



41ST ANNUAL SUMMER SPECIAL

featuring
**COMPLETE
1951
FAIR DATES**

The Billboard

JUNE 30, 1951



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

Outdoor Season Equalling Lush Postwar Spending Era

Grid Telecast Peace Proposal Given to NCAA

Ayer Agency Idea Would Curb Some Games for Survey

By SAM CHASE

NEW YORK, June 23.—A compromise proposal is reported to have been submitted to the National Collegiate Athletic Association by the N. W. Ayer ad agency, which would permit exhaustive surveys to be made of the effect TV has on football attendance without necessitating the national restriction of network telecasting.

The Ayer plan will come up for action Thursday (28), when NCAA officials meet to make a final decision on alternative suggestions made by interested parties. A sim-
[\(Continued on page 6\)](#)

Big Clubs Up, Smallies Off

NEW YORK, June 23.—Local cafe biz has taken a complete turn-about from last year. A year ago the major clubs, Latin Quarter, Copa and Riviera, were holding their own, but the smaller East Side spots like the Blue Angel, Ruban Bleu, etc., were booming.

Today the Copa, the Latin Quarter and the Riviera are doing what amounts to a turn-away business.
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BB SEES COLOR, JUST SEE P. 3

NEW YORK, June 23.—The first commercial color telecast, transmitted via the Columbia Broadcasting System and sponsored by 18 advertisers, is previewed on Page 3 in this issue. Since the colorcast was actually transmitted Monday (25) from 4:30 to 5:30 p.m. when this issue of *The Billboard* was already on the trains, bound for subscribers and newsstands, five staff members attended over 10 hours of rehearsals of the show in order to give readers a comprehensive preview of the historic telecast. In next week's issue the show as transmitted will be reviewed.

41ST ANNUAL SUMMER SPECIAL

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and featuring—

COMPLETE 1951 FAIR DATES



TV Sets Self-Policing Plan To Watch Morality & Morale

WASHINGTON, June 23.—With warm blessings from Chairman Wayne Coy, of the Federal Communications Commission, and Chairman Edwin C. Johnson (D., Colo.), of the Senate Interstate and Foreign Commerce Committee, the nation's TV broadcast industry set up machinery Friday (22) for preparation of its first industry-wide TV "standards of self-regulation" to "improve the character of television programing and insure its observance of good taste."

In the wake of an enthusiastic

all-day confab here, highlighted by cordial and sympathetic talks from Coy and Johnson, Prexy Harold E. Fellows, of the National Association of Radio and Television Broadcasters, began selecting a committee to draft an initial proposal of TV program standards for submission to an NARTB meeting next fall.

Fresh evidence of a new era of harmony between government and the TV industry was conspicuous at yesterday's session, attended by 103 TV industry leaders representing 65 of the nation's 107 video stations. High significance was attached by the group to comments from both Coy and Johnson, not only encouraging the industry to speed its self-regulation but also

giving warm encouragement to the industry to take advantage of the Ford Foundation's overtures toward making educational programs available to commercial TV.

Both Coy and Johnson pointedly quoted from consultant James W. Young's recent disclosure of the Foundation's plans on this score. FCC chairman tossed kudos to the group for taking the initiative in staging the code meeting in advance of the Commission's setting a date for its long-proclaimed future confab with the industry on programing.

Coy outlined a seven-point program for TV standards, including
[\(Continued on page 4\)](#)

2 Jo Bakers By Columbia

NEW YORK, June 23.—Columbia Records is set to release two albums by Josephine Baker, whose return this past winter created a furor in night club and theater. Both albums will be issued on 33 $\frac{1}{2}$ and 45 speeds, with several singles from each to be pressed on 78.

Waxings for the two Baker albums were originally issued on the French Columbia label, the two sides are from the label's *Masterworks* catalog. First album hits the stands immediately, a second set is due the first week in August. Latter waxing will consist of American pop tunes of the 1930's sung in French, and will be called *Chansonnnes Americaines*.

MCA Cooks New Pot of Flesh

NEW YORK, June 23.—A major effort to beat the doldrums in theater business thru a revitalized flesh booking program has been cooked up by Music Corporation of America, which it hopes will give empty houses a shot in the arm, open closed houses and bring out attractions that haven't been seen live in a long time.

The basic idea is to put together
[\(Continued on page 33\)](#)

Add Mayer's Exit Dossier

HOLLYWOOD, June 23.—Within 10 days Metro-Goldwyn-Mayer will officially announce the resignation of Louis B. Mayer. Mayer at that time is expected to disclose his new affiliation. He will remain in the picture industry, and if a deal currently in the works crystallizes, will form a company of his own. Mayer's resignation becomes effective August 31.

He's expected to leave the studio he helped found with a pretty bank roll under his arm as a result of a unique profit-sharing arrangement he had with Loew's, Inc. Mayer has reportedly turned an intrigued eye to TV.

Dates Paying; Circs, Carnies, Parks Prosper

Basic Factors of Nation's Economy Help at Half-Way

CHICAGO, June 23.—With a much better than usual debut under their belts, outdoor show business operators are entering the big time midsummer season with a definite, if restrained, feeling of optimism. By tradition the circuses, carnivals and independent units begin their annual treks in the Deep South about mid-April and work their way north thru cold, rainy, unpredictable climate, affecting the box office and total take as the weather goes.

Excepting the lush postwar years, 1946-'48 (when dollar-load-
[\(Continued on page 47\)](#)

TV's Hottest Tint Race On

NEW YORK, June 23.—Color television demonstrations and announcements swung into high this week with three major factions making moves opposed to the Columbia Broadcasting System (Fed-
[\(Continued on page 10\)](#)

VICTOR REACHES TO THE STARS

NEW YORK, June 23.—A new wrinkle in record albums is in preparation at RCA Victor. Package will be a musical horoscope, tentatively titled *Horoscope Suite*. Covering every sign of the Zodiac with a musical composition, all strung together as a comprehensive whole, suite was written by Dewey Bergman, who also wrote the narrative. The package will be a three-disk with two tunes on each side, or 12 in all. A 30-man orchestra and eight voices featuring Sally Sweetland, under the direction of Bergman, will record the suite, with Washington disk jockey Eddie Gallagher doing the narration. Bergman and Hugo Winterhalter are presently putting finishing touches to the arrangements. The album is scheduled for September release.

Billboard Backstage

By JOE CSIDA

ting stories of bust-ups is ys somewhat unpleasant. such a story involves a group ng-time friends as well as ess associates it becomes more so. And I just got doing such a piece for the Department this week. It rns Dave Kapp's exit as head popular artists and reper- department of Decca Records. nown Dave for many years, t back to 1934, the year Decca d. and I joined *The Bill-*. I knew his late brother, and I've known Milt Rack- Decca's president, and Len sider, the company's execu- tive-president, and practically the Decca guys for many

l now, after 17 years, Dave ving the company. I know to Dave, as to his brother Decca was the fulfillment dream. Twenty-eight years as kids, they talked about g their own record company. had a little record shop in go in those days. And finally, plenty of scrambling and ng, they made it, in 1934, Decca was born. Milton nil was right in on the birth ca, too. Rack and Jack and and Steve (the late E. F. ns), with some loot advanced R. (Ted) Lewis, who owns on Records, put blazing new to the then sick record in-

The stories of their early strug- gles are many, some riotous, some grim. And they clicked finally and set great new patterns which contributed substantially to the rebirth of the record business. Now Steve is dead, and Jack is dead, and Dave, the last of the Kapps, is leaving Decca

I have said often before, verbally and in print, that Milt Rack- mil is one of the ablest execu- tives in the record business. I still believe he is. I have also remarked on many an occasion, and in print, that Len Schneider is one of the industry's most knowledgeable veter- ans. And I retain that opinion.

I have no doubt that Decca will continue to prosper. Nor do I doubt that Dave Kapp will find a ready outlet for his proved tal- ents. But it is regrettable that Rack and Len and Dave could find no other way to resolve their dis- agreements than to sever the re- lationship. Dave's departure, in my book, marks the end of one of the most exciting stories in show business history

Five BB-ers Cover

CBS-TV Colorcast . . .

Tho we've got a box on page 1 about it, and an introduction to the Highlight Review which further explains it, I can't help *Backstaging* a bit about a little caper our guys pulled off this week to beat

one of our standard bugaboos. We go to press Saturday in order to get the paper on trains, planes and trucks to subscribers and news- stands Monday morning. This puts us in an awkward position when- ever an important event is sched- uled for Monday. Such an event certainly is Columbia Broadcasting System's first sponsored colorcast, which took place Monday (25). It was obviously impossible for us to review the show Monday and still get it in this issue. So five of us took turns covering various phases of the show's rehearsals at the CBS studio at 109th Street and Fifth Avenue. Paul Ackerman, Sam Chase, Leon Morse, Gene Plotnik and yours truly then watched takes and turned out a rehearsal preview

I've got a hunch that we won't be too far off, having given you a pretty accurate picture of what the show actually was like coming over the tube. We're catching it, along with the rest of the press, as shown on Monday, and will have the opportunity of checking ourselves out. The check-up review of the show as transmitted will be in the next issue. And I think maybe our rehearsal ap- proach may even give you a few extras in the way of interesting in- formation and sidelights that we naturally couldn't have gotten just catching the finished show on a receiver. Anyhow, we hope you like the rehearsal-preview effort.

House Measure Keeps Showbiz Tax Exemptions

WASHINGTON, June 23.—Sen- ate Finance Committee starts del- iberating next week on tax legis- lation in the wake of the House's passage late yesterday (22) of its Ways and Means Committee's bill sharply scaling down President Truman's proposed stiff hikes in amusement excises. The House version keeps intact the commit- tee's provisions for sweeping broad admissions tax exemptions to numerous showbiz activities, in- cluding ballrooms, nonprofit orks and agricultural fairs.

The bill, as approved by the House, exempts ballrooms and dance halls from paying 10 per cent cabaret tax, and from the admish tax all a- tural fairs run by nonprofit g- s, continues the 10 per cent tax on disks, phonos, TV sets and musical instruments, altho the Treas- ury Department had asked for a boost to 25 per cent. The bill also limits the admissions tax to the actual price of an admission ticket, rather than to the stated

(Continued on page 45)

London Dispatch

By LEIGH VANCE

LONDON, June 23.—Busiest day came to the Festival of Britain this week with attendance clocking over 15,000 an hour. At 9:30 a.m. lines stretched half a mile outside main entrances. By closing time figures scaled a record total of 120,578. Over on the south bank of the Thames, where the exhibi- tion stands, attendance was 87,759, a little above average.

Figures given out in Parliament for the first few weeks of the whole Festival were: May 4 and 5, first two days, attendance, 80,034; take \$38,640. Figures for the five fol- lowing weeks were:

Attendance	Est. Provisional Take
217,860	\$141,120
425,363	\$226,520
298,664	\$158,480
323,474	\$175,280
352,956	\$179,200

Sherek Drops 986 in Guinness Hamlet . . .

Henry Sherek's much criticized production of *Hamlet*, in which Alec Guinness came up with a new interpretation of the character, is coming off in a couple of weeks. This brings Sherek's losses over the past six months to around \$98,000, of which he provided \$28,000 of his own money. The rest was put up by the benevolent, bumble-footed Arts Council.

But Sherek is not dismayed. Says he: "*Hamlet* was worth doing. We opened cold and several things went wrong on the first night. Later the show picked up. But by then it was too late." He has plans for several new shows for the fall

Shill Makes News at Last—He's Dead . . .

Reuben Maurice Shill, the show- man who spent a lifetime in the business with never the warming heat of those bright lights to spur him on, made the headlines this week at last. But he didn't know it. He was dead.

For a Luton carnival he agreed

(Continued on page 45)

Cast of 1,200 For Detroit's Festival Play

DETROIT, July 23.—Goal of ca- pacity attendance—175,000 people in 11 nights, July 11-23, at the 17,000-seat University of Detroit Stadium—has been set for *City of Freedom*, keystone musical show of the year-long celebration of Detroit's 250th Birthday Festival, by the producer-writer, Rev Daniel A. Lord. With a record of 31 plays and pageants without a box-office flop, Father Lord is tackling his toughest assignment here with a personally directed promotional campaign that is hitting on all fronts.

With a cast of 1,200, *City of Freedom* is providing a showcase for the large pool of local talent, some new in stage experience, but largely professional—Jack Gan- sert, the dance director, formerly of Sadler's Wells Ballet, found over half his 450 applicants had night club experience. Lack of little theater, musical and similar or-

(Continued on page 45)

Fanny Brice Leaves \$2 Mil to Family

HOLLYWOOD, June 23.—Bulk of the late Fanny Brice's \$2,000,000 estate was bequeathed to her two children and three grandchildren. The will, dated July 29, 1949, was filed this week for probate in Su- perior Court. A codicil of April 23, 1951, left \$1,000 to Miss Brice's secretary, Mrs. Marion Altenberg, Jamaica, N. Y. Remainder of the estate is in trust with the Union Bank & Trust Company, Abe Last- fogel and Leo Spitz.

The comedienne's brother, Lew, and sister, Mrs. Carolyn Russak Saul, will receive \$40 a week each for the rest of their lives. Miss Brice's children will also get an annual payment of 2½ per cent of the trust for 20 years and \$3,000 a year thereafter.

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Washington Once-Over

By BEN ATLAS

ASHINGTON, June 23.—Sen- ate Interstate and Foreign Com- mittee is quietly plan- to shelve Sen. William Ben- (D., Conn.) bill to create a nal citizens' advisory board on -TV programing. At first n to the proposal, the commit- as turned ice-cold. Benton has trying to sell the bill as an pect to the Federal Communi- ns Commission's proposed vation of educational TV nels. But Committee Chair- Ed Johnson (D., Colo.) isn't on all-out reservation of edu- nal channels either. "You define what you mean by ation," the committee chair- says. "There's good educa- and there's bad—for instance, n was an educator who taught er Twist how to steal."

Connally Red-Faced

ESCO Oversight ere were chuckles aplenty in enate Monday (18) when Sen. Connally (D., Tex.), chair- of the Senate Foreign Rela- Committee, sheepishly rose asked the august body to con- nominations of U. S. delegates e Paris Conference of United ns Educational, Scientific Cultural Organizations. The SCO conference had opened very day with the yet uncon-

firmed delegates already partici- pating.

FCC Job-Hoppers Are Hit by Senate Measure . . .

Move is growing on Capitol Hill to enact a law discouraging gov- ernment job holders from hopping into private employment where they can use influence in their former federal agencies. Federal Communications Commission job- hoppers are singled out as goats of a bill by Sen. Ernest McFar- land (D., Ariz.), majority leader. Altho McFarland's bill is side- tracked at least temporarily, a tougher bill by Sen. Pat McCarran (D., Nev.) appears to be getting support. McCarran's bill applies to all government agencies

Census Figures Indicate Pending Showbiz Boom . . .

Census Bureau sees bigger hori- zons for amusement industry as nation's population continues to zoom. Population by year's end will surpass 155 million, an ad- vance of a million over current figure and a jump of 2½ million over a year ago. . . . Commissioner Frieda Henock of Federal Com- munications Commission, who's awaiting a balky Senate Judiciary Committee's confirmation of her federal judgeship confirmation, got

a back-handed compliment this week from Sen. Edwin C. Johnson (D., Colo.). Citing Miss Henock's oft-stated view that the airwaves "belong to neither government nor industry but to all the people," Sen. Johnson remarked drolly, "Frieda's been wrong on many things, but in that statement she's absolutely right." When FCC announced its long-expected re- newal of Station WBAL's license this week as final climax to its Blue Book challenge by newsmen Drew Pearson and Bob Allen, a commission insider quipped: "At last the book is closed"

Walter Currie Joins NPA As Weiss' Top Assistant . . .

Walter J. Currie, erstwhile of Standard Brands and Avco Manu- facturing Company, moves into strategic spot as right-hand man to Lewis Allen Weiss, civilian re- quirements boss at National Pro- duction Authority. Abiah A. Church joins the legal staff at National Association of Radio and Television Broadcasters August 1. When Federal Trade Commis- sion staged a conference this week on four trade practices for TV sets industry, Commission Chairman James M. Mead proclaimed it "the most important meeting of its kind ever held by the FTC."

Picture Business

By LEE ZHITO

HOLLYWOOD, June 23.—Until settles its own color prob- lem, movie makers are out to in on their ability to offer i-hued product in an effort re the ticket buyers. Sur- prove that color continues liver top b. o., and altho even d pictures may have lost of their pull in theaters, s only slight when compared e beating some black and e products have been getting. ently in production are 12 using color. Always quick tch the market's pulse, Tech- or's Dr. Herbert Kalmus this called for an industry-wide ersion to color film. Kalmus ed to make the Technicolor ss available to other labs via al licensing arrangement or have the Technicolor firm finance expansion of its own to make color processing ties available to all studios. ually, movie producers have l gain in converting to color is time. First of all, they ash in on a bigger box office time when the color product le to withstand TV's inroad the theater audience. Sec- , the product now being

made would be suited for future sale to TV, for by then, tele will have perfected its own color sys- tem and color film product will be at a premium

U-I to Exploit Product Via Television Medium . . .

Universal-International will seek to further utilize the TV medium as an exploitation tool for its productions, according to an order by ad chief Dave Lipton. U-I will service TV stations with *Movie Star Album*, package consisting of a five-minute bi-weekly program. Each show will be devoted to the life of a movie thesp and will consist of 20 stills and a transcription of the artist's voice. New service was started as a re- sult of the studio's success with *Hollywood Picture Flashes*, a simi- lar program package dealing with film news. Both are prepared under supervision of U-I's Bob Rains.

Production Notes And Casting Assignments . . .

King Bros. are planning a large- scale saturation cam-aign in the

14 Southern States for their *Drums in the Deep South*, which deals with the South's heroism in the Civil War. Pic was first financed by the stock issue for which a per- mit was granted King Bros. by the California Commission of Corpora- tions in 1949. . . . George E. Stone's first screen role in over two and a half years will be in *A Girl in Every Port*. . . . Arthur Kennedy joins James Stewart in *Bend of the Snake* at Universal-Internat- ional. . . . Meet Danny Wilson, now under way at U-I, was scribbled by Don McGuire who had been harboring the idea for more than five years. . . . Moss Hart will do the screenplay for *Hans Christian Anderson*, the Danny Kaye pic at Samuel Goldwyn. . . . An original yarn about Grover Cleveland Alexander has been snagged by Jack L. Warner. . . . Carson McCullers' play, *Member of the Wedding*, is getting a film treatment by Ben Maddow, for Stanley Kramer. Play won the Donaldson and New York Drama Critics Circle awards as the best Broadway legitier of 1950. . . . Renzo (The Continental) Cesana hooked a role in *California Con- quest*, at Columbia.

ANTA CASE HISTORY (I)

Years Boom Budget From \$196 to 100G

By DENNIS McDONALD
NEW YORK, June 23.—From \$196 in the coffers in 1946 to a present \$100,000-a-year operation;

It has been lambasted in the press and sharply criticized by people in the trade. Perhaps the most outspoken antagonist of the organization has been George Jean Nathan in his New York Journal-American column...

A full statement of ANTA's purpose is made in its charter: "The presentation of theatrical productions of the highest type; the stimulation of public interest in the drama as an art belonging both to the theater and to literature and thereby to be enjoyed both on the stage and in the study; the advancement of interest in the drama throughout the United States of America by furthering the production of the best plays, interpreted by the best actors at a minimum cost; the further development of the study of drama of the present and past in our universities, colleges, schools and elsewhere; the sponsoring, encouraging and developing of the art and technique of the theater thru a school within the National Academy."

A brief history and a resume of what ANTA has done will perhaps clarify for some whether or not it has fulfilled or is fulfilling these purposes.

The charter was written by J. Howard Reber, Philly lawyer, and introduced into United States Senate by Senator Wagner of New York, and into the House by Representative McLaughlin of Nebraska. The corporate body of ANTA became official on July 5, 1935. There has been much confusion in the trade as to the org's origin, such as talk that the charter was personally granted to Robert Breen, or that it was originally granted to the University Players...

since there is no government subsidy.

1935-1946

The period from 1935 to 1946 was hardly fruitful. From 1935 to 1939, the government-subsidized Federal Theater, a relief project, was in operation, and ANTA had funds to compete. Following the closing of the Federal Theater, came World War II; so it wasn't until 1946 that ANTA really started. It became apparent, then, to such corporate members as Leopold Stokowski, Katharine Dexter McCormick, Otto Kahn, Ann Morgan, John Hay Whitney, Col. C. Lawton Campbell, Mary Stewart French and A. Conger Goodyear that it would be necessary to have the theater itself in back of the org to accomplish its purposes. Vinton Freedley was elected president in that year, and ANTA started moving. Whether or not ANTA has been moving in the right direction is a point open to much discussion.

A look-back over the last five years highlights the following information: In 1946, the org started out with \$618.24 in its jeans, and by October of that year the kitty

(Continued on page 42)

LA Home Show Top Expo Lure; Nets 12% Gain

HOLLYWOOD, June 23.—Sixth annual Home Show, which shutters Sunday (24), is expected to rack up an attendance mark of 157,617 for the 11-day run. This tops last year's high figure of 130,832 and 1948 and 1949 attendance totals of 111,195, and 81,309, respectively. As of Friday afternoon (22) over 120,000 persons had been counted, with Saturday and Sunday, usually strong days, yet to go. Last year's show netted approximately \$100,000, with the current affair ahead about 12 1/2 per cent over the 1950 net.

Top attendance record for one day since the show began in 1946 was set Sunday (17), with 19,895 paid admissions. Officials expected to break that mark over the weekend. Event is sponsored by the construction industries of Southern California, Los Angeles Chamber of Commerce and co-bankrolled by The Los Angeles Times. Entertainment includes two daily shows, three on Sunday, featuring Russ Morgan's ork, Judy Canova, Jerry Builders, Home Show Queen Linda Peterson, Helen O'Neill Dancers (12), Lang Dancers, Regina Day and Paul and Paulette.

