression strip on pic-

UNDER THE MARQUEE

Personnel of Cole Bros. band includes Joe Stefan, Otis Jones, Rusty Bader, Al Hiltensmith and Carmine Petrarca, cornets; Jack Evans, Bill Omels and Rudy Anderson, trombones; George Oliva, Ray Stahura and Homer Clark, clarinets; Red Shelton, drums; Carl Berggren, bass; Felice Gambone, baritone, and William Stein, calliope. Jack Plummer swings the baton.

Old-timer is a fellow who's convinced that grandpa knew best.

Mity Dains and H. J. Willis caught the Ringling-Barnum show in Danville, Ill., and visited with Red Floyd, Paul Davis and Lew Bader, of the Merle Evans band, and Bursie Potts, of clown alley. . . . While in Savanna, Ill., recently, C. Menner visited J. D. McNeely, former banner man with most of the old-time circuses. McNeely currently is a member of Dyer's Greater Shows.

Before a canvasser picks on a pusher he should be sure the pusher is alone.

Rose and Pat Miller report they have had hard luck in the past year. Pat, who has had two heart attacks and is now mending slowly, would like to hear from friends at 9228 Wade Park Avenue, Cleveland 6. Rose is in St. Alexis Hospital, that city, recuperating from a gall bladder operation.

One of the profession's best business heads is the backyard loan shark.

Todd Meyer, formerly with Cole Bros. elephant department, visited Arky Scott, boss bull man on Ringling-Barnum, in Chicago. Meyer will be graduated from University of Missouri in August. . . . John Fulghum, of Richmond, Va., recently visited with the Hennesfords, Larry Davis and Leo Parker on Cole Bros. Circus. . . . The Columbus (Ga.) Ledger-Examiner recently carried a story about the grave there of a performer, John W. Jackson, who died while the Great Western Circus was in Columbus in 1848.

Even tho a knacker is chased off the lot, somehow some learn what he had to say.

Bob Orth, of San Luis Obispo, Calif., pens his praise upon the publicity break that the Polack Bros. Circus received in the daily paper recently. The show played the California Polytechnic College Stadium under Shrine auspices. Johnny Nettleship did a "Behind the Scene at the Shrine Circus." Starting on Page 1, with a two-column picture of Jules Loyol; his daughter, Zeffa Perez, and granddaughter, Della, the story jumped to an inside page with a three-column cut.

Clown egg of knocking over a popcorn seat butcher is funny only the first 400 times it's seen.

Grant S. Ray, music composer of Washington, and wife, formerly of Peru, Ind., visited Cole Bros. Circus in Washington recently. Ray was a

ture page, with double trucks Monday and Thursday. Saturday, The News ran a first-page story, arrival story picture, five-column and magazine page. Other picture hits and stories ran thruout about as usual. The Tribune, Sun-Times and Herald-American each ran baby gorilla pictures.

"Roger (Roger S. Littleford Jr., co-publisher of The Billboard), I felt I was the luckiest press agent alive to have my Chicago newspaper friends go to town as they did. I was baffled by The Billboard story, I only protest herewith because of the boys on the Chicago newspaper desks. "However, my feeling for you and The Billboard remains warm, and I am not forgetting many kindnesses from you and your staff."

tax accountant on Hagenbeck-Wallace in 1937. Cole band leader, W. H. Plummer directed a composition, written by Ray and C. T. Loughner, entitled "Our Army, Forever Victorious," which has been accepted for the army by General Mark Clark. . . . Mr. and Mrs. Al Lindemann and Bill and Jackie Wilcox, on the advance of the Kelly-Miller circus, attended the Ringling show at Lansing, Mich., as guests of Noyelles Burkhardt and Mr. and Mrs. Harold Genders.

First rule of the grapevine is that the inside story must involve something discreditable about an opposition show.

Harold S. Harris, of Armdale, N. S., recently caught Biller, Dailey, Davies, Hagen, Kelly-Miller and Ringling-Barnum circuses, Pan-American Animal Exhibit and the Toby and Ora Slout Players while he was on a vacation tour. . . . The Gene Tracys, of Eaton Rapids, Mich., recently caught the Kelly-Miller Circus at Charlotte, Mich., where the show had a full matinee. . . . Lawrence Mettler, rodeo and circus trouper who will be graduated soon from Miami University, Oxford, O., was the subject of a feature story in The Hamilton, O., Daily News recently. His father, Ray Mettler, former trouper, is employed by the newspaper.

Art sometimes seems like a fraud, as is the pretty lithograph depicting crowds surging into a big top—when posted in a no-crowd town.

Tom Plank rejoined Clyde Beatty Circus at Walla Walla, Wash., to take over merchants tickets. He is seven days ahead of the show. . . . William Ketrrow, who had the Kay Bros. Circus on the road, visited The Billboard offices while in Cincinnati July 20. He was accompanied by Byron Gosh. They visited with Burt Lancaster, former Kay Bros. performer now in the movies, who was in the city that day. He and his partner, Nick Cravat, put on a free show in front of the Cuvier Press Club as bally for one of the stunts Lancaster does in "The Flame and the Arrow," at the RKO Albee Theater. . . . Harry Humphries, retired English circus impresario now making his home in Toronto, caught the Tom Packs circus at Maple Leaf Stadium in that city last week.

Hearing and seeing a workman tell a stranger who the boss is and pointing him out is a shock to the old-timer who was always faced by somebody with his fingers on his lips.

Bumper Watson planed into Oroville, Calif., from Fort Lauderdale, Fla., for a month's visit with his parents, Billy and Viola Watson, on Polack Bros. Western Unit. . . . White Eagle, noted 17-year-old Arabian stallion who performed with the Ringling-Barnum circus for a number of years, last week died at West Fork Riding Club, Cincinnati, where he was boarded by his owner, Mrs. Verna Huebener, wife of Dr. William C. Huebener, physician and member of the John Robinson-Loyal Repensky Tent, CFA. White Eagle was acquired by Mrs. Huebener from Ella Bradna, when the latter retired 10 years ago. Teamed with Chico, another circus-trained Arabian, White Eagle was used for Roman riding for which the Huebeners were well known. A monument in White Eagle's honor is being designed by Glen Tracy, widely known circus life painter and sculptor.

Dales, Seal, Capell Close

Anderson org to be sold to settle estate—Capell combines with carnival

CANDO, N. D., July 29. — Dales Circus closed here Wednesday (26), a few days after it returned to the United States from a run of light business in Canada. Mickey Dales, manager, was reported en route to Baltimore. The mayor of Cando said that the circus had been stalled there, and the show did not make its scheduled stand at Lakota, N. D., Thursday (25).

From Cushing, Okla., it was reported that Capell Bros. Circus had been combined with the Capell carnival there. The circus lost all its canvas in a twister Tuesday (18) at Erick, Okla., and had been laying over at the Hobart, Okla., fairgrounds. The storm struck during the night performance, but all persons got out without injury.

Seal Bros. Circus is scheduled to be sold to settle the estate of the late Bud Anderson, who was killed in a truck wreck last month. The circus closed July 3 at Wasco, Ore. Some acts with the show have contacted bookers for new engagements. The show's elephants were reported at a Portland zoo.

A PLUS VALUE

People are thinking twice before they part with a dollar these days. They want something for their money. That's why Polack Bros. Circus continues to draw undiminished crowds. The customers know they'll get a plus value in the finest entertainment the circus world has to offer. Newspapers everywhere we play are unanimous in acclaiming our 1950 edition. Here are a few samples of their comment:

Most satisfying conglomeration of choice circus acts ever assembled. — Cincinnati (Ohio) Times-Star.

Not a single dull number.—Cincinnati (Ohio) Enquirer.

Best yet.—Indianapolis (Ind.) Times.

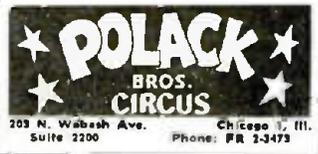
Such a circus can give one a new outlook on life.—Indianapolis (Ind.) News.

Superior.—Oakland (Calif.) Tribune.

Most concentrated essence of circus to be found.—San Francisco (Calif.) News.

Best circus ever seen in this area.—Ventura (Calif.) Star-Free Press.

Surpassed anything ever displayed here before.—Humboldt Standard, Eureka, Calif.



TO ALL MEMBERS of the International Alliance Bill Posters, Billers

KELLY-MILLER CIRCUS IS NOT SIGNED UP KEEP AWAY—IT'S UNFAIR!

Ringling-Barnum

End of the Chicago stand gave us ideal weather and good houses. Eddie Allen and the circus at the Chicago Fair invited the Big Show personnel to a special performance Friday morning and a large number of our folk saw and enjoyed their show. During the matinee Thursday a special event took place in the middle ring with Buddy North presiding. A beautiful black pony, equipped with harness and all the trimmings, was given away to a young boy from the audience who won the Dash dog food contest. A good deal of publicity went along with this event with movie camera men taking reels of the presentation.

Lot in Louisville was at the fairgrounds and in spite of the early morning rain, the lot was okay. Nina Unus had an emergency appendectomy performed in Evansville, Ind. Charlotte Bell went to Tampa to see her mother, who has been ill. Paul Jung has returned after his hip operation. Jenny Zoppe has returned to Sarasota to await the arrival of the stork. Jeannie Sleetor, Delores Baldwin, Gloria Mash, Tiny Doll and W. E. Lawson celebrated birthdays the past week.

Visitors included Tom Parkinson, of The Billboard; Hattie and Earl Shipley, Vern F. Wood, Millie Hamlin, Leo and Ethel Hamilton, Eddie Allen, Federico and Herma Cane-strelli, Mr. McElwee, Clara Nash, Dick (N. P.) Barstow, Peggy and Les Thomas's families, Ullaine Malloy, Papa Konyot, Chris Neilson, Bobbie Peck, Dr. Coleman, Agnes and Bert Doss and Janice, Gus Schelegle, Kitty Clark Van Orman and Mr. Van Orman, Clem Hartman, Clyde Noble, Ed Raycraft, Arthur Vas Concello, Happy Hunt, Clay Dooley, Burl Bowman, Don Raycraft and family, Mrs. Sam Ferguson, Mr. and Mrs. Dana Krisman and family, Harold Ramage, Happy Kellum, Mr. and Mrs. Zack Terrell.—MARY JANE MILLER.

Billor Bros.

Show made its first night jump from Moncton, N. B., to Turo, N. S. Mike Nidos, who drives No. 38, does a good job on these long jumps thru Canada.

Grassy lots, good weather and big crowds greet the show daily. Kentville, N. S., Sunday and Monday, was good. A circus fan club was organized there and Betty Billor was presented a beautiful painting by the club.

The Renosa Trio, iron jaw, has new satin and white rhinestone costumes which Ramona made for the troupe. Ben Thomas is doing a sock job as 24-hour man. Barbara Wilcox, of Marvin Smith's Side Show, has been nicknamed Mme. Yak-Yak.

Fay Avalon has been out of clown alley for the past week to help manage the prop department and keep the show moving. The McIntosh Family entertained friends and relatives in several Nova Scotia towns. This is their home territory.—BOB LORRAINE.

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DRESSING ROOM GOSSIP

Polack Bros., Western

Train move into Oroville, Calif., was a difficult one. Performers had to take trains and busses to make the date. The animals didn't arrive until 4 p.m., so Louis Stern had to rearrange his program. The Loyal Repensky family's riding act and the elephant turn had to go in the last half.

Guistino Loyal is up early daily practicing his junior size acrobatic act, which consists of Julius, Adriano, Randy, Dolly, Raimo and Guistino Jr. Harry Dann has become a dog trainer with the help of Nana Woolford. Charles and Jo Webb have an addition to the family. Millie Keathley, member of the Ward-Bell Flyers, who underwent major surgery, is back but it will be some time before she will be able to return to the flying act.

With eight days off after Napa, the felks took off for a holiday. Louis Stern is taking a vacation. The Ross Pauls went to Santa Cruz; Joe and Chester Sherman, Billy Griffin, Harry Dann, Bobby Kellogg, Flo and Wally Newbury, Ingrid and Bernard Zenner, Mike and Millie Healey, San Francisco; Hubert Castle flew home to Dallas for a visit with Mary and the children; Gus and Betty Bell, Eddie and Dotty Ward, Jo and Slivers Madison, Rose and Andre Gould, Rudy Docky, the Loyal Repensky family, Nana and Fred Woolford, Eddie and Evette Kohl, Santa Cruz; Arthur Springer motored to Los Angeles; Frenchy Durant, the Pallenbergs, Harold Ward and Alfredo Landon and his midgels back to Eureka, Calif.; the Freemans stayed in Napa for three days visiting Brother John, and the Cristian Brothers Winery, and their friend, Dave Cavagnaro; George and Opal Paige to San Francisco; Bee Gwen and Beauty Carsey to Santa Cruz; the Watson family and the Fred Merckles, San Francisco; Polly and Walter Majeski, Eddie Daly, Arthur Harris, Clyde Ferguson, Charles and Jo Webb and Soldier Longsdorf and his gang to Santa Cruz.

Visitors included Dave Cavagnaro, John C. Brott, Gene Darnell, Donald Marks, CFA; Brother John, Clyde E. Brown, Brother Pias, Mr. and Mrs. R. J. Silvers and son, Bruce.—FRED-DIE FREEMAN.

Cole Bros.

Good time was had by all when Karl Wallenda threw a party outside his trailer. Highlight came when Karl introduced his sister, Gertrude, who had just arrived from Germany. The Wallenda troupe left to play fair dates. TV last week was a show done inside the big top between shows in Philly. Participating were Happy Kellums, Terrell Jacobs, Dorita Konyot, Jan Risko, Barbara Petry, Karl and Yetty Wallenda, and the Hanneford family. Milf Herriott, our equestrian director, has taken over the announcing since Red Kearns left.

Sylvania Zacchini was hospitalized when the net broke during the cannon act. Dolores Mummery and Lou Childers are working the end ring elephant acts. Happy Kellums closed to visit home and make fair dates. Morris Zigman returned after five weeks in the hospital. Dolly Dale and Betty Paterson closed the season. Herbert Leaman left for Louisville because of illness in his family.

Visitors were Dick Anderson, Shelly Koton, Addie Corise, Joan and Danny Gordon, Walter Meyers, Dr. Dunlap, Ed Kennedy, Bill Kendrick, Claire Fawcett, R. L. McConnell, Steve Brodie, Kirel and Chiston Newhouser, Charles and Helen Gieger, Zahar Kader, Fred Valentine, and Jo Ann Swanson's seven-week old son Lee, and her mother.—BARBARA PETRY.

Hunt Bros.' Circus played Danbury, Conn., July 14 to two full houses. During the date Charles Hunt had as his guest Mrs. Madeline Park, Katonah, N. Y.

Cole & Walters

Arthur E. Bitters who has an all-girl revue and Leo Forten, formerly of Lawrence Welk's band, visited, as did Mr. and Mrs. Charles Brakhage, former auto speed racer. Derwin (Bob) Lauseng is the new prop boy and Norman Auday is prop boss.

Visitors at Parkers Prairie, Minn., included Dr. Butterfield and his grandson, Mr. and Mrs. George King, Punch and Judy Jacobs, Jerry Grey, Frank Collum and Clark McDermott.

Raymond Killeen, elephant man, joined at Sebeka, Minn. A new Side Show top was added at Grand Rapids, Mich. The big show and concert bands combined to play an after-show dance at Park Rapids, Minn. Eddie Shieler remains on the job although hampered by a back injury. Dickie Kriel served ice cream and cake at the cookhouse in celebration of his birthday.

Ed Rodgers visited Eddie Shieler. Bob Broom, of the Bradley & Benson show, visited at Grand Rapids.

Yvonne Dempsey planed from Corpus Christi, Tex., to visit Eddie Shieler. Mr. and Mrs. Frank Ellis have a new car. Mr. and Mrs. H. G. Inglish have returned to their farm at Lammar, Mo.

Rosie Parker is selling tickets since Mrs. Inglish left and Mrs. Walters is in the office filling the vacancy left by Inglish. Dr. and Mrs. Theron Nelson, circus fans from Princeton, Minn., visited. Little Jo Wright is now working some of the elephants.—MILDRED WELBES.

Ameri-Congo

Show moved into North Carolina from Kentucky and is now playing the tobacco belt in North and South Carolina. Show followed Diamond Jim's Circus into Raeford and did good business.

Leo Cogazzo purchased another baboon from Chase Animal Farm, Egypt, Mass., and it was delivered at Red Springs, N. C. Bill Stiles has been pleasing folks with his magic and punch acts.

Owner Ingram placed an order with Dize Tent & Awning Company for new canvas. LeRoy Sanders continues to handle the duties of superintendent and those of inside lecturer. Lee Peterson is handling the candy pitch. John Allison continues his second year on the Monkey Show front.

Visits were exchanged with Diamond Jim's Circus Sunday (23) at Maxton. General Agent Charlie Campbell was back for conference. Newspapers and radio stations have given good co-operation. Show has had numerous visitors in this area. Leo Creasey rejoined.—M. BAILEY.

Hagen Bros.

Carl (Bobo) Conley celebrated his fourth birthday anniversary with refreshments for everyone. Grant brothers, clowns, have a new Vanette truck in which they carry their many new pieces of wardrobe. Billy Ward, show's Hammond organist, has a new living tent. Mary Sue Suesz now owns a pair of matched Palomino ponies. Cal and Torchy Townsend are doing their cradle trapeze in the big show. Morning benefit hospital shows have been given under auspices of Shriners.

Harry and Maxine Allen entertained their cousins, Mr. and Mrs. Durand Hager and son, Michael, on the lot recently. Charley Locknier screened his collection of circus movies for us in the backyard. Recent visitors were Glen and Ethel Henry, Joe Meyers and daughter Joe Ann, Mildred and Louise Locknier, Bob Collins, Bill and Charlie Beliner, Bill Scarbrigh, Glenn Adams, Vince Lenord; Mr. and Mrs. Frank Snyder, former owners of Snyder Bros.' Circus.—FRANK CAIN.

Tom Packs

Show, in its seventh week, continues to draw. Will play one more outdoor date at Wheeling, W. Va., Shrine auspices. The Arturos, Jackie LeClair and Jeff Murphree have new cars. Recent visitors were the Wallenda troupe, Rose Behee and sister, Miss Roberta, Benny Fox and Company, Conchita and husband.

Have overlooked sending the program, so here it is: Prof. George J. Keller, wild animals; Five Aerial Eltons; White Horse Troupe, by Sonny Bernet; Miss Dagmar, Jack Meyard and Company; the Cathalas, the Aurelios and Jack and Jennie, jugglers; Bo Bo Barnett and his midglet car and canines; Sonny Moore's dogs; Torrence, the Sky King; La Tosca, on bounding rope; Thompson's Liberty horses; the Arturos, high wire; the Lone Ranger and his horse, Silver; Clauson's bears, Guerres' seals; Bill Valentine troupe, flying turn; Capt. William Heyer with horses, Starless Night and Crown Jewel; the Maschinos, the Boginos and the Madsons, across; clown band; Packs's elephants, presented by Mack MacDonald, assisted by Peggy Henderson; Aida, the Girl in the Moon; Jack Cervone's band.

Clowns include Bill Bentlage, Chick Yale, Henry Boern, Jackie LeClair, Lew Hershey, Charlie Lewis, Hop Green, Jimmy Davison, Gabby DeKoe, Jeff Murphree; Morris, midglet clown; Roy Allen, Barnett, and the writer.—JO JO LEWIS.

Dailey Bros.

Org was on a small lot, using a five-pole big top, side wall menagerie and a two pole dressing room. Paul Niece has taken over the props and is doing an excellent job. Paul received his training from Oscar Dennis, who, at that time, was probably the youngest boss on a major circus. Dorothy Zacchini is taking lessons in menage riding from the writer.

Donna Pyle is out of the program due to illness. Eddie Murrillo is confined to the hospital following an appendectomy. His wife, Maria, remained with him. Eddie Jr. was left in care of relatives on the show. Eddie's brother, Alfonso, is filling in for him in the casting act. Blanco Campa fractured a leg while practicing web. Kid Cummings, 83, was taken to a hospital for a day but checked out that night. Mr. and Mrs. Ward Shafer, circus fans, were visitors.—HAZEL KING.

KING BROS.' CIRCUS

Wants for Big Show Band Musicians all instruments. Address: A. Lee Hinchley, band leader. For Side Show want Colored Saxophone, Novelty Act, One Man Band. Man to work Single Lion Act. Clowns for Big Show and Bancers for advance who can post and lithograph. State age and experience. Join on wire. Address **KING BROS.' CIRCUS** Bremerton, Wash., August 3; Shelton, 4; Olympia, 5; Kent, 6; Clallum, 7.

BILLER BROS.' CIRCUS WANTS

Sober. Union Lithographer. Slate age. Wire Aug. 2, Waterville, Maine; Aug. 4, Haverhill, Mass.; Aug. 5, Plymouth, Mass.

STEPHEN KUZMICK
Car Manager

WANTED

HELP FOR COLE & WALTERS CIRCUS

Eddie Dione, Blackie Hollis, Slim Farley, wire: Dell Rapids, S. Dak., Aug. 3; Parker, S. Dak., 4; Scotland, S. Dak., 5.

ANNIE GATES

Contact—St. Andrew, Fla.

URGENT

Rodeo Dates

(Sanctioned by the Rodeo Cowboys' Association)

AUGUST

Pretty Prairie, Kan.—Booster Club Rodeo, Aug. 1-3, 5 events \$500 each, total \$2,500, 3 perfs. Bruce H. Vogan, secy.; Ken Roberts, mgr. dir., Roberts Rodeo, Olathe, Kan., producer.

Monta Vista, Colo.—Ski-Hi Stampede, Aug. 2-4, 5 events \$600 each, total \$3,000, 3 perfs. L. W. McCollough, pres.

Altus, Okla.—Southeast Okla Roundup Club Rodeo, Aug. 2-4, 5 events \$375 each, total \$1,875, 3 perfs. Charles Dunn, pres.

Big Spring, Tex.—Cowboys' Reunion, Aug. 2-5, 5 events \$600 each; wild cow milking \$200, total \$2,700, 4 perfs. Ladies' barrel race \$200, Chas. Creighton, Box 1828, vice-pres.; Buck & Tommy Steiner, Box 218, Austin, Tex., producers.

Clarksville, Tex.—Clarksville Rodeo, Aug. 2-5, 6 events \$400 each, total \$2,200, 4 perfs. B. D. (Burr) Andrews, producer.

Weiser, Idaho—Weiser Valley Roundup, Aug. 3-5, 5 events \$705 each, total \$3,525, 3 perfs. Claude Wade, secy.

Preston, Idaho—That Famous Night Rodeo, Aug. 3-5, 5 events \$875 each, total \$3,775, 3 perfs. (Bulldogging with barrier.) Blanche Hollinsworth, secy.

Phillipsburg, Kan.—Phillipsburg Rodeo, Aug. 3-5, 5 events \$700 each, total \$3,500, 4 perfs. One gold and silver belt buckle in each event plus one for all around. Wallace Sullivan, secy.

Hoxie, Kan.—Hoxie Rodeo, Aug. 4-3, 5 events \$100 each, total \$500, 2 perfs. P. E. Gallagher, secy.; Lester Hines, Arapahoe, Okla., producer.

Estes Park, Colo.—Roof Top Rodeo, Aug. 3-5, 5 events \$250 each, total \$1,250, 2 perfs. Ward Rogers, secy.

Las Vegas, N. M.—Cowboys' Reunion, Aug. 4-6, 5 events \$200 each, total \$2,500, 3 perfs. Dale Jaderick, secy.; Bentler Bros., Elk City, Okla., producers.

Olathe, Kan.—Chamber of Commerce Rodeo, Aug. 4-5, 5 events \$600 each; wild horse race \$600, total \$3,400, 4 perfs. Amateur bronk riding \$200. Howard McKee, secy.; Ken Roberts, mgr. dir., Roberts Rodeo, Olathe, Kan., producer.

Sharon Springs, Kan.—Smoky Basin Ropers' Club Rodeo, Aug. 5-6, 3 events \$300 each, total \$1,500, 3 perfs. Art Severns, Box 197, secy.

Durango, Colo.—Spanish Trails Fiesta, Aug. 5-8, 5 events \$600 each, total \$3,000, 3 perfs. R. Franklin McKelvey, secy.

White Salmon, Wash.—West Kilkittat Horsemen's Rodeo, Aug. 5-8, 5 events \$400 each, total \$2,000, perfs. H. L. Triplett, secy.

Cusick, Wash.—Pond Orelle Co. Rodeo, Aug. 5-8, 5 events \$300 each, total \$1,500, 3 perfs. Lloyd Crown, pres.

Brewster, Wash.—Derby Day Rodeo, Aug. 6, 5 events incl. wild horse race, \$50 each, total \$300, 1 perf. Martha Gebbers, Box 7, pres.

Colorado Springs, Colo.—Pikes Peak or Bust Rodeo, Aug. 8-12, 5 events \$1,200 each, total \$6,000, 5 perfs. W. Thayer Tutt, pres.; Everett H. Conover, Box 1051, secy.

Ada, Okla.—Ada County Rodeo, Aug. 8-12, 4 events, no bareback, \$1,100 each; steer roping \$1,200, total \$6,600, 5 perfs. George Parrish, chairman.

Billings, Mont.—Midland Empire Fair and Rodeo, Aug. 8-12, 5 events \$1,000 each, total \$5,000, 5 perfs. H. L. Pitkin, secy-mgr.

Caldwell, Idaho—Caldwell Nite Rodeo, Aug. 8-12, 6 events, including wild horse race, \$1,000 each, total \$6,000, 5 perfs. Telpher Wright, Box 4, secy.

Bladen, Neb.—Webster County Agricultural Fair Rodeo, Aug. 9-11, 5 events \$225 each, total \$1,125, 3 perfs. Paul Long, Alden, Kan., producer.

Idaho Falls—Idaho War Bonnet Roundup, Aug. 9-12, 5 events \$400 each, total \$2,000, 4 perfs. Harold West, chairman, Rodeo committee, American Legion Post 56.

Burwell, Neb.—Nabraska's Big Rodeo, Aug. 9-12, 8 events \$1,200 each, total \$9,600, 4 perfs. All around \$250, girls' silver leaf barrel race \$700, leg \$250, W. G. Hall, arena director, Paul Banks, secy.

Bayre, Mont.—Hill County Fair and Rodeo, Aug. 10-12, 5 events \$450 each, total \$2,250, 3 perfs. Earl J. Bronson, secy.

Rusk, Tex.—Lions Club Rodeo, Aug. 10-13, 5 events \$225 each, total \$1,125, 3 perfs. O. M. Walker, president; Bobby Estes, managing director.

Chariton, Ia.—Southern Iowa Community Park Championship Rodeo, Aug. 10-12, 5 events \$300 each, total \$1,500, 3 perfs. Clyde Hulch, Coffeyville, Kan.; Billie Veach, Lenahsa, Okla., co-producers.

Kellogg, Idaho—Kellogg Rodeo, Aug. 10-12, 5 events \$200 each, total \$1,000, 3 perfs. Kelley & Pettis, Tona, Utah, producer.

Crossett, Ark.—Riding Club Rodeo, Aug. 10-12, 5 events \$225 each, total \$1,125, 3 perfs. Morris Kimbell, 1548 So. Church St., Paris, Tex., producer.

Deseret, Utah—Days of the Old West, Aug. 11-12, 5 events \$300 each, total \$1,500, 2 perfs. Cecil Warner, secy.

Yuma, Colo.—Yuma County Fair and Rodeo, Aug. 11-12, saddle bronk riding \$300, 4 events \$240, total \$1,760, 3 perfs. Frank Hermon, secy.

Prineville, Ore.—Crooked River Roundup, Aug. 11-13, 5 events including steer busting, \$750 each, total \$3,750, 3 perfs. J. A. Cain, 859 W. Third St., manager.

Centerville, Ia.—Appanoose County Fair Rodeo, Aug. 11-13, 5 events \$300 each, total \$1,500, 3 perfs. R. O. Duree, secy.; Clyde Miller, Rich Hill, Mo., producer.

Ocala, Neb.—Ocala Roundup, Aug. 11-13, 5 events \$300 each, total \$1,500, 3 perfs. O. J. McOmley, pres. Bentler Bros., Elk City, Okla., producer.

Omak, Wash.—Omak Stampede, Aug. 12-13, 5 events \$400 each, total \$2,000, 3 perfs. suicide race \$100, total \$2,300, 2 perfs. Clarence Nash, secy.

Riverton, Wyo.—Jaycee Rodeo, Aug. 12-13, 5 events, incl. steer roping, no bull riding, \$375 each, total \$1,875, 2 perfs. Robert A. Finch, secy.

Norwood, Colo.—San Miguel Basin Fair Rodeo, Aug. 12-13, 5 events \$140 each, total \$700, 2 perfs. G. J. Nourse, secy.

Artesia, N. M.—United Vets Club Rodeo, Aug. 12-14, 5 events \$375 each, total \$1,875, 3 perfs. Buster Malcock, pres. Howard Brown, Dublin, Tex., producer.

Akron, Colo.—Washington County Fair & Rodeo, Aug. 12-15, saddle bronk riding \$200, 4 events \$160 each, total \$840, 2 perfs. Brand Wenig, mgr.

Ottawa, Kan.—Franklin County Agri. Society Rodeo, Aug. 15-17, 5 events \$300 each, total \$1,500, 3 perfs. John L. O'Neill, secy.; Clyde Miller, Rich Hill, Mo., producer.

Magnolia, Ark.—Magnolia Rodeo, Aug. 15-19, 5 events \$300 each, total \$1,500, 3 perfs. B. D. (Burr) Andrews, Clarksville, Tex., producer.

Sidney, Ia.—Iowa's Championship Rodeo, Aug. 15-19, 5 events \$2,700 each, total \$13,500, 10 perfs. Girls clover leaf barrel race \$1,400. Entry fee \$20. Royce Driskill, secy.

Vernon, B. C.—Klansmen Vernon Days, Stampede, Aug. 16-17, 4 events \$280 each, bareback \$200, wild cow milking \$1 day-\$65, total \$1,385, 2 perfs. Don Berry, general chairman.

Colorado City, Tex.—Frontier Round-Up, Aug. 16-19, 5 events \$400 each, total \$2,000, 4 perfs. L. A. Chapman, secy.; Wood Bros., Red Wood, mgr. 3400 Washington Ave., Houston, Tex., producers.

Casper, Wyo.—Central Wyoming Fair & Rodeo, Aug. 16-19, 5 events \$600 each, total \$3,000, 4 perfs. Leo Cremer, Big Timber, Mont., producer.

Canton, Kan.—Canton Rodeo, Aug. 17-18, 5 events \$200 each, total \$1,000, 2 perfs. M. D. Fisher, secy. Ken Roberts, mgr. dir., Roberts Rodeo, Olathe, Kan., producer.

Logan, Utah—Cache County Fair & Rodeo, Aug. 17-19, 5 events \$150 each, total \$2,250, 3 perfs. M. E. Harvey, secy.; Western Rodeo Co., stock contractor.

Gooding, Idaho—Gooding County Fair & Rodeo, Aug. 17-19, 5 events \$450 each, total \$2,250, 3 perfs. Lee Burris, secy.

Montpelier, Idaho—Bear Lake County Rodeo, Aug. 17-19, 5 events \$375 each, total \$1,875, 3 perfs. E. D. Earls, secy.

Penitentiary, B. C.—Canada, Penitentiary & Dist. Peach Festival Rodeo, Aug. 18-19, saddle bronk riding \$500, bull riding \$400, bareback riding \$300, wild horse race and mad scramble \$100 each, total \$2,200, 2 perfs. N. D. McKerracher, 66 Nanaimo Ave., mgr. dir.

Russell, Kan.—Russell Rodeo, Aug. 18-20, 5 events \$300 each, total \$1,500, 3 perfs. O. C. Stearns chairman, Bentler Bros., Elk City, Okla., producers.

Tucuman, N. M.—Sheriffs posse Rodeo, Aug. 18-20, 5 events \$150 each, total \$750, 3 perfs. Buck & Tommy Steiner, Box 218, Austin, Tex., producers.

Lamar, Colo.—Southeast Colo. Livestock Assn. Rodeo, Aug. 18-20, 5 events \$150 each, total \$750, 2 perfs. Allan H. Peck, mgr.

Kennewick, Wash.—Pierce County Fair Rodeo, Aug. 18-20, 5 events \$300 each, wild cow milking \$200, total \$1,700, 2 perfs. Mimer Smith, pres.

Redmond, Ore.—Deschutes County Fair & Rodeo, Aug. 19-21, 5 events \$400 each, total \$2,000, 3 perfs. O. O. Galloway, mgr.

Abilene, Kan.—Wild Bill Hickok Rodeo, Aug. 21-24, 5 events \$500 each, total \$2,500, 4 perfs. Ladies' clover leaf barrel race \$250, M. B. Pritchard, secy. Clyde Miller, Rich Hill, Mo., producer.

Altamont, N. Y.—JE Ranch Rodeo, Aug. 21-24, 5 events \$400 each, total \$2,000, 3 perfs. Col. Jim Ekkew, Waverly, N. Y., producer.

Wakeney, Kan.—Trego County Fair Rodeo, Aug. 21-23, 5 events \$200 each, total \$1,000, 2 perfs. Lew H. Galloway, secy.; Tex England, Ottawa, Kan., producer.

Boise, Idaho—Western Idaho State Fair Rodeo, Aug. 22-28, 5 events \$1,000 each, total \$5,000, 4 perfs. Bill Hendrix, Chairman, County Commissioners-Rodeo Committee.

Alexandria, La.—Fourth Annual Lions Club Rodeo, Aug. 22-28, 5 events \$625 each, total \$3,125, 6 perfs. 5 gold and silver belt buckles to winners in each event and all around. Jimmy Thompson, mgr. dir., Jimmie Thompson Enterprises, producer. Homer Todd, Fort Smith, Ark., Arena Director.

Burlington, Colo.—Kit Carson County Free Fair Rodeo, Aug. 23-24, 5 events \$200 each, total \$1,000, 3 perfs. E. J. Porter, secy. Board of County Comm'rs. Heid and Matthews, Flagler, Colo., producers.

Graham, Tex.—Young Co. Livestock Show & Rodeo, Aug. 23-28, 5 events \$400 each, total \$2,000, 4 perfs. Charles Elmer, pres.; Daniel B. Spratt, mgr. dir.; Double B Rodeo, Killeen, Tex., producers.

Dublin, Tex.—Dublin World Championship Rodeo, Aug. 23-28, 5 events \$600 each, wild cow milking \$600, total \$4,600, 4 perfs. C. E. Leatherwood, pres. L. R. Keller, director. Everett Colborn, mgr. dir. and producer.

Burley, Idaho—Cassia County Fair & Rodeo, Aug. 23-28, 5 events \$800 each, total \$4,000, 4 perfs. Earl H. Clark, secy.

Longmont, Colo.—Boulder County Fair & Rodeo, Aug. 24-28, 5 events \$600 each, total \$3,000, 3 perfs. T. G. Thompson, City Hall, secy. Varne Elliott Rodeo Corp., Varne Elliott, mgr. dir., Platteville, Colo., producer.

Vinita, Okla.—Rogers Memorial Rodeo, Aug. 23-27, 6 events, incl. steer roping, \$450 each, wild horse race \$400, total \$3,500, 6 perfs. H. B. Moore, secy. Ken Roberts, mgr. dir., Roberts Rodeo, Olathe, Kan., producer.

Goodland, Kan.—N. W. Kansas Dist. Free Fair Rodeo, Aug. 24-25, 5 events \$200 each, total \$1,000, 3 perfs. H. B. Shmwell, secy.

Lamesa, Tex.—Lamesa Rodeo, Aug. 24-26, 5 events \$300 each, total \$1,500, 3 perfs. Laddin barrel race \$150. Buck & Tommy Steiner, Box 218, Austin, Tex., producers.

Pendleton, Ore.—Pendleton Round-up, Aug. 24-27, saddle bronk riding, single steer roping \$200 each, bareback riding, calf roping, bulldogging \$1,500 each, total \$10,000, 4 perfs. Oren G. Allison, secy.

Elk City, Okla.—Elk City Rodeo, Aug. 24-26, 5 events \$800 each, wild horse race \$300, total \$2,900, 3 perfs. George W. Pealey, secy. Bentler Bros., Elk City, Okla., producers.

Ulysses, Kan.—Bnt & Spur Club Rodeo, Aug. 25-27, 4 events \$225 each, saddle bronk riding \$200, total \$1,200, 3 perfs. Chas. Riley, secy.; Paul Louns, Alden, Kan., producer.

Paso Robles, Calif.—Dist. Fair Rodeo, Aug. 25-27, 5 events, incl. team roping, \$200 each, total \$1,200, 2 perfs. Lillian Jespersen, secy.; Cuff Burrell, Hanford, Calif., producer.

Valentine, Neb.—Cherry County Fair & Rodeo, Aug. 26-27, 5 events \$300 each, total \$1,500, 3 perfs. George Sticha Co., Les Winget, secy.; Inman, Kan., producers.

Susanneville, Calif.—Lassen Co. Livestock Show & Rodeo, Aug. 26-27, 5 events \$200 each, total \$1,000, 2 perfs. Local Team Roping \$200, A. A. Jensen, mgr., Christensen Bros., Eugene, Ore., producers.

Los Angeles, Calif.—Sheriffs Annual World Championship Rodeo, Aug. 27, 5 events \$1,000 each, total \$5,000, 3 perfs. John B. Moss, 427 W. Fifth St., Suite 707, Los Angeles 13, mgr. Entries close Aug. 15th, 6:00 p.m.

Pueblo, Colo.—Colo. State Fair Rodeo, Aug. 28-Sept. 1, 5 events \$1,800 each, total \$9,000, 4 perfs. Frank B. Moss, mgr.

Erockhaven, Miss.—Erockhaven Rodeo, Aug. 29-Sept. 1, 5 events \$400 each, total \$2,000, 4 perfs. Juanita Patton, Box 892, secy. Jennings-Lamar, Norman, Okla., producers.

Haynesville, La.—Haynesville Rodeo, Aug. 30-Sept. 2, 5 events \$400 each, total \$2,000, 4 perfs. B. D. (Burr) Andrews, Clarksville, Tex., producer.

Winfield, Kan.—Winfield Rodeo, Aug. 30-Sept. 1, 5 events \$450 each, total \$2,250, 3 perfs. Cutting horse contest. Harry Shepley, 452 N. Main St., Wichita, Kan., producer.

Douglas, Wyo.—Wyoming State Fair Rodeo, Aug. 30-Sept. 2, 5 events \$650 each, wild horse race \$400, total \$3,200, 4 perfs. Earl W. Farnsworth, secy.-mgr.

Fleet, Idaho—Twin Falls County Fair & Rodeo, Aug. 30-Sept. 2, 5 events \$800 each, total \$4,000, 4 perfs. Thos Parks, secy.-mgr.

St. Francis, Kan.—Cheyenne County Fair & Rodeo, Aug. 31-Sept. 2, 5 events \$300 each, total \$1,500, 3 perfs. H. D. Shult, secy. Pomeroy & Hawkins, Sterling, Colo., producers.

Sidney, Mont.—Richland County Fair & Rodeo, Aug. 31-Sept. 2, 5 events \$400 each, total \$2,000, 3 perfs. D. O. Nutter, secy.

K-M Adds Six Full Houses In Michigan

Straw at Mt. Pleasant

MT. PLEASANT, Mich., July 29.—Straw to the ring banks at the night performance of the Al G. Kelly-Miller Bros.' Circus here Monday (24) forced elimination of track acts as 5,500 persons jammed the top. The matinee drew a full house of 4,200. An estimated 3,000 were on the lot to watch unloading.

The big show now goes for 50 and 75 cents. Reserves are 50 cents, Side Show is 25 cents and pit shows are 10 and 15 cents each.

In Greenville, Mich., Saturday (22), the show scored another pair of full houses. At Hastings, Mich. (21), it got twin three-quarter houses. Thursday (20) at Charlotte, Mich., Kelly-Miller registered two more capacity audiences, to continue its season-long good business.

Mills Matinee Okay At Oshkosh; Crowds Light in Superior

OSHKOSH, Wis., July 29.—Mills Bros.' Circus played to a three-quarter house matinee and a half house at night here Thursday (27). The show's business has been light at several recent stands, including Superior, Wis. (21), two half houses; Menomonie, less than half for the matinee but a three-quarters at night, and Tomah, two half houses.

At Superior, Bert Wallace, equestrian director, was visited by a son, Wilbur Patridge, whom he had never seen before, and a daughter, Mrs. May Sorokie, whom he had not seen in 28 years.

Six Bros. Awaiting Sept. Indoor Dates

SAN JOSE, Calif., July 29.—Six Bros.' Circus has temporarily closed, with the equipment being stored here until stadium dates in September. Show moved in here after Salinas Sunday (23).

George McCall, general manager for the Red Skelton-Art Linkletter backed organization, said that the show would no longer play under canvas because of lack of labor. Dates for early fall have been booked and include auspices in Menlo Park, Santa Ana, El Segundo, San Fernando and Riverside.

Lexington Produces Biz

LEXINGTON, Ky., July 29.—A three-quarters matinee and a full house at night greeted Ringling Bros. and Barnum & Bailey Circus here Thursday (27), giving the show its strongest day's business in several days. Weather was clear and warm.

Gotham Garden Rodeo Sets Queen Contest

NEW YORK, July 29.—Fifteen top Eastern dude ranches have entered Madison Square Garden's third annual Eastern Rodeo Queen Contest, to be staged just before the opening of the rodeo at the arena, September 27.

A panel of celebrity judges will select the Queen, who must be a dude ranch guest. They will present her with a contract to ride with Gene Autry during the rodeo run at the Garden. She also will receive a trophy and prizes.

Sparton's Ex-Owner Ill

LOS ANGELES, Calif., July 29.—Sparton Bros.' Circus, which sold its equipment recently to new operators, closed on the day Orlo Wach, then owner, became ill and was hospitalized. Mrs. Erma L. Sparton said this week. Wach, she said, will undergo surgery soon. Circus opened April 5 and closed June 22 but made the nut only on opening day, Mrs. Sparton stated. Shortest jump of the season was eight miles over a mountain road and required 8 1/2 hours. The longest jump was 196 miles. Mrs. Sparton said no performances were lost and that the program ran 90 minutes. She said the Sparton title was not included in the recent sale.

6,000 See Cardston Rodeo

CARDSTON, Alta., July 29.—Clinton Small, Hardin, Mont., and Douglas Linderman, Red Lodge, Mont., split first place saddle bronk money at the two-day Cardston rodeo, July 18-19. The event drew 6,000. George Aldoff took first place in steer decorating; Bud Van Cleve, wild horse race; Sonny Paxton, calf roping; Bob Dupe, bareback bronk, and Eddie Souc, wild cow milking.

Old-timer is one who can remember when there were so many railroad circuses passing each other on Sundays that waving at one another was a pastime.

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N. E. TAKES NUDDGE 1949 PACE

Funspot Biz Builds After Poor Start

200 Attend Summer Meet

(Continued from page 49)

ing to the level established in recent years.

Television, which is well established in many of New England's amusement park areas, is blamed by some ops for declining patronage and takes. The accusation, however, is loosely argued since it is assumed that everyone with a TV set maintains a fixed position in front of the screen throughout all of their non-working hours. Some ops pointed out that enjoyment of their attractions requires participation and this could not be supplied by video.

Current war situation, which many ops believe will worsen before it becomes better, rated limited discussion, probably because it involves an outright speculative approach. With but a month of the season remaining, there is small likelihood that the present session will be affected by potential restrictive regulations which accompanied the last all-out effort. On the other hand, heavy defense spending may well bolster New England's sagging economic structure.

While attendance hit the 200 mark only the New England area was represented, unlike former years when execs from neighboring States were on hand. Vincent Ferla, owner, and Paul Haney, manager of Rocky Point, were gracious hosts. Lunch, a cocktail party and a bountiful dinner were held in the funspot's shore dinner hall, a 3,400-seat structure completed a year ago and said to be the largest of its kind in the country.

Rocky Point a Model

For many it was a first visit to Rocky Point since the spot was revived by Ferla after the war. The original spot was demolished in the 1938 hurricane. Planning and design, handled by Jack Ray who built many of the principal midway features at the Canadian National Exhibition, Toronto, is a model modern plant.

Rocky Point is one of the funspots where business has not held up to last year, also execs report that the fabulous dinner hall has been worked to capacity on numerous occasions. Although the midway offerings are uniformly presented, many independent operators are involved. Week-end business has been good but the play on week days has been dull.

Funspot's pool is being renovated and upon completion will round out the recreational offerings.

Philly Area Spots Again

Get One-Day Excursions

PHILADELPHIA, July 29.—Low-fare, one-day excursions between this city and Southern New Jersey resorts will be reinstated today. Responsible for drawing week-end throngs, absence of the one-day excursion has been felt at all resorts since the service was discontinued because of World War II.

Supported by extensive advertising in this city, the Pennsylvania-Reading Seashore Lines will offer a round-trip to Atlantic City for \$2. Similar excursions have been scheduled for Ocean City, Avalon, Stone Harbor, Wildwood and Cape May.

Summer Meeting Notes:

War Talk Avoided as N. E. Ops Frolic at Rocky Point Funspot

WARWICK NECK, R. I., July 29.—New England's park ops, gathered at Rocky Point Park here Tuesday (25) for their 21st annual summer meeting, were favored with some of the good weather that has been so elusive until recently. In discussing the inclement early season, execs were not given to excessive moaning in view of their good fortune a year ago, when they were unaffected by a polio epidemic which slashed attendance at New York area funspots. August was by far the best operating month a year ago and a repeat performance this year is hoped for.

War talk got only man-in-the-street attention except that Leon Cassidy, Pretzel and kiddie circus ride manufacturer, cautioned ops to lay in a supply of spare parts while they could. Cassidy has several units completed in anticipation of rigid steel restrictions. Cassidy was on hand only during the early morning hours since he had to drive to Philadelphia to catch a sleeper for North Carolina to make prior commitments.

Ray Lusse, of Lusse Brothers, flew in from Philadelphia. Fred L. Markey, perennial association secretary, was on hand early sporting a jaunty golfing cap. He was kept busy as usual answering questions on his Dodgem Corporation products and association matters. Bill de L'horbe, sales manager, National Amusement Device Company, missed attending the meeting for the first time because of an addition to his family.

Charley Paige, on hand for National Amusement, reported that he found business throughout the country okay as long as good weather prevailed. Money has been definitely tighter, he reported, but there was no evidence that most ops would wind up contending with other than normal fluctuations.

Fire Engine Show

Charley Addison, of the Overland Company, had his miniature kiddie hook and ladder ride on the grounds throughout the day for demonstrations. Besides creating interest as a novel unit, it provided ideal transportation for leg-weary members intent on seeing all that Rocky Point offers.

No form of transportation was slighted by members in reaching Rocky Point. John T. Clare, of Cres- (See War Talk Avoided on page 64)

Woodside Sets Pkg. Promosh For Radio, TV

PHILADELPHIA, July 29.—To boost attendance at the height of its season, Woodside Park here has purchased from Station WFIL a promotion package designed to call attention to the spot's feature thru an intensive radio and video campaign.

Package features 12 top radio shows transcribed in Hollywood, daily TV and radio spot announcements and scenes filmed at the park for use on video spot plugs. Thru the plan, WFIL virtually supplies an exploitation staff for the spot Sale of the series to the park is another link in the close contact which has proved profitable to both the station and the park.

Steel Pier NTO Offers Swiss Hiatus

ATLANTIC CITY, July 29.—A 15-day vacation trip to Switzerland is being offered for the first time to Steel Pier patrons. The trip will be the winning award in a contest sponsored by the National Tourist Office and Swissair in conjunction with the Duval exhibit of Swiss mechanical attractions at the pier. Display includes dancing dolls, music boxes and toys formerly owned by European royalty.

After visiting the exhibit, the contestant is asked to give reasons for wanting to visit Switzerland. Person supplying the best answer by September 10 wins the vacation.

CONEY ISLAND, N. Y.

By UNO

Sunshine replaced rain for the second perfect weather week-end (July 22-23) of the season. . . . Among the usual quota of promotional events was the Universal International Studio's exploitation of the new pic "Louise," July 26, lasting an entire evening, starting with a bus parade in New York and ending with a broadcast of the Johnny Olsen show by Charles Coburn at Ravenhall's. In between was a presentation of a gold frankfurter at Nathan's eatery to honor a 75th year in the hot dog biz for Nathan Handwerker and a grandmother's beauty contest, with Bess Myerson presiding.

Jack Reiben, concessionaire, and son, Stanley, this year's Chamber of Commerce proxy, control and supervise a block of games on the Bowery stretching from Jones Walk to West 12th. Here are pitch-to-the-line, owned by Bub Garmis, with Yetta Garmis, manager, and Danny Kyvelas, assistant; Greyhound Racer (14 units) directed by Sam Silverman, with Oscar Rabinowitz, manager; Kitchy's Balloon Bust; Charles Feitman and Billy

Meinsch's machine guns and Reiben's own Cake-Eater ball game, Skee Ball and Skee Roll Alleys. On the West 12th corner are housed 28 Pokerinos, another Reiben possession, with Lou Splizer. Sue Goldstein, Yama Uchiyana and Garrett Herndon, attendants.

Dan Lane's Irish House, Bowery and West 15th, talent line-up has Bill Carr, Walter Kane and Tony Landl, pianists; Al Ginger, John (Smiling) Brennan, Gene Raggi and Adele Beshara, dancers; Bill Buffalo, juggler; Alex Zimowich, bellringer; Jack Ponton, emcee and songwriter, and Mickey Sheridan, Paul Reverse, Bob McMillan, Joe Morris, Fred Borez, George Thom, Joe Conlan and Joe McAnellan, singing waiters. Freddy Traub is general manager; Lillian Sheridan, culinary specialist; Steve Ryan, Joe O'Hara, George Clark and John Smith, barkeepers; Maurice Lowery, cashier and Fred Andy and Tom Sullivan, head chefs.

Sophie Ray, Ann Marsala, Nadja, Claudine (Wiggles) Borosqua and Chichi Hayes comprise the dancing aggregation at Garto's Variety (See Coney Island, N. Y., on page 64)

Police Picnic At Palisades Swells Gross

Week-end Spending High

NEW YORK, July 29.—With 145,000 patrons spending freely at Palisades Park, Palisade, N. J., over last week-end, Co-Owner Irving Rosenthal said he was well-satisfied with the take. He attributed excellent over-all business for the season at the park to the scope and volume of the promotion staged by the management throughout the greater New York area. Numerous tie-ups with manufacturers and blanket advertising have made the difference, he said.

Sweetening this week's gross at Palisades was the cash resulting from an outing of the New York Police Department's Anchor Club. Over 7,000 orphan and crippled children, 500 policemen and a goodly throng drawn by curiosity hit the funspot Monday (24), with each kid having a ticket book good for eight rides. The Wilson excursion boat line donated the use of a vessel which brought 2,000 moppets to the park.

Rosenthal said that the police department peddled an additional 20,000 adult tickets for the blowout but showers Monday held down attendance by these buyers. Police officials, indicating pleasure with the results of the outing, will confer soon over holding the children's day next year at Palisades, according to Rosenthal. Event previously was held at a New York spot.

Park owner said that over 500,000 had visited the Robert Ripley "Believe It or Not" collection of oddities on display at Palisades. Proceeds from admission to the exhibit go to the Heart Fund.

Park's free attraction this week were the Loof Rios, swinging anchor, and George Towne's ork, booked thru the Hamid office.

High-Water Mark For Many Gotham Beaches Recorded

NEW YORK, July 29.—Local amusement parks and beaches benefited from an ideal combination of sunshine and comfortable temperatures over last week-end in racking up large crowds and cash takes. Many spots recorded their largest Sunday patronage of the season thus far.

Coney Island estimated its crowd at 1,500,000. Concessionaires said that the figure had been surpassed this year only by Fourth of July throngs. Amusement areas at Coney did top-flight business. Jones Beach crowds totaled 129,000. All beach areas in and around New York reported that traffic was heavy enough to cause congestion on main arteries.

Decision this week was withheld by the Long Island State Park Commission on the awarding of contracts for construction of a Jones Beach State Park Marine Stadium when bids exceeded the \$2,600,000 engineers' estimate. Total low bids of \$3,125,000 were received for the project.

Office Boy Start Led to Big Job At Hershey for George Bartels

(Continued from page 50)

have been added progressively, capped this year by the addition of twin Ferris Wheels.

Hershey had definite beliefs on what makes for successful operation. He noted and commented on the cleanliness or untidiness of the grounds. It was his thought that patrons appreciated a clean recreation area. Also, in delving into the day's business he always inquired as to the size of the crowd, never the gross, apparently assured that sizable patronage would result in adequate spending. Then, too, good attendance denoted approval of the offerings and continued success.

Concentrates on Crowds

George has spent his tenure in building crowds, knowing that this effort would be reflected in bigger grosses. Not a single unit price has been raised at the funspot since before the war, and this policy is credited with earning the park good will of inestimable value. Patrons are pleased to discover that their entertainment dollar will currently buy as much at Hershey as it did before the war. This doesn't limit spending, since if patrons now have more money they use it for greater enjoyment, George says.

Hershey Park is a unique operation. Except for a Penny Arcade, Skee Ball and two ball games, it harbors no concessions. This eliminates a hawking, high-pressure atmosphere and allows patrons to relax, George says. The town has a population of only 4,000, and patrons to support the multiple attractions must be drawn from a wide area. There is no gate and patrons can enjoy the sylvan setting without spending a dime.

Outings Plentiful

An extensive advertising program, utilizing all media, covers an 80-mile radius. Outing business has developed over the years and hardly a day passes without the funspot harboring some picnic group. School groups, which incorporate a visit to the famed Hershey Chocolate Company factory and a visit to the park after watching the State's salons in morning session at Harrisburg a few miles distant, provide plentiful action during the early weeks. As vacation periods end the school outings, industrial and fraternal organizations take over.

The park is closed on Mondays, a schedule adopted during the wartime manpower shortage and since continued because it is a poor day for picnics.

This season the park will close September 10 and George will have just nine days to get the arena and its rink in shape so that the Boston Bruins and the Hershey Bears hockey clubs can train. The Arena, constructed in 1936, is the largest concrete span monolithic structure in America. It accommodates 7,200 spectators at hockey games and similar events, and has a top capacity of about 10,000 for events requiring less floor space. Professional hockey in Pennsylvania can only be seen at Pittsburgh and Hershey.

16,000 Seat Stadium

The 16,000-seat stadium, which can be enlarged to accommodate 27,000 spectators, can be used for just about every kind of outdoor show activity. Before the war midget auto races were presented on the quarter-mile macadam track. They were not revived, even though they were highly profitable, because of the high fatality rate. At Hershey the potential earnings do not dictate decisions.

George has about 225 full and part-time employees working on the various enterprises. Schoolteachers and students are considered an excellent source for the recruiting of top personnel. Operations personnel, besides working full time during their normal vacation periods, get in considerable work at nights in the arena

during the fall and winter and also on week-ends at the stadium.

Twenty-two persons, not counting office help and execs, are employed thru the year. George is assisted by Lloyd Blinco, who handles much of the booking; Howard Baun, operations manager, and J. E. Geistwhite, office manager.

Ballroom Top Draw

The Hershey Park ballroom, which plays only name bands and limits operations to one night a week except for week-ends, is considered one of the nation's top stands. Vaughn Monroe holds the house record with 6,700 paid before the doors were closed and many more turned away. The outdoor swimming pool has locker accommodations for 4,000 and in a single day has handled 5,500 admissions. Luckily, George's training in accounting provided him with the ability to absorb these big figures and their portent while turning to the next business at hand.

Altho George didn't get a college education, he has provided the best for his three children. Betty is a schoolteacher; Patricia is married, and George Jr. is completing his courses in research chemistry this year at Lebanon Valley College after which he will attend the University of Delaware to work for his master's degree.

George is a member of the Rotary Club and the Harrisburg Chamber of Commerce.

Charlotte Biz Up 20 Per Cent

Parlow credits increase to zoo, rides, promotions — fireworks draw best

CHARLOTTE, N. C., July 29. — A 20 per cent increase in business over last year has been registered at Airport Park, J. A. Parlow, manager, reported. He credited the increase to the addition of a zoo, two new rides, free attractions and giveaway plans.

The spot is in its second year of permanent operation. Altho it was launched in 1938, purchase of land involved could not be completed until last year, he said. B. F. Parlow is president and Mrs. P. A. Parlow, widow of the founder, is vice-president. The 15-acre site allows nine acres for parking and it is located on a main highway.

Ride Line-Up

Ride line-up includes a Merry-Go-Round, Ferris Wheel, Rolloplane, Ridee-O, Leaping Lena, Tilt-a-Whirl, Chairplane, Kiddie Auto, Kiddie Airplane and Miniature Train.

Park management operates the rides, zoo, cafe and blingo. Other concessions are leased.

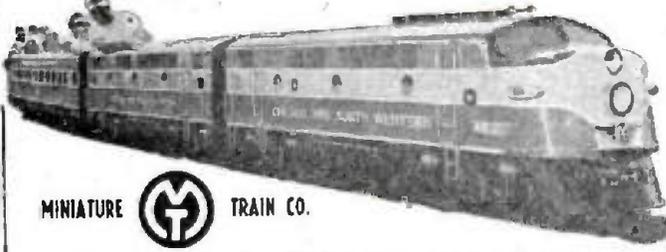
Parlow said large crowds have turned out for free attractions. Three giveaway programs, three fireworks shows and three personnel appearances by Arthur Smith and His Cracker Jacks from WBT, Charlotte, have been staged. The fireworks displays drew the best crowds, he said.

Pony Prize Draws

Most effective of the giveaways was one with a pony as the top prize, according to Parlow. Over 7,000 children entered by giving their names and addresses. From the names a list of 5,000 children was made up for direct mail advertising. Bicycle giveaways also have proved successful, he stated.

Addition of two more kiddie rides in the next few weeks is planned and building of more permanent buildings is contemplated. Parlow said weekly free attractions might be used later.

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GIVE TO THE RUNYON CANCER FUND

War Talk Avoided as N. E. Ops Frolic at Rocky Point Funspot

(Continued from page 62)

cent Park, across the bay, brought over a boatload including Paul Huedephol, exec secretary of the National Association of Amusement Parks, Pools and Beaches, and John Logan Campbell, insurance consultant. Henry Bowen and Harold Gilmore, of Whalom Park, Fitchburg, Mass., brought 19 along in party bus equipped with a bar. Unit is a feature of Bowen's transportation company used for charter service.

Dineen Biz Skyrockets

Happiest biz reports came from Julian Norton, Lake Compounce, Conn., op, and John Dineen, operator of the Casino properties at Hampton Beach, N. H. Norton reported that take at Compounce were slightly ahead of 1949 despite a poor spring occasioned by rain. Dineen, who spent \$100,000 refurbishing, said his business was well ahead of last year. Handle has been consistently ahead and at times topped 33 per cent. Last week Dineen came within a fire wall of being out of business. A 500G blaze which destroyed many retail units was checked only a block from the Casino, his principal unit.

John Collins, association prexy and manager of Lincoln Park, North Dartmouth, Mass., reported that a consistent big play in July had given his funspot a lift. Roland Gamache, promotion chief at Lincoln, was a virtual commuter, having to return to his own operation to stage a clam-bake. Altho no one appeared to be stalking him, Collins was well protected, having as his guests members of the North Dartmouth police force, headed by the chief.

Haney Improving

Pauly Haney, Rocky Point manager and host at the meeting with Vincent Ferla, looked well despite a recent illness which had him hospitalized and on the critical list. Paul cracked his skull in three places when he became unconscious and fell. Dieting has caused him to lose 27 pounds. Danny Bauer, operator of Acushnet Park, New Bedford, Mass., reported that Mrs. Bauer is paralyzed on one side as the result of a recent stroke.

Ed Carroll, operator of Riverside Park, Agawam, Mass., and the Great

Barrington (Mass.) Fair, and Mrs. Carroll and Promotion Chief Harry Storin were early arrivals. Another fair op. James C. Muldowney, of the Rhode Island State Fair, Kingston, attended with his flanking representative, Harry Huntington.

Muldowney, owner-operator of the Green Inn, Narragansett Pier show place hostelry, revived the annual two years ago in his first venture into the alfresco field. Since then he has kept the plant working at full tilt, with stock car races two nights each week and multiple other endeavors ranging from prize stock competitions to thrill shows.

Rose Stone on TV

Larry Stone, operator of Paragon Park, Nantasket Beach, Mass., was still marveling at the capabilities displayed by his mother, Rose, on her first TV appearance recently. Mrs. Stone managed to get in a plug for everyone and everything connected with the beach before she allowed the day's programing to be continued. Larry said. Business at Paragon is pretty close to last year's figure, Larry reported. Values are almost impossible to gauge because peak play is no longer following established patterns and the public is not consistent in its choice of units.

R. Z. Uzzell, Danny Bauer, Charley Paige and others took the younger element back to the bloomer era with entertaining stories. Yarns of wooden Ferris Wheels and Coasters engineered as they were built, recreated the pioneering period to which these men belonged.

Martin Act Featured

Al Martin, Boston talent agency head, who supplies the free attractions for many of the area funspots, was in numerous huddles. He had Monroe and Grant, trampoline act, working here. Tom Keough was on hand to represent the George A. Hamid & Son Boston office.

Fannie Mason, of Mountain Park, Holyoke, Mass., showed younger folks how to get around a funspot and not miss a thing. Little Cherrill Hurley, of the Revere clan, youngest and prettiest badge wearer, has a big time as master of the launch that cruised the bay.

Biz, Spending Upsurge Felt At Sandusky,

Good Week-End Turnouts

SANDUSKY, O., July 29.—Week-end crowds at Cedar Point on Lake Erie have expanded as the first season under T. C. Melrose, new operator, progresses, and Dan Schneider, assistant manager, reports per capita spending also has increased.

Schneider revealed no attendance figures, but the lengthy beach is packed and parking space at the funspot is at a premium on Sundays. Weekday business, however, has not been outstanding, and weather has been against the park during part of the season.

During early weeks patrons came mostly to have a look at the spot, but kept their purse strings tight, Schneider said, but later they began spending. Conventions and picnics have helped boost weekday business, he said.

Kiddie Rides Lead

Kiddie rides are leading the line-up of devices, and plans for next season call for locating all kiddie rides in one area. At present they are spotted individually around the park. Kiddie Delight Train, made by Hodges, Indianapolis, has proved one of the hits of the season. Ed Starr, concession manager, said exceptionally young children soon learn how to operate the cars and that the device frequently is good for repeat rides. Little Chief kiddie fire truck also is getting good play.

Schneider stated that late signing of the 10-year lease for the resort in April prevented signing up a number of good industrial picnics. He added that a picnic and convention bureau has been established and an all-out effort will be made during the winter to sign more factories, lodges and other groups for 1951.

A capacity crowd is expected Thursday (3) for the 28th annual Sandusky Day, sponsored by merchants, who close their stores at noon to boost the cause as well as provide merchandise awards for contests and a large display of fireworks. Ride and concession tickets go at half price on that day and ferry ride tickets are cut.

20 Concessions

The 1,000-room Breakers Hotel has had good patronage most of the season as well as the Coral Dining Room, cafeteria and ballroom. Besides the main dining rooms, there are some 25 stands scattered around the grounds.

About 20 concession stands offering merchandise are in operation along with bingo, shooting gallery, archery, basketball, bowling, minute and comic photos, silhouette cutter, horoscope, two fortune tellers, handwriting analysis, Lord's Prayer on a penny, guess your age, guess your weight and a vegetable demonstration.

Walk-thrus include Bouquet of Life (an old timer) and a trailer with statues of the Last Supper. Chinatown is the only show on the grounds, while funhouses are Noah's Ark, Gooey House and Crazy Kastle.

Rides include kiddie and four-abreast Merry-Go-Rounds, Ferris Wheel, Bug, Octopus, Tilt-a-Whirl, National train, Rocket Ships, Moon Rocket, Flying Skooter, Cyclone, Skooters, Caterpillar; kiddie autos, boats and airplanes; Lover's Tunnel and Laugh-in-the-Dark, wate, and land bikes, kiddie delight train, fire engine ride, ponies, and a Seabee airplane for rides over park, Lake Erie and Sandusky Bay. Besides a miniature golf course there are tennis and horseshoe courts available along with bathing.

Final Date Chosen For NAAPPB Meet At Cincy's Coney

CINCINNATI, July 29.—A summer meeting of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) will be held at Coney Island here August 23, it was announced this week.

Edward L. Schott, Coney's president-general manager, will be host to the group. Paul Huedephol, NAAPPB secretary, said announcements of the session were being mailed from Chicago. Hotel reservations for park operators who plan to be in Cincinnati for more than the one day may be made thru Schott, he said.

Huedeophol said the program will open with registration at 10 a.m. Inspection of the park is scheduled for the afternoon and will be followed by a reception and dinner.

About 100 members attended the summer session at Toronto last year.

CONEY ISLAND, N. Y.

(Continued from page 62)

Show on Stillwell. . . Willie and Helen Herman are celebrating their 20th year as Islanders, at their pizza and drink store on Stillwell. . . Paul Bertholin, prexy of the Reston Automatic Vibrating Massage Machine Corporation, with his new shore representative Nat Martin, installed his first island Stimulator in the Wolf-Lobell-Elowitz Arcade on the Boardwalk last week. . . Tirza, wine bath girl, is now a member of the United Association of Plumbers. . . The Angel family, Abe, Bessie, Edith, Mollie, Lottie, Sol and Sadie, is celebrating its fourth season as frozen custard concessionaires on the Surf front of Steeplechase Park.

Goody G. Teizer will manage Jacobs Bros.' balloon dart games next season when Joe Jacobs leaves to take over concessions at Ocean Park, Long Beach, Calif. . . Three Melody Rangers, Jim Hand, leader and John Kimberly and Joe Simpson, instrumentalists and vocalists, are new talent for the rest of the season at Falcon's Blue Bird Casino on Surf. . . Jack Levy, who operates a ball game and Max Linderman, a machine gun gallery, adjoining, on Surf, also are partners in a refreshment concession inside Sindell's Girlie Show, nearby. . . Shaw Brothers, who operate two Howard Johnson's eateries and the Shamrock Irish House, neighbors on Henderson's Walk, again are at odds over each other's loud speaker blasts.

George F. Kister, Cyclone ride exec, recently was appointed a member of the New York State Minimum Wage and Hour Board for the Amusement Industry. . . Billy Milton and Betty Real left Page Bros.' Shows in Murray, Ky., to return to Coney, Bill, for Seymour Machson's donkey game on the Bowery, and Betty for Sindell's Girl Show. . . George Brothers, makers and operators of Tic Tac Toe, have signed contracts to ship 80 units to Bill Chase, Fascination and Soda Machine king, at Long Beach, L. I. . . The air show has been eliminated because of unsatisfactory performances.

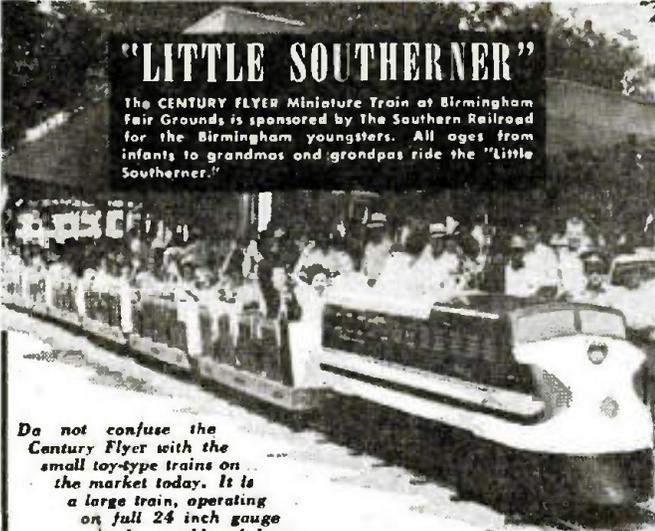
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Milton Berle Set for 1 Day At Syracuse

To Bolster Final Session

SYRACUSE, N. Y., July 29.—New York State Fair, to be held here September 2-9, came up with a powerful last-day bolster in the person of Milton Berle, top-flight TV comedian, who will appear for one show at the annual for a figure believed to be about \$7,500. William Morris Agency is booking Berle.

Revelation of Berle's appearance at the fair came shortly after it was announced that Martha Raye, movie and nitery comedienne would play the event September 2-6 for five night shows. Miss Raye's fee for outdoor dates is about the same as for indoor spots, where the price ranges to \$5,500 for a week.

Varied Program

Other attractions slated for the fair, booked thru the Hamid agency, are Jim Eskew's JE Ranch Rodeo, Irish Horan and His Lucky Hell Drivers; a program of 10 acts headed by A. Robbins, the Banana Man, and Joe Basile and His Madison Square Garden Band.

In other departments of the fair considerable physical improvements in the form of new roads, gates, parking space and bus service have been effected. Purses totaling \$85,000 will be offered for trotting races to be conducted the first five days of the fair.

Midway attraction will be the James E. Strates Shows. Org's stand at the fair will include every day except Sunday, September 3. Nightly fireworks will be presented before the grandstand. One-act plays will be presented Monday (4) thru Friday (8) and on opening day by community groups from throughout the State.

100G. Prize Money

Premiums for agricultural, cattle, boys' and girls', dairy, flower, light horse and home bureau exhibits total more than \$100,000. Prize money of \$2,000 will be offered for winners in an art exhibition, and a purse of \$15,000 in the 100-mile big-car race, to be directed by Ira Vail. Track is being improved by removal of top covering, which will be replaced by clay.

Special features of the fair will be an Indian Village exhibit, an old-timer auto contest, an amateur radio message center, and on-the-spot live shows telecast by Station WHEN.

Queen of last year's fair, Phyllis Roderick, has already begun a tour of 17 of the State's major cities to plug the event thru press, radio, TV and personal appearances at organization meetings and civic functions.

Black Mountain Chartered

BLACK MOUNTAIN, N. C., July 29.—The Black Mountain-Swananoca-Broad River Community Fair, Inc., has been chartered by the Secretary of State to operate a community fair. Principals include Ray Kirstein, Oscar Tinney and Dr. J. W. Faucette.

Sorry, Our Error

EDMONTON, Alta., July 29.—Fireworks at the recent Calgary Stampede and Exhibition were supplied by the Interstate Fireworks Manufacturing & Display Company, Ltd., and not by another firm, as reported previously by The Billboard. Interstate Fireworks, represented by its president, Joseph J. Godin, is supplying the fireworks here this week at the Saskatoon Exhibition.

'49 Topping Figures Registered By Illinois County Annals

PARIS, Ill., July 29.—Edgar County Fair, thru Thursday (27), the fifth day of its six-day run, drew an estimated 15,000 thru the front gates, topping '49 figures by 3,000, P. S. Henry, secretary, announced. Fair weather prevailed with the exception of rain Tuesday, which delayed one of the race programs.

Harness horse racing on four afternoons drew big biz as did the night horse shows in the grandstand. WLS Barn Dance had a fair crowd Monday night, while attendance was poor at Pee Wee King's preview Saturday night (22).

Big crowds on the midway boosted Blue Grass Shows' business over last year.

Slrugs Off Rain

MOUNT CARMEL, Ill., July 29.—Despite heavy rains Tuesday night (25) and Wednesday, Mount Carmel Fair closed a six-day run here Friday (28), with a sizable attendance bulge over a year ago, according to E. Guy Pixley, secretary.

Grandstand, which featured WLS Barn Dance in the evenings and the Jimmy Lynch Auto Daredevils at the matinees, topped '49 figures by an estimated 20 per cent.

Moore's Modern Shows' midway biz was reported well ahead of last year's stand.

Sunshine Helps

WOODSTOCK, Ill., July 29. Aided by sunny weather, the McHenry County Fair opened its second year of operation here Thursday (27) to crowds that were considerably larger than the '48 opening. Lyle Paulson, fair secretary, announced. Fair continues thru Sunday (30).

Thursday night's grandstand attendance at the band concert and beauty contest was large and sizable crowds were on hand to witness the harness horse racing program in the afternoon.

Tivoli Exposition Shows, which

Penny Annals Increase to 110

HARRISBURG, Pa., July 29.—Pennsylvania is heading toward its biggest county fair season, with 110 already slated and attendance expected to run into millions. A total of 107 fairs were held in the State last year.

Season gets under way Monday (31) with the Clearfield County Fair, which runs thru August 5. Peak of the season will come during Labor Day week, September 4-9. The last scheduled fair of the season will be the Northampton County event, November 16-18.

State Agriculture Department announced that it will appropriate \$50,000 this year toward agricultural premiums at State fairs. A fair must run three consecutive years to be eligible for such aid. The State grant ranges as high as 50 per cent of the exhibit prize totals, depending on the number of fairs within a county.

Kutztown's Event Books Hannum

KUTZTOWN, Pa., July 29.—A new concrete stage will be used for night performances at Kutztown Fair here, August 21-26, it was announced by Worth A. Dries fair association president. He said that Morris Hannum Shows again have been booked for the midway. Fairgrounds improvements include a new fence and the addition of a gate.

Special days at the event include Children's Day, Tuesday (22); Cattle Judging Day, Wednesday (23); Grange Day, Thursday (24); and Politicians' Day, Friday (25).

opened two days before the fair to slack business, showed some pick-up.

Grandstand Steady

URBANA, Ill., July 29.—Attendance at the Champaign County Fair, which closed its seven-day run here Friday (28) was up around 1,000 over the '49 five-day event, Alvin A. Bray, secretary, announced.

Grandstand attendance was on a par with a year ago. Red Selby's Rodeo, Saturday night (22) was well attended, as were the four afternoons of harness horse racing and four night horse shows.

Despite larger crowds, Gem City Shows reported grosses a little off from a year ago.

Galt, Calif., Draws 30,000; Races Net 5G

Push Plans for '51

GALT, Calif., July 29.—Sacramento County Fair wound up its 10-day run Sunday (28) with an attendance of approximately 30,000, a grandstand attendance for its seven days of racing of 10,942 and a pari-mutuel handle of \$610,395. Profit on the racing was set at about \$5,000.

Operating this year under the direction of Sam Kellett as secretary-manager and under orders from the State Department of Finance to "make good or else," the fair has already started preparations for its 1951 run. Racing dates are now being argued and, according to Ancil Hoffman, fair's president, the State will be asked for funds to build a new grandstand.

The last day's paid admissions rose to show a gain of about 1,500 over the closing day of 1949, bringing estimated total attendance to over 25,000 for the 10-day event.

Paid admissions to the grandstand came to 10,942, against 9,855 in 1949. Secretary-Manager Sam Kellett flew to Los Angeles the day after the fair to attend the meeting of the California Horse Racing Board, and came back with 1951 racing dates for the same corresponding days as this year's, July 13-21.

Raum's Show Clicks At Logansport Bow

LOGANSPORT, Ind., July 29.—Jack Raum's Cavalcade of Stars made a hit with the audience at the Sunday (23) opening of Cass County Fair here which closes today, reported Earle Reynolds, of Rensselaer, Ind., who visited the opening.

Line-up of acts, emceed by Raum, included the Hoosier Cornhuskers, the Leopard Dancing Horse, Cindy of the Ozarks and Her Educated Mule, a punching bag artist; Vern Carriel, picture painting act; Silver Whirl, a seven-year-old girl; Higgins and Hayes, cyclists; the Beverly Harnet Company of canines, and Great Berosini, high wire.

Running races were scheduled to start Tuesday (25), using starting stalls, and a \$1,000 stake trot was slated for Friday. Walter King, superintendent of speed, Jasper County Fair, was to drive his horse, V Day, in the event. As of Sunday there were about 30 running horses and 75 harness horses on the grounds.

A Gooding Amusement Company unit was on the midway for the Sunday opening.

Saskatoon Off Little in Face Of Heat Wave

Down 5% From Peak '49

SASKATOON, Sask., July 29.—Despite temperatures that ranged the high 90s the Saskatoon Industrial Exhibition here thru Thursday (27), fourth day of its six-day run, was running only 5 per cent under last year to the corresponding point. This was rated excellent, inasmuch as '49 was the record year, attendance-wise.

Grandstand receipts were running ahead of last year, due to the fact that more reserved duets were sold than in '49. Afternoon bill features running horse races, with the night program consisting of a Barnes-Carruthers revue and fireworks, the later supplied by Interstate Fireworks Manufacturing & Display Company, Ltd.

Midway receipts were running slightly below last year, but business for the Royal American Shows was good. High daytime temperatures thinned the midway crowds somewhat, making for a slight drop in ride and show biz the first four days.

Exhibition execs were pleased with business registered in all departments and expressed the belief that, even if high temperatures prevail during the two wind-up days, the final attendance figure should almost equal last year.

Saginaw Spends 30G On Improvements

SAGINAW, Mich., July 29.—Saginaw Fair will open its seven-day run here September 10, with two new rest rooms, a dozen new drinking fountains and a new livestock corral, installed at a cost of \$30,000, Clarence H. Harnden, secretary, announced.

Fair attraction program is set with Barnes-Carruthers Theatrical Agency to supply the grandstand revue for seven nights and three matinees. B-C also will provide acts for the afternoon grandstand hippodrome. Gooding Amusement Company will provide the midway and John Mulder is in charge of concessions.

Annual's indoor and outdoor exhibit space is almost sold out, Harnden said.

Fort Wayne Annual Is Pelted by Rain

FORT WAYNE, Ind., July 29.—Rain pelted the Allen County Fair here almost nightly Saturday thru Thursday (21-27), the first six nights of the nine-day event, curbing attendance, hitting grandstand patronage and taking a deep cut in the midway potential.

Cetlin & Wilson Shows hold down the midway. WLW *Midwestern Hayride* was in for the first two nights in front of the grandstand, with no night show Monday (23). Kay Kelsor's revue, out of Indianapolis, took over in that spot Tuesday for three nights. Sulky races, weekday afternoon attraction, were run to only fair crowds.

Bill Holland's thrill show comes in today for a two-day stand.

Expo Co. Seeks Pa. Charter

PHILADELPHIA, July 29.—International Exposition Company of New York has filed for a certificate to do business in Pennsylvania. Application sets forth its purpose as the operation, management and staging of business and industrial expositions and shows. An office of the firm will be maintained here.

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Icer, Andrews Sisters, Haymes, Bob Crosby Unit to Sacramento

SACRAMENTO, July 29. — Ice Frolics, featuring Belita and Red McCarthy, open the grandstand presentations at California State Fair. Following will be the Andrews Sisters with their own show, Dick Haymes and Bob Crosby. Talent is being booked by Music Corporation of America (MCA), with Adrian Awan again creating and directing the shows. Don Mulford, of MCA, is producing.

Frolics is skedded for four days starting August 31-September 3. Also featured in the ice event are Joan and Buff McCosker and Skee Goodhart. The Andrews Sisters with their own revue open September 5 for two days, and Dick Haymes is on for September 7-9. Bob Crosby's revue is set for the last night.

Gives Okay on Film

Hal G. Hotchkiss, fair board's vice-president, said that Plymouth Productions had requested permission to take pictures of the fair to be used as the locale of a film. The request was granted with the provision that script for the movie, yet untitled, be submitted for approval.

Sale of about \$51,000 in commercial display space was reported, with another \$11,500 in negotiation, Daniel Beattie, chairman of the commercial exhibits committee, reported. Less than \$2,000 in space remains to be sold.

10 Foreign Exhibitors

Beattie said that 10 foreign firms had been signed for this year's exhibit as against four last year. Some exhibitors, such as automobile firms, have said that some difficulty may be

Peak 149G Premiums For Grand National

SAN FRANCISCO, July 29.—Preparations for 1950 Grand National Livestock Exposition, Horse Show and Rodeo rolled into gear today as Porter Sesnon, president, announced that a record \$148,701 in premiums would be offered competitors in three divisions. This is \$6,095 more than the previous high offered in 1948. The show will open in the local Cow Palace October 27 and continue thru November 5.

Premiums include \$88,701 for livestock; \$25,000 for horse show prizes and stakes, and \$35,000 for the rodeo. The big increase came in the livestock division. This was caused by the Grand National being chosen by the American Aberdeen Angus Breeders' Association for its national show and sale for 1950. In this breed alone, \$15,000 in premiums is being offered. The breakdown is as follows: beef cattle, \$48,545; dairy cattle, \$19,000; dual purpose cattle, \$3,500; swine, \$10,005, and sheep \$7,651.

Three Secy.-Mgrs. To Judge At Grass Valley, Calif.

GRASS VALLEY, Calif., July 29.—Judges for the Nevada County Fair, August 24-27, will include three secretary-managers, Loyde Freeman, manager of the fair, announced Maurice Hogan, Butte County Fair in Chico; Stuart Waite, Yolo County Fair, Woodland, and Roy Welch, Yuba-Sutter Fair, Yuba City, were the three farmmen named to judge community and feature displays and the 4-H Club exhibits.

Austin E. Mahoney, San Joaquin County agricultural commissioner, will judge agricultural displays. Other judges include: Dairy cattle, J. W. Hale, Gridley; beef cattle, J. W. Jameson, Santa Rosa; horticultural exhibits, A. E. Morrison, Sacramento; flouriculture, Mrs. A. E. Morrison; home economics, Mrs. Ruby E. Beers, Sacramento; 4-H Club poultry, Jack Townsend, Nevada City, and rabbits, Charles Willert, Nevada City.

met in making displays because of the war.

A feature this year will be the display and judging of unfermented grape juice. The directors have agreed to the exhibit after receiving requests for representation from several juice producers in Fresno County. Medals and ribbons will be awarded.

With the fair to mark California's 100th year of Statehood, the 100-year-old firms' luncheon is to be featured on the opening day. So far 61 firms have accepted invitations to attend the event.

Kiddieland Planned For Pueblo Annual

PUEBLO, Colo., July 29.—Kiddieland will be a new feature on the Colorado State Fair midway this year, August 28-Sept. 1. Fair Manager William H. Kittle said that rides for youngsters will be concentrated in an area in which characters from Aesop fables will be painted on plywood backgrounds. The feature will be expanded during the next few years to make the Kiddieland one of the fair's main attractions.

Forsythe & Dowis again will furnish midway rides and shows. The number of attractions is being doubled this year, necessitating moving of the carnival to the west side of the grounds where automobiles were formerly parked. Cars will be parked on 20 acres owned by the fair south of the grounds. The area will be floodlighted and policed. Shuttle buses will operate from the lot to the fairgrounds.

A large area near the center of the grounds will be devoted exclusively to the showing of farm machinery and trucks. Such displays in the past have been scattered, John Dunlap, superintendent of concessions, said indications are that the display may be twice as big as last year's.

Goebel's Pan-Am. Set

For San Fernando Fair

LOS ANGELES, July 29.—Louis Goebel's Pan-American Shows will play the San Fernando Valley Fair at Devonshire Downs in Los Angeles County and make a definite bid for 1951 fair dates. Since its organization three years ago, the show has specialized in community fairs and celebrations. Jimmy Wood, general manager, said.

Wood left here Tuesday (18) with 4 rides, 90 by 200-foot big top, 14 concession stands, 6 30-foot towers and 10 transportation units for Manuillo, N. M., where the show will be used in the filming of *The Ace in the Hole*, a Paramount picture. Film is directed by Billy Wilder and stars Kirk Douglas. For the date special fronts for the midway and shows have been constructed and these will become regular equipment after the film has been completed.

A Mix-Up was recently added to the show.

Sponsor To Manage Midway At Great Frederick Annual

FREDERICK, Md., July 29.—Les Sponsor, Baltimore theatrical agent, who for the past five years has supervised the midway at Maryland State Fair, Timonium, has taken over the midway management at the Great Frederick (Md.) Fair. Phil Beard, of Walkerville, Md., will assist Sponsor. Andy Bros. Shows have played the date the past two years.

Sponsor will continue his connections with the Timonium fair, which is expected to have its biggest exhibit of livestock in history. More than \$78,000 has been allocated to premiums this year. Sponsor will also act as superintendent of agricultural and farm machinery.

Minot, N. D. Fair Far Ahead of '49

All departments up first four days—icer jams 'em in, adds extra performance

MINOT, N. D., July 29.—The North Dakota State Fair, aided by almost perfect weather, was racing Friday (25), the fifth day of its six-day run, with nearly all departments substantially ahead of a year ago. Front gate admissions, thru Thursday (25) topped the 50,000-mark, according to Bob Finke, secretary-manager.

Grandstand attractions grossed big, with first four-day attendance approximately 5,000 over last year's entire six-day run. Voorhees-Fleekles Ice Varieties of 1950 jammed 'em in the first four nights and iced an extra 11 p.m. performance Wednesday to care for the overflow. Jimmy Lynch's Death Dodgers played to strong crowds in both its matinee shows, as did big car races the other two afternoons.

Following a slow start, the William T. Collins Shows' midway biz was picking up, with the gross at the end of the first four days running a shade behind '49 figures.

Finke reported exhibits were up over a year ago, with livestock entries 25 per cent higher. Machinery displays were below '49 figures.

Sacramento Skeds Model Train Exhibit

SACRAMENTO, July 29.—Among features at California State Fair here August 31-September 10 will be a model train exhibit, E. P. (Ned) Green, secretary-manager, announced.

Exhibit will be sponsored by the Golden State Lines Model Railroad and the fair. Trains will be housed in the Foods and Hobbies Building, and members of the group are installing new controls to make it possible for the models to stop, reverse or switch to various tracks.

Broad gauge tracks will accommodate a new interurban line circling the exhibit. Models of trolley cars and interurban trains will operate on this line. A narrow gauge line will take care of the regular models.

Indications are that the livestock exposition will be crowded this year with every foot of available barn space being used. Green declared. Stanislaus County already has entered 39 head of swine. Stock breeders will compete for \$68,333 in cash awards as well as ribbons.

The number of exhibitors and entries has increased 75 per cent over 1947.

Detroit Annual Sets Excursion Cut Rates

DETROIT, July 29.—Michigan State Fair this week completed negotiations with railroads and bus lines entering this city to promote the annual this year with special excursion rates. James D. Friel, manager, announced. Clarence Dusenberry, top transportation man at the Chicago and New York World's fairs, will handle the department for the fair.

Elizabeth City, N. C., Sets Attraction Plans

ELIZABETH CITY, N. C., July 29.—Attraction plans set for the Elizabeth City Seven County Fair here include an amateur grandstand revue, harness horse racing, thrill show, three children's days and band concerts. Norman Y. Chambliss, manager, announced.

Prell's Broadway Shows will provide the midway attraction for the six-day annual. Mrs. Vernon James is director of exhibits for the fair, which embraces seven North Carolina counties.

Separate Fair - Expo Dept. in Calif., Urged By Carl T. Mills

MARIPOSA, Calif., July 29.—Free and independent operation of a Department of Fairs and Expositions (DFE) in California has been proposed to fair members of the Mother Lode area, by Carl T. Mills, secretary-manager of Calaveras County Fair and Jumping Frog Jubilee in Angels Camp.

Mills has proposed that the move be made thru an initiative referendum. At present the DFE is part of the State's Department of Finance. In submitting the proposal, Mills said the operation of a fair, whether State, district or county, was far different from that of other State affairs coming under the jurisdiction of the finance bureau. The new set-up would give fairs specific attention and remove it from the finance department where it is "controlled by the whims of the Departments of Architecture, Finance, Audits, Bureau of Purchases, Personnel Board, etc."

Should the voters see fit to divorce the DFE from its present arrangement and establish it as a separate department, Mills suggests that the departmental head be appointed by the governor with the employees under civil service. As outlined, the board would receive its money, as it does under finance board control, from the approximately 4 per cent of parimutuel money. The funds would be expended according to the agricultural code. With a department devoted entirely to California fairs, Mills believes that the events would better serve the people.

Mills also proposed a resolution calling for a review of what he claimed as excessive electric rates charged fairs. The resolution was adopted by the group and was directed to the Western Fairs Association with the request that it in turn consult the attorney general's office and thru it the utilities commission for readjustment of the rates. At present, Mills pointed out, the rate is about 3½ cents a kilowatt. This rate, the fairman stated, is passed on to groups using the fairgrounds at other than fair times. As the rental is based upon the power charge the fee is more than many organizations can pay. A reduction would, in Mills' opinion, make the fairgrounds a year 'round gathering place at a much lower cost.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended July 28. The complete List of Fair Dates was published in the issue dated July 29. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O.

ARKANSAS

Imboden—Lawrence Co. Fair, Sept. 21-23 or Sept. 28-30. Clifford C. Rorex.

GEORGIA

Valdosta—South Georgia Fair, Nov. 4-11. H. E. Wilkinson.

IDAHO

Nespecke—Lewis Co. Fair, Sept. 28-30. John R. Kemper.

NORTH CAROLINA

Durham—Durham Co. Negro Fair, Sept. 25-30. J. H. B. Mays.
 Enfield—Firemen's Agri. Fair, Sept. 18-23. W. B. Burchette.
 Louisburg—Franklin Co. Fair, Sept. 25-30. Dr. A. H. Fleming.
 Zebulon—Zebulon Fire-County Fair, Sept. 25-30. Wade H. Privett.

OKLAHOMA

Antlers—Pushmataha Co. Fair, Sept. 28-30. E. I. Bilyan.
 Duncan—Stephens Co. Free Fair, Sept. 14-17. Fred Huffline.
 Jay—Delaware Co. Fair, Sept. 21-23. Don Denny.
 Madill—Marshall Co. Free Fair, Sept. 14-18. George Seals.

VIRGINIA

Lebanon—Russell Co. Fair Assn. Sept. 21-23. Ralph S. Rasmie.
 Tappahannock—Tappahannock - Northern Va. Fair, Aug. 7-12. Mrs. B. F. Shearwood.

Red Lion Attendance Registers 12% Gain

RED LION, Pa., July 29.—Attendance 12 per cent above 1949 figures was reported for the 34th annual Red Lion Gala Week Fair which closed Saturday night (22) after six night and two matinee showings. Good weather prevailed except Thursday night when light rains kept attendance down.

Along with 10 rides, 8 shows and 50 concessions of the Mighty Page Shows, there were auto, commercial and farm machinery exhibits plus nightly concerts by the Red Lion Band. Business was good for the Page Shows. Next year's fair is scheduled for July 16-21.

Free Acts, Midway Booked

By Firemen of Flourtown
 FLOURTOWN, Pa., July 29.—Les Idalys and the Great Shaffer, high pole performer, have been booked as free acts for the Greater Flourtown Firemen's Fair, August 2-12, reported William J. Goss, general chairman. In addition, the Morris Hannum Shows have been signed for the date.

Operated by the fire company since 1920 as a means of raising funds to maintain fire-fighting equipment, the 1950 fair, to be held on the company's 12-acre grounds, will also offer merchant and manufacturer exhibits and a nightly cash award of \$75. On the last night an automobile will be given away.

Ferndale, Calif., Annual

Enlarges Horse Racing
 FERNDALE, Calif., July 29.—At least 150 runners and 20 jockeys will be on hand for the Humboldt County Fair thoroughbred races August 8-13, Cecil Jo Hindley, fair's assistant manager, announced. He recently attended the race meet at Alameda County Fair, Pleasanton, and conferred with racing officials and horse owners. Increased purses, more daily races and no conflicting dates with bay area tracks have aided in more horses being available for the local event.

Big Rapids Inks Gooding; Preps New Grandstand

BIG RAPIDS, Mich., July 29.—A. S. Wilson, president of Mecosta County Agricultural Fair Association, today announced the signing of Gooding Amusement Company to provide the midway at the annual here August 22-26.

The 60-acre fairgrounds was deeded to the association recently by county officials and work of repairing and building new exhibit halls got under way immediately.

A new \$60,000 grandstand will be completed before the fair opens. Several thousands of dollars have been expended on new wiring and a building to house transformers has been completed.

This year's grandstand show will be provided by the Cavalcade of Stars, booked thru Jack Raum. Attractions will alternate with those at the Bay City Fair, thus allowing a mid-week change in acts.

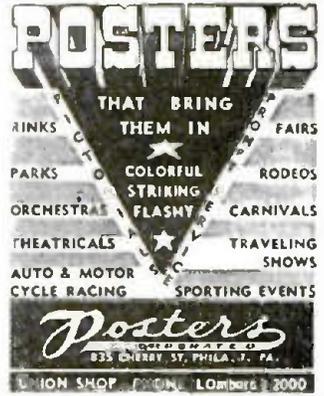
In addition to the regular grandstand show, the Lansing Stock Car Racing Association, Inc., has contracted to show here on Tuesday and Saturday nights, with a State championship race slated for the final day. Gate prices have been reduced and no charge will be made for either Monday or Saturday. A free gate will be in effect each night after 6 o'clock.

Purses for harness racing to be held Wednesday, Thursday and Friday, will total \$800 per race for winners.

Children's Day, Tuesday, is being patterned after the Ionia Free Fair, with the Ionia staff hired to handle details and events. Over 30 merchants have donated calves which will be turned loose for a roping contest. Winners of last year's contest will present their steers for sale this year, with awards going to those receiving the highest bids. Gooding has contracted a 9-cent matinee on the midway.

The fair board hopes to have completed arrangements by next year to provide a free fair, according to Norman Mason, secretary. Fair covers a tri-county area and attendance last year almost doubled previous records. All exhibit space in the several permanent buildings has been sold and Vice-President R. W. Lydell has obtained several large tents to handle the overflow. Another tent will house the 4-H Club, the youths having outgrown the old one.

Advertising budget for the fair this year has been more than doubled and publicity is being handled by the publisher of *The Big Rapids Pioneer*, local daily.



ATTENTION!
FAIR SECRETARIES
 Contact
 The
ERNIE YOUNG AGENCY
 For Your 1950 Grand Stand Show
 if you are looking for NEW IDEAS
 203 N. Wabash Avenue, Chicago 1, Ill.
 Phone: Central 6-0661



THE Sensational ORTONS
 CRISS-CROSS SWAYING POLE THRILLERS
 With their own original creation
A FLIRTATION IN THE SKY
 Represented by: AL MARTIN AGENCY
 Hotel Bradford, Boston, Mass.
 Foreign Representative: LEW & LESLIE
 CRAIG, Ltd., Regent House, London, W. 1.

WANTED
 SHOWS, DIGGERS AND OTHER
 CONCESSIONS FOR THE
KINGMAN FREE FAIR
 Kingman, Indiana, Aug. 7-12
 Write or phone
BEN STERN
 Kingman, Indiana

LAGASSE AMUSEMENT CO.
 To Play
LANCASTER, N. H., FAIR
 Sept. 1 to 4
 Thru a typographical error the State of Vermont was mentioned in their ad on Page 67 of the July 22 issue.

THE NEW Weatherette PENNANTS
 9" x 18"
 LONG 50 FT STRINGS
 LIFE 23 PENNANTS
 WEATHER RESISTANT \$5.00
 plus tax
 SEND FOR FREE SAMPLES
 23¢ DEPOSIT—BALANCE C.O.D.
JONES DECORATING COMPANY
 2807 Sunset Blvd., Los Angeles 26, Calif.

FOREST PARK FREE FAIR
 HANOVER, PA., SEPT. 4 TO 10 INCL.
 Want—Shows, Concessions, Free Acts. We have 10 rides, fireworks, Free Admission—Parking.
A. KARST, FOREST PARK
 Phone-B-5226. Hanover, Pa.

FOR SALE
KIDDIE AEROPLANE RIDE
 12 passenger, A-1 condition. With factory-made 16 ft. 4-wheel trailer. Priced to sell, \$500.00.
H. O. WEBB
 2848 Oakland Ave. Maplewood 17, Mo.
 (Phone: STirling 2828)

WANTED
 For Mobile Gulf Coast Fair, Mobile, Ala., large Carnival. Seven days, including Sunday. Can set date any week in October.
BERNEY SMUCKLER
 P. O. BOX 392 Phone 68445 MOBILE, ALA.

WESTCHESTER COUNTY
 Aug. 22nd thru 27th including Sunday
 Located in the heart of Metropolitan New York's vacationland, 30,000 people are expected to attend.
 WANT Rides not conflicting. Shows with own outfits.
ALL EATING CONCESSIONS: Cookhouse, Grob, Custard, Floss, Popcorn, Apples, French Frtes, etc.
CAN PLACE Hanky Panks, Novelties, Guess Your Age, Weight and all legitimate Concessions.
PITCHMEN: You can get well here. Contact: H. Funteral.
No. Westchester & Putnam Agricultural Fair
 No. West. Raceway & Fairgrounds, Hillside Ave., Peekskill, N. Y.
 Box 176 or Phone Peekskill 7-4897

WANTED
First Class Carnival
 to play
CHARLOTTE COUNTY FAIR, JAN. 15-20, 1951
HARRY H. JACK, Punta Gorda, Florida

RAS Chalks Midway Mark At Edmonton

Heat Hits at Saskatoon

SASKATOON, Sask., July 29.—Royal American Shows railed in here this week for the Saskatoon Exhibition, riding a record-breaking gross scored last week at the Edmonton Exhibition.

Edmonton midway business topped the previous all-time high gross for that exhibition. Friday (21), kids' day, yielded the biggest single day's midway business in the history of the Edmonton event and ranks with the best one-day midway takes ever registered on the Western Canadian Class A Fair Circuit. Patrons thronged out as early as 10 a.m. and the midway played to steady, strong business long after the usual closing time.

Leon Claxton's *Harlem in Havane* and the Bonnie Baker unit played to capacity. The Claxton unit staged 15 shows that day, RAS execs said.

High temperatures thinned attendance slightly in the early days of the Saskatoon Exhibition here when compared to the turnouts last year when the exhibition hit its all-time record attendance, but thru Thursday (27) the RAS gross was only slightly below last year.

Playtime Biz Hiked In Northern N. E.; Mass. Returns Poor

ST. JOHNSBURY, Vt., July 29.—After losing a 13-week battle to bad weather and poor business conditions in industrial Massachusetts, Playtime Shows No. 1 have begun to score on a tour of Northern New England, reports operator Billy Burr.

The show opened March 25 in Manchester, N. H., to brisk business, but succeeding stands in the Bay State were losers. The second winner of the season was Woodsville, N. H., where the show got strong business over the July 4 week. This was followed by good dates in Littleton and Groveton, N. H. The current stand opened big with Archie Brown's girl and Sally shows pacing the midway, said Burr.

New attraction are being added in preparation for fair dates which begin next week in Gorham, N. H., and continue to mid-October. Two shows are being framed by the office, *Front-Page People*, an illusion show, and *Jungleland*, featuring two baby elephants. Burr also is adding his *Law and Outlaw* show. Bill Ross has added a *Cloud Twister* and Arthur Dovie has a new kiddie chairplane and *Jet Plane* in the Hollywood Kiddieland.

New York Annual Slates Kuntz Org

PEEKSKILL, N. Y., July 29.—North Westchester and Putnam County Agricultural Fair is set for its initial run, August 22 thru 27, at the Northern Westchester Raceway and Fairgrounds near this town, with H. Futral as managing director.

Event will be sponsored by a local VFW post. Kuntz Bros.' Shows have been booked as the midway attraction, and with the additions contemplated by fair management, some 15 rides and attractions would be offered. Square dancing will be a feature every night of the fair's run, and a special kids' day, with reduced ride prices for the moppets, is slated.

Addition of stock car racing for the event next year is being mulled by fair management.

Cutting That Nut!

Hennies Trucks It 14 Miles In, Out To Avoid Stiff R.R. Costs

PHOENIX, Ill., July 29.—Hennies Bros.' Shows continue to write history in the Midwest on how to move and keep the cost down. Again this week the railroad show resorted to a policy adapted early this year. It trucked its equipment overland rather than pay a stiff railroad move cost, but this time it's a two-way move, from and to Gary, Ind., a distance of more than 14 miles one way.

The gilly operation into here was decided at the last moment, when the show, while playing Gary, found that the lot in Calumet City which had been slated for use this week was deep in mud and water. Location here was substituted.

Extra Days in Gary

Check of railroad charges, however, showed that the Hennies org would have to give up a stiff fee to the carriers to move from Gary here and also from Gary to Joliet, Ill., the next scheduled stand after this one, and this prompted the record gilly operation.

Originally skedded to close in Gary Saturday (22), that stand was extended two days. At the close of business Monday (24), the show tore down and by 11 a.m. Tuesday all the equipment was on the lot here, and everything hauled in was up and ready to go that night.

On the move in, show's own trucks plus concession trucks with it were supplemented by four union trucks. Concessioners, following the pattern set earlier this season, wheeled their trailer-towing trucks in.

Olson Heads Operation

Run was made in sections, with an average of 10 trailers moving in separate fleets. Paul Olson, business manager, headed some of the fleets, with Keith Chapman, legal adjuster, and Jack Morgan, trainmaster, heading up the other fleets. Lot superintendent Courtney was on hand to greet and direct each fleet as it arrived here.

Bill Naylor, org's press agent, put in a busy week-end (22-23) when it

was decided to pass up Calumet City for a stand here. When the Calumet City lot was found under water and in deep mud, another week's extension of the stand in Gary loomed. However, the best that could be obtained was a two-day extension.

Meanwhile, Naylor had placed advertisements and spots for a week's extension in Gary. First, he had to cancel them, then cancel the advertising campaign already under way for Calumet City and then jump in here to contact newspapers and radio stations.

Business here thru Friday (28) was up to expectations for the spot, which is generally rated as a fill-in while the show moves closer to its fair schedule. First fair will be the Illinois State Fair, Springfield, which follows the Joliet still date next week.

Endy Curtails At Jersey City

JERSEY CITY, N. J., July 29.—Endy Bros.' Shows, minus a number of shows on the back end, are winding up their second week here on the lot at West Side and Audubon avenues. Weather has been favorable for most of the run.

While Endy had six shows at his preceding stand at East Paterson, N. J., *Scandals* of '49 and two other Girl Shows have not been showing here. Only one Ferris Wheel has been operating here but the Endy midway's ride line-up has been augmented by the addition of a *Scouter* and a miniature railway, giving the shows a total of 14 rides.

Several concessionaires also were missing, but the bingo, diggers, custard and about 10 other concessions filled the lot, which is not very large nor particularly well situated, being some distance from the residential center. However, bus service is good and attendance appeared fairly satisfactory over the past week-end.

Serfass Blames High Costs For Lack of Amusement \$\$\$

CORTLAND, N. Y., July 29.—With his season half over, Lloyd D. Serfass, owner-operator of the Penn Premier Shows, has not yet found cause for jubilation. Rain and tight spending have cut into the potential, but the org and its personnel are not yet hanging on the ropes.

Nor will there be any necessity for jungling up before the course is run. Serfass has his usual string of fairs in Pennsylvania, Virginia and North Carolina. These, he says, will be good. They meander thru the rich tobacco country and Serfass says that reports from secretaries indicate good crops and top prices.

Living Costs Blamed

High living costs have curtailed grosses more than any other single factor, Serfass believes. At the start of the season when the org waded thru seven rainy weeks, the elements were naturally blamed for the lack of spending. On the clear days, usually only three or four a week, business was good and it was logical to think that takes could be projected to find the week's potential. However, clear weeks did not bring the desired result. There is just so much dough to be had, according to Serfass.

Proposed rearmament programs will greatly increase money available for recreational spending, Serfass believes. People with surplus money today are apparently heeding the advice of government leaders and investing in bonds, he added.

Show Rebuilt

Serfass, who lost practically all of his equipment in a fire last winter, has rebuilt the organization until it is now slightly larger than the former unit. Equipment includes 15 rides, 12 shows, light towers and searchlights.

Events remaining on the org's schedule include a firemen's celebration at Bolivar, N. Y.; Huntington (Pa.) Fair; Durham (N. C.) White Fair; Chase City (Va.) Fair; Killbuck (N. Y.) Firemen's Celebration; Port Royal (Pa.) Fair; Lexington (N. C.) Fair; Thomasville (N. C.) Fair; a Kane, Pa., religious celebration; Troy (N. C.) Fair; Sanford (N. C.) Fair and Carthage (N. C.) Fair. The season ends the first week in November.

Serfass said he will winter on the fairgrounds in Sanford, N. C., avoiding tobacco warehouses because of the fire hazard.

United Expo Off 25% From 1949 1st 20 Wks. Out

CALUMET PARK, Ill., July 29.—United Exposition Shows here in its 20th week since leaving its Greenville, Tex., winter base, is off a full 25 per cent from '49 grosses, according to C. A. (Curly) Vernon, owner-manager.

"Best business this season was done the first seven weeks out despite cold weather that forced personnel to don overcoats," he said. "Only 4 biz at Olney, Ill., was the only bright spot since."

Org opened at this Chicago suburb Tuesday (25) after a week of bad weather at Steger, Ill., and will move to suburban Lyons next week. First fair date is set for September 12 at Idabel, Okla., with Texas fairs to follow, until November.

Show's line-up is little changed from a year ago, with 9 rides, 6 shows and over 30 concessions.

Mr. and Mrs. Jim Allman, who had been operating the long range gallery and handling mail, left here to join the Gem City Shows. Mr. and Mrs. Joe Stegall, kiddie ride and beat-the-dealer ops, left for Austin, Tex.

Many visitors were on the lot here from Hennies Bros.' Shows, set up at near-by Phoenix.

Elephant, with Helen Huntley, is org's free act.

Staff

C. A. (Curly) Vernon, owner-manager; L. R. (Babe) Enswiler, assistant manager; Lina Vernon, secretary-treasurer; Robert S. Nealy, shop foreman; Max White general agent; D. C. (Rabbit) Baker, electrical and mechanical superintendent; Mrs. O. E. Wickens, front gate tickets and Charles Humphries, mail and The Billboard agent.

Rides

Ferris Wheel, Clinton Morehouse, foreman; Blair Loss, Harry-Go-Round, George W. Boone, foreman; Mrs. Bill Dixon, tickets; Tuk-A-Whirl, George Lee Harris, foreman; Betty Hutton, tickets; Ghost Train, Oley Wickens, foreman; Robert Jobs, Rollplane, Robert Ewers, foreman; Gladys Ewers, tickets; Pony ride, Codie Norman; Kiddie boats and Dipper, Robert S. Nealy.

Shows

Athletic Show, Curly Hutton, manager; Otis Show, Charles Humphries, manager; Lorretta Humphries, Janet Danner and Ruth Alby, Postage Show, Mr. and Mrs. Dick Ferris; Snake Show, William B. Jordan, Side Show, Duke Deaton, manager; Doris Day, Joan Ross and Frances Addington.

Concessions

Cookhouse, Mr. and Mrs. Blackie Bushong; Mr. and Mrs. Harry Benson, snow, ball game and blower; Mr. and Mrs. Jack Ogle, diggers; Nancy Wickens, ball game; Danny Data, scales; Marianne Vernon, owner, bingo, with Robert Wickens and Bill Birnie; Mickey Qualls, popcorn; Red Qualls, cigarette gallery; Harry Brown, J. John Scott, J. Lyne Taylor, high striker; Jim Carter, balloon darts; Osceola Calabrouna, oar and under; C. A. Vernon, snake pitch; Irene Davis, glass pitch; Walt Davis, bird store; Babe Enswiler, T. Sadie Enswiler, beat the dealer; Dale Roberts, hoop-la, Betay Clippard, fish pond; Mrs. Louis Blanton, set joint; Mike Miller and Thomas Miller, mitt camps.

L. I. Date Pays Big for Isser

NEW YORK, July 29.—Date at Lake Ronkonkoma, L. I., last week proved a money-maker for the second unit of I. T. Shows, with Phil Isser as general manager. Location was the best grosser for the org this season and a return engagement has been booked for August 6-11.

Top cash draw was the Motor-drome. This week's stand at Amityville, L. I., also paid off, with block parties and street dancing in the town aiding the take. Shows are set to play a firemen's celebration Monday (31) thru August 5 at Patchogue, L. I.

Low Alter and his Side Show closed with the org at Lake Ronkonkoma to play fair dates previously booked.

ALL-IOWA FAIR, CEDAR RAPIDS, IA.
AUGUST 11 TO 17

MISSOURI STATE FAIR, SEDALIA, MO.
AUGUST 19 TO 27

Can Place Legitimate Concessions of All Kinds. Those Joining Can Also Be Booked for Our Southern Fairs.

Mrs. "Boots" Paddock can place readers for fairs.

JOHNNY J. JONES EXPOSITION
MUNCIE, INDIANA

JOHNNY'S UNITED SHOWS

Opening Danville, Ind., Annual Street Fair Aug. 2-5, with Putnam County Fair, Greencastle, Ind., following, then south to Clarksville, Tenn., Colored Fair, then Gallatin.

WANT Cookhouse, Photos, Short Range, Novelties, Ice Cream Sandwiches, Wonder Bar, French Fries, Buckets, Six-Cat, Cork Gallery, Clothes Pin Pitch, Hoop-la, Penny Pitch, Bumper and Pan Game.

SHOWS: Monkey, Fat, Glass or Fun House. Want Second Man on Wheels.

All replies to JOHN PORTEMONT, Danville, Indiana

CAN PLACE IMMEDIATELY

RIDES—RIDES—RIDES

Rolloplane, Looper, Octopus, Auto Scooter, Spitfire, Fly-o-Plane, Kid Rides, Caterpillar, Dark Ride or any other major or Kid Ride. We have a solid route of proven fairs with short jumps for any good Ride with transportation. Wonderful opportunity for good Operator. Contact us immediately. **SHOWS—SHOWS—SHOWS**
Can use a select few Grind Shows of merit to play a solid route of proven fairs. Must have own transportation and be capable of operating to large crowds as our route provides. Especially want Snake, Crime, Animal, Torture, Arcade, Midget, Mechanical, Monkey or other Grind Shows. Can place, starting next week.

GOODING AMUSEMENT CO., INC.

1800 NORTON AVENUE UNIVERSITY 1193 COLUMBUS 8, OHIO

Morris Hannum Shows
One of the Great Eastern Shows

Great Flouertown Fair, Aug. 2 to 12; Dallastown Fair, Aug. 14-19; Kutz-town Fair, Aug. 22 to 27. All replies to

MORRIS HANNUM

1107 East Upsal St., Philadelphia Telephone: Livingston 8-7793

WANTED WANTED WANTED

RAY WILLIAMS SHOWS, INC.

THREE RIVERS, MICH., ANNUAL AMERICAN LEGION CELEBRATION

PHOTOS, FROZEN CUSTARD, SHORT RANGE, PITCH TILL YOU WIN, BASKET BALL, GLASS PITCH, BLOCK PITCH, STRING GAME, HANKY PANKS OF ALL KINDS.

FOLLOWING THREE RIVERS—ATHENS, ARMADA, WAYLAND—NEWAGO LABOR DAY. BINGO OPEN FOR THREE RIVERS. ALL THIS WEEK AUGUSTA, MICH.

AVERY'S MODERN SHOWS

Disco, Mich., 10th Annual V.F.W. Celebration, Aug. 3-6; Reading, Mich., Celebration on Main St., Aug. 9-12; Pontiac, Mich., 4-H Fair, Aug. 18-19.

Bands, Parade and Prizes given away at each spot
Other celebrations to follow

WANT—BINGO, COOKHOUSE, HANKY PANKS, KIDDIE RIDES
Write or wire.

PORTER COUNTY FAIR

Valparaiso, Ind., Week Aug. 7, followed by Sullivan County Fair, Carlisle, Ind., Week Aug. 14
Want Legitimate Concessions and Hanky Panks of all kinds. High Striker, Balloon Dart, Custard, Chocolate Dip, Eating and Drinking Stands, etc. Special proposition to Fun or Glass House.
Address this week

JAMES H. DREW SHOWS

Brownstown, Ill., or come on to the Valparaiso Fair.

FAIRS PAGE BROS.' SHOWS FAIRS

Want for the Following Fairs:

- Logan County Fair—Russellville, Ky.
- Allen County Fair—Scottsville, Ky.
- Williamson County Fair—Franklin, Tenn.
- Macon County Fair—Lafayette, Tenn.
- Warren County Fair—McMinnville, Tenn.
- Robertson County Fair—Springfield, Tenn.
- Cheatham County Fair—Ashland City, Tenn.
- Marshall County Fair—Lewisburg, Tenn.
- Petersburg Cold Show and Fair—Petersburg, Tenn.
- East Limestone County Fair—Ardmore, Ala.
- Albertville Fair—Albertville, Ala.

Hanky Panks of all kinds. Arcade, Eat Stands, Buckets, Swinger, Show People in all departments. Ride Help on all Rides, must drive and stay sober. Will book Roll-o-Plane, Roll-o-Whirl, Fly-o-Plane, any Ride not conducting. T. J. Apple wants Drome Riders. Jack Settle wants Agents. Central City, Ky., now Russellville, Ky., Fair next week.

W. E. (Shotgun) Page, Mgr. **V. L. Collier, Asst. Manager**
Fred Cantrell, Supt. of Operation

Princeton, Ky., this week; Russellville, Ky., next week.
P.S.: Want to buy Big Top and Seats suitable for small Circus.

W.G. WADE

Shows



Shiawassee County Free Fair

CORUNNA, MICH., Aug. 7 to 12

Can Place For This Banner 5 Day Free Fair:
SCALE & AGE, GLASS PITCH AND EATING CONCESSIONS OF ALL KINDS
Also good opportunity for ILLUSION (fish bowl),
MOTORDROME, LIFE, MONSTER SHOWS
WRITE OR WIRE NOW!

W. G. WADE SHOWS
Hastings, Mich., Fair all this week

P.S.—Following the Corunna Fair is the Ingham Co. Fair at MASON, MICH.

LAWRENCE
GREATERS SHOWS
America's Most Progressive Carnival

Want for Essex, Md., week August 5

CONCESSIONS—Cookhouse, French Fries, Hanky Panks. Will book PC with Hanky Panks.
RIDES—Will book Dark Ride and Little Dipper. Can place Truck Mechanic who can handle a fleet of international trucks. Want Fly-o-Plane and Caterpillar Foramen, also Second Men on all rides. Jack Gallupo, get in touch. Address Chester, Pa., all this week.

J. A. SPARKS SHOWS

Want experienced Show Electrician, Foreman for Tile and Chairplane. Sell X on Bingo. Custard, Popcorn and Jewelry. Want Ball Games, Fishpond and Hanky Panks. Place capable Broad or Nut Moll. Jimmie Davidson wants Skillo and Grind Store Agents. Can place shows with own outfits, Girls for Girl Show. Want Rolloplane, Octopus, Scooter and Rollowhirl.

Address Dayton, Tenn., this week

FAIRS FAIRS FAIRS FAIRS

HOWARD COUNTY FAIR, CRESCO, IOWA, WEEK AUG. 7; WORTH COUNTY FAIR, NORTHWOOD, IOWA, WEEK AUG. 10.

Want Concessions—Hanky Panks, sell exclusive Custard, Novelties. Shows—Monkey, Wudlife, Unborn. Want Motordrome Manager with own machine and Riders. Ted Snyder, wire. Rides—Chairplane, Rolloplane, Wheel due with ours. Casey Sens wants Spitfire Foreman, Second Men all rides; must drive trucks. Girl Show manager who was in Spencer, come on. Address

L. C. McHENRY, Mgr., CRESCENT AMUSEMENT CO.
Independence, Iowa, Fair this week; then per route.

JIMMIE CHANOS SHOWS

WANT

For Portland, Ind., Fair—Side Show, Monkey Show, A-1 Girl Show and Penny Arcade. Have six Fairs, two Indiana and four Ohio. Any legitimate Concessions for New Bremen, Ohio, starting Wednesday through Saturday. Wrestlers for first class Athletic Show. All replies to:

JIMMIE CHANOS
NEW BREMEN, OHIO

LYCOMING COUNTY FAIR

HUGHESVILLE, PA., AUGUST 7 TO 12

Good locations available for Eating and Drinking Stands, Hanky Panks. Reasonable space rates.
Write or wire

BEAM'S ATTRACTIONS Ford City, Pennsylvania

FIDLER'S UNITED SHOWS

WANT ON THE STREETS, NORTH CHICAGO, ILLINOIS, 35TH ANNUAL MIDWEST OPEN DRUM AND BUGLE CORPS COMPETITION, AUGUST 3, 4, 5 & 6.

WANT CONCESSIONS, HANKY PANKS ETC. NO GAMBLING. CAN USE ONE OR TWO SMALL SHOWS. ADDRESS:
SAM FIDLER, Mgr., North Chicago, Ill., now; Kankakee, Ill., Fair follows.

HAND DARTS

WHEELS
ALL KINDS

HIGH STRIKERS

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14x14 Anchor Top and Frame, 2 Trunks and \$250.00 Merchandise, Awnings attached. Ready to go with 2 Wheel Trailer, 14 ft. long, will sell for \$250.00. Vagabond House Trailer, 22 ft. long, cost \$1950.00, used 2 years, best of shape, will sell for \$750.00. Can be seen in Old Mill Park, 2 miles south of Wisconsin Dells, Wis., on Highway 12.