This year's prices have been upped 20 cents, from 60 to 80 cents, and \$1 to \$1.20.

Stem Tests for Film Tryouts

NEW YORK, June 23.—The latest of Hollywood pre-production deals is independent motion picture Producer Joseph Kaufman's plan to use Broadway as a try-out spot for his films by launching two musicals, The Lady or the Tiger and The Queen of Sheba. The screen treatments are already in the bag, but Kaufman wants to try his material out and, at the same time, increase the value of the properties. Broadway openings call for late in the 1951-'52 and 1952-'53 seasons.

Kaufman is here now, with Director David Miller and Writer Frank Partos, to talk over Sudden Fear, a Joan Crawford film vehicle. Arrangements are also being talked over with MGM for release of his Pandora and the Flying Dutchman.

Review Index

Table with 2 columns: Review Type and Count. Includes Record Reviews (34), Classical Reviews (26), Legit Reviews (42), Night Club Reviews (40), Radio Reviews (8-9), Television Reviews (8-9), Vaudeville Reviews (40).

Highlight Reviews

COLORCAST, SPONSORED

Preview of "Premiere" Sees CBS Gang Making the Rainbow Blush

By PAUL ACKERMAN, SAM CHASE, JOE CSIDA, LEON MORSE, GENE PLOTNIK

"Premiere," a video milestone, the first commercial colorcast, is previewed by the above-listed quintet of Billboard staffers rather than by a single staffer, simply because the show was put on the air Monday (25), 4:30-5:30 p.m., a time when this issue of The Billboard was on trains all around the country on the way to newsstands and subscribers. Each of the five Billboard staffers listed caught one phase or another of the show's rehearsals, which ran virtually day and night from Thursday (21) almost up to show time Monday. Next week's Billboard will review the show as seen on the tube Monday (25).

Comprehensive coverage of Premiere's rehearsals indicated that the show would be generally well-received, and suffer only from the same deficiencies as such "all-star" conglomerations are heir to. These plus, possibly, a few additional shortcomings inherent in attempting to execute a round-up caper of this kind, with 18 commercials yet, and in color, must still be considered in its experimental stages, programwise.

Certainly if the blood, sweat and total disregard of ulcers dispensed by Executive Producer Fred Rickey, Director Frances Buss, assembled video and audio techni-

cians, and even a substantial portion of the membership of the International Alliance of Theatrical Stage Employees (prop men), not to mention the performers means anything—Premiere should have been a very much okay show.

Faye Emerson, for example, gandered herself on the monitor during a run-thru of her bit, and noted the high-pressure status of her circulatory system of remarking: "Hah, look how red my face is." Rickey answered: "I told you to keep out of the sun." Miss Emerson, whose monochromatic allure obviously figures to be, and is highly intensified in natural color, had a little difficulty with the Metropolitan Museum of Art and Museum of Modern Art paintings which she discussed in her turn. Hung on the wall flat was Renoir's By the Seashore, which Faye persuaded Rickey to remove. In its place was substituted a wall piece which looked like a barometer.

Miss Emerson also felt that a picasso on another set was jarring, but as the rehearsal progressed she became increasingly pleased with the effect and settled for it. Miss E handled her lines, describing the paintings, with her usual charm and sophistication. Under

the blistering studio lights, the Pepsi-Cola bottle on the table in front of the couch to which Faye retired looked particularly inviting.

18 Ad Men

On the day of Miss Emerson's rehearsal, no less than 18 agency men were around the already cluttered studio. All, of course, were purely intent upon seeing that their clients' products were properly presented. Sam Levenson was to do a bit with Miss Emerson, but on Friday he was ill and didn't show. Monday, if Levenson worked, it was expected that color wouldn't at all hurt his homey, gracious humor, nor add to his visual appeal to any substantial degree.

Ed Sullivan, working with Cora and Bil Baird and their puppets, sweated thru a brief routine in which he complained of being tired. The puppets recommended that he should be a wooden man, which cued a puppet tune called You, Too, Can Be a Puppet, with Baird doing the boy voice and an unbilled young lady the girl. Innocuous and charming, it was, even in rehearsal, and the Bairds did their usual excellent job in running wooden boy Clyde and wooden girl Mirabel thru their

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LEGIT

"17" a Sentimental Journey Back To '07, But Just a Faded Nosegay

By BOB FRANCIS

Thirty-three years have rolled by since Willie Baxter first came to life on the stage of the Booth Theater. Now he is back, just around the corner at the Broadhurst, his adolescent, puppy-love antics embellished with song and dance. Despite a notable combination of show-wise talents engaged in his musical rejuvenation, it must be reported that the result is no more than moderately amusing. It has, however, more than sufficient virtues to predict it mildly popular summer fare.

Seventeen makes its bid on the basis of pure nostalgia—the revival of a dear, dead, never-to-come-back, white-flannels-and-stiff-collar era, when young love danced on the lawn and parents had no worries about hyped jalopies and juke joints. Perhaps it was easier to remember 1907 back in 1918. The world hadn't changed too much in a decade and the Jazz Age hadn't got its start. Booth

Tarkington wrote of his youngsters with insight and tenderness, and it was pleasant to smile back at them.

But the breed is harder in 1951. No teenager today would stack shingles for 6 cents a thousand or go into a mental tailspin because he owned no white tie and tails. The new generation has sterner things to concern it. So somehow, even with its considerable charm, Seventeen revives as a somewhat faded nosegay to be kept as a sentimental souvenir under a glass bell on the mantelpiece.

However, with the craft that has gone into it, Seventeen couldn't be a bad show. Sally Benson has kept close to the flavor of the original Tarkington book, and while some of the situations are cloyingly dated, there are still plenty of chuckles in the script. It boasts some pleasant melodies and the lyrics fit the mood and period. Seventeen aims to be sweet

and charming from beginning to end. There is no situation or word containing the slightest innuendo. If it gets over-sticky occasionally, at least it is song-and-dancewise unique in this day and age. In addition, Stewart Chaney's sets make it one of the loveliest productions this year, and David Ffolkes has dressed the cast with fine period imagination.

Young Fresh Cast

As must be in a yarn about adolescents, the cast is predominantly young, some of them obviously short on big-time experience. However, they have the ardent freshness which used to be evident in some of the old George Abbott musicals, and Hassard Short and Richard Whorf have whipped them into a stout combination for ensemble playing. Same applies to dance patterns set for them by Dania Krupska which

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TELEVISION

A. 'n' A., Kingfish, et al., Tickle New Generation With Antic Hay

By LEON MORSE

Marked by flawless casting, high-powered, rib-tickling comedy writing and production which pushes the best the films have to offer, Amos 'n' Andy seems destined to equal its radio career on television. The loving hands of creators Freeman Gosden and Charlie Correll are manifest in the way the program springs lustily to life bringing to splendid fruition their years of patient nursing. The program, a triumph for its producers, should do equally well for Blatz Beer, the sponsor.

Taking a dog-eared situation, The Mislplaced Letter, the initial stanza relied as much on character as on situation, and was paced to perfection. It also was replete with one laugh after another. Kingfish, general executive and factotum of the Mystic Lodge of the Sea, found himself the object of the frenzied affection of a matrimonially inclined suitor. Involved was a chase down an

alley, with Kingfish and Andy finally winding up underneath garbage can lids, the bachelor girl's umbrella-whipping of a lawyer employed by Kingfish, and her renting a room at Kingfish's home and continually missing him by seconds as they both raided the icebox. Continually stalking Kingfish thruout was his jealous wife, Sapphire, who provided 'he last scene as she made the dictaphone blow out while she slammed her misunderstood spouse.

Tim Moore, with his comic horse face and equally comic ponderous delivery, made Kingfish a vivid and memorable visual character. Spencer Williams as his derby-hatted partner in crime, Andy, matched him laugh for laugh. New York actor Alvin Childress was a patient and forbearing Amos. Indicative of the casting magic was the fact that every one of the parts, from the most to the least important, was played equally

well by actors and actresses who seem to have entered the skins of their roles.

While undoubtedly some Negroes may be offended by the fact some of these characters seem shiftless, there is nothing in the situation comedy to offend any but the most extremely sensitive. The majority of televisioners, however, should laugh with Amos 'n' Andy, not only at them.

Blatz commercials were not included in press preview showing.

TELEVISION — Reviewed at press showing Thursday (21). Presented Thursdays, 8:30-9 p.m. over CBS-TV. Presented by Blatz Beer via Weintraub. Producers, Freeman Gosden and Charlie Correll. Scripters, Joe Connolly and Bob Moss. Cast: Tim Moore, Spencer Williams, Jester Hairston, Alvin Childress, Roy Glenn, Vincent Townsend, Corny Anderson and others.

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The Amusement Industry's Leading Newsweekly
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Subscription rates payable in advance. One year, \$10 in U. S. A. and Canada. All foreign countries, \$20. Subscribers when requesting change of address should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1951 by The Billboard Publishing Company. The Billboard also publishes Vend the monthly magazine of automatic merchandising: one year, \$3. Vol. 63 No. 26

SELF-REGULATION MOVE OPENED BY TV INDUSTRY

Fellows To Name Code Committee; Morality, Morale, Kids Stressed

• Continued from page 1

aid in civic improvements, promotion of educational and cultural opportunities, integrity of news, fairness of presentation of controversial issues, zeal in promoting community labor relations and interracial understanding, wholesome entertainment inoffensive to family audiences, reliability and good taste in commercials.

Asked by D. C. legalist Leonard Marks whether his suggested tenets were based on the FCC's controversial radio Blue Book, Coy declared: "I have carefully avoided using that term—'Blue Book'—because it has been so little understood and so bitter a subject of

debate." Coy went on to declare, tho, that his suggestions embrace some of the principles espoused by the Blue Book without incorporating Blue Book methods. At this juncture, he made it clear that the FCC had no wish to establish a Blue Book for TV, altho both Coy and Johnson in the course of their remarks reminded the group that steps toward fostering good standards might be taken by the government should the industry fail or decline to regulate itself.

Senator Johnson concurred with Coy that the FCC "has leaned over backward to avoid censorship" in recognition of the tradition of free enterprise. The senator voiced belief that the industry does not need censorship "and has no cause to fear" its imposition.

Coy, answering questions from the floor for nearly an hour after finishing a prepared talk, advised the group that TV should not have the same "code" as the motion picture industry because, he said, "there is a major difference inasmuch as television comes into your home." In answer to a question as to whether educational programming must be presented by or for educational institutions, he replied that the FCC's definition of such programming requires such origins. He warned that the TV industry would be wise to avoid broadening this definition because "when you broaden the definition you also broaden the problem."

Both Coy and Johnson stressed that the government plans to take

a "tolerant" attitude toward the young and growing TV industry, but they advised the broadcasters to lose no time in coping with the problem of programming. Robert D. Swezey, veepee of WDSU-TV, New Orleans, a member of the TV board of NARTB, opened the session by declaring: "It's up to us to take a cold, objective look at television programming. Are we right? Are we wrong? If we're wrong, let's correct it ourselves."

The code committee, to be named shortly by NARTB Prexy Fellows, is expected to give serious study to a draft of a National Broadcasting Company TV code which was read to the gathering by Charles Denny, NBC executive veepee. The NBC code covered children's programs, crime and mystery dramas, news, controversial public issues, religion, charitable campaigns and contests (see separate story).

The code committee which Fellows will appoint was urged in a resolution adopted late yesterday to concern itself particularly with the effect of TV programming on the welfare of the family "with particular reference to children." The committee is authorized by the resolution to consult with government and industry groups, civic groups and public groups. The committee was also instructed to develop research and studies not only of the "day-to-day program problems of television, but with the broader aspects of its effectiveness as a mass medium; its impact upon public morals and morale; its effect upon the welfare of the family and the individual members thereof, with particular reference to children; its contribution to the cultural progress of the nation, and its influence for good upon the behavior patterns of American society and the society of nations."

TV Color Fight Recalling Disk Speeds Battle

WASHINGTON, June 23.—The Federal Trade Commission and Federal Communications Commission registered growing interest this week in the latest phase of the battle of color TV which threatens to surpass in heat and confusion the disk speeds war between Radio Corporation of America and Columbia. As the Columbia Broadcasting System and RCA readied to unleash rival color demonstrations to the public, the issue of public confusion came squarely before the FTC in the presence of FCC representatives at FTC's preliminary conference here Thursday (21) on fair trade practices for the TV sets manufacturing, distributing and retail industry. The conference was the initial step preparatory to FTC's drafting of a final code of fair trade practices for the industry early next year.

Issue Flares Up

The color issue flared at the preliminary conference when Prexy Glen McDaniel, of the Radio-Television Manufacturers' Association, proposed that the FTC's code for the industry, in embracing tenets for ethical advertising, should include a rule specifying that ads for CBS color adapters should clearly inform the public that there will be a material loss of picture (Continued on page 18)

Spike Jones To Do 5 NBC-TV Shows; 40G Per

HOLLYWOOD, June 23.—Spike Jones, who last year vowed he would restrict his zany TV talents only to video films and proceeded to produce two pilot films on his own, was lured this week by National Broadcasting Company lucre to do five shows next season. Jones will receive \$40,000 per hour-long seg. The \$40,000 price is the same as Jones got for his single Colgate show last season.

Under terms of the NBC paper, Jones will do his first show out of New York, September 16, and is free to do the remaining from New York, Chicago or Hollywood, provided transcontinental facilities have been completed. This will allow Jones to fulfill p. a. bookings on the road and still do his TV shots.

To date, Jones' 30-minute films, produced at his expense at Fairbanks Studios (estimated \$60,000), remain on the shelf. According to Ralph Wonders, Jones' manager, films may be linked into a theatrical feature. This, however, is considered unlikely in view of the fact that the Screen Actor's Guild and other theatrical film unions are bearing down on this practice.

"Big Show" Shifts; RCA Buys Harris

HOLLYWOOD, June 23.—Radio Corporation of America will pick up the tab on the AM version of the Alice Faye-Phil Harris show next season, it was learned this week. Under next season's sked, Harris will have sufficient time to bicycle from the Jack Benny show on Columbia Broadcasting System to his own seg on National Broadcasting Company. With NBC dropping Hedda Hopper, *The Big Show's* hour-and-half seg along with Harris-Faye and *Theater Guild on the Air* programs will be moved up a half hour.

Harris-Faye, which for years immediately followed *Benny*, will now have a 30-minute respite. NBC will surround *Benny* with two half hours of *The Big Show*, putting the middle half-hour directly against the comic instead of the last half hour, as previously.

Educators Can't Foot TV Bill; Waste of Channels --- Johnson

WASHINGTON, June 23.—In a strong caution against all-out reservation of educational TV channels, Chairman Edwin C. Johnson, of the Senate Interstate and Foreign Commerce Committee, yesterday (22) advised the Federal Communications Commission that TV "is far too valuable as a national resource and much too intricate and delicate a process to be allowed to waste away thru idleness, lack of funds and inexperience."

Then senator's view, the strongest yet voiced by him on the issue, was included in a lengthy communication which is expected to pack great weight at the FCC, which already has begun to show signs of some abatement in its original enthusiasm for substantial reservation of educational TV channels (*The Billboard*, June 23). Johnson's statement reached the FCC as the influential senator was voicing a similar attitude on still

another front—in an address to yesterday's (22) conference of TV broadcasters sponsored by the National Association of Radio and Television Broadcasters (see separate story). Johnson told the conference that he read with "high interest" the recent news of Ford Foundation's readiness to foster educational programming on commercial TV stations should commercial TV demonstrate willingness to afford time and give proper co-operation. Johnson encouraged the TV-ers to grab the opportunity.

Not Widespread

In his statement to the FCC, Johnson emphasized that he was "not opposed to the use of television frequencies for educational purposes per se," but he advised strongly against widespread reservation of such channels. He warned that TV broadcasting is a costly operation and he declared

TV FREEZE, CODE, EDUCATION RAZZLE-DAZZLE WASHINGTON

WASHINGTON, June 23.—Developments of major importance to the TV broadcast industry took place fast and furiously on the Washington scene this week, clarifying further the shape of things to come. Among outstanding developments were the following:

1. Fate of the TV freeze depends on the Federal Communications Commission's industry conference Thursday (28). That conference will determine whether the FCC will shortcut the city-by-city TV allocations proceedings sked to start July 9 or whether the freeze-lift will have to wait until 1952 with certainty of a court challenge of the allocations plan after that.

2. The TV broadcast industry is on a code-drafting expedition for "self-regulation" of programming. Industry members who conferred here this week got hearty blessings in their task from Chairman Wayne Coy, of Federal Communications Commission, and Chairman Edwin C. Johnson, of the Senate Interstate and Foreign Commerce Committee, who gave renewed indication of the start of an era of harmonious government relations.

3. The drive by educators for all-out reservation of channels faced a new chill wind, this time from the direction of Senator Johnson, who encouraged the Commission to consider commercial telecasts of educational programs.

All of these developments are dealt with in detailed stories in this issue.

New NBC Code Sets Ethics for TV, AM

Murder Mellers Banned Before 9 P.M.; Backdrop Plugs Okay for Video Shows

NEW YORK, June 23.—The new code for AM-TV program standards revealed this week by the National Broadcasting Company eliminates certain limitations previously invoked and, at the same time, establishes new prohibitions in the video field. By and large the new ABC code is regarded as the most all-embracing set of regulations in effect in the industry.

New phases of the code include those banning any indecent exposure via TV costumes; banning lewd or indecent movements in dances in video; forbids presentation of "dope addiction in any favorable light, and extends all code provisions to studio warm-ups.

Insofar as advertisers' commercials are concerned, NBC is continuing all regulations previously

in effect, but at the same time has added some new elements. These exclude from the list of acceptable products "intimately personal products which are not acceptable conversational topics in mixed social groups." Also, laxatives and deodorants are not accepted unless the copy and program are handled in good taste.

The new NBC code goes into much greater detail than its three-year-old predecessor on time commercials for video programs, but the network does not go so far as to set up separate time allowances for AM and TV. Instead, the long-established commercial limits for AM are continued, as they were in the old code for TV, while certain regulations are set up to clarify what is to be considered commercial time.

Excluded from the commercial time category, essentially, are billboards opening and closing shows, as are stationary backdrops or props in TV showing the sponsor's name, trademark, slogan or the (Continued on page 9)

Tele Freeze May Thaw At FCC-Industry Meet

WASHINGTON, June 23.—In the wake of action by Federal Communications Commission this week ruling out any possibility for a partial lifting of the TV freeze "at this time," next Thursday's (28) confab by FCC with industry spokesmen on the question of legality of the agency's proposed TV allocations plan offers the last chance for finding a short cut to the current allocations proceedings. Unless that short cut is found, the freeze is sure to continue until well into 1952.

The upcoming Thursday confab, which could become an important turning point, will center on the question whether the FCC's

proposed city-by-city allotment of TV channels is legal, and whether the FCC has a legal right to reserve educational TV channels.

The Federal Communications Bar Association will try to make a strong case against the city-by-city scheme which the Association insists is unlawful and would be hailed into court if the Commission goes thru with it as a final allocations plan. The bar association, which will be represented by Leonard Marks, will argue that the allocations should be based on the order in which applications are filed, rather than in rigidly allotting channels to communities (Continued on page 10)

Pontiac Mulls 20G 'R. Digest' Video Series

NEW YORK, June 23.—Pontiac this week was mulling a buy of the top-budgeted *Reader's Digest* package from Masterson-Reddy-Nelson. The \$20,000 weekly program would feature dramatizations of *Reader's Digest* articles, most of which would be factual, but a few fiction pieces taken from the book condensation feature of the magazine.

It is known that Pontiac likes the program, but at this time is not decided whether uncertain conditions would make such a purchase risky. Pontiac has several times been close to going network TV. McManus, John & Adams is the agency.

IT WOULD TAKE GOLD DUST NOW

NEW YORK, June 23.—Assumption of publicity chores at Mutual Broadcasting System recently by Dick Dorrance recalls that years ago, when Dorrance was flacking for WOR, New York (and MBS's outlet here), he started the famous story about the guy who had carborundum filings in his teeth and could pick up broadcasts thru 'em. In the Dorrance version, he only heard 'em at night—when his bed spring acted as an antenna. Altho Dorrance started the thing strictly as a gag—on a hungry, no news day—the story gained wide circulation. It still crops up now and then and has become part of radio's apocrypha.

(Continued on page 10)

NARTB Hears Raps, Plugs On TV Shows

WASHINGTON, June 23.—Conference of TV broadcasters here Friday 22) broke into enthusiastic applause when Sen. Edwin C. Johnson (D., Colo.), chairman of the Senate Inter-State and Foreign Commerce Committee, told the group: "I see little wrong with American television—I like television. I'm a fan from way back; I'm a radio and television fan, and I'm not ashamed to admit it." When the applause subsided, Johnson added smilingly, "I get a lot out of it—and I like the advertising, too."

Chairman Wayne Coy, of the Federal Communications Commission, got a big hand also for some kudos he tossed to the TV industry. Coy coupled his kudos, however, with a report on complaints he said are coming to FCC from people displeased with TV programs.

"People complain of excessive commercialism, of pitchmen who palm off shoddy merchandise, of 'bait' advertising, of the failure of advertisers and ever some stations to answer complaints, of poor taste, of excessive nudity, of crime and horror programs, of lotteries and give-away schemes," he said.

Coy gave the conference an analysis of nearly 1,000 complaints received by FCC over a 75-day period. Of this number, 255 dealt with advertising of alcoholic beverages; 221 dealt with indecency, obscenity or profanity; 128 with false or misleading advertising; 107 with lotteries and give-away schemes; 73 with crime and horror programs; 47 with excessive advertising; 36 requested more educational programs and more classical music; 32 dealt with news commentators; 22 with fortune telling; 21 with attacks on religious faiths; 19 with refusal to grant broadcast time for expression of views, and six were complaints against other types of programs.