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Top salary; sober, experienced operator report immediately. Second Men all rides.

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One Wurlitzer Electric Organ. Excellent condition, fully equipped.

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Wants Man and Wife for Trailer Cookhouse and Grab Stand. Most modern up-to-date equipment on road. Also want Man and Wife for Confection Trailer.

c/o PARADA SHOWS, Hixsonville, Mo.

WANT

Foreman on Smith & Smith Chairplane. Must be able to up and down ride and be licensed truck driver. Also other useful Ride Help. No drinks or chasers. SEE BOWT SHOWS, Spring Grove & Colerain, Cincinnati, O., Aug. 1-4; DRY RIDES, Ky., Aug. 9-12.

MIDWAY CONFAB

D. Wade, general rep of the W. G. Wade Shows, infos from Manistee, Mich., that the org is encountering better weather after a session of fog and 40 degree cold. . . . Sam (Pork Chops) Ginsburg, independent concession op, entered Grace Hospital, Detroit, for a throat operation. . . . Jack Gallagher, owner of the Playland Shows, dislocated his hip when he fell on the lot at Kelly Road, Detroit, and will be confined at Eddystone Hotel, Detroit, for a month. . . . Eddie Bennett returned to Detroit from a Canadian tour with Mitchell Robinson's thrill show. . . . Paul Greeley, secretary of the Michigan Showmen's Association, has skedded a benefit jamboree on the Cetlin & Wilson Shows at Hazel Park, Detroit, Wednesday (2).

Kenny Reviling, talker on the Royal American Shows' Aqua-Tease, and Audry Peter, chorine in the org's Bonnie Baker unit, both of Minneapolis, were married July 18, under the Baker top during the show's stand in Edmonton, Alta. R. L. (Bob) Lohmar, org's general agent, was best man, and Jean Wunder, chorine, was bridesmaid. Buddy Ray, organist, supplied the music, with Herbert Banke and Sue Star doing the vocals. Ceremony was attended by an estimated 150 show folks.

Recent visitors to Raftery's Shows, playing a lengthy stand at Nags Head, N. C., included T. R. Walker, secretary of Littleton (N. C.) Fair, and Mrs. Walker; Jan Garber, org leader, and Chief of Police Dale and family of Edenton, N. C. Zene Bunch, booking agent for the Nags Head Casino, and wife, Dot, report being anxious to hit the road after Labor Day. . . . Lew Bernstein, of the Penn Premier Shows, recently purchased a Packard.

John E. Payne, Diesel engineer on Royal Crown Shows, has been released from Deaconess Hospital, St. Louis, after recovering from a recent operation. He and Mrs. Payne will return to their home in Dallas where they will remain until next spring when they again will take to the road. . . . Prof. Willie J. Bernard, of Hancock, N. H., reports that he's getting his wild man grind show ready for his fair dates. . . . Mr. and Mrs. Coach Kasin and Mr. and Mrs. Charlie Miller, of Blue Grass Shows, recently visited Jay Williams on the J. A. Gentsch Shows at Flora, Ill. . . . Kathleen Maddox, sister of Mrs. G. W. Osborn and Wilma Hall, well known in carnival circles, advises from Memphis that she's operating a cafe in that city.

Mr. and Mrs. Al Wagner, of Cavalcade of Amusements, were subjects of a lengthy story in the July 18 edition of The Milwaukee Journal green sheet. Written by staffer, Larry Lawrence, the four-column piece included a photo of Al, Mrs. Wagner and their newly adopted 12-year-old son, Kenneth. . . . While en route to St. Louis recently, Helen Morgan stopped off at the Augusta, Ill., Stock Show to visit the personnel of B. V. Nessler's Shows. She reports that Joe and Mollie Mooney, Girl Show operators, had their Fantasy and Casbah attractions going full speed. Mrs. Mooney handles the Casbah, with Randy Elliott as talker, assisted by Audrey and Maria Burns, dancers. In addition to Mooney, the Fantasy show lineup includes Max Forrester, tickets; Fifi, Charmaine and Griselda, dancers.

Dan Natos, former ride man with the Johnny J. Jones Exposition, has joined the O'Brien Side Show as emcee, replacing Slim Curtis as lecturer. Natos also will do his magic turn. . . . W. L. Vermillion, of Central States Shows, is in Linn, Kan., with a broken ankle sustained while the shows were in South Sioux City, Ia. . . . Sonny Harris is in the Kanawha Valley Hospital, Charleston, W. Va., where he underwent a stomach operation. He expects to return to Michigan in several weeks to finish his fair dates with his concession line-up. . . . Col. H. G. Coffey has joined Ferris Greater Shows as secretary and auditor. . . . J. R. (Fronchy) LaMonte, tramp clown and special agent, reports from San Jose, Calif., that he visited the midway of Mike Krekos' West Coast Shows during their stand in Mountain View, Calif., where the org racked up a red one after playing to a blank July 4.

Charles Stapleton furnished 27 concessions at the Dearborn, Mich., vet hospital celebration. . . . Mr. and Mrs. Don Gardner, of John F. Reid Shows, were Sunday (23) visitors on the Roscoe T. Wade lot. . . . Tony Carroll, ride op, had rides and two concessions at the St. Valentine Church celebration, Detroit. Three rides came on from the Happyland Shows.

Paul and Robert Guider, formerly with Eddie Miller's revue on Happyland Shows, have joined Joyland Midway Attractions with three concessions. Earl Dunn left Tashmoo Park, Detroit, to join the Guiders as an agent. . . . Robert Diamond, scale man on Down River Amusement Shows, left the org to work fairs

PENNY PITCH GAMES

A portable Penny Pitch Board. Size: 48"x36". Finished beautifully with a colorful FORMICA top and chromium decorations.

PRICE:
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Crating included



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THE BEST, NOT THE CHEAPEST

Wheels, all sizes, both flat and upright; Skittles, Spindles; Tracks, 12, 15 & 24 numbers; Chuck and P. C. Wheels, Bassar Mide Wheels, Baker Four Ball Buckets (also new style old fashion Buckets), New Six Cats and Big Tom's Rascal, Roll Downs, Charts and Marbles, Steel and Aluminum Milk Bottles, Soup Pots, Chuck Lora, Penny Pitches, Pea Pool End Board Outfits, Wheel Laydowns, Under and Over Cloths, Best the Dealer Cloth, New Country Store Slum Spindles, size 28x28 inches; new Ping-Pong Blower Alley, all lengths; new Royal American Style Waterfall Blowers. Many other Games not mentioned here.

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LEGITIMATE CONCESSIONS OF ALL KINDS

Long season in and around Philadelphia. Want experienced Ride Help on Merry-Go-Round, Ferris Wheel, Chairplane. All apply

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New
Apex 4 Star
Carnival Wheels



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Complete Bingo
Supplies, also
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In Various Colors

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CONCESSIONS WANTED

STOCK ONLY
19th ANNUAL ROCHELLE
FARMERS' PICNIC
and SWEET CORN BOIL
AUG. 17
Northern Illinois' Best One-
Day Stand.
WRITE Chamber of Commerce
ROCHELLE, ILL.

Merriam Midway Shows

WANT WANT WANT
Concessions: Spring Cams, Add 'Em Up
Dart, Cork Shooting, MI Striker, Knife Rack,
Milk Bottles, Jewelry, Fish Pond, Hoop-La,
Heart Pitch or any Hanky Pank.
Shows: Funhouse, Big Snake, Class House.
Rides: Rottaplane, Spiffire, Rollwhirl.
Help: Foreman for Octopus, Second Man on
Wheel, Agents for Hanky Pank and Short
Range, Truck Driven, Criddle Man and
Cookhouse Help. "No Flying Saucers."
Ogden, Iowa, Aug. 1-4-5; Grand Center
Fair, Aug. 7-8-9; Trarar Street Fair, 10-11-
12; Titonke Indian Days, 14-15; Kosuth
Co. Fair, Algona, Aug. 16-19. All fairs and
Street Fairs to follow.
Permanent Address: OGDEN, IOWA

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ROCCO & SON
Six 55-Ft. Neon Light Towers,
16-Mile. Auto Searchlights,
10 Rides—99 Concessions—Shows.
Can use more Concessions and Shows for
season—Glass, Clothes Pins, Tire String,
Shooting Galleries, Photo, Basket Ball, or
what have you? Long season—6 fairs—cele-
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Nester 9670 or 2434 No. Fairview Ave.,
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Wants Immediately

Working Acts that pitch, Talkers and Grinders.
Have the longest route of fairs on Pacific
Coast. Winter work. Wire 214 Willow Road,
Palo Alto, Calif.

WANTED

Concessions of all kinds. No flats or P.C.
Slides not conflicting with ours. Italian Far-
festal, Chase St., Joliet, Illinois, August 2nd
to the 6th.

THIES UNITED SHOWS

WANTED

Carnival for one week in August or early Sep-
tember. Sponsored by local Fire Dept. Contact
MARTIN E. SULLIVAN, Chief
Potsdam, N. Y.

WANTED

Information on whereabouts and address of
E. L. Beard Concessions, also J. B. (Dutch Boy-
Whitie) Patterson. IMPORTANT! Reward. Call
reluct:

PACKARD FT. SMITH CO.

106 N. 8th St., Ft. Smith, Ark. Phone 3-3066

FOR SALE ARCADE—COMPLETE

30x40 Top, 65 Machines. Semi and Tractor.
Outfit now in storage. Reason for selling—
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BOX 349, c/o The Billboard Pub. Co.
188 W. Randolph Chicago 1, Ill.

ALLEN SMITH SHOWS

WANT—WANT—WANT

For Gigantic St. Rocco Celebration
Natick, Mass., Aug. 14-20 incl. Sunday
Plenty publicity, large fireworks
display, band concerts, street parades.

WANT Concessions that work for
stock, French Fries, Frozen Custard,
Popcorn.
WANT RIDES: Kiddie Auto, Kid-
die Train, Tilt, Octopus.
WANT Grind Shows.

Also a few fairs to follow.

ANSWER: GENERAL DELIVERY
White River Junction, Vermont,
week of July 31-Aug. 5.

WILD LIFE EXHIBIT FOR SALE

30 Cages, \$700.00. Animals, Banners,
20x40 Anchor Top, Stringed,
Flash Cloths, Chevrolet 1936 Plat-
form Truck, just overhauled. Cost
\$3,400.00 to frame, will sell ready
to run and a man first week for
\$850.00 cash. Your own dates.
Have Escanaba, Mich., and Viroqua,
Wis., if wanted. Can get even in
one good spot, but there is work to it.
Can be seen set up at Old Mill Park,
2 miles south of Wisconsin Dells,
Wis. Will be there August 4-5-6.
Can leave in a park here grossing
\$150.00, pay 10% and your lights.
E. JOE HENKE
Route 1, Wisconsin Dells, Wis.

WANTED

A large CARNIVAL and SHOW to
play Elko, Nevada, Sept. 1, 2, 3, 4,
for Nevada's biggest Fair and Live-
stock Show.

Contact:

DAN EVANS

Elko, Nevada

FOR SALE

Twelve thousand feet of rubber covered
ground cable, size 0, in 500 foot rolls. Sell
part or all. Price 20¢ per foot.

ELLIS WINTON

CUMBERLAND VALLEY SHOWS

Alexandria, Tenn., this week; then as per
route.

FOR SALE

1 1949 Challenger Candy Floss Machine, Com-
plete, like new.
1 Popcorn Warmer (enclosed), 4'x3'x3 1/4'.
1 Stand—12"x18"; cable top, with counters, apron
and side flaps, like new.
1 Open Stand—4'x6' with tent top. Good condi-
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Will sacrifice whole lot. Best offer takes.

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CATO SHOW PRINTING COMPANY

Cato, New York

WANTED:

CONCESSIONS AND SHOWS

FOR TOWNSHEND, VERMONT, FAIR, AUGUST 17-18-19

Food and Bingo incl. All others open including Diggers.

Also selling space for SPENCER (MASS.) FAIR, September 1-2-3-4.

Don't miss above two fairs. Bigger and Better. Write, wire. Will be on grounds Aug. 14.
HARRY J. KAHN, West Brookfield, Mass.

independently. . . John Brantford,
of Wallace Bros. Shows of Canada,
planned into Detroit recently to take
delivery on a new station wagon. . .
C. Joe Bennett, who has been con-
valescing after a long illness, re-
joined Joyland Shows as general
agent.

George Fix joined the W. G. Wade
Shows No. 3 Unit with 10 con-
cessions and bingo recently. . . Fenley
Clark was on the Maryland Shows at
Gaylord, Mich., with doll and teddy
bear stores. . . Mrs. Frenchy Wil-
liams joined Wade Junior Shows
with cork gallery and balloon darts
as did Smitty Fraser with hoop-
la. . . Mrs. Hazel Liddon rejoined Joy-
land Shows after a physical check-
up at Ann Arbor, Mich. . . Roscoe
T. Wade reported a successful week
as the only show to play Melvin-
dale, Mich., this season.

Lola Mahaffey was hostess at a
triple shower on Cherokee Amuse-
ment Company at Lebanon, Kan.
Guests of honor were Marie Scruggs,
Betty Courtney and Vargie Allison.
Other guests were Viola Chancy,
Nora and Marjorie Dixon, Tiny
Lasch, Mary Campbell, Dora Cope-
land, Hazel Davis and Kay Gawls.

Swazette, annex attraction, whose
home is in Washington, had Betty
John, former Side Show operator;
Mr. Coone and Charles Hunter, of
Silver Springs, Md., as dinner guests
recently. . . Mr. and Mrs. Fred Web-
ster and Walter Zimmerman, carn-
ival troupers, visited The Billboard's
Cincinnati office last week while en
route to Detroit.

Lou Pease has returned to C. A.
Stephens Shows with two Girl
Shows. . . H. L. (Whitey) Rogers,
former concessionaire, reports from
Charlotte, N. C., that his wife is seri-
ously ill in Mercy Hospital there. . .
Buck and Pearl Allsup, of Harry's
Greater Shows, are celebrating the
arrival of a new son, born in Mad-
ison, W. Va., recently.

Jim Fowler, during a recent visit
in Lawrence, Ind., renewed ac-
quaintances with Joe Stone, general
manager of Stone Bros., popcorn con-
cessionaires. Fowler says that the
Stones have added another trailer
which is operated by Bob Stone, bas-
ket ball player of note, who attends
National Business College during the
winter. . . Ray Barbee, veteran car-
nival trouper, is in St. Francis Hos-
pital, Grand Island, Neb., suffering
with injuries sustained in a recent
auto accident. He'd like to read let-
ters from friends.

During John H. Marks Shows
stand in Riverhead, L. I., N. Y., a
group from the Ladies Auxiliary,
Miami Showmen's Association, ten-
dered Mrs. Estelle Beel a stork
shower. A luncheon was served at
the Henry Perkins Hotel where the
honored guest was presented with
numerous gifts. Guests included
Rose Lange, Hilda Roneau, Ruth
Schreiber, Sue Palmer, Milti Fusan-
tano, Hazel Merrill, Serena Sleeman,
Jean and Elizabeth Marks, Billie
Lane, Betty DiAiello, Bea Tarbes,
Ina Weiss, Renee Morgan, Pat Sudan,
Jean Pinkston, Geneva Goad, Emma
Clark, Zella Newman, Mollie Roblin-
son, Louise Gallo, Fay Kelly, Peggy
Heiman, Ellen Keefe and Katherine
Lane.

WANTED:

WANTED:

G & B RIDES

Want for Fairs and Celebrations

Grab, Popcorn, Candy Floss, Candy Apples, Lead Gallery, Seesaw, Ball Games, Frozen Custard,
Pitch-Tilt-You-Win, all Hunky Panky. No Sale. No Sale. No Sale. No Sale. No Sale. No Sale.
Fireman's Celebrations, New Martinsville, July 31-Aug. 3; Paden City Celebration, Aug. 7-12;
Massena County Fair, St. Marys, Aug. 16-19. All West Virginia. Contact:

GEORGE BROAS

G & B RIDES—Open for Hunky Panky.

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CONCESSIONS, BINGO TENTS, RIDE TOPS,
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ANYTHING IN CANVAS

California Approved Flameproof Materials
Available. Tents and Booths for Benefits
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EXPERT WORKMANSHIP

DRESS UP FOR THE FAIRS

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4 DAYS' SHIPMENT ON MOST SIZES

FOR BETTER TENTS—LOWEST PRICES—HIGH QUALITY

WRITE FOR SAMPLES CALABANA PLASTIC CANVAS

The Number 1 Carnival Tent Manufacturer.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

H. J. HETH SHOWS

These Are All Bona Fide Fairs

Sturgis, Ky., week July 31
Mayfield, Ky., week August 14
Oneida, Tenn., week August 28
Lebanon, Tenn., week September 11
Cartersville, Ga., week September 25
Covington, Ga., week October 9
Cordale, Ga., week October 23
Bainbridge, Ga., week November 6
Central City, Ky., week August 7
Dickson, Tenn., week August 21
Jamestown, Tenn., week September 4
Scottsboro, Ala., week September 18
Carrlinton, Ga., week October 2
Monroe, Ga., week October 16
Dawson, Ga., week October 30

Want Shows: Side Show with or without own outfit, low percentage; Snake Show, Monkey
Show, Madras, Wild Life with own outfit or any other not conflicting.
Want Help: Harold Weatherbee wants Dancing Girls for Girl Show.
Want organized Girl Show; must have three or more girls.
Concessions: Long Range Lead Gallery, Arcade, Pronto Pups, Frozen Custard, French Fries,
Novelties and other Hunky Panky. All replies
Sturgis, Ky., now; Central City, Ky., next week.

ALAMO EXPOSITION SHOWS

WANT SHOWS AND CONCESSIONS

FOR THE ANADARKO, OKLAHOMA, INDIAN CELEBRATION, AUGUST 14-19
No Guess on this one, the Biggest and Best County Fair in the State.
SHOWS: Will book Side Show with your own equipment or my own. Have Top, Front, Truck.
Can use Snake Show, Mechanical Show, Mickey Mouse. CONCESSIONS: All Hunky Panky,
Fishes, Basketball, Frozen Custard, Long Range Lead Gallery, Short Range Gallery, Novelties
and all other Merchandise Concessions. RIDES: Pony Ride, RIDE BOYS: Wheel Foreman
who can handle Two Wheels, Second Man on Octopus who can drive semi trucks. Will furnish
top for Jam Outfit; Harry Cory, contact me. This show stays out until late in November. We
have 10 Fairs and Celebrations to play. All contact:
Jack Ruback, Mgr.
Orem, Okla., July 31-August 3; Midwest City, Okla., August 7-11; then Anadarko.

O.C. BUCK SHOWS

WEEK OF SEPTEMBER 17-23 6-DAYS AND NIGHTS-1

THE GREAT CUMBERLAND COUNTY FAIR

BRIDGTON, N. J.

Will place legitimate Merchandising Concessions, Cookhouse, Grab and Photos. Write or wire.

O. C. BUCK

MASSENA, N. Y. THEN AS PER ROUTE.

DAN-LOUIS SHOWS

WANT

Concessions of all kinds for bona fide fairs, starting Sunman, Ind., Legion Free Fair, Aug.
16-19; Ohio County Fair, Rising Sun, Ind., Aug. 22-26; Meade County Fair, Brandenburg, Ky.,
Aug. 30-Sept. 2; Breckenridge County Fair, Harpersburg, Ky., Sept. 6-9. Others to follow
straight thru until October 14, when our season closes.
We hold X on grounds for Rides and Concessions for all our fairs. Hunky Panky working for
10¢—privilege \$17.50 on still spots—\$25.00 on Fairs. Join Carrollton, Ky., this week; La Grange,
Ky., week Aug. 7; then fairs.

LOUIS T. RILEY, Gen. Mgr. DAN C. STRATMAN, Con. Mgr.
P.S.—Want clean Cook House or Grab that will take care of Show People before 9 a.m.

LAST CALL

THE GREAT NESHOBA COUNTY FAIR

PHILADELPHIA, MISS., AUGUST 7-11

CONCESSIONS—Two of a kind only; some exclusive, including Cookhouse, Custard, Popcorn,
Novelties, Long-Range, American Palms; everything that uses Stock; open direct sales, etc.
Space is limited. Want Hunky-Panky Agents, A-1 Bingo Counter Man, Wire now. RIDES—Tala
at once, two major Rides, Tilt, Octopus, Chairplane, Spidire, etc. Also two Kid Rides, except
Auto and Train. Good opportunity; 9 more fairs; wire now. Time is short. Percentage low
SHOWS—Clean attractions, Funhouse, Big Snake, Monkey, Mechanical, etc. No competition;
virgin spots. You can't miss on this route. Out till Dec. 15. Want experienced Second Man on
Eli; must drive. Come on. All wires

FLOYD O. KILE SHOWS

Floyd O. Kile, Mgr., Telulah, La., this week.

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.
132-4-6 W. Main St., Norfolk 10, Va.

Burdick's Greater Shows

Want for Johnson City, Blanco Co., Fair Independent Shows, any kind. Will book for committee percentage. Major Rides not conflicting with Wheel or Merry-Go-Round. Want Agents for office-owned Concessions, especially Holddown and Skillo. Want Grab or Cookhouse, Lons or Short Range Shooting Gallery, Hunky Panks all kinds. Want capable Electrician at once. Can always use good Ride Help. Top salary. Wire or come on. Address IRA BURDICK, Manager Burdick's Greater Shows, Johnson City, Tex., Aug. 1-4; Belleville, Tex. American Legion Jubilee, August 5-14. Right good falls to follow, including Floravilla Peanut Festival and Segula Fair.

HOME STATE SHOWS

WANT

Enlarging show for fairs. Foremen for Rolloplane, Wheel and Dodgem. Also Helpers. Top salary. Bingo help. Book Shows. Littlefork. Aug. 3-5; Park Rapids. Aug. 7-8; Arlington. 11-13. All Minnesota.

SPEEDY SAYRES

Wants Drome Rider

Boy or Girl. Good salary and half the ding. Now playing ten terrific days. Flourtown Fair. Flourtown, Pa.

Morris Hannum Shows

WANTED

CONCESSIONS OF ALL KINDS FOR MEXICO. BOONEVILLE AND ELSBERRY, MISSOURI FAIRS. ALSO GOOD BINGO AND OTHER CONCESSIONS FOR CLAYTON, ILLINOIS, OLD SETTLERS REUNION.

MOUND CITY SHOWS

1417 Craftan St. St. Louis 4, Mo.

WANTED

ROCK-O-PLANE FOREMAN AND FERRIS WHEEL FOREMAN RIDE MEN IN ALL DEPARTMENTS WHO CAN DRIVE DRUNKS. STAY WHERE YOU ARE

CHARLES CHANEY

c/o Mound City Shows
Belleville, Ill., this week

LOU PEASE WANTS

Honest, sober Girls for 2 Girl Shows. Best treatment. Grinder for #2 Show. Pay all nightly—and living quarters.

LOU PEASE

c/o C. A. STEPHENS SHOWS, West Jefferson, N. C. July 31-Aug. 5.

SECOND HAND SHOW PROPERTY FOR SALE
\$ 6.00 Government Fibra Desk Trunks, cost \$25
\$15.00 Vega Benjo, 3 strings, fine condition
\$10.00 Barrel Tom Tom, great for Girl Show
\$25.00 Hand Organ, playing condition
\$ 4.50 New Ticker Box Parrot, fleshy colors
WELL'S CURIOSITY SHOP
20 So. 2nd St. Philadelphia 4, Pa.

AT LIBERTY

After Labor Day—Ferris Wheel, Kiddie Auto Ride and Kiddie Swings. Have own wire, Switch Boxes, etc., complete for small unit. Will play Maryland, Virginia, North and South Carolina.

Writer: BOX 12-A

% Scotland Rides Fayetteville, Pa.

FROM THE LOTS

Virginia Greater

MILFORD, Del. July 29. — Night rains put a crimp in shows' business here. Monday (17) opener brought light crowds and org was forced to close early Wednesday night (18) because of the weather altho a fair crowd was present. Oscar Moore, commander of the American Legion Post here, chairmaned the sponsoring committee, with John Longbottom, member of the State Legislature, also taking an active part.

Joining here with bingo was John M. Schwartz. Tony Buzzella's popcorn and candy apple stand has been renovated. T. Carlson has been added to the Chairpane crew and Tom Price to the kiddie rides.

Eddie Ferrieri was unable to join with a Girl Show, since both his units are already set. Donald James, co-manager with Chuck Dean of the Parisian Nights Revue, was in an auto accident here, and his car was severely damaged. Manager Rocco Macci made a quick trip to North Carolina.

Naylor Harrison visited his uncle and aunt, Mr. and Mrs. Naylor Harrison, palmistry booth operators here, as did their grandson, Harry Harrison. Other visitors included William R. (Red) Hicks, of Lawrence Greater Shows, who confabbed with General Agent William C. (Bill) Murray.

Bob Millikin keeps the org's rolling equipment in good condition. Spicer Copeland, manager of the Cotton Club Minstrel Revue, has whipped the attraction into good shape.

Lawrence Greater

HARRINGTON, Del. July 29.—Shows arrived here late Sunday afternoon (23) to make ready for opening of the Delaware State Fair the following night.

Harrisburg, Pa., played last week under fire department auspices, yielded fair business. There was an early tear-down closing night in preparation for the long move here.

Pete Wambach, Evening News columnist, WCMB news commentator, and former trouper and associate of the late Sam Lawrence, gave the org daily mention in his column and also interviewed Sam Levy, Mrs. Fitzie Brown and the writer on his news-cast.

Mrs. Virginia Mac Gee, chairman of the Ways and Means Committee of the Tampa Showmen's Association Ladies' Auxiliary, was in charge of ticket sales for the recent bingo party held in Altoona, Pa. Proceeds were divided between the National Showmen's Association, New York, and the Tampa club.

Sgt. Frank Tuckey, of the Pennsylvania State Police, and a former showman, visited at Harrisburg.—WALTER NEALAND.

Frank Elliott

PICTOU, Nova Scotia, Can. July 29.—Rain continued to hurt biz at Truro, N. S., following a poor week at Westville, N. S. Skies cleared, however, for the two-day Lobster Carnival celebration July 11-12 and good crowds turned out.

Shows split up for this stand, with the major part of the org going to Moncton, N. B. The Kiddie Autos proved a winner with the moppet crowd here.

Visits were exchanged during the week with the Model Shows of Canada, playing at Stellarton, N. S. Teddy Shiers, Brad Gould and Don Biani were among those wild-cattling with Dailey Bros.' and Biller Bros.' circuses during their tour of this territory.

Sax Sarson, formerly with Johnston's Joyland and All-Maritime Shows, has joined Mrs. Lodie Gould's cookhouse staff as head griddle man. G. W. (Twitter) Johnston and the writer visited Biller Bros.' Circus at Truro, N. S.—R. K. (DICK) JOHNSTON.

Gem City

URBANA, Ill. July 29. — Org arrived here three days ahead of time and did considerable building and painting before Champaign County Fair opened July 22. Extensive advertising and promotion two weeks ahead by General Agent W. E. (Bill) Snyder paid off. A preview performance staged Friday night, July 21, drew big crowds and plenty of spenders. Kids matinee on Saturday was biggest of season. Kiddieland and Little Dipper topped rides by a scant margin of three dollars. Shows and concessions had a continuous play both afternoon and night.

Urbana Day, (26), with all stores and business offices closed gave fair the biggest attendance in the 26 years it has been operating. Good co-operation was given by The Urbana Daily Courier and The Champaign Daily News-Gazette. Manager Tom Hickey and son, Tommy, were the subject of a feature story with pictures in Champaign Daily News-Gazette. Editor Robert Sink, of Urbana Daily Courier, gave his whole Sunday column to W. E. (Bill) Snyder and the shows. Feature writers from both newspapers were on the midway daily and wrote several special stories.

John Shelly drove his wife and daughter back home to St. Louis, after spending a vacation of six weeks on the show. Mrs. Tom Hickey entertained relatives and friends. Bob Hoffman, of Quincy, spent a week on the show as guest of Manager Tom Hickey. Visitors included Cecil McGee and Paul C. Jolley, president and secretary of Eastern Illinois Fair, Danville, Ill.—DAVE CARROLL.

Blue Grass

PARIS, Ill. July 29.—After a satisfactory Fourth of July week in Mt. Vernon, Ill., shows played their first fair at Newton, Ill., to fair returns. Org moved to Harrisburg, Ill., for a Saturday night opening to good crowds. Sunday was good and the fair board held children's days Tuesday and Friday to good returns.

Another circus move brought the shows in here for another Sunday opening. General Manager C. C. Groscurth purchased two new tractors from John Bundy of Haus Chevrolet Company. Personnel was saddened by the death of Mr. Dayberry who has been with the shows many times. Mrs. Dayberry operated her custard stand part of last week. Next week shows move to Charleston, Ill., for their second visit to that city. The twin Ferris Wheels are proving popular. Much paint is being used in preparation for the long trek South that starts after Labor Day at Clarksville, Tenn.—M. G. STOKES.

B & C Expo

BELMONT, N. Y., July 29.—Shows jumped here after a satisfactory stand in Livingston Manor, N. Y. Rides and shows were prompt in setting up for opening night. Parades and floats lured crowds to the lot and local police estimated that 5,000 cars were parked in this area nightly.

Owner M. M. Colegrove has added six rides to the midway for the fair dates which start the first week in August. Girl Show, managed by Dick Long, has received new banners, and a new aluminum front has been added to the Strip Follies. Back end has Mickey Mouse, Wild Life, Midget Revue, three Girl Shows and a Side Show, which is managed by L. L. Jeffery. Side Show acts consist of C. Page, glass, sword ladder and Hindu torture board; Madame Francois Budda, mentalist; Lois Suger, electric chair escape and headless illusion; Mary Kork, three-legged girl; Bertha Clay, two-headed Siamese twin; Chief Diablo, fire act; Slim and Slam, twin pinheads, and Mickey Small, the man who loses his head. Openings are made by the writer.—L. L. JEFFERY.

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.

CHICAGO, ILLINOIS

HELP WANTED

OCTOPUS FOREMAN AND SECOND MAN, JENNY FOREMAN, SECOND MEN ON ALL RIDES, MUST DRIVE SEMIS. ALSO WANT AGENTS FOR HIT-AND-MISS AND BUCKET STORE. Good pay every week. No drunks or chasers.

LOUIS CUTLER

Corre Nessler's Shows
Mendota, Ill., Aug. 1-4; Marshall, Ill. (Fair), Aug. 7-11.

CONCESSIONS WANTED

WAYNE COUNTY FREE FAIR

CENTERVILLE, INDIANA

Week Aug. 7-12

Need Fish and Duck Pond, Bumper, String, Bowling Alley, Age and Scale, Dark, Photo, High Striker, Cork and Lead Gallery, Hoopla, American Palmistry; no gypsies; Eat and Drinks. Will place any legitimate stand working for stock. Contact Florence Law, Concession Manager, Leland Hotel, Richmond, Ind. Wire or phone.

WANT - - WANT

Hanky Panks, all kinds. Dick Palmateer, contact me at once. Marietta, Pa., this week; Treseckow, Pa., Aug. 7 to 13.

W. R. PRICE

Jollytime Shows

BURKHART SHOWS

WANT

Ride Help, Stock Concessions, P. C. Dealers, Cook House, Popcorn, Candy Floss for three more months of fairs and celebrations. Channahon, Illinois, this week.

GRIDDLE MAN 2 FAST COUNTER MEN 2ND COOK

All the above WANTED AT ONCE
Fairs starting this week
and we need help
1950.

Write or Wire
FRED A. MILLER
W. G. Wade Shows Hastings, Mich.

Cookhouse Help Wanted

Also Crab Outfit Help.

Homer Miller, Walter La Mays, contact me.

W. W. BLAKEY

c/o IMPERIAL SHOWS

Chippewa Falls, Wisconsin Fair, this week; Austin, Minn., next week.

WANTED

By the Adams County Agricultural Society, Rides and Games for the week of August 21 to 26.

CHAS. S. KIRKER, Sec.
WEST UNION, OHIO

FORREST C. SWISHER

Want Man and Wife to operate modern up-to-date 27 ft. Trailer Concession containing Popcorn, Peanuts, Floss, Snow, Ice Cream, Candy, etc. Also People for Grab Stand and Cook House.

c/o PARADA SHOWS, Higginsville, Mo.

AT LIBERTY

Born with weak hands. Right hand is only 2 inches and has but 2 fingers; left hand is 6 inches and has 3 fingers. Am normal in all other respects. Photo on request.

JASPER PARISH

Route 1, Caryville, Fla.

WANT

Small Carnival or Independent Rides and a few Concessions to play ELKS' CELEBRATION week August 28 to September 2, 1950. Lot and street blocked off one week in the heart of the city.

HERBERT GRIMES

1717 D. Third Ave. Evansville, Ind.

Drome Riders

Will pay one outstanding trick rider what you think you're worth if you can deliver. Must join immediately for Ottawa and long season ending in November. Can also use one more girl rider. Staterooms available. Wire

L. HARVEY CANN
WORLD OF MIRTH SHOWS
 Presque Isle, Maine, Fair

GUST KARRAS GREATER SHOWS

Wanted Concessions: Legitimate Concessions for 5 fairs in Iowa and 4 in Missouri to follow. All banner spots and privilege is right. Be with the Show that moves. We actually believe we have the cleanest Show for its size. We carry 6 office-owned Rides. Have good proposition for small Cook House catering to show people. Manager for Athletic Show in proven territory. Joe Turner, contact me. Will Foreman, sober, reliable and capable for 1950 Tilt. Contact

GUST KARRAS
 Gilman City, Mo., this week and Mo. Valley, Iowa, next.

HELP WANTED

HELP ON FLY-O-PLANE AND PRETZEL, also for CLASS HOUSE
 This equipment booked with Hennies Bros' Shows, and will be in a park in South this winter. Don't write or wire—Come on!

CHARLES T. GOSS
 c/o HINNIES BROS.' SHOWS
 Joliet, Ill., Aug. 1-7; Springfield, Ill., Aug. 8-20.

INTERSTATE SHOWS

WANT BILLPOSTER

With truck or car who knows how and will put out paper, to join on wire. All replies to
H. B. ROSEN, Mgr.
 Tell City, Indiana, this week.

INTERSTATE SHOWS

WANT LARGE BINGO

For balance of season. Playing all fairs through November eleventh. All replies to
H. B. ROSEN, Mgr.
 Tell City, Indiana, this week.

WANTED

Ferris Wheel Foreman

Foreman for new Allan Herschell Auto Ride and Addison Train. Can use good Second Men on all Rides. Must be sober, reliable and drive semi's. Contact Don Franklin Show #2. Gus Tucker, Mgr., Boerne, Texas.

DELTA AMUSEMENT

Wants Agents only for Hanky Panks. Have best spots in cotton. Want Ride Man for Mix-Up. Good pay, all winter's work.

I. BROWN, Mgr.
 Houlika, Miss., this week. Art Lafayette, contact Pete.

HUTCHENS' MODERN MUSEUM

WANT TO JOIN AT ONCE

SIDE SHOW ATTRACTIONS

Especially want Musical Act and Mind Reader. Girl for Ride Box.

Kansas, Oklahoma and Texas Fairs, and all Winter's Work in Texas.
 All Address: **JOHN T. HUTCHENS**,
 c/o Alaska Exposition Shows, Okmulgee, Okla., this week.

TIM COLEMAN WANTS

Wheel Agent, Pan Game Agent and Dealer to start Middletown, N. Y., Fair.
 Wire c/a Coleman Bros.' Shows, Boonville, N. Y., this week; Kingston, N. Y., Aug. 6-12.

WANT AGENTS

For Count Store and Skillos, also Outside Help. Ten weeks celebrations, Ohio and Kentucky.
JOCK MURPHY
 Hope, Ind.

IONIA FREE FAIR

Ionia, Mich., week of August 7

CAN PLACE—Caterpillar Foreman and experienced Workmen in all departments.

CAN PLACE: Hey Dey, Fly-o-Plane or any major ride not conflicting with what we have. Will furnish wagons if necessary.

WANT LEGITIMATE MERCHANDISE GAMES AND ALL EATING AND DRINKING STANDS AT ALL FAIRS.

ON ACCOUNT OF DISAPPOINTMENT WILL PLACE NOVELTIES AT ALL FAIRS.

WANT—Chalkers, Polers and experienced Train Hands. Address Johnny Brooks.

All Address This Week

CETLIN & WILSON SHOWS

10 Mile Road at Race Track, Hazel Park DETROIT, MICH.

John FRANCIS Shows

Want for Green Lake, Wis., Free Fair, Aug. 4-5-6; Cedarburg, Wis., Free Fair, Aug. 10-11-12-13; Plymouth, Wis., Big Annual Labor Day Celebration, Sept. 1-2-3-4; St. Charles, Minn., Fair, Aug. 17-18-19-20; Preston, Minn., Fair, Aug. 24-25-26-27; El Paso, Ill., Free Corn Carnival on Streets, Sept. 7-8-9; Normal-Bloomington, Ill., Tomato Festival, Sept. 13-14-15-16.

Can place for Wisconsin dates above: Good, clean Concessions and Ride Help that can stay sober. Can place for Minnesota and Illinois dates above: Want Corn Game Operator to operate office-owned Corn Game, or will book a good large Corn Game for these dates and 4 weeks South. Can place several good Shows with own outfits, also Concessions of all kinds. One or two Rides that do not conflict. All address:

JOHN FRANCIS, Mgr.

Green Lake, Wis., this week; then per route above.

HARRISON GREATER SHOWS

Want for the following fairs and celebrations: Annual Elk Celebration, downtown location, August 7 to 12, Cambridge, Md.; Third Annual American Legion Celebration, on streets, Salisbury, Md., August 14 to 19; then Great Tinsley Fair, Tinsley, Va., August 21 to 26, biggest fair on the Eastern shore, followed by Murfreesboro, N. C., Four-H Fair; Lewisburg, N. C., Fireman's Fair; Rockingham County Fair, Rockingham, N. C.; Kershaw Junior Chamber of Commerce Fair, Kershaw, S. C.; Chesterfield County Fair, Pageland, S. C.; Seneca Merchants' Fair, Seneca, S. C.; Orangeburg County Fair, Orangeburg, S. C.; Colleton County Fair, Walterboro, S. C., with Savannah Armistice Day and Colored Fair, Savannah, Ga., with six Florida fairs to be announced in next issue; watch Billboard.

Want at once, due to disappointment, first class Bingo that can live up to standard of show. Concessions of all kinds open, Diggers, Grab, Glass Pitch, Fish Pond, Ball Games, Penny Pitch, some percentage open. All eating and drinking stands open. All Slum Stores open. Will book Skillo, Razzle, Rolldown, Open midway starting Cambridge, Md. Will book, buy or lease Merry-Go-Round for balance of season. Will book Fly-o-Plane, Spiffles, Little Dipper with or without transportation. Will book any Show of merit, Snake Show, Side Show, Motorhome, Congo, get in touch at once. All wires, Frank Harrison, Manager; Jack Lance, Business Manager; Chestertown, Md., this week; then as per route.

PLAINVILLE FAIR AND EXPOSITION

CENTRAL CONNECTICUT'S GREATEST OUTDOOR ATTRACTION

OPENINGS FOR ALL KINDS OF LEGITIMATE

CONCESSIONS • RIDES • SIDE SHOWS • FOOD • DRINK • NOVELTIES • THRILL SHOW
 • CIRCUS • FREE ACTS • PHOTOS • JEWELRY • WILL BOOK COMPLETE SHOW.
 65 ACRE PLOT • 500,000 POP. • MANUFACTURING CENTER

PLAINVILLE STADIUM—SEPT. 1-5—3 DAYS—5 NIGHTS
 Grounds Open for Inspection Every Sunday 9-12 A.M.

Write—Phone—Wire
HOWARD V. WRY • HOWARD AGENCY • 12 GLEN STREET, NEW BRITAIN, CONNECTICUT

BUFF HOTTIE SHOWS

LAST CALL - - WANT - - LAST CALL

FOR WILLIAMSON COUNTY FREE FAIR, MARION, ILL., AUG. 6-12, WITH ANNA, ILL.; JACKSON, MO., AND 11 MISSISSIPPI AND LOUISIANA FAIRS TO FOLLOW;
 SHOWS—Monkey, Motorhome, Unborn or any Grind Show not conflicting.
 CONCESSIONS OF ALL KINDS that work for Stock. (Tom Mehl, contact.)
 Address: BuH Hottie, Mgr., Sparta, Ill., until Aug. 3; then Marion, Ill.

JOHNNIE JOHNSON

Announces the opening of his theatrical and Night Club Booking Agency in connection with a catering service in Tampa, Fla., on or about Nov. 15, specializing in the finest of entertainment and fine foods. All Specialty Acts wintering in or around Tampa, contact me, 706 Memorial Highway, Tampa, Fla. No collect wires. Harry Jockey, contact. NO CLUB OR PARTY TOO LARGE OR TOO SMALL.

WANTED FOR SATAN'S CHILDREN

Inside Man Lecture Narcotics and Narrate Show. Doc, if not connected right for fairs, wire me. Character People, Actresses, this show is a play. Two attractive Show Girls, "Opium Dream Number," Slave Girls, no experience.

NORMAN C. WOLFE
 Cavalcade of Amusements Akron, Ohio

United Liberty Shows

Want for Bristow, Iowa, this week, on the streets; Tipton, Iowa, Fair, next week. Join now and play Florida all winter.
 CONCESSIONS: Cookhouse, Arcade, Long Range, Novelties and Stock Concessions of all kinds. Walter Osborne wants Balloon Dart Agents and Count Store Agents. Floyd Odum and Blackie Asher, get in touch. HELP: Need day good salaries to good men. RIDES: Want to book Merry-Go-Round. Tilt or any other major Ride not conflicting. Can use two more Kid Rides, not conflicting with Autos. SHOWS: Can use Shows of all kinds. **KEN MURRAY**, Owner; Don DeVAULT, Mgr.

WANT TALKER FOR CIRCUS SIDE SHOW

Can place few more legitimate Concessions for twelve more big fairs from now till November 1. What have you? Ride Men wanted for all Rides. Must drive semi's. Contact

H. V. PETERSEN

Tivoli Exposition Shows, Belvidere, Ill., Fair this week; Monomonia, Wis., Fair next.

COOKHOUSE FOR SALE

Complete, including Butane Gas, 18x23. With or without transportation. Bear framed on road. Booked on good, clean show. Can stay on show if desired. Reason for selling other interests. Write or come and see it.

FRANCIS E. MEYER

c/o Badger State Shows, Waseca, Minn.

HARRY CRAIG

Wants At. Show Manager and Half and Half, Grind Shows of all kinds. Will book Slum Joints. **HARRY CRAIG'S HEART OF TEXAS SHOWS**, Sayre, Okla., this week.

WANT AGENTS

For Flashy Cork Gallery and Fish Pond, Hoopla and Coks.
 Still Dates and Fairs
 Fowlerville, Mich., Fair, Aug. 1-6; Crosswalk Fair, 8-12, Romeos, stay where you are.

R. V. MARGOPT

c/o DOWN RIVER A.M. CO.

WANTED

Rides with or without carnival for County Fair, August 23 to 26 inclusive.

BOB SEIGEL

York Chamber of Commerce
 York, Nebraska

MORT MESSIAS

Wants Man or Woman for Popcorn and Candy Apples, Agents for Balloon Games and Ball Games. All year work. Fairs starting now. Telephone Coney Island 6-4564 or wire 2834 West 15th Street, Brooklyn, N. Y.

United Liberty Shows

Due to disappointment will lease or book Merry-Go-Round
KEN MURRAY
 Bristow, Iowa, this week; Tipton, Iowa, Fair next week.

WANT CARNIVAL

Or Rides, Shows, Concessions for Portville, Ind., Homecoming, Aug. 18 to 19; Royal Center, Ind., Fair, Aug. 22 to 24. Wire, write or see me.

J. E. TURNER

1716 E. Jackson St. Muncie, Ind.

Endy Bros. Shows

35-CAR RAILROAD SHOW—35

WEEK AUGUST 7-12, MAHANAY CITY, PA.
(First Show in City Stadium in Years)

WEEK AUGUST 14-19, JOHNSTOWN, PA.
(Big Italian Celebration)

3—BIG FAIRS—3

And all Outstanding Fairs for balance of season, starting West Virginia State Fair, Ronceverte, August 21; Charleston, W. Va., follows, and then Bloomsburg, Pa.; Wilson, N. C.; Savannah, Ga.; Jacksonville, Fla.; Orlando, Fla., and closing in Miami, Fla.

WANT RIDES

Tilt-a-Whirl, Rock-o-Plane, Fun House, Octopus, Arcade, and any Rides not conflicting.

WANT SHOWS

Can place Outstanding Shows, especially want Monkey Show, Mechanical City and Wild Life. Will finance any new and novel Attractions. What have you?

WANT CONCESSIONS

Can place Eating and Drinking Stands, Scales, Age, Long and Short-Range Gallery, Derby Races, Photos and all kinds of Hunky Panks.

WANT HELP OF ALL KINDS

Foremen for Rocket, Hey-Dey and Roll-o-Plane. Second Men on other rides. Canvasman. Can use Count-Store Man, one Clothes Pin Store Man, one Wheel Agent. Carpenter and Show Painter: Apply John Dempsey, Supt. Train Hands and Tractor Drivers: Apply Tom Bush, Trainmaster.

All answer

ENDY BROS.' SHOWS

Wilkes-Barre, Pa., this week; Mahanoy City, Pa., next week.

WALLACE & MURRAY SHOWS

Want for fairs starting Aug. 14, Gallatin, Tenn.

Want now, Cookhouse, Custard, Ball Games, Pitch-Till-You-Win, Darts, Short and Long Range Gallery, Cigaret Shooting Gallery and any other legitimate Concessions. Want Agents for Skillo, Rollidown, Pin Store and Razzle. Want Shows—Drome and Fun House and any other non-conflicting Shows. Jim Hayden wants Chorus Girls, Musicians and Performers for Colored Minstrel Show. Can use more Ride Help that drives semis.

All answer

AL WALLACE

Newport, Tenn., this week.

WANTED

Ride Superintendent, Ferris Wheel Foreman

Top pay. Agents for Ball Game and P.C. All replies

HARRY J. KAHN

Care New England Amusement Co., Great Barrington, Mass.

25x30 COOKHOUSE FOR SALE—COMPLETE

5 Coleman gas plants, 3 1/2 gal. Double Coffee Urn, Stainless Steel Front, French Frier, Steam Table, Indiana Style Kitchen. In good condition. Reason for selling, about to be drafted. Dick Glass, Ubyl, Mich., Aug. 3-6; Elkton, Mich., Aug. 10-12; Bad Axe, Mich., Aug. 14-19. 1 1/2 TON FORD TRUCK, IF WANTED.

MAGIC EMPIRE Shows

Want for all Fairs starting Centerville, Richmond, Ind., Wayne County Free Fair, Aug. 7 thru 12; followed by Marion County Fair, Aug. 14-19, Lebanon, Ky.; Bowling Green Festival, Aug. 21-26, Bowling Green, Ky.; Hopkins County Fair, Aug. 28-Sept. 2, Madisonville, Ky.; Fort Campbell Festival, Sept. 4-9, Hopkinsville, Ky.; Veterans' Cotton Fiesta, Sept. 11-16, Booneville, Miss.; Delta Fair and Stock Expo., Sept. 18-23, Greenville, Miss.; Clay County Fair, Sept. 25-30, West Point, Miss.; Murray County Fair and Expo., Oct. 2-7, Columbia, Tenn.; Haywood County Fair, Oct. 9-14, Brownsville, Tenn.; Lee County Fair, Oct. 16-21, Opelika, Ala.; South Alabama and Covington County Fair and Expo., Oct. 23-29, Andalusia, Ala.; Pike County Fair, Oct. 30-Nov. 4, Brundidge, Ala.; Gulf Coast Fair, Nov. 5-11, Gulfport, Miss.; Coast Fiesta, Nov. 13-18, Biloxi, Miss.

Want now. Capable, sober Ride Foreman and Second Men for Caterpillar, Fly-o-Plane, Tilt, Wheel and all rides. Top pay and bonus. All fairs, come on now. Want concessions, all kinds, except Popcorn, Floss, Snow, Apples and Bingo. Want Long Range, Fish Bowl, Derby Race, Rat Game, Pan Game. Want Shows with own equipment and transportation. Snake, Monkeys, special deal to Motor Drome. Want Talkers, Girls for Illusions and capable Side Show Help. Want A-1 Billposter with transportation. Want Spit Fire, Roll-o-Plane, Bulgy the Whale, Little Dipper, Capt. Shin Songer and the Great (Mel) Lippincult, contact Paul Boyette. All others wire or come on now.

A. SPHEERIS, Mgr.

BEDFORD, IND., this week; then as per route.

P. S.: Johnny Thompson no longer connected. Come home, Corn Bread Red.

HELLER'S ACME SHOWS

FAIRS

FAIRS

FAIRS

Want Concessions of all kinds, few Wheels, and what have you? Good Legal Adjuster. Want Mechanical, Girl Show and Posing Show. Moreno, Jack Kearns and others, contact. Anna Lee, write. Will buy Jig Show Front or complete outfit. Dan Riker, contact. Will book Kiddie Rides, Train, Whip, Pony Track or Boat Ride. Will book Octopus, Rolloplane, Whip or Tire Dick Glider, Gas, Mart, contact. Will buy Snake Show Bananas. Contact for new and the following fairs: Tappanhook, Va., Aug. 27; Danville, Va., Negro Fair, Aug. 28; Franklinton, N. C., Sept. 4; Martinsville, Va., Sept. 11; Leesville, N. C., Sept. 18; High Point, N. C., Sept. 23; Reidsville, N. C., Oct. 2; Madison, N. C., Oct. 9; Carteret Fair, Buford, N. C., Oct. 14, and 3 other dates to be announced later. All address HARRY HELLER, Hockleytown, N. J., this week, Marlboro, Md., next week. All joining now given preference. I positively held above contracts and will play and fill them.

GEORGE CLYDE SMITH Shows

Wanted High-Till-You-Win, String Game, Six Cats, Scales and Age, Cane Rack, Hoopla, Photos, Penny Arcade. Wanted Monkey Show, Girl Show, Snake Show, Wild Life, Gig Show, Mechanical City or any show of merit. Wanted Chairplane Foreman and general Ride Help, Truck and Tractor Drivers, also Grind Store Agents. All replies to George Clyde Smith Shows, Windber, Pa., this week; Duncansville, Pa., next week.

WANT FOREMEN FOR HIGH BALL AND C-CRUISE

CAN ALSO PLACE

MULE SKINNERS, TRACTOR DRIVERS, POLERS FOR TRAIN, WAITERS FOR COOK HOUSE, ALSO GRIDOLEMEN. Sleeping car accommodations. WILL TURN OVER TO HONEST AND SOBER OPERATORS, GRAB STAND. CORKY ZIMMERMAN, WIRE ME. WANT MEN FOR TOWERS.

CAVALCADE OF AMUSEMENTS

Akron, Ohio, this week; then Bridgeport, Ohio

GRACELAND GREATER SHOWS

Want for VFW Community Fair, Attica, Ind., this week; Gibson County Fair, Gibson City, Ill., Aug. 7-12.

CONCESSIONS: Want a few more legitimate Concessions. Can use one Mitt Camp with two or more Concessions.

RIDE HELP

Foreman on Merry-Go-Round and Ferris Wheel. Second Men on all Rides. Must be sober and able to drive semis.

All replies to

Harry Alkon, Graceland Greater Shows

Attica, Indiana, this week.

W. G. Wade Shows

UNIT NUMBER TWO

Wanted For Wanted

LaGrange County Corn School

August 7-8-9-10-11-12, on the Streets, LaGrange, Indiana

LEGITIMATE CONCESSIONS of all kinds.
CAN PLACE Snake Show, Pit Show, Posing Show and Penny Arcade.
RIDES—Rock-o-Plane, Spit Fire, Octopus.
Write or Wire C. D. MURRAY, Mgr.
W. G. Wade Shows Unit No. 2 Elnora, Indiana
Or MERLE V. ROSSIN, Sec'y, LaGrange, Indiana
CAN PLACE Ride Superintendent for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Roll-o-Plane. Obie Bauer and Lloyd Soules, get in touch with me.
CAN USE Merry-Go-Round Foreman, Ferris Wheel Foreman and Tilt-a-Whirl Foreman. Address
C. D. MURRAY
Davies County Fair, Elnora, Ind. Aug. 1-2-3-4-5; LaGrange, Aug. 7-8-9-10-11-12th

C. C. (SPECK) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANTED FOR
Brownstown, Indiana, Free Fair, week Aug. 7, followed by the White County Fair, Carmel, Ill., week Aug. 14 and a continuous route of bona fide Fairs until Armistice Day.
CONCESSIONS: Legitimate Concessions and Hanky Panks of all kinds: High Striker, Chocolate Dip, Slum Spindle, Coke Bottle, Custard and anything that works for Stock.
SHOWS: Can place Glass or Fun House for balance of season. Address
C. C. GROSCURTH
Charleston, Ill.

FOUR BONA FIDE CELEBRATIONS

Aug. 2-5, Clio Fire Dept., Inc., on Streets
Aug. 10-11-12, Chamber of Commerce of Fishing
Aug. 15-19, Liens' Club of Davison
Aug. 22-23-24, Lapear Homecoming Chamber of Commerce

Want Concessions of all kinds that work for Stock, strictly Hanky Panks. NO GYPSIES or FLATIES; save your time and mine as you will not work. Address
COLE AMUSEMENT CO.
As per route. Permanent Address: 11728 Broad Street, Detroit 4, Mich.

WANT

DIESELMAN AND ELECTRICIAN

Four new Caterpillar Plants. Must have had carnival experience, and not afraid of work, and can and will keep plants in proper condition. This show moves fast and expects Electrician to keep up with it. Top salary and we furnish helper. Give references and experience.

E. L. YOUNG—ROYAL CROWN SHOWS
PADUCAH, KY., THIS WEEK

FAIRS **FAIRS**

Get well on these

Adolph, O., Street Fair, Aug. 8-12, 25,000 people last year; Winchester, O., Centennial & Street Fair, Aug. 15-19, Parades, Free Acts; Ashland, Ky., County Fair, Aug. 21-26, one of Kentucky's biggest; Campbell County Fair, Alexander, Ky., Sept. 2-4; Brooksville, Ky., Street Fair, Sept. 4-6; Greenup, Ky., County Fair, Sept. 15-16; either big ones to follow these.
Eats, Drinks, Popcorn, Snoo, Mitt, Concessions of all kinds. Major Rides, Auto, Kiddie Rides, Jig, Girl, other Shows; we have tents and fronts.

ROYAL MIDWEST SHOWS, ROXIE HARRIS, Hope, Ind.

CONCESSIONS AND SHOWS WANTED FOR THE FOLLOWING CELEBRATIONS AND FAIRS

Street Celebration, Sutton, Aug. 3 & 3; Street Celebration, North Bend, Aug. 8 & 9; Fairbury Fair, Aug. 8 to 11; Bustis Fair, Aug. 14 to 16; Culbertson Fair, Aug. 17 to 20; Clay Center Fair, Aug. 21 to 23; Criss Fair, Aug. 24 to 25; Averra Fair, Aug. 26 to 31. All Nebraska.
WANT RIDE HELP IN ALL DEPARTMENTS. WANT FIRST CLASS GIRL SHOW.
WANT FOR SALE—LOOP-PLANE
GREATER RAINBOW SHOWS
Per Route Above.

CONCESSIONS WANTED

FOR GALLANT COUNTY FAIR, WARSAW, KY., AUG. 16-19

Ball Games, Bumper, Daris, Pitch, Cane Rack, Jewelry, Novelties, Cigarette Pitch, Cook Gallery, etc. Address all replies to
Brown Novelty Shows and Rides
8720 ESTE AVE. CINCINNATI 15, OHIO

GOLDEN RULE SHOWS

Rennemedo, N. J., Aug. 7 to 12, Black Horse Pk. and Broadway; Vineland, N. J., Aug. 14 to 19 in heart of town, Landis Ave. and East St.
Want all kinds of legitimate Concessions, Eddie Davis can use Agents for Wheel and Grind Concessions. Ride Help: Ferris Wheel Foreman.
This week, Shade Gap, Pa.

enroute....
or
on
location....

Enjoy
NEW MOON
HOME COMFORT!

DESIGNED WITH YOUR COMFORT IN MIND

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.

"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".

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 Fleet.

Redman TRAILER COMPANY
54 BRIDGE STREET, ALMA, MICHIGAN

MIGHTY PAGE SHOWS

10 FAIRS **10 FAIRS**

WANT FOR MARYLAND PARK, GREATER WASHINGTON, D. C., WEEK AUG. 7TH-12TH
SHOWS—Special proposition for Motordrome, Fun or Glass House, Mechanical, Life and Animal Show. CONCESSIONS—Hanky Panks of all kinds, especially Ball Games, Water Games, String Games, Country Store, High Striker, Stock Wheels, some P.C. if you have other Concessions. Give Ex. on Novelties, Photos, Jewelry, Age and Weight. RIDES—Will book Fly-o-Plane, Dark Ride or Little Dipper and Pony Ride. Can use sober Ride Men who drive and have license. I want to hear from a good Free Act for balance of season. I also want first class Billbooster for balance of season. Eddy Road, answer. This Show Pays off every week. All replies to
BILL PAGE
BRUNSWICK, MD.

WANT FOR JACKSON, OHIO, APPLE SHOW

SEPT. 19-23—ON THE MAIN STREETS

FIVE MORE HANKY PANKS. WILL SELL "EX" ON NOVELTIES, JEWELRY, LONG AND SHORT RANGE GALLERY, Waffles, FRENCH FRIES, PHOTOS AND PALMISTRY (No Gypsies). UNUSUAL OPPORTUNITY FOR PITCHMEN AND DEMONSTRATORS. WANT CAPABLE PEA POOL DEALER. Goodie's Rides and Shows on the Midway.
HAVE FOR SALE: Will sacrifice a complete 14 ft. Milk Booth Concession—\$40.00. 3 Binoe Blowers (Bakers & Mandell), cheap.
Can use Binoe Counter Men who can drive semi and one Hanky Pank Agent.
JOHN GALLAGAN
Beonville, Ind. (Fair Grounds), this week; Merion, Ill. (Fair Grounds), next week.
P.S.—Those with me at Jackson, Ohio, last year, write immediately if wanting your space again.

JOHN H. MARKS SHOWS

JOHNNY ORNEALLAS WANTS GIRLS. A FAST EMCEE.
(JOHNNY WISE. CONTACT AT ONCE.)
12 Fairs, then nite clubs all winter. No lay-offs, this is a revue.
SLIM KELLY CAN USE GOOD SOBER SIDE SHOW PEOPLE. FREAKS.
PIN CUSHION. MIDGETS. FAT GIRL TALKERS
ADDRESS: WASHINGTON, D. C., UNTIL AUG. 12

ITHACA, N. Y., FAIR, AUG. 7-12

CONCESSIONS: Can place legitimate Concessions, Eating Stands. This was a big date last year. Space limited.
Write or wire
ROSS MANNING, ROSS MANNING SHOWS
Geneva, New York, this week.



PENNY PITCH GAMES

Size 60x46"
Price \$47.50
Size 48x46"
With 1 Jack
P.O. \$50.00
Size 48x46"
With 3 Jack
P.O. \$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 \$4.00
100-Player Bingo, Complete \$6.00
1/3 Deposit on All Orders.

SLACK MFG. CO.
116-122 W. Illinois St. CHICAGO, ILL.

WANTED

15 or 16 ft. Hexagon Top and Frame, center joint. Contact Curly Walters.

DOBSON'S UNITED SHOWS

White Bear Lake, Minn., then as per route.

MOM and POP

Get in touch with me at Osgood, Ind.

PAUL

MIGHTY HOOSIER STATE Shows

This week Unit #1, Crawfordsville, Ind.; Unit #2, Clay City, Ind., 4-H Fair.

WANT FOR UNIT #2

Bingo, Hanky Panky, all open. All replies No. 2 Unit, Paul T. Robinson. Phone Clay City, Indiana. Fair Grounds. Opening there August 3 to 5.

UNIT #1

Now booking for the following Fairs: Knox County Fair, August 8th to 12th. Blcknell, Indiana; Blackford County Fair August 15th to 19th. Hartford City, Indiana; Elkhart County Fair, August 21st to 26th. Goshen, Indiana. Eats and Drinks, Direct Sales, Demonstrations, Kitchen, Hanky Panky. Need nice Flashy Photo Gallery, Ride Help: Foreman for No. 5 Eli, Tilt-a-Whirl, Roll-o-Plane. Bingo—Jack Reed, contact me. SHOWS: WHAT HAVE YOU? All replies wire Western Union. "Don't Phone."

BILL GEREN, now Crawfordsville, Indiana

Percell's PIONEER SHOWS

high class midway attractions

West Fairview, Pennsylvania, August 7th to 12th; Adams County Fair, Abbottstown, Penna., August 12th to 19th, day and night; Bradford County Fair, Troy, Penna., August 21st to 26th, day and night; Fulton County Fair and Centennial combination, McConnellsburg, Penna., August 28th to September 2d, day and night. Big Labor Day and McClure Bean Soup, McClure, Penna., following. Want legitimate concessions, shows, help, bingo callers and clerks. Want Glass Pitch, French Fries, Custard, Candy Floss. Answer this week. Jennerstown, Pennsylvania.

MICKEY PERCELL

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

Alexandria, La., July 31-Aug. 5; Jena, La., Aug. 7-12.

Want Legitimate Concessions of all kinds: Scales, Age, Glass Pitch, Diggers, Hi-Striker, Aluminum Wheel, Short Range, Blower, Bowling Alley, Clothes Pins, Hoop-la, Basket Ball, Bumper, Darts, String Game, Watch-la; Bingo Caller and Counter Help. Foreman for Tilt and Chairplane. Second Man on Wheel, top salary. Manager for office-owned Snake Show. Book Shows with own outfit, Midget, Fat Show, Illusion, Mechanical City, Alexander Tolliver wants Colored Performers. We hold contracts for seven Louisiana and Mississippi fairs. All replies ED GROVES, Alexandria, La.

GOLD MEDAL SHOWS

Benton, Ill., Fair this week

WANT Ride Help—Foreman for Merry-Go-Round, Chairplane, Rollo-plane and Tilt-a-Whirl.

WANT A-1 Mechanic who can handle fleet of late model trucks. Must be sober. No patch-up artists wanted. Address all replies to

JOHNNY J. DENTON

CLUB ACTIVITIES

Showmen's League of America

400 S. State St., Chicago

CHICAGO, July 29.—Club is starting to get a few encouraging returns on the Buick award. Tom Henderson advised that his partner, Casey Smith, was buried at Hugo, Okla., July 27. Silent O'Brien has left the hospital and is recuperating at his home. Pete Andrich is back in the hospital for attention.

Maxie Heaman was in town on business and visited the rooms. A. R. Cohn advises that he must enter the hospital.

Jack Kaplan left to join the Aut Swenson auto outfit. Al Holzman, Charles Owens, Milt Cohen, Humpy Weeks and Irving Malitz visited, as did William Hetlich, Max Brantman, Andre Dumont, James Roach and Cliff Wilson. Secretary Joe Streiblich visited Cavalcade of Amusements at Milwaukee and collected a few dues. W. J. Stephens was in Rochester for attention to his eyes. Ned Torti spent a busy day in Chi helping the priests get things in order for the Italian Fiesta.

National

Showmen's Association

1564 Broadway, New York

NEW YORK, July 29.—An Oldsmobile, to be awarded November 21 at our open house night, is touring fairs. President Jack Perry reports that award tickets are moving fast.

On a visit to Carnival Shows, Inc., Co-Owner Phil Isser advised that weekly bingo games would be held for the benefit of NSA. Jack Hornfeld, shows' bingo operator, gave a generous donation to start the fund. Phil Cook, NSA representative on World of Mirth Shows, is busy collecting dues. The same goes for Mrs. Leah Greenspoon, of Seaside Park, Va., who has sent in checks from members at the park.

Dan Thaler left for Maine to join his family for a week-end and expects to visit shows in the vicinity. Morris Brown is working hard for a life membership card and has asked for more membership blanks. Letter received from Bill Powell, now in Paris, that he expects to fly back to New York shortly.

Recent visitors include John Francis King, Eddie Marino, Frank Capell, Lazarus Fink, Irving Pearlstone, Al Burt, Lee Lewis, A. Halpin, John Nichols, Henry Fein, Jack Allen and Henry Kaufman. Don't forget to pay your 1951 dues if you have overlooked them. Advertisements for the 1950 year book are already coming in, so do your share and get ads as you move along.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, July 29.—President Mae Oakes expresses thanks to members for cards sent during her convalescence following an operation. Mae's youngest brother, whom she hadn't seen for 23 years, was among her visitors. Mae's trip to the Johnny J. Jones Exposition presented an opportunity to chat with Daisy Davis and Boots Paddock. The Ragan twins, Mary and Madeline, who operate Hillbilly Holler Trading Post in Benton, Ark., were in town and visited the show.

Best wishes are extended Ann Roth in her new venture, Hotel Tides at Miami Beach. Irene Coffey, corresponding secretary, has found new living quarters. Isabel and Max Brantman are looking for an apartment. While on a shopping tour in the Loop we met Marguerite Shapiro. While Clara Etta Barker covered a cotton floss and popcorn spot at 147th Street with her trailer, Chester held the fort in the same capacity at 3200 North. Etta and Chester recently visited with Ann and Mike Doolan and daughters, Kathleen and Margie, at Doolan's Kiddleland on West 95th Street.

Edith Streiblich, who is summering at Delavan Lake, Wis., write that she has had many week-end guests and is expecting a visit from Mr. and Mrs. Fred W. Burrows. Sophia Gleason, while vacationing with her daughter, Mrs. W. F. Corsario, of Janesville, Wis., was hospitalized with a broken arm. Josephine Glickman, corresponding secretary, is at home after a trip to the hospital. Edna O'Shea Stenson is also on the sick list.

Katie Owens is visiting with her sister, Mrs. H. H. Brice, in Milwaukee. Pearl Washburn recently returned from Sullivan, Ind., where she vacationed. Edna Sanders' choice of a vacation was a trip to the Kentucky Derby. Mary Stuzske cards from Benton Harbor, Mich. She and Martha Harts are vacationing thru Indiana and Michigan. At a social sponsored by Show Folks of America in the Sherman Hotel, Grace Lynn acted as emcee.

Pacific Coast

Showmen's Association

1235 S. Hope St., Los Angeles 16

Ladies' Auxiliary

July 17 meeting was called to order by First Vice-President Opal Manley. Twenty-three members and two guests, Mrs. Thomas and Clara Delbosq, were present. Letters were read from President Lillie Schue, May Allman, Secretary Morosa Herman, Mrs. L. C. Payne and Jane and Barbara Houghtaling. On the sick list are Estelle Wampler, Fern Redman and Vivian Gorman.

Bank award went to Bertha McCarthy. Door prizes, donated by President Schue and Rose Rosard, were won by Ann Waterman and Stella Linton. Donating to the bazaar were Lillabelle Williams, Charlotte Cohen, Mary Taylor and Clara Delbosq.

Ann Waterman, Norma Cohen, Lee Sturm, Eva (Doodles) De Mars and acting President Opal Manley made brief talks.

President Schue reported on the party held on West Coast Shows for the bazaar fund. George and Betty Coe, Harry and Isabel Myers, Louis Leos, Sarah Barrett, Ivy Gomez, Frankie Barrett, Barbara Trent, Yvonne Hassler, Ethel and Thelma Pool, Jesse Mortimer, Corine Ristick, Mary Phelps, Pauline Syster, Alice Miller, Forest Grubb, Roy Hoglund, Thelma Freige, Arleen Francis, Hazel Morris, Jackie Morris, Dee Griffin, Rosy Ristick, June Hartley, Phyllis Seale, Jeanne Phelps, Alice Joan Miller and Sandra Snowbar attended. Door prize winners were Isabel Myers, Betty G. Coe and Sarah Barrett. High score winners were Margaret Farmer, Alice Miller, Pauline Rawlin and Thelma Pool. Booby prize went to Mary Phelps.

Assisting with the refreshments were Barbara Trent, Sarah Barrett and Coreen Ristick. Ethel Pool was in charge of the whist tables. A good sum was realized on the party. Mary Taylor, Sally Flint, Marie Tait, Marie Mead and Lucille Dolman sponsored a party at the clubrooms July 25.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., July 29.—George Elser, who underwent an operation at Menorah Hospital is visiting the clubrooms again. Frank Bradbury, who was taken to Veteran's Hospital, Wadsworth, Kan., is in serious condition.

Past President Chester I. Levin and Hugh F. Keller are starting a memorial fund in memory of Edward (Slim) Johnson. Money derived from this fund will be contributed to the Cerebral Palsy Center, which is to be built here. George Kimbrell, of Hale Shows of Tomorrow, visited the club. Arrangements are being made to renovate the clubrooms. Dues are payable now.

United Expo Contracts New Texas City Fair

CALUMET PARK, Ill., July 29.—United Exposition Shows, this week announced it had signed to provide midway attractions at the first Mainland Fair, Stock Show and Exposition, Texas City, Tex., November 1-5. Event is sponsored by the Chamber of Commerce.

Place Capable, Sober Glass Blower for Neon

We have equipped, modern, up-to-date wagen. Must be good Glass Blower. Akron, O., this week; Bridgeport, O., follows.

CAVALCADE OF AMUSEMENTS

NOTICE!

Want information as to present whereabouts of CREORY JOHN AND BINGO ALVEREZ, Cypales. Important! Will pay \$25.00 for information.

POP SALE

410 S. 5th St., Waco, Tex. Phone P36701.

★ ★ ★ **LONE STAR SHOWS** ★ ★ ★

J. R. McSpadden
Manager



W. Barry
Secretary

Myrle McSpadden
Treasurer

RIIDE HELP--RIIDE HELP--RIIDE HELP--RIIDE HELP

Is there any good Ride Help left? If you are capable of putting up and tearing down a ride, we will pay top wages. We want good men. Positively no drunks. That is the reason for this advertisement. Want A-1 Foreman for Ferris Wheel and Tilt-a-Whirl and Second Men on all rides. If you can stay away from booze, come on. Bonus for all men who finish the season with us.

HANKY PANKS FOR OUR ROUTE OF FAIRS AND CELEBRATIONS.

Hanky Panks of all kinds, come on. Want a break? Look at this list of spots: Week July 31, North Baltimore, Ohio, sponsored by the Park Board; week August 7, Marysville, Ohio, Fair; week August 14, the big one at Findlay, Ohio. Twenty organizations back of this one, then Kaidia, Ohio, the largest and best street fair in Ohio. Then our big Labor Day spot, two Sundays and Labor Day week, then south for our list of fairs, then eight weeks on the West Coast of Florida. Now here is the best of all. Will book all Hanky Panks for \$16.50 a week. Now don't let the cheapness of your Hanky Pank fool you, for we have 10 rides and 3 shows. First come, first served. No "X" unless you are willing to pay for it. Want a good flashy set of Dispers. Wire DP. Can also use a Derby. Good territory for Penny Arcade.

SHOWS— Antmial, Snake, Glass House, Posing Show and Girl Show. If you have your own equipment, will give you a good proposition. Want a good clean Mitt Camp, not one hundred children. Frank Miller, set in touch with me. Nina Scott, wire Myrle McSpadden. Dutch Wilson wants Blower Agents. Joe Sierman wants Six-Cat and Bucket Agents. Bull Marlin, wire at once.

This week, North Baltimore, Ohio; next week Marysville, Ohio, Fair, then as per route.

CAPITAL CITY SHOWS

Want for Taylor County Fair, Campbellville, Ky.

Followed by 12 bona fide Fairs until November 11.

Want legitimate Stock Concessions of all kinds. All Eats and Drinks open.

Eddie Kirkland, Joe Ansher and B. J. Haines, have Count Store for you at these fairs.

Can place 2 Kid Rides, Fun House and Glass House.

All replies to
J. L. KEEF
Danville, Ky., this week.

BARKER BROS.' CIRCUS

WANT IMMEDIATELY FOR LONG SEASON OF OUTDOOR AND INDOOR DATES

Promoters, Phone Men and some outstanding Acts. Man or Woman, or both, to ride menage, also to handle Dogs and Ponies and Liberty Horses. Clown to work Comedy Trick Mule, also other Clowns. Can use useful Circus People in all lines. Will sell "Exclusive" on Concessions to reliable party. Wire—No time to write.

BARKER BROS.' CIRCUS

R. M. Harvey, Gen. Agent; Dick Gilbert, Promotion Mgr.; W. C. (Curt) Evans, Bus Mgr.; Big Bill Blomberg, Gen. Mgr.

Borger, Tex., Aug. 2-3; Childress, Tex., Aug. 4-5; then per route.

UNITED EXPOSITION SHOWS

Want for Fairs and Celebrations for balance of season until November 15

Ride Help that drive, Merry-Go-Round Foreman and Second Man. Top salaries. Drunks, stay where you are. CONCESSIONS—Coke Bottles, String Game, Basket Ball, Photos, special deal to Frozen Custard, Hanky Panks. We are in the money. What have you? Blackie Bushong wants Cooks and Waiters for Cook House, also Man to take charge of Crab. Wire or come on. You will be placed. We are still making money far above the average. Address Calumet City, Ill., this week.

GULF COAST SHOWS

Want Ferris Wheel and Bingo for long season of fairs and cotton country. Wire at once. Address

F. M. SUTTON SR.
SHELBYNA, MO., FAIR, August 1-5.

FOR SALE ON ACCOUNT OF ILLNESS

Merry-Go-Round, Ferris Wheel, Tilt, Kiddie Auto, Kiddie Swings, Chairplane, Side Show, Zig Show, Snake Show, Two Girl Show with wagon fronts, these shows complete with good canvas, new marquees, two light towers, transformer wagon with a 100-kva pot. Plenty of wire and office wagon, three straight jobs and seven tractors and trailers in very good shape. This show is all booked with twelve fairs and in operation now.

Cash needed and terms that can be discussed with responsible party. If interested write or wire Box 182, c/o Billboard, St. Louis 1, Mo.

Four DANCERS—Four

Needed at once to enlarge our

"DIANA AND HER MONKEY" SHOW

for fairs. Top, prompt salaries. Must be youthful and capable and join now on wire.

RAY MARSH BRYDON, c/o W. C. Wade Shows, Hastings, Mich., this week.

GREAT LAKES SHOWS

WANTED for Burlington, Mich., August 2, 3 and 4—Hanky Panks, come on, \$15. Can use for Kalamazoo, Mich., August 13, 14, 15 and 16, Michigan's biggest V-J Day Celebration, sponsored by seven American Legion Posts. Two balloon ascensions, five acts, fireworks, parades, contests. Followed by Bristol, Ind., August 17, 18, 19; Decatur, Mich., August 23, 24, 25, 26. Can use all kinds of Concessions; Girl Show, 10 in 1, any show with own equipment. Can use Ride Help who drive semi; good treatment. All replies to MANAGER, Great Lakes Shows, Burlington, Mich.; all phone replies: Burlington 4405. P.S.: Tony Carl, set in touch.

GIVE TO THE DAMON RUNYON CANCER FUND

CARNIVAL ROUTES
(Continued from page 56)

Reynolds Bros.: Joliet, Ill.; Springfield 8-20.

Heth, L. J.: (Fair) Sturgis, Ky.

Hawatha: Big Rapids, Mich.

Hill's Greater: Lusk, Wyo.

Home State: Little Fork, Minn., 3-5; Park Rapids 7-9; Arlington 11-13.

Hooper State: Crawfordville, Ind.

Hotchkiss: Buffalo, Sparta, Ill., July 31-Aug. 3; (Fair) Marion 6-12.

Howard Bros.: Lucasville, O.

Imperial: Mt. Sterling, Ill.

Imperial Expo: Chilpeewa Falls, Wis.; Austin, Minn., 7-12.

Imperial: Monticello, Wis.

Inland: Belton, Mo., 3-5.

Interstate: Tell City, Ind.

Jan Am.: Kaukauna, Wis., 4-6.

Jayhawk Am. Co.: Orrick, Mo.

J. & B.: Lexington Park, Md.

Jollytime: Marietta, Pa.; Hasletown Heights

Johnny's United: (Fair) Danville, Ind., 2-8 (Fair) Greentaste 7-12.

Jones, Johnny J., Expo: (Fair) Muncie Ind.; (Fair) Cedar Rapids, Ia., 11-17.

Jones United: Eagle Butte, S. D.

Joy: Midway Attrs.: Udy, Mich.; Minton City 11-12.

Karras, Gust: Gilman City, Mo.; Missouri Valley, Ia. 7-12.

Kaus, W. C.: Chase City, Va.

Kille, Floyd O.: Tallulah, La. (Fair) Philadelphia, Miss., 7-12.

Kligor: Petaburg, Tex.

Kirkland Am.: Blairsville, Ga.

Krause Am.: Philadelphia, Pa.

LaCross: Hydeville, Va.

Lagasse Am. Co., No. 1: Sanford, Me.; No. 2: Providence, R. I.; No. 3: North Andover, Mass.; No. 4: Lawrence, Mass.; No. 5: Westville, N. H.

Lamb, L. B.: Mt. Pleasant, Ia.

Lane Sammy: (Fair) Hermitage, Mo.; Wayneville 7-8; Eldon 10-12.

Lawrence Greater: Chester, Pa.; Essex, Md., 7-12.

Lee United: Tawas, Mich., 1-2; Barryton 4-5.

Lone Star: North Baltimore, O. (Fair) Marysville 8-12.

Magic City: Cookeville, Tenn.

Magic Empire: Bedford, Ind.; (Fair) Centerville 7-12.

Maine Am.: Winthrop, Me.

Manning Ross: Geneva, N. Y.; (Fair) Ithaca, 7-12.

Marks, John H.: Washington, D. C., 2-12.

Marion Greater: Columbia, S. C.

Meekers: Onak, Wash.

Merry Midway: (Fair) Greentown, Ind.

Merriland: (Fair) Greenville, Mich.; Montague 7-9; Pentwater 11-13.

Merriman's Midway: Akeley, Ia., 1-2; Ogden, 3-5; (Fair) Orundy Center 7-9; Triser 10-12.

Midway Expo: (Fair) Hoxie, Kan.

Midway of Mirth: (Fair) Highland, Ill.

Midwest: Jackson, Wyo., 4-8.

Mighty Hoosier State, No. 1: Crawfordville, Ind., 1-3; (Fair) Bicknell 8-12.

Mighty Hoosier State, No. 2: (Fair) Clay City, Ind.; (Fair) Bicknell 6-12.

Mighty Page: Brunswick, Md.; Washington, D. C., 7-12.

Mighty, Curly: Vance, Miss.

Model: Knoxville, Ia.

Model Shows of Canada: Cornerbrook, Nfld., Can.

Modernistic: Preston, Md.

Moore's Modern: (Fair) Farmer City, Ill., 1-4; (Fair) Altamont 8-11.

Moon State: (Post of Oak St.) Toledo, O., 3-6; Hoytville 8-12.

Mound City, No. 1: Belleville, Ill.

Mound City, No. 2: (Fair) Carlinville, Ill.

Mountain States: (Rodeo) Wallace, Neb.

Myers: Tullahoma, Tenn.

Nelson, George W.: Palmer, Ia., 1-2; Buffalo Center 4-5; Washala, Neb., Minn., 8-6.

Nesler's: Mendota, Ill.; (Fair) Marshall 8-12.

New England Am.: Great Barrington, Mass.

Northern Expo: Cutbank, Mont., 1-3; Dodson 8-8; Saco 7-8.

Oklahoma Expo: Pea Ridge, Ark.

Page Am.: Princeton, Ky.; Russellville 7-12.

Palmetto Expo: Johnsonville, S. C.

Pan-American Am.: Hawthorn, Calif., 2-6; North Long Beach 9-13.

Parade: Higginsville, Mo.; Archie 10-12.

Paul's Am. Co.: Buffalo, Mo.; Carthage 7-12.

Peck Am. Co.: Antioch, Ill.; Kingman, Ind., 7-12.

Peeries Celebration Am.: Rowlesburg, W. Va.

Penn Premier: Bolivar, N. Y.; Killbuck 7-12.

Pike Am.: Wayneville, Mo.

Pine State: Oakley, Ga.

Pioneer: (Fair) Jennerstown, Pa.; West Fairview 7-12.

Playtime, No. 1: (Fair) Gorham, N. H.; Plymouth, Mass., 7-12.

Playtime, No. 2: Provincetown, Mass.

Powelson Expo: Shreve, O.; Lodi 9-12.

Powelson Greater: Dresden, O.; Ryeville 7-12.

Prelis World's Fair: Hatfield, Pa.; Sanatoga 7-12.

Prell's Broadway: (Fair) Hatfield, Pa.; (Fair) Bedford 6-12.

Queen City: Uhrichville, O.

Raines Am. Co.: (Fair) Hatfield, Ark.

Raney United: Columbia Heights, Minneapolis, Minn.

Reld, King: Rockland, Me.

Rogers Bros.: Ironton, Minn., 1-2; Carver 6-8; (Fair) Rush City 7-9; (Fair) Farmington 10-13.

Rocco: (Bryant Square) Minneapolis, Minn., 1-2; New Brighton 3-5.

Royal American: (Fair) Regina, Sask., Can.; (Fair) Fort William, Ont., 8-12.

Royal Blue: Montgomery, W. Va.

Royal Crown: Paducah, Ky.

Royal Expo: Seneca, S. C.; Toccoa, Ga., next week.

Royal Midwest: Hope, Ind.; Adelphi, O., 7-12.

San Valley: Narka, Kan., 3-5.

Shan Bros.: London, Ky.

Shorter's: Watertown, Minn., 8-8.

Siebrand Bros.: (Fair) Great Falls, Mont.; (Fair) Billings 7-12.

Silver Slipper: Owensville, Ky.

Smith, Allen: White River Junction, Vt.

Natick, Mass., 7-12.

Smith Am. Co.: Wichita Falls, Tex.

Smith, Geo. Clyde: Windber, Pa.; Duncanville, Pa., next week.

Snapp Greater: Seymour, Wis.; Fond du Lac 7-13.

Southern Valley: (Fair) Mansfield, Mo.

Sparks, J. A.: Dayton, Tenn.

Srader, M. A.: Russell, Kan.

Star Am. Co.: Heber Springs, Ark.

State Fair: Plainville, Kan.

Stephens, C. A.: West Jefferson, N. C.

Stephen's: Oille, Ia., 3-3; Murray 9-10; Corydon 11-12.

Strates, James E.: (Fair) Clearfield, Pa.; Buffalo, N. Y., 7-12.

Sunset Am. Co.: (Fair) Bagley, Minn.; (Fair) Fairbault 8-13.

Tasell, Barney: Solomons, Md.; Catonsville 7-12.

Tatham Bros.: (Fair) Milford, Ill., 1-3; Roberts 6-5.

Texas: Bishop, Tex.

Threes United: Joliet, Ill.

Thomas, W. A.: Henderson, Neb., 1-2.

Tidwell, T. J.: Rock Springs, Wyo.

Tinsley, Johnny T.: East Point, Ga.

Tip Top: Spencer, Wis.

Tivoli Expo: Bevidere, Ill. (Fair); Menomonee, Wis. (Fair) next week.

Turner Bros.: (Fair) Taylorville, Ill.; (Fair) Fairfield 8-11.

20th Century: Wadena, Minn.

Twin City: Lincolnville, Ia., 3-5; Bucklin, Mo., 10-12.

Twin State Am.: Jefferson, S. C.

Tyler's Overland: (Fair) Brighthouse, Ill., 1-4; Peoria 3-8; Benson 9-13.

United Expo: Calumet City, Ill.

United Liberty: Bristol, Ia.; Tipton, Ia. (Fair) next week.

United States: Hamlin, W. Va.

Veterans United: Newell, Ia., 3-5; Indianapolis 7-9; Ala. 10-13.

Virginia Greater: Pocomoke City, Md.; Easton 7-12.

Vivona Bros.: Washington, N. J.

Vog's Southern: Ft. Worth, Tex.

Volunteer: Centerville, Tenn.

Wade, W. G.: No. 1: (Fair) Hastings, Mich.; (Fair) Cornua 7-12.

Wade, W. G., No. 2: (Fair) Elmore, Ind.; Le-Orange 8-12.

Wallace Bros.: (Fair) Vegreville, Alta., Can., 1-2; (Fair) Red Deer 3-5; (Fair) North Battleford, Sask., 7-9.

Wallace Bros.: Jefferson, Wis.; Wausau 7-12.

Wallace, I. E.: Chippole, Pa.

Wallace & Murray: Newport, Tenn.

W. B. J.: Tontogany, O.; Sylvania 9-13.

Western: Snobomah, Wash., 2-8.

Wheeler, Ed L.: Pikeville, Tenn.

Williams, Ray: Augusta, Mich.; Three Rivers

Wilson Famous No. 1: (Fair) Lewistown, Ill., 1-4; (Fair) Cambridge 8-11.

Wilson Famous, No. 2: (Fair) Lafayette, Ill.

Wolf Greater: Kasson, Minn., 3-8; (Fair) Springfield 7-8; Howard Lake 10-13.

Wolfe Am.: Winston-Salem, N. C.

World of Mirth: Preston, Ia., Me.

World of Pleasure: (Fair) Angola, Ind.

Yager's United: Hamilton, Ill.

Young, Monte: Preston, Idaho.

Royal Exposition Shows

Want for fair circuit beginning Sept. 11 at Eatonton, Ga., and ending Armistice week:

SHOWS—RIDES—CONCESSIONS

Mario Zacchini, contact at once. Can use your Tilt now.

All address
J. P. BOLT, Mgr.
Seneca, S. C., this week; Toccoa, Ga., next week

MAGIC CITY SHOWS

This week first in Cookeville, Tenn. Can use Hanky Panks of all kinds, \$17.50 per week. Especially want Fish, Ponds, Walchis, Ball Games, etc. Mr. Vincent Cookhouse, get in touch or come on. Can use Shows with own equipment and transportation, not conflicting. Those joining now have preference at our fairs and celebrations, beginning second week in August. We absolutely hold contract for the Greater Anderson County Fair, Clinton, Tenn., Labor Day week. All replies: W. O. "BUD" POINTE, Cookeville, Tenn. P.S. Can use a few Agents for my own joints.

Dixie Exposition Shows

Can place Hanky Panks. Privilege \$20.00. Also Bingo that works for stock. Shows with own outfits. Want Ride Help, Foreman for Wheel and Ride-O. "Jig" Geo. Edwards, get in touch. Address this week Gibsonville, N. C.

JOHNNIE JOHNSON WANTS AGENTS

for Choc Dip joints for Springfield, Ill., and Des Moines, Iowa, Be at St. Nicholas Hotel, Springfield, Aug. 7.

PETE FERCUSON, contact
No drunks. If any one gets drunk, it will be me.

WANTED

All Hanky-Panks open. Need Two Grind Store Agents. Can place Cookhouse. Conditions are good down here. Need No. 6 Wheel Foreman. Can place Minstral Show. All replies: **PINE STATE SHOWS**, Bazey, Ga., this week.

KINGSTON, R. I., FAIR GROUNDS 75TH ANNUAL RHODE ISLAND STATE FAIR AUG. 13—8 BIG DAYS, 8 BIG NIGHTS—AUG. 20

WITHIN 7 MILES OF BEAUTIFUL NARRAGANSETT BAY

Featuring Largest Gladiola Flower Show in New England, Drum Corps Competition, Stock Car Racing, Thrill Shows, Radio Broadcasting, Largest Exhibitors in the East, Grandstand Show Featuring R. I. State Fair Revue with an All Star Show. Many Other Feature Attractions. 250,000 People within ¼ Hour Driving Time.

WANTED

All those with us last year contact. Motordrome, Iron Lung, Walk-Thru Shows, Monkey and Wild Life, Legitimate Concessions of all kinds, American Palmistry, Age & Scales, Novelties, Hi Striker, Long and Short Range, Basketball, Cig. Gallery, Ball Games, Glass Pitches, Dart Balloon, Jewelry, Frozen Custard, Snow Cones, Candy Floss, Candy Apples, Merchandise Stands of all kinds. Cookhouse wanted. Those coming on may be booked for five more Big Fairs. We have plenty of Rides and Bingo. Absolutely no racket.

ALL CONTACTS

MICHAEL FORMAGIONI
BELL FORM SHOWS

13 Division St. Bristol, Conn. Ph.: 20954

JOHN J. BELLOSE
CONN. CARNIVAL SUPPLY CO.

35 Wintthrop St. Bristol, Conn. Ph.: 7256

PECK AMUSEMENTS

WANT FOR THE FOLLOWING FAIRS

Kingman, Ind., Aug. 7-12; Switzerland Co. Fair, Fairview, Ind., Aug. 15-19; Lions, Ind., Community Fair, Aug. 22-26; then the following fairs in Mississippi, Mermando, Macon, Louisville, Lexington, Newton, Waynesboro, Marks, Winona, Belzoni; all bona fide Mississippi fairs.

SHOWS—Motordrome, Fun House, Glass House, Penny Arcade, Mechanical, Animal or Monkey, Illusion, 10-in-1; no Girl Shows.

CONCESSIONS—Cook House, Custard, Diggers, Snow Cone, Guess Your Age, Glass Pitch, Color Game, Pea Pool and any other legitimate Concessions. No flats. Can use a Tilt Foreman and a few Second Men on Rides who drive.

Address all wires and mail to

C. S. PECK

Antioch, Ill., this week and then per route.

WANT COOK HOUSE

Cook House for the largest and finest truck show on the road. Ask the people who know. We have a route of the finest Fairs ending in Florida middle of November. Reopen with Florida Fairs Feb. 1st. Must be modern, clean and cater to show people.

E. L. YOUNG—ROYAL CROWN SHOWS
PADUCAH, KY., THIS WEEK

WANT RIDES AUG. 18-19-20

For ONLY CELEBRATION IN TERRITORY THIS SEASON

St. Ann's Catholic Mission, Ortonville, Mich.

RIDES, TAKE ALL WILL ALLOW SOME CONCESSIONS.

WM. McFEELEY

St. Ann's Festival Committee, Hofmann Bldg., Detroit 1, Mich.

B & C EXPO SHOWS

Want for the balance of season and outstanding fair route shows: Motor Drome, Fun House, Girl Show; Rides and Concessions.

Genesee County, Batavia, N. Y., Aug. 7-12; Monroe County, Rochester, N. Y., Free Fair, Aug. 16-20; Vernon Fair, Vernon, N. Y., Aug. 22-27; Little World Fair, Hemlock, N. Y., Aug. 30-Sept. 3; Brookfield-Madison Fair, Brookfield, N. Y., Sept. 4-7; Trumansburg Fair, Trumansburg, N. Y., Sept. 12-16.

Replies: B & C EXPO SHOWS, Bath, N. Y., this week; then per route.

FOR SALE

Four-Ride Show—Merry-Go-Round, Wheel, Kid Ride and Swing; one 20 by 30 Top, three Transformers. All rubber-covered Cables, all Power Tools. Seven complete Concessions. This is no pile of junk. All goes for cash. If interested, come on and look it over and we'll talk price.

BOX D-407

c/o THE BILLBOARD

CINCINNATI 22, O.

TWIN CITY SHOWS

Want for the following Fairs and Celebrations: Lineville, Iowa, Homecoming, Aug. 4-8; Bucklin, Mo., Homecoming, Aug. 10-11-12; Cameron, Mo., Fair, Aug. 16-17-18-19; Hamilton, Mo., Fair, Aug. 22-24-25-26; Carthage, Mo., Labor Day, Sept. 4; Ava, Mo., Fair, Sept. 6-7-8-9; Salem, Ark., Fair, Sept. 12-14; Mount Ida, Ark., Fair, Sept. 18-23; Sherrill, Ark., Fair, Sept. 23-30; with more Arkansas Fairs to follow.

Want Hanky Panks of all kinds. Want Fan Games, Flashy Bingo and Ball Games. Want Manager for Girl Show, must have Girls. Want Pea Pool Agent and Ball Game Agent. Wire or Phone: **GGG. CRABLE**, Lineville, Iowa.

P.S.: Harry Lamon, contact me. White Nielsen wants Swinger Agent.

FREDERICKTOWN, O., CENTENNIAL

AUGUST 9-10-11-12

WANTS CONCESSIONS AND SHOWS

Mitt Camp, Diggers, Grind Stones, etc. Afternoon and night—on the streets—High Aerial Acts—Fireworks—Pageant—Parades—Bands—Drawings.

(Frank Johnson, call me.)

FRED NOLAN, Mezzola Park, So. Xenoville, Ohio. Phone 2-8252.



Get Well With Prell

Want for Bedford, Pa., Fair; Butler to follow: Novelties, Jewelry, Racer, all kinds of Hanky Panks, Eating and Drinking Stands

WANT: Fat Show, Mechanical City, Mickey Mouse, Unborn or any show of merit not conflicting.

WANT: Scooter, Rocket, Fly-O-Plane, Octopus, Kiddie Boat Ride and Ferris Wheel. Want Ride Help, Ticket Sellers, Talkers for 15 of the best fairs in Pennsylvania, Virginia, North and South Carolina. Also 8 Florida fairs starting January 10, 1951.

H. W. Jones Bingo want Bingo Help for fairs. Joe Cannamo, mgr. Jerry Buck wants Girls for Girl Show, wire. Marge Spivey, come on. All address to

SAM E. PRELL, Gen. Mgr.

Matfield, Pa., this week; Bedford, Pa., to follow.

EDDIE'S EXPO. SHOWS

Beaver County, Pennsylvania, Sesquicentennial

AUGUST 14-19

Washington, Pa., Free Fair

AUGUST 22-26

Stoneboro, Pa., Labor Day

WANT

Eating Stands, Grabs, Photos, Jewelry, Novelties, Ball Games, Long Range Gallery, Grind Concessions. No racket.

WANT

Shows, Motordrome, Penny Arcade.

EDDIE DIETZ

Freeport, Pa., this week; Aliquippa, Pa., Aug. 7-12

Want HANKY PANKS

Legitimate Concessions of All Kinds

ROLLOPLANE

Ferris Wheel Foreman Wanted

W. GLENN WADE, JR.

Grand Haven, Mich., Aug. 1-5; Reynolds, Ind., Aug. 6-12; Argus, Ind., Fair, Aug. 15-19

WANT—CONCESSIONS—WANT

MECOSTA CO. FAIR — BIG RAPIDS, MICH.

NEW GRANDSTAND—BIG KIDS' DAY—STOCK CAR RACES—GRANDSTAND SHOW—LARGEST HARNESS RACING PURSES IN STATE—TRI-COUNTY FAIR—25,000 ATTENDANCE

OPENS TUESDAY, CLOSSES SATURDAY, AUG. 22-26—LOW PRIVILEGE—FENCE TO FENCE

GOODYING AMUSEMENT CO.

1300 NORTON AVE. UNIVERSITY 1193 COLUMBUS 6, OHIO

WANTED SCOOTER FOREMAN

Must be able to keep motors in condition and running. Must drive semi truck. No drunks will be tolerated. Salary no object if you can produce. **CURLY, CONTACT ME AT ONCE.**

E. L. YOUNG, ROYAL CROWN SHOWS

Paducah, Ky., this week.

WANTED

GIRLS . . . GIRLS . . . GIRLS

FOR POSING SHOW ON ROYAL AMERICAN SHOWS

To open at St. Paul, Minn., at Minnesota State Fair. Top salary, first class state rooms, good treatment, money sure each week. Can use good Stripper. Write full details to Superior, Wis., week of Aug. 15; the Dykeman Hotel, Minneapolis, Minn., week of Aug. 21.

NAT D. RODGERS

MOTOR STATE SHOWS

WANT

Clean Concessions—Flea road, Photos, Darts, etc
Moyville, Ohio, Annual Street Fair, Aug. 8-12; Allen Co. 4-H Fair, Woodburn, Ind., Aug. 14-20; Bradner, Ohio, Annual Street Fair, Aug. 22-26; Romeo, Mich., Fresh Festival, in heart of town—3 big days and nights, Sept. 2-4.

Sorry, no shows, as we own 3. No Flats or P.C.

Toledo, Ohio, now foot of Ash Street.

J. J. FREDERICK, Owner-Manager

WANT

RSROA Mile-Higher in New Peak

Ops' Sleeves Rolled Up To Get Public \$

'51 Events to Cleveland

DENVER, July 29. — A general opinion that "we really got something accomplished this year" was noted among members of the Roller Skating Rink Operators' Association (RSROA) attending their week-long annual convention here in Irving Jacobs' Mammoth Garden Roller Rink, July 10-15.

Main discussions of the 100 operators attending centered on means of more effectively competing for the public's entertainment dollar along with setting up changes in the association's constitution and skating programs to meet new conditions.

Opening day of the meeting was given over to registrations and a dinner for the board of control, amateur board of governors, American panel amateur judges, RSROA vice-presidents, Society of Roller Skating Teachers of America (SRSTA) board of representatives and the press.

Bergin New Presy

Operators named Fred J. Bergin, Skateland, Pueblo, Colo., president to succeed Edward LaVenture, Whalom Park Rink, Fitchburg, Mass. Bergin, dean of the SRSTA, has operated rinks in Dayton, O.; Boston; Fresno, Calif., and Cleveland.

Bergin's staff officers are: First vice-president, Edward W. Stollery, Rolladium, San Mateo, Calif.; second vice-president, Harry J. Warner, Coliseum, Tampa; third vice-president, Henry W. Mason, Mercury Rink, Norfolk, and fourth vice-president, Robert Y. Gould, Midtown Rink, Des Moines.

The 1950-'51 board of control members include Joseph P. Seifert, Bay Ridge Rink, Brooklyn; Weston J. Bell, Redondo (Wash.) Skating Arena; Robert Bollinger, Oaks Park Rink, Portland, Ore.; Al Kish, Pearson Park Rink, Toledo; Jack Dalton, Roller-arcade, Cleveland. Carryover members are William T. Brown, Imperial Skating Rink, Portland, Ore.; Hyatt D. Ruhlman, Lexington Skating Palace, Pittsburgh; Phil J. Hayes, Pallowmar Rink, Milwaukee; J. W. Norcross, Warnoco Rink, Greeley, Colo.; Benjamin F. Morey, Eli Skating Club, New Haven, Conn., and Thomas S. Boydston, Lincoln Rink, Lincoln, Neb.

The American championships board of governors will consist of Frank Bartick, Newark, N. J.; Edwin Hodder, Boston; Charles Peppers, Oakland, Calif.; Gladys Salsinger Detroit; Otto Albrecht, Cleveland, and Peter Poland, Cincinnati. RSROA representative on this committee is Robert Y. Gould, Des Moines.

SRSTA Probes Likes, Dislikes, Desires of Mr. Average Skater

DENVER, July 29.—The two-day annual meeting here of the Society of Roller Skating Teachers of America (SRSTA) at Mammoth Garden Rink following conclusion of the RSROA convention and amateur championships was highlighted by steps taken to learn what the average skater likes, why he likes it and what he wants. Comment of most of the teachers was, "we accomplished more in these two days than in the last five years."

General thought introduced at the sessions was that all teachers must realize that the customer is "always right." It was with this in mind that Dean Fred J. Bergin, Pueblo, Colo., suggested a major overhaul in figure and dancing tests. Bergin cited some of the tests as being too technical and not what the skater enjoys. He told the 86 teachers attending that every consideration must be given to the rink box office, and that when tests tend to discourage rather than encourage interest in skating proficiency—then those figures and dances must be altered to meet the skater's approval.

"Marathon" Tests Rapped

Also coming under the fire of teachers were the "marathon" tests. Most believed an hour or an hour-and-a-half test presents major phys-

ical handicaps to the amateur.

The new test program will be offered September 1 with the old tests accepted until January 1, 1950.

To streamline SRSTA activities, committees were set up to coordinate the different test changes. Bill McMillian, Skateland, Denver, was named chairman of the figure skating committee; Jack Boyer, chairman of the dance committee; Joe Nazzaro, Rolladium, San Mateo, Calif., chairman of professional judging, and Louis Bargmann, Riverside, Washington, chairman of professional competition.

Attendance Heavy

In attendance at the conference were:

Albert and Marilyn Anselmy, Rolladium, Pueblo, Mich.; Wayne Andrus, Pallowmar, Milwaukee; Felix Arnold, Arena, Tulsa, Okla.; Joe D. Baker, Club Casino, Atlanta; Jack and Dorothy Barber, Coliseum, Orlando, Fla.; Louis Bargmann, Riverside Stadium, Washington; Joan Beckman, Skateland, Denver; Edna Beitz, Lexington Skating Palace, Pittsburgh; Rose M. Blavast, Arena Gardens, Detroit; George P. Bergin, Skateland, Pueblo, Colo.; Edward Bellin, Arcadia, Chicago; Gloria Burns, Skateland, Johnstown, Pa.; Louis Carlson, Roller-drome, Culver City, Calif.; Jimmie Carroll, Glinda's Recreation Center, Utica, Mich.; Mr. and Mrs. Marvin Carstensen, Fairview, Carlsbad, Mo.; Roland and Margaret Clont, Eastern Parkway, Brooklyn; James C. Costigan, Great Leopard Rink, Chester, Pa.; Laura Cowley, Phoenix, Ariz.; Betty Cranpe, Peaks Peak Skateland, Colorado Springs, Colo.; Tommy DeCocco, Pallowmar, Milwaukee; Ronald H. Dent, Coliseum, Marysville, O.; Harold and Elizabeth Denison, Coliseum, Tampa; Roy C. Dehshimer Jr., Moonlight Garden, Springfield, Ill.; Dave Feldman, Skateland, Tucson, Ariz.; Jim and Millie Ferris, Bay Ridge, Brooklyn; Frank Gallagher, Fordham Skating Palace, Bronx, N. Y.; Albert Gohara, South Side Rink, Salt Lake City; Stephen Gray Jr., Roller-drome, New Brighton, Pa.; John Greene Jr., Mammoth Garden, Denver; Phil Grumbach, Arizona Speed Club, Phoenix; Arnold M. Heyman, Coliseum, Charleston, S. C.; Ruth R. Hibbs, Shore Roller-drome, Neptune, N. J.; Ray Hough, Roller-drome, Kansas City, Mo.; Betty Jennings, Rolladium, San Mateo, Calif.; Ed Kosler, Mercury Rink, Norfolk, Va.; Joe LaTella, Leonard Rink, Bell Gardens, Calif.; William and Muriel Lenox, Arena, St. Louis; Curly Lamb, Crystal Rink, St. Louis; Richard and Terri Lynch, Rink of Dreams, Atlanta; J. Ray and Lynn Lenky, Riverside, Detroit; R. L. Bill and Margaret McMillan, Skateland, Denver; Dan McNeice, College View Palace, Marysville, Calif.; Anthony F. Mayo, Roller-arcade, Cleveland; J. F. Murphy, Fresno (Calif.) Arena; Dorothy Mitchell, Arena, Tulsa, Okla.; Loyd Moseley, Roll-Away, Hannibal, Mo.; Milton W. Morey, Long Beach (Calif.) Skating Palace; Joe and Irene Nazzaro, Rolladium, San Mateo, Calif.; Charles O'Connell, San Rafael, Calif.; C. W. R. Pattison, Redondo (Wash.) Arena; H. W. Perry, Doling Park Rink, Springfield, Mo.; Elbert Patton, Oaks Park Rink, Portland, Ore.; Frank Porter, Plainview (Tex.) Rink; Arline Poland, Seiffino Roller-drome, Cincinnati; Robert and Barbara Roky, Ambassador, Clawson, Mich.; Art Russell, Warnoco Rink, Greeley, Colo.; E. W. Rigelsen, Skateland-at-the-Beach, San Francisco; Ruth Smithson, Midtown, Des Moines; Irene Selfert, Crosstown, Omaha; Al Swabb, Phoenix (Ariz.) Figure and Dance Club; Alvin Schafer, Skateland, San Diego, Calif.; Clifford Schatenkerk, Southgate Roller-drome, Seattle; Chester O. Snow, Skating Palace, Hammond, Ind.; William R. Tucker, Midtown, Des Moines; Florence Tork, 10th Street Rink, Erie, Pa.; Melvin Umbach, Bal-A-Roue Rollerway, Medford, Mass.; L. James Walla Jr., Playland, York, Pa.; Clifford and Mildred Wilkins, Queens Rink, Elmhurst, N. Y.; Herbert Wilson, Gay Blades, New York; Fred Wickman, Arcadia, Chicago; John R. Weyman, Skateland, Pueblo, Colo.; E. Young, Alvarado, Richmond, Calif.; Fred A. Martin, Detroit, RSROA secretary; Bob Martin, assistant secretary; Bob Irwin, Chicago, amateur representative; C. F. Allen, Rolloway, Topeka, Kan.; Dale Pritchard, Oaks Park Rink, Portland, Ore.; John W. Sawyer, El Torreon, Kansas City, Mo.; Ted Moran, Midway, West Memphis, Ark.; Henry W. Mason, Mercury Rink, Norfolk; Jack and Irene Beyer, Southland, Chattanooga; Lillian Morrison, Collins Park Rink, Springfield, Mo.; Harry Collins, Doling Rink, Imlay City, Mich.; Robt. Chafonte, Gapey Rink, West Beach, Fla.; O. V. Caraway, Skateland, Jacksonville, Fla.; Thomas S. Boydston, Lincoln Rink, Lincoln, Neb.; James Mixon Jr., Capital, Harrisburg, Pa.; Duane F. Armstrong, Skateland, Tucson, Ariz.; Irene Eisenhammer, Skateland, Yakima, Wash.

Back to Roller-arcade

Operators unanimously voted to hold the 1951 operator meeting and amateur championships at Jack Dalton's Roller-arcade, Cleveland. Before selection of the site for the championships, Fred Martin, who was unanimously re-elected secretary-treasurer, pointed out that success of (See RSROA Mile-Higher, opp. page)

32,500 People See 565 Kids Display Skill

Advance Publicity Heavy

DENVER, July 29. — The 1850 amateur roller skating championships were awarded here Saturday (15) following the RSROA week-long competitions. The 565 skaters from 37 States and two Canadian provinces showed their skills before crowds estimated to total 32,500. Officials estimated an average of 4,000 spectators watched evening events with slightly more than half that many attending morning and afternoon contests.

Advance publicity for the meet, handled by Ed McLaughlin of Irving Jacobs' Mammoth Garden Rink, site of the meet, was credited by all for building local interest in the events. Advance publicity started three months before the opening.

Senior event favorites J. W. Norcross Jr., Greeley, Colo., and Nancy Parker, Detroit, won the applause of crowds along with firsts in figures and free skating. Teamed with Patricia Carroll, Norcross also placed first in senior pairs, and with Kenneth Johnson and Barbara Laney, the pair champions won senior fours.

The senior dance event award went to the Brooklyn pair, Robert and Joan LaBriola.

Results:

Senior men's figures: J. W. Norcross Jr., Greeley, Colo. Senior men's free skating: C. W. Norcross Jr., Greeley; Cecil Davis, Denver; Ted Roseadahl, Chicago. Senior ladies' figures: Nancy Lee Parker, Detroit. Senior ladies' free skating: Nancy Lee Parker, Detroit; Patricia Carroll, Greeley; Eunnie Mae Williams, Denver. Senior pairs: J. W. Norcross Jr. and Patricia Carroll, Greeley; Don Craig and Phyllis Buleitch, Denver; Don Craig and Ada Mary Duerlein, Pittsburgh. Senior dance: Robert and Joan LaBriola, Brooklyn; Johnny Williams and Mrs. June Hutchinson, and Patricia Cavanough, Columbus, O.; James Niles and Mrs. June Hutchinson, Washington. Senior fours: J. W. Norcross Jr., Patricia Carroll, Kenneth Johnson and Barbara Laney; Peter Oulu, Edna Grasso, Robert LaBriola and Barbara Trayer; Robert Jones, Ruth Erickett, Richard Rausgaitis and Terry Thieson.

Hurwitz a Winner

Intermediate men's figures: Alvin Hurwitz, Brooklyn. Intermediate men's free skating: Jerry Bruland, Ferndale, Wash.; Alvin Hurwitz, Brooklyn; James R. Sutton, Washington. Intermediate ladies' figures: Laurene Anselmy, Pontiac, Mich. Intermediate ladies' free skating: Laurene Anselmy, Pontiac, Mich.; Vernie Bauer, New York; Mary Ann McSweeney, New York. Intermediate pairs: George Joseph and Coni Nicholas, New York; Ray and Gertrude Miller, Pontiac, Mich.; Alvin Hurwitz and Ingrid Veigland, Brooklyn. Intermediate dance: John Paul Frichett, Mrs. Barbara Niles, Washington; Paul Lempink, Laurene Anselmy, Pontiac, Mich.; Wayne Larson, Phyllis Lang, San Mateo, Calif. Intermediate fours: George Joseph, Coni Nicholas, Gerald Nists and Vernie Bauer, New York; Archie Patton, Caroli Gocha, Gordon Patton and Patricia Jarrard, Pontiac, Mich.; Jerry Bruland, Marlene Kastner, Corney Lindell and Karen Bowsler, Ferndale, Wash.

Novice men's figures: Billy Cressey, Spokane. Novice men's free skating: Billy Cressey, Spokane; William T. Brown, Brooklyn; Earl Ruzuse, Culver City, Calif. Novice ladies' figures: Coni Nicholas, New York. Novice ladies' free skating: Betty Linsk, Seattle. Novice pairs: Charles Dunn and Lillian Bury, Elmhurst, N. Y.; William Watt and Dorothy McDonough, Pittsburgh; William Payator and Joan Drake, Elmhurst, N. Y. Novice dance: William Calderone and Marriam Centaro, Brooklyn; William Klontzenger and Dorthie Allen, San Francisco; Clifton Manchester and Yvonne Lang, San Mateo, Calif. Novice fours: Paul Lempink, Laurene Anselmy, Raymond and Gertrude Miller, Pontiac, Mich.; John Nork, Beatrice Shirley, Theodore Rosaki and Derek Eggert; William Pate Jr., Marjya Adams, Tom Jones and Gail Locke, Detroit. Junior boys' figures: William Jate Jr., Detroit. Junior boys' free skating: William Pate Jr., Detroit; John Spicer, Clawson, Mich.; William Wright, Hamilton, Ont. Junior (See Kids Display on opposite page)



FRED J. BERGIN

RSROA Mile-Higher in Peak; Ops' Eye on Public Dollar

(Continued from opposite page) The Denver show proved that prime consideration must be given to large spectator seating accommodations. Because of the show's promotion value to operators in every section of the country, Martin said the association would like to hold the contest all over the country, but named poor skating and seating facilities as obstacles impossible to overcome. He stated that the association could not afford to remake municipal auditoriums in order to hold the championships in the towns the association would like to.

RSROA President Edward LaVenture told members their association was operating in the black for the first time. He asked all member operators to show in some way that they want to help skating and the association. LaVenture criticized those operators who fail to take part in RSROA programs.

Co-Op Buying an Aid

Citing the association's co-operative buying program as one of the principal reasons why the RSROA is out of the red, LaVenture called on Victor J. Brown, New Dreamland

Arena, Newark, to explain the program and its benefits. In response, Brown told operators that the RSROA is a big outfit collectively and that all members will reap benefits, both individually and as a group, by taking part in co-op purchasing agreements being set up with manufacturers. Brown pointed to the agreement made with the Roller Derby Skate Company and said that one contract had been a major factor in putting the association in the black.

On the same subject, Secretary Martin said he felt rink operators were, in a way, agents of skate and accessory manufacturers. He pointed out that all revenue the association receives is expended in promoting more and better skating. If it were not for the operators' rinks, their individual efforts and promotions—there wouldn't be much of a market for modern skating equipment, Martin claimed in calling on members to back the co-op program whenever possible. It was made clear, however, that no agreement was compulsory on the individual operator.

Sets ASCAP Deal

Approval of a monthly and annual rate schedule submitted by ASCAP was voted by members. The new schedule is based on a rink's annual gross receipts. Operators gave Victor Brown a vote of thanks for his work with ASCAP in setting up the new schedule and most agreed it would offer relief to the majority.

B. C. Brooks, Brooks Skating Arena, Raleigh, N. C., was also given a vote of thanks for his efforts on the RSROA program seeking reduction of the federal admission tax or having the tax declared not applicable to roller rink admissions. Operators praised Brooks' work, but voted to withhold immediate efforts until the international situation eases.

The convention approved a revision of RSROA memberships. The membership now will be composed of rink operators in good standing. Associate members will be rink managers and teaching professionals in good standing attached to operators in good standing. Amateur clubs approved by the RSROA may also be associate members. It was voted to set aside one day at the next convention to be devoted entirely to the RSROA constitution and any proposed changes it may need.

Discussion on the merits of roller derbies brought forth varied opinions. Victor Brown reported an increase at his New Dreamland Rink and attributed it to the publicity given the amateur skating programs staged during intermissions. In replying to an opinion offered by Charles Sanford, Sanford's Rink, Fort Lauderdale, Fla., that rough skating did not help an operator, Brown said an operator in a town in which a derby is showing should tie-in with the derby by presenting rink skating shows between halves.

Advocates New Contests System

Brown also told the operators that, in his opinion, the amateur championships had become too big to be staged in their present manner. He suggested an Eastern and a Western semi-championship meet with the final to be held in Madison Square Garden, and offered to underwrite such a meet.

Following his election as president of RSROA, Fred J. Bergin told members the prime purpose of the association was to build up roller skating activities. Bergin appealed to RSROA members for their comments on the association's programs and their help in all RSROA business-building activities. He suggested setting up a grievance committee to handle immediate complaints, leaving the board of control for the more important over-all association work.

Seven Skaters Snag Gold Honors in Trials at Denver

DETROIT, July 29.—Seven of 32 persons attempting the difficult gold figure tests made the grade in trials during the July 10-15 Denver convention and competitions of the Roller Skating Rink Operators' Association

KIDS DISPLAY SKILL

(Continued from opposite page)

girls' figures: Barbara Trayer, Brooklyn. Junior girls' free skating: Gertrude Miller, Pontiac, Mich.; Barbara Trayer, Brooklyn; Irene Kuroski, Brooklyn. Junior pairs: Donald Maddoloni and Elizabeth Klein, Brooklyn; William Pate Jr. and Marilyn Adams, Detroit; Claude Whitehurst and Patricia Garbette, Norfolk. Junior dance: Richard Dickson and Katherine Hoffman, Albany, N. Y.; Melvin Carter and Doreen Versagoff, San Mateo, Calif.; Arthur and Joan Brown, St. Louis.

Juvenile boys' free skating: Claude Whitehurst, Norfolk; Ronald Butler, Redondo, Wash.; Kenneth Schaffer, Brooklyn. Juvenile girls' free skating: Linda Lou Craig, Indianapolis; Janice Johnson, Greeley, Colo.; Lanette Adams, Tacoma, Wash. Juvenile pairs: John Shepperde and Lorraine DeSabbato, Elmhurst, N. Y.; Ronald Butler and Carol Patterson, Redondo, Wash.; Gail Gibson and Janice Johnson, Greeley, Colo. Juvenile dance: Ronald Trembath and Sharon Feil, San Mateo, Calif.; Rory Rudy and Benita Massa, Richmond, Calif.; Gary Gardner and Marjorie Glasson, Elmont, N. Y. Notice ladies' free skating: Betty Linsky, Seattle; Lillian Bury, Elmhurst, N. Y.; Coni Nicholas, New York.

Speed Results

Speed skating, senior men: Roland Grusa, Portland, Ore.; James Hibak, New Westminster, B. C.; Billy Ward, Tulsa, Okla. Intermediate men: Joe Juehemich, Portland, Ore.; Paul Evans, Philadelphia; Joseph Hakim, Detroit; Jesse Harlow, Louisville. Junior boys, Charles Tomlinson, Flint, Mich.; Charles Webb, Robert Oliver, Denver. Juvenile A boys, Ralph Conrad, Pennsville, N. J.; John Papedella, Detroit. Clark Hodge, Gainesville, Fla. Juvenile B boys, Leonard Eide, Portland, Ore.; Terry Thompson, Coffeyville, Kan.; Elvin Griffin, New Castle, Pa. Juvenile C boys, Gerald Gohs, Detroit; Ronald Davidheiser, Portland, Ore.; Bobby Paterson, Pueblo, Colo.; John Hinz, Greeley, Colo. (tie). Senior ladies, Evelyn Olsen, Oakland, Calif.; Rita Conseller, New Westminster, B. C.; Ruth Warken, Cincinnati. Intermediate ladies, Alberta Chasteen, Grants Pass, Ore.; Dolores Pollack, Portland, Ore.; and Maxine Harampous, Elyria, O. (tie). Donna Keyes, Elyria, O., and Dorothy Van Damme, Detroit (tie). Junior girls, Carol Massey, Springfield, Mo.; Marilyn Bracher, Oakland, Calif.; Rae Elliott, Portland, Ore. Juvenile A girls, Kathleen Eddie, Portland, Ore.; Judy Taack, Imley City, Mich.; and Beverly Grant, Detroit (tie); Linda Rasmussen, Lawndale, Calif. Juvenile B girls, Sonya Mitchell, Tulsa, Okla.; Betty Ullian, Grants Pass, Ore.; Jayne Wilson, Neptune, N. J., and Dolores Adams, Tacoma, Wash. (tie). Juvenile C girls, Polly Pence, Denver; Arlene Seibel, Seattle; Branda Parke, Greeley, Colo., and Dorothy Young, Lawndale, Calif. (tie).

and the conference of the Roller Skating Teachers of America that followed, reported Robert Martin, assistant RSROA secretary, from national headquarters here.