Earlier, Dr. Kenneth Baker, head of NARTB research, reported results of a log analysis showing that 20 per cent of the time on commercial TV stations is devoted to "purely sustaining programs," with 6.2 per cent of this time devoted to educational, religious and forum types of programs.

Air Checks

Brief but important radio news

WNAO, Up to 10Kw., On 24-Hour Sked . . .

At the same time it doubled its power from 5,000 to 10,000 watts, WNAO, Raleigh, N. C., has increased its air time to a full 24-hour schedule. Station has been on the air just over three years, and now is the third most powerful outlet in North and South Carolina. It's believed to be the only station in the two States operating around the clock.

Kasper-Gordon Marks 21 Years With 4 Shows . . .

As part of its 21st anniversary celebration, Kasper-Gordon, Inc., radio transcription firm, is making a special package offer to small market stations, including release of four new waxed series. The new shows are "Today's Song—Today's Thought," a series of 260 five-minute stanzas including a hymn, inspirational poem and prayer; "The Fur Fashion Parade," series of 39 quarter-hour shows aimed at fur retailers; "Radio on Call," series of eight 15-minute shows selling radio itself to the community, and "The Adventures of Sunny Bear," group of 78 quarter-hour stanzas for moppets.

Special Program Marks Full-Time Shift of WMMB . . .

A special program of speeches by local officials and audience interviews in Riverfront Park, Melbourne, Fla., highlighted the June 24 shift of Station WMMB to full-time operation. WMMB, which has been operating on 250 watts at a frequency of 1050 kc., 7 a.m. to 7 p.m., has been given a Federal Communications Commission okay to air from 6 a.m. to 11:15 p.m. weekdays and 8 a.m. to 11:15 p.m. on 1240 kc. on Sundays. The

(Continued on page 46)

WKRT'S CP STINT TOPS BIG TOWN

CORTLAND, N. Y., June 23.—A 24-hour marathon on behalf of the United Cerebral Palsy Campaign by indie radio outlet WKRT netted \$7,000 for the drive. On the basis of per capita reached, this is regarded as a higher figure than that attained by Milton Berle on his recent web TV marathon stint, since the station's listening area has but 18,000 people. Bill Griffiths and Howard Cogan stuck out the full-time at the station's microphones and telephones. WKRT's top flack, Ernie Simon, ballyed the operation as a "snowball in June," while station Owner-President Leighton Hope said that it exemplified small town radio's answer to big town TV.

NCAA Will Not Act Against Penn Opponents

NEW YORK, June 23.—National Collegiate Athletic Association will take no action of any kind against any member school which plays a scheduled football game with a school defying NCAA's ban on unrestricted television. This was stated definitely by a top NCAA official this week in the course of private conversation with interested parties.

It is believed that NCAA would make itself liable to suits as acting in restraint of trade if it attempted to take action against members which fulfilled contractual obligations, whatever offense the opposing school may have committed. This also is believed to be the reason the Penn crew was permitted to row last week in the boat races at Marietta, O.

NBC Executives Ponder Anti-Red Employee Policies

NEW YORK, June 23. — Top execs of the National Broadcasting Company met this week in a move to establish a clearance procedure for acting-writing-producing personnel. The network has in mind the strong likelihood of congressional un-American investigations of radio and video along the same lines as those given the picture industry.

Since 1944, NBC has maintained an extensive screening procedure of its own involving the use of private investigative agencies as well as a non-Communist affidavit on employment records. This week's meeting reviewed both the NBC policy and that set up recently by the radio actors union whereby performers accused of un-American activities are to be given private hearings.

Another meeting is to be held shortly.

Short Scannings

Brief but important video news

Dunham Joins Commodore Productions as TV Head . . .

Harrison Dunham, former KTTV, Hollywood, general manager, last week joined Commodore Productions as its tele head. Transcription firm ("Hopalong Cassidy," "Clyde Beatty") intends to invade the TV film production field with Dunham at its helm. Dunham's hop to Commodore indicates temporary dropping of his TV film syndicate plans.

Red Goose Shoe "Kids" For DuMont in Fall . . .

A kid show titled "Kids and Company" will be aired over the DuMont video network next fall by Red Goose Shoes of the Friedman-Shelby division of International Shoe Company. The show goes into the 11 a.m. Saturday slot starting September 1. Markets include New York, Philadelphia, Washington, Pittsburgh, Cincinnati, Dayton, Columbus, Toledo and Detroit. Wyatt & Schuebel will produce for the St.

(Continued on page 46)

CALLING ALL PROGRAM CHIEFS

Korea G.I.'s Want "Voices," U.S. Radio Can Supply 'Em

NEW YORK, June 23.—An appeal for co-operation with American soldiers in Korea from U. S. radio stations was received this week by *The Billboard*. The G.I.'s want to launch a program called *Voices From Home*, and the Armed Forces Radio Station in Japan has appealed to *The Billboard* to appeal in turn to American broadcasters to get the show going.

Sgt. 1st Class Leland Ray Briehm, chief announcer at AFRS, Kyushu, wrote that as a psychological boost—the actual recorded voices of members of soldiers' families—can't be topped. He noted that a current AFRS show, *Hometown Mailbag*, featuring letters, wires and telegrams from home, caught on immediately and now brings the radio system 1,000 letters weekly from those back home.

Sgt. Briehm also declared that, as soon as a transcription is received from a U. S. station, each soldier involved in a message on the disk will be advised when his particular message will be broad-

cast. All AFRS, Kyushu, needs is the transcriptions.

Security regulations provide the following procedure: Transcriptions must be 3 1/2 r.p.m. acetates. Blank space must be left between each message. Messages should not exceed 3 minutes; shorter messages are preferable.

It is vital that on recorded message identify any unit location, address or troop movements. Naval vessels may be identified but not located. The nature of the outfit—

i.e., artillery, infantry, etc., may be disclosed, as for example, "For Pfc. John Doe, somewhere in Korea with a quartermaster company."

Just before the actual recorded message begins, the person making the recording should give the complete mailing address of the person for whom it is intended. This should include rank, name, serial number, unit, etc., for example: "For Sgt. Joseph Doakes (and use middle initial if he has one), RA 12345678, 500th Trans. Truck Co., APO 503, Postmaster, San Francisco." This address, of course, will not be broadcast. It is also helpful if stations include a list of all such addresses when mailing the transcription.

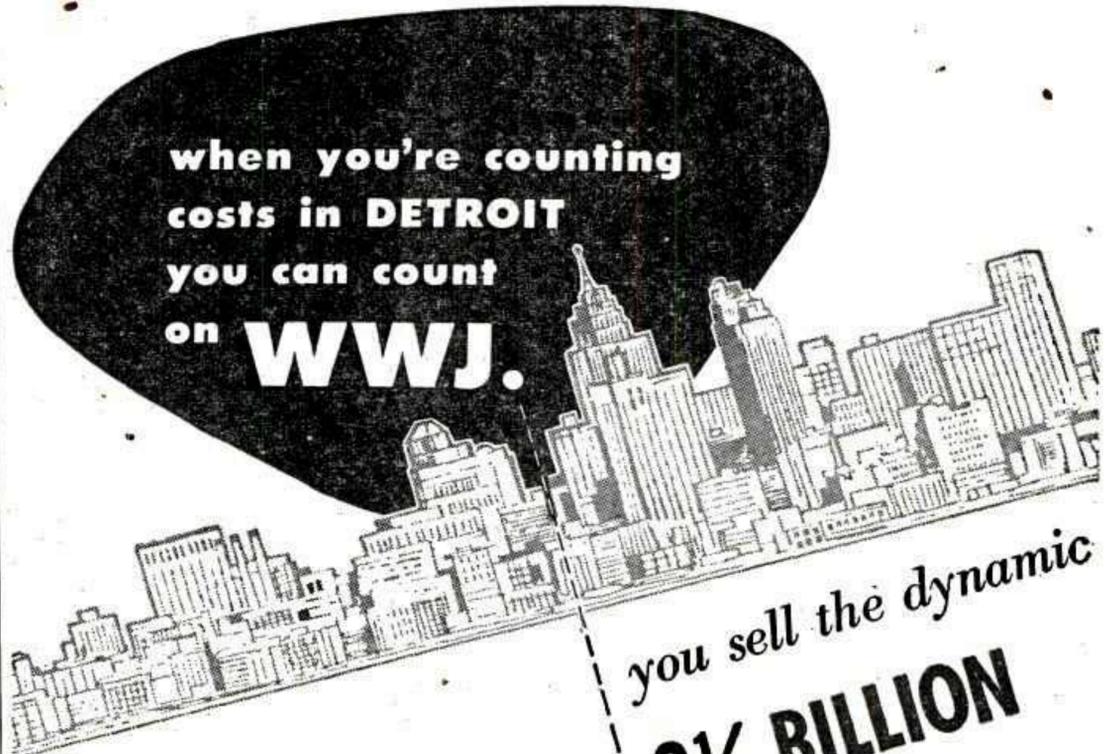
When both sides of the platter are filled, it should be mailed or shipped to: *Voice From Home*, Armed Forces Radio Services, Kyushu, APO 3, Postmaster, San Francisco, Calif.

Program directors, waddya waitin' for?

Official Films Hypes Activity

HOLLYWOOD, June 23.—Fact that Official Films will soon fire the starting gun for hyped production activity at its recently ac-

(Continued on page 46)



when you're counting costs in DETROIT you can count on WWJ.

you sell the dynamic 3 1/2 BILLION DOLLAR Detroit Market for

WWJ's average cost-per-thousand

listeners in the Detroit market

serving 828,720 families is 14.5%

lower than the average cost-per-thousand

for radio time in Detroit (based on

March-April 1951 Pulse ratings).

14.5% less

when you buy

FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

This One



GHPY-L38-C471



AM — 850 KILOCYCLES — 5000 WATTS
FM — CHANNEL 246 — 97.1 MEGACYCLES

Football Telecast Peace Proposal Given to NCAA

Continued from page 1

ilar compromise proposal by the National Broadcasting Company also is expected to be made. Should such a compromise be adopted by NCAA, it would supply that group with a face-saving device in view of further possible defections from its own plan.

Altho officials of the Ayer agency refused to comment on the reported plan, it is known that it calls for selecting four to eight markets which would be studied microscopically this fall for all sorts of side-effects of gridcasting. These markets would be of four types: (1) A major city with a major college and a comparatively long history of television; (2) a small town with a small college, but a similar TV saturation history; (3) a medium city with average-sized college, but with TV saturation reflecting the current regional average, and (4) one city specially designated to permit study of video's effect on secondary schools.

Importance of the degree of TV saturation in the cities selected for study is that it permits definite data to be gathered showing any variation on TV's effect during the "novelty" period of set-ownership, when heavy usage of sets begins and after a community becomes saturated and no novelty factor exists. Should eight markets be utilized in this plan, these communities could be hand picked with these points in mind.

It is quite likely that some limitations on broadcasts would be necessary in some or all of the four to eight selected markets as a means of getting full and conclusive answers to various of the many current questions. But the plan would not necessitate restricting full-scale telecasting in all markets, and those not under study could carry as few or as many TV airings as facilities and availabilities permit.

Puzzlers

Some of the puzzlers which could get answers from a thoro probe include: What is the logical policy for college football, live TV locally only (as in baseball), limited live web TV (as in NCAA's proposal), a combination of local and web TV (as in radio grid coverage), or variations of these on a regional basis? Within a community, it could settle whether schools in a single TV area should decide jointly whether or how much TV airing there should be while their games are played.

Other moot points which might be resolved include:

Different effect TV has on large colleges with heavy public support, small colleges with restricted attendance, high schools and secondary schools and colleges up to 75 miles outside of cities compared with those in town.

Whether TV can be done best of major, typical sell-out games, traditional (but not necessarily sell-out) games, average games, away from home tilts or all games.

Effects

Effect of television on attendance at games of students, alumni, general public and those who must travel to attend. Effect on pre-season sales, advance-game sales, gate sales. Effect on the demand for various seat locations, differently priced tickets, and on average price paid. Effect on attendance of games in good weather and in bad weather.

Most effective promotion to be done along with live TV to hype the gate. Likely effect of TV on college activities including student

relations, alumni relations and public relations.

Comparison of public response to all possible forms of TV coverage, including local live, regional live, other-sections live, last half only, later game from other time zone, delayed, theater TV, Phonevision, etc.

Variation in effect on attendance with larger home TV screens, or with coming of color video, if ready.

Pay Formula

Determination of an equitable formula of payment for rights. How sponsors and AM-TV broadcasters can hype interest of the public to attend games. Possible use of TV to promote attendance at all types of schools.

Other special studies could include the singling out of one school to determine the effect on ticket sale promotion of televising a major home game, an average home game and an out-of-town game. Also, effect of big-city broadcasts on schools located some distance out of town, and effect of TV on night games and high school games.

The Ayer presentation also is said to suggest as a formula for payment of TV rights, money totaling twice the hourly station

rates of outlets carrying each contest.

The one-hour rate for one station in each of the 47 markets as far west as Omaha is about \$30,000. Figuring an eight-game schedule, the total sum at twice the hourly rate would be about \$480,000. If all 107 stations now on the air were used for eight games, the right fee on this basis would be about \$1,000,000.

Research studies outlined in the Ayer proposal are reported to be described as simple and inexpensive to do. Colleges in the test regions would co-operate, using their own attendance figures, breakdown by type and price of ticket, pre-season sales, advance-game sale and gate sale. Also surveys taken in the stands at games either before the games or between halves. Audience studies from the AM-TV industry and questionnaires also would be utilized. Weather studies also could be made simply. To finance these projects, grants could be made to the schools chosen to co-operate with the studies. With the schools themselves handling the projects, there would be none of the criticism leveled at outside groups, and no suspicion of private axes to grind.

Leblanc Asks Recess On Hadacol's Blurbs

HOLLYWOOD, June 23.—Request from Leblanc Corporation's radio director, George Dupuis, to all stations carrying Hadacol billing that commercials be canceled, this week stirred speculation that

the Hadacol firm will either change hands or abandon present advertising methods. Letter asked that Hadacol blurbs be stopped as of Sunday (24) for 30 days.

In his letter, Dupuis stated: "You may have heard rumors that several offers have been made to buy the Leblanc Corporation. There's nothing definite on this. Should such a sale be consummated, the corporation will continue under virtually the same management and the same promotional and merchandising methods employed in the past will continue."

Feeling here is that a sale is about to be completed, hence the money-saving move. Dupuis' explanation of the stop order is that Hadacol's present copy is not getting desired results. A period of 30 days will be needed to change copy and get it to stations. Hadacol is a large spot buyer.

RIGHT DOPE

WIP Records FBI Raid on Narcotic Ring

PHILADELPHIA, June 23.—Tape recordings revealing virtually every facet of Philadelphia's narcotics trade will be broadcast over WIP here Friday (29) in what is believed to be the first broadcast of its kind ever aired anywhere. The hour-long show will use tapes made by WIP staffers accompanying federal agents in a round-up of dope peddlers and snowbirds.

Verner Paulsen, WIP producer, and John Facenda, newscaster, were assigned to agents of the Federal Narcotics Bureau under Joseph Bransky, district supervisor. After extensive briefing, the round-up began one morning at 5 o'clock, with the machines recording developments for the next eight hours.

Included in the coverage are sequences of peddlers pushing the hops, the crashing of doors as the agents raided hashesh heavens and the protests of peddlers proclaiming innocence. There are also interviews of addicts taking the cure or those completing the process as well as with various government and civic authorities on steps necessary to curb narcotic sales.

Ivy League Slow To Drop Penn Games

NEW YORK, June 23.—Despite the threats of ivy league colleges to cancel next fall's games with Penn yesterday (22), no notice of cancellation had been received by Penn as of the close of business. The ivy league schools, which are supporting the National Collegiate Athletic Association ban on unrestricted television, also are known to be antagonistic to Penn because the latter has rounded up powerhouse elevens.

The only cancellations to date, however, have been in the pages of the daily gazettes.

ACTOR PLAYS FATHER'S LIFE

DETROIT, June 23.—Edwin Matus, actor on WWJ, found himself rehearsing for a familiar role for the Thursday (21) *Mark Adams Show*. The character was a Hollywood leading man of silent days, who turned out to be Kal Matus, his own father, now special events chief for Jam Handy Organization, commercial and video film producers here.

Fort Industry Stations May Drop 'Suspense'

DETROIT, June 23.—The possibility that the three Fort Industry (George Storer) video stations would cancel Autolite's mystery *Suspense*, existed here this week, following protests by the Fort management to the Columbia Broadcasting System. The three outlets are WJBK-TV here, WWPD-TV, Toledo, and WAGA-TV, Atlanta.

According to the report, Fort Industry protested about the show once before, on the grounds that its horror content was too potent. The stations are said to be taking the position that the show is not serving public interest. It's believed, tho, that action may be delayed pending the start Tuesday (26) of a new documentary approach on *Suspense*, in which the program will go into a semi topical format at regular intervals.

Since all three stations have more than one web affiliation, cancellation could mean loss of the scarce time by CBS-TV.

General Mills Buys Color Half-Hour

NEW YORK, June 23.—The Columbia Broadcasting System this week sold its first half-hour color television program to a sponsor when General Mills picked up the tab on the first regularly scheduled show—*The World Is Yours*. General Mills will bankroll the initial show in the series Tuesday (26), 4:30-5 p.m.

WCBS-TV, meanwhile, sold color station breaks to Mutual Life, Phoenix Aristomat, O'cedar Corporation, Bulova and Wembley, Inc. They are all 13-week deals.

TV Drives AM Sponsor To Seek Midnight Slot

NEW YORK, June 23.—As indication of the extent to which radio advertisers may go to avoid strong video competition is given in reports circulating this week that a beer sponsor wants to bankroll a Duke Ellington program from midnight to 12:30 a.m. The identity

of the would-be midnight brewer-advertiser is not known.

However, it is authoritatively reported that the National Broadcasting Company got the inquiry from the account this week, with the network in turn asking its affiliates if the time is available. The period involved, of course, is station, not network, time.

Not in years has any radio advertiser bought network time at so late an hour. Most notable example of this kind was the three-hour dance band show sponsored by National Biscuit Company many years ago, but this show started earlier in the evening. On TV, brewers and Anchor Hocking currently sponsor *Broadway Open House* from 11 p.m. until midnight on NBC.

The Ellington show, if sold, will be transcribed.

TVA Votes in Dues Measure

NEW YORK, June 23.—Television Authority this week took a step toward putting itself on a sound financial basis when the membership at a meeting here Thursday voted a six-month temporary dues structure. The television artists' group, however, did not decide for a final dues set-up, deciding to go into the matter in more detail at its first convention which will probably be held in New York around the end of the year.

Beginning August 1, TVA members will pay dues on a quarterly basis for yearly earnings: \$9 for earnings up to \$2,500; \$12 up to \$5,000; \$15 up to \$10,000; \$20 up to \$20,000; \$25 up to \$50,000 and \$40 over \$50,000. The initiation fee was also raised from \$25 to \$100. Television talent must pay quarterly dues even if they only work one assignment.

The convention will also try to draft a constitution.

ABC Splits Web AM-TV Set-Up Right Down Line

NEW YORK, June 23.—Four new divisions will be set up within the American Broadcasting Company, effective July 2, separating the AM web, the TV web, the AM-owned stations and the TV-owned stations. This is in line with moves made within the web over recent months, splitting radio and TV functions down the line.

Vice-presidents in charge of the four divisions will be: Ernest Lee Jahncke Jr. for the ABC radio network; Alexander Stronach Jr. for the ABC television network; James Connolly for the ABC-owned radio stations and radio spot sales, and Slocum Chapin for ABC-owned television stations and television spot sales.

The division is carried down to regional levels by the appointment, in Chicago, of James L. Stirton as director of the ABC-TV web of the Central division, and Edward G. Smith as his radio counterpart. On the Coast, Ernest Felix recently was made acting manager of the ABC Western division, with Donn B. Tatum as director of television and Francis Conrad as director of radio.

The co-op sales department is to split with Ludwig Simmel the manager of the AM side and George Smith the manager of TV sales.

Five administrative departments of the web will continue as integrated AM-TV service groups. These include the special service department headed by Veepee-Treasurer C. Nicholas Priaulx; the public relations and research, advertising and promotion departments under Veepee Bob Saudek; the legal department under Veepee-General Attorney Joseph A. McDonald; the news and special events department under Veepee-Tom Velotta, and the general engineering department under Veepee Frank Marx.

A similar division is in the works, also, at the Columbia network.

Frigidaire TV In NBC Works

NEW YORK, June 23.—Frigidaire this week was cooking a deal with the National Broadcasting Company to buy a half hour of television time for a new top-budgeted variety stanza. The program would use top-comedy names in an effort to get a rating comparable to last year's *Comedy Hour*.

Frigidaire was frozen out of the *Comedy Hour* for next fall when Colgate bought the entire 44 weeks of the stanza. Frigidaire had sponsored one show a month, alternating with Colgate. Foote, Cone & Belding is the agency.

Set Martin, Raye As Winchell Subs

NEW YORK, June 23.—Tony Martin and Martha Raye this week were set as the first two summer substitutes for Walter Winchell when the latter takes a vacation this summer from his American Broadcasting Company radio show for Warner-Hudnut. A number of big name showbiz characters are to be pacted for the other vacant slots.

Winchell's subs will handle the commentator's gabbing chores, most of which will be angled especially to pitch for the Damon Runyon Cancer Fund.

Hal Roach Studio on Talent Drive for Tele Productions

HOLLYWOOD, June 23.—Hal Roach Sr. this week told *The Billboard* his studio will soon launch a drive for name talent in an effort to build an artist stable for TV film production patterned after the system developed by theatrical motion picture studios. Roach said plans call for the creation of a talent pool from which the studio could draw for forthcoming productions.

Negotiations are currently under way with talent agents for the acquisition of talent, he said. Roach said he's interested only in established personalities. Pacts would

permit artists to continue regular theatrical screen work, but will assure Roach personalities will be available for his TV film productions.

In the planning stage at present are two one-hour program series, each to be broken up into 15-minute segments. Dramatic hour will be broken up into four different episodes. Similarly, a one-hour kiddie show will be composed of four different quarter-hour episodes, with each of the episodes filmed so as to complete the story in a 13-week cycle.

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Fan mail glossy photos and post cards. Low prices. Satisfied customers coast to coast. Our 15th year of honorable courteous service. Reproductions as good or better than your original. Send today for price list FREE samples, etc.
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RADIO PROGRAM POPULARITY BY TYPES---1946 VS. 1951

NEW YORK, June 23.—Following is a breakdown showing radio program popularity by types, comparing average ratings by program types in 1946 against those of 1951. Figures are average ratings for evening sponsored once-weekly radio shows of 25 minutes or longer. The 1946 figures are for the January-February period, analyzed via the coast-to-coast method of the A. C. Nielsen Company, which then covered 63 per cent of U. S. radio homes. The 1951 figures are for the week of February 4-10, with the Nielsen surveys now effective for all U. S. homes.

Type	1946 Avg. Rating	Rank	1951 Avg. Rating	Rank	Avg. Gain or Loss
General Dramatic	11.6	4	11.7	1	+ .1
Comedy-Variety	16.9	1	11.5	2	-5.4
Situation Comedy	15.9	2	11.4	3	-4.5
Mystery Drama	13.2	3	10.3	4	-2.9
Variety-Musical	11.3	5	10.2	5	-1.1
Quiz & Aud. Part.	10.4	6	10.0	6	-.4
Popular Musical	8.7	7	7.0	7	-1.7
Classical Musical	7.9	8	6.7	8	-1.2

PABST & GILLETTE MAY HOLD TV BOXING BAG

CHICAGO, June 23. — Altho Pabst and Gillette will carry the Wednesday and Friday night cards of the International Boxing Club next season under the same arrangement as last winter, the IBC and theater television are in excellent position to push theater TV. IBC's only obligation is to supply fight cards on those two nights. They can save the cream of the fights for other nights and put them in the theaters. Thus the IBC is in position to use the

Wednesday and Friday cards to build up fighters, and when they are ready for a pay-off scrap or championship fight, schedule it on a Tuesday or Thursday, bar home TV, and sell rights to theaters. An example of this can be seen in the Bob Murphy-Jake La Motta fight Wednesday (27). Murphy has been given a huge build-up on Pabst and Gillette cards. Interest is at its peak for Wednesday's fight, but fans will have to pay to see it, either at the stadium or in theaters.

Truman Gibson, secretary of the IBC, as happy as anyone else about the Louis-Savold pay-off, thinks that it will be two years before theater-television is a serious threat to home television—with the exception of the top bouts. He also doesn't think that the next year or two will see any action on the idea of putting up large TV screens in stadiums for direct telecasts of fights in other cities.

COMEBACK

Andy White Experts on Encore Seg

HOLLYWOOD, June 23.—J. A. (Andy) White, founder of Columbia Broadcasting System, has come out of retirement to become one of the three experts on KNX's *Encore Night*, a Tuesday midnight feature devoted to collector's records. White relates anecdotes about the artists whose records are played, and what at first began as a one-shot deal has snowballed into a permanent job for the retired net exec.

Show is emceed by Jim Hawthorne, who departs from his zany antics long enough to act as moderator on this weekly program. Highlight of the airshow is the post-disk discussion between White and other experts, with the former relating a seemingly inexhaustible fund of recollections of his experiences with the disk personalities. Prior to White's post as CBS prexy, he was an exec of Columbia Phonograph Company. In later years he sold his interests to William S. Paley.

ABC May Audition Two New AM Airers

NEW YORK, June 23. — Two new radio series are under consideration at the American Broadcasting Company. One would feature comedy writer Lennie Sherman playing the lead in a situation comedy he would script himself. Sherman would play the timid lad type of character. Show may originate from the Coast, with an audition probable in the next couple of weeks.

Another possibility is an adaptation of the book, *Parole Chief*, penned by David Dressler. Show would dramatize criminal cases with Dressler appearing fore and aft with cogent comments on criminals and the parole system. This also is a candidate for early audition. It's a John Loveton package, and may also get a TV treatment.

ASCO RINGS WCAU BELL

PHILADELPHIA, June 23. —One of WCAU's oldest advertisers became of age this week as the American Stores Company signed contracts renewing its air advertising exclusively on the station for the 21st year. Contract, signed by William H. Eden, v.-p. of the food chain, renews the daily quarter-hour *ASCO Rings Your Bell* show slanted for the housewife. Renewed binder was snagged by John S. DeRussy, general sales manager of the WCAU stations.

The Play's the Thing on Radio, Drama Leading All Show Formats

NEW YORK, June 23. — Radio dramatic shows have, over the past five years, become the favorite listening fare. A special study, made by *The Billboard* from statistics of the A. C. Nielsen Company, shows that while general dramatic shows in 1946 were only the fourth ranking program type in popularity among eight different kinds of stanzas, they now stand at the head of the list.

Even more significant, perhaps, is the fact that, of all the program types, only the dramas have registered an increase in the average rating, and this was confined to a .1 figure. Every other type of show fell off, the smallest loss being the .4 drop sustained by quiz and audience participation airers over the five-year span, and the largest the 5.4 average loss of comedy-variety stanzas, which in 1946 were the most popular radio air fare.

There's little doubt that TV's growth had much to do with the descending rating averages. How-

Grove Bows Out of "Cry"

NEW YORK, June 23.—Grove Laboratories this week was allowed to move out of its deal to sponsor the new Bing Crosby Enterprises' TV film series, *Cry of the City*. While the deal was already firm, Grove, currently tangling with the Federal Trade Commission, asked permission to bow out because it may have to revamp its entire copy pitch, a time-consuming operation.

The collapse of the film series also means that the American Broadcasting Company's TV web will lose a half hour of time which it had expected to be sold. *Cry of the City* is budgeted at between \$12,000 and \$14,000 a picture.

Strike Breaker Hit By \$500 TVA Fine

HOLLYWOOD, June 23.—Television Authority this week levied the first fine in its history when by order of the Los Angeles board, Del Moore was ordered to pay \$500 for crossing a TVA picket line and strike-breaking. Moore served as emcee on *Songo*, musical bingo show which remained on KFI-TV despite the TVA strike at the station. Show last week left KFI-TV a

45.5% of Families Have Car Radios In 15 Major Markets, Pulse Shows

NEW YORK, June 23.—Almost half of the families living in 15 major markets own automobile radios, according to a survey just completed by The Pulse, Inc. In the first actual study of its kind—previous estimates as to auto set ownerships have been mostly projections—Pulse found that 45.5 per

cent of families in the surveyed areas are car-set owners.

Coming at this particular juncture of unrest and change in the broadcasting industry, Pulse's auto survey is particularly important. It shows that the radio audience is considerably larger than home-only statistics would indicate. Since much of America is constantly on the automotive go, it reveals a considerable audience that television can never reach, since auto TV sets are already outlawed in many areas.

If the Pulse figures are projected on a nationwide basis, it would mean a total auto set figure below the 19,000,000 generally estimated. This is based on the Pulse average of 45 per cent against the estimated total of 36,000,000 U. S. cars.

Individual markets surveyed, with the set ownership in total and

in percentage of families, are listed below. A total of 1,000 interviews per city was used in the survey.

Metropolitan Area	Families With Car Radio	Percent With Car Radio
Atlanta	71,100	40.9
Birmingham	46,700	41.9
Boston	288,200	32.8
Buffalo	138,400	44.5
Chicago	716,700	46.3
Cincinnati	130,900	44.9
Detroit	501,900	58.3
Los Angeles	857,900	58.9
Minneapolis-St. Paul	171,800	49.0
New Orleans	81,300	39.4
Philadelphia	301,600	28.4
Richmond	43,500	47.4
St. Louis	234,800	47.9
San Francisco	350,100	47.4
Washington, D. C.	151,200	34.6

ABC Tightens TV Schedule With 2 Sales

NEW YORK, June 23.—Two more video sales were racked up this week by the American Broadcasting Company. The Cory Corporation, manufacturers of coffee-makers, bought two 15-minute chunks of the Don Ameche-Frances Langford hour-long daytime strip. The Kreisler Corporation, which recently dropped the *Kreisler Bandstand Show*, and the 8.30 p.m. Wednesday time along with it, has signed to bankroll a new show at a new time slot.

The Cory buy is for the 12:45 to 1 p.m. period on Tuesdays and Thursdays, and marks the first time sale of the Ameche-Langford show. Effective date is October 2. Business was placed thru Dancer-Fitzgerald-Sample Agency.

The Kreisler deal is for the 9:30 p.m. Friday time on alternate weeks. This time formerly was occupied by *Pulitzer Prize Playhouse*, which Schlitz has canceled out of its 9 to 10 p.m. period. Kreisler still has not firmed up with any show, but is due to make a decision momentarily, with the new series to tee off July 27.

SCALPEL, RADIO, SUTURE, SPONGE

WEST PALM BEACH, Fla., June 23. — As recent rating services have noted, radio listening is done in some of the oddest out-of-home places. Take the case of a local nurse, whose husband was interviewed by Pat McGuinness, staffer of WJNO, West Palm Beach, after six months in Korea. Duty prevented her sitting by a radio to listen, so she took a portable set into surgery and listened while assisting in a hernia operation. The patient is doing well, the nurse is happy and the rating services now have a new place to look for those uncouncted listeners.

5 of Top 10 Are TV Airers For First Time

Nielsen Reports Berle Show Heads Both AM-TV Lists

NEW YORK, June 23.—For the first time, five of the top 10 shows in terms of total U. S. audience reached are television stanzas. The first May reports of the A. C. Nielsen Company show that the Milton Berle program, which in April became the top audience show, both AM and TV, has retained that position.

The five video shows which are among the top 10 audience snarers are Berle, *Philco TV Theater*, *Colgate Comedy Hour*, *Fireside Theater* and the 10 p.m. portion of *Your Show of Shows*.

The 10 stanzas, along with their total U. S. homes reached, are as follows:

1. Milton Berle, NBC-TV	6,523,000
2. Lux Radio Theater, CBS-AM	6,327,000
3. Philco Theater, NBC-TV	5,531,000
4. Eddar Bergen, CBS-AM	5,615,000
5. Jack Benny, CBS-AM	5,531,000
6. Colgate Comedy Hour, NBC-TV	5,050,000
7. Fireside Theater, NBC-TV	4,908,000
8. Show of Shows, NBC-TV	4,874,000
9. Walter Winchell, ABC-AM	4,861,000
10. Amos 'n' Andy, CBS-AM	4,735,000

Schick Buys CBS TV Slot

NEW YORK, June 23.—Schick, Inc., this week purchased the Tuesday night 9-9:30 slot on the Columbia Broadcasting System's TV network for a program as yet unselected. The time is now occupied by Camels, which recently canceled Vaughn Monroe.

While no program selection has been made, indications are that the sponsor will put in a drama stanza. Kudner is the agency.

Sweetheart Renews 'Family'on NBC-TV

NEW YORK, June 23.—Sweetheart Soap this week renewed its purchase of the Saturday night 7:30-8 p.m. slot on the National Broadcasting Company's TV web for *One Man's Family*.

The renewal is indicative of video's s.r.o. state because the sponsor tried valiantly to come up with a more preferential time slot, but remained anchored to Saturdays because none could be found. A recent study by Sweetheart proved that sales impact is lost by Monday, when stores reopen, with the result that the sponsor searched for another time period. Duane Jones is the agency.

ever, it is a source of major surprise that dramatic shows should be least affected, a situation quite the opposite of that expected by most traders. With TV dramas supplying the visual as well as aural element, it was deemed likely that AM dramatic shows would gradually disappear, but this has not been the case.

One reason for this situation is believed the potency of AM in enabling the listener himself to visualize dramatic situations, instead of handing them to him ready-made. The imagination still is regarded as stronger and more effective than any TV set yet built. This is an element behind the rise of science fiction shows on radio,

with this type of drama regarded as still to reach its full growth. Situations arising in such shows could not, for the most part, be presented convincingly on TV short of expenditures for sets and effects out of line with most budgets.

Apart from the strong stand being made by radio dramas, other program types seem to be retaining their relative positions in the declines reflecting the general AM trend. The 1946 ratings were taken from the January-February survey of that year by the coast-to-coast Nielsen service, covering 63.7 per cent of U. S. radio homes. The 1951 figures are derived from the February 4-10 report, reflecting all U. S. radio homes.

Radio Only Avenue to Stardom, Sez Gottlieb

NEW YORK, June 23. — Radio is now the sole major amusement field where untried talent can get sufficient training to bring out their potentialities, according to Lester Gottlieb, Columbia Broadcasting System radio program head. He pointed out that vaude, the once sovereign spading ground for the greats of show business, is largely dormant; that legit, a shadow of its former self, at best, creates primarily dramatic personalities; that niteries mostly exist on names, and that the other more mechanical entertainment adjuncts—movies and television—had too much invested to risk untested properties.

Gottlieb cited the fairly recent emergence of disk jockeys into a respectable talent pool and their consequent segue into other aspects of the business as proof of this thesis. Such names as Arthur Godfrey, Robert Q. Lewis, Steve Allen, Henry Morgan, Jack Sterling and Freddie Robbins began as platter spinners, and some are still at it. Among the newer crop are CBS-TV's Mike Wallace and Jim McKay, NBC-TV's Ernie Ko-

vac and CBS-AM's Gene Rayburn and Deen Finch.

Gottlieb asserted that the web continually monitored deejays in smaller cities and was now considering Gene Klavun, WTOP, Washington, and Johnny Hicks, KRLD, Dallas, for shows. He maintains that the only way that network radio can survive is on new ideas and new personalities, and that because its risk was small—the price of an audition record—it was receptive to any and every idea that could be turned into dollars.

month prior to completion of its cycle as a result of TVA pressure, moving to KTTV. H. L. Heck Agency was placed on TVA's unfair list as was Moore. TVA's unfair listing of Heck expires Sunday (24), forcing him to lose one week's biz, as start of the show on KTTV was held up until Monday (25). Moore will be permitted to go on only if he pays his fine.

Profitable TV Audience exclusive with

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CHANNEL 4
LANCASTER, PENNA.

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

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NBC
TV AFFILIATE

Edward Arnold, Storyteller

RADIO—Reviewed Monday-Friday (18-22), 10:25-10:30 p.m. EDT. Sponsored by General Mills via American Broadcasting Company. Producer, Bob Jennings. Director, Ted Toll. Writer, Clarence Hericko. Cast, Edward Arnold. Announcer, Ed Le Fevre.

The increasing number of five-minute radio shows indicates that this type of stanza may well come into even greater prominence as bankrollers seek economical ways to make use of the mass properties of the medium at low cost. This particular show, Edward Arnold, Storyteller, airs across the board in the 10:25 to 10:30 a.m. slot on ABC, and seems a likely investment by General Mills, airing it in behalf of the cereal, Kix.

Naturally, the show is aimed at the housewife, and as such is not too heavy in approach or content. The format calls for Arnold to open with a bit of philosophy, make way for a commercial, tell a human interest yarn, again bow out for a plug, and wind up with another piece of philosophy. It's amazing, but the show seemed to have an impact far beyond the five minutes scheduled. With the two plugs it serves much the same purpose as a standard 15-minute airtel for the bankroller.

Old Philosopher

Arnold's opening gambit was that prayer depends less on eloquence than on earnestness. His closing line was that the best way to teach a child is to follow the same path yourself. In between, his human interest tale concerned a fireman with a large family, desperately in need of housing. He planned to bid on a house offered for sale by the city, but was angered to learn that the winning bidder would have to move the house. As a spite move, he bid \$1, and won the house since no one else wanted the expense of moving the house. Upon winning he found he also acquired a lot right next to his firehouse.

The material is innocuous enough to offend nobody. In fact, just a bit more bite could be injected. Arnold's style is full and mellifluous. He may not have sex appeal for the hausfrau, but he does offer geniality. And the gals do need a change of pace.

Plugs were rendered okay by Ned Le Fevre. Copywriter had a field day with alliteration. Product was described as tiny, tender, terrific, and again as tender, tasty Kix. Listeners also were advised to "get a new kick out of breakfast with new Kix." Sam Chase.

Special Delivery

TELEVISION—Reviewed Monday (18) 8-8:30 EDT over NBC-TV. Sponsored by Nozema thru Sullivan, Stouffer, Colwell & Bayles. Producer, Albert McCleery; director, David Crandell; technical director, Heino Ripp. Cast: June Havoc, Rusty Lane, Charlotte Knight and Richard Mac Murray.

Misery seems to be the only merchandisable commodity in the minds of TV script editors. *Special Delivery*, the story of a fem psycho's night of horror, was without point, without a realistic solution and without much to recommend it except a certain nervous, wracking intensity which is much better left in the psychiatrist's office.

The initial drama in the *Cameo Theater* summer series told of a jealous wife who mailed a letter to her father-in-law, falsely accusing her husband of murder. After a subsequent reconciliation, the main body of the story was concerned with her attempts to get it back. Among the devious tangents described were her effort to bribe a mail carrier, to wrest it from a postal employee and finally to fly in the plane carrying the letter. Returning home in a state of near collapse, she learned thru a phone call that the letter had been lost. This pseudo-ironic conclusion, however, still left her naive husband with a case on his hands.

Film Hoke

While the accomplished production contained numerous rewarding close-ups highlighting the effective *Cameo Theater* technique, there were a few touches reminiscent of the hokey film treatment of semi-psychotics. One such was a whirling cardboard disk intended to indicate the scrambled brains of the female. It was totally unnecessary. The show began at a semi-climactic point in the story and then switched into the initial program credits. This mouse-enticing technique is an effort to arrest immediate viewer's at-

Television—Radio Reviews

Juvenile Jury

TELEVISION—Reviewed Tuesday (19), 8:30-9 p.m., EDT over NBC-TV network. Sponsor, Minnesota Mining & Manufacturing Corporation for Scotch Cellophane tape. Agency, Barton, Barton, Durstine & Osborn. Producer, Barry-Enright Productions. Director, Dan Enright. Moderator, Jack Barry. Cast: Charlie Hankinson, Dickie Orlan, Ronnie Mollucco, Laura Mangels, Mai-Lan Rogoff.

Filling in, for the summer, the second half of the Berle time slot on Tuesday night, this familiar moppet quiz-panel opus is in its first regular video series. There is apparently no reason why the show shouldn't be as successful on TV as it's been on radio. Format still calls for kids to write in or appear in person with a problem. Solution is supposed to come from the mouths of the babes on the standard panel. It's cute all right, tho' it comes close to being cloying, too. Emcee Jack Barry handles the whole affair with restraint, the kids ranging from somewhat dull to ultra-precocity.

For one viewer, however, the entire thing brought to mind the frightening size of the list of video shows using children. Seems, these days, as tho the problem is not "what will television do to children," but what the moppets are going to do with television.

Commercials were both live and filmed. In addition to the sponsor's usual pitch in which the various uses for cellophane tape are graphically shown, Minnesota Mining has evidently decided to start selling its own brand name "Scotch." Each mike is hidden behind a replica of the plaid tape dispenser; the kids come on thru the hole of a giant-sized replica of the same gadget, and the drop behind Barry's podium holds a giant photo of the dispenser. It all would have been fine—even the little quiz in which the kids are asked to spot uses for the tape on a pre-school age model—aside from the horrible thought of pasting it over her mouth. The sponsors decided to call this part of the commercial a "tape it easy" quiz. Enough is enough.

Joe Martin.

Joe Adams Presents

TELEVISION—Reviewed Tuesday (19), 9:30-10 p.m. Sustaining via KTTV, Hollywood. Directed by John Clair. Cast: Joe Adams, Mauri Lynn, Hi Hatters. Guest: Stan Kenton. Music: Joe Adams' ork (15).

Negro disk jockey (Station KOWL) Joe Adams kicked off what appears to be a promising seg. As is the case with most platter spinners hopping to TV, Adams handles patter easily, and aside from first-night jitters seems to be suited for tele. Adams fronts a 15-piece band, sings and acts as emcee.

Mauri Lynn, a so-so thrush, handles a few tunes with the ork, and the Hi-Hatters, tap duo, display fancy stepping. Stan Kenton appeared in an interview with Adams and then soloed with the ork on a Kenton arrangement. Despite the talent, the show was saved from boredom only by unique camera work and sharp production ideas. Program opened with a silhouette of the band sidemen who are brought into full dimension when spotlights are turned on. Camera work was handled expertly.

Adams' chief fault is a tendency to slow down the show. He talks too much and says little. Furthermore, the show should drop or trim the long theme song at the start and close. With proper attention to these details this seg should soon become sponsor worthy.

Lee Zhito.

tention, but, in this case, only confused, because the action was too short and too intense.

The program did offer, however, a gripping performance by June Havoc as the chaotic wife. She was well supported by Richard Mac Murray as the suffering husband, and Rusty Lane as the recalcitrant postal employee.

The Nozema commercials gave viewers the benefit of a life-guard's sunburn-prevention knowledge. The fem pitchwoman, however, was more convincing, even if her beach experience was more limited.

Leon Morse.