The successful skaters were Roy J. Reynolds, Wal-Cliffe Rollerdrome, Elmont, N. Y.; James Niles, Riverside Stadium, Washington; Joseph R. Elliott, Pla-Mor Rink, Philadelphia; Frank Newberry and Joy Ann Brush, Hoffman's Skateland, Albany, N. Y., and Daniel C. Drullard and Joan Wilkinson, Skateland-at-the-Beach, San Francisco.

In harmony with the decision reached by the RSROA board of control last December, more gold medal tests will be skated in December, 1950, at Arena Gardens, Detroit, site of the next board meeting. The tests are tentatively slated to be held two days and will serve to bridge the 12-month gap between the Denver trials and trials slated for the Cleveland Roller-cade during the 1951 convention and championships.

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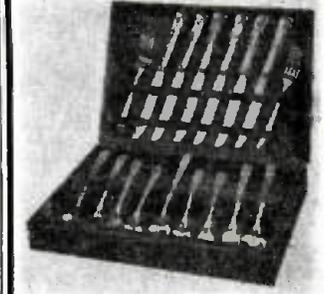
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K34N3	7 inch	11.00
K34N5	7 1/2 inch	21.00
K34N6	8 inch	24.00
K34N4	9 inch	27.00

DANGLING COMPOSITION NOVELTIES

No.	Description	Per Doz.
K38N71	2 1/2 inch Donald Duck	3.75
K38N74	4 inch Donald Duck	6.75
K38N72	2 1/2 inch Frog	3.75
K38N73	3 inch Spider	3.75
K38N75	2 1/2 inch Mule Doll	3.75
K38N86	4 1/2 inch Owl	6.75
K38N73	2 1/2 inch Spider	6.75
K38N76	1 1/2 inch Devil	6.75
K38N77	4 1/2 inch Skeleton	6.75
K38N78	4 inch High Hat Monkey	7.20
K38N81	6 inch High Hat Monkey	7.20
K38N82	8 inch High Hat Monkey	14.40

PAPER PARASOLS

No.	Size	Per Doz.
K24N26	18 inch	9.00
K24N7	22 inch	21.00
K26N8	29 inch With Handle	35.00

LARGE SIZE INSIDE HUMMER FLYING BIRD

No.	Per Doz.
K28N68	9.00

NEW CARNIVAL NOVELTIES DAILY

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WATCH FOR OUR ADS!!

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CHICAGO 6, ILLINOIS

Make YOUR Cash Register RING! GENUINE COWHIDE BAGS

★ New ★ Smart ★ Sought After

Genuine Hand-Tooled, Hand-Laced Bags.

With That Real WESTERN LOOK!

Large Shoulder Bag, 8-Inch Bag, Zipper, Lined, Zipper, (\$3.35 Retailer)

\$12.75 **\$2.75**

14-Inch Handbag, Double Zipper, Lined, (\$3.95 Retailer)

\$11.75 **\$2.25**

11 1/2-Inch Handbag, Zipper, Lined, Hand Tooled Wallets (\$5.15 Retailer)

\$8.75 **\$2.75**

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Money-Back Guarantee If Not Absolutely Satisfied.

SAMPLE ORDERS FILLED IN ANY QUANTITY

ORDER BY MAIL. Send check or money order in full confidence. Postpaid if remittance sent in full—or send 25% deposit, balance C. O. D.

ATLAS Novelty Company

1128 16th Street
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YOU MUST STATE LINE OF BUSINESS OR CATALOG WILL NOT BE MAILED OUT

MIDWEST MERCHANDISE CO. 1010 BROADWAY
KANSAS CITY, MO.

AGENTS & DISTRIBUTORS

(Continued from page 82)

WOODEN NICKELS - CLEAN, POWERFUL good will builder for pitehmen and advertising salesman. Tremendous profits; cost \$1.50; 2500 sold; postpaid (no samples). L. Berkje, 2405 Blanco Rd., San Antonio, Tex. a12

WOW! WHAT A PARTY GAG - IT'S A LAUGH rig; \$100 worth of laughs guaranteed; try this gag on your best friend and if he doesn't want one after he shows you, refund you can return for full refund; sideline salesmen can earn nicely selling this laugh provoking novelty in parlors, bars, restaurants, etc.; your friends will want one to take home; rush \$1 for sample and full details; it's the darnest novelty ever thought up. Allied Sales, 311 North Dearborn, Chicago 8. a12

7X11 BLUE STOCK SIGNS FOR STORES AND bars; big variety; 100 Clock Signs, \$6 per 100 or (trip) 15 signs, \$1. M. Hudak, 125 Sullivan St., New York, N. Y.

11.58 QUART - A DI GREZIO LIQUID DE- odorizer spray, 23 Ellsworth Ave., Melrose, Mass. Postage packing, 25¢ extra (detail, stamp).

550 EASILY MADE IN SPARE TIME - SELL sensational new name-imprinted Christmas cards; 50¢ sell for only \$1; not obtainable elsewhere; big profit; write or phone; samples on approval; Regal Greetings, Hazel Park 55 Michigan.

800% PROFIT SELLING NEEDLE THREAD- ers; samples, prices, 10¢. Louis Siegel, P.O. Box 183, New York 2, N. Y.

1,000 NEEDLE BOOKS, \$34.50 - 7 DARNING and 18 regular; good premium; sample, 5¢. Delano, 1117 Madison Ave., Covington, Ky.

ANIMALS, BIRDS, PETS

A COMPLETE MONKEY SHOW - 3 MONKEYS, 7-Banner Fun, 100 feet Seaside, Ticket Box, Wiring, etc., \$225. R. Wooley, Erwin, Tenn., week July 1.

ATTENTION, WILD LIKE MEN - ADULT CIN- namon or White Face Ringtail, \$22.50; Red giant boss, \$3 per lb.; Insanus or Tegu Lizards, \$17.50 each; Adonis, Eagle, Stork, Malayan Bear, Sloth, African Civet, large Boa Constrictor, Snake Dena, \$15, \$25, \$35. Write for complete list. Mono Trading Co., 1580 Curtis Dr., Nalacab, Fla.

RABY CHIMPANZEES, GUINEA BABOONS, Annulus Baboons, Chacma Baboons, Woolly Monkeys, Ringtail Monkeys, Giant Jungle Rate, Phacanth, Saker, Pigeon, Eagle, Stork, Malayan Bear, Sloth, African Civet, large Boa Constrictor, Snake Dena, \$15, \$25, \$35. Write for complete list. Mono Trading Co., 1580 Curtis Dr., Nalacab, Fla.

CATS - SPOTTED LEOPARD, EXTRAORDIN- ary animal, tame as house kitten, 1 1/2 year old, one black, one white, one spotted Leopard; excellent cats, 4 yr. old males, \$500 ea.; African Tiger Cat, ferocious, good cage exhibit, female, \$75 ea.; Bluetongue, gear coat with different colored spots from Asia, \$300 ea.; Golden Cats from Stam, one pair and extra male, \$200 ea.; Chechals, young, male and female, \$100 ea.; White cats, \$100 ea.; \$500 trio, Trefflich's, 228 Fulton St., New York 7, N. Y.

CHIMPANZEES - FINE ANIMALS FROM America's largest chimp dealer; 19 Chimps, 15-30 lbs., \$450 ea.; tame babies, 15-30 lbs., \$600 up. Trefflich's, 228 Fulton St., New York 7, N. Y.

COMPLETE STANDARD ACT - ONE PONY, two fine Dogs, \$1,200; also White Doves, White Fantail Pigeons and Dogaons Billed, Snow Finishing for Pony, Geo. E. Roberts, Philadelphia Studio, 3504 N. 8th St., Philadelphia 40, Pa. a12

ELPHANTS - 3 FEMALE INDIAN ELE- phants, 5 ft. 7 in., 5 ft. 9 in., 6 ft.; very tame and can ride on; immediate delivery, \$3,500 each or all three for \$9,000. Trefflich's, 228 Fulton St., New York 7, N. Y.

FOR SALE - COMPLETE WILDLIFE SHOW; 40 cases with good variety animals and birds. Will sell at very reduced price for immediate disposal. For particulars contact Chase Wildlife Studio, Egypt, Mass. a12

MONKEY SPECIAL WHILE THEY LAST - Rhemus mother and small babies, \$65 combination; Platil mother and baby, \$75 combination; Jax, Monkey, \$30 ea.; Platil, \$40 ea.; small, \$40 ea.; medium, \$50 ea.; adult, \$75 ea.; Dog-face Baboons, young, \$50 ea.; Chacma Baboons, excellent males, \$100 ea.; Cinnamon Baboons, \$35 ea.; Mandrills, mostly males, \$150 ea. Trefflich's, 228 Fulton St., New York 7, N. Y.

FALCONING, GELDING, 37 TRICKS AND dances, beautiful set, with equipment, ready for show. Nancy Diehl, Doylestown, Pa.

QUALITY FIRST - PLENTY HEALTHY Snakes; all kinds, also Armadillo, Boa, Gila monster, Mexican Beaded Lizards, Alligators, Terrapins, Anoula, Raccoons, Rabbits, Rats, Mice, Guinea Pigs, Monkeys, Feafowl, Squirrels, Fantail Pigeons, Hamsters, Owls, Deodorized Skunks, Jungle Rats, Prairie Dogs, Coyote Pups, Badgers, Wild Cats, Phone 141, Otto Martin Locke, New Braunfels, Tex. a12

REPTILE LIST FREE - HOBBY CATALOG 10, Reptiles, \$3.25 thousand, Chamelons \$15 hundred, also Turtles, Salamanders, Frogs, Cares, Quivira Specialties, Tnecks 64, Kan. a12

SEALS OR SEA LIONS, TRAINED OR WILD, ready now. Seal trained on order for water act. Trapper-trainer, Homer F. Snow, 1538 Golden Ave., Hermosa Beach, Calif. no

SNAKES - RETICULATED PYTHON: FAT bodies, clean mouths, good features 22 ft., \$600 ea.; 19 ft., \$400 ea.; 17 ft., \$350 ea.; 16 ft., \$300 ea.; 15 ft., \$250 ea.; Siamese Crocodiles, about 3 ft. long, \$50 ea., Trefflich's, 228 Fulton St., New York 7, N. Y.

TWO HEALTHY BLACK BEAR CUBS, THREE months old. Elkhorn Zoo Box 103, Cody, Wyo. a12

ZEBRAS - STRIPED HYENA, FEMALE VEHY good, 200 lbs.; Grant's fine young female, just arrived from Kenya, \$850 ea.; Chapman, 5 year old female, one horn slightly deformed but does not hamper working; tame, former show star, \$500 ea. Trefflich's, 228 Fulton St., New York 7, N. Y.

BUSINESS OPPORTUNITIES

ANALYZE HANDWRITING FOR PROFIT! Cash and credit, including Charis, Signa, Instructions, (Estate Charis \$7.50, 1,000), Graphologists, POB-871, Philadelphia, a12

ADVERTISE IN "MAILORDER WORLD," PER inch \$3 of "Progressive Mail Trade," per inch \$4. Both cover entire U. S. A. and foreign territories. Co-publication. Rates low; many beneficial sample copies 25 cents explains fully. Mark Steele Advertising Co., Franklin, Tex.

A "SURE WINNER" MAIL ORDER BUSI- ness; receive one hundred quarters per day; sample for plan and formula. Essner Sales, 3856 Plankinton, Cudahy, Wis.

A TERRIFIC DEMONSTRATION DEAL - PIN Carriers now doing big business Gimels, N.Y. Dept. Store. Last card of 12 pins and roller 69 cents, card pins only 24 cents; cost 30% of list. Send \$1 for samples, money back guaranteed. Styl-Sat Products Co., 937 1/2 So. Mansfield, Los Angeles 36, Calif.

CLOSING OUT - COLLECTION SYSTEMS; formerly \$15, reduced to \$1 postpaid. Write to National Business Service, 28, 206 Bro-4 St., Elizabeth, N. J. a12

CONCESSION OPERATORS, SPECIALTY JOB- bers, mail order. Clean up with "Baby-Gay" in Plastic Show Box; big flash; sample \$1 postpaid. Baby-Gay Beaver Oam 5, Wis. a12

EARN MONEY AT HOME WITH YOUR TYPE- writer. Sample time, Des Moines 12, Ia. Publisher 1915 E 12th, Des Moines 12, Ia. a12

EARN EXTRA MONEY ADDRESSING ENVE- lopes and mailing circulars for national advertisers; instructions plus list of 50 dealers who pay cash for this service only \$1. Bwell Parley, B-15A, Evans, Ky.

FOR SALE - NEW MAPLE PORTABLE SKAT- ing rink floor, 4x100; 200 pr. Green Skates, used four months. Joe Rowlett, Chicago 12, Ill. a12

FREE 10-110-700 MONEY MAKING DEALS; unusual items; whole supply sources. Write Hevner Service B'dg., Smithfield, O. a12

GET INTO TELEVISION - AND ACT AS ARTIST; State-owned, U.S. owned and station list; tells you how and names key personnel at video stations coast-to-coast; one dollar. Billboard Box C-112, Cincinnati, O. a12

MUSICIANS - ALL INSTRUMENTS, FREE EN- joyment service for modern territory bands, with permanent headquarters in Minnesota and South Dakota. Write Lola, 218 So. Main, Fairmont, Minn.

PORTABLE ELECTRIC MOTHER, DAUGHTER unit, gives heat and food at its best, in and outdoors. Sale-force and jobbers needed; States rights. Dr. Roberts, S. F. a12

QUICK SIGN PAINTING - USE LETTER PAT- terns; avoid sloopy work and wasted time; write for sample. John Rahm, A-1338 Central, Chicago 31, Ill. a12

QUICKLY BUILD YOUR PAYING MAIL order business; our deals are good. A. S. Spencer & Co., Mokena, Ill.

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second Hand Cola Machine Bargains will be found on page 94 in this issue.

COSTUMES, UNIFORMS WARDROBES

BEAUTIFUL EVENING GOWNS, SLIGHTLY used, \$5, \$7, all sizes. Men's Tuxedos, sizes 35 to 40, \$15; flashy Chorua, \$10. Write Orantia Service, 4323 S. Michigan, Chicago.

BLUE CURTAIN (14x16), \$12; GOLD GREEN, \$20; beautiful gold Pipe Poles, (12x20), \$20; Red velvet (12x20), \$75. Write Orantia Service, 4323 S. Michigan, Chicago.

CLOWNS' BURLESQUE COMICS, MINSTREL costumes, 15 pieces, \$10. Write Orantia Service, 3404-N, Fifteenth, Philadelphia. a12

SINCE 1888 - COSTUME BARGAINS, CHORUS, dollar up; Principals, three up, no catalog; state wants. Gutterberg, 9 W. 14th St., New York 11, N. Y.

FORMULAS & PLANS

BARBECUE SAUCE (CONCENTRATE - HALF tablespoon to fourteen ounces, bottle contains medium sauce); cooking unnecessary; \$3 per quart express collect. Tampico, 3806 Brooklyn, Kansas City 9, Mo.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE - complete Candy Corn Machines and Cookers \$25 complete set, 50 all electric from \$155. Krissy Korn, 120 S. Halsted, Chicago 31, Ill. a12

LARGE, LYONS MULTIPLE ROOT BEER Barrel, practically new, \$40. F.O.B. 909 North 6th St., Phoenix, Ariz.

FOR SALE - PORTABLE ROLLER RINK TEN- table, new; sectional hardwood floor, 30x45; P.A. System, 80 pairs Chicago Clammy Skates, new; gutter, wiring, parts, \$2,850; all equipment practically new. J. E. Smotherman, 123 Bell St., Murfreesboro, Tenn.

CHICK AND NAME PLATE OUTFIT complete, 3 sets of Dime 600 Blanks, \$35 or best offer. Fred Bull, 176 East Ave., N. Hamilton, Ont.

POPCORN MACHINES, PEANUT ROASTERS, Geared Kettles, Caramelizers, Candy Kettles, Gamaline, Bottled Gas Heating Equipment. Northside Co., Indiana, Ill. a12

PORTABLE SECTIONAL SKATE FLOOR, 30x45; 80 prs Chicago Skates, P.A. System, wiring, etc., \$1,250. Bertram Orr, 224 Kings Hwy., Murfreesboro, Tenn.

RAT WHEEL, DONUT MACHINE, ROOSTER Barrel, Carbonator, Popcorn and Peanut Machines, Penny Pitch, eight ten Franks, Candy Flow, Snow, 2018 Genesee Ave., Tampa 5, Fla.

SACRIFICE - TWO SWEDEN DOUBLE HEAD- ed soft-ice Cream Freezers, used 4 months; new offer. Daly Co., 1418 So. First, Aberdeen, S. D. a12

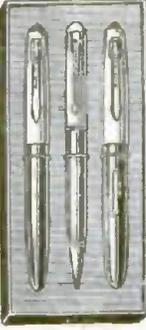
STAGE AND RINK LIGHTING - NEW, CRY- stal showers, spotlights, color wheels. Newton, 25 W. 14th, New York City.

SUPER WIZARD FLOSS MACHINE; HAND- rolled Candy Cones, Echols ice Shaver, new geared Popper Kettle, James Rosetter, Albany, Ohio. (Continued on page 86)

DIRECT From Manufacturer Sensational Value

Beautiful 3 piece set: Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold plated caps. Attractively boxed.

SPECIAL PRICE
\$54.00 Per Gross Sets
 Sample Set, \$1.00



These Pens Sell Like Wildfire!
 Combination ball pen and lighter.

35¢ EA.
 New 1950 Vacuum Filler **\$4.20** Doz.
\$48.00 GROSS

All Metal Sets
 2875A Ball Pen, Lighter and Fountain Pen (Boxed), per set, \$46.00
 2875B Ball Pen, Pencil and Fountain Pen (Boxed), per set, \$46.00
 2875C Fountain Pen & Pencil (Boxed), per gross, \$48.00
 785 Flashlight with Chain (12 on Card), per gross, \$40.00
 466 Ball Pen (12 on Card), per gross, \$14.40

Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples.

H. EPSTEIN
 27 East 23rd St.
 New York 10, N. Y.

ORDER NOW!

NEW LOW PRICES ON ALL PEN SETS

WE WILL NOT BE UNDER-SOLD

\$4.00 Per Doz.
\$42.00 Per Gr. self-filler

The original 3-piece Pen set that has a fountain pen with a self-filler, a mechanical pencil that reaps and expels, and a Ball Point Pen consisting of atomic and pastel colors that come in a beautiful box and a gold embossed \$7.50 price tag and also a guarantee slip at a new low price of \$4.00 per doz.—\$42.00 per gr. This is the same pen set that we formerly sold at \$45.00 per gross; Sample 75¢. We guarantee all sets. This is a real buy and the best buy in the country.

SPECIAL
 3 Piece Pen Set all gold finish
\$5.50 Per Doz. \$63.00 Per Gross
 Sample \$1.00.

These Pen Sets also carry the same beautiful guarantee and gold embossed price tag \$10.00.

SPECIAL
 Fillerless Ball Point Pen and Key Chain with colored stones.
\$2.00 Per Doz. \$22.50 Per Gross

FLASHLIGHT KEY CHAIN
ALL GOLD \$2.25 PER DOZ.

SPECIAL
 Cigarette Lighter and Ball Point Pen combination, beautiful gold finish, that is a beauty, at the special price of \$3.80 per dozen or \$36.00 per gross. All cellophane wrapped. Sells on sight.
 Sample 50¢.

Five-Way Pen Set
 Includes Mechanical Pencil, Ball Point Pen, Lighter, Flashlight & Self-Filling Fountain Pen in beautiful box. Gold finish.
 Per Doz., \$8.00 — Per Gross, \$95.00

We ship same day when we receive orders. We ship all over the world.

Floating Cutie Doll and Dream Girl Pencil
 Special—Doz. **\$3.50**

Pearl Handle Pistol Lighters
 Immediate delivery.
 Doz. **\$12.00**

The Original Ubangi Girl
 With Suction Cup. Looks like she's alive.
 Sample Doz. **\$1.75**
 Gross **\$18.50**

Floating Kilroy Pencil
 Doz. **\$6.00**

25% deposit with order, M.O. or cash, balance C. O. D.

HARRIS NOVELTY CO.
 1102 ARCH STREET PHILADELPHIA 7, PENNSYLVANIA
 PHONE MA 7-9848

Four-Piece Pen Set
 Consisting of Knife, Fountain Pen, Pencil and Ball Point Pen.
\$5.50
 Gross **\$65.00**

Wolf Pack Cards
 52 different Girl Pictures on regular deck of cards.
 Doz. **\$9.50**

Five-Piece Jewelry Sets
 In beautiful plush boxes with \$19.00 price tags
 Doz. **\$42.00**
 Four-Piece Jewelry Sets in plush boxes.
 Doz. **\$36.00**

Unique, Amazing, Unpredictable

FUSSY FIDO

The Most Outstanding ACTION Toy in Years!

Feed Him The MAGIC HOT DOG and Watch Him Perform.
FEED HIM ONE END—HE EATS IT!
FEED HIM THE OTHER—HE REFUSES IT!

DOUBLE SPECIAL!!
 Two Fastest Selling Toys Today
WALKING ELEPHANT
 (approx. 8" x 5")
 dressed in parade colors with raised trunk in plush. **\$7.50 doz.**
WALKING BEAR **6.80 doz.**

\$4.25 dozen
 Minimum order 2 doz.

Genuine Mother of Pearl Pistol Lighter, fully automatic. Doz. **\$20.00**
 Camera Lighters, Doz. **\$8.00 & \$15.00**
 Lamp Lighter, Doz. **\$13.50**
 Sunglasses, "Air Force Type," including gold-stamped carrying case. Doz. **6.00**
 Peep Show Flash Pencil, Doz. **4.95**
 Nude Pencil, Doz. **3.50**
 1 Pc. Pen Set With Knife, Doz. **5.50**
 1 Pc. Pen Set: Pen, Pencil, Ball Point Pen, better quality Doz. **\$4.50 Gr. 45.00**
 Black Handled Pistol Lighters, \$6.50 Doz. & Up
 Send \$10 for ten samples, retail value \$30

Just Out! FOUR COLOR PENCIL in chrome finish—Writes red, blue, green, black. Copy of \$5 number. Doz. **\$4.75**
VISIBLE FLUID LIGHTER, 6 (Months' supply—1 filling) Top in acid finish. Doz. **9.50**

Sunglasses, men's & ladies', fine quality, \$1.50 display card doz.
 Wolf Pack (the original). Doz. **\$11.00**
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 We Prepare With Full Remittance
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 THE TIME-PROVEN LINES!
 THE LOWEST PRICES EVER!
SEND FOR IT TODAY!

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 750 E. BALTIMORE ST., BALTIMORE 2, MD.

LAST TIME AT THESE LOW PRICES

Men's and Ladies' Nationally Famous Watches

★ ELGIN ★ BENRUS ★ GRUEN
 ★ BULOVA ★ WALTHAM

Made from new designs. Reconditioned and rebuilt, guaranteed like new. Complete with leather straps.

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15-Jewel, \$10.65
 17-Jewel, \$12.65
 21-Jewel, \$16.95

Gold Plated Expen. Band, 95¢ add.

RHINESTONE & FANCY DIALS
 At No Extra Charge

Write for 56-Page New 1950 Catalog.

Watches Lord and Lady Scot
 Men's new watches with stretch band. **\$2.50**

WRIST WATCHES
 10 K. R.C.P. yellow cases, late models. Guaranteed like new.
 15-Jewel, \$8.95 | 17-Jewel, \$9.95

RINGS
 Closeout values to **\$36.95** ast. doz.

Wholesale Only. & Watches Minimum. (51 Additional for Samples)

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 25% with order—balance C. O. D.

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 IS OUR BUSINESS
VALUE!
 IS OUR MOTTO

We Have Everything For:
 • Jewelers • Engravers
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Attention, Engravers!
NEW CATALOG

NO. 105—HOT OFF THE PRESS AND SIZZLING WITH NEW BIG SELLERS

Write for Big Catalog (STATE YOUR BUSINESS)

All Orders Shipped Same Day Received

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A RED HOT ITEM

BRAND NEW CHRONOGRAPH WRIST WATCHES

with radium dial, sweep second hand, precision timekeeper and stop watch, push button model. Also Elgin, Benrus, Bulova, Waltham, Gruen, reconditioned like new, from \$8 up.

KANE WATCH CO.
 104 Canal St., Dept. B New York 2, N. Y.

(What for FREE?)
 (catalog with new low prices, 25% cash with order, balance C.O.D. Wholesale only.)

NEW LOW PRICES FOR QUANTITY BUYERS

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JEWELLED MOVEMENT

New & different—A shot in the arm for watch salesmen. Beautiful Chrome Expansion Band with each Watch—the Band sets the Watch.

JEWELLED—CHRONO
 New, Small Push-Buttons

LOOKS LIKE EXPENSIVE STOPWATCH

With Chrome Expansion Band, **\$4.95** Each
 Dz. Lots
 Less than doz. lots \$5.49 each
 10% Deposit, Balance C. O. D. No Catalogue.

Gross Lots—With Expansion Band **\$3.50**
 Lots of 100—With Expansion Band **2.60**
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 Rhinestone Dial, 50¢ Higher

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 PHONE: CH 7427

Get Acquainted Specials

NYLONS
 51-15—first quality Beige & Taupe tones. Cellophane 6 pair, **\$6.25** w r p p e d. State sizes postpaid
 wanted. Limit, 12 prs.

PILLOW CASES
 Type 100 Percale, 42x26—6 for **\$4.75**
 First quality Pastel Blue & Pink only. Cellophane Limit, 12 prs. wrapped

and
 Type 128 Mustin, White 6 for **\$3.50**
 only—42x36. First quality. Limit, 12 prs.
 No C.O.D.—Satisfaction Guaranteed.

THE NATIONAL CO.
 29 E. 20th St. New York 3, N. Y.
 GRamercy 7-7670-7671

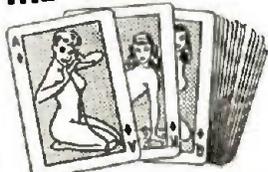
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 New Invention! Sells Like Wild

Expels messy paste, liquid, etc. May glide over shoe—and BRISTOL may have a better, long-lasting shine. No more shoe polish. No more hands. Clean. Hands. WORKS LIKE MAGIC! Works on shoes, women's and children's shoes. Low priced. Lightening action.

SAMPLES FOR AGENTS
 Sample offer sent on request. No obligation. No money out of pocket. A business agent will be assigned to you.

KRISTEE CO. 1522 Bar St., Akron, Ohio

"THE WOLF PACK"



Regulation size playing cards featuring fifty-two exciting art studies of gorgeous models in full color!

\$10.20 DOZ. PACKS
SAMPLE PACK, \$1.25

\$4.00 DOZ.
\$43.80 GR.

"Original 3 pc. Kimco Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed."



ATTENTION CREW HAT OPERATORS!

WE HAVE A PROVEN WINNER



BEE BOP \$72.00 GR.
TWILL HATS

HOTTEST NUMBERS IN MECHANICAL TOYS THIS YEAR!

- LARGE WALKING BEAR
- SMALL WALKING BEAR
- BEGGING POODLE DOG
- WALKING ELEPHANT
- ITCHY DOGS
- JUMPING DOLL WITH RUBBER BALL

WRITE FOR SPECIAL PRICES!

★ DREAM GIRL PENCIL	\$ 3.60 Dz.	\$42.00 Gr.
★ LARGE BLACK GRIP GUN LIGHTER	10.80 Dz.	
★ 12" TINSELED FEATHER DOLL	4.00 Dz.	45.00 Gr.
★ 7" TINSELED FEATHER DOLL	1.50 Dz.	16.80 Gr.
★ 6" PLAIN CELLO DOLL	1.00 Dz.	10.80 Gr.
★ 4" TINSELED FEATHER DOLL	.75 Dz.	8.40 Gr.
★ FEATHER DRESS	.80 Dz.	9.00 Gr.
★ LARGE SILK PARASOL	6.00 Dz.	54.00 Gr.
★ MED. SILK PARASOL	4.75 Dz.	43.20 Gr.
★ SMALL SILK PARASOL	3.75 Dz.	21.00 Gr.
★ SMALL COOLIE HATS	1.90 Dz.	27.00 Gr.
★ LARGE COOLIE HATS	2.50 Dz.	4.50 Gr.
★ No. 14 KAT MOTTLE BALLOONS		9.00 Gr.
★ JUMBO SILVER AIRSHIP PACKAGE	6.00 Dz.	
★ SILVER AIRSHIP WORKERS	.60 Dz.	6.00 Gr.
★ 6" FUR MONKEY	1.80 Dz.	10.80 Gr.
★ 8" FUR MONKEY	2.25 Dz.	24.00 Gr.
★ 12" FUR MONKEY		

25% Deposit Required With All Orders, Balance C. O. D.

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KIM & CIOFFI

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FOR SALE—SECOND-HAND SHOW PROPERTY

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35mm.; Area, Rectifiers, Chairs, Drapes, Screens, S.O.S. Cinema Supply Corp., Dept. L, 622 W. 53d St., New York, N.Y. au26

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. au26

ELECTRIC CHAIR OUTFITS, \$37.50 AND UP; Electric Chair Work Plans, \$5. wear any of above for good magic or (7) Leonard Miller, Coon Rapids, Iowa.

FOR SALE—COMPLETE PORTABLE SKATING Sectional Floor, now operating in Sand-oval, Ill.; good condition; some terms. Contact Robert L. Jones, Sandoval, Ill.

FOR SALE—1950 MODEL ROLL-A-WHILE, used four years; perfect; for passenger. Yednock & Jones, Grand Ridge, Ill. au19

FOR SALE—3 BELL AMPLIFIERS; SUITABLE p.a. Alfred Turner, 3235 Beaconsfield Ave., Detroit, Mich. \$65 each.

KNOCK OUT STALIN'S TEETH; KNOCK JOE'S Block Off are 2 of 13 games in our Bill Back Inn (sealed drawings), \$5; free plan catalog. Brill, 222 N. University, Peoria, Ill.

MECHANICAL AND MINIATURE SHOW—On table and tripod; unfolds for complete walk-around and flashy front; cost, \$4,000; money-maker; send for photo. C. Fajen, Cole Camp, Mo., Box 165.

MINIATURE STEAM TRAIN—2 CARS, 2 Eng. Amos, Co., 6019 Cwynn Ave., Baltimore 7, Md. Phone, Woodlawn 94W.

MODERN COOKHOUSE ON CUSTOMBUILT Trailer; complete with stainless steel sink, steam table, griddle, coffee urn and dishes; uses bottled gas; leather chrome stools; all new this year; reason for selling, best offer (take) booked for season. Stevens, care Cote Shows, Clio, Mich., Aug. 2-5; Flushing, Aug. 8-12.

PENNY ARCADE FOR SALE CHEAP DR WILL Trade what have you, prefer Kid rides. Mrs. W. J. Williams, c/o J. A. Gentch Shows, Flora, Ill., Rockport, Ind., then Boonville, Ind. au12

POPCORN TRAILER—IN GOOD CONDITION With all latest equipment, large Cronos popper, two solid copper kettles, 10 aluminum trays, outside flasher lights; doing good business and booked for season; reason for selling, Riley Merrill, care Cote Shows, Clio, Mich., Aug. 2-5, per route.

REFLECTORS FOR FOOTLIGHTS AND BORDERS; approx. 1,500 Buckeye Oakite finish spin aluminum; also some adjustable spectacle sections, plus odds and ends; this equipment used in many theaters, schools and clubs throughout Eastern States. Inquire C. S. Meinhaus, 1294 Edendale St., Cleveland Heights, Ohio.

RING FOR BOXING DOMESTIC CATS—3 1/4" St. chromium legs and posts; posts removed make a smart table for magic photos of cats. Fiber Case, all like new; cost \$400, sell \$100 cash. Box 561, Billboard, New York.

RUBBER MOLDS, NEW, TO MAKE PLASTER and plastic casts; your prefer Kid rides. Shop items: 10 molds ready to pour with instructions, \$30; one-half cash, balance C. O. D. R. S. Grey, Hazellet, Mich.

THEATRE SEATS, DEVRY PROJECTORS, 1000 ft. Slide Projector, Slide 18-25, 18-25, Bleacher Cushions. Lone Star Film Co., Dallas, Tex.

2 ROMAN TARGETS, USED TWO MONTHS; 1400 ft. Slide Projector, Slide 18-25, 18-25, 1101 Euclid, Jinola, Mo.

7-TUB TILT—LATE-TYPE BONNETS, NEW wood and clutch; Kid Coaster, 8-Tub Whip; all operating; mail or trade for Flying Scooter, Loopier, Caterpillar, Merry-Go-Round, Ferris Wheel, F. Shaffer, Mester Park, Evansville, Ind.

35MM. FEATURES AND WESTERN—NEW low price listing also rental service. Oakley Films, 242 Kontner, Nelsonville, O.

INSTRUCTIONS BOOKS & CARTOONS

SELL FUN PACKAGES—CONTAINS 3 COMIC Booklets, 10 Booklets, 10 Comics, 300 cards, 5 Fun Paper Novelties; all \$1 postpaid, with agents price. Cosmo Service, 370 Beach Street, San Diego, Calif. au26

\$250 WEEK REPORTED ILLUSTRATED BOOK, "505 Old Successful Businesses," free work home; expect something odd. Pacific I, Ocean-side, Calif.

MAGICAL APPARATUS

AAAAA—WHOLESALE TRICK CATALOG, 10; Joke Novelties, 10; 1000 ft. Slide Projector, 10; (Pitchmen's Headquarters) Arlano Mfg. Co., 442-B Germanstown, Philadelphia. au26

AAAAA—2 HEADED NICKELS, \$1 EACH, Heads or tails Jet Motivation, Clifton, N. J. au12

A NEW SUB-MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitch; each unit less than pound, easily concealed; brochure, specifications, price list, Newton Enterprises, 336-B S. High, Columbus, D. au26

BLUEPRINTS, MINDREADING PUBLICITY Material, Books, Chemicals; professional list. 30 Genoves G P O. Box 217 Dept. B New York. au26

MAGIC BOOKS, LOOKBOOKS, X-RAYS, Trick Cards; headquarters Slide Show pitch items; lowest prices. Warrens, Warwick, R. I. Also listed Binsco Supplies, Inc. au26

MAGIC BEER BOTTLE PRODUCTION—PRO-duce a beer bottle from friend's pocket, etc.; real looking rubber beer bottle that packs in pain; one dollar prepaid; order one now, Jack Eastwood, 598 Jefferson, Chubbuck, Conn. au26

NEW 7 CATALOG MINDREADING, MENTALISM, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology, Books, 104-illustrated catalog, 30c; whiteboard, Newton Enterprises, 336-B S. High, Columbus, O. au26

YOU CAN ENTERTAIN WITH TRICK CHALK, Stunts and Bag Pictures; catalog 10c. Balda, The Lightning Cartoonist, Oshkosh, Wis. au26

VENTRILOQUIT 948 UP; PUNCH FIGURES, 12 R. each. Binsco Supplies, Inc., Dept. C-2, Spencer, 3240 Columbia 7, Minneapolis, Minn. au26

MISCELLANEOUS

SIDEWALL—WATER-PROOF AND MILDEW proofed, complete with gronomets and rope; Green or Khaki, approximately 8' x 8'100', \$54.50; 1x100', \$43.04; 8x100', \$73.50; 8x100', \$80; 10x100', \$88.48; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. Phone: CA6114; au26 5691.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—STYLE 146 WURLITZER MERRY-Go-Round Organ; reconditioned. Frank Organ Service, 4948 Waveland Ave., Chicago 41, Ill.

GOOD USED HAMMOND ORGAN WANTED. Can arrange pick-up anywhere. C. Davis, 277 E. North Ave., Elmhurst, Ill. au19

HAND ORGAN—(1) 23 KEY, PLAYS 9 TUNES, \$225; (2) 20 key, plays 10 tunes with extra barrel; 10 other barrels; in good condition. L. Franch, Dia, Worcester, Mass.

PARTNERS WANTED

PARTNER WANTED—MAN, WOMAN; EXPERIENCED, owning tent equipment; I have dog that snore fifteen minutes (20 tricks), also car and trailer. Frank Riley, RFD 4, North Kansas City, Mo.

PERSONALS

ANYONE KNOWING WHEREABOUTS DAVE J. Francis, electrician, wife W. J. Tideman, 216 Jefferson, South Bend, Ind. au26

CHICAGO ADDRESS FOR YOUR MAIL—HUSH-near or personal, information, Irvin Schulte House, 3116-N Seminary, Chicago 12, au26

EDDIE MURPHY PLEASE CONTACT AL Wolfe, Dr. ver. Colo. au26

FOOL YOUR FRIENDS! FAKE WEDDING License, \$1; Fake Divorce Papers, \$1. United Sales Co., P. O. Box 636, Reading, Pa. au26

LIBERAL REWARD FOR INFORMATION leading to whereabouts John Stanfill. Notify V. C. Allen, Veedersburg, Ind.

PHOTO SUPPLIES, DEVELOPING-PRINTING

CARNIVAL—CAMP DIRECT POSITIVE OPER-ators get the famous pie crust mirror frames. Capitol Equipment Co., 815 Liberty Ave., Island 8, Mo. au26

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COMPLETE STOCK DIRECT POSITIVE SUP-plies; film and New Eastman Paper. Lone Star Photo Supply Co., 2405 Elm St., Dallas, Tex. au19

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THE NEW EASTMAN IMPROVED TYPE DI-rect Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Seio St., Rochester 4, N. Y. au26

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The Bouncing Bombshell Queen of Burlesque Delightfully realistic, made of soft, fleshlike plastic. Beautifully realistic, made of soft, fleshlike plastic. Looks lifelike and acts like a real girl with DELICATE MOULDED CURVES and LOTS OF OOMPHEE in her 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. \$7.25 sample dozen, \$72.00 per gross. Send \$1.00 for sample. ORDER NOW be the first in your territory.

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BUY NOW
TERRIFIC SHORTAGE
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 This will be the surest and hottest item
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ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS AND
 8 1/2 Envelopes, Hammermill Bond, five lines
 copy, \$2.75 postpaid; no c.o.d.'s; samples.
 Dickover Printing, 5233 Cleveland, Kansas
 CITY 4, Mo. au26

AUTO BUMPER STRIPS 5x2 1/2" OR 7x2 1/2"
 Foldovers, 100, \$9; 250, \$18. (lawless in-
 cluded. Quick Service. Solldays Colorprint
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DISTINCTIVE PERSONALIZED STATIONERY
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 money order. Globe Press, P.O. Box 158, West
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ENVELOPES: 5,000 6 1/2" WHITE, \$12.95 F.O.B.
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 Printing Co., Indianapolis, Ind.

61 POSTPAID—50 8 1/2 x 11 HAMMERMILL LET-
 terheads with 50 6 1/2 Envelopes. Bennerville
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RUBBER STAMPS, OR 4 LINES, \$1 POST-
 paid; Stamp Pads, 30c. Smallwood Printery,
 2715 Vine, Cincinnati, O. au19

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PHONE MEN FOR IOWA AND MINNESOTA—
 Immediate work; best selling radio deal yet;
 no drinkers. Box 971, Des Moines, Ia.

SALESMEN—SIDE LINE; EARN \$3,000 NEXT 5
 months selling calendars, advertising special-
 ties; buyers everywhere; big commissions ad-
 vanced; samples free. Continental Calendar,
 242-C South Dearborn, Chicago. ap

TOP SALESMEN BELL CUSTOM MADE BUSI-
 ness, Professional, Christmas Cards, Brown's
 Advertising Novelty, 1437 N. 17th St., Phila-
 delphia, Pa.

HELP WANTED—ADVERTISEMENTS
 RATE—12c a Word Minimum \$2
 Remittance in full must accompany all ads for publication in this column.
 No charge accounts.
Forms Close Thursday for the following Week's Issue

A-1 LEAD TRUMPET—MUST CUT DIFFICULT
 shows; semi-name commercial band; state
 previous bands, age, 14 single; also need bass.
 Box C-170, Billboard, Cincinnati, O. au18

DRUMMER—YOUNG, NEAT, WHO SINGS
 ballads, to join organized combo at once;
 wire for details. Combo, 406 1/2 Voorhies St.,
 Lafayette, La. au12

FOR GREATEST PROFITS—GIVE FOLKS
 what they want: Family Security Insurance
 paying for Death, Dismemberment or Retirement
 Disability, only \$1 month; apply and
 qualify for tremendous lifetime earnings.
 Reliance, Dept. 1070, Phoenix 2, Ariz. au18

MAKE MORE MONEY WITH OUR MONEY-
 making secrets. Free facts. Service Bureau,
 Box 2625, Orlando 2, Fla. au26

MOTHERS, DAUGHTERS AND SONS—TO
 give you bees and food at its best. Salesmen,
 jobbers, needed all States. Dr. Roberts, S. F.
 Valdosta, Ga. au12

SCENERY AND BANNERS

CIRCUS CARNIVAL BANNERS, FLASH-
 ing—Best quality lowest price stock banners
 shipped same day. Sunshine Studio, 1510 N.
 Market, Wichita, Kan. au12

NIRMAN CARNIVAL-CIRCUS BANNERS THE
 best, not the cheapest; no disappointments.
 Nirman Studios, 1236 B, Halsted St., Chicago,
 IA-C-2544. au5

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, COLO-
 rs, Needles, Outfits; genuine German Falcan
 Ink; free catalog. Owen Jensen, 120 W. 43d St.,
 Los Angeles 3. au26

EVERYTHING YOU NEED FOR TATTOOING—
 Electric Tattoo Machines, Designs, Colors,
 complete outfits; illustrated catalog free. MHI
 Zela, 728 Lesley, Rockford Ill. ac29

WANTED TO BUY

FULL LENGTH POSTCARD SIZE "WHILE
 You Wait" Camera with lens; state price;
 type lens, etc.; must be in good condition; no
 dealers. Fry's Studio, Clarkston, Va.

USED GASOLINE PEANUT ROASTER, LARGE
 size if possible. Ellsworth, Stop 109, W. Lake
 Rd., Lorain, O.

WANTED—MANLEY POP CORN MACHINE,
 late model; state best price, year, condition.
 Baker's, Malone, N. Y.

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WORKERS' TOOL
TIE SLIDES



Highly polished 18 kt. gold
 plated, two one finish h
 (white and gold) in at-
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The New
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MYSTIC TIE
HOLDER



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 sorted styles individually
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Outstanding Miniature Beer Mugs
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Regulation size playing cards.
 Plastic coated. 54 different mod-
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 Nude Beauties and Cuties as you
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 Size 10 1/2" x 17" \$8.50 Each
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 Retail \$4.95

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 IN BIG LETTERS
 Lay this colorful giant size
 mat on the door step and pick
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 sell. We deliver and collect balance. No
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 fingers. Have Your Own Business Now—
 No investment, no stock, no deliveries.
 Big Profits! Fast Cash!
YOUR SAMPLE MAT & SALES BOOK—Only \$3.00.
 Send name, state color wanted, enclose \$1
 —pay postman \$2 on delivery plus postage
 and C. O. D. Make \$18 Cash Money first
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WALKING CUB BEAR, plush covers! More
 active than the larger bear. Walks with
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 dream. Snaps, rolls eyes, turns head away.
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 CRAZY GOLF BALLS, they wobble, they
 stagger, act intoxicated but look like real
 balls! 75c retail \$4.00 doz. Sorry—No sam-
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 selling LIVING PICTURES are still the
GRAVY TRAIN. These photos actually move.
 Two pictures, \$2.00 cash only \$7.20 doz.
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 on our fast selling signs!

THANK YOU!
CALL AGAIN

COST 6c—SELL 35c

15 Samples Ultra-Blue Store Signs, 7x11. \$1.00
 12 Samples Ultra-Blue Religious Signs, 7x11. 1.00
 12 Samples Ultra-Blue Comedy Signs, 7x11. 1.00
 Above Samples Mailed Postpaid.
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 L. LOWRY, 812 Broadway, N. Y. 3, N. Y., Dept. 664

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REGARDLESS OF CAUSE

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Complete money making kit, including sample order, 1000s of material, color samples, 10 page color manual, etc. FREE and prepaid. Nothing to pay now or later. Simply write your name and address on postcard and mail to:

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BAYLON 17 N. Y.

AT LIBERTY—ADVERTISEMENTS
5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

BANDS AND ORCHESTRAS

COMEDY DANCE BAND—4 OR 5 PIECE, plenty comedy material, uniforms, fronts, arrangements, union, novelties, singing and dancing, entertaining acts, flash music; ideal for back-bar or dance spot; can do own floor show; working now, desire change. Contact Box C-173, Billboard, Cincinnati, O. au12

CIRCUS AND CARNIVAL

FANNIE BLAIS—THE DIFFERENT HALF AND HALF, I make amazing openings with experience and ability; if you have nothing but the money to feature, don't answer, Jack Bragdon, 105 W. 48 St., New York City, N. Y.

PALMIST—AGE 30, EXOTIC AND ENCHANTING, gypsy like; can do half and half; desires work with carnival. Phone 9533, Rose Day, Avella, Pa.

3 CLOWNS, BUCKING FUNNY FORD AND TRICK MULE; laugh saloon, Sadsack Danbeck, 748 High St., Bedford, O.

MISCELLANEOUS

ADVERTISING GRADUATE—AVAILABLE IN September; desires any phase of radio or theatrical advertising or promotion; will travel anywhere. Write Sanford Demian, 1224 Walsh 'C', University Branch, Coral Gables, Fla. au13

DAVE CADIN, CREATOR OF LAUGHING Parks, can pack theaters or night clubs with his laughing content; most talked of act in show business. Box 556, Billboard, 1564 Broadway, N.Y.C.

MINDREADER—OPEN TO ASSOCIATE WITH reliable hypnotist, working schools and auditoriums in United States. I have P.A. system, street display advertising, sound car, advertising accessories, '48 Kaiser car, good wardrobe; replies promptly answered. J. Weston, 56 Houlton Ave., Toronto 8, Canada. au12

PROF. E. SPIES, THE HOLY MAN AND GREAT Divine Healer at Jetauro, 202 Lyell Ave., Rochester, N. Y.

MUSICIANS

ACCORDION—DOUBLES VIBES, ALSO VO- cal; experience in commercial and modern combos; read, fake. Box C-173, Billboard, Cincinnati, O.

ALTO AND CLARINET—BIG RESONANT tones, good intonation, good jazz, relaxed phrasing, fine appearance and character; cut or notice. Tommy Smoot, R. R. 1, Rankin, Ill. au19

ALTO, TENOR SAX, FLUTE, CLARINET—COL- lege graduate, 22 sober, union; permanent job wanted. Seymour Bass, 143 Baturrol Way, Springfield, N. J. au5

ALTO, CLARINET, FLUTE—EXPERIENCED; available immediately. Gene Schubert, 2119 N. 18th St., Sheboygan, Wis. au5

HAMMOND ORGANIST WITH OWN \$6,000 OR- gan, vibra harp, chimes; wants location only; hotel, dining room, lounge, etc.; no dance, recording, photo; reasonable. P.O. Box 208, Chicago au12

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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:

The Kirchoff Patent Company has introduced its Western Jumbo Crickets as 5-cent sellers. The 4-inch crickets (thumb action metal novelty that produces cricket sound) are lithographed in attractive Western designs including cowboys, cowgirls and Indians. Baron & Hermann is exhibiting a Tom Thumb Midget Fan. The fans work on flashlight batteries, has a thumb action on-off switch, and comes in leather carrying case. Thermoplex International is offering its Thermoplex Server. Shaped as a coffee pot, the insulated server will keep cold liquids cold and hot liquids hot for several hours. The two-cup size retails for \$2.95. The four-cup one sells for \$3.95.

H. B. Davis says he's still selling silverware at old prices while he has stock on hand. The Frey Company is now located at 23 Warren Street. Standard Handkerchief has opened larger office at 1 Bond Street. American Ball Pen Corporation has moved its plant to 152 Middleton Street, Brooklyn. Northeastern Plastics has pencil sharpeners in camera or atomic gun shapes. The pencil sharpener is removable from the pencil shavings storage bin. It's a 10-cent seller.

Another pencil sharpener, mounted on display card in the form of a baseball glove, sells for 19 cents. The baseball-shaped sharpener with base for standing on table or desk is autographed by Jackie Robinson, the baseball star. Already being produced for the holiday season, Metropolitan Manufacturing's Merry Christmas streamers are made of high luster rayon with white silk screen printing. As a \$2 Christmas number, Bradford Novelty is offering an unbreakable plastic angel with mirrored reflector for the top of the holiday tree. It's an electric item and comes along with 6-foot cord and plug. John Wright

depicts in color a bathing beauty in the pan of a simulated cooking skillet. The souvenir comes with any desired resort lettering. Skillet is 60-cent seller. Sometimes comic cartoons have a subject leave the frame of his wall portrait. Artcraft Novelty has capitalized on this idea with its new number, Gremlins. As an example, in one of the items, a baseball player leans out of the picture ball park to catch a looping fly. They retail for \$3.95. Banner Plastics Corporation has moved to a new plant at Paterson, N. J.

Los Angeles:

Kirk Plastic Company has introduced a new key chain. It includes a 35mm. natural colored picture. The single frame shows about 30 poses of Hollywood models. One of the features is that the plastic enclosure can be washed without damaging the photo. Frank Herman at Pico Novelty Company is now being featured in a television show, "Magic Party." It is a 15-minute show Wednesday and Thursday evenings. Altho audience participating, it gives Herman ample opportunity to display some of his magicanship.

Gene Hoffman, of Wholesale Specialty, is getting a large number of orders for the Babe Ruth wrist watch. Hoffman believes that the baseball season has increased demand for this item, which features a photograph of the King of Swat on the dial. George St. Pierre, of the Hollywood Magic Shop, recently appeared as a guest on the "Carnation Family Party" radio show. He offered several magic tricks. Herman Solomon, of Sol's Novelty Company, has introduced a finger puppet that makes a "thousand faces." He has labeled the puppet Lafling Larry, the Smiling Irishman. He says that the item is good for a thousand laughs and lot of sales. Johnny Harris, of Harris Manufacturing Company, has increased his staff to take care of the many orders for Booby, Queen of Burlesque. John Hawley, of Hawley Distributing Company, has ironed out the difficulties of securing adequate stock on his Covered Wagon television lamp. J. R. Brownlow reports that he is selling large quantities of Sassy Sam, the

Silly Man, at his Olvera Trading Post. Satisfactory Sales is bringing out Mr. Bonesapart, which Leo and Herman Rubin predict will garner plenty of sales. Pico Novelty Company is stocking rubber masks and look for the Frankenstein image to be a big seller.

Detroit:

Harold Doyle is moving Doyle's Specialties, which deals in miniature liquor bottles for national distribution in the specialty trade, from Detroit to Fort Lauderdale, Fla., where it will be located at the Michigan Liquor Store, 1424 S. E. Sixth Avenue. Gerald Rosenberg, of Gainsor Sales Company, is putting out a new deal in nylon hosiery, individually sheathed in cellophane and packed three pairs to a box, at a special dozen price. All latest shades in standard sizes are available, and the nylons are full-fashioned DuPont quality products. A new device to cook up to three wieners at a time electrically is being marketed by the Ambory Corporation under the name of Spe-De-Wec-Ne. It is finished in white plastic and designed for table, bars or soda fountains use. Cooking is done by passing current thru the hot dog. Seal Peel, maker of a spectacularly publicized plastic covering, is putting out a Colorpeel Craft set designed for use by youngsters. Product is an education device, allowing children to paint with bright transparent colors on aluminum. It also is usable for decorating glassware and for color effects on candlesticks, plates, etc.

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30" Silk Parasols (Wood Handle), Per Dozen	6.00
Feather Dolls (17" High Hat & Cane), Per Gross	17.50
Feather Dolls (8" High Hat & Cane), Per Gross	22.50
Feather Dolls (12 inch), \$3.50 Per Dozen; Per Gross	40.00
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Pipes for Pitchmen

By Bill Baker

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The best way to make good is to get started.

Are you sharpened up for the long grind?

HERY H. VARNER . . . cards from his Akron headquarters that a number of the boys are working sharpeners in the Rubber City to successful returns. He adds that his son, Donald Clifton Varner, is in Cincinnati taking a physical examination prior to entrance into the Marine Corps.

Famous Last Words: "Is brass good at all cookhouses on fairgrounds?"

DUKE DOVER . . . and Doc George Ward continue to work coils to good counts at Oklahoma spots.

Pitchmen who asked for more work are sure to find it at the fairs.

BEN (HOB0) BENSON . . . who left New York last month, is en route to the Hobo Convention at Britt, Ia. He plans to return to the Eastern Metropolis following the conclave there. Ben says Chicago is a pitchman's paradise on Sundays at the Maxwell Street Market. He's working his sketch act en route to the Britt meeting and says that he's mapping retirement plans upon his return to New York.

You can learn good points by watching another's weak points.

The promised bonanza in the tobacco belt should make pitch-folk go for added gait.

SPEEDY HASCAL . . . who has been confined in Lowman-Pavilion City Hospital, Cleveland, since April 10, is recovering but must remain there another nine months. He says that he has received numerous get-well cards and letters from Fred and Millie Hudspeth, Ray Anthony, Doris and Eddie Gaffney, Blanche and H. O. Striker, Bud Chaluc, Frances and Pid Hale, Mac and Earl Davis, Sadie and Art Novotny, Jack Rushin, Blackie Beard and Mr. and Mrs. Hal Newman.

They tell us that business for the pitch exponents has been picking up in the past few weeks.

The successful pitcher never bulls the public because he knows it doesn't pay.

LET'S HAVE . . . some pipes from the following pitch stalwarts: Chief Gray Fox, Morris Kahntroff, Doc George Ward, Duke Dover, Mary Russo, Tip and Lil Halstrom, Mary and Madeline Ragan, Harry Grenfield, Sol Addis, Bob McManis, Ray Smith, Whitey Johnson, Frank Johnson, Jake Branholtz, Marse Joel Beistel, Steve McClain, Prof. Jack Scharding, Harry Kinchelec, Dave Rose, George H. Brooks, James (Kid) Carrigan, Ronnie Payten, Professor Zellar, Charles Hilland, Connie B. Gay, Jack (Bottles) Stover, Mrs. Anna Mac Noell, Mary Stoffel, Madame Frances Farr, Texas Tommy, T. D. (Senator) Rockwell, Jimmie

Rayan, Charlie Lyons, Bea Louis, Bob Blink, Louis Weitz, Dutch Bering, Sam Golden, John Wagner, Tom Kennedy, Eddie Leonard, Frank Barrett, Art Nelson, Bob Roach, Duke Murphy, Tex Williams, Doc Fry, Doc Hunt, Ed Ross, Al Seigel, Jerry Franchenie, Doc Peter Lersch, Bert Goodman, Jimmy Ryan and Chuck Festor.

Present indications point to a late summer and fall season making up for a short first half of the year.

Remember me? I'm the guy who said: "I have all the dough I'll ever need."

E. O. BRADLEY . . . who operates Bradley Concessions at Knoxville, comes thru with the following: "Doc Frank Hauer, who was stricken with a cerebral hemorrhage while making a pitch at the stock market in Charlottesville, Va., last month, died recently in St. Mary's Hospital, Knoxville. He was removed to the Knoxville hospital after being confined in University Hospital, Charlottesville, for nine days. Hauer was one of the old-time med pitchmen still left in the business. He was well known for his product, Moc-A-Ton, which has been on the market for many years. Hauer was a real showman and a number of topflight radio and film performers obtained their showbiz start with his med opry."

Don't spend too much time on the jump. The successful pitchman is never beset by a too great desire to get things done in a hurry.

Pitchdom, 10 Years Ago

Jake Kosman was getting over a raw deal pulled on him. On Decoration Day he rambled into Chicago and met a pitchman who told Kosman that if he would furnish a parasol, a lamp, a platform and plenty of herbs, he would provide a car and both boys would work 50-50. Kosman agreed. The following day the new found friend took it on the lam, leaving Kosman stranded. . . Slim Anderson was in Atlanta working some good spots. . . Marlon Conger was in Epworth Hospital, South Bend, Ind., recovering from an operation. . . Eddie Deloy cracked Corn, Okla., to okay business. . . Doc R. Wheeler's Emmer-Go med company was pulling big crowds and big business at Carnegie, Okla. . . Sighted cutting up jackpots at a picnic grove in Higginsville, Mo., were Jim Gay, Harold and Clara Cox, Joe Fox, Flo Hogsed, Donald Hogsed, Ada Summerville, Doc and Mrs. Frank Stroet, Era and Joe Mullins, Lee Hartman and Bill Ivey. . . Ben (Hobo) Benson was in Chicago pitching his sketch act. . . Doc Matt Harlan reorganized his med show and opened it in Massillon, O., to good returns. . . Doc J. S. Roach was working med single-o in North Wilkesboro, N. C., after closing with tent-pie show. . . Sighted working Neisner's, Cincinnati five and dimer, were Al D. Powers, curlers; Doc and Mrs. George Mueller, foot remedy, assisted by Don Dolan and the Hessmans; Dick Hilgrove and Clyde and Gladys Carter. . . Baron DeCover was working Newberry's, Cincinnati, to fair returns. . . Don Hillman worked the fair at Brandon, Man.,

Can., to good crowds which had plenty of scratch. . . George Haney was still holding down his old spot in front of Pickering's Hardware Store in the Queen City, where he was working blades to fair takes with a mouse giveaway. . . Phil Kraft was working foot powder around Appleton, Wis. . . T. D. (Senator) Rockwell returned to San Francisco after a month's hiatus in Los Angeles. . . Mike Halperia made the National Blueberry Festival in Manistique, Mich., to good business. . . George D. Smith, of gummy note, was working auto polish with Bill Bernon in Stockton, Calif., to good returns. . . Dr. Smith, of med note, was still doing business in Oakland, Calif.