Premiere

(First Commercial Colorcast)

COLOR TELEVISION—Reviewed Thursday (21) and Friday (22) in rehearsal. Telecast Monday (25), 4:30-5:30. Originated WCBS-TV and beamed to WMAR-TV, Baltimore; WNAC-TV, Boston; WCAU-TV, Philadelphia, and WTOU-TV, Washington. Sponsored by Chesterfield, General Mills, Lincoln-Mercury, Longines-Witnauer, Pabst, Pepsi-Cola, William Wrigley, Revlon, the Lipton Division of Levers; National Biscuit, Toni, Monarch Foods, Practer and Gamble for Duz and Ivory Soap, Tenderleaf Tea and Chase & Sanborn divisions of Standard Brands, Aunt Jemima Cake Mix division of Quaker Oats, Best Foods and Rit products. Agencies: Cunningham & Walsh; Batten, Barton, Durstine & Osborn; Dancer, Fitzgerald & Sample; Kenyon & Eckhardt, Victor A. Bennett, Blow, Ruthrauff & Ryan, William H. Weintraub, Young & Rubicam, McCann-Erickson; Foote, Cone & Belding; Weiss & Geller, Benton & Bowles, Compton, J. Walter Thompson; Needham, Lewis & Brorby; Sherman & Marquette, Earle Ludgin & Company. Supervised by Jerry Danzig. Producer, Fred Rickey; associate producer, Frances Buss. Set designers, Paul Sylbert and Michael Baronoff. Guests, William S. Paley, Frank Stanton and Wayne Coy. Talent: Arthur Godfrey, Sam Levenson, Faye Emerson, Ed Sullivan, Robert Alda, Isabel Bigley, Bill and Cora Baird and marionettes, Patty Painter, Garry Moore, Durward Kirby, stars of the New York City Ballet (Tanaquil LeClerq, Edwina Seaver, Diana Adams, Jiliana, Nicolas Magallanes and Ferdinand Moncion). Ork conducted by Archie Bleyer.

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antics with *The N. Y. Daily News'* columnist and *Town Toast* master.

The teleprompter was much in evidence during the Sullivan-Baird and other rehearsals, and no doubt came in handy on more than one occasion Monday. Sullivan rather summed up to *The Billboard* reporter the performer's concern over this historic show. "I hope I don't come out plaid," he said. On the monitor at rehearsal he didn't. Very tan, dapper and smooth, as a matter of fact.

Garry and Patty

Ulcer-agitating qualities of the show's preparation were possibly best demonstrated by Garry Moore's several bits. He did a 60-second commercial in which he extolled the products of his regular monochrome sponsors. With Patty Painter, Miss CBS Color Television (who has worked hundreds of these shows) placing the seven items involved on a pedestal in proper camera position, the first run-thru for the one-minute community plug took 90 minutes. And it wasn't right yet. Moore also did a vegetable peeling pitchman routine, with Durward Kirby handling off-screen voice. Promised to be a show highlight.

Isabel Bigley and Robert Alda, leads in the Broadway musical smash, *Guys and Dolls*, did *You're Just In Love* from Irving Berlin musical, *Call Me Madam*. Male viewers who haven't seen a lovely, vivacious lass in full splendor for some time found Miss Bigley a brilliant eye-fel. And the handsome Alda appeared likewise to fem spectators. Alda's vocalizing leaves something to be desired, but his showmanship and charm effectively camouflage this. Miss B sings as good as she looks, which is plenty.

Ballet

Perhaps the most effective portion of this pioneer commercial colorcast was the ballet, performed by members of the New York City Center Company. Tanaquil LeClerq danced the lead role in Ravel's *La Valse*, ably supported by Jiliana, Edwina Seaver, Diana Adams, Nicholas Magallanes and Ferdinand Moncion. All these terpsiters, of course, are first-rate, and miracles of direction were performed by Choreographer George Balanchine and Director Rickey in achieving real dramatic fluidity and impact under the most difficult mechanical circumstances, created by limitations of studio space, confusion of light placement, necessarily tough camera work, etc.

Arthur Godfrey was not caught during rehearsals, nor naturally enough, were brass guests Columbia Broadcasting System board

Meet the Press

TELEVISION—Reviewed Tuesday (19), 8-8:30 p.m., EDT over NBC-TV network. Sponsor, Curtis Circulation Company for the Saturday Evening Post. Agency, Barton, Barton, Durstine & Osborn. Producers, Martha Rountree and Lawrence Spivak. Moderator, Martha Rountree. Guest, Maj. Gen. Patrick J. Hurley. Panel: Frank Conniff, William White, Robert L. Riggs, Lawrence Spivak.

The Saturday Evening Post came up with a hot one for the first of its *Meet the Press* video-casts in the first half of the Berle spot for the summer. Guest interviewee was Gen. Patrick Hurley, who was to appear before the Senate's MacArthur investigating committee the following morning. If the show can continue to time its guests like this, it should do exceedingly well in keeping some of the Berle audience which almost automatically tunes in NBC-TV stations on Tuesday nights.

Show ran exactly as it has on its regular Sunday schedule. Co-producer Martha Rountree handles the panel and guest in her usual self-effacing manner. Quizers on show caught were co-producer Lawrence Spivak, Frank Conniff (*New York Journal-American*), Frank White (*New York Times*) and Robert Riggs (*Louisville Courier-Journal*). Without exception, the questions tossed at Hurley by the newspapermen mirrored the general editorial stand taken by each of their papers. Thru it all, the General maintained an air of dignity and diplomacy. While nothing particularly dramatic was brought out in the questioning, the general public's interest in the China-Acheson-Russia-State Department fracas is sufficiently high to be dramatic in itself.

Mag's commercials were well delivered by Allyn Edwards. Pitch was simply a rundown on the various articles appearing in *The Post* that goes on sale the morning following the video show. Timing of show and press date of the mag is, of course, a natural.

Joe Martin.

chairman, William S. Paley, President Frank Stanton and Federal Communications Commission Chairman Wayne Coy. It can be safely assumed, however, that Godfrey would be Godfrey, with the additional impact of his carrot-thatch in tint. And it is a matter of record that network brass is merely a necessary stage-wait on historic occasions of this kind. Messrs. Paley, Stanton and Coy figured to add considerable class and dignity to the proceedings, but little to the show's entertainment values.

Rickey, Buss Et Al.

In addition to the difficulties involved in handling commercials on the show already demonstrated by the Garry Moore episode, problems encountered with the Ivory Soap plug further indicate the painstaking work performed by Rickey, Miss Buss and their associates. A bar of the soap, when placed on the pedestal, registered on the monitor with the top of the wrapper showing a lighter shade of blue than that on the front of the bar. Numerous lights were jockeyed, and the camera moved up, down and around, until finally the color was caught even and true. Then a faint shadow, source undetermined, was detected on the front of the bar. More skull-breaking effort finally solved this one, too.

Products had to be constantly shifted about, and the order of their appearance changed, because of their varying sizes and color tones.

Over-all, Rickey, Miss Buss and all hands can take bows for putting together what promised to be a sock show under difficult and pressing conditions. CBS fully utilized its previous experiences in putting on experimental color shows, carefully selecting subject matter, talent, props and routines which would best demonstrate the vast additional impact of colorcasts over black and white. Thus paintings, flowers, fabrics, etc., all were adroitly utilized to leave no facet of color's power undemonstrated.

What the CBS'ers went thru is probably best summed up by Veepee Adrian Murphy's remark to a *Billboard* reporter during a rehearsal. "Now I know," said Murphy.

Video Frolics

TELEVISION—Reviewed Monday (18), 2-2:45 p.m. MST. Participating over KDYL-TV. Producer-director, Dan Rainger; Pianist-organist, Larry Pryor. Cast, Carrol Francis, Lee Sanders. Guests, Famous O'Connor, Doris Lee. Emcee, Eugene Jelesnik.

Slotted alongside such big city kins as Kate Smith and Miss Susan, Eugene Jelesnik's afternoon vaudeville series stands up well with afternoon audiences, with additional interest provided by well-known hometown talent, plus an occasional sprinkling of visiting names.

The show centers largely around the emcee and his fiddle, and Larry Pryor on the piano, with acts generally brought on camera with chatter between emcee and pianist, or thru a camera switch to one of two alternate backgrounds.

Chirper Francis

This show opened with chirper Carrol Francis, who sticks to popular ballads and blues which apparently she can do. The gal is back in Salt Lake City to settle for a while after a stint on the Coast.

Spread thru the show were Pryor in a workmanlike job on *It's Delovely* and Lee Sanders, who's vocal of *If I Loved You* went over nicely. Sanders' smooth voice and good looks make him a good bet for video, especially with the afternoon big fem audience.

Experienced showman Jelesnik, now in charge of all talent, and music director for the National Broadcasting Company outlet here in Salt Lake City, takes the brunt of the camera time, and his experience stands up.

His feature offering of the afternoon was a tuneful rendition of the perennial favorite, *Stardust*. A strong video assist in camera work brought on a pleasant effect when the maestro's fiddle was superimposed over clusters of painted stars. The fiddler garnishes his musical sequences with the kind of schmalz and pash that comes with long experience on miles of circuits.

Extreme Informality

The show is highly seasoned with extreme informality. Guests who wander into camera range do so with a refreshing change from the "I just happen to have it with me," routine.

A good example of this was Monday's guest, Famous O'Connor, well-known Western magician, who did a hatful of tricks with coins, pencils and other items which normally are carried in a man's pockets.

Personable Doris Lee, blues singer doing a stint in town, "dropped by" to warble a bit. Other guests who have gone before the *Frolics* cameras include Spike Jones, American Society of Composers, Authors and Publishers chief Otto Harbach and Paula Lynchner.

The show is well adapted to participating spots, and it compares well with kine varieties which come into this territory. Camera work is neat and precise, offering effects and composition adding substantially to the wrappings.

Chet Spink.

Peggy Lee Show

RADIO—Reviewed Sunday (9), 7-7:30 p.m. Sponsor—Rexall Drug Company. Agency, Barton, Barton, Durstine & Osborn. Producer, Louis Melamed. Music, Russ Case and orchestra. Cast: Peggy Lee, Mel Torme.

Peggy Lee is one of the top three or four fem warblers in the dodge today, but her first show for Rexall failed to display her talents to anything approaching the maximum. An artificial script gave the proceedings a patently spurious air and not much of an assist came from either Miss Lee or her prime guest, Mel Torme. Hard to tell whether it was because the so-called badinage was just bad and not of age, or whether the players themselves failed to handle it properly. Chances are it's the first named, since nothing is more atrocious than would-be light dialog that bombs.

On top of that, Miss Lee was saddled with an overdose of bal-lads, giving the program a lopsided air, and dragging the pace. She excels on rhythm and blues tunes and certainly more of them are needed. The spot with Walter Kent, composer of the new legit musical, *Seventeen*, lacked lustre, too. The gimmick is a Peggy Previews device, which is okay in concept but didn't pay off in execution.

Jerry Franken.

Vestinghouse Summer Theater

TELEVISION—Reviewed Monday (18), 10 to 11 p.m. Sponsored by Westinghouse via CBS-TV thru Cann-Erickson. Producer, Montgomery Ford; director, David Essman; writer, Mel Goldberg for production, "Screwball." Cast: Dick Foran, Cloris Leachman, Ruth King, Don Hamner, Rabbit Maranville.

Filling in for Studio One, this series will offer lighter dramatic fare during the hiatus period. Opening show was *Screwball*, a baseball comedy by Mel Goldberg. It featured some good attempts to set atmosphere by simulating a crowd in the bleachers at a ballpark, shots of a players' bench during a game and a pitcher in action. That these were not totally successful may be attributed to the technical difficulties involved, rather than lack of imagination or courage.

The yarn itself dealt with an immature man in his mid-30's who suddenly decided that his pitching arm had regained the potency of a decade before when he was a rising minor leaguer. Perchance, he wanted to leave his job as garage mechanic, and actually pitched for the local team before going to Florida to try out for the Yankees. Needless to say, he failed, came home and went thru the same routine the following spring.

Excellent Cast

Dick Foran played the quondam flinger, and gave the part a sort of boyish doll treatment. Cloris Leachman was excellent as the long-suffering wife. Don Hamner was outstanding in his bit as the mentally retarded catcher on the local nine. Rabbit Maranville gave authority to his role of the grizzled Yankee coach who thumbed the baseball-nutty guy out of camp.

The show started slowly and shakily, picked up steam after a few minutes and sailed smoothly until the end. The wind-up was a real let-down, with viewers doubtless expecting another act to follow. The closing shot had the wife phoning to reserve railroad tickets to the Arizona training camp—round trip tickets. But the line was not punched home, and the show seemed left in mid-air.

Otherwise, commendation must be given for the original attempts noted earlier. Shows of this pattern will likely ensure retaining the hefty Studio One viewing audience until autumn. Commercials for Westinghouse were delivered, as before, by Betty Furness.

Sam Chase.

The Sports Spot

TELEVISION—Reviewed Wednesday (20), 10:45 to 11 p.m. Sustaining via CBS-TV. Producer-director, Judson Bailey; emcee, Jim McKay.

This show, airing after the Pabst-sponsored TV fights, has a ready-made audience. Most of the viewers who watch the bouts, unless they turn off their sets immediately afterward, are good prospects to stay with a sport show. However, the web has had difficulty in developing a suitable stanza in this slot, which formerly was occupied by one titled fight follow-up.

Show caught came after the airing of the Joe Louis-Lee Savold fight pictures, which were geared to run exactly 45 minutes. Result was a well-rounded 15-minute ailer, emceed by Jim McKay, CBS disk jockey. He dealt with what he termed the three biggest sports stories of the week.

One, the victory of Ben Hogan in the National Open Golf Tourney, was covered by film, with other film clips showing other developments in Hogan's amazing come-back since his accident a few years ago. The film clips were good, and on the whole, McKay's comments were cogent.

The second item was the winning of the Belmont stakes by Counterpoint, a major surprise to followers of equine activity. Here, too, a film of the race was run off, and an interview with the horse's trainer brought out the fact that Counterpoint has been known as a "tough luck" critter—up to the time he won the \$88,000 race.

Third segment involved baseball's current wonder team, the Chicago White Sox. Films here showed various of the club's players, with pertinent comments made by Sox Manager Paul Richards, who maintained that his team actually is better than its detractors believe.

The program moved swiftly and had good variety of subject mat-

Author Meets the Critics

TELEVISION—Reviewed Sunday (17), 11:11:30 p.m. EDT. Sustaining via WNBT, New York. Producer, Martin Stone. Director, William Harbach. Moderator, John K. M. McCaffrey. Guests: Ken Kling, Don Mankiewicz and Virgilia Peterson.

It is good to have *Author Meets the Critics* back on TV again to leaven the medium's usual diet of boiler-plate mysteries and pretentious variety extravaganzas. On the basis of the initial stanza, however, the show must improve considerably if it is to win the audience it deserves.

The program's chief lack was the failure of Emsee John K. M. McCaffrey to ride herd on guest pundit Ken Kling, whose emotions seemed to overpower his judgment. Kling, a well-known racing figure, attacked *See How They Run*, by Don Mankiewicz, because the book dealt with the seamy side of horse racing. He took it as a personal attack upon himself and suggested Mankiewicz write another novel giving the better side of the sport. He even agreed to provide him with material. That such an attitude is childish is obvious, but not to Mr. Kling, who monopolized the conversation and said little of any literary weight.

McCaffrey Fails

It was McCaffrey's responsibility, nevertheless, to make certain the conversation progressed into other more intelligent channels. His failure to do what was needed resulted in a program which failed to strike more than one unimportant note. In the few brief exchanges between Mankiewicz and Kling, however, the keen intellect of the novelist was revealed. Newspaperwoman Virgilia Peterson, the other pundit, made more sense in her clearly and forcefully expressed criticism. This lanky young lady has a personality which could readily be of use to other panel shows.

The program's new feature had the studio audience throw questions at the guests via McCaffrey and a hand mike. This segment of the stanza could be improved by a more judicious selection of the queries.

But withal the show's mental stimulus and personal interplay are certainly worth the viewer's attention.

Leon Morse.

Airline Honeymoon

TELEVISION—Reviewed Wednesday (20), 8:30-9 p.m., CDT. Sponsored by North American Airlines thru Loise Mark & Associates via WGN-TV, Chicago. Producer and writer, Martha Dean. Director, Sheldon Cooper. Cast, Frann Weigel, Tommie Thurston. Pianist, Bernard Yuffy.

"Just another quiz show" is the most charitable thing that can be said about *Airline Honeymoon*, and that's stretching it a bit because this session was a little slower than most. Three couples participated in four kid games, with the winners getting a one-week trip to California.

The contest started with a couple setting a table while wearing boxing gloves. It came off so-so. Next was an interminable endurance session in which the pianist played more than 30 songs. Contestants merely lined up behind the piano and tried to guess the names. Third gimmick was answering questions about Chicago. Fourth was moving rice grains with chopsticks. This one was climaxed by an amazing shot of the whole cast and guests on their knees, and a rear-view panorama that lasted the time it took Weigel to count 133 grains of rice.

Emsee Weigel didn't have much to work with, and produced accordingly. When the gimmicks are so weak, good contestants might help. But this show had three middle-aged couples with no particular spark. Actress Tommie Thurston, as stewardess, projected well with looks and personality. Commercials were competently handled as a straight pitch by Ralph Miller, general manager of the airline.

Jack Mabley.

ter. McKay proved a competent emsee, who injected a minimum of personal prejudice into the program. Perhaps a mite more opinionating might strengthen the show's spine. Camera work was adequate, with the inclusion of films a definite plus.

Sam Chase.

Mel Allen's Popsicle Clubhouse

RADIO—Reviewed Wednesday (20), 5:55 to 6 p.m. Broadcast Mondays, Wednesdays and Fridays. Sponsored by Joe Lowe, Inc., via Mutual, thru Blaine Thompson Agency. Producer-director-commentator, Mel Allen.

Another of the rash of five-minute radio airers is this thrice-weekly sports opus for moppets, featuring sportscaster Mel Allen. This one airs via Mutual for the popsicle family, with the plugs also mentioning fudgsicle, cream-sicle and dreamsicle.

Stanza caught was e.t.'d previously in Boston and featured, as Allen's guest, the Red Sox slugger, Ted Williams. Despite all the things said about Williams as a surly, evil-tempered, unco-operative player, on this show he was angelic innocence itself. Prompted by Allen's questions, he advised youngsters to strive for a good, clean life and to keep in the best physical condition. He revealed that his childhood idol was Bill Terry, no choir boy himself, an item which may prove of interest to any psychiatrist interested in dabbling with Williams' psyche.

The quickie interview constituted the entire entertainment portion of the stanza and for youthful sports fans it could prove highly interesting and possibly spiritually uplifting. Allen himself rendered the commercials and stressed the free gifts available as premiums to those who save the paper wrappers in which the sponsor's product are sold. The copy was just a bit patronizing.

Sam Chase.

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

Jim Hawthorne Show

Tuesday (19), KNX, Hollywood

Comic Jim Hawthorne, who holds the midnight to 1 a.m. slot on KNX Monday thru Saturday, sidesteps his usual clowning every Tuesday night, dipping into the lore of disk collectors' items. Platters aired must be at least 25 years old.

To add to the program's interest, Hawthorne flanks himself with Ray Avery, proprietor of a collectors' record shop, and J. Andrew White, a founder of Columbia Phonograph and Broadcasting System. White knew showbiz toppers of yesterday and thereby adds considerably to the program by filling in with anecdotes concerning the various artists.

Show is conducted in informal roundtable fashion, with Avery, Hawthorne and White spinning yarns about former headliners. The disks brings to life such notables as Will Rogers, Fanny Brice, Billy Murray, Moran and Mack, among others. Occasionally, a really unusual disk comes up, such as the only recording of Rudolph Valentino's voice. As an added feature, Hawthorne throws open the program to collectors in the audience who care to bring their favorite disk.

Comments about the records and the records themselves frequently spur audience laughter which adds to the show's appeal. Hawthorne might improve the show by increasing the platters and decreasing superfluous patter.

Lee Zhito.

White Sox-Yankee Ball Game

Wednesday (20), via WJJD, Chicago

When they're counting the people who profited most from the spurt of the Chicago White Sox to first place in the American League, WJJD, Chi indie, announcer Bob Elson and sponsors Sinclair Refining Company and Goebel Beer will be near the top of the list.

When contracts were signed last winter for Elson to do a wire recreation of the Sox road games, the Sox looked like strictly a second-division team, attracting little more than the usual pallid interest of South Side fans.

The surge of the ball club has made interest white hot. WJJD and Elson figure their audience for road games is triple that of last year. Some folks are even watching the TV version of the Cubs games at home while listening to Elson's radio report on the Sox. The pay-off is tremendous on the WGN-TV telecasts of Sox day home games, and Elson's live broadcasts of home games, but the real sleeper was in the road games. Elson has been announcing baseball since 1931 and can do a wire

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Somerset Maugham Theater

NBC-TV, Monday (11), 9:30-10:30 p.m.

Short is man's life, and narrow is the corner in which he dwells. This is the recurring theme on which Somerset Maugham based his story, *The Narrow Corner*, which was adapted for TV by Robert J. Shaw, scripter on such radio stanzas as *Mr. District Attorney*. Shaw did a good job in transposing the Maugham opus, but the negativistic philosophy itself was responsible for the show falling apart at the end.

For two-thirds of the hour, action and characterization was built intelligently and tautly. In the last 15 minutes, the entire production seemed to fall apart at the seams. The necessity of wrapping things up by a violent death for the protagonist was an unsatisfactory climactic solution, indicating that the problem set forth in the preceding portion of the story was too difficult for the author, adaptor or producer to overcome.

Strong Character

The story concerned Fred Blake, an Australian youth, and his two encounters with females. The first, a married woman, was too old, wise and scheming for his sensitivity; the second, an unsullied maiden on a tiny Pacific island, was too young, immature and impulsive. The lad thus blamed himself for two deaths resulting from his amatory dalliances: the murder of the cuckold by the deceiving wife in the first place, and the suicide of the young girl's fiancee in the second. His self-reproach, his feeling that all he touches turns to evil, made for strong character study.

All this was swept overboard, along with the youth, when Maugham's story resolved things partly by having him lost during a storm as the ship he is on leaves the island following the suicide episode. The philosophy of the show was presented in the form of friendly advice to the youth by Dennis King, playing Dr. Saunders, a middle-aged physician. This character, too, was running away from life and himself and wound up as ship's doctor to the insensitive, gross skipper of the ketch, on which the lad was placed by his politically ambitious father after the first affair.

King's performance was the stand-out, as he epitomized patience, understanding, warmth. Harry Landers as the young man, Fred, and Susan Douglas as the island maiden, Louise, gave performances which went well beneath the surfaces of their characterizations. Leslie Linder also was outstanding as Erik Christensen, the bearded, gentle suicide.

Scenes Unreal

Settings, as in previous shows on this series, continued to exhibit lack of originality and in a couple of instances were patently unreal. The mountain-climbing scene, in which Fred nearly went over a peak, only to be rescued by Erik, lost all potency because of this weakness, with a peak painted on a backdrop, and the fall backwards followed by Erik seeming to pull Fred up out of space.

Wendy Barrie now handles Tintair commercials instead of Joyce Matthews. The plugs remain as vulgar and irritating as any on TV. Wendy's delivery, with a sort of coy, between-us-gals approach, probably has more effect on weak-minded dames, particularly when she said, "you know I love you anyway, but I'll love you more if you remember..." And someday, a bolt of lightning may destroy all involved, if they persist in that abominable slogan, "Nature isn't always right, but Tintair is." It can't be too soon.

Sam Chase.

Home Gardener

Thursdays, 10:30-11; WJZ-TV, New York

Television is the proper medium for this program. Phil Alampi, WJZ's farm news editor, has been

report in his sleep. On game reviewed, the third game of the Kyanee series, he opened as usual with a 15-minute sports chatter show. He started play-by-play 15 minutes after the game began, but was even with the play by the end of the second inning. Elson stuck close to facts, cued background crowd noise and did a good clean job of sustaining interest.

Jack Mabley.

presenting this type of news and garden show over radio and has been doing okay at it, but TV offers much greater scope. The program caught, for instance, opened with a discussion on the improvement and maintenance of home grounds—that is, proper landscaping for suburban dwellings. It's a subject which is certain to appeal to every home owner and every prospective home owner. This means most everybody. Alampi, using slides, easily revealed common landscaping errors—such as the imbalance caused on home grounds by the wrong kind of evergreens. This is by no means an insignificant subject—for it so happens that thousands of home owners have been gulled into purchasing unsuitable and expensive shrubbery by unscrupulous sellers of nursery stock.

Summer Planting

Show uses guests and on this program, presented Howard Taylor, owner of Rosedale Nurseries, who told of a new horticultural development whereby broad-leaved evergreens may be safely planted in the summer, as well as in the usual fall and spring planting seasons. It was a very informative, brief exposition, with Taylor illustrating the use of spraying equipment to retard transpiration via the leaves.

Alampi is aided by a fem sidekick, Ruth, who discusses mulching, staking of plants and use of fertilizers. The script is chock full of interesting dope. But this leads to one suggestion: Alampi covers so much ground that he is forced to talk rapidly. Readers not too familiar with the subject matter might have trouble with his fast delivery. Suggest slowing it down, even at the risk of omitting some.

Commercials are forthright pitches for garden items.

Paul Ackerman.

New NBC Code

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product name. The billboards, tho, cannot run longer than 10 seconds. This last provision clarifies a point which has been debatable for some time. Nevertheless, NBC warns sponsors that, if such backdrops are "unduly obtrusive," the time they are shown will be counted as commercial time.

In the crime program area NBC eliminates officially its once sought-for ban on murder mellers before 9 p.m. The web promulgated this ruling some time ago to keep children from hearing or viewing such stanzas, but had dropped it on the ground that, unless it becomes an industry-wide proviso, NBC's efforts are meaningless. The web has now moved to minimize horror aspects by declaring: "The use of horror for its own sake is not permitted. Sound or visual effects which would shock or alarm the normal listener or viewer are not employed. Brutality or physical agony is not presented in detail nor indicated by offensive sound or visual effects."

Early Deadline

On the operational level, the vast difference between AM and TV is shown in NBC's video provision requiring submission of program material (including stage directions) at least 13 days before studio rehearsal—which could mean more than two weeks before telecast. The radio counterpart to this regulation calls for submission only 48 hours before actual broadcast.

NBC's new code also keeps in force its "fading" procedure. This provides that objectionable material, if not deleted, will be faded from the air, with a stand-by announcer to broadcast the web's position on the deletion.

Reports that TV advertisers who exceed the prescribed advertising times permitted would be billed extra by NBC could not be confirmed this week-end. NBC's permissible commercial lengths are as follows:

Length of Program (Minutes)	Length of Advertising Message		
	News Programs	All Other Programs	After 6 p.m.*
5	1:00	1:15	1:00
10	1:45	2:10	2:00
15	2:15	3:00	2:30
20		3:30	2:40
25		4:00	2:50
30		4:15	3:00
40		5:00	3:45
45		5:45	4:30
60		7:00	6:00

*These evening time standards also apply to Sunday Television programs after 1 p.m.

NY Stations Spurt Ahead on Use Of Film Programing for Tele

NEW YORK, June 23.—Local video stations have increased their film programing tremendously in the last year, according to a recent survey made by *The Billboard*. Many of the TV outlets here which early in 1950 were using practically no celluloid, this year have made

it the ever-increasing nucleus of their programing. Among stations making the most successful use of film this year are WCBS-TV, WNBT, WOR-TV and WPIX. Practically from the time it began programing, WATV has used film as the bulwark of its

entertainment and now offers about the same amount as last year, altho more is sponsored.

WOR-TV Ahead

WOR-TV has relied on film especially this year and has made it pay off. Comparatively considering the more than 93 hours it programs, the station has sold the most film to advertisers. It's *Buster Crabbe Show*, which packages the personality and his old films, has been so successful that it is being syndicated, and Crabbe intends to start making his own TV pictures.

WCBS-TV here has been outstanding for using movies of more recent vintage. Its newest purchase of a block of 20 Lippert films will bring several American pictures which were shot in 1949 before the TV audiences for the first time. WPIX has found its *Night Owl Theater* so salable that it is weighing a film show even later in the early hours of the morning. The station also intends to collect enough films featuring the same personality and program them, as for example a *John Wayne Theater*.

TV-Color Sweepstakes Is Hottest Race Yet

Continued from page 1

eral Communications Commission-approved) method.

Radio Corporation of America, thru President Frank Folsom, made known that, beginning July 9, RCA would begin a series of New York field tests of the RCA compatible, all-electronic color television system. The public will be able to witness these field tests.

Dr. Allen DuMont Friday (22) wired FCC Commissioner Wayne Coy as follows: "Have just observed the operation of tri-color tube in our own laboratory. For the first time, I have seen color pictures which I consider eminently satisfactory and practical for home receivers. Recommend that you consider postponement of CBS color until you have observed this. Could show this to you Monday morning if you wish."

DuMont was referring to the RCA tri-color tube, sample of which arrived at the DuMont Passaic (N. J.) plant Thursday. He also scheduled a press demonstration at the plant for Monday (25). DuMont told *The Billboard* that the tube showed a picture vastly improved over the RCA demonstrations he had seen about three months ago.

"I'm not quite sure whether the excellence of the picture is due to the fine transmitting equipment we have, or entirely due to improvements in the tube," DuMont told *The Billboard*. "However, take my word for it that this is the finest color picture I have ever seen." DuMont also told *The Billboard* that his firm holds a 1945

patent on the RCA tri-color tube. In Washington, in the meantime, the National Television System Committee, which recently released and ad hoc committee report on a new color television system, has reorganized and established nine new panels. Dr. W. R. G. Baker, chairman, announced this week following an NTSC meeting in New York.

The organization is the first step of the NTSC in carrying out the program announced by Dr. Baker in releasing the committee report for the development of recommended standards for an NTSC color system.

Composite System

The NTSC ad hoc committee report, announced on June 4, outlined "the broad framework of a new composite system of color television." The industry was subsequently called upon by Dr. Baker to take part in the development of the new color system by producing and testing equipment. This work, he said, would be coordinated by the NTSC panels of technical experts.

Appointment of Dr. Elmer Engstrom, vice-president in charge of research, RCA Laboratories Division, as vice-chairman of the NTSC also was announced by Dr. Baker. Other NTSC vice-chairmen are: D. G. Fink, of McGraw-Hill Publishing Company, and David B. Smith, of the Philco Corporation.

The nine new panels and their chairmen and vice-chairmen are as follows:

Subjective aspects of color—Dr. A. N. Goldsmith, New York, chairman; D. E. Hyndman, Eastman Kodak Company, vice-chairman.

Color system analysis—Fink, chairman; A. G. Jensen, Bell Telephone Laboratories, vice-president.

Color video standards—A. V. Loughren, Hazeltine Electronics Corporation, chairman; W. T. Winttingham, Bell Telephone Laboratories, vice-chairman.

Color synchronizing standards—D. E. Harnett, General Electric Company, chairman; M. E. Briggs, Westinghouse Electric Corporation, vice-chairman.

Compatibility—Dr. D. E. Noble, Motorola, Inc., chairman; Einaldo Decola, Admiral Corporation, vice-chairman.

Field testing—Dr. T. T. Goldsmith, Allen B. DuMont Laboratories, Inc., chairman; G. E. Gustafson, Zenith Radio Corporation, vice-chairman.

Network—Frank Marx, American Broadcasting Company, chairman; E. E. Shelby, National Broadcasting Company, vice-chairman.

Co-ordination—Smith, Philco Corporation, chairman; I. J. Kaar, General Electric Company, vice-chairman.

Definitions—Dr. E. M. Bowie, Sylvania Electric Products, Inc., chairman; M. W. Baldwin Jr., Bell Telephone Laboratories, Inc., vice-chairman.

Tele Freeze

Continued from page 4

which may never use them because of lack of economic ability to seek their use.

The Commission is facing a dilemma inasmuch as it must decide whether to stick to its guns or abandon the scheme in advance of the July 9 hearing on the city-by-city allocations. With hundreds of witnesses scheduled to be heard, and with educational groups pushing for even more channel reservations than were originally proposed by FCC, the city-by-city allocations hearing could run almost to October.

Coy's Position

FCC Chairman Wayne Coy himself is predicting that the city-by-city hearing will last "at least two months and perhaps several more." Coy lately has been less sanguine than ever in speculation on lifting the freeze, which has been in force since September, 1948. The chairman stated recently:

"If the Commission could issue its (allocations) decision the first part of January, 1952, and if it allowed, say, 60 days for the filing of new applications, it could begin authorizing new stations sometime in March, 1952. Applications which are uncontested could be granted first. Hearings would have to be held in cases where the number of applications in a community exceed the number of channels. Such hearing cases would, of course, tend to delay action considerably."

The Commission, in issuing its "third report" on allocations this week, declared it had fully considered 700 comments and 400 oppositions filed in connection with the Commission's March 22 proposed TV allocations plan. The FCC stated in this week's report that it has concluded it is "unable at this time to lift the 'freeze' with respect to considering TV applications for (1) operation on U-H-F channels specified in the revised table of assignments in the United States and its territories; (2) increased power for existing V-H-F licenses and permittees in accordance with the above proposals, and (3) V-H-F operation in Alaska, Hawaiian Islands, Puerto Rico and the Virgin Islands."

1950-'51 COMPARISON OF PIX USE ON NEW YORK VIDEO

NEW YORK, June 23.—The following is a comparison of the use of motion picture film by New York City TV stations for this year as against 1950. WABD, the DuMont station, did not supply any data. Further details in story on this page.

Station	Year	Total Air Time Weekly*	Number of Weekly Film Shows Negligible	Hours of Weekly Film	Percentage Film Hours in Program Sked	Hours Commercial Film Per Wk.
WCBS-TV	1950	10	15	15	57.7	15
	1951	26	15	15	57.7	15
WJZ-TV	1950	22½	2	¾	.3	none
	1951	17	17	12	70.5	1½
WNBT	1950	23¾	8	4	16.5	1¾
	1951	40	23	10	25	4¼
WOR-TV	1950	35	Negligible	—	—	—
	1951	93 5/6	57	41½	47.4	35.3
WPIX	1950	56	13	11	19.6	1
	1951	84	30	39	46.4	11¼
WATV	1950	90	(No figures available)	—	—	—
	1951	90	120	60	66.3	Majority

*The first week in May, 1951, was compared to the same week in 1950, except in the case of WOR-TV where April 1, 1950, was compared to this April 1.

TV COVERAGE ENDS STRIKE

Detroit Transit Deadlock Busts Up After Public Look

DETROIT, June 23.—Outstanding demonstration of the power of television to serve the public interest was given the Detroit area this week with the swift end of the transit strike following television session last Saturday (16) of the city council hearing on the issue. Two stations, WJBK-TV and WWJ-TV, carried the hearing, which lasted about three hours, marking not only the first video appearance of the council, but the first appearance of the city's governing body directly in the two-month dispute, which had tied up all public transportation except taxicabs, for the area's 3,000,000 population.

Appearance of strike leaders, transit system officials and Mayor Albert E. Cobo before the cameras for the first time gave the public an inside seat at the dispute, despite their personal stake in getting transportation. According to WWJ-TV, the council hearings drew a larger audience than even the Senator Kefauver hearings be-

cause of the intense local interest. After thinking matters over the next day—a Sunday—the disputants agreed to issue orders putting streetcars and busses back in operation Monday evening, giving the public service while most of the issues in the dispute remained about where they were when the strike started.

TV Credited

Mayor Cobo gave television credit as the decisive factor in bringing the long deadlock to a speedy solution, by giving a presentation to both sides of the case. According to *The Detroit Times*, "The union got a very bad reaction to their presentation on television, and the city got a very good reaction. From that point on, the steam was gone out of the union . . . it did not take long for pressure to develop from both sides."

Efforts to bring the principals before television had been made at intervals during the previous two months, but the union officials had declined repeatedly. Decision of the council to hold the public hearing gave the cameras a chance to put the public forum on the air, with the strike doing a disappearing act practically the next working day thereafter.

DARDY GOES TV 'LONESOME GAL'

CHICAGO, June 23.—Dardy Orlando, star stripper at Minsky's Rialto here, Wednesday (27) will begin an across-the-board show on WENR-TV which is a sort of *TV Lonesome Gal*. The station got squeamish, however, about the burly identification, and changed Dardy's name for TV purposes to Lucia Ferra.

The show, sustaining, will air from 11:20 to 11:30, will be aimed at men, and will consist of chatter, records and a dance or two by Miss Orlando. She has made guest shots on local TV, is more literate than the usual run of strippers, and has terrific shape and looks by any standards.

Educators Can't Foot TV Bills

Continued from page 4

and at first blush, this proposal shines with great luster. As a practical matter, after close scrutiny, one observes that the brightness covers little ground and the glitter is only skin deep. Why is this so?

Reasonable estimates submitted to the Commission in various proceedings reveal a range anywhere from \$200,000 to \$500,000 for constructing and equipping a station. A sum of \$1,000 a day or roughly \$25,000 per month is required for daily operations of a television station at present.

"I was a member of the State Legislature and governor of the great State of Colorado before I was elected to the United States Senate. Therefore, I can modestly

claim some familiarity with the fiscal problems confronting the educational institutions of Colorado. Colleges and universities in those days as well as at present have little money to spare on frills.

"Television . . . is the finest educational tool of our time. However, television is far too valuable . . . and much too intricate and delicate . . . to be allowed to waste away thru idleness, lack of funds and inexperience. I want this medium to be available to the people of Colorado now. I am positive that neither the University of Denver nor any other educational group will be ready during the next 10 years to apply for a license and state that they are fit,

VIDEODEX CRIME STUDY

"Lights Out" Regains Lead for May Over Bellamy in Neck-'n'-Neck Race

NEW YORK, June 23.—*Lights Out* is the top rated sponsored mystery-crime show on television, with *Man Against Crime*, the Ralph Bellamy starrer, running a close second, according to the Videodex National Report for May. The two shows have continuously run neck and neck. In the February ratings, published in *The Billboard's* April 14 issue, *Man Against Crime* was in first place. In March, *Lights Out* took the lead and in April it was the Bellamy show again.

A complete list of sponsored TV mysteries appears below. This is one of a series, prepared from Videodex studies and published exclusively in *The Billboard*. The series breaks down sponsored network TV shows by program categories.

Rank	Program	Net	Time	Sponsor	Agency*	No. of Cities	Videodex Rating**	Homes Reached (000's)	Est. Prod. Cost
1.	Lights Out	NBC	Mon. 9-9:30	Admiral	Kudner	43	30.0	2772	\$ 9,000
2.	Man Against Crime	CBS	Fri. 8:30-9	Reynolds	Esty	36	29.6	2839	9,500
3.	Big Town	CBS	Thurs. 9:30-10	Lever	R&R	26	28.0	2244	8,500
4.	Martin Kane	NBC	Thurs. 10-10:30	U.S. Tobacco	Kudner	60	27.4	3253	8,000
5.	Big Story	NBC	Fri. 9-9:30	Pall Mall	SSC&B	37	22.2	2134	10,000
6.	Suspense	CBS	Fri. 9:30-10	Auto-Lite	C&P	26	22.1	1835	7,500
7.	Danger	CBS	Tues. 10-10:30	Block Drug	C&P	22	21.6	1341	9,000
8.	Ellery Queen	DuM	Thurs. 9-9:30	Kaiser-Frazer	WW	18	20.4	1439	7,500
9.	The Web	CBS	Wed. 9:30-10	Embassy Cig.	GN&G	32	19.4	1883	8,500
10.	Treas. Men in Action	NBC	Thurs. 8:30-9	Bordens	K&E	18	18.2	1361	9,000
11.	Charlie Wild	CBS	Wed. 9-9:30	Wildroot	BBDO	44	17.3	1675	8,000
12.	Crime Photographer	CBS	Thurs. 10:30-11	Carter	SSC&B	12	10.5	404	7,000
13.	The Plainclothesman	DuM	Wed. 9:30-10	Dutch Master	EW	19	8.2	642	5,300
14.	Rocky King, De'tive	DuM	Sun. 9-9:30	Emerson Drug	BBDO	17	7.3	509	3,500

*The names of advertising agencies for which abbreviations are used above are as follows:

BBDO—Batten, Barton, Durstine & Osborn
C&P—Cecil & Presbrey
EW—Erwin, Wasey
GN&G—Geyer, Newell & Ganger
K&E—Kenyon & Eckhardt
R&R—Ruthrauff & Ryan
SSC&B—Sullivan, Stauffer, Colwell & Bayles
WW—William Weintraub

**Rating used is Videodex National Rating, which is a rating projected against all TV sets in the markets in which the program is actually telecast. Ratings are for May, 1951.

NY TIMES PUBS BIG TV SURVEY

NEW YORK, June 25.—The *New York Times* began publication yesterday of a series of seven articles, representing one of the most comprehensive surveys of television ever taken. Under the supervision of Jack Gould, approximately 100 correspondents co-operated reporting on TV's effect on every stratum of U. S. living, of habits and activities.

Good Biz Has Col Reducing Pop Releases

Bridgeport Adds 40 To Handle Current Production Needs

NEW YORK, June 23.—Columbia Records as of this week is cutting down on record releases to a bare minimum because, according to Prexy Jim Conkling, the company's production facilities, geared for summer production, are being pushed beyond expectation. The Bridgeport, Conn., plant added 40 pressmen last week to keep up with the pressing requirements for some 15 pops of current and recent release, Conkling said.

Some eight records scheduled to come out this week and next have been postponed, as have general pop releases, "until further notice." This is not to be taken to mean that there will be no more pop releases during the summer, but rather that the diskery will key a skeleton release schedule in coordination with the pressing schedules at its plants.

Among the disks which are keeping the pressing plants busy, Conkling cited Frankie Laine's *Jezebel* and *Rose, I Love You*; Doris Day's *Shanghai*; Rosemary Clooney's *Come On-a My House*; Guy Mitchell's *Truly, Truly Fair*; Tony Bennett's *Because of You*; the Frankie Laine-Jo Stafford *Pretty-Eyed Baby*; Miss Stafford's *Somebody*; Paul Weston's *Morning Side of the Mountain* and Lefty Frizzell's *I Want To Be With You Always*.

Conkling said that certain sides by top artists which are already in the can will be released on schedule and that the company might cover on a hit, but that the emphasis will continue to be on creating rather than covering. New recording will, in general, be held to a bare minimum. He attributed the pop upsurge to "Mitch Miller, Sales Manager Paul Wexler, some good new artists—and luck."

Gabor Tosses Bombshell: 10-Inch LP's at 79 Cents

NEW YORK, June 23.—Remington Records' President Don Gabor this week tossed another bombshell into the midst of the disk business by announcing a new line of 10-inch long-playing disks to retail at 79 cents. Dealers get the standard disk business discount. New label is called Pontiac and will release 24 albums immediately with another 24 readied for release within the next two months. Trade was also buzzing this week about the possibility that Gabor

"17" LEGITER IS PLATTER POOR

NEW YORK, June 23.—Last week *The Billboard* carried a yarn to the effect that diskery a. and r. men have become wary of show tunes. Truth of this was pointed up this week—with the case of *Seventeen*. The musical legit opened Thursday night—wif' no records having been set. Victor has the original cast rights and is understood to be readying an album, but otherwise no activity at press time. Lou Levy, Leeds chief, stated that "Seventeen is paying for the sins of some of the flops."

PRICE NO OBJECT

Public Buys Its Favorites Despite Cost

NEW YORK, June 23.—Despite price-cutting in several major territories, the advent of a group of low-priced record labels and the recent slump in disk sales, a survey of *The Billboard's* best selling pop records charts for the past few weeks points up the truth of many diskers' statements that the public will buy a disk at any price if they like what's in the grooves.