SENSATIONAL! FASCINATING! NEW!

FUSSY FIDO

The Greatest ACTION Toy in yours

Watch him go thru his tricks when you feed him the Magi: Hot Dog.

He will hop right to you, beg, turn his head away, eat one end of the Hot Dog and refuse the other. He will even balance the Hot Dog on his nose for you.

\$4.25 Dozen \$50.00 Gross

Sample, 75¢ prepaid, two dozen to display box. Minimum order, two dozen.

GEORGE TOPPER
 4324 Hampton Blvd. Norfolk, Virginia

SELLS ON SIGHT

NO. 1006

\$7.20 Doz. Sets \$81 Per Gross

Beautiful matching Necklace and Earring Sets, in assorted jewel colors. Set in 18 Kt. Hamilton Gold Plate with sparkling rhinestones and pearls. Boxed in sets, 67.50 per doz.; \$81 per gross.

25% with order, balance C. O. D. Guarantee—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

CORRECTION!

In our last Billboard ad, July 29 issue, the prices of Crew Hats should have read as follows:

Crew Hat—With Band . . . \$43.00 Gr.
 Crew Hat—Without Band . . . 60.00 Gr.

STA-WELL HAT CO.
 17 W. 3rd St. N. Y. 12, N. Y.

TIES

Direct from Manufacturer. Largest Assortment of Latest Patterns.

SELL STORES AND DIRECT

\$4.50 Doz. 3 Doz., 61¢. FAST 11 SELLER. YOU MAKE \$4.00 PER DOZEN.

Special Price on Gross Lot Orders OTHER ITEMS—FREE CATALOG.

EMPIRE CRAVATS 448 Broadway New York 12, N. Y.

ENGRAVERS

WITH 25 SINCE 1907

ALL ALUMINUM GEMS BAG IDENTIS \$7.00 NOT BELOW

SIGNET RINGS ADJUSTABLE FOR ALL SIZES MICHEL \$6.50 FINISH MINE DELICIE SHIPPED L&R

ORIGINATORS OF THE ALL-BRANDING IDENTIS • AMBER IDENTIS • LADIES IDENTIS • DOUBLE HEART IDENTIS (S&S) • WEDDING IDENTIS • 1 1/2" AD GROSS (S&S) • MACHINE LARGES • BRASS/STAINLESS IDENTIS \$1.00 DOZEN.

DAY-NIGHT SERVICE

MILLER CREATIONS (Phone: Bayport 1-5338) 7739 Avalon Ave. - Chicago, Ill.

PHOTOS IN MILLIONS

QUALITY PHOTOS IN QUANTITY

8 x 10—5¢. Postcard—2¢

Blowups, 20 x 30—\$2.30 & 40—\$3

NEW NATURAL COLOR PHOTOS

Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes

Write for FREE sample & list 88

MOS'S PHOTO SERVICE 153 W. 46, N. Y. 19

GIVE TO THE RUNYON CANCER FUND

SALESBOARD SIDELIGHTS

The usual summer tapering off is by-passing the production and order departments at Gardner & Company, Chicago, according to the firm's Joe Robinson. He says the new boards hitting top sales brackets are the 1,000-hole Fast Color in nickel, dime, quarter and dollar play, and the new

Kitty boards in dime, quarter and dollar punch. Just back from a Western trip, Dave Lande, assistant sales manager, brought in a heavy sheaf of orders to back up his reports of favorable conditions. Joe states that Gardner's low price for high quality merchandise is the combination that is bringing the clicks sales-wise.

Irving Sax, general sales manager of Superior Products, Chicago, continues to rain enthusiastic comments on the sales parade being chalked up by the Mule Trail board. With quantity delivery initiated several weeks ago, Irv says the number is now proceeding to climb to new highs as new and repeat orders come in. He plans to cover the Northwest territory during a two-month tour, slated to get under way this week.

Turning to subjects of a non-salesboard nature, Irv finds additional reasons to whistle. He tells of the equestrian exploits of his 10-year-old son, Richard. It seems that the lad rode off with the blue ribbon for horse handling during the recent Western style meet at the Bar X Ranch academy in St. Louis. Last year the youngster took the ribbon in the speed race during the meet. The Irving Saxes now reside in Chicago, after giving up their St. Louis residence.

Sam Feldman, sales manager at Harlich, reports the firm's new best-seller, "Movie Stars and Cash" is now being shipped. Feldman, who said the boards are both 5 and 10-cent play, reported sales of the new board have been way ahead of early estimates and that orders are now coming in from all over the nation. Colored lithographed movie star stamps have been a big factor in the sales records chalked up by the product.

WIN WITH ALLIED

ALLIED FIRST

for the newest, hottest merchandise and board deals. Write for FREE catalog immediately.

ALLIED DISTRIBUTORS
417 S. W. 12th, Portland, Ore.
2201-03 3rd Ave., Seattle, Wash.

Styled For Fast Profits

KING OF BEASTS
FLYING SAUCER
FLYING SAUCER JR.
SILVER DOLLAR MINT
SILVER TO WIN

Ready for immediate delivery.

Write to
Superior Products Co.
2113-59 W. Fulton St. Chicago, Illinois

ATTRACTIVE-UNUSUAL

PUSH CARDS

We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!

Designed, Manufactured by
RAY MERTZ & CO.
525 S. Dearborn St. • Chicago

PUSH CARDS

Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE.

W. H. BRADY CO., Mfrs.
Established 1914
CHIPPWA FALLS, WIS.

SALESBOARDS
Merchandise Boards
TOM'S NOVELTY COMPANY
2145 Market St., Wheeling, W. Va.
Phone: Day 2304-Nite 4580
Call or Visit Our Showroom
No Order Too Small

SALESBOARDS—JAR TICKETS

Moles	Play	Description	Def.	Profit	Price
400	5c	WIN A BUCK, Thick	Def.	\$ 7.00	\$.45
300	25c	Quarter Colors, Thick	Def.	15.00	.95
1000	25c	Charley Board, Thick	Def.	50.00	.80
1000	25c	Jack Pot Charley, Thick	Avg.	52.00	.90
1200	25c	Texas Charley, Thick	Avg.	102.00	1.50
1200	25c	Seaside, Thick	Avg.	34.15	2.00
1592	25c	Jack in Barrel, Thick	Avg.	49.75	3.00
3000	25c	Fin & Sawbuck, Thick (15-25c)	Avg.	31.95	1.80
3000	10c	If Grows on Tree (Die Cut)	Avg.	22.00	4.00

Jar Tickets—Bingo Tickets, 1000 1500 1200 1400. Tip Boards.
All orders shipped same day received. 25% deposit, balance C. O. D.

LUBIN SALES CO., 625 Fifth Ave., Pittsburgh 19, Pa.

THE TWIN SENSATION OF THE PTN SHOW

— SECTIONAL PLAY —

DOUBLE PLAY BASEBALL BINGO

POT-O-GOLD



DESIGNED AND TESTED FOR OPERATORS ONLY

SECTIONAL PLAY

RAINBOW SERIES



DOUBLE PLAY B.B.
SIZE \$18.00
AV. PROFIT 33.00
MAX. PROFIT 42.00
SAMPLE (C.O.D. PREPAID) 2.75
STAND EXTRA40

POT-O-GOLD
SIZE \$16.00
AV. PROFIT 35.20
MAX. PROFIT 42.00
SAMPLE (C.O.D. PREPAID) 2.50
STAND EXTRA40

EXTRA

SUMMER SPECIAL

28-NOS. ONLY TIPS \$ 7.00 PER GROSS
30-NOS. ONLY TIPS 8.60 PER GROSS
45-NOS. ONLY TIPS 10.00 PER GROSS

(THIS OFFER EXPIRES AUGUST 31)

Minimum Order 5 Gross Lots. May Be Assorted.
We Pay Freight on All Orders of \$70.00 Net.

GAM SALES CO.

1319-21 S. ADAMS

MANUFACTURERS ONLY

PEORIA, ILLINOIS

Salesboards Unaffected by Johnson Bill

Retains FTC Clause

WASHINGTON, July 29. — Salesboards are unaffected by new provisions of the Johnson anti-gambling bill, which was reported out favorably with amendments this week (27) by the House Interstate and Foreign Commerce Committee (for details see story in Coin Machine Section). The revised bill specifically bans interstate shipment of "mechanical devices" essentially comprised of drums or reels.

Nevertheless, the amended bill keeps intact a provision which is in the Senate-approved version guaranteeing that the bill is not to be "constructed to interfere with or reduce the authority of the Federal Trade Commission (FTC) under the Federal Trade Commission Act, as amended (15 U. S. C. 41-58)." A committee official explained that this is intended to assure the FTC of freedom from limitations on its authority affecting salesboards while specifically exempting salesboards from provisions of the Johnson Bill.

SENSATIONAL!

MOVIE STARS AND CASH



A 2000 hole board with 44 window winners, each containing a packet of beautifully lithographed movie star stamps, with cash awards underneath. Packets contain 6, 9 or 12 stamps, all different, for a total of 462 stamps. 5c and 10c play.

NO. 20064

5c PLAY

Takes in \$100.00
Pays out 56.26
Plus 462 Stamps

Profit \$ 43.75

NO. 20065

10c PLAY

Takes in \$200.00
Pays out 134.00
Plus 462 Stamps

Profit \$ 66.00

HARLICH CORPORATION

310 W. POLK ST.
CHICAGO 7, ILLINOIS

SALESBOARDS—JAR TICKETS

NEW LOW PRICES

ALL ORDERS SHIPPED SAME DAY RECEIVED

Moles	Play	Description	Def.	Profit	Net Price
300	25c	QUARTER COLORS, THICK	Def.	\$15.00	\$.50
400	5c	LUCKY BUCKS, THICK	Def.	7.00	.60
1000	5c	St CHARLEY, THIN	Def.	17.00	.75
1000	25c	J.P. CHARLEY, THIN	Avg.	35.00	.80
1200	25c	TEXAS CHARLEY, THICK	Avg.	102.00	1.50
1000	5c	SOUTH PACIFIC, GIRL BOARD	Avg.	26.89	1.75
1000	5c	HOLD THAT LINE, GIRL BOARD	Avg.	27.20	1.75
1000	5c	FLAMING GIRL, GIRL BOARD	Avg.	27.00	1.75
1000	10c	TEN CENT SAW BUCKS	Avg.	45.00	1.75
1000	25c	SIX TWO BITS	Avg.	114.28	1.75

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Specify your requirements. Large stock. Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Moles. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

JAR TICKETS
RED, WHITE AND BLUE
LUCKY SEVEN
BINGO TICKETS
On Street—Sized 1000 1200 1260 C O D

TOURISTS HYPO MACHINE \$\$

Ops Turn Out For Williams DH Day, Fete

Distrib Showings Held

CHICAGO, July 29.—The promotional build-up for the Williams Manufacturing Company DH Day proved a success according to reports emanating from distributors holding showings simultaneously Wednesday (26) of the new shuffle game Double Header. (For details see the New Games section, page 115.)

Sam Stern, Williams vice-president, stated that a majority of distributors reported operator attendance was unusually high and that demonstrations of the game and service discussions resulted in volume sales.

Open house festivities for visiting operators and their servicemen were held in the following Williams' distributor offices on DH Day:

- Atlanta—F. A. B. Distributing Company, 304 Ivy Street, N. E.
- Baltimore—General Vending Sales Corporation, 237 W. Biddle Street.
- Boston—Trimount Coin Machine Company, 40 Waltham Street.
- Buffalo—Alfred Sales, Inc., 881 Main Street.
- Chicago—World Wide Distributors, Inc., 2330 N. Western Avenue.
- Cincinnati—Southern Automatic Music Company, Inc., 228 W. Seventh Street.
- Cleveland—Lake City Amusement Company, 1648 St. Clair Avenue.
- Columbia, S. C.—F. A. B. Distributing Company, Inc., 1727 Harden Street.
- Dallas—Commercial Music Company, Inc., 1501 Dragon Street.
- Dayton, O.—Southern Automatic Music Company, Inc., 603 Linden Avenue.
- Denver—R. F. Jones Company, 1314 Pearl Street.
- Des Moines—Atlas Music Company, 221 Ninth Street.
- Detroit—Miller-Newmark Distributing Company, 5743 Grand River Avenue.
- Fort Wayne, Ind.—Southern Automatic Music Company, Inc., 3011 Maumee Avenue.
- Grand Rapids, Mich.—Miller-Newmark Distributing Company, 42 Fairbanks Street, N. W.
- Indianapolis—Southern Automatic Music Company, Inc., 325 N. Illinois Street.
- Jacksonville, Fla.—Taran Distributing Company, 90 Riverside Avenue.
- Kansas City, Mo.—Consolidated Distributing Company, Inc., 1910 Grand Avenue.

(See WILLIAMS DH on page 114)

CSCA Skeds New Haven Meeting

HARTFORD, Conn., July 29.—Abe Fish, president of Connecticut State Coin Association, Inc. (CSCA), has called an association meeting for New Haven Thursday night, August 10.

Copies of the association's new by-laws, according to Fish, are now being distributed.

Membership drive continues, with present figure at 60.

More Coins

WASHINGTON, July 29.—Heavy production of half-dollars, quarters and dimes helped boost the total of coins in circulation to a new high of \$1,489,000,000 at the end of May, Treasury Department has announced. This represented an increase of \$11,000,000 over April.

The three types of coins totaled \$961,000,000—up \$9,000,000 from April. Nickels and pennies in circulation totaled \$360,000,000—an increase of \$2,000,000. Silver dollars remained static at \$168,000,000.

Games, Music, Venders All Benefit as Record Highway Travelers Patronize Units

Note Trend to New Equipment in Many Eastern Areas

By Norman Weiser

CHICAGO, July 29.—With more cars on the highways this summer than ever before, and with more roadside restaurants, drive-ins, motels and resorts open to the vacationing motorists, the coin machine industry, including operators and distributors of games, music and venders, is expected to enjoy the best summer, gross-wise, since the all-time high war years. Perhaps the most significant point in the picture is the heavy influx of new equipment going into these seasonal locations. Seeburg 100s are prominently displayed in many locations, including the Johnson restaurants on the Turnpike running from Pittsburgh to Harrisburg, Pa., while AMI Model C units and the Wurlitzer 1250s also are seen in large numbers.

Korean Situation

The Korean situation has, apparently, hyped the road travel rather than cut it down. And with the heavier traffic, there has developed increased business for the coin machines, ranging from the soft drink vendor in the isolated roadside gasoline station to the electric shaver (coin-operated) in restaurants and overnight stops.

Unlike previous years when much of the road and resort equipment included older pieces which had been removed from permanent locations, travelers following route 30 to the east this year find the newest juke boxes in spots where they would least be expected. Many operators of these machines have done some special programming on these machines, placing regional favorites in at least one selection panel, then holding to (See Tourists Hypo on page 103)

Indiana Ops See Atom-Jets; SRO At Milwaukee

INDIANAPOLIS, July 29.—A three-day showing for operators of the Atom-Jet counter game opened today at the Claypool Hotel. Showing is being held by the Purveyor Distributing Company, Chicago, with Herb Perkins, president, and Tom McNeill hosting.

The firm held a three-day showing last week-end in Milwaukee at the Wisconsin Hotel. More than 200 operators attended.

Atom-Jet, a remote-control counter game, was introduced to the coin machine trade by Purveyor at the All-Industry Show last May, and is now in production and being delivered nationally, Perkins said.

Tax Receipts Off

WASHINGTON, July 29.—June receipts from the coin machine tax totaled \$2,099,547 as compared with \$2,257,862 in June, 1949, the Internal Revenue Bureau announced this week. For the 12-month period ended June 30, collections were \$20,174,016—a decline of \$913,518 from the 1949 fiscal year.

Comm. Reports Johnson Bill Out Favorable With Changes

WASHINGTON, July 29.—The Johnson Anti-Gambling Bill is full of life again as the result of action Thursday (27) by the House Interstate and Foreign Commerce Committee favorably reporting the bill with amendments aimed largely to restrict the provisions to banning the interstate shipment of bell machines. A committee spokesman told The Billboard the amended measure is intended to exempt pinball machines, but it was believed by some committee members that this "intent" was not made clear.

The fate of the measure is uncertain at present since there are a number of possible procedural roadblocks which still must be hurdled. The House Interstate and Foreign Commerce Committee's favorable report, which came as a last-minute surprise following a renewed 11th-hour plea by Attorney General J. Howard McGrath for passage of the measure, was accompanied by a request that the bill be called up on the next House consent calendar. This means

the bill could be called up as early as next week, but if a single member at that time objects to a vote, the bill would be tabled until the next consent calendar day. If at that time objections are raised by three or more members against an immediate vote, the bill would be placed on the "union calendar," in which case it would have to wait its turn on the crowded House calendar. Also, at any time, the bill could be remanded to the House Rules Committee to determine whether further deliberations or hearings are necessary before the bill reaches the floor.

Anything Can Happen

Because of these complicated possibilities, predictions as to the bill's fate are being carefully avoided on Capitol Hill where it is agreed that "anything can happen," particularly in view of the indefinite recess plans and Congress's preoccupation with defense emergency measures. In other words, it is figured that there (See Comm. Reports on page 113)

New Jersey Resort Reports Record Machine Placements

WILDWOOD, N. J., July 29.—Current season finds a greater variety of coin-operated amusement machines than ever on the resort's Boardwalk. Significantly, vending machines are virtually non-existent here—save for a single Soda-Mart stand with four drink machines and a single Juice-Bar machine at the Boardwalk tram-car terminal in Casino Arcade Park. Even the penny gum vending machines are few and far between, with an inspection of all the stands and stores along the Boardwalk and in the arcade centers revealing hardly more than a half dozen penny gum ball machines.

There are eight arcades, each with a wide variety of machines, with special emphasis on novelty units. Newest coin machine arcade on the "Walk is an outdoor set-up at S. B. Ramagosa's Kiddieland in North Wildwood. Making for a coin machine corner behind a number of kiddie rides are 25 novelty machines, mostly old-time movie machines utilizing the crank

handles, novelty card machines and two scales.

In addition to the coin machine arcade there are approximately 30 stands devoted almost exclusively to X-Ray Poker, Line-M (bingo-styled machines), Sken Ball, shuffle bowling with one stand devoted entirely to Rotary Merchandiser machines.

Diversify Stands

Also noted for the first time this season is the fact that at least 10 of the stands featuring one type of machine primarily have added a few machines of the amusement or novelty variety to make for extra coin-catching. The Shuffle-Cade in the North Wildwood Arcade block, in addition to its 16 shuffle bowling machines, has six pinball machines, three Junior Pistol Marksman and one Junior League Hit 'Em and Bat 'Em machine. In the same arcade, the X-Ray Poker stand has two Exhibit Supply pistol machines and two (See NEW JERSEY on page 112)

10-CENT CANDY BAR ON WAY

Raw Material \$\$ Increases Force Issue

Retailer Buying Heavy

CHICAGO, July 29.—Nickel candy bars appeared this week to be on their way out. Sharp increases in raw materials—such as sugar, cocoa and vegetable oils—made price increases on the manufacturer-wholesaler level inevitable.

The industry's leading companies were reliably reported readying dime bars, and many said off-the-record they were in a position to change over to dime bars in their standard lines.

Buying Surge

Sales executives for the candy manufacturers reported a tremendous surge of buying on the part of all major retailers including vending machine companies and chain groceries. Many candy companies, however, were protecting themselves on future orders by inserting clauses subjecting the sales to change in the event of government regulations.

To prevent such hedging, at least one manufacturer, Schutter, has put its customers on a 30-day basis. Schutter's president, A. H. Rosenberg, advised accounts this week. "We have decided not to accept orders for Old Nick and Bit-O-Honey for greater quantities than such customer could normally use within a 30-day period." Schutter concluded this would enable the firm to ship all customers promptly, at a normal rate and at today's prices.

Raw Materials Outlook

Rosenberg also summed up the situation in raw materials which may force a higher price.

"Much as we dislike saying it," he declared, "the fact remains that prices of all ingredients for making Old Nick and Bit-O-Honey have been rising rapidly, especially in the past three weeks." Rosenberg pointed to a 50 per cent increase in chocolate, a 100 per cent increase in almonds and five recent increases in corn sirup, as well as in sugar and packaging materials.

"Candy is normally a short profit item," Rosenberg continued, "and these increases cannot be absorbed by the manufacturer without sustaining a serious loss."

In Washington last week, an official (See 10-Cent Candy on page 99)

Bert Mills Ups Price on Small Coffee Bar \$49

LOMBARD, ILL., July 29.—Effective August 1, the Bert Mills Corporation's 200-cup capacity coffee machine will list at \$483 with coin changer. This represents an increase of \$49 over the former list price.

Bert Mills, president of the corporation, said this week that all operator-customers of the company had been notified of the price increase as long as three weeks ago. This gave old customers an opportunity to place orders prior to August 1, for delivery on or before August 15, at the old list.

Mills said his firm has already had notices of price increases from a number of component parts manufacturers, and that additional increases are expected.

Top Tips to Ops:

Advertising Gimmick, Servicing And Location Relations Program Build Successful Cig Op Route

By Robert Latimer

ST. LOUIS, July 29.—That it is possible for the vending machine route operator to "merchandise" his services far beyond merely keeping the machines filled, is illustrated by the experiences of John Gazzolo and Albert Librach, operators of Star Novelty Company, here.

Star Novelty, which operates phonographs, pinball games, and vending equipment, is known thruout the Missouri metropolis particularly for its success in the cigarette vending field. Currently, the firm is operating

some 350 machines in St. Louis and suburbs, with the largest percentage of these electric, which have shown themselves to be more service-free than mechanical models, according to Librach.

The firm has 15 employees, including a crew of neatly uniformed cigarette machine servicemen. Even with a large amount of location jumping going on during the past two years, Star Novelty Company has been able to steadily increase its route stops. (See ADVERTISING on page 99)

20c Ciggie Vender Seen On Way Out, With Ops Passing On Price Rise to Smokers

Suppliers Flooded With Conversion Orders

NEW YORK, July 29.—The 20-cent cigarette machine seems headed for extinction, a mechanism that has outlived its usefulness and fit only for display in a merchandising museum.

This eventuality appeared certain this week as the price of Camel cigarettes went up almost a half-cent per pack at the wholesale level Wednesday (28), followed by similar increases by Philip Morris, Chesterfield and Pall Mall yesterday. Informed trade sources believed manufacturers of other popular-brand

smokes would follow suit within a few days.

And from States where operators thus far have held the 20-cent line, due to competition or because of favorable State tax schedules, orders for quarter conversions were flooding equipment manufacturers and suppliers. California may be the only major stand-out and it is one of the few important markets without any State tax on smokes.

In areas where price above 20 cents has been standard, the vend price of (See Cig Vender Ops on page 98)

Subway No Plum for Cup Ops Meeting Hefty \$\$ Guarantee

NEW YORK, July 29.—Subway cup vending is still far from a profitable venture here and operators will probably make most of their entries in red ink at the end of their first contract year next February.

With upwards of 350 machines already installed in the underground locations, the three contract holders are finding income at below hoped-for summer levels. Also, they are saddled with large capital outlays for new equipment and expensive install-

ation. To place many machines, water lines often have to be run several hundred feet.

Kick in Dough

In May, the operators, Canteen, Chick's Vending and ABC Vending, all had to kick in with money over and above commissions to meet the minimum guarantees called for in city contracts. In June, the last month for which figures are available, the (See Subway No Plum, page 100)

200,000 Tourists Mean Added Grosses for Denver's Venders

DENVER, July 29.—The summer season is roundly welcomed each year by P & M Vending Company, cigarette vending organization here, as an opportunity to increase sales over its extensive route.

P & M, headed by Charles Kaplan, operates 325 machines in the Denver area, and recently completed one of the vending industry's most beautiful showrooms here on Broadway near downtown Denver's shopping district.

Sales volume invariably increases

during the summer months due to the influx of some 200,000 tourists each year into the mountain parks region, according to Dick Ziska, manager for the concern. Therefore, everything possible is done during the spring months to clean up machines, cajole location owners into better spots, and to insure a minimum amount of breakdowns on the job.

"Our only serious operating problem during the summer is the fact that the hot sun to which many ma- (See TOURISTS UP on page 99)

20 Cities in NAMA F'ther Plan Already

Expect 50 in August

CHICAGO, July 29.—Members of the National Automatic Merchandising Association (NAMA) in 20 cities intend to participate in this autumn's Red Feather campaign. This was revealed by a progress report released by Aaron Goldman, president of the G. B. Macke Corporation in Washington, and chairman of NAMA's 1950 public relations committee.

Goldman characterized the early operator response as a "gratifying indication that the automatic merchandisers of the United States believe sincerely in the underlying principle of all good public relations—merely good relations with the people of the communities in which they operate.

Committee at Work

Red Feather operator committees are already at work, Goldman said, in Washington, Los Angeles and Chicago. In addition, operators have placed orders for Red Feather promotion material from the following cities:

St. Louis, San Francisco, Minneapolis; Reading, Pa.; Elmira, N. Y.; New Castle, Pa.; Richmond, Va.; Bloomington, Ill.; Springfield, Mass.; Lancaster, Pa.; Worcester, Mass.; Duluth; Fort Wayne, Ind.; Pasadena, Calif., and Union, N. J.

Expect 50 This Month

Early in August, Goldman said the association expects to have some 50 operator committees at work in as many major cities planning Red Feather participation programs.

Meantime, the association announced the yellow message tape bearing the slogan, "Many Campaigns in One—Give Enough for All." It is now available at local community chests at \$1.50 per roll of 90 messages. This tape was designed by community chests and Councils of America, Inc., for NAMA's use.

Freshway Ships Food Units for Sales Displays

CHICAGO, July 29.—Freshways Automatic Vendors, recently formed to distribute a new refrigerated food vender (The Billboard, July 1), is now delivering sample models of its equipment to distributing companies, according to F. W. (Red) Zogg, president.

Zogg said Freshways expects to start deliveries to operators on or before August 25. The machine is being built on contract for Freshway, and some initial units are being channeled into Freshway's wholly owned Chicago test operation.

Price increases in cabinets and other parts and materials forced the firm to hike its tentative list \$50 to \$649.50, Zogg declared.

The Freshway machine is a fully automatic, refrigerated unit available in either a five or an eight-column model. The five-column unit handles food items up to 4 1/2 by 3 1/2 by 1 inch; the eight-column model handles packages up to 2 1/2 by 3 1/2 by 1 inch. Items may be sold at any price, using any combination of nickels, dimes or quarters and returning change.

Drive-In Theaters Proving Ice Cream Vender Bonanzas

PHILADELPHIA, July 29.—With the drive-in theaters mushrooming thruout the country, J. H. Meehan, director of sales and advertising for the Philadelphia Dairy Products Company, Inc., makers of Aristocrat Ice Cream, declared that such open-air movies are natural locations for vending ice cream.

"The idea of the drive-in is relatively new, but is catching on fast all over the country," said Meehan. "Ice cream, on the other hand, has been a universally accepted refreshment-food for many years. With both feet firmly planted inside the door, so to speak, ice cream is a 'natural' for sales and profits in this new and expanding market."

He also pointed out that modern methods of ice cream production and the facilities for distribution and vending are all designed to place the product before the customer in good shape.

Sundaes Popular

Meehan said that the company's ice cream sandwiches are selling "by the thousands," and the pre-packaged sundaes "are doing a whale of a business," at drive-in locations. He also pointed out that while the sandwich is an old and proved merchandising idea, the pre-packaged sundae for sales at drive-ins is something new and different which has struck the fancy of patrons.

In this respect, he said, the drive-in location has a big advantage over that of the indoor theater, many of which will not permit ice cream at all. The advantage, he added, is in effect due to the pleasant conditions

patrons find at the drive-ins. Sitting in a car in a field somewhere watching a picture and enjoying an ice cream sundae at the same time is an experience so new to most people, and therefore so attractive, that they will try it again and again, until they've developed a very pleasant habit and a continuing source of profit for everyone concerned.

Try New Items

"Americans love new things," said Meehan. "They'll try anything once," and if they find that they're getting a whirl for their money, they'll stick with the novelty after it's no longer new."

That sales are substantial now and a rich source of profit, said Meehan, is easily shown by a single reference to one of Philadelphia Dairy Products' customers. This concessionaire has many drive-ins and reports that ice cream sandwiches and pre-packaged sundaes represent from 20 to 25 per cent of total sales of refreshments in those theaters. Such volume, added Meehan, represents healthy profits for the concessionaire because the ice cream mark-up is so advantageous.

Begin Shipping Scoopy, Novelty Ball Gum Vender

DETROIT, July 29.—Shipments are now being made on Scoopy, the new novelty ball gum vender produced by the Harris Gaylord Manufacturing Company at Clawson, Mich. The vender is designed as strictly a merchandise machine, and comes in the form of a house, with the ball gum stocked in the upper portion, where a wide window shows the content remaining in the magazine.

In the space beneath is a glass-enclosed stage on which a white-clad figure in chef's or baker's hat holds a regular baker's scoop, and reaches for a coin at the side of the stage. As the coin is deposited, the mechanism is set in motion and the baker turns to open the door, moving the scoop around. A ball is delivered thru the door into his scoop and he turns back to dump it into a trough, whence it drops into the delivery chute.

This is one of the first machines in the field to restore the merchandising idea of an animated figure to help sell machine merchandise—something that was once popular on hot popcorn venders (no coin-operated). This proved a source of extra revenue by attracting youngsters.

Scoopy is in a 5½ by 8½ by 19 inch cabinet weighing about 15 pounds, and equipped for mounting on a wall. It is also adaptable for counter or stand use. Both merchandising magazine and cash box are large, allowing maximum time between service calls on busy locations. It comes in a brilliant baked-enamel finish, equipped for 1-cent play with a non-jamming type of coin mechanism.

Award for Canteen Report

NEW YORK, July 29.—One vending machine operating company and eight confectionery firms received citations in the 10th annual report survey of Financial World. The citations go to firms whose annual reports are rated high. A total of 5,000 corporations submitted reports this year. The firms cited were Automatic Canteen Company of America, American Chiclé Company, E. J. Brach & Son, D. L. Clark Company, Clinton Industries, Inc., Kelling Nut Company of Chicago, Loft Candy Corporation, Rockwood & Company, and the Sweets Company of America, Inc.

Penny Packing Cigs Resuming

DETROIT, July 29.—Cigarette machine operators in the Detroit area are expected to return to packing pennies and returning change on a quarter operation for the first time in about three years, as the result of the rise in cigarette wholesale prices. This marks the second rise at the wholesale level here within two weeks, inasmuch as local wholesalers generally boosted prices about 1 cent a carton a week earlier.

The wholesale price level prior to the first boost was at \$1.67 a carton. The new price boost gave the wholesaler a margin of about 3 cents per carton or 1½ per cent, and reflected the end of what one industry leader described as a "wholesale price war."

Boost Retail Price

The nation-wide boost announced by Camels and expected to be followed by other cigarette manufacturers, will undoubtedly mean an increase in the present 20-cent per pack price which is in universal use in local machines.

Expectation is that a 23-cent price will be used. This will be higher than the average retail store which is expected to get from the present 20 to 21-cent level.

However, pricing a cent or two above the general retail level is practical for machine operators, Hugh C. Howes, head of Howes-Shoemaker, one of the largest operations in the field, pointed out. Experience of two years ago showed that the vending machine does not necessarily compete in price with the over-the-counter sales.

A meeting of the Greater Detroit Cigarette Vending Machine Operators Association is to be called sometime next week, and operators will discuss policy at that time. Facilities for packaging pennies have been gathering dust for several years, but it is expected they will be put back into service generally.

ED RAVREBY IS BACK WITH THE BIGGEST NEWS IN POP CORN AND CANDY

Phone, wire or mail coupon to Ed today! Get advance details on two new vendors that will make money, every month in the year for everyone. One is a coin-operated candy vendor . . . the other a non-coin-operated pop corn vendor. Both will be big news when available.

Machines are now in production and will be ready for delivery September 1st. In the meantime exclusive franchise distributors will be set up in States, counties and cities throughout the nation. Don't delay. Get to Ed TODAY.

CLIP AND MAIL COUPON

Ed Ravreby
Vend-O-Mart, Inc.
294 Columbus Ave., Boston 16, Mass.

Dear Ed:

Please rush details on the new Vend-O-Mart candy vendor and non-coin-operated pop corn vendor.

I am interested in operating

I am interested in an exclusive distributor franchise.

Name

Address

City State

VEND-O-MART INC.
ED RAVREBY, Gen. Manager
294 COLUMBUS AVENUE
BOSTON 16, MASS.
COMMONWEALTH 6-4013

MAKES MONEY EVERYWHERE



The NEW ACORN 5c ALL CHARM VENDOR

No question about it . . . this smooth working vendor is 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!

Complete Details on Request

11411 Knightsbridge Avenue
Culver City, California

DISTRIBUTORS

A few choice territories are still open. Write the wire, phone M. J. ABELSON Gen. Sales Mgr. 1349 Fifth Ave. Pittsburgh, Pa. Phone: ATLANTIC 1-6478-6479

Pacific Coast Dist. OPERATORS VENDING MACH SUPPLY CO. 1023 S. Grand, Los Angeles 15, Calif.

VICTOR'S NEW VICTORY BASKET BALL GAME



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.

See your VICTOR distributor—or write for colored descriptive circular.

VICTOR VENDING CORPORATION
5701-13 W. Grand Ave. Chicago 39 Ill.

SANDY MAC TIGHT BUYS ALL HIS BASKET BALL MACHINES FROM ROY TORR, LANSDOWNE, PA. HE WILL SELL THEM TO YOU AND ALLOW YOU TO PAY FOR SAME IN 20 WEEKS. THEY BUY THEMSELVES THIS WAY. TRY IT. WRITE HIM.

GREATEST TIME-SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00
 SPRINGS ARE PRECISION CALIBRATED HEAVY SHEET METAL BASE
 TIN SCOOP
 DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE
 Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.

There is a sturdiness of construction more durable than is generally found in scales. Finish is black sprinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY
 1/3 Dep., Bal. C.O.D., P.O.B. N. Y. DISTRIBUTORS, WRITE FOR PRICES.
J. SCHOENBACH
 Distributors of Advance Vending Machines
 1647 Bedford Ave., Brooklyn 23, N. Y.

Maritime Councils Okay Cig Venders

ST. JOHNS, N. B., July 29.—Efforts of retailers of smokers' supplies to bar the operation of cigarette vending machines are on the wane.

Organized movement to have the machines banned brought action by some councils on the use of the cig venders, but such legislative actions have been rescinded by numerous municipal bodies this year. Opponents of the venders are greatly outnumbered by merchants who wish to be allowed to operate the machines.

The result has been an increase in installations of about 500 per cent since 1949. Many of the spots catering to tourists have supplanted their cigarette counters and stands with the machines, finding the cigs are more easily handled. The machines also are space savers, as well as being self-advertising.

Cig Vender Ops Pass Price Rise On to Smokers

(Continued from page 96)

cigarettes also is due for a boost, informed opinion held. Operators would be unable to absorb the loss occasioned by holding to established prices and would pass on the rise to machine patrons, in most cases by adding a penny to the vending price.

Altho at week's end no operating companies had reported new vend prices, it was generally felt that the move would begin within a week. Jack Mill, of Rowe, said that price adjustments would have to be made. Yesterday the firm's New York operation was mulling an increase to 24 cents, 1 cent over the prevailing rate.

Rowe Manufacturing has been on the receiving end of a flood of orders for quarter conversions, Mill disclosed. These started coming in by telegram and telephone Wednesday morning, as soon as direct cigarette buyers were informed of the increase by Camel. The volume of orders had not slackened as of last night.

Joe Kallishman, of U-Need-A Service & Parts, in Brooklyn, reported receiving orders for over 2,000 quarter conversion assemblies since Wednesday, with the end not yet in sight. Long a producer of quarter kits, he said some of these orders are being filled thru inventory, with production being speeded up to meet the mounting demand.

Heaviest orders, as reported by both Rowe and U-Need-A, are coming from New Jersey, Ohio and Michigan, where the 20-cent price has been general despite a 3-cent State tax per pack. These States, gearing for a major conversion effort, will be joined by countless small communities across the country.

Other factors that may accelerate the move include the expectation that the cost of book matches will be raised and that Congress may authorize a boost in excise taxes.

Yet there are a few cautious observers who refuse to be stampeded. They point out the possibility that the federal government may yet tighten economic controls, should the Korean war go unfavorably, and roll back prices to mid-June levels. Where would the operator who underwent costly conversion be then, they ask?

Under the new price schedules, direct buyers of cigarettes now must pay \$70.56 a case (500 packs), after trade and cash discounts, as compared to the earlier \$68.62 for Camel, Chesterfield and Philip Morris. Pall Mall is slightly higher, at \$70.96 a case after discounts.

EMPTY MACHINES FASTER!



Rain-Blo BALL BUBBLE GUM

Copyright 1950

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

ATTENTION 25c CONVERSIONS
 Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES

UNEEDA, 8 Cols.	\$100.00
UNEEDA, 6 Cols.	90.00
UNEEDA Model 500, 9 Col., 350 Pack Cap.	100.00
8 Col. Model E. 240 Pack Cap.	62.50
P-X, 10 Col. 425 Pack Cap.	100.00
National 9-50, 350 Pack Cap.	95.00
DuGrenier MODEL W, 9 Col., 308 PACK CAP.	62.50
Special 4 Col., 100 Pack Cap.	32.50

ROWE ROYAL
 10 Col., 400 Pack Cap. **\$85.00**

8 Col., 320 Pack Cap. \$80.00

CIGAR MACHINES
 50 capacity, 10c vending, \$8.50
 Lots of 10 or more, \$7.50 ea.

CANDY MACHINES

ROWE, 120 Bar Cap.	\$75.00
CANDYMAN, like new, 72 Bar Cap., Enclosed Base.	62.50
VENDIT, 150 Bar Cap.	57.50
U-Select-It	35.00
UNEEDA 105 Bar Cap.	75.00
UNEEDA, 40 Bar Cap.	23.50

SALE NATIONAL CANDY VENDER \$100.00
 9 Col., 162 Bar Cap.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
 ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
 Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE
 "THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
 New York, Raconitioned As Is
 166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

LEAF GUM CO.
 Div. of Leaf Brands, Inc.
 Chicago, U. S. A.

FITS ANY SPOT! ALKUNO CIGARETTE VENDOR

You need a cigarette machine like this—4 columns—100 capacity—silver quarter only—regular and 1 in 9 size—no matches.

MODEL 600
 Metal cabinet and Base
 Ht. on Base, 66"
 Wt. on Base, 70 Lbs.

PRICE
 MACHINE \$65.00
 BASE 12.00

Immediate Delivery in Green Metal Lustre Finish

Other ALKUNO Models—440, Silver Quarter, Free Matches—661, Two Dimes, Free Matches—601, Two Dimes, No Matches.

TAKE ADVANTAGE OF ALKUNO'S NEW FINANCE PLAN

Write for Catalog of Complete Line Including 5c Cracker Vendor

408 Concord Ave. New York 54, N. Y. MEIrose 5-7757

30 DAY MONEY BACK TRIAL

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.

LESS THAN 25 \$16.35
 LESS THAN 100 \$14.15
 100 OR MORE \$13.95

GUARANTEED NORTHWESTERN SPECIALS—Used

DELUXE, 12 or 8c, Baked Metallic Finish, Red or Green—Sample	\$14.95
10 or More	12.95
239 PORCELAIN	7.45
233 BALL GUM PORCELAIN, 1c	\$7.45
SILVER KING, 1c or 5c	8.95
MASTER PORCELAIN, 5c	7.45

MERCHANDISE AND SUPPLIES

PISTACHIO, Jumbo Queen	49c	VIRGINIA PEANUTS	34c	M & M	39c
FANCY TULIP, Large	44c	FILBERTS	50c	BALL GUM, All Sizes (150 Lbs. Min.)	25c
INDIAN NUTS	40c	MIXED NUTS	50c	ADAMS, All Flavors	42c
CASHEW, Whole	48c	BOSTON BAKED BEANS	24c	WREGLAYS, All Flavors	46c
CASHEW, Butts	44c	LICORICE LOZENGES	25c	TOPPS, All Flavors	47c

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.
 1/3 Deposit, Balance C. O. D.

Time Payment Plan Available — Trade-Ins Accepted

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL
 438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickerling 4-0142
 4105 16th AVENUE, BROOKLYN, N. Y. • Gedney 8-3600

Price of Lily Cups Increased By 5 Per Cent

NEW YORK, July 29.—The Lily-Tulip Cup Company placed a new price schedule in effect this week, upping the cost of its vending cup to 1/2 cent each when bought in large quantities. Altho the company declined official comment, it was believed recent rises in the cost of paper pulp forced the 5 per cent increase.

As of yesterday (28), Dixie and Sweetheart had not followed Lily's lead and held to established cup lists.

Hit Popcorn Freight Hike

CHICAGO, July 29.—The National Association of Popcorn Manufacturers (NAPM) has appealed a recent ruling of the trucking industry which would increase the freight rate of pre-pon popcorn by 50 per cent. NAPM said approximately 80 per cent of the nation's popped popcorn is shipped by motor carriers, and that the increase would curtail shipments to strictly local areas.

GET * NEWER CHARMS

Lower prices from America's newest Charm manufacturer: Over 30 new and different series of Charms. Our prices are lowest! Send 35c for complete samples.

PENNY KING CO.
 415 Neptune Street Pittsburgh 20 Pa.

VICTOR'S AMAZING NEW TOPPER
 Special August Offers
 1 Case 141 Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only \$50.00 (with plastic globes \$52.00)
 1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only \$56.00
 1 Triple Unit Topper with Plastic Globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only \$51.25
 Samp. Topper, \$11.25
 Get today's top money maker—Topper Deluxe at all Charm Vender. Sample \$13.95

RAIN-BLO GUM
 140, 170 or 210 count, in 25¢ cartons, 27¢ lb. in lots of 180 or more with freight prepaid. 25¢ lb. less 2%.

COLORED BALL GUM—All Sizes 25¢ or 40¢ carton, 26¢ lb. 160¢ 180¢ 24¢ lb. with freight prepaid.
FULL CASH WITH ORDER

1/3 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D.
 Orders Under \$10.00 Money in Full.
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

PIONEER VENDING SERVICE
 Exclusive Victor Distributor in N. Y.
 161 SACKMAN ST., BROOKLYN 12, N. Y.
 Phone: Dickens 2-7977

Advertising Gimmick, Servicing Build Successful Cig Op Route

(Continued from page 96)
 primarily because of good will, according to Librach.

A few years ago, Gazzolo and Librach came out with an advertising innovation which created instantaneous attention from vending machine customers the city over, and won a lot of plaudits from the local trade. This was to install a bright gold dealomania on every cigarette machine which states, in red letters, "Star Thanks You." Appearing in many colors, and on all types of machines, the slogan is probably the only attempt ever made by a Missouri vending machine operator to "personalize" his machines, or identify them closely with the service firm. At any rate, it is an evident fact that many residents who buy all cigarettes thru venders look for the Star machine.

In fact, the "Star Thanks You" slogan caused such a stir in the St. Louis vending machine field that Gazzolo and Librach have had it patented. They also have extended the idea to pinball machines, to phonographs, and other coin-operated equipment.

Maintenance
 Second, the company is meticulous about maintaining every vending machine in tip-top appearance, even tho this may mean at times pulling a machine which is showing a high percentage of sales off location, for a re-finish job.

"We repaint all of our machines as soon as they are chipped, faded, or otherwise lose appearance value," Librach said. "Any serviceman out on the job, is authorized to recommend that any machine be picked up and refinished at any time. For this reason, altho the amounts coming in from week to week may vary, we can always depend upon a steady stream of appearance reconditioning going on in the shop."

Hand Painted
 Surprisingly, all of Star Novelty Company's cigarette venders are painted by hand, only a few being sent out for a spray job, where damage to appearance has been particularly severe. Top-flight enamels, good craftsmanship, and installation of new chromium par's, signs, glass panels, etc., where needed, have kept the machines "like new" even tho they may have seen two years or more of rugged service.

Every machine is serviced an average of once a week in the lower-sites areas and at least twice a week within the metropolitan city limits. In fact, cigarette vender service has often reached one-per-day proportions, particularly during the spring and fall seasons, when St. Louis is crowded with tourists. Each serviceman is "his own boss" in the matter of replenishing stock in the vending units, detecting a trend toward particular brands simply by volume sold from the machine, and checking with location owners for calls.

Star Novelty Company keeps close check on the turnover of various cigarette brands thru its machines, and frequently pioneers new brands with a great deal of success. For example, when a new "king-size" cigarette was introduced recently, featuring a mild blend of tobaccos, Star Novelty Company was the first to put it out where the "average homeowner" could see it—without visiting a tobacconist, or large drugstore. The brand of cigarettes caught on almost immediately, and has been a staple with the firm ever since.

Location Facts
 On making location arrangements, Star Novelty Company is careful to "please the location owner" in every instance. The machine is always

spotted where the location owner wants it, and the serviceman is careful to clean up around the machine whenever he has made repairs or serviced it. The fact that every cigarette serviceman wears a neat uniform counts heavily in locations where a woman owner is concerned, according to Librach. Star Novelty pays the bills for laundering and repairs to overalls, feeling that the good will which these create is well worth the cost.

Both Gazzolo and Librach act as salesmen, spotting new locations, holding on to the old ones, and developing new outlets. Their persistent, friendly calls on many locations which would not allow a cigarette vender in the place, have resulted in many new locations. Star Novelty places cigarette machines in many areas considered impractical before, and almost invariably, the partners "guess right."

10-Cent Candy Bar On Way; Material Costs Force Issue

(Continued from page 96)
 of the National Confectioners' Association (NCA) put the problem even more emphatically. Charles Adelson, of Delson Candy Company and a member of NCA's Washington Committee, told the Tariff Commission that the nickel candy bar may be a thing of the past.

"If our costs increase in any way," Adelson said, "it is likely that most, if not all, candy manufacturers will have to stop production of the nickel bar merely because they will be unable to give the public one of satisfactory size."

Public Acceptance Factor
 The factor of public acceptance has thus far kept many a candy bar producer from switching immediately to dime bars. A limited number of candy bar venders are still dispensing dime bars, but no major operator as yet has converted a sizable number of machines to the higher priced items.

There are indications, however, that price increases this fall—which may bring the average cost of a nickel bar to 3 cents—will swing operator thinking closer to dime merchandise.

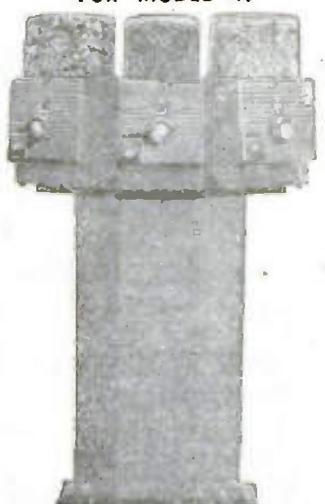
Tourists Up Vender Biz for Denver Ops

(Continued from page 96)
 chine are exposed, coupled with dry atmosphere results in the drying out of cigarettes," Ziska said. "We attempt to counteract this by asking each location owner to move the machine out of the window area, or any point where it is subject to direct sun. There is a slight increase in the amount of service calls necessary, but this in turn is due only to larger numbers of sales and corresponding wear on the vender."

The only help which P & M feels manufacturers could supply with respect to summer operation would be a double-wrapped package for hot weather periods.

25-Cent Chute
 Probably the most important improvement over P & M's huge route has been the introduction of the 25-cent chute, both Kaplan and Ziska are convinced. Far more people have a quarter in their pockets, it has been found, than dimes and nickels. Sales have risen sharply wherever the quarter-slot cigarette vender has been placed into use, and location owners are generally enthusiastic because fewer dimes into the cash register to make change for cigarette customers are necessary.

NOW! Bigger Profit FROM EVERY LOCATION With the New Northwestern CABINET STAND FOR MODEL 49



WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR THE NORTHWESTERN CORPORATION 629A ARMSTRONG STREET, MORRIS, ILL.

EMPTIES MACHINES FASTER!



Rain-Blo BALL BUBBLE GUM

Copyright 1950

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

LEAF GUM CO.
 Div. of Leaf Brands, Inc. Chicago, U. S. A.

SANDY MAC LIGHT buys all his LEAF BALL GUM FROM ROY TORR, LANSDOWNE, PA. at Factory prices; heifer get in on his quota too.

BRAND NEW LUCKY BOY VENDORS \$9.75

Lots of 5, \$47.50
 Lots of 25, \$237.50
 EACH for \$9.75 MODEL

Nut and Charm Vendors hold 3 lbs. Nuts. Ball Gum Vendors, 850 Balls Gum. Fully guaranteed.
 1/3 Deposit, Balance C.O.D.

FREE 5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO. VALLEY STATION, KY.

WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR THE NORTHWESTERN CORPORATION 629A ARMSTRONG STREET, MORRIS, ILL.

LARGEST?

Yes. Rake stocks the largest selection of New and Used Coin Operated Vending, Amusement and other MONEY MAKING machines. We also stock complete assortment of Bulk Merchandise, Charms, Novelties and Accessories.

SEE THEM ON DISPLAY IN OUR WELL STOCKED BUILDING . . . OR WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

Rake COIN MACHINE EXCHANGE

609 SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676

PITTSBURGH OFFICE
 2120 Fifth Ave. Phone: Court 1-3842
 Distributors of Coin-Operated Machines and Salesboards

GROCERY STORE CHARMS
 58 Varieties \$12.50 per M. ass't.
 F.O.B. Jamaica, L.I., N.Y.
EPPEY 91-15 144 Pl. Jamaica 2, N.Y.

Operate a Route of "FUN SHOP" TRICK & JOKE CABINETS
 Big steady profits! Locations easy to get. Small investment required. Write for details today!
D. ROBBINS & CO. 131-B W. 42nd St. New York 18, N. Y.

BIG BASEBALL BARGAINS

Pitch these sure-fire sales sensations down your sales alley and watch them deliver profits.



1/2 BASEBALLS

White with black seams \$7.50 per M

BIG BASEBALLS WITH TEAM NAMES!

Plastic, 6 asst. bright colors \$4.50 per M

Copper plated 8.00 per M

Silver Plated 11.00 per M

Gold Finished 11.00 per M

Karl Guggenheim INC.

32 UNION SQUARE • NEW YORK 3, N. Y.

FACTORY LINE WANTED

For Midwestern States by coin machine man experienced as salesman and distributor. Now 10 years with one firm but wants new line. Knows every Midwest vending machine and game operator and distributor. A reliable, established salesman with top notch record and references.
Box D-404
c/o The Billboard Cincinnati 22, O.

Subway No Plum For Cup Venders

(Continued from page 96)

situation was somewhat improved. Then, only Canteen failed to meet its minimum via the commission route.

But operators have pegged their hopes on the expectation of heavy volume during the warm months. Only in this way can they counteract the winter slump in soft-drink consumption.

Under the agreements pacted with the board of transportation, the three operators pay 30 per cent commission on total sales. But each has to meet its minimum guarantee. ABC, in the BMT division, has guaranteed the city \$8,000 monthly; Chick's, in the Independent, \$10,125, and Canteen, in the IRT, \$13,750.

Grosses Disappointing

ABC grossed \$40,373.02 in June, with Chick's take at \$48,394.22, both somewhat over the commission break-even point. But Canteen, with a total subway income of \$45,548.85 for the four-week period ended July 9, found its commission just below the guarantee.

In May, when all had to add to their commissions to meet guarantees, ABC grossed \$16,144, Chick's \$28,299, and Canteen \$28,464. In effect, ABC and Canteen returned to the city almost 50 per cent of their gross subway income that month, while Chick's kick-back was near 40 per cent.

With contracts set to run for five years, and all escape clauses in the city's favor, the subway operators face an uncertain future.

Runyon Fund Tie Seen Aiding Shoe Shiner Placement

NEW YORK, July 29.—A tie-in recently arranged by Uneceda Shine Machine Company with the Damon Runyon Fund for Cancer Research is expected to aid placement of the manufacturer's automatic shiners and raise a sizable sum from industry sources to further the work of the charity, according to Sam Sacks, Uneceda president.

Under the plan, Uneceda machines placarded with the message, Boost the Damon Runyon Fund, will be placed by new operators in exclusive franchise territories. The posters will inform patrons that part of each machine's income goes to support the fund.

In return, operators going along with the plan will pay to the fund \$50 annually for each machine placed. This amount is payable in advance at the time machines are purchased from the manufacturer.

Two Uneceda shiner models will be offered participating operators, both to be known as Shu-Shine Joe. One, a coin-operated unit, will rotate its buffers upon insertion of a dime. The other is actuated by an on-off switch.

The non-coin-operated model is to be installed only in non-transient locations. There, employees will be asked to join the Uneceda Automatic Shu-Shine Club. For 20 cents weekly, membership in the club entitles them to unlimited use of the machine. An honor system of payment will be instituted, with the Runyon poster expected to inhibit free riders.

Ajax To Handle Freshway Mch.

NEWARK, N. J., July 29. — Ajax Distributing Company here has been named Eastern distributor of the new Freshway refrigerated food vender, according to Al Cohen, Ajax president, who declared he will open several regional offices soon to cover the territory.

Introduced a month ago, the vender is a five-column unit designed to dispense sandwiches, pies and cakes (The Billboard, July 1). It is produced by Freshway Automatic Venders, a new firm with headquarters in Chicago.

Cohen said his first regional office will be established in Boston.

ATTENTION OPERATORS

25c National Rejector Conversion Units for all models

U-Need-A Pak and Monarch \$15.00 Ea.

25c National Rejector Conversions for all Rowe models

\$10.00 Ea.

UNEEDA ENTERPRISES, INC.

Successor to New York Vending Machine Exchange and Uneceda Service & Parts Co.

1010 Myrtle Ave., Brooklyn 6, N. Y.
Phone: EVergreen 8-7570

VICTOR'S REVOLVING SUPER MARKET

Dominates Any Location



The most practical MULTIPLE bulk vendor ever built... featuring a battery of 4 famous TOPPER DELUXE vendors, revolving on attractive tubular stand... the space-saving unit which provides quadruple earning potential. Actually requires no more space than one vendor on a stand.

SELECTIVITY... the most important factor in successful automatic vending... makes everyone a potential customer for VICTOR'S REVOLVING SUPERMARKET.

TOPPER DELUXE vends all kinds of bulk merchandise and is equipped with VICTOR'S new bay view display compartment plus side display windows.

See SUPER MARKET TODAY at your distributor

VICTOR VENDING CORP.

5701-13 W. Grand Ave. Chicago 39, Ill.

"TOPPER" Reg. in U.S. Pat. Office

Special INTRODUCTORY OFFER

VALUABLE VEND REPRINTS

Any Group Listed Below

for only

25¢

(Offer limited to one group per person)

Regular Price--10c Per Reprint

- GROUP A.—Industrial (4 reprints)
- GROUP B.—Institutions (3 reprints)
- GROUP C.—Office Buildings (3 reprints)
- GROUP D.—Army-Navy Installations (3 reprints)
- GROUP E.—Transportation (4 reprints)
- GROUP F.—Retail Outlets and Theaters (3 reprints)
- GROUP G.—Recreation-Miscellaneous (3 reprints)
- GROUP H.—Miscellaneous (3 reprints)

... Introduce yourself to these solid vending operation aids. Give them to your servicemen, your location owners and especially your new prospects.

If you wish to order additional groups you may do so at the regular price of 10¢ per reprint.

... Or you can order the complete series in an attractive leather binder for only \$5.00.

Use Coupon Below

VEND REPRINTS, Dept. BB-85
2160 Patterson, Cincinnati 22, Ohio
Please send me Group _____ at the special introductory price of 25¢.

Also send me the following groups I have checked:

- ... Group A @ 40¢
 - ... Group B @ 30¢
 - ... Group C @ 30¢
 - ... Group D @ 30¢
 - ... Group E @ 40¢
 - ... Group F @ 30¢
 - ... Group G @ 40¢
 - ... Group H @ 30¢
- ... I want the complete set in attractive leather binder for \$5.00. (Retail value of binder—\$3.00.)

NAME
ADDRESS
CITY ZONE .. STATE

AS OF NOW, IT'S WONDERFUL CHARMS

Series #70

Three weeks ago we started with 40 different Charms in this new series. NOW we've added 30 MORE to make the grand total—70 DIFFERENT CHARMS.

This is quite a big assortment—the newest and best available—at no increase in price; at the same low prices as before.

Plastic \$3.75 per 1,000
Metal-Plated 5.75 per 1,000

F.O.B. Jamaica, N. Y.
Immediate delivery.

EPHY

Samuel Ephy & Co., Inc.
91-15 144th Place, Jamaica 2, L.I., N. Y.

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"



Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read The Northwestern . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St. Morris, Illinois

State Tax Calendar

Alabama
August 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.
August 20—Sales tax report and payment due.

California
August 15—Personal income tax second installment due.
August 31—Unsecured personal property tax due (last day).

Colorado
August 14—Sales tax report and payment due.
August 15—Denver sales tax report and payment due.

District of Columbia
August 20—Sales and use tax report and payment due.

Florida
August 20—Sales, use, rental and admissions taxes and reports due.

Georgia
August 10—Cigar and cigarette wholesale dealers' report due.

Idaho
August 15—Cigarette wholesalers' drop shipment report due.

Illinois
August 15—Cigarette tax return due. Sales tax report and payment due.

Indiana
August 10—Cigarette distributors' interstate business report due.
August 15—Cigarette distributors' drop shipment report due.

Kansas
August 20—Sales tax report and payment due.

Kentucky
August 20—Cigarette wholesalers' report due.

Louisiana
August 1—Soft drinks tax report due. Tobacco tax report due.
August 15—Income tax second installment due. Soft drinks tax report due. Tobacco tax report due.
August 20—Sales and use tax report and payment due.

Maine
August 1—Cigarette distributors' license fee due.

Maryland
August 10—Admissions tax payment due.
August 15—Sales and use tax report and payment due.

Massachusetts
August 20—Tobacco tax report and payment due.
August 15—Sales tax report and payment due.
August 20—Cigarette tax report and payment due.

Minnesota
August 20—Cigarette tax report and payment due.

Mississippi
August 10—Admissions tax report and payment due.
August 15—Occupation (sales) tax and report due.

Missouri
August 31—Soft drinks manufacturers' report and payment due.

Nebraska
August 10—Cigarette distributors' report due.

Nevada
First Monday—Property tax quarterly installment due.

New Jersey
August 20—Cigarette distributors' tax report and payment due.

North Dakota
August 10—Cigarette distributors' report due.

Ohio
August 10—Cigarette wholesalers' report due.
August 15—Cigarette use tax and report due.

Oklahoma
August 10—Cigarette wholesalers', retailers' and vending machine owners' report due.
August 15—Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.
August 31—Corporations' license tax due. Corporations' license tax report due (last day).

Oregon
August 15—Corporation license tax due (last day). Property tax quarterly installment due.

Pennsylvania
August 10—Soft drinks tax report due.

Rhode Island
August 20—Sales and use tax return and payment due.

South Carolina
August 10—Admissions tax report and payment due.

Tennessee
August 1—Soft drink bottlers' report and tax due. Theater tax report and payment due.
August 20—Sales and use tax report and payment due.

Virginia
August 10—Warehousemen's tobacco tax due.
August 31—Use fuel tax report and payment due.

Washington
August 15—Wholesalers' cigarette drop shipment report due.
August 20—Use fuel tax report and payment due.

West Virginia
August 15—Cigarette use tax report and payment due. Sales tax report and payment due.

Wisconsin
August 1—Income tax second installment due.
August 10—Cigarette wholesalers' and manufacturers' report due.

Wyoming
August 15—Sales tax report and payment due.

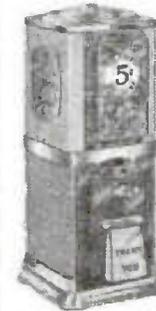
WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Game etc.

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 . . . 5.95
- Toy Watches, 2 gross . . . 2.50
- Stone Set Rings, 1 gross . . . 1.95
- "Hee Cat" Buttons, 1,000 . . . 5.95
- Plastic Colored Rings, 1,000 . . . 2.50

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 Vender. It has unlimited possibilities and has opened tens of thousands of new local ones.

1 to 25, \$12.95 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—returns ball feature—1¢ or 5¢ play. Real Money Maker! 22" High 18" Wide 5" Deep. Simple mechanism guaranteed trouble-free.
\$32.50 EA.
1% DEPOSIT ON ALL ORDERS
PARKWAY MACHINE CORPORATION
715 Bensor St. Baltimore 2, Md.

SENSATIONAL VENDING DEAL!



Bigger Profits for you with PURITY PRETZEL STIX VENDER

A natural tie-in with any Beverage Vending Unit.

BIG PREMIUM PROMOTION!
A 5¢ SELLER WITH A 100% Mark-Up

Write for Prices and Details
VEND-RITE MANUFACTURING CO.
1536 N. Halsted Street, Chicago 22, Illinois

TOPPER is tops!



Victor's Topper reaches new heights in efficiency in vending charms and ball gum. Packed and sold 4 machines to the case. \$49.00 per case in lots of 1 to 5 cases.
\$10.00 per machine in lots of 25 cases

Investigate our 20-week TIME PAYMENT plan.
ROY TORR
Lansdowne, Pa.

GIVE TO THE RUNYON CANCER FUND

— LARGEST — PROFIT MAKER
5¢ Silver-King for Pistachios

Change NOW to 5¢ Model for REAL PROFITS

- 5¢ Change-over parts available for all 5¢ Models
- New 5¢ Models low as \$10.00 in Quantities

Nut and Ball Gum Candy, Charms, Vendors, 1¢-5¢ U. S. and Foreign Coins. "Nut Nut" Vendors. At all the best dealers—or write. Ask about the new "Hunter!"

SILVER-KING CORP.
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WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES

TOPPER
(Illustrated)
Lots of 100. . . \$10.00
Sample, \$11.25

Victor's Universal

JUMBO
1" Ball Gum Vender. Best Location Offer in Years! Immediate Delivery.

1/2 Dep. With Order, Bal. C. O. D.
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

Vendall Readies Console Vender

CHICAGO, July 29. — Sometime during the first two weeks of August, the Vendall Company here expects to show operators its new, console model candy vending machine, according to A. Garriek Alex, president. Deliveries are scheduled to start on the new model in late September, Alex said, but quantity will depend entirely on the availability of steel.

In all likelihood, Alex said, Vendall will allocate equipment once production gets under way. No price has been set on the new machine—Vendall's second model since 1945.

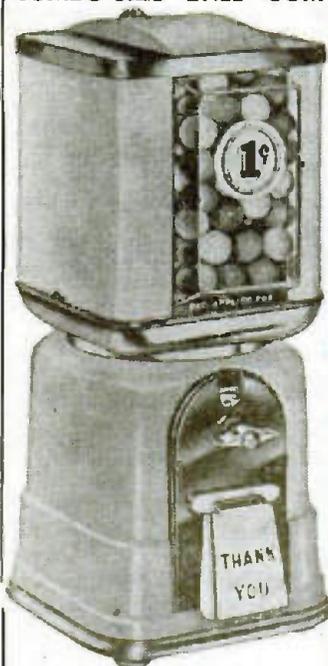
Altho details of the machine will not be released until Vendall holds formal showings for operators, Alex said the console will have the same selectivity and capacity as Vendall's former model.

Univendor Line At Higher List

AURORA, Ill., July 29.—Persistent increases in the price of steel has forced the Stoner Manufacturing Company here to boost the price of its Univendor line. Increases of \$5 to \$8 on machines and of \$2.50 on stands are now in effect to cover the higher material costs.

Lists on the Univendors are now \$104.50 for Model 102M, \$131 for Model 120M, and \$188 for the Univendor Senior. Bases for the models list at \$15 and \$11.50.

Consistently a Winner . . .
When You Vend
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

VICTOR VENDING CORP.
5701-13 W. Grand Avenue
Chicago 39, Illinois

Ice Venders on Upswing, Reports Trade Association

WASHINGTON, July 29. — The biggest "silent salesman" of them all, one that has multiplied rapidly this summer is the ice vending station. A boon to party-throwers and picnickers, ice venders are being spotted in increasing numbers near filling stations, shopping centers and busy intersections. They overcome one of the biggest drawbacks experienced by the average ice company—its inconvenient location.

Some models dispense only block ice in 25 and 50-pound sizes, but the more elaborate machines also vend ice cubes or crushed ice in neat, waterproof paper bags. The size of the package varies between 10 and 50 pounds. Prices for the various quantities range from 15 cents to 40 cents.

24-Hour Service
Reloaded at intervals by an ice company routeman, the stations provide 24-hour service without cutting into the routeman's regular trade; owners of refrigerators still prefer delivery. The venders handle perfectly what is coming to be a more and more important phase of the ice business—the occasional sale to the person who has a mechanical refrigerator but still needs extra cubes or crushed ice for entertaining. In a recent survey of 41 cities, conducted by the National Association of Ice Industries, it was learned that of the 30 million mechanical refrigerator users, 48 per cent now buy ice at one time or another for social purposes.

The inevitable has already happened. One man dropped in his coins

Halifax KO's 1c Levy on Venders

ST. JOHN, N. B., July 29.—The Halifax County Council has abolished a \$100 annual license fee for automatic vending machines. An amendment to the previous regulations allows the operation of all forms of venders without a license fee of any kind.

The action was taken primarily in behalf of beverage machines after a protest against the prevailing levy of \$100 a year was lodged with the council. By a majority vote, the group ruled out the fee not only for the soft drink machines but for all venders.

Representatives of vending machine operators pointed out that the \$100 a year fee was prohibitive. In behalf of the Coca-Cola Company, it was submitted there was no monopoly of beverage machines in Canada, and any operator was eligible to stock any brand of soft drink in a machine after its purchase. It was also pointed out that the primary aim of the soft drink venders is to save labor.

Quits Jobbing for Vending

SALT LAKE CITY, July 29.—Jobbers of tobacco and candy products here for many years, Herman Brothers & Company has announced it is discontinuing jobbing activities to concentrate on its vending machine operations.

and bent over expectantly to pick up a 50-pound cake of ice. Out came his block—and another and another, until he had to beat a retreat before the avalanche of ice. He fled the scene, not even stopping to pick up the chunk he had paid for.

Calendar for Coinmen

August 1, 15—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

August 1, 15—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

August 2—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.

August 3, 10, 17, 24, 31—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

August 3—Washington Music Guild, Inc. (WMG), monthly meeting, Hotel Hamilton, Washington.

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 6, 9—Southern Candy Wholesalers' Association (SCWA), annual meeting, exhibit, Municipal Auditorium, Birmingham.

August 7—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

August 8, 22—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

August 9—Music Operators of Northern Illinois (MONI), monthly dinner meeting, Aurora, Ill.

August 9, 23—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.

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.

August 24—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento.

August 28—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

August 29—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

August 29—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.

August 31—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

September 26—National Automatic Merchandising Association (NAMA), Region II (New York), annual meeting, acting chairman, Frank Bradley, Statler Hotel, Buffalo.

October 26—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

(Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

SIMPLEST MECHANISM



Feather-Touch
All-Electric
**REGAL
SMOKESHOP '612'**

Only \$209⁵⁰

STRAIGHT QUARTER OPERATION

Truly a serviceman's dream. Easiest to load—easiest to service. Greatest capacity of any vendor on the market. The best cigarette machine buy in the nation.

See Your Nearest Authorized Distributor or Wire. Phone. Write for Details on the Royal & Other Outstanding Models.

DISTRIBUTORS A Few Choice Territories Still Available. Write

AUTOMATIC PRODUCTS CO.
250 W. 57th Street, New York 19
PL 2-24 7-3123

Pistachios

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.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES, WRITE US TODAY



JOS. A. ZALOOM & CO.

America's Original Masters in Roasting and Salting of Pistachio Nuts

8 JAY STREET NEW YORK 13, N. Y.
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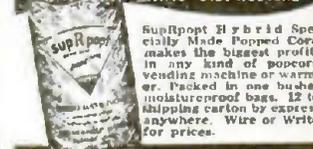


TOP VALUE-- LOW PRICE!!

Ask any operator using "Topper" in Vendors and you will find that these machines cannot be equalled in either performance or low price! "Topper" machines start at \$10.75 and drop to \$10.00 per machine on quantity orders. Send for free descriptive leaflet!

R. H. ADAIR COMPANY
4925 W. Roosevelt Rd.
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Phone: EUclid 4-9219

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 moisture-proof bags, 12 to shipping carton by express anywhere. Wire or Write for prices.

suprpop co.
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**BIG MONEY
MAKER
1c or 5c
ACORN
ALL PURPOSE
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MERCHANDISER**

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Immediate Delivery
COIN MACHINE EXCH.
1012 Milwaukee Ave.
Chicago 22, Ill.

TOURISTS HYPO MACHINE \$\$

Settle Union Op Hassle in Detroit Area

Patterson Withdraws Suit

DETROIT, July 29.—Peace appeared to be restored to the juke box industry here this week, with William J. Patterson, owner of the Patterson Music Company of Taylor Township withdrawing his lawsuit against Local 985, Service Drivers and Helpers Division of the Teamsters' Union, and other individuals. The case, filed last week, attracted widespread attention, but wound up quietly when Patterson's counsel withdrew his suit Monday (24) before Circuit Judge Arthur Webster.

Patterson's court action was primarily an attempt to get an injunction to stop the picketing of spots in which he had machines, following his suspension from the union. No comment was made by either party following the settlement.

It was confirmed at union headquarters, however, that Patterson had been reinstated in the union. William E. Bufalino, business agent, left town Monday for a week's trip thru the East, but was quoted by *The Detroit News* as stating that Patterson "had agreed to confine his juke box activities to his own customers and rejoin the union."

Fate of the National Phonograph Workers, opposition union which Patterson had joined, remained vague. At that time Patterson indicated they had about 30 or 40 members locally. (See *Union Op Hassle* on page 105)

Wurlitzer Shows \$280,920 Profit For 1st Quarter

CHICAGO, July 29.—Continuing its financial progress, the Rudolph Wurlitzer Company, thru R. C. Roling, president, yesterday (28) reported a profit of \$280,920.33, after all reserves and taxes, for the first quarter of the current fiscal year. This compares with a consolidated loss of \$41,093.40 reported for the same period last year.

In releasing his report, Roling revealed that all divisions of the firm now have a substantial backlog of orders.

Ristaucrat Sets 3 State Distrib

APPLETON, Wis., July 29.—Sioux Distributing Company has been appointed distributor of the Ristaucrat music machine in Minnesota and North and South Dakota, Joe Cohen, Ristaucrat sales manager, announced this week.

Sioux has offices at 330 Hennepin Avenue, Minneapolis, and is headed by Sam Deutsch.

Ristaucrat is the miniature music box which is promoted as "the music box for the spot you forgot." It plays twelve 45 r.p.m. records, restacks automatically and offers one or two tunes for a nickel. Machine was given its first national trade showing at the National Association of Music Merchants (NAMM) convention in Chicago earlier this month.

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:

TEST ON ALL-OUT CONTROLS SEEN COMING SOON. Test is due in Congress on legislation restricting juke box plays (General Department).

NO DISK PLASTICS CUT YET. So far the Korean war has not cut in on the supplies for records, but the danger is there (Music Department).

ORIOLE PROMOTES JUKES. The Chicago diskery expands its roster and starts special juke box promotion (Music Department).

RCA READIES BIG SALES DRIVE FOR POP DISKS. The plattery is preparing a concentrated sales promotion drive (Music Department).

GOVERNMENT, TOP FIRMS UP IN ARMS VS. PROFITEERS. Government's report may start action against attempts to jack up disk material prices (General 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.

Hotel Radio Corp. Enters Coin Video Mfg. Picture

DETROIT, July 29.—Departing from a policy of not making major commitments which has characterized the coin machine business since the outbreak of the Korean War, the Hotel Radio Corporation of Detroit is launching a full-scale manufacturing, sales, and promotional campaign for a new product—coin-operated television.

The coin video is to some extent a by-product of the development of a set used by the company in its own operation, and has been the subject of a year and a half of experiment. Testing spot has been the Fort Shelby Hotel in Detroit, which is

headed by J. E. Frawley, president of Hotel Radio.

Hotel Radio Corporation is primarily an operator in the coin radio field, with about 16,000 sets in hotels, apartments, motels, and similar installations across the country. The firm has manufactured its own radios for several years at a plant on East Jefferson Avenue here, under the name of the Frawley Chairside Radio.

Table Model

The television receiver will be a table model type, placed in a steel cabinet finished in either mahogany or blond. Other colors will also be (See *Hotel Radio* on page 105)

Pantages Maestro Gimmick Weds Wired Music, Phonos

LOS ANGELES, July 29.—Thru a device offered by Pantages Maestro Music, music operators are now able to combine wired and juke box music, thus benefiting by the advantages of both systems. The mechanism, called Gimmick, thru a system of automatic controls, offers juke box patrons the wired music library and the spot service around the clock. Yet the operator need maintain his central office staff only during peak times.

Gimmick, designed and patented in 1946 by Harry Snodgrass, former music operator and Maestro's presi-

dent, converts the dual operation into a single system thru one amplifier. The device makes it possible for tunes ordered simultaneously on both systems to be played alternately.

Explain Operation

Pointing out the simplicity of the operation, Snodgrass used an average location with 20 wall or bar boxes and a phonograph. The phonograph installation would remain as it is unless it was more desirable to remove the floor model and replace it with a hideaway to conserve space. With (See *PANTAGES* on page 105)

Roberts Elected President By Colorado Music Guild

DENVER, July 29.—All leading phonograph route operators in the Mile High City, representing 90 per cent of the city's coin music men, have signed up as members of the New Colorado Music Guild (CMG).

The Guild, which will work for better service, cleaner music and more harmonious operation in the Rocky Mountain capital, is the result of efforts by Wolf Roberts, head of Empire State Distributing Company, and a veteran of more than 40 years in coin machine operation. Chartered a few weeks ago, the new group is composed of seven leading

operating firms, with more than 650 locations represented.

Name Officers

Officers include Wolf Roberts, president; George Gray, vice-president, and Lou Shulman, secretary-treasurer. Members are meeting once a week to prepare by-laws and to develop merchandising plans which are a chief objective for the remainder of 1950, according to Pete Geritz, Empire State general manager and Guild member.

Meetings have been held to date (See *Roberts Elected* on page 105)

Note New Juke Boxes in Many Eastern Spots

Programming a Factor

(Continued from page 95)

the pops, hits, standards and local favorites in the balance of the racks. As a result, location owners reported their machines were in almost constant use (some remain open all night to service trucks and tourists).

Juke Pays Rent

One location, within striking distance of Canton, O., reported the juke box, for the first time in years, was paying the rental.

Despite the preponderance of new music machines found on the road, there are still older models which are more than holding their own. One such machine was found in a location in Dyer, Ind, practically the only restaurant open in the early morning hours. The owner reported the same machine, a Wurlitzer, had been in the spot for almost four years, and that while it had always averaged from \$40 to \$50 per week in the past, since mid-May the gross had jumped to approximately \$60 per week and was still going up.

Game Biz Booms

Use of older pin games, popular anywhere from one to three years ago, and the newer shuffle-type units, was reported heavier this year in the Eastern part of the country than in the past five years.

In Harrisburg, for example, pin games are used almost exclusively in the neighborhood spots. A few shuffle games were seen. Actually, play on the pin games in many of these neighborhood spots was reported so good that some of the games had been on the same location for more than one year, and, in at least two cases, were running as high as \$70 weekly.

The new shuffle games, however, hold the spotlight in most of the road locations, and play was reported to be excellent by most owners.

Venders

The increasing use of cigarette venders in the East is obvious to the casual observer. This trend is made even more obvious thru the actual spotting of the machines within a location.

In most cases, the cigarette machines are now set up at the entrance to the restaurant, drive-in or hotel. In many of the eating spots the cashier's cage no longer features cigarettes, but located to one side of the cage is to be found a late-model cigarette machine featuring, as a rule, the name brands only.

To be found in great quantity, however, are the soft drink venders, both bottle and cup, which have caught on strongly at practically every service station on the traveled roads, whether they be the major arteries or the lesser highways.

Cup-Bottle Machines

In practically all instances, these venders are to be found on the outside of the location, easily visible to the motorist on the highway. A location a few miles from Van Wert, O., reported that its soft drink bottle machine had to be serviced daily, despite the fact an ice cream stand, serving fountain drinks, was located less than 100 yards away.

While Coca-Cola continues as a leading drink in most of the area (See *TOURISTS HYPO* on page 105)

Record Reviews

(Continued from page 34)

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS		
		OVER-ALL	DISK JOCKEY	RETAILER
POPULAR				
MARION MORGAN Decca 27121	Teasin' Extremely tasteful vocal group-small ork backing lends excellent support for Miss Morgan's pleasing delivery of this novelty ballad.	77--80--75--77		
	I'm Bashful Engaging novelty ballad dressed up in a neat ork-chorus background is delivered neatly by the thrush. If love scores, this dishing should get its share.	78--80--77--78		
RAY MCKINLEY ORK Victor 20-3049	Rockabye the Boogie The orkster revives one of the top ditties he did with his and Will Bradley's ork a decade or so ago. It's instrumental boogie with Mac tossing in some opening and closing rab.	70--75--65--70		
	Boogie Woogie Washerwoman With a small ork, McKinley does another Bradley-McKinley band hit. Hasn't the freshness of the older version had nor does it figure to be as effective on the current market.	69--73--67--67		
MODERNAIRES Columbia 38904	Bidin' My Time Group sings the pleasing Gershwin ballad smoothly and sweetly. Quality stuff, but no smash.	70--72--70--68		
	(Dig-Dig-Dig) Dig for Your Dinner Vivacious group singing on an ordinary rhythm novelty.	63--64--64--62		
PHIL REGAN Victor 20-3033	You Are My Lucky Star Typical Regan tenoring of a pic standard that's unlikely to step out again at this time.	61--62--60--60		
	Three Little Words Show tune of hill rider vintage, revived as a pic title tune with verse, as is the flip. Coupling okay where nostalgia is the order.	61--62--60--60		
JO STAFFORD Capitol 1142	Goodnight, Irene Smooth, lilting coverage job, in Miss Stafford's folksy style, should place well up in the money.	88--88--87--88		
	Our Very Own Another beautiful job by Miss S. on a beautiful pic ballad by Victor Young. Success could depend on the way tune is plugged in the flick.	83--84--83--83		
FRAN WARREN Victor 20-3848	I Love the Guy Attractive, rhythmic hunk of material introduced by Vic Damone is equally appealing in this fine distaff version, due for a special promotional push.	85--86--84--84		
	Let's Make Love An intimate, highly persuasive bid by the thrush. If the pretty tune shows strength this version will be tough to top.	82--85--81--80		

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS		
		OVER-ALL	DISK JOCKEY	RETAILER
POPULAR				
RALPH FLANAGAN ORK Victor 20-3847	Tzena, Tzena, Tzena Flanagan's effort to fit the folk-dance hit into a swing pop groove isn't too successful, tho the band and chorus perform okay.	69--70--68--70		
	Pink Champagne Hit from the 1 & b lists is a more successful vehicle for band and gang.	79--80--80--78		
TEDDY RICHARDS (Tony Anzions Trio) Command 17	Harlem Nocturne Buzzy tune is warbled in the whip-phrase Frankie Laine idiom. Noisy surface dims an otherwise bright effort.	65--68--64--64		
	You Stepped Out of a Dream Better sound and another excellent vocal effort wherein the warbler eschews the Laine imitation of the flip.	66--69--65--65		
JERRY COOPER- Lawrence Cook Abbey 15014	I'm Always in Love With Someone Waltz with galight era flavor gets the singing waiter—planoia treatment here. Could do some business in beer halls.	68--68--67--70		
	Wastod Words Formula pop-corn tune gets muscular tavern treatment from the warbler and piano-roll man.	71--72--70--72		
EDDY HOWARD Mercury 5453	My Heart Isn't in It Howard betrays the title, getting a load of cardiac muscle into a haunting rendition of a mighty pretty torcher.	85--85--84--86		
	I Do Better Up in the Mountains A gay Paul Cunningham-Sam Stept summery novelty in waltz time emerges light and happy from the Howard-cum-trio treatment.	81--81--80--82		
DANNY KAYE Decca 27116	Pigalle Kaye makes a minor production out of the lilting French tune, including his fine Chevalier take-off. Fairly entertaining side.	73--76--73--72		
	Ladies, Ladies Round-type ditty provides a more casual Kaye side.	70--72--70--67		
GUY LOMBARDO Decca 27092	Our Little Ranch House Charming new ditty is essayed in the familiar winning way of the Lombardo org with Kenny Gardner handling the clever lyric.	86--86--86--86		
	Here Pretty Kitty The Lombardo touch makes the most of a new and lightweight bit of material.	78--78--78--78		
ROGER COLEMAN Riviera 114	Too Marvelous for Words A new error voice of standout purity coupled with a warm, arresting attack, sells the standard with charm.	75--75--75--75		
	Everything I Love A lesser known Cole Porter ditty registers attractively. Coleman delivers warmly to a beguine beat.	73--73--73--73		
KITTY KALLEN Mercury 5452	I Got Tookin' The thrush turns in a creditable job on a special material bounces rd no particular import.	68--72--65--68		
	If You Smile at the Sun The singer does a neat job with a happy rhythm ditty.	74--75--73--73		
VIC DAMONE Mercury 5454	I Love That Girl Damone, supported ably by an attractive rhythm orking, does a winning job with a material rhythm item of promise. Could score heavily.	87--87--86--87		
	Tzena, Tzena, Tzena A captivating orking makes this competing rendition of the hit a strong contender for a piece of the loot on the song. Damone contributes an okay job.	88--88--87--88		
PERCY FAITH ORK & CHORUS Columbia 38880	Friendly Star A subdued and pretty ork-chorus treatment of a lovely new Gordon-Warren ballad from the forthcoming "Summer Stock" flicker.	77--80--77--75		
	I Was Dancing With Someone Toni Arden sings a warm and sympathetic reading of this new and appealing ballad. Faith's orking is tasteful.	83--85--82--82		
COUNT BASIE ORK Columbia 38888	Bluebeard Blues Modern-flavored original by the small Basie crew is the best sounding disk by the Count in ages. Driving rhythm section, superb Buddy DeFranco clary and live Basie keyboarding are the spots.	72--75--72--68		
	Golden Bullet, The Jazz collector will find much of interest here in the opening alternating solos of DeFranco, Serge Chaloff, Charlie Rouse and Clark Terry.	72--75--72--68		
LOST JOHN HUNTER 4 Star 1492	Cool Down, Mamma Gravel throated chouser gets off a humorous fast blues, with unison chanting and rhythm combo supporting.	65--63--65--67		
	Schoolboy A fine slow blues side, with a trenchant lyric, is sung with almost frenzied conviction and high forcefulness, excellently backed by combo.	76--74--76--78		
LUCKY MILLINDER ORK King 4379	Let It Roll Again A swingy round the clock blues is handsomely chanted by Big John Luster, with inclusive orking in back.	81--81--80--82		
	My Little Baby Slow, smooth, bluesy ballad has Greer warbling winningly, with smart ork support.	73--73--71--75		
WILD BILL MOORE King 4383	Hey—Spo—Dee—O—Dee Moore hollers and picks up his tenor to hank his way thru a rhythmic excursion which manages to propel a giant beat which could draw nickels.	79--80--77--80		
	Balancing With Bill Medium tempo waltz suits Moore's honk-and-squeaking tenor.	70--70--68--73		
IVORY JOE HUNTER King 4382	I Have No Reason to Complain Hunter's sensitive ballad styling should draw action tho the song is below the standards the warbler has been setting for himself.	76--77--75--76		
	Changing Blues Hunter sings a slow blues effectively with superb small ork support helping build a deep mood all the way.	80--80--80--80		

(Continued on page 110)



40-All . . . Deuce!

"Forty All" in tennis is a deuce score. Everything's even up. The AMI Juke Box has 40 selections, the AMI Wall Box has 40. The patron may see all 40 at once, play all 40 from either device. Juke Box—Wall Box, it's a deuce, money-making combination.



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Branch Office:
134 N. La Salle St., Chicago 2, Ill.

Classical Record Reviews

(Continued from page 28)

ELGAR: CONCERTO FOR VIOLONCELLO AND ORCHESTRA—Anthony Pini-London Philharmonic Ork—Edward Van Belnum, Cond. (1-10") London (53) LPS-95

This tremendously moving concerto here is accorded its first crack at the American market, tho it has been recorded before. Elgar, best known here for his marches, the other of his more serious writings have been made available. In this final work of his lifetime created a work of inspired strength and intensity. Certainly it is worthy of far greater recognition than has been accorded it to date. This superb diskling may help bring the work to the forefront. This is a powerful and poetic performance enhanced by the magnificent, feelingful playing of cellist Pini. Van Belnum complements Pini with equally sensual ork direction, which is excellently interpreted by the London Philharmonic group. A magnificent recording which should pick up many buyers on the strength of word-of-mouth.

ORCHESTRAL CONCERT—L'Orchestre De La Suisse Romande—Victor Olof, Cond. (1-12") London (53) LLP-225

Rossini: Barber of Seville—Overture; Offenbach: Tales of Hoffman—Bacchanale; Mascagni: Cavalleria Rusticana—Intermezzo; Nicolai: Merry Wives of Windsor—Overture; Delibes: Suite From La Source; Jarnette: Præliudium; Sibelius: Valse Triste.

A beautifully recorded LP potpourri of seven brief but extremely popular concert "fillers" and/or "pops" is tailor-made for the less discrimination loathly consumer. Such a package could, by a brief extension of the imagination, prove the meat for the Kostelanetz fan. Certainly this is right down the groove for the Boston "Pops" buyers. Olof, the conductor as well as a musical supervisor for FFR in Europe, makes a thoroughly delightful thing of these pieces. The Swiss orchestra plays them spiritedly.

DVORAK: PIANO QUINTET IN A MAJOR Chigi Quintet (1-12") London (53) LLP 202

This will be a notable diskling not only for the welcome and needed modern recording of this spirited, melodic and popular Dvorak chamber work but for the introduction to the local market of a most musically and proficient chamber group, the Chigi Quintet. This Italian group displays superb unity of conception and performance while each of its members shows full command of the instrument at hand. The work is a delightful chamber piece which derives greatly from Czech-Bohemian folk music and rhythms. It is beautifully recorded and should prove to be a highly desirable diskling for chamber music collectors as well as for devotees of Dvorak.

KALMAN: LOUNTESS MARITZA—Lore Hoffman—Emmy Loose—Lent Funk—Rupert Glawitsch—John Hendrik—Zurich Tonhalle Orchestra—Zurich Opera Chorus—Victor Reinsbogen, Cond. (1-12") London (53) LLP-221

The operetta is presented complete except for dialogue, and it's a happy, melodious, jilting, colorful collection in the great tradition. This is the best-known work of the Hungarian-Viennese composer, and altho sung in German, should register strongly here with fanciers of Viennese "schmaltz." There's a strong gypsy flavor thru-out, and a high degree of vocal competence. Recording is excellent, and the cover is an attractive bit of color art.

J. P. RAMEAU: SIX CONCERTS EN SIX-TOUR (Pieces de clavecin en concert)—Hewitt Chamber Ork, Maurice Hewitt, Cond. (1-12" LP) Vox DL-6680

There's charming, fragrant music in this set, for the most part well-played by the string ork. However, there's a stunner to the color throat which might have been less prevalent if the original harpsichord and flute had been retained in the arrangement. As it stands the set is less interesting than several other recently cut examples of early French and Italian music. Rameau's reputation is undoubtedly on the upswing today, which will account for a respectable connoisseur response.

Cuba Kayoes Permits; Ops Can Re-Apply

Must Follow Decree

HAVANA, July 29.—Minister of the Interior, Tebelio Rodriguez, this week signed a resolution canceling all permits for the operation of juke boxes. The holders of such permits, however, are authorized to renew their applications.

The new applications should stipulate that the installation of these instruments will not violate any of the prohibitions set forth in An'i-Noise Decree No. 869 of 1949 which regulates the sound of the music machines.

Pantages Gimmick Weds Wired Music

(Continued from page 103)

the addition of the Maestro wired music equipment and the Gimmick the new combination would be ready for service.

Advantages

Looking at the combination system from the juke op's angle, Snodgrass said that the new system placed the wired music's library at the disposal of the patron. The wired music service is offered during peak hours, yet the spot is not without music during the slack periods.

As the wall and counter box system remains unaltered, the patron is able to buy his music thru this system for 5 cents a tune. Music thru the wired music system continues to be 10 cents or three for a quarter.

Gimmick, the designer said, is a simple mechanism, and can be installed in a short time. It is priced at \$129.50.

ROBERTS ELECTED

(Continued from page 103)

at the Empire offices at 2851 Champa Street, but will be rotated in the future, it was announced.

Promote Disk

The first concerted action of the Guild has been a co-operative push on a new Eddy Howard record. Signs spotted on bar tops, tables, in booths, etc., at various locations, inform patrons that the platter is available on the phonograph. This, it is hoped, will induce play on the Howard record, as well as others.

"We plan to promote a special record each month hereafter," Geritz said. "We find that this idea is already paying dividends on most routes."

UNION OP HASSLE

(Continued from page 103)

Edward Duck, president of the Detroit local of this organization, checked out of the Royal Palm Hotel Monday, leaving no forwarding address. It was said at the hotel that he was expected to return in a couple of weeks.

Hotel Radio Corp. Enters Coin Video Mfg. Picture

(Continued from page 103)

available on special order. The unit uses an 8 1/2-inch metal-glass GE picture tube. It has a standard RCA-licensed circuit, designed primarily for stability of operation. Controls will be kept simple for the use of transient guests, unfamiliar with the particular instrument. These will include channel selector, contrast and volume controls, and an on-off switch. The coin controls are set to give a half hour of play for a quarter, and allow pre-payment, so that, for instance, a dozen quarters in advance will give a six-hour playing period.

Steel cabinets have been used because it is felt that they provide extra protection for a delicate instrument. Being practically tamper-proof, they are also burn proof, a major hotel problem. This also allows a wider use of special finishes and makes the unit more adaptable to coin operation.

The timing mechanism is simple with only three moving parts. It is, in fact, an adaptation of the hotel radio timer developed for radio, which proved satisfactory in thousands of installations.

\$149.50 Price Tag

The Hotel Radio's television unit is slated to be on the market in 30 days, according to R. E. Wann, vice-president and general manager, and will sell at \$149.50, complete with a year's guarantee. Cost is approximately triple that of the company's radio unit.

Antenna is not included with the units as sold, but a separate cabinet designed to house the antenna is also available.

The unit has a built-in-slug re-

jector, which returns the coins if the unit is not plugged into a supply line. A safety factor—in a hotel installation—is that the small size of the screen tends to restrict its use to a small intimate group, and so discourages gathering of too large a crowd.

Operating Plan

Basic plan of operation is to furnish the unit upon order by a guest in a hotel, the plan now being used by Hotel Radio Corporation itself. However, it is possible to have units installed in each room if preferred, altho the investment for the operator will be much higher. Operating experience, according to Wann, shows that the cost set-up is such that moving of units as required by guests is a more profitable plan.

Basic field for the coin television is indicated by Wann's view that it will be supplemental to coin radio operation in hotels and similar locations.

TOURISTS HYPO

(Continued from page 103)

studied, orange, root beer and cream drinks also enjoy heavy sales. In the Pennsylvania area it was noted that a chocolate drink was found in many bottle venders, and Green River was also popular.

Shuffleboard

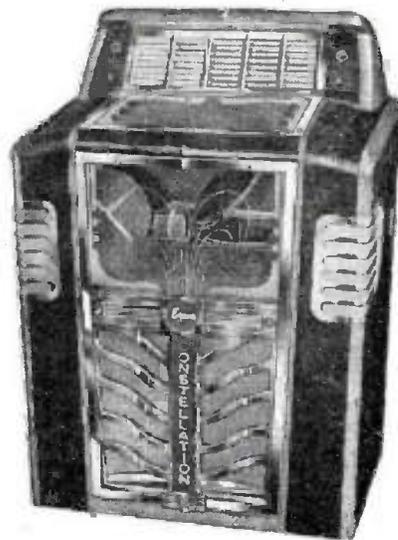
Most road locations are too small to accommodate the large 22-foot shuffleboards, and locations favor the shorter shuffle games. However, some spots located on the outskirts of towns did have shuffleboards, and reported they were played mostly by the local people.

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OPS EYE EMERGENCY ROLE

Shortages of Materials No Problem Now

Study Military Locations

CHICAGO, July 29.—While the threat to production of shuffleboards at this time is remote, a prolonged Korean conflict and any hint of full scale warfare in the months ahead would undoubtedly change this picture overnight. Aware of this possibility experienced operators, it has become apparent, are preparing for any emergency by getting their routes stocked with either new or late model equipment and lining up new locations.

Should the war situation become more serious there is no question in the minds of manufacturers that play on boards would reach new heights. For one thing the sport of shuffleboard has become common in typical coin machine locations since the last war and operators have learned that shuffleboards need but a minimum of servicing compared with conventional coin-operated games. For the most part the present-day service calls are to check the accessories, make collections and possibly re-level equipment. Boards have proven to be extremely durable on location and capable of standing up under heavy play over long periods of time.

Refinishing

One phase of activity which would step up in the event of a long time emergency is the refinishing of boards. In the past this has been handled by manufacturers and distributors but rarely by operating firms, since it is a delicate process and requires specially trained personnel with a working knowledge of board production.

With the armed forces already expanding and training fields being reactivated in all parts of the country (See OPERATORS EYE on page 114)

Chlopan Speaks

DETROIT, July 29.—A live-wire approach to current industry problems was evidenced by Fred Chlopan, newly elected president of the Table Shuffleboard Association of America, in his first statement since returning from the national meet at Peoria.

"This industry's job is tougher than that of most other industries," Chlopan said. "More unity and more collective action is essential to bring ultimate success to our shuffleboard league program. . . . Efforts must be expanded and broadened, so that we will continue to gain speed and momentum."

Precision Puck To Reduce Line

CHICAGO, July 29. — Precision Puck Company will soon limit its puck output to three models instead of the eight which now make up the line, Nels Malmgren, co-owner of the firm, announced this week. Move will be made because of the growing scarcity of steel.

Malmgren said that the three models to be kept will be determined following a poll of the firm's customers.

In addition to making pucks for shuffleboards and shuffle games, Precision is also busy with defense production.

Detroit Begins Organizing Fall Shuffleboard Leagues

DETROIT, July 29.—Organization of shuffleboard leagues to play thru-out the metropolitan area swung into high gear this week with a "grass roots" style of operation intended to give every location owner a chance to secure a place in a league of his own selection. A basic questionnaire is being used, and is being delivered in person by servicemen and collectors this week. Plans call for leaving it a week, to give each spot plenty of time to consult with patrons and fill it in properly. Collections will be made next week.

The questionnaire is designed to get all the essential data to allow proper organization of leagues, with the possibility of giving full attention to player preferences, as is done, for instance, in present bowling organizations. The shuffleboard players have an advantage, however, in that they are starting from the ground up, and have complete flexibility, instead of having to fit their own playing into a well-organized league pattern as in the case of bowling.

Distributed under auspices of John C. Westerdale, league director for the Detroit Shuffleboard Association (DSA), the questionnaire provides identification data for each location, lists length of board, type (long or bank); type of leagues preferred—men's or women's; number of men and women expected to play in league competition; names of other locations the owner would suggest having in the same league, and special com-

ments or suggestions. Names of location owners and of the operator involved complete the form.

Under the planned set-up the DSA will handle all the extensive book-keeping detail involved in league play, which has often been a deterrent to organization of leagues up to now. The association will issue rule books and membership cards, and give out weekly reports of team standings.

Westerdale, in a note to location owners, said that "your shuffleboard operator knows, as you know, that league play is being demanded by the customers, and that a successful league means more business and more money for you."

Schedule calls for the formal start of league play immediately after Labor Day, with the ultimate goal of a city-wide playoff.

Edelco Plant Will Service Shuffleboard

Install Equipment

DETROIT, July 29.—Marked recognition of the growing importance of shuffleboard operation in this area is evidenced by the opening of a new plant to be devoted entirely to servicing shuffleboards by the Edelco Manufacturing and Sales Company. This firm, which has brought out a number of coin-operated amusement devices, was a pioneer in shuffleboard manufacture.

Henry Solomon, president of the company, postponed his vacation in order to get the new plant in operation, and will be in personal charge in addition to contacting the trade. Equipment has been installed to handle spraying, sanding, refinishing and other work, especially in reconditioning the surfaces of boards. Plans call for operation on a low cost basis in order to service operators in this area.

The new plant is located on 18th Street, but will be controlled thru the general offices in the original plant on Franklin Street, where all operator contacts will be centralized.

Edelco also has been appointed State distributor for the Waxola Chemical Company, Solomon announced. This includes a line of powdered waxes and accessories, and enables the firm to give complete service to operators.

PUCK PATTERN

Orange, N. J.:

Harry Kotler, National Shuffleboard excc, is on an extended sales trip thru Pennsylvania, West Virginia and Ohio. Sol Lipkin, ace field man for the manufacturer, is touring the Southern States. To-

gether with the rest of the National sales staff, they are laying the foundation for increased activity next season.

Chicago:

Art Weinand, Rock-Ola sales manager, says that the firm will spring a couple of surprises on the trade in the next few weeks as a kick-off to the National Rock-Ola Days celebration. . . . Orville Adams, Adams Coin Machines, L'Anse, Mich., was telling other coinmen about his fall shuffleboard plans while at the NAMM convention last week. Adams reports long-board play still at a steady pace in the Upper Peninsula and that Flint activity is on the way up.

Don Calkins, LaPorte, Ind., operator who handled the Monarch 30-week-league schedule in his area, is once again itching to get organized play under way. Clayton Nemroff, of Monarch, states. Calkins will probably get an early start this year and begin the schedule right after Labor Day. Last season he was not able to launch the shuffleboard loop until mid-October.

The sales staff at Purveyor Shuffleboard has been commuting from the office to such distant points as Milwaukee and Indianapolis for the showings the firm has been holding of its Atom Jet. The Milwaukee three-day session drew a large turnout altho there appeared to be some mixups in handling the show. Herb Perkins, Purveyor boss, is telling operator customers to buy longboards now while the supply is plentiful. It is something like the auto situation he explained, wherein a lot of people, who were thinking about (See PUCK PATTERN on page 114)

PURVEYOR . . . FOR VALUES!

Used SHUFFLEBOARDS and SCOREBOARDS \$49.50 Up	ATOM JET Sensational Remote-Controlled Pin-Ball Wall Type Game.	PREMIUMS 26 Pc. Knife Set \$6.25 26 Pc. Silverware \$6.25
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BARGAINS IN USED EQUIPMENT!

USED SHUFFLE GAMES		SHUFFLEBOARD SUPPLIES	
Nationwide Shuffle Baseball . . .	\$179.50	Purveyor Playing Weights (Pucks), set of 8, chrome-plated . . .	\$12.00
United Shuffle Alley . . .	89.50	Score Sheets, 100 sheets per pad, 10 pads per bundle . . .	5.00
United Shuffle Alley (Flying Pin Conversion) . . .	149.50	Powdered Wax, 24 1-lb. cans per case . . .	7.20
United Express . . .	199.50	12 1-lb. cans per case . . .	5.95
United Twin Bowler . . .	169.50	Bowling Game, 10 weighted pins, 2 racks, score sheets not included . . .	12.50
Metro Bowl (Shuffleboard Conversion) . . .	49.50	Purveyor Shuffleboard Fluorescent Lights, pair . . .	15.00
Exhibit Shuffle Conversion . . .	89.50	Climatic Adjusters . . .	18.00
Exhibit Strike (Floor Sample) . . .	219.50		
Flying Pin Conversion . . .	69.50		
Cenco Cilder . . .	49.50		
CottHlab Select-a-Card (new-in-crate) . . .	159.50		

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\$79 each
 F.O.B. Union City

About 30, most never used.
 Made by Metro Electronic Co.
 Circular on request

AMERICAN SHUFFLEBOARD CO.
 Union City, N. J.

COINMEN YOU KNOW

Chicago:

At Bally Manufacturing Company all available hands are turning out Turf Kings, now in production 12 weeks, with the demand still rising. Ben Becker, district manager, is on a road trip which will take him to the South and East, while Ralph Nicholson is covering the Texas panhandle. Jack Nelson, Bally sales manager, says that materials used in games are getting scarce and also the prices for them are rising. Henry Nelson, operator from St. Ignace, Mich., was a plant caller.

Billy DeSelm and Ray Hiehl spent a pleasant week vacationing as did most of the other United Manufacturing officials. Firm expects to do a rushing business with the Twin Shuffle Rebound game, the new two player game rolling off the assembly line. United's two top road men Johnny Casola and Ray DeRoche are due back from their Eastern trip. . . . H. A. (Whitey) Lehter, Logan Distributing, is back from a road trip during which he concentrated on the new Como conversion and Hollycranes. . . . At Como Manufacturing, Bill Billheimer says that there are now a surprising amount of Hollycranes operating on dime play, especially in Canada. The Wallace Bros. Shows now touring Eastern Canada have 10 Hollycranes doing a steady trade. Billheimer claims that wherever the machine is introduced on dime play it continues on that basis.

First Distributors thru Wally Finke reports new and used game sales steady and a big interest in late model phonos. Malcolm Finke, head of First premium department is recovering from an arm infection. Joe Kline, who with Wally Finke, owns First, is all set for his initial road trip of the year.

Chicago Coin Machine Company officials are doing all in their power to increase output of Trophy Bowl, the new rebound shuffle game with disappearing pins. Sam Wolberg, firm president, has been receiving a lot of congratulatory messages concerning his election as CMI president. . . . John Semack was back at his National Coin Machine Exchange office after a two-week tour of Wisconsin in the interest of Gottlieb's Triplets, a five-ball game. Joe Schwartz also is back from the road. He attended the premium show in Atlantic City.

Charlie Pieri, Kenney sales manager, is enthused over the response (See CHICAGO on page 108)

Philadelphia:

Jack Kauffman, of the K. C. Vending Company, reports he is getting good op response to the complete line of novelties the firm is now featuring. They are used as high-score prizes in locations housing shuffle games. Kauffman has been in the premium business for more than 25 years.

Vital Statistics

Marriages

Manny Leibert, Hartford, Conn., vending machine operator, and Marjorie Spearo, department store executive, July 23.

Deaths

Nathan B. (Nate) Thorp, 40, at San Jose, Calif., Sunday (23) of chronic heart ailment. Thorp was an operator and owned the San Jose Novelty Company. Survived by his widow, Marion; a brother, Burney, Sparks, Nev., and a sister, Mrs. Maude, Howe, San Jose.

Milwaukee:

Clyde Fessler, Sheboygan, the missus and their three youngsters are headed for their Crystal lake vacation spot. . . . The Wurlitzer juke box TV commercial is still being viewed each week over WTMJ-TV. Milwaukee is one of the few areas in the nation where this innovation in coin machine plugging is being given a tryout. Sponsors claims it is a bit too early yet for figuring results.

Les Reder was saddened recently by the death of his mother-in-law. . . . Bob Berndt, George Schroeder Company routeman, in to check with Ollie West, of Radio Doctors Third Street shop, on some records for locations in the neighborhood. . . . The premium merchandise lines for ops handled by Sam Hastings have been building up nicely since he first took them on two years ago.

Ray Jordan, formerly sales rep for S. L. London, is on the road selling equipment for the Paster Distributing Company. . . . Word out of the Paster office, according to Sam Cooper, is that biz is at a high (See MILWAUKEE on page 108)

Indianapolis:

Ben Simon, brother of Mrs. Lottie Berman Sicking, Inc., and his wife arc house guests of Mrs. Berman. Simon is an operator in Los Angeles. . . . Sicking, Inc., has on display in its warerooms the Chicago Coin Bowler, Genco Canasta, Trophy Bowl and United Shuffle Rebound. . . . Irwin Schwartz, Midland Music Distributors, Inc., has returned from a profitable trip, visiting operators in Northern Indiana. He reports a good demand for the Wurlitzer 1250.

Edward Shaffer, of the Columbus office of the Shaffer Music Company, was a business visitor, and while here, called on operators with J. L. Flynn, local manager, in Terre Haute, Ind. Flynn reports business with operators is good, with juke box collections up about 20 per cent over the same period last year. . . . Donald Morton is now with James Music Company, assisting Mrs. Roberta Hunt in the retail record sales department. Morton has had several years experience in retail record selling.

Out-of-town visitors at Sicking, Inc., were Clarence Evans, Muncie, (See INDIANAPOLIS on page 108)

Hartford, Conn.:

Some 100 of Manny Leibert's friends attended a bachelor dinner for the vending machine operator at the Hartford State Armory. Manny's wedding attracted amusement world celebrities. His bride is the former Marjorie Spearo. Leibert, in addition to running a coin business, also has an interest in a local wrestling promotion concern. The highlight of the dinner was an impersonation of a Japanese wrestler by Irving Goldstein, who found Manny's brother and associate, Herb, a perfect foil in his demonstration of hilariously pantomimed mat holds. Eddie Warner entertained with card tricks. State Athletic Commissioner Sammy Malkan and other notables were among the speakers.

The record division of Stern & Company, Hartford area distributors of Columbia Records, has been moved from 195 Church Street to 209 Walnut Street.

Abe Fish, General Amusement Game Company, spent a week-end on the Connecticut shoreline. . . . The Coca-Cola Bottling Company of Connecticut has sold its plant at New Haven, Conn., to the Coca-Cola Bottling Company of New Haven, Inc., for \$303,000. The property has (See Hartford, Conn., on page 108)

Detroit:

The Gay-Dal Music Company, which was operated by Michael J. Gaydos and Bill Dallas, originally in Detroit and subsequently in the downriver suburb of Wyandotte, has been sold. . . . Oliver Carver, who has operated a route of popcorn vending machines for about five years, with headquarters in suburban Melvindale at 18596 Harman Avenue, has become a partner in the American Popcorn Confections Company with Herman Rosenberg.

Howard M. Grant, who is affiliated with a Canadian firm developing a cup-type beverage vender, has suspended plans for organizing a firm to make a new type of vending machine, in order to devote his time to other business interests. . . . William J. Patterson, who started his operations with a route of cigarette machines as the Patterson Vending Company in Taylor Township, has switched to music machines entirely, and is operating as the Patterson Music Company.

Steve Edwards, of the Cleveland Hardware & Forgings Company, is back from a vacation trip to Mackinac.

E. Fouser reports the new catalog of the Charles F. Warrick Company, which has been in preparation for about two years, is ready for distribution. The company makes handling units for beverage dispensers. . . . Bud Fuller, of the Star Amusement Company, who operates a mixed shuffleboard and music route in Flint, was a local visitor.

Ben Rosen, manager of the Detroit office of Confection Cabinet Corporation, is vacationing in Cali- (See DETROIT on page 108)

Los Angeles:

Century Venders, Inc., headed by David Feldman and William Bayer, have added the air base at Victorville to their Norton air base, San Bernardino, and Las Vegas air base operations. They recently installed 7 Super Vend beverage venders, 10 Snaks, 4 Alco-Duree refrigerated candy venders and 3 Mills coffee bars at the third air base. Deal for the equipment was handled thru Al Silberman at the Badger Sales Company. . . . Harry Snodgrass, of Pantages Maestro Music, left last week for Honolulu to supervise the addition of more wired music installations and also the combinations with the Gimmick, a maestro product. Martin Rabkin, son of Bill Rabkin, of International Mutoscope, here on a visit. He and two other fellows made a cross-country auto trip, camping out on the way. While here, they took in some of the movie studios. . . . Lyn Brown is now location testing a new game that will go into production soon. . . . Charles A. Robinson, of C. A. Robinson & Company, back from his Reno branch. . . . Jan August made a visit to the Leuenhagen Record Bar, where he autographed his Mercury Records for the operators. Mary Solle handled the arrangements for his visit with Lee Palmer, local representative of the platter firm.

Sam Weston, of Master Vision TV Coin-o-Matic, reports that the built-in aerial feature is proving most successful. The company has recently added this feature to its coin-operated television sets. . . . Mabel Rober and Jannice Vaughn, of Vaughn Enterprises in Santa Monica, in town for records for their route. They stopped in at Leuenhagens. . . . Floyd Fuffine, Los Angeles branch manager for Decca Records distributing unit, stopped in the Leuenhagen Record Bar. . . . Pop Burris, operator, making the coin row rounds from his home in Monte- (See LOS ANGELES on page 108)

Washington:

Mike Koussos, associated in the Domestic Amusement Company with his son, Thomas, hopes that the Korean situation won't send prices of machines and other equipment skyrocketing. He says prices are high enough now, and what with television and other types of competition, many operators will not be able to stand up under increased costs.

Henry T. Greene, assistant manager of the Silent Sales System, is back on the job following a three-month illness. Ira T. Byram Jr., reported the firm's Bay Shore Park Arcade near Baltimore is doing exceptionally well. So far as the Korean situation is concerned, the only effect that it has had on Silent Sales is that they've lost one of their employees to the army, with another man slated to go in the near future. Henry A. Whissen is the new G. I.

The week that the G. B. Macke Company broke its ad campaign on its new premium offer on cigarettes (The Billboard, July 15) the first coupons were turned in by the public, according to Aaron Goldman, Macke prexy. The premium offer had been tested in one area for a few weeks before the official launching and many coupon collectors got a head start on saving up for their gifts.

Max Silverman was one of the Washingtonians who attended the National Association of Music Mer- (See WASHINGTON on page 108)

New York:

Ray Harrison, who recently sold his cigarette route here to United Tobacco, plans to make his home in Florida. He still has an interest in a route in Connecticut. . . . Herman Silvers, of Empire Music, has been forced to curtail his activities due to illness. . . . Al (Senator) Bodkin, of Forest Hills Music, is now driving around in a new black Cadillac.

Harry Greenberg, of Highland Falls, was shopping on the Avenue last week. . . . Ben Chicofsky, of Benray Music, is back from a two-week visit with relatives in the Midwest. . . . Ben Horowitz, of Albena Sales, reports he is now supplying more used juke to out-of-town ops than to buyers here.

Jack Mill, Rowe Manufacturing exec, returned last week from a 10-day trip to the Midwest during which he attended the statewide cigarette operators' confab in Ohio. . . . Ed Scully, who heads Lily Tulip's vend cup division, celebrated the birth of a daughter Tuesday (25). . . . Hal Meeks, sales chief for Alkuno & Company, is taking his wife to Maine to convalesce from a recent illness.

Ben Smith, of the ad firm bearing his name, returned last week from (See NEW YORK on page 108)

Twin Cities:

Mike Krakes, of Friendly Sales Company, Minneapolis, who underwent a serious ulcer operation at University Hospital here recently, is back on the job. . . . Mildred and Ed Birkmeyer, of Litchfield, Minn., who stopped to shop in the Twin Cities, reported they are enjoying their summer stay at their cabin at Lake Koronis, Minn. . . . Art Hagness, Crookston, Minn., operator, was in the Twin Cities on a shopping tour.

Visiting around the other day were Charles and Mrs. Potter, Fairmont, Minn. While here Potter stopped in to see distributors about equipment. . . . Frank Davidson, of Spooner, Wis., is adding bowling games to his operation. . . . Recent visitors to the Twin Cities included (See TWIN CITIES on page 109)

Los Angeles:

(Continued from page 107)

hello. . . S. L. Griffin, of Pomona, another buyer in town.

Lawrence Raya a visitor from Colton. . . John Lance here from South Gate. . . Ivan Wilcox, of Visalia, dropped in to see Paul Laymon on his recent trip from the Central California town. . . Jack Fox is back in harness in Los Angeles after a trip to Chicago. . . E. S. Trimble dropped in to Badger Sales on one of his recent treks here from nearby Bell. . . Milton Noreiga, another Colton visitor. . . Niles Smith took advantage of a trip to coin row to get out of the heat in Oildale, his bailiwick. . . Ben Korte, Glendale operator, talking over music with Harry Snodgrass at Maestro. . . Korte leaves in a week or two for Alaska, a trip that he has been planning for a long time. . . Charlie Kosko in town from San Pedro. . . Pete Pellegrino here from South Gate. . . Lee Walker, of Inglewood, also a coin row buyer.

Hartford, Conn.:

(Continued from page 107)

been purchased by a corporation headed by Morton Downey, the singer. The plant is a two-story brick building, with some 33,700 square feet of floor space. Seventy-five persons are employed in the plant, which is the distribution center for Coca-Cola outlets in West Haven, Orange, Bethany, Hamden, Wallingford, Madison, Guilford and Saybrook.

Ralph Colucci, of Seaboard Distributors, took his family to Saybrook for a summer stay. "Maybe the wife and myself will be able to get away on a vacation trip to Mexico in the fall," says Ralph. Colucci hasn't been south-of-the-border in a number of years. Several decades ago, Ralph, prior to getting into the coin business, was a sports promoter in Mexico.

COINMEN YOU KNOW

Washington:

(Continued from page 107)

chants (NAMMM) convention in Chicago. Silverman's current "Record of the Week" is Chess label's "My Foolish Heart" featuring the tenor sax work of Gene Ammons—a record he said was being played everywhere when he was in Chicago. Despite the long run the song has enjoyed, the new version is going over well with both operators and the record buying public, he said. Silverman ventured a prediction that another big seller would be Louis Armstrong's "C'est Si Bon" coupled with "La Vie En Rose."

Hirsh de La Vies, proxy of the Washington Music Guild (WGM), announced that the next WGM meeting (August 3) would be the semi-annual associates' meeting. The WGM will probably undertake staging entertainment acts at service-men's canteens, similar to the monthly shows they sponsor at the Naval Hospital, Walter Reed Hospital, and Veterans Administration Hospital, de La Vies said.

Horse Biederman, of Biederman Amusements, vacationed by taking a motor trip to Wisconsin. Paul Zimmerman, of his firm, spent his vacation a little closer to home. He went fishing at Chincoteague Island.

Kenneth Keefe, of the Keefe Coin Machine Company, is vacationing for two weeks at Wildwood, N. J. . . Irving Sattler, who operates Whitey's Coin Machine Service, hasn't observed any panic buying in the industry. Things seem to be moving along about as usual, he said. E. E. Owens, of the Owens Amusement Company, said that he wasn't increasing his buying in any way, but was going to hold on to his old equipment.

New York:

(Continued from page 107)

a biz trip to Boston where he conferred with Ed Ravreby, general manager of newly formed Vend-o-Mart, Inc. Headquarters of the firm are just about completed, said Smith, following extensive rebuilding. Ravreby has long been known to Eastern coinmen as manufacturer, distributor and arcade owner.

Meyer Parkoff and Harry Rosen headed the Atlantic New York staff which introduced Williams' new game, Double Header, to the trade July 28. They were assisted by Atlantic sales staffers Murray Kaye, Steve Quinn, Gordon Howard and Harold Saunders, who, it was reported, wrote plenty of orders. In town to see the new baseball game were John Thurber and D. J. Ambrose, of Patchogue, and James DeMare, of Highland, N. Y., plus many local ops.

The Sloans, husband and wife operating team of Hicksville, recently added cigarette machines to their cup vender route. . . Max Weiss, of M. W. Vending, has yet to complete repairing the damage done to his Mahopac country home by a cloudburst and gale a couple of weeks ago. Large trees were uprooted by the storm. One crushed his car and another stove in the roof of his garage. No one was injured.

Detroit:

(Continued from page 107)

fornia with his family. . . Mrs. Hazel Liddon, wife of Ben Liddon, head of the Advance Service Company, has returned to her home here after an extended stay at University Hospital, Ann Arbor, for a general check-up.

William E. Bufalino, business manager of the Service Drivers and Helpers' Local 985, spent the past week visiting at Cleveland, Pittsburgh, and points between. . . Bernard G. Hartman, of the Beacon Manufacturing Company, reports the company going steadily ahead with production of its new Deluxe Model QT game table. . . Joseph Brilliant, of the Brilliant Music Company, reporting business away down, is renewing his promotional activities in the used game field.

Indianapolis:

(Continued from page 107)

Ind.; R. H. Musselman, Kokomo; Rector Kirby, Marion; Charles Gellert, Shelbyville; Nick Larris, Tip-top, and M. Templeton, Anderson.

Jack Mitnick, Eastern regional manager, AMI, was a visitor at Southern Automatic Music Company here, trying to pacify distributors of AMI phonographs who are demanding more equipment. . . Southern Automatic is displaying the Williams Double Header. . . Clarence Hobman, Janes Music Company, returned from a vacation with his family after spending two weeks in the lake regions of Wisconsin. "It was a daily diet of fish," he reported.

Milwaukee:

(Continued from page 107)

level with still no chance of keeping an AMI sample on the floor due to demand. Sam reports heavy demand for conversion units on shuffle games and also Super-Vend cup equipment.