Six different disks retailing at \$1.16 have recently appeared on the best seller lists. Charts in this issue have four \$1.16 disks listed as [\(Continued on page 38\)](#)

Capitol Records Plans Shift Of Sales Office to New York

Company Sets Heavy Waxing Sked in East

NEW YORK, June 23.—As part of the West Coast diskery's announced program to emphasize its Eastern operation, Capitol Records has set a heavy recording schedule here and enlarged its local engineering staff. At least 10 of the label's top artists will all be waxed here by Eastern a. and r. chief Dave Cavanaugh in dates sked for completion before July 4.

Set for waxing in the East are Dean Martin, Jan Garber ork, Kay Starr, Ray Anthony ork, Mel Torme, Helen O'Connell and Bob Eberly, the Martin and Lewis team, Peggy Lee, Pee Wee Hunt and two newly signed artists being held under wraps.

Local engineering staff took on two additional men and named Frank Abbey to handle the dials on waxing sessions. Abbey replaces Clair Krepps, who resigned recently.

Dick Linke, Capitol's national publicity topper, is due back from Hollywood Monday (25) along with Eastern sales exec, Bill Hill.

CLEFFING NSG? TRY CARTOONIN'

NEW YORK, June 23.—Southern Music is trying a new switch on sheet music covers. Cartoons will be used on a few sheets as an experiment. The cartoons will endeavor to illustrate the story line of the lyric. First such item has already come off the Southern presses. It's *Clambake Polka*.

P.S.: Co-Writer Manny Banks is a cartoonist and did the art work for "Clambake." *Figures maybe this is a good side line for hard-put writers.*

Burgess in New RCA Post

NEW YORK, June 23.—Jack Burgess, New York field man for the RCA Victor record division, will replace Bob MacRae as merchandise manager for the division. MacRae is transferring to the post of assistant to Russ Little, manager for the RCA Eastern region (*The Billboard*, May 26).

Burgess has served the diskery in both sales and a. and r. capacities.

Names Fowler Chief Exec of Gotham Outlet

HOLLYWOOD, June 23.—In a major organizational move, Capitol Records will shift its sales headquarters from Hollywood to New York and will place Veepee Bill Fowler in charge of domestic and international sales. Fowler will also serve as administrative head of Capitol's New York office, thus giving the label an upper echelon exec heading its New York operations for the first time in the company's history. Altho move becomes effective July 1, it isn't expected to actually get under way until early September. Fowler will be empowered to make policy decisions in the East.

Fowler will take with him Paul Featherstone, Western divisional veepee of Capitol Records Distributing Corporation, who will handle special sales chores under him. Bill Wardlow will also move with Fowler, continuing his branch operations' duties from the New York office. Fowler joined Capitol in 1944 and served the label as its treasurer as well as head of its manufacturing, personnel and purchasing divisions. He will continue to supervise company's production in addition to his newly acquired duties.

Move has caused a major realignment of Capitol's executive strength. Floyd Bittaker, who headed label's national sales since the company's founding and was responsible in setting up its sales and distribution organization, will serve as veepee in charge of Capitol Distributing's Western division. Bittaker received the initial nod to take the New York top post, but [\(Continued on page 38\)](#)

Dave Kapp Winds Up Decca Career; Palitz Takes Spot

NEW YORK, June 23.—Dave Kapp, popular artists and repertoire director of Decca Records, left the company this week. The official Decca statement on

Kapp's departure Friday (22) said: "Milton Rackmil, president of Decca, announced that Mr. David Kapp's contract with Decca terminated today. Mortimer Palitz will assume the duties of head of the popular artists and repertoire department Decca's other recording departments—classical and children's under Simon Rady; hillbilly and race under Paul Cohen, and the West Coast studios under Sonny Burke—will continue as previously constituted. All artists and repertoire departments continue under the supervision of Leonard W. Schneider, executive vice-president."

Actually Kapp's contract with Decca still has some two and half years (until the end of 1953) to run. Kapp told *The Billboard* he was leaving the company "pending an amicable settlement of my contract."

Altho the development was not unexpected it nevertheless came as something of a shock to many publishers, artists and other traders. Some Decca a. and r. staffers made no effort to conceal their disappointment and displeasure over Kapp's exit, tho at press time it seemed certain that none would resign as a result of the situation.

Key artists on the label queried by *The Billboard* were reluctant to discuss the situation, considering it "ver; ticklish." Reports that at

least one artist, Gordon Jenkins, had asked to be released from his contract, which still has a year to go, were not denied by Jenkins. The fact is, however, that virtually [\(Continued on page 38\)](#)

Big 3 Launches New Pop Subsid

NEW YORK, June 23.—The Big Three publishing group, MGM subsidiary, will soon activate an additional firm, to be called Lion Music Corporation, for the exploitation of pop and pop specialty tunes. Rationale behind the move, according to Big Three head Abe Olman, is to make available a separate firm to house pop material which can be given plug and promotional attention without conflicting with picture commitments.

In the past Olman has been in the position of having to by-pass considerable pop, country, sacred and rhythm material because of the press of film schedules. Lion is sked to begin operating in about a month, and will be run as a separate entity from the Robbins, Feist and Miller firms, with a separate staff and budget. Present plans call for two men in New York and a representative on the coast.

The Big Three have had non-pie hits in recent years—*Forever and Ever*, *Our Lady of Fatima*, *Lucky Old Sun*, to name a few—and hope to improve the opportunities to continue in this vein.

will enter the low-priced pop singles field within a month.

The Pontiac line will be marketed in multi-color hard-cover jackets. Each 10-inch disk contains eight full selections of standard tunes. Disk titles are in such categories as gypsy, polka waltz, organ, Irish, march and piano music. No artists are featured on the disks, tho sides were all cut in the United States. Several of the albums are composed of sides previously issued on Gabor's Remington and Continental labels.

Gabor's Remington line of classical and light-classical LP disks was introduced to the trade a year ago. Diskery also plans to expand its Remington catalog. On a recent trip to Europe Gabor waxed four complete operas and will issue them at \$2.19 per disk, packaged in three or four-record sets as required by the length of the works. Operas are *Aida*, *Rigoletto*, *La Traviata* and *Il Trovatore*. Other Remington disks sked for release are *Fledermaus Highlights*, [\(Continued on page 38\)](#)

BB's M'Cluskey To RCA Victor

NEW YORK, June 23.—Bob McCluskey, with *The Billboard's* advertising department for five years, leaves July 1 to take over as sales promotion manager for RCA Victor record division. McCluskey replaces Henry Onorati, who recently accepted the post of advertising manager with the Avco Corporation in the Crosley radio and television division in Cincinnati.

We say *frater ave atque vale*. But it's really not as serious as that. McCluskey will continue to circulate around his usual music business haunts. It is believed that Mac will not spiritually divest himself from the Brill Building.

Martin Tour Set Before TV

NEW YORK, June 23.—Maestro Freddy Martin's itinerary, following his wind-up at the Hotel Astor Saturday (30), has been worked out. He leaves town to make the following dates: Oriental Ballroom, Gallitzen, Pa., July 3; Lakewood Park, Mahanoy, Pa., July 4; Canobie Lake Park, Salem, N. H., July 6; Palladium Ballroom, Warwick, L. I., July 7; Pleasure Beach Park, Bridgeport, Conn., July 8, and Fort Devens Army Base, Fort Devens, Mass., July 9.

On July 10 and 11 Martin will be in New York to rehearse his television program, which debuts Thursday (12) over the National Broadcasting Company's TV web, sponsored by Hazel Bishop Lipsticks. Martin will try to work one-nighters around New York, coming into the city weekly to do the TV aircast.

Way Clearing Thru ASCAP-TV Impasse?

Negotiators Hint at "New Approach" To Avoid Courts, Deadline Extended

NEW YORK, June 23.—Indications this week pointed to a possible resolution of the impasse existing between the American Society of Composers, Authors and Publishers and the All-Industry Television Per Program Committee. Representatives of the negotiating parties met Wednesday and Thursday and agreed to extend the negotiating deadline for two weeks beyond June 25. The latter date represented the first extension. The original 60-day negotiating period, called for in the Consent Decree, ended June 11. As matters stand now, no suits (asking the courts to set an equitable fee) may be filed before July 9.

Secondly, key negotiating parties indicated that a "new approach" to a deal has been made. The last attempt to reach a deal on a per program contract founded some months back, with TV committee claiming the Society's demands were exorbitant. The Society then sent to stations its own version of a per program contract, with an explanation of the several courses open to stations—such as acceptance of per program, acceptance of blanket, recourse to courts. The TV committee since then has polled its stations, a majority of the latter backing the committee by rejecting the ASCAP per program deal. The TV committee, too, buttressed its legal front by retaining Judge Simon Rifkind in addition to Stuart Sprague, and raised a war chest.

Beginning anew, in a sense, are beginning anew—indicating a desire to achieve a deal without recourse to the courts. A TV exec stated the negotiations are "in a preliminary stage." Any deal would be dependent upon the okay of the

stations and the ASCAP board. Another TV exec stated the new tack taken in the negotiations "departs from the AM program deal to this extent: Payment would be based upon a reasonable relation between the revenue derived from the use of music by the per program licensee to the revenue derived by the licensee under the blanket contract."

In on the negotiations this week were top ASCAP brass including Herman Finkelstein, Jules Collins, Dick Murray and George Hoffman, [\(Continued on page 38\)](#)

Deejay Week Set for Aug.

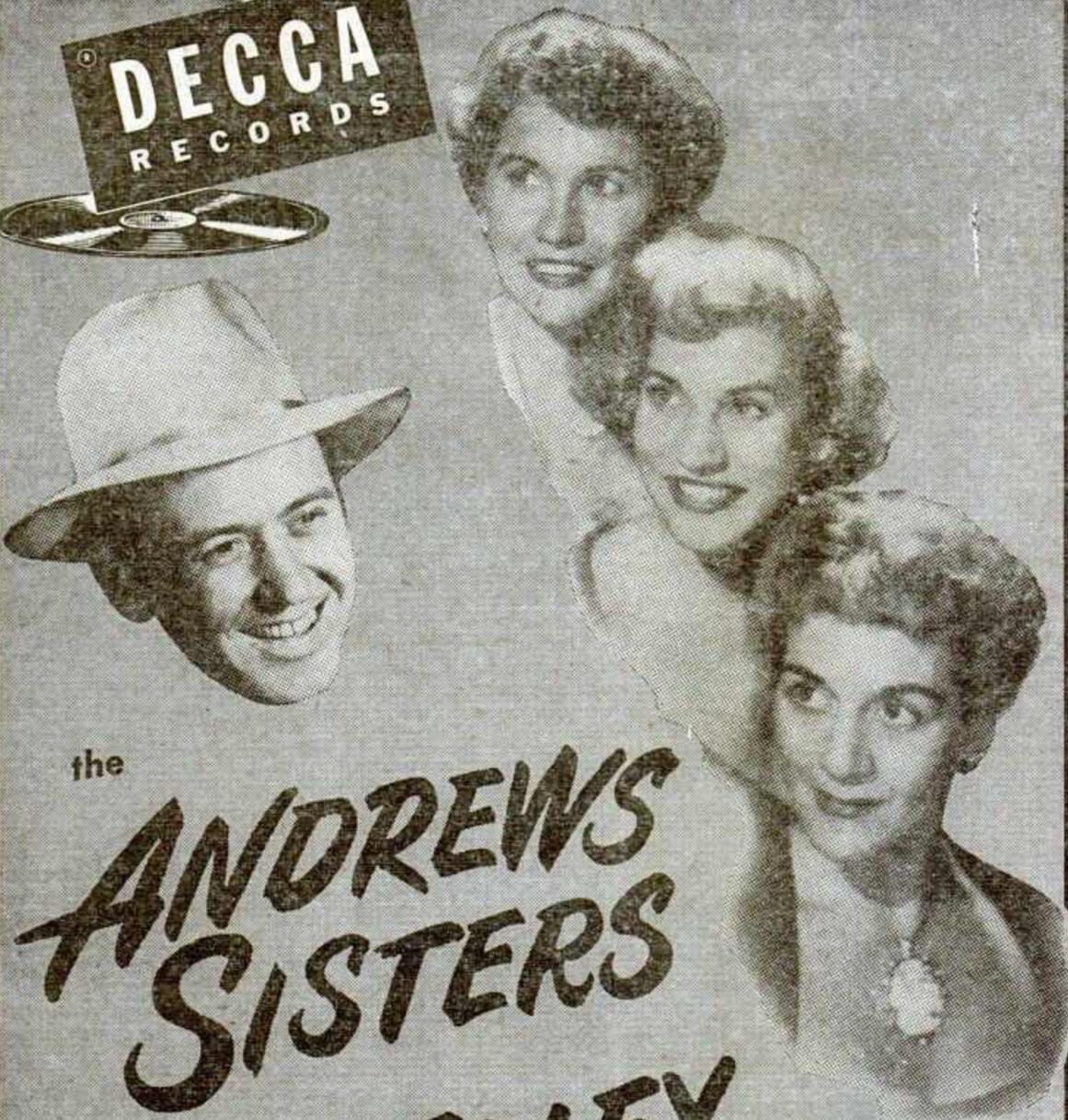
NEW YORK, June 23.—The first annual National Disk Jockey Week is scheduled for August 20-26. The campaign is being handled by publicity man Eddie Jaffe, who is working up a promotion blueprint with diskeries, publishers and other facets of the music business. The angle of the campaign will be to bring recognition to the profession which has brought happiness into thousands of homes.

A list of jocks are already on a committee working up plans for festivities in different cities. They include Joe Adams, Bill Anson, Maurice Hart, Paul Masterson and Gene Norman, of Los Angeles; Martin Block, Bob Poole, Fred Robbins, New York; Paul Brenner, Newark, N. J.; Ed McKenzie, Detroit; Bob Clayton, Boston; Ed Gallaher, Baltimore, and Dick Gilbert, Phoenix.

The disk jock is also being whooped up via the Maurice Duke flick. *Disk Jockey*.

America's Fastest Selling Records

DECCA
RECORDS



the

**ANDREWS
SISTERS**

and

RED FOLEY

**IT IS NO
SECRET**

and

**HE BOUGHT MY SOUL
AT CALVARY**

Decca 14566 (78 RPM) and 9-14566 (45 RPM)

NEW RELEASES—SINGLES

- | | |
|--|--|
| Black Ball Ferry Line
The Yodelling Ghost | BING CROSBY And THE ANDREWS SISTERS
Decca 27631 and *9-27631 |
| Lonesome And Sorry
With These Hands | GUY LOMBARDO AND HIS ROYAL CANADIANS
Decca 27645 and *9-27645 |
| These Things I Offer You
(For A Lifetime) | DICK HAYMES With
VICTOR YOUNG AND HIS ORCHESTRA
Decca 27644 and *9-27644 |
| There's A Big Blue Cloud
(Next To Heaven) | |
| Tell Me (You Will Love
Me Forever) | DICK HAYMES With VICTOR YOUNG
AND HIS ORCHESTRA
Decca 27646 and *9-27646 |
| Who'll Take My Place
(When I'm Gone) | |
| My Truly, Truly Fair
(Glory Road) I Am Free | RUSS MORGAN AND HIS ORCHESTRA
Decca 27630 and *9-27630 |
| More Of The Same Sweet You
What Can You Do? | INK SPOTS
Decca 27632 and *9-27632 |
| Even As You And I
Do You Really Love Me | ELLA FITZGERALD
Decca 27634 and *9-27634 |
| Star Of Hope
Far, Far Away | DON CHERRY And EILEEN WILSON
Decca 27633 and *9-27633 |
| Lonely Little Robin
The Winky Dink | HOT LIPS JOHNSON AND HIS ORCHESTRA
Decca 27651 and *9-27651 |
| Peace In The Valley
Where Could I Go But To The Lord | RED FOLEY With the
SUNSHINE BOYS QUARTET
Decca 14573 and *9-14573 |
| T-u-lucky-ty
Las Vegas, Nevada | LES "CARROT TOP" ANDERSON With
NOEL BOGGS And THE DUDES
Decca 46326 and *9-46326 |
| Just One More Beer
That's A Horse Of A Different Color | MACK McCRAY
Decca 46327 and *9-46327 |
| Where Could I Go
Checking Up On My Payments | SUNSHINE BOYS QUARTET
Decca 46328 and *9-46328 |
| A Neighborhood Affair
You Make Too Much Noise
When We Kiss | THE JAMES QUINTET
Decca 48218 and *9-48218 |
| Lo Que Quiero Ser Para Ti
La Fiesta De Los Ratones | TRIO SERVANDO DIAZ
Decca 21349 |

*Indicates 45 RPM Version

NEW RELEASES—ALBUMS

- BING and THE DIXIELAND BANDS**
BING CROSBY Singing with
BOB HAGGART'S ORCHESTRA—BOB CROSBY'S BOB CATS—
EDDIE CONDON and His Orchestra
Selections Include: The Dixieland Band—Jamboree Jones—Walking
The Floor Over You—When My Dream Boat Comes Home—Blue—After
You've Gone—Feudin' And Fightin'—Goodbye, My Lover, Goodbye
Decca Album A-852 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-232 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 5323 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00
- DICK HAYMES**
SENTIMENTAL SONGS
Selections Include: The Night Is Young And You're So Beautiful—I Don't
Want To Love You—Till The End Of Time—Love Letters—You'll Never
Know—It Can't Be Wrong—What'll I Do—Our Waltz
Decca Album 9-88 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 5291 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

FLASH!

SPECIAL RELEASES

1ST ANNOUNCEMENT

BING CROSBY
with Orchestra Directed by DAVE BARBOUR
SHANGHAI
and
I'VE GOT TO FALL IN LOVE AGAIN
Decca 27653 (78 RPM) and 9-27653 (45 RPM)

GLORIA DE HAVEN and GUY LOMBARDO
and His Royal Canadians
BECAUSE OF YOU
and OUT O' BREATH
Decca 27666 (78 RPM) and 9-27666 (45 RPM)

JANE TURZY (See Ad opposite page)
with Remo Biondi and His Orchestra
SWEET VIOLETS
and LONELY LITTLE ROBIN
Decca 27668 (78 RPM) and 9-27668 (45 RPM)

HOT LIPS JOHNSON
and His Orchestra
BRING ME ANOTHER JUG OF WINE
and
CATCH 'EM YOUNG, TREAT 'EM
ROUGH, TELL 'EM NOTHIN'
Decca 27656 (78 RPM) and 9-27656 (45 RPM)

MERVIN SHINER
IF TEARDROPS WERE PENNIES
and LET'S LIVE A LITTLE
Decca 46337 (78 RPM) and 9-46337 (45 RPM)

THE COUNTRY'S SENSATIONAL NEW SINGING STAR!

JANE



TURZY

SWEET VIOLETS

**NEWEST...
AND BEST YET!**

and
**LONELY
LITTLE
ROBIN**



Decca 27668 (78 RPM) and 9-27668 (45 RPM)
with Remo Biondi and His Orchestra

**SWEEPING
THE COUNTRY!**

with Remo Biondi Orchestra

GOOD MORNING MR. ECHO

and

BE DOGGONE SURE YOU CALL

Decca 27622 (78 RPM) and 9-27622 (45 RPM)

**STILL
GOING
STRONG!**

with the Jane Turzy Trio

PRETTY EYED BABY

and **I CRIED MYSELF TO SLEEP**

Decca 27479 (78 RPM) and 9-27479 (45 RPM)

America's Fastest Selling Records



Disk Execs Optimistic as Sales Seem To Be Rising

By JERRY WEXLER and
JOE MARTIN

NEW YORK, June 23.—For a variety of reasons, not the least of which is a number of hit disks, the record industry appears to be moving out of the sales slump it felt last month. This was borne out by a *Billboard* survey taken this week among disk manufacturers. Too, diskery execs believe that a final tabulation in October and November may even show that sales this summer will have topped those of the 1950 summer season.

Spot checks among both dealers and distributors also show a pick-up in disk sales. Reports range all way from sales double those of the same period last year to "slightly improved" over May disk volume.

Typical of the diskery reports on the upsurge in sales are:

Capitol: Sales are approximately 20 per cent ahead of last year at this time. Label is currently riding with Nat Cole's *Too Young*, Les Paul-Mary Ford diskings of *How High the Moon* and *Mockin' Bird Hill*, Stan Kenton's *September Song*, *Voice of the Xtabay* album and the children's catalog.

Columbia: The diskery has added production personal at its Bridgeport, Conn., plant and is curtailing pop releases to maintain production on its top 15 disks (see separate story). Frankie Laine's *Jezebel* has passed the 600,000 mark. *Jezebel*, the Rosemary Clooney *Come On-a My House* and Guy Mitchell-Mitch Miller *Truly, Truly Fair* disks have reportedly totalled 250,000 in the past three weeks. Label also reports a pick-up in the sales of the masterworks catalog.

Coral: Disks by the Ames Brothers, Pinetoppers and Cliff Steward

are moving well, and the label's LP catalog is showing renewed activity. Sales execs say that business has definitely taken an upward turn.

Decca: The firm's standard catalog, *Guy and Dolls* and *King and I* show albums, the Weavers' *On Top of Old Smoky*, Jane Turzey, Don Cherry, Gordon Jenkins and Leroy Anderson disks are among the leading sellers. Company's executive veepee, Leonard Schneider, states that June business is ahead of the May figures and that there are definite signs that business is getting better all down the line.

London: Harry Kruse, executive veepee, believes that this month's sales figures will top those of last month. The English Decca subsidiary is currently clocking par-

ticularly well in the classical field with its *Tales of Hoffmann* and *Fledermaus* albums.