Joe Pellingrino and Bob Puccio, of P. & P. Distributing Company, report the addition recently of several Keeney Shuffle Alleys. Joe Pellingrino can't seem to get far away from his skill of cabinet making. Recently he constructed a display cabinet for the Arthur Murray dancing school. Another job he recently completed was a pulpit for a church.

Chicago:

(Continued from page 107)

to the 9½-foot Double Bowler. Firm is also making the 8 foot model. Pieri says that both length seems to have their own following with demand about equal. . . At World Wide, Al Stern and Monty West have their hands full taking care of inquiries for shuffle games and newly introduced conversion units. They also note a step up in console and one-ball trade.

Ralph Frazer, operator from Johannesburg, South Africa, was a caller at the Gottlieb plant. With him was his bride. They will honeymoon in Europe for three weeks before going back to Johannesburg.

Gail Carter, vice-president and sales manager, Permo, Inc., is still getting compliments on the exhibit the firm ran at the National Association of Music Merchants (NAMMM) convention a few weeks ago. The comparator, a device used by the firm to assure that all needles and styli are manufactured precisely, was an eye-opener for many of the operators who attended the meet. Dick Gootson, Frank Blake and Gail Halliday assisted at the convention.

Ted Rubenstein, head of Comet Industries, Inc., reports op interest on the upswing on the firm's line of counter games. Units now being featured by Comet include the Meteor, Comet, Ciggy, Mite and King. Because of his many activities, Rubenstein is having a hard time working in a few hours of vacation time this summer.

Charlie Pieri, Keeney sales manager, was hoping to make an urgent road trip last week but distributor orders for the firm's electric de luxe cigarette vender stymied him temporarily. The deadline on the new price hike of \$10 was responsible for the burst of quantity orders, according to the firm, which notified customers it would be extended from Friday (21) to Monday (24).

Frank Mencuri, Exhibit Supply, was off on one of those whirlwind road trips the first part of the week. The new five-ball game Judy is now building up a repeat order following. . . The battery of shuffle games in the new Randolph Street Arcade has been moved to the rear of the premises. Reason is that the games were getting big play but patrons were not getting to see what was in the rear of the arcade. This way players can get a gander at all the arcade pieces and now frequently drop a bunch of coins in after a go at bowling games.

Sam Stern, Williams vice-president, was beaming over distributor reports on the Double Header game introduced in all distributor headquarters Wednesday (28) which was dubbed DH Day. Stern and other Williams execs think the new principles debuted on Double Header will win a lot of new operator and player friends for the plant. . . Ed Raljack, AMI official, spent a week's vacation at home getting reacquainted with his family. He has spent most of his time recently on the road.

Williams
DOUBLE HEADER
HIGH SPEED REBOUND BASEBALL GAME



1 or 2 PLAYERS
10¢ PLAY

Men Actually Run Bases on Field!

Opposing Team Actually in Position on Field!

8 FT. LONG,
2 FT. WIDE

ORDER NOW!

LAKE CITY AMUSEMENT CO.

1648 ST. CLAIR AVENUE

CLEVELAND, OHIO

SORRY!

Due to an error the copy in WORLD WIDE DISTRIBUTORS, Inc., ad from July 29 issue read

WANT TO BUY PREMIUMS
The copy should have read:
PREMIUMS

Our fall circular now available. Benefit by the experience of our premium experts, who buy the latest and finest premiums as quickly as they become available. Priced to beat all competition.

WORLD WIDE DISTRIBUTORS, INC.
2330 N. Western Ave. CHICAGO 47

MECHANIC WANTED

Must be first class on repair, Seeburg and Wurlitzer Machines, Wall Boxes and Pin Ball. Write

POST OFFICE BOX 114
Phillips, Texas

Twin Cities:

(Continued from page 107)

Pete Vanderhyde, of Dodge Center, Minn.; Lester Rydell Mora, Minn., and Tom Packman, of Lake City, Minn. . . . C. P. Case, of Robbinsdale, a Minneapolis suburb, is scouting about for new equipment. . . . Jack Ravine, of the United Coin Machines, Minneapolis, who is out at Superior Golf Club on the outskirts of Minneapolis each day, is doing his darndest trying to break par in his daily golf game and reportedly is coming close. . . . Al Scheiner, Minneapolis coinman, is back home from a two-month vacation in California. . . . In the Twin Cities to buy pinball machines the past week were John and Clare Netterberg, of Castlewood, S. D.

The war scare finally has caught up in this territory and jobbers report that operators are buying up everything they can in the way of equipment and parts, despite price boosts. Distributors indicate they are having more and more difficulty getting equipment and parts from the factories, with the future beginning to take on a blacker hue. Operators are still trying to bargain for machines and when they can't are paying the price.

Bob Wenzel and Irv Linderholm have bought out the controlling stock of the Automatic Games Supply Company, 302 University Avenue, St. Paul, from Tom Crosby and six other stockholders. Wenzel reports. The two are going to operate at their same location. Wenzel, who has been running the establishment, said his plans call for extensive remodeling and expansion of his quarters. Already exclusive distributors here for H. C. Evans Company products, the firm will make an effort to acquire other exclusive lines, Wenzel said. Reports that the firm was going to merge with the recently organized Dave's Distributing Company of Minneapolis were somewhat premature, it was indicated. While such a deal probably was in the offing, it has fallen thru, according to latest reports.

Hy Greenstein, of Hy-G Music Company, Minneapolis distributor, reports that Universal's Winner is all that its name implies and more, with operators going after the machine in big fashion. . . . Jobbers in this area report a sudden spurge

of five-ball pin game business from the Montana territory. . . . Gerald Oleson, of Minneapolis, who operates shuffle games and pins, recently bought out a 30-unit cigarette route and is adding equipment. . . . Roy Foster, Sioux Falls, S. D., already operating one arcade in that territory, is opening another and buying his equipment in the Twin Cities. . . . F. J. Fischer, of Waconia, Minn., is adding machines to his operation.

Numerous operators came to the Twin Cities this past week, principally to take in many of the Minneapolis Aquatennial activities that have been going on during the annual Mill City festival. While here more than 50 attended the Wurlitzer service school this past weekend at the Hastings Hotel sponsored by the Lieberman Music Company.

In charge of the school were Harry Turner, of North Tonawanda, N. Y., Wurlitzer's traveling service instructor, and Bill Percy, Lieberman's service department chief. The coinmen were the guests of Harold Lieberman at a luncheon at the hotel.

Jack Backus, Jamestown, N. D., operator, has been grounded by his wife who insisted he put his airplane in storage. He had to drive to the Twin Cities for a shopping tour by truck. . . . E. E. McDaniel, of Wadena, Minn., is adding more machines to his route. . . . In and out of the coin machine business several times, John Manolis of Huron, S. D., is back in and came to the Twin Cities this past week to buy pin games. . . . Al Reece, of the Watertown Music Company, Watertown, S. D., is recovering from an eye ailment which almost cost him the sight of one orb.

Fred Fixel, Pembina, N. D., operator, had his son, Duane, home for several days recently, to give the youth a good tonic after spending nearly a year in a hospital following an automobile accident which paralyzed him from the hips down. . . . Dave Ziskin, of Dave's Distributing Company, Minneapolis, reports that despite the remodeling program going on at his establishment he manages to keep busy selling merchandise and taking orders for more. . . . Vera Foster, head of the record department at Lieberman Music

Munves To Name Hockey Distribs

NEW YORK, July 29.—The Mike Munves Corporation, which holds national sales rights to Air Hockey, a new game recently introduced by Woodcraft - Shufflevision, plans to name several distributors to handle the unit on a regional basis, it was announced this week.

Now in its second production run, the two-player game features the competitive element, each player trying to direct a ping-pong ball thru the opponent's goal by manipulating an air gun (The Billboard, June 24). Several modifications have been incorporated in the current model, including positioning the compressor in a separate cabinet. List price of Air Hockey is \$365.

Company, is vacationing at Minaki Lodge near Kenora, Ont.

Bob Ahearne, of Lamour, N. D., was in the Twin Cities last week buying music. . . . Other visitors to this market included A. H. Quade, of Rochester, Minn., and John McMahon and Emil Seriani, both of Eau Claire, Wis. . . . Chicago Coin's new Trophy Bowl game is selling at the Lieberman Music Company showrooms where Harold Lieberman reports he can't get enough to meet the popular demand from coinmen.

Jack Karter, of Midwest Coin Machine Company, is attracting attention at his establishment with the advertised offer of two television sets for the price of one. . . . Don Leary, Minneapolis operator, who also runs a retail record, radio and television store, made news last week when he discovered that several teevee sets which disappeared from his stock had been carried away by some man.



\$139⁵⁰

BRAND NEW ROL-A-TOPS

5c-10c-25c PLAY

1 Cherry Pay 2—1 Cherry Pay 3
—Mystery 3-5 Payout; Standard—
Mystery 3-5 Payout, Club—No
Lemon on First Reel.

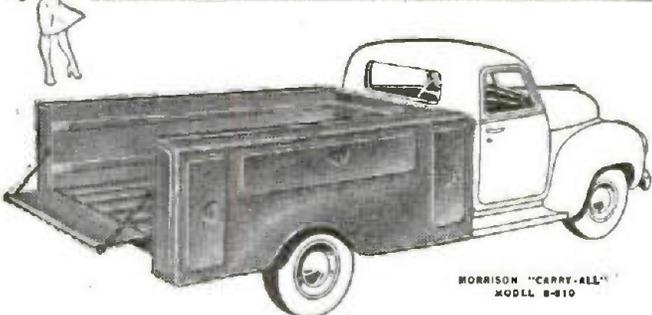
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What are the First Two Questions a Coin Machine Operator Asks About a Service Body?



1 How's it made? 2 What'll it do for me?
And here are the answers . . .

How's It Made?
"Carry-All's" exclusive design and its extensive tooling and engineering make possible heavy gauge steel construction (with the correct gauge for each component) and a unique bridge-type underbody . . . and these make possible hushier construction with lighter over-all weight and fewer number of parts than any comparable body on the market.

What'll It Do For Me?
The MORRISON "Carry-All" is designed for ready adaptation to any job in the coin machine industry! Morrison made provisions in the basic design for—and has made available a selection of—specialized accessories, so that the basic Carry-All can be easily adapted for any purpose!

Write today for FREE LITERATURE on the MORRISON "Carry-All", the sensational new "Carry-All" TRAILER, the "Carry-All" SIDE BOXES and accessories.

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657 AMHERST • BUFFALO 7, N. Y.

Williams
DOUBLE HEADER
HIGH SPEED REBOUND BASEBALL GAME

A SURE HIT!

1 or 2 PLAYERS
10c PLAY

Men Actually Run Bases on Field!
Opposing Team Actually in Position on Field!

8 FT. LONG,
2 FT. WIDE

ORDER NOW

ADVANCE AUTOMATIC SALES CO.
WESTERN DISTRIBUTING CO.

1350 HOWARD STREET
1226 W. 16TH AVENUE
PORTLAND, OREGON

SAN FRANCISCO, CALIFORNIA
3126 ELLIOTT AVENUE
SEATTLE, WASHINGTON

Williams
DOUBLE HEADER
HIGH SPEED REBOUND BASEBALL GAME



1 or 2 PLAYERS
10c PLAY

Men Actually Run Bases on Field!

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8 FT. LONG,
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ORDER NOW

H. Z. VENDING SALES CORP.

1205-07 DOUGLAS STREET
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OMAHA, NEBRASKA
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1 or 2 PLAYERS
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Men Actually Run Bases on Field!

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8 FT. LONG,
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MILLER-NEWMARK DIST. CO.

42 FAIRBANKS STREET, N. W.
5743 GRAND RIVER AVENUE

GRAND RAPIDS 2, MICHIGAN
DETROIT 8, MICHIGAN

Record Reviews

(Continued from page 104)

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
POPULAR		
SONNY THOMPSON King 4384	Nightfall Pretty, mood instrumental spots Thompson making like Garner at the keyboard and a lush alto opening and ending.	72--75--70--70
	Palmetto Walking instrumental blues with an ear-attracting harmonic figure is well done. Could score heavily for beat and infectious tune.	83--84--82--83
EDDIE "CLEAN-HEAD" VINSON King 4381	My Big Brass Bed Is Gone Fine execution of a slow blues by Vinson and his group. Good mood, good beat, good punch should draw the coin.	76--76--74--78
	Eddie's Bounce Modern-flavored instrumental is a bit too jazzy to make for universal r & b acceptance tho it's a thoroughly pleasant slicing.	66--68--64--66
DINAH SHORE Columbia 38893	(I Had a Talk) With the Wind and the Rain Supported beautifully by a Harry Zimmerman ork-chorus effort, Dinah turns in one of her best recent efforts on this new and pretty ballad.	85--86--85--85
	The Tunnel of Love On this etching of the "Let's Dance" flicker rhythm novelty, Dinah is joined by Jack Smith and whistles for an uneffective slicing.	73--73--73--73
ARTHUR GODFREY & JANETTE DAVIS Columbia 38894	I Like That The boss and his show's thrush team for a slight ditty will have to be dependent upon the Godfrey name and sound for market acceptance.	76--77--75--77
	I'm Bashful This novelty ballad, showing signs of slight promise via the Mindy Carson etching, is handed a rather unconvincing rundown by this twosome.	78--78--78--78
LES BROWN Columbia 38903	Easy to Love The Cole Porter lovely serves as the subject of a tasteful Brown instrumental terp treatment of a great standard.	72--75--70--71
	I Could Write a Book Another extremely able and tasty dance instrumental of a fine song, this one from the Rodgers and Hart "Pat Joey" score. Brown fans, dancers and deejays will like this coupling.	72--75--70--71
RALPH MARTIERE Mercury 3457	Sweet And Lovely Big, rich swing, set in dance time, of this ever-green is prettily arranged and well-recorded. In the Kosty-Gould vein, this should find handsome deejay reception.	73--79--72--67
	It Ain't Necessarily So—Summertime Medley of a pair of faves from "Porgy and Bess" is built around rich, fat-toned trumpet solos written into jazz-inclined big studio orkings. An attractive d'king.	75--80--75--70
FRANK SINATRA Columbia (33) 1-738	Goodnight, Irene Sinatra does an effective job with this fast stepping folk waltz. Ork-chorus backing is sympathetic. Should grab a sizable share of the foot headed for the song.	88--89--87--87
	My Blue Heaven Fine George Siravo medium jump conception of the oldie helps Sinatra turn in one of his best sounding efforts in some time. The oldie serves as little tune of a coming Betty Grable flicker.	82--85--80--81
COUNTRY & WESTERN		
BUD MESSNER-BILL FRANKLIN Abbey 15011	Big Blue Eyes Heart-felt hillbilly warbling of a penetrating throber, with mandolin guitar backing.	78--79--77--79
	Head Member of Our Family Is Gone. The Potent weeper should show strength in the hill country. Fine rendition by Messner.	78--79--77--77
SAMMY DAULONG Bullet 705	Folk Dance Schottische Low-level recording and ragged playing sap the potential of an otherwise danceable instrumental.	46--40--47--52
	Heartaches Too Late This one's a waltz, and there's a vocal, but the music and recording are no more proficient.	49--43--50--54
TEX RITTER Capitol 1141	Fiery Bear, The Ritter delves into international problems. Entertainment value is questionable.	62--62--63--60
	Pledge of Allegiance, The Good patriotic follow-up to Ritter's fine "Gettysburg Address," with choral setting and recitation. Could be useful to organizations.	72--75--70--N5
EDDIE SOSBY 4 Star 1476	China Doll Routine "Paper Doll" theme is carried off competently by the warbler and dance ork.	73--74--73--73
	Private Property Idea song is a bit forced. Warbling is competent if unexciting.	71--72--71--71
LATIN-AMERICAN		
EVA GARZA Seeco 7050	Enojate (bolero mambo) Percy Prado gets arranger credit for this side by the quality chanteuse. It's a full-bodied effort, but unlikely to hit hard north of the border.	71--72--70--70
	Mentira (bolero) Poignant ballad takes on strong character in this fine rendition. Danceable, but again, it's mainly for Latin.	70--70--70--70
BOBBY CAPO Seeco 7054	Tic-Tac (bolero) Melodious, colorful song is by Osvaldo Farres. Production job is danceable, but more for listening.	76--76--75--78
	Jugando El Yoyo (guaracha) The fine crooner himself wrote this one and he gives it banisame, vigorous delivery. Rhythm is fine for dancing.	77--77--76--78

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
LATIN-AMERICAN		
DANIELS SANTOS-SONORA MATAN-CERA Seeco 7059	Sabrosito (mambo) Even the Cuban guaracha king has jumped on the mambo bandwagon. Group serves up great rhythm in an outstanding dance side. Tempo is moderate. Good piano should attract Yankee buyers.	78--78--79--78
	Licor Maldito (bolero) Bolero, while danceable, is unlikely to attract other than native buyers.	72--72--73--72
PUPI CAMPO Seeco 4122	What Is This Thing Called Love? (mambo) Mad, modern, pop-influenced mambo is dished up by the big band in danceable style. Solos are in a Yankee jazz vein. Okay for jazz jocks.	74--76--75--72
	Mambo Sabroso More mambo aimed at the Yankee hipsters. Modern score is cleanly played, and Campo chants this one. Great for dancing.	76--76--76--75
INTERNATIONAL		
WALTER KROB ORK Polo 148	Don't Cry Joe Polka Typical Polish polka has little to do with the recent pop hit of same name. Fairly lively dance offering.	68--68--68--69
	Woo Woo Woo-Polka Fine polka novelty is cleanly orked and sung by band chorus. Singing is in English. Okay for any polka locale.	76--77--75--75
TED MAKSYMOWICZ Decca 46109	Tzena Tzena Tzena Excellent polka orking of the big hit, cleanly executed by a group of fine musicians. Instrumental.	79--78--78--80
	Flying Red Horse Polka. The Strong novelty polka takes off on the familiar radio commercial theme. More great instrumental scoring, with plenty of native bite.	78--79--78--78
HOT JAZZ		
DAVE BRUBECK TRIO Fantasy 804	That Old Black Magic Extremely tasteful cocktail jazz trims up this highly effective instrumental treatment of this lovely. This is a wonderful new threesome which plays modern jazz with a maximum of good taste and great musicianship. Jazz deejays should look for this and other wax by the group. The potential of a George Shearing is here.	74--80--73--70
	Undecided Tasty job of the Charlie Shavers classic jumper rounds out a top-notch intimate jazz pairing.	74--80--73--70
D. HOWARD FRISCO FOOTWARMERS Jazz Man 34	Pretty Baby Excellent two-beat for both collectors and Charleston-minded terpers. Spots a wonderful trumpet, Muggsy-influenced, in Bob Scobey. Leader Howard blows some pleasant clarity.	77--80--75--75
	St. Louis Blues This remarkably clean performing group does another expert Dikeland job on the standard. The band is recorded extremely well.	72--75--72--70
SPIRITUAL		
MAHALIA JACKSON Apollo 229	I Do, Don't You Slow, profound devotional cant by the Sister achieves a rich mood. Should click.	85--85--85--NS
	Shall I Meet You Over Yonder Plenty of power here too in a snapper rhythm chant.	80--80--80--NS
SOUL STIRRERS Specialty 263	I Have a Right to the Tree of Life Great male group delivers one here that hasn't been done to death. Strong material, excitingly performed.	82--82--82--NS
	In That Awful Hour Slow, pious song is sung with great feeling by the soloist and group. Should hit hard with the home folks.	82--82--82--NS
SISTER ROSETTA THARPE-SAM PRICE TRIO Decca 48166	Natural Facts, The Rousing, semi-religious sermon-song is cut in Sister's "That's All" groove. Could be a big winner across the r & b board.	84--84--84--NS
	I Heard My Mother Call My Name Medium striding song has a warm, winning subject. Makes for a mighty coupling.	80--80--80--NS
SACRED		
MERVIN SHINER Decca 14527	I'm Going Through, Jesus An appealing piece of religious material is warbled with conviction by the talented country singer.	80--80--80--NS
	Great Speckled Bird, The Poignant work refers to the Bible. Another highly authoritative rendition by Shiner. Should be big in the South.	80--80--80--NS

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COOKEVILLE, TENNESSEE

New Jersey Resort Reports Record Machine Placements

(Continued from page 95)

penny ball gum vending machines.

Midway X-Ray Poker has an added variety in five machines, including a Heavy Hitter and Exhibit's new Contact pinball machines, an Automatic Pistol machine, a Metal Typer and a weight scale. The Young's Avenue Arcade, which features both X-Ray Poker and shuffle bowling machines, also has seven pinball machines, one Goalee and one Pitch 'Em and Bat 'Em machine. A Shufflecade opposite Convention Hall, in addition to 30 shuffle bowling machines, has a Whiz Bull, a Massage-O-Ped, a Photomatic and a Mercury Athletic Scale.

Strand Pokerland, essentially for X-Ray Poker playing, has a Metal Typer, a Love Tester, an Exhibit Supply Pistol machine and two weight scales. Poker Palace, with 37 X-Ray Poker and three shuffleboard machines, also has two Exhibit's Automatic Pistol Shooting machines. Acme X-Ray Poker has one Chicago Coin Automatic Pistol machine; Star Poker has a Metal Typer and a Photo-

matic, and Pokerino, with 22 shuffle bowling machines and as many X-Ray Poker machines, also has three pinball machines on the floor.

Apart from the Line-M and Skee-Ball stands, a Rotary Merchandiser stand and a Pennyland coin machine arcade featuring shuffle-bowling and old-time movie machines along with other novelty machines, S. B. Ramagosa has about a half dozen penny weight scales, a Juice-Bar vending machine and seven Batter-Up pinball machines in his Casino Arcade Park. The pinball machines are lined up in front of the Dodge 'Em ride. The machines are geared to a 2-cent play with high scorers winning free tickets for the amusement ride. Ramagosa also has a dozen or more machines in the foyer of his Sportland in North Wildwood where a Water Show is featured. Included in the Sportland foyer are Rotary Merchandisers, a Gripmaster, several pinball machines and a few novelty machines of the comedy and love cards and Love Tester variety.

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MILLS VEST POCKET BELLS, \$65.00

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KEENEY TEN PINS	\$99.50
Bally DeLuxe Draw Bell	\$189.50
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Keeney Twin Bonus Super Bell, 5c-25c	\$79.50
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Comm. Reports Johnson Bill Out Favorable With Changes

(Continued from page 95)

is a 50-50 chance that the bill could slip thru in a quick vote or that it could be pigeonholed for the session. If the revised bill gets thru the House, it would have to go back to the Senate floor for concurrence.

The House Interstate and Foreign Commerce Committee took nearly two hours at its executive session this week to amend the Senate-approved measure in trying to make sure that the bill hits only shipment of bell machines. One amendment defines gambling devices under the federal ban as follows:

"Any so-called 'slot machine' or any other machine or mechanical device, an essential part of which is a drum or reel with insignia thereon, and (A) which when operated may deliver, as the result of the application of an element of chance, any money or property, or (B) by the operation of which a person may become entitled to receive, as the result of the application of an element of chance, any money or property; or "Any machine or mechanical device designed and manufactured to operate by means of insertion of a coin, or similar object, and designed and manufactured so that when operated it may deliver, as the result of the application of an element of chance, any money or property; or "Any sub-assembly or essential part intended to be used in connection with any such machine or mechanical device."

States Excepted

The other major amendment makes an exception for States or parts of States, where bell machines are legal, as Nevada and some Maryland counties. However, where the Senate version merely required the governor of a State to certify as to the legality in his State, the amended bill requires the State Legislature to pass a new bill exempting the State from the federal law. In other words, Nevada, for example, must go thru the legislative process of passing a new law exempting the State from the federal act's provisions, and, unless the Nevada Legislature takes such action, Nevada's bell machines would be illegalized by the federal statute.

Some legalists here believe that this provision is sure to bring the Johnson Bill into court if it is enacted, depending on how soon a Ne-

vadan would challenge the measure. For, it is explained, this provision might be construed judicially as violating the constitutional guarantee against federal intrusion on State's "home rule" inasmuch as the Johnson Bill in its revised form would, in effect, be voiding a Nevada statute and requiring the State to enact a new one as a sole alternative.

Tighten Penalties

Another change made in the bill was to tighten the Senate penalty clause by providing for a fine of up to \$5,000 and/or two years imprisonment. Also, the new bill requires that manufacturers register with the attorney general and that manufacturers and dealers file monthly inventories and records of sale and deliveries with the attorney general. The Senate version required that these registrations and filings be made with the local U. S. Collector of Internal Revenue.

The revised bill would not affect salesboards, but, at the same time, it specifies that nothing in the bill will be construed to interfere with or reduce the authority or existing interpretations of the authority of the Federal Trade Commission (FTC) which went on record at hearings on the bill that it wanted to feel free to continue its campaign against salesboards in any "illegal" instances.

Until the eve of the committee's executive session this week, it had been expected that the chances were heavily against a favorable report on the measure inasmuch as a majority of members at the last executive session had given evidence of being troubled about the constitutionality of the legislation. The committee went into its meeting with a last-minute pat of encouragement from Attorney General McGrath, one of President Truman's key administration stalwarts, who on the eve of the meeting made public an almost unanimous vote by police chiefs in 293 metropolitan cities favoring the Johnson Bill. McGrath coupled this report with a plea to Chairman Robert Crosser (D., Ohio.), of the House Interstate and Foreign Commerce Committee, for a favorable vote on the bill. McGrath also reminded Crosser that the bill was a direct result of the attorney general's conference of municipal and State officials last February.

Johnson Bill Amendments

WASHINGTON, July 29.—As the result of the House Interstate and Foreign Commerce Committee's amendments this week of the Johnson Anti-Gaming Bill (see separate story), Sections 1. and 2., now read as follows:

"Sec. 1. That as used in this act the term "gambling device" means: (1) Any so-called "slot machine" or any other machine or mechanical device, an essential part of which is a drum or reel with insignia thereon, and which when operated may deliver, as the result of the application of an element of chance, any money or property; or (2) Any machine or mechanical device designed and manufactured to operate by means of insertion of a coin, token or similar object and designed and manufactured so that when operated it may deliver, as the result of the application of an element of chance, any money or property; or (3) Any sub-assembly or essential part intended to be used in connection with any such machine or mechanical device.

"Sec. 2. It shall be unlawful knowingly to transport any gambling device to any place in a State, the District of Columbia or a territory or possession of the United States from any place outside of such State, the District of Columbia, or a territory or possession: Provided, that this section shall not apply (1) to transportation of any gambling device into any State which has enacted a law exempting such State, or any subdivision thereof, from the provisions of this section; or (2) to the course of continuous transportation of any gambling device thru a State, the District of Columbia or a territory or possession of the United States for delivery to a place in a State which was enacted a law exempting such State, or any subdivision thereof, from the provisions of this section.

"Nothing in this act shall be construed to interfere with or reduce the authority, or the existing interpretations of the authority, of the Federal Trade Commission under the Federal Trade Commission Act, as amended (15 U.S.C. 41-58).

The principal amendments are embodied in these two sections. Other sections were subjected to lesser changes.

Committee officials explained the word "property" in section 1 as meaning a "token" or other similar substitute for a coin.

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(Continued from page 95)

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Louisville—Southern Automatic Music Company, Inc., 624 S. Third Street.

Los Angeles—Badger Sales Company, 2251 W. Pico Boulevard.

Memphis—S & M Music Sales Company, 1074 Union Street.

Miami—Taran Distributing Company, Inc., 2820 N. W. Seventh Avenue.

Milwaukee—S. L. London Music Company, Inc., 3130 W. Lisbon Avenue.

Newark, N. J.—Seaboard New York Corporation, 722 High Street.

New Orleans—Music Sales Company, 704 Baronne Street.

New York—Seaboard New York Corporation, 583 10th Avenue.

Oklahoma City—Commercial Music Company, Inc., 1004 N. Walnut Street.

Omaha—H. Z. Vending Sales Corporation, 1205-07 Douglas Street.

Philadelphia—Scott Crosse Company, 1423 Spring Garden Street.

Pittsburgh—Atlas Novelty Company, 2217 Fifth Avenue.

Portland, Ore.—Western Distributors, 1226 W. 16th Avenue.

St. Louis—J. Rosenfeld Company, 3218 Olive Street.

St. Paul—Mayflower Distributing Company, 2218 University Ave. ue.

Salt Lake City—R. F. Jones Company, 127 E. Second Street, S.

San Antonio—Commercial Music Company, Inc., 901 E. Houston Street.

San Francisco—Advance Automatic Sales Company, 1350 Howard Street.

Seattle—Western Distributors, 3126 Elliot Avenue.

Puck Patter

(Continued from page 106)

getting cars put off the purchase too long and as a result wound up on a waiting list.

Over at Precision Puck Nels Malmgren is handling all executive duties while his partner is sandwiching in a vacation. Firm is not only turning out puck orders but is also handling a defense production assignment which keeps a double shift going. . . M. & T. Sales Company reports a steady flow of inquiries on its Speed Bowl conversion unit. . . Universal Vice-President Bill Ryan states the real interest is growing in the Shuffle Tournament unit. This is the conversion which makes a longboard into two shuffle games. It can be installed on location without marring the playfield.

Charlie Pieri, Keeney sales manager, wishes he had a few extra hands to take care of the activity at the plant. All of the plant's products seem to be in peak demand at one time, he explains. Both the 8 and 9½-foot Double Bowler games are now being shipped in quantity. . . Several of the local trade voiced confidence in the way Fred Chlopan, new T.S.A.A. president, handled himself while in town just after the Peoria conference two weeks ago. They admired the realistic approach to the present shuffleboard situation and to a man stated that if T.S.A.A. can be made into a truly nationwide association, Chlopan was the logical choice. . . Interest in the puck line produced by Buckley Manufacturing Company has stepped up sharply in the past weeks, Jerry Haley reports. The Buckley pucks come in sets of eight and are packed in a plastic box.

Operators Eye Emergency Role

(Continued from page 106)

try, many new shuffleboard locations are certain to spring up both on service fields and in the cities and towns adjacent to them.

League Activity

Another likely happening, which would also spur interest in shuffleboard as a sport on army, navy and marine installations would be the formation of leagues for permanent personnel and tournaments which also could be enjoyed by comparative transients awaiting travel orders. Since the cost of playing shuffleboard is nominal considering the amusement it affords, it seems logical that the game and its leagues and tournaments would receive the (more) ready approval of field commanders.

Another point in favor of the shuffleboards is that while a manpower shortage would cut into the ranks of operators, it is possible for a small number of men to keep up the routes because of the lack of service calls. During World War II it was necessary to cut down some of coin machine routes in order to concentrate on only the exceptionally lucrative spots, due to increased service calls as the coin equipment deteriorated because of the lack of repair men.

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Pokerino Glass Scoring	65.50
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Balling Practices, cellulose scoring	2.75
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READY FOR LOCATION

UN. TWIN BOWLER	\$159.50
UN. SHUFFLE ALLEY	105.00
UN. SHUFFLE ALLEY, fly back	165.00
UN. SUPER SHUFFLE ALLEY	185.00
UN. SHUFFLE ALLEY EXPRESS	235.00
KEENEY TEN PINS	99.50
KEENEY PIN BOY	105.50
CHICOM GLIDER	69.50
BALLY SPEED BOWLER	209.50
UNIV. TWIN SHUFFLE	315.00

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AMERICAN
EAGLES
MARVELS

COIN OR NON-COIN

\$19.75
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2371 MILWAUKEE AVE.
CHICAGO 47, ILL.
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★ DISAPPEARING PIN CONVERSIONS ★

UNITED \$49.50
CHICAGO COIN . . \$54.50

Also Conversions for Bally, Williams and Rock-Ola. In Order

Discounts in Quantity

Are YOUR Shuffleboards Scratchy, Grooved?

CHANGE TO . . .

FORMULA "77"

REMARKABLE SHUFFLEBOARD POWDERED WAX

\$3.25 22c per can

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Film Included

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Only 15 Left!

First Come, First Served

Shuffle Lane, \$79.50

All prices include crating. All machines in perfect working order.

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O. D. JENNINGS & CO.

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CALIFORNIA SHUFFLE PINS

9 Ft. \$69.50

12 Ft. \$95.00

New Shuffle Jungle—Write

Bermuda . . . \$39.50	Leap Year . . . \$39.50
Melody . . . 22.50	Floating . . . 71.00
Trinidad . . . 39.50	Power . . . 71.00
Mantarray . . . 29.50	Pinch Hitter . . . 99.50
Circus . . . 29.50	Bowlette . . . 115.00
Build Up . . . 32.50	Shuffle . . . 124.50
Speedway . . . 43.00	Bowler . . . 124.50
Carnival . . . 49.50	Quarterback . . . 95.00
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Over Fifty Pieces Arcade Equipment. Must Come and Get It!

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CASINO PENNY ARCADE

Wildwood, N. J. Phone 22-487

New Games Review

United's Twin Shuffle Rebound

CHICAGO, July 29.—First shipments of Twin Shuffle Alley Rebound, the new shuffle game by United Manufacturing Company, will begin Monday (31). Plant has been closed the past week for group vacations.

A one or two player game, Twin Shuffle Alley Rebound takes an average of 45 seconds to play and has 20-30 scoring pins. Playfield measures 8 by 2 feet and is housed in a sturdy full sized cabinet. When two players participate, each deposits a dime and each plays a full 10 frames. Scoring is automatic.

Service features on the game include the United-developed hinged playfield and drop chute.

Williams Double Header

CHICAGO, July 29. — All distributors of the Williams Manufacturing Company introduced the firm's new shuffle game, Double Header, at operator showings Wednesday (26). The simultaneous showings were marked by open house festivities in distributor headquarters.

Built around the baseball theme, Double Header is a one or two player game, scores automatically and gives each player five innings of play for a dime. During each inning, the player gets four shots or a total of 20 for the game. With each shot, singles, doubles, triples and homers are possible. Playfield measures 8 by 2 feet. Scenery panel shows batter and umpire.

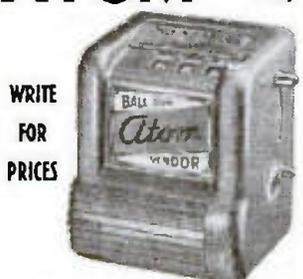
In the hood of Double Header is where animation takes place. When a hit is made, simulated base runners advance and score runs. Average playing time is less than a minute.

Abco Touchdown

CHICAGO, July 29.—In an effort to give its Hit-a-Homer game a year-round player appeal, Phil Olsher, Abco executive, this week announced the introduction of a new game called Touchdown, which can be purchased either as a separate unit, or as a conversion for the baseball unit. Actually, play will be the same on both games, but a backglass devoted to football will be used to replace the Hit-a-Homer glass. For those ops purchasing Touchdown, a conversion with the baseball theme on the glass will be available. Firm started production on Touchdown this week.

THE MIGHTY SENSATIONAL NEW COUNTER GAME . . .

ATOM 10c Play



WRITE FOR PRICES

SMALL AS A MITE . . . PROFITS BIG AS A GIANT!
Cigarette Sales Booster. Line up 3 of a kind, win a carton of cigarettes. The best money-maker you've ever had. Don't take our word for it—try it yourself!
• Available in 1c or combination 1c & 5c.
• Cigarette or Fruit Reel. Weight: 4 lbs.
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Williams
DOUBLE HEADER
HIGH SPEED REBOUND BASEBALL GAME



1 or 2 PLAYERS
10c PLAY

Men Actually Run Bases on Field!

Opposing Team Actually in Position on Field!

8 FT. LONG,
2 FT. WIDE

ORDER NOW!

WORLD WIDE Distributors

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SHUFFLE GAMES

Reconditioned and Guaranteed Playing Fields Resurfaced

United SHUFFLE ALLEY EXPRESS	6235
Williams DELUXE BOWLER	219
Exhibit STRIKE	175
Universal TWIN BOWLER	169
Universal TWIN BOWLER WITH Like-A-Pin Conversion	179
Chl. Coin BOWLING ALLEY	148
Chl. Coin BOWLING ALLEY WITH Like-A-Pin Conversion	175
Rock-Ola SHUFFLE JUNGLE, Floor Sample	159
Gottlieb BOWLETTE	139
Bally SHUFFLE BOWLER	119
Genco BOWLING LEAGUE, 10 W.	95
United SHUFFLE ALLEY	95
Genco GLIDER	45

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Flash Camera
Take photos indoors or outdoors. Twin lens reflex. Guaranteed. \$7.95 value. Exclusive of FIRST!
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\$6.95
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BIG NEWS
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WATCH "FIRST!"

NEW ONE BALLS
Bally TURF KING
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WINNER
NEW FIVE BALLS
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PIN BOWLER
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DRAW BELL, Metal Button	125
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1 or 2 PLAYERS
10c PLAY

Men Actually Run Bases on Field!

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8 FT. LONG,
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The Finest Reconditioned Games Available Anywhere

GUARANTEED SHUFFLE GAMES REFINISHED

Bally SPEED BOWLER	\$250	United SHUFFLE EXPRESS	\$235
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Universal SUPER TWIN BOWLER	245	Williams SINGLE BOWLER	140
Chicago Coin BOWLING ALLEY	150	Genco BOWLING LEAGUE	90
Universal TWIN BOWLER	145	Bally SHUFFLE BOWLER	120
Williams TWIN SHUFFLE	115	Genco OLDER	45

Sensational Action Game WILLIAMS High Speed

DOUBLE HEADER

REBOUND BASEBALL GAME

New PLAY FIELD Baseball team is ACTUALLY on the play field.	New ACTION Men ACTUALLY run bases.
New COLOR Team in position on play field ATTRACTS ATTENTION!	New PLAYER THRILLS Players ACTUALLY watch the game as they play!

New PROFITS Action! Color! Thrills! Speed!
DOUBLE HEADER has everything!
1 OR 2 PLAYERS—10c PER PLAY

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CONSOLES Bally CLOVER BELL Bally SPOT BELL Bally MULTI-BELL Keeney TWIN BONUS Keeney THREE WAY BONUS	MILLS SLOTS—ORIGINALS JEWEL BELLS BLACK CHERRY BROWN FRONT BLUE FRONT POSTWAR BONUS	ONE BALLS Bally CHAMPION Bally CITATION Bally JOCKEY SPECIAL Bally VICTORY SPECIAL Bally GOLD CUP
NEW PIN GAMES Genco CANASTA Exhibit JUDY Exhibit JEANIE Williams SWEETHEART Gottlieb TRIPLET Chicago Coin PIN BOWLER	"PREMIUMS" Finest at lowest price! Variety colored Catalog now ready! You've bought the rest—Now buy the lowest and very best!	NEW SHUFFLE GAMES Keeney DOUBLE BOWL Exhibit STRIKE United DOUBLE EXPRESS Chicago Coin TROPHY BOWL Williams SHUFFLE TWIN Williams SHUFFLE EXPRESS

Williams DOUBLE HEADER

HIGH SPEED REBOUND BASEBALL GAME



1 or 2 PLAYERS
10c PLAY

Men Actually Run Bases on Field!

Opposing Team Actually in Position on Field!

8 FT. LONG,
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ORDER NOW

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MUSIC—EQUIPMENT	ONE BALLS
146 SEEBURG (LIKE NEW!)	\$209.50
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2 31x7 POOL TABLES IA-11, Ea. ..	\$189.50
1 CHI COIN BASKET BALL CHAMP. ..	124.50
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When you buy from Runyon

YOU BUY THE BEST

EXCELLENT CONDITION
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REFRESH-O-MAT
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*Sells the Nation's Leading
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- Reconditioned Machines the Munvee Way Work And Look Like New

WILL ACCEPT TRADES
AUGUST, 1950, ILLUSTRATED
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**KEENEY DOUBLE
BOWLER 9 1/2"**

*Fastest Scoring Two Player
Rebound Bowling Game!*
PRICED RIGHT!
Come in and See It In Action!
WE'LL ACCEPT TRADES

SPECIALS!

- Keenee Pin Bow \$122.50
- Keenee Ten Pin \$5.00
- Bally Shuffle Bowler \$122.50

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KEENEY ELEC. CIG. VENDOR

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Turning Back the Clock

10 Years Ago This Week

CHICAGO, July 29, 1940.—Indicating greater acceptance of the automatic merchandising idea by the nation's movie houses, Stoner Corporation came up with the announcement of a new model Univendor, designed specifically for theater use. The machine offered 16 selections, 320-bar capacity. It vended assorted confections in three prices; nickel, dime and 15 cents.

Stoner officials declared additional features included sound-proof operation and non-heating fluorescent lighting. Greater selectivity encouraged the sale of more than one item to a single patron, they said.

Chicago coinmen pointed to the Directory of Chicago Manufacturers to prove a point, namely, that the city was the hub of coin machine manufacturing in the U. S. The directory revealed that over 2,900 local concerns, employing 25 or more workers, were engaged in the production of some type of product, and that 50 of these were coin equipment concerns.

Tony Gaspar, English coinman who arrived on the American scene a number of years earlier, opened his own distributing organization in New York. He used the same name he employed for his English business: Weston Distributors.

D. Robbins & Company, Brooklyn, advertised a new "two for 5-cent" phonograph. Juke was said to hold 18 standard size records, and be available for delivery at an "amazingly low price."

Also on the juke front, Harry Hoppe, Baker Novelty Company, reported firm's Baby Grand Light-up Keyboard was being readied for 16-selection machines. Keyboard units for 12 and 24-disk machines were to be available later.

15 Years Ago This Week

CHICAGO, July 29, 1935.—Association activities took on a more pronounced note, with those of the National Association of Coin-Operated Machine Manufacturers leading the trend. At its quarterly meeting in Chicago the association adopted a program of general activities revolving around the annual Coin Machine Show, continuation of credit interchange, compilation of industry statistics, questions of fair competition and other industry problems such as taxes, tariff and railroad rates.

The program was evolved by a special, consisting of L. J. Kelly, chairman; Harry Stoner and C. S. Darling. T. W. Small, designer for the Capehart Corporation and inventor of the first automatic record changer, celebrated his 70th birthday.

J. H. Keenee & Company introduced a new two-shot game, "7-11," in two models. Automatic payout went for \$67.50, while the free game style listed at \$69.50. Game featured 16 numbered holes and progressive scoring. Taking advantage of a popular pastime, Chicago Coin Machine Company put out a pin game called Tit For Tat, with board design that of the old "circle-cross" game. It was pegged at \$39.50.

Modern Vending Company, New York, began a newspaper advertising campaign to aid public education on pin games. Initial game used in the ads was Box Score, as it was felt that tying in the baseball idea with a pin game would facilitate the program and resultant public thinking. Advertisements were directed to the general public, encouraging them to play the various offerings. Sport pages carried the bulk of the ads, but other sections of the newspapers were also used. A special drive was planned to gain more patronage from women.

Williams
**DOUBLE
HEADER**
HIGH SPEED REBOUND BASEBALL GAME



A SURE HIT!

1 or 2 PLAYERS
10c PLAY

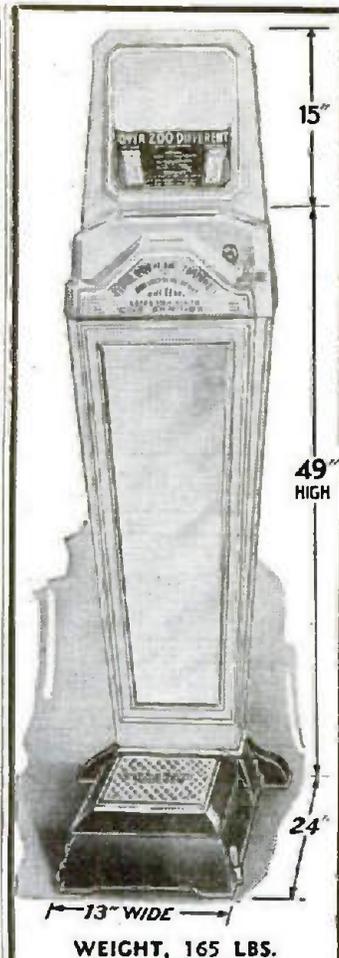
Men Actually Run Bases on Field!
Opposing Team Actually in Position on Field!

**8 FT. LONG,
2 FT. WIDE**

ORDER NOW

GENERAL VENDING SALES CORP.

237 WEST MIDDLE STREET BALTIMORE, MARYLAND



WEIGHT, 165 LBS.

**\$25
DOWN**

Balance \$10 Monthly

400 DE LUXE
PENNY FORTUNE SCALE
NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS
\$45.00 IN PENNIES

Invented and Made Only by

WATLING

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4650 W. Fulton St. Chicago 44, Ill.
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LOOK AT THESE BUYS!

- Williams Quarterback Each \$99.50
- Quizzer (with film) 49.50
- 1947 Ten Strike 59.50
- Heavy Hitter & Stand 79.50
- Rapid Fire Gun 24.50
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- Seeburg Ray Gun 24.50

EXTRA SPECIAL

- EVANS SHUFFLE ALLEY TEN STRIKE \$169.50
- EXHIBIT'S PONY EXPRESS 299.50

to deposit with order.

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1100 Broadway Albany 4, N. Y.

**"Sensational!"
"OUTSTANDING"**

"NOTHING LIKE IT!"
These are typical comments about our new 122 page PARTS & SUPPLIES CATALOG #20 for Coin Machines. Have you received your FREE copy yet? Ask for it on letterhead or send business card.

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BLACK MARBLE CO. 1825 N. Broad St. Philadelphia 22, Pa.

LOOK AT THESE GOOD BARGAINS IN GOOD RECONDITIONED EQUIPMENT!

Here are profitable equipment investments for you. Every item is Shaffer-reconditioned, ready to pull in profits on location. They'll go quick at these low prices, so act now. Phone, wire or airmail your order today.

ARCADE EQUIPMENT	
Voice-O-Graph	\$250.00
Q. T. Pool Table	150.00
Poolette Pool Table	150.00
Exhibit Dale Gun	79.50
Chicken Sam	69.50
Mercury Athletic Scale	59.50
Cottlieb Crip Scale (New)	25.00

SHUFFLE GAMES	
Chi. Coin Shuffle Baseball	\$150.00
Genco Baseball Shuffle	150.00
Rock-Ola Shuffle Lane	119.50
United Shuffle Pins	99.50
California 9' Shuffle Pins	50.00

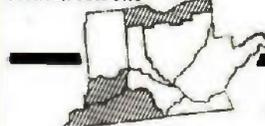
CONSOLES	
Keeney 5/25g Super Bonus Bell	\$200.00
Bally Deluxe Draw Bell	160.00
Bally Draw Bell	120.00

VENDORS	
Master Peanut & Gum—New	Write
Columbus Peanut & Gum—New	Write

SHOE SHINE MACHINES	
Better Shoe Shiner	\$100.00
Wax-O-Matic Shoe Shiner	100.00

ONE BALLS	
Citation	\$200.00
Victory Special	39.50
Big Parlay	39.50

SHAFFER-SEEBURG



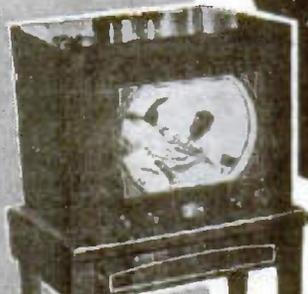
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ONLY \$199.50 LIST PRICE
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 Please rush _____ 12½" TRADIO COIN OPERATED TELEVISION SETS @ \$199.50 Ea.
 Enclosed find check for 25% deposit.

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 ADDRESS _____
 CITY _____ STATE _____

Williams DOUBLE HEADER

HIGH SPEED REBOUND BASEBALL GAME



1 or 2 PLAYERS
 10¢ PLAY

Men Actually Run Bases on Field!

Opposing Team Actually in Position on Field!

8 FT. LONG,
 2 FT. WIDE



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BIG PROFITS — LOW COST!

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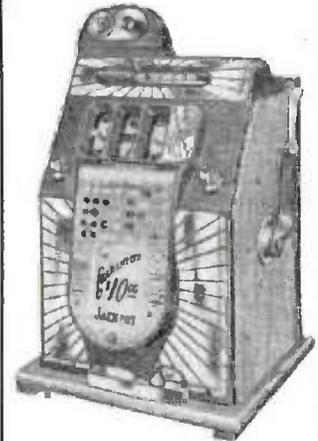


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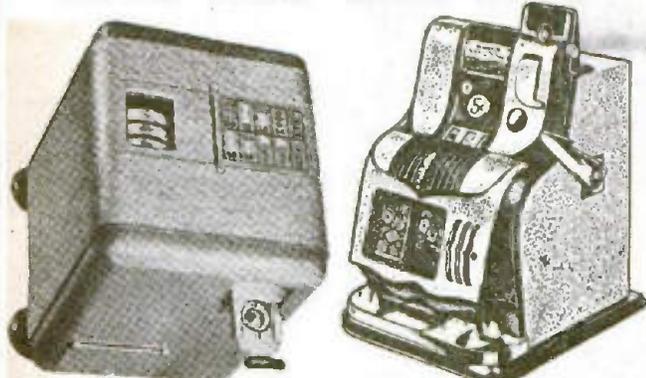
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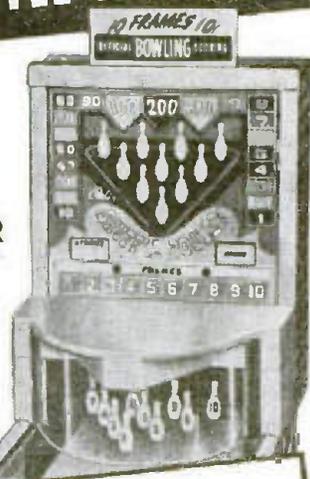
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10c Black Cherrys	99.50
25c Black Cherrys	104.50
50c Black Cherrys	195.00
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5c Mills Q.T., A-1	65.00

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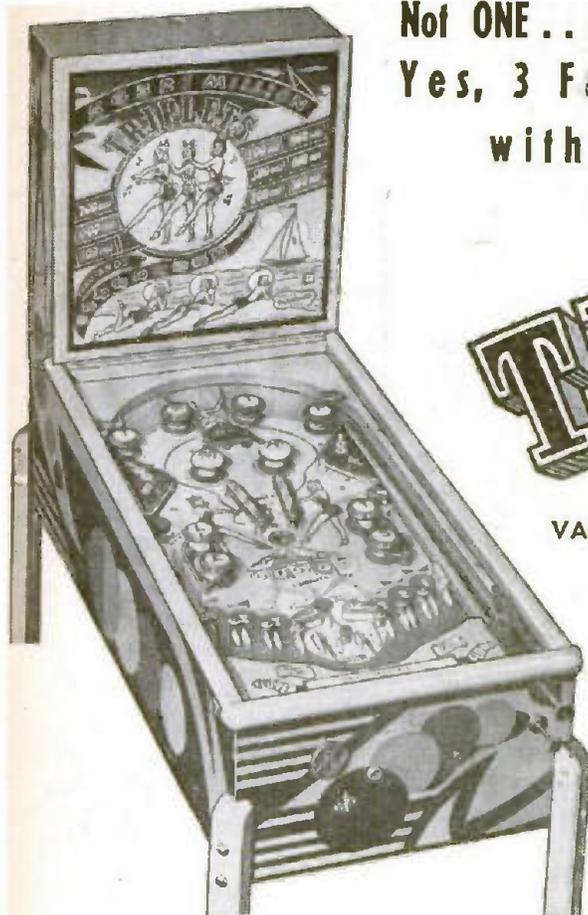
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 HIGH SPEED REBOUND BASEBALL GAME



A SURE HIT!
 1 or 2 PLAYERS
 10c PLAY

Men Actually
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 on Field!

Opposing
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 in Position
 on Field!

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 LONG,
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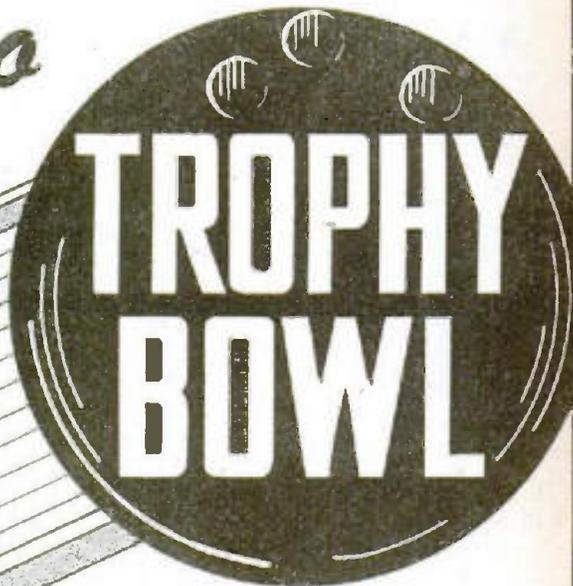
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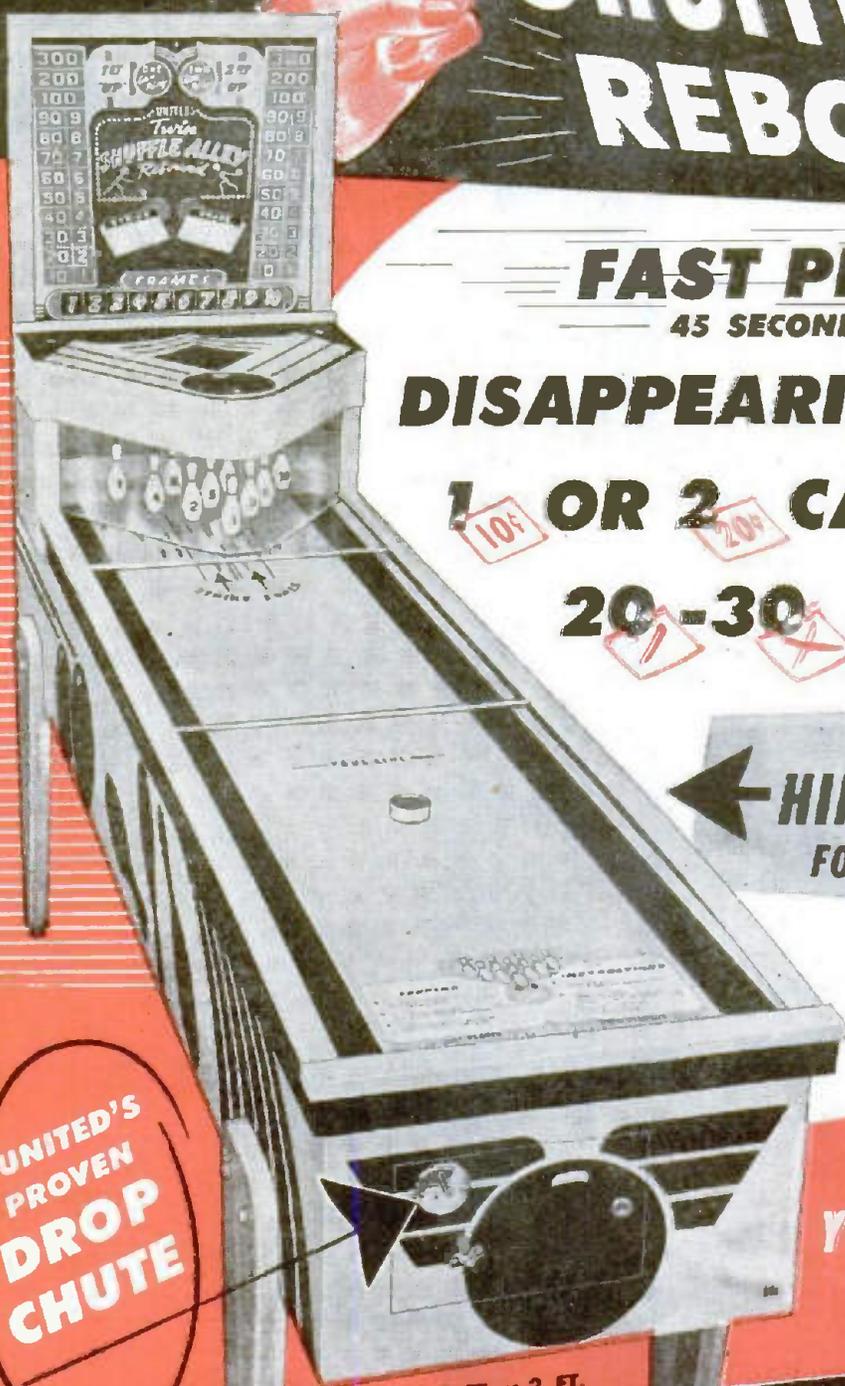
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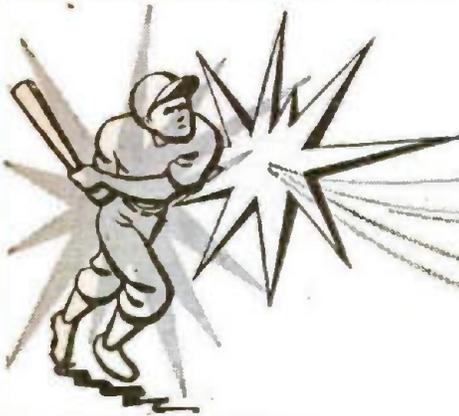
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HIGH SPEED REBOUND BASEBALL GAME

- Men Actually Run Bases on Field!
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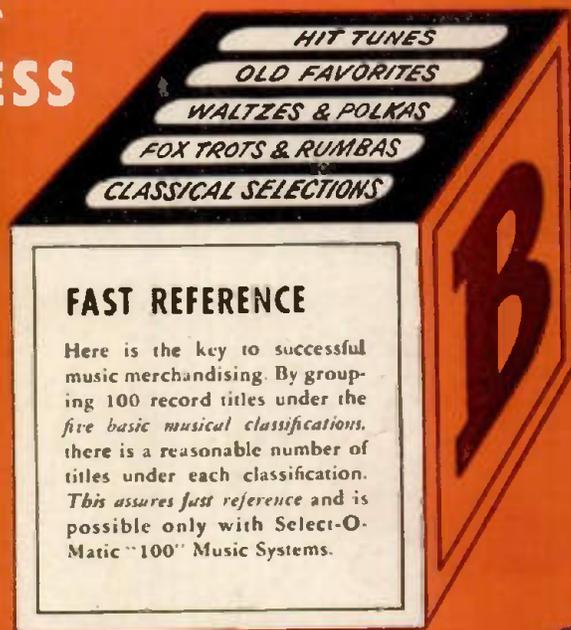
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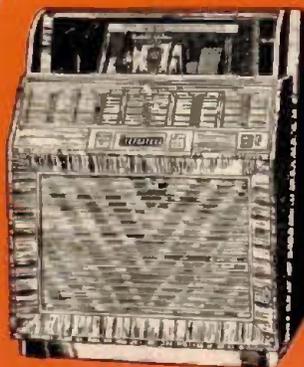
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