Mercury: Label reports that Patti Page's *Mister and Mississippi* has topped 250,000, Vic Damone's *Truly, Truly Fair* is over 175,000, and a rhythm sleeper, Johnny Hodges' *Castle Rock*, has passed the 75,000 mark. Firm has reopened its Newark, N. J., plant (see separate story).

Sound Tracks Sell

MGM: Diskery sales exec Charles Hasin reports that average sales to 33 distributors showed a large percentage increase this month. "The sales situation in general," he says, "has bettered itself materially." Label's Billy Eckstine, Hank Williams and mo-

(Continued on page 38)

Kidiskeries Find 30,000 Outlets, Broaden Toy Stores' Distribution

NEW YORK, June 23.—Diskeries specializing in the children's record field are in the midst of a race to sign toy and juvenile furniture jobbers as a means of widening distribution for the kidisks. The several of the labels have been experimenting with distribution thru toy outlets for some time, the sales results have apparently been so successful as to create an active campaign among the sales and distribution execs to sign up additional toy wholesalers.

Most kidiskeries continue to sell thru regular record distributors, claiming that the toy jobbers do not conflict in any way. They say that disk distributors rarely, if

ever, contact retail outlets selling toys and kid furniture. Kidiskery sales execs also claim that sales figures prove that the additional distribution is not reflected in falling sales among regular disk outlets in the same territories.

Simon & Schuster, Little Golden diskery, points out that 10 to 15 per cent of its total sales are accounted for by the 30-odd toy jobbers handling the line. The label has over 100 distribution outlets in disk, toy and book-magazine fields. Children's Record Guild and Peter Pan have also been lining up toy jobbers for their disks. Voco has long had displays and sales counters in the toy sections of department stores like Macy's, New York.

Others Also

According to the kidisk firms there are approximately 30,000 retail outlets handling toys against 12,000 to 15,000 record retailers. Children's record firms are also eyeing book and audio-visual wholesale outlets, the experiences with most book stores is reported to be something less than encouraging.

In some market areas the regular disk distributors handling kidisks have already started selling to toy retailers. Typical of such distribs are Vanity Fair in New York, Brason Associates in Chicago and Marnel in Philadelphia. Leading toy wholesalers handling kidisks are such firms as Schranz & Beeber in New York, Pensick & Gordon in Los Angeles and Stackman in Chicago.

Syndicate stores of the Montgomery Ward class are selling

Pub Lawyers Study ASCAP Sues Decish

NEW YORK, June 23.—Top music business attorneys are making a careful study of the decision recently handed down by Judge Charles A. Dewey, U. S. District Court, Southern District of New York, in the case of Foreign & Domestic Music Corporation Vs. Martin Licht and Astra Pictures (*The Billboard*, June 23). The publisher sued over alleged unauthorized use of music in the picture, *Ecstasy*, shown at Brandt's Gaiety in 1942. Interpretation of the decision is that the publisher, having assigned his rights to the American Society of Composers, Authors and Publishers, under the ASCAP-Publisher membership contract, was not the proper party in interest. ASCAP, it was held should sue rather than the publisher.

Pubbers not involved in the case have asked their attorneys for clarification, inasmuch as the decision, as it now stands, would seem to jeopardize pub's synchronization rights. Pubbers are querying their attorneys also as to clarification of just what rights are assigned to the Society. Traditionally, ASCAP handles only performing rights.

Henry Pearlman, attorney for plaintiff in the case, this week was asked to forward the papers on the case to one of the industry's leading attorneys, so that the latter could study same and decide whether pubbers should seek a reversal of the decision.

BREAD CAST UPON WATER

PHILADELPHIA, June 23.—Altho it didn't belong to his own music catalog, Jimmy Myers, of Myers Music and Jem Publishers, couldn't bear to see even a rival music pub miss out on a network plug. Myers happened to walk in on Mac McGuire, who originates six weekly Mutual shots from WIP here with his *Harmony Rangers*, and found the folk maestro in mad search for a sheet of *You Don't Know What Lonesome Is (Till You Get to Herdin' Cows)*. Ditty is in the folio of Southern Music Company. But in hopes that somebody else would do as much for him some day, Myers rushed over to Charles Dumonts, local music jobber, where he found three copies of the tune, gave them to McGuire, and the plug went on the net as scheduled.

Phono Mfrs., 14 Strong, Plan Preem at Chi

NEW YORK, June 23.—Phonograph Manufacturers' Association, trade organization formed early this year, will stage a series of events during the National Association of Music Merchants' trade show in Chicago next month. Membership of PMA now totals 14 firms producing a total of two million record-playing units a year. PMA convention plans include a large exhibition hall display for the association and individual display rooms on the sixth floor of the Palmer House. The group will also hold a banquet July 17 in the same hotel.

Recently added to PMA membership were Edu-Craft Sales Corporation and Kraft Bros. Other members of the association are Steelman Phono, Herold Radio & Television, Dean Electronics, Dynavox, Hudson Electronics, Hedco Manufacturing, Sonic Industries, Tone Products, Electronic Creations, B. & R. Electronics, United Case Corporation and Porto Case Company.

The PMA exhibition hall display booths will serve to familiarize buyers with the functions and aims of the association and as a directory for listing the individual member display rooms in the hotel. Banquet plans include the introduction of name disk artists. Diskery talent is still being sought for the event by entertainment committee chairman, George H. Fass, Dean Electronics prexy.

Green Plans Int'l Mercury Rep Set-Up

CHICAGO, June 23.—Following two years of research and primary exchange of masters dealings with various foreign disk firms, Irv Green, Mercury prexy, leaves here next week for a two-month junket to set up a network of Mercury reps across the world. Starting in England, Green will go thru the Scandinavian countries, Switzerland, Italy, Germany, Israel, Australia, Japan and Tokyo in cementing an international chain of Mercury distributors. While Mercury has already obtained reps in the Scandinavian countries and Switzerland, Green will work out deals in the other areas. Up to now the bulk of the Mercury business overseas has been in shipping finished merchandise to these areas on a non-exclusive distributing basis. Green intends to set up master-leasing arrangements, with each rep to get an exclusive territory.

Green also intends to monitor the masters of all firms with whom deals are worked out, seeking material for classical LP's and also looking for good foreign musical and vocal artists which might cut American material.

The foreign distrib problem has been handled by Irwin Steinberg, Mercury treasurer, for the first

two years, and Steinberg will oversee the operation once the deals are set by Green.

Report Mayer Angling for Mills Catalog

NEW YORK, June 23.—Reports were current this week that negotiations were under way for the sale of the Mills Music catalog to Louis B. Mayer, Mills execs admit that sporadic talks with film execs have been going on, but indicate that as yet no area of agreement has been reached. It's understood that the asking price for the catalog is \$5 million.

Dickering for the Mills catalog highlights the importance of a pub firm to TV film producing ventures. Difficulty of obtaining rights to tunes has blocked the use of many flicks on TV. Mayer, it is understood, is interested in TV film production, and acquisition of the Mills catalog, or other notable publishing property, would ease the path considerably. Mills catalog, which dates back to 1899, contains well over 100,000 titles. It represents one of the most valuable collection of standards in the business.

The Mills brothers are thoroly conversant with the TV film situation. Irving, headquartered on the coast, gave considerable study to the field and at one point acted in an advisory capacity to Louis Snader during early months of the latter's Telescriptions venture.

Cap Rushes Album Of Les Paul Disks

NEW YORK, June 23.—Taking full advantage of the sales potential of Les Paul, currently one of hottest disk properties, Capitol Records is rushing thru a Les Paul album for early release. Paul has two disks, *How High the Moon* and *Mockin' Bird Hill*, on current best-selling lists and a third, coupling *I Wish I Had Never Seen Sunshine* and *Josephine* which is expected to be a best-seller.

Diskery has not yet disclosed the titles of the tunes in the upcoming album, but it is reported that at least several of the sides have not previously been released as single records.

Kenin Appointment At AFM Imminent

NEW YORK, June 23.—A number of high echelon personnel switches are taking place in the American Federation of Musicians. Chief of these is the imminent appointment of Herman D. Kenin, member of the AFM executive board, as International Film Studio representative. Kenin, of Portland, Ore., is understood to be in line to succeed Chet Gillette, who will retire from the film post because of illness. Gillette, in addition to being the AFM's film representative, has been chairman of the Federation's law committee for many years.

Kenin, an attorney, is known as

an authority on copyright, property rights, etc., on a national and international level. He has represented the AFM in work with UNESCO. The reported imminence of his taking over of the film job, however, is of special interest. AFM's current pact with the studios runs out at the end of August, therefore negotiations are likely to begin shortly. These negotiations will be of more than ordinary importance, for in addition to the matters of scales, number of musicians to be employed, limitations on mechanical music, etc., the Federation will take up the question of television film. Some film indies, notably Republic and Lippert Productions, the networks and a flock of indie packagers have already subscribed to the AFM's 5 per cent royalty philosophy on TV film. The AFM hopes to cover this in the general studio pact with the majors. This point is likely to be one of Kenin's top projects.

Post Vacant

With Kenin virtually slated for the film post, his current spot on the AFM executive board will be vacant. The AFM brass will temporarily fill this by appointing a man to the post. Likeliest contenders are Lee Repp, president of Local 4, Cleveland, and William J. Harris, president of Local 147, (Continued on page 38)

Stars To Sell Tunes on CBS

NEW YORK, June 23.—Columbia Broadcasting System this week started lining up singing talent for its new TV show, *Songs for Sale*, due to preem June 30 in the Saturday 10-11 p.m. slot. The simulcast stanza will have Peggy Lee and Johnny Desmond in addition to maestro Duke Ellington on the initial program June 30, Mimi Benzell and Guy Mitchell July 7, Margaret Whiting and Mel Torme July 14, and Ethel Waters and an unselected male vocalist on July 21.

The web is trying to build the program around name record artists. Hope is that the show will develop into a property which will give NBC-TV some competition on Saturday evenings. The budget has been upped considerably.

Col to Reveal Fall Sales Plan In Region Talks

NEW YORK, June 23.—Columbia Records, Inc., execs will introduce the diskery's fall merchandising plans at a series of four regional meetings with distribs next month. The first confab, scheduled for Chicago, July 17, is timed to take place during the forthcoming National Association of Music Merchants' convention. Succeeding meetings will be held in Los Angeles July 23; New Orleans, July 25, and Atlantic City, July 28.

The Columbia entourage will include Jim Conkling, prexy; Goddard Lieberman, exec v.-p.; Paul Wexler, national sales manager; Mitch Miller, pop a. and r. director; Dick Gilbert, master works division director; Al Earle, director of advertising and promotion; George Hayes, merchandising manager, and Hecky Krasno, director of children's a. and r.

Details of the fall plan are being kept under wraps until it has been presented to the distribs. Other diskeries have their fall merchandising plans already in operation; e.g., Victor's 25 per cent return and deferred payment plans, Mercury's "3 for 1" deal. Columbia has made a point of holding back on its plan until the dealers are in a position actually to sell fall goods.

The Fontaine Sisters

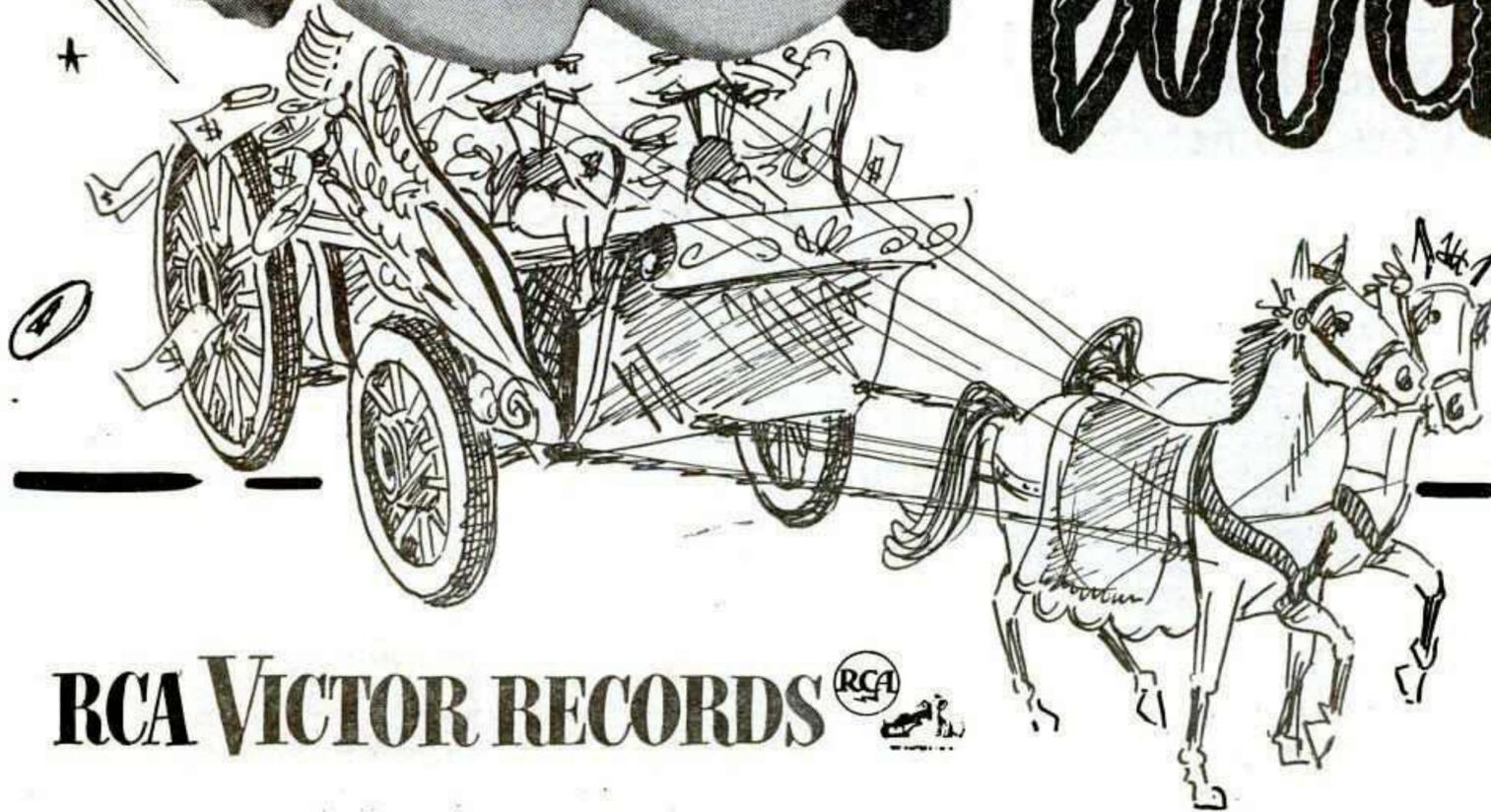
Hitwagon

... STARTS TO ROLL WITH ...

MOON, JUNE, SPOON

and

"RHUMBA BOOGIE"



RCA VICTOR RECORDS



20-4168
(47-4168)

Midwest Terp Biz Picture Brightens

Good One-Nighter Results Scatter
Ill Ballroom Rumors, Report Says

CHICAGO, June 23. — Despite reports to the contrary, a survey of Midwest ballroom ops' reports to the National Ballroom Operators' Association during the past two months indicates that terp business is good. Information on how orks are doing in the Midwest comes from one-nighter reports with remarks on the factors which affected the dates.

The one-nighter chart, pioneered by *The Billboard* and taken over early this year by NBOA as a monthly service, showed that for the past two months 15 bands went into percentage, 31 made money, 15 broke even and 17 lost money at the door. While the NBOA's one-nighter report is not a conclusive check of all ops' operations, it follows along the lines of any rating system in that it's estimated the 78 dates reported are well over 15 per cent of all dates played in the territory.

Of the 32 dates on which operators reported either breaking even or losing money, nine were played under bad weather conditions. For the remainder, weather ranged from fair to good. Main reason for

failure of the bands to do better than break even in six instances was that competition was playing name bands. In eight dates, ops noted that the ork needed more promotion, such as disks, airtime or advertising. Lack of proper arrangements was blamed in nine instances.

Coast Pallad'm Mapping Sock Name Line-Up

HOLLYWOOD, June 23.—Palladium's Earl Vollmer is negotiating to bring a list of name orks into his local terpy as glittering as his most recent sked (*The Billboard*, April 7). Bands expected, but not inked, to take the Palladium bandstand are Benny Strong, Harry James and Ralph Flanagan, and possibly Freddy Martin and Guy Lombardo. November and December dates are open.

Following the current Jimmy Dorsey stint are Tony Pastor, July 10; Les Brown, August 7; Ray Anthony, September 4; Sonny Burke, October 2, and Dick Jurgens, January 22. It is believed Strong and James are being sought for 1951 dates, with the others topping the list for 1952.

Columbia New Opera List Up To 4 For Yr.

NEW YORK, June 23.—Columbia Records, Inc., has weighed in with its third and fourth new full-length opera recordings of the year with the completion of *Faust* and *Pagliacci*, done with the Metropolitan Opera casts which perform these works. The other two are the Met *Fledermaus* and a Parisian waxing of *Carmen*. With a transfer from shellac of *Manon Lescaut*, cut in Italy several years ago, the diskery's complete opera listings for the year number five. A sixth will be on tap when *Meistersinger* is waxed at the forthcoming Bayreuth Wagner festival, the first since World War II.

Faust features Eugene Conley in the title role, Cesare Siepi as Mephistopheles, Eleanor Steber as Marguerite and Frank Guarrera as Valentine, with Fausto Cleva conducting. The opera will occupy three 12-inch LP's, to be released July 16.

Pagliacci features Richard Tucker as Canio, Giuseppe Valdengo as Tonio and Lucine Amara as Nedda. Miss Amara will make her debut in this role next season, so that her performance on the recorded Met version is by way of a preview. Occupying two LP's, *Pagliacci* will be out in August.

Both operas were cut in Columbia's 30th Street studios under the supervision of Masterworks director Dick Gilbert. Because of the fact that these were both done by casts who had performed the opera live, the dates were done with what is considered exceptional despatch, *Pagliacci* taking only eight hours and *Faust* 13 to complete.

Diskery Wins Suit, Maybe

NEW YORK, June 23.—The Appellate Division, New York Supreme Court, this week unanimously reversed a lower court decision dismissing Columbia Record's complaint against dealer Sam Goody. The diskery had sought an injunction to stop Goody from selling Columbia disks, particularly LP's, below the fair-traded price, and referee Isidor Wasservogel found for Goody.

The reversal at the Appellate level, however, is significant in that it remands the case back to special term for further consideration in light of the recent U. S. Supreme Court decision against fair-trade practices. Columbia's victory, therefore, is viewed in trade circles as a hollow one, and the diskery reportedly takes a dim view of its chances in a new action in the face of the U. S. Supreme Court decision. A Columbia spokesman said that no decision has been made as to whether the company will go ahead with the suit in special term.

Still No End; Disks, Phonos Drop Lower

Some LP's 77c
In N. Y. Store War;
Show Albums Off

NEW YORK, June 23.—Disk and phono prices were still dropping here this week as major department stores continued the price battle started when the Supreme Court practically invalidated State fair-trade laws. Slices this week were not as drastic as they have been, as the department stores were either close to or below the standard cost prices of phonograph records and record players.

Pop singles remained at 54 cents, but Macy's cut the price of RCA Victor Red Seal 12-inch 78 r.p.m. records down to 58 cents. Pop 10-inch long-playing albums on all labels were dropped to \$1.77. The low-priced Varsity-Royale LP disks were sold for 77 cents at the week-end. RCA Victor's Model EY3 portable 45 r.p.m. phono was down to \$26.99 and the Columbia LP attachment was priced at \$14.94.

Other price slashes brought the original cast *King and I* LP disk down to \$3.27, *Tree Grows in Brooklyn* original cast LP down to \$2.71 and London Records' 12-inch LP disks down to \$3.66 from the regular list price of \$5.95.

Store execs claimed that business was more than double the normal rate for this time of the year.

Distributors Balk at Indie Sales Ethics, Drop Lines

NEW YORK, June 23.—Distributor beefs over the sales practices of several independent LP classical diskeries continue to grow, with several distributors prepared to stop handling the LP labels and additional distributors already dropping some lines.

Big gripe is the direct sale by the diskery to known trans-shippers, cut-price dealers and mail-order firms. Diskeries, on the other hand, insist that they have to sell directly to key outlets in order to stay in business despite heavy pressure from the majors.

Tradesters see the basic problem as that of "shoe-string" financing. It is pointed out that some LP indies actually operate "out of a hat," and are forced to make unorthodox deals in order to obtain ready cash. Result is now apparently a move among distributors to fight back by dropping the lines of offending diskeries.

Problem is particularly acute at the moment because of the recent slump in disk sales. While an upturn in business (see separate story) may soothe some of the ruffled feelings, it is generally believed that enough damage has already been done to seriously

Dance Halls Now Subject To 200% Bite

PHILADELPHIA, June 23.—All the dance halls in the area were officially notified this week by the collector of internal revenue, Francis R. Smith, that they fall within the meaning of the amended federal tax code relating to cabarets, roof gardens, etc. As a result, the danceries will henceforth be subject to a 20 per cent tax on admissions, as well as on all revenue realized from the sale of refreshments, service or merchandise of any kind.

Smith explained that, as a result of a recent federal court decision, the commissioner of internal revenue has ruled that all dance halls, in which food or refreshments are sold, are "roof gardens, cabarets, or other similar places" within the meaning of the tax law, and thus subject to the tax imposed. While the dance halls have been paying a 20 per cent amusement tax, to which is also added a 10 per cent local amusement tax, the new ruling puts a heavy bite into the concessions at the danceries.

affect the future of several LP labels.

Typical of the gimmicks used by the indies are handing exclusive territories to distributors but keeping key accounts in the area as "house accounts." In addition, several firms are selling to their house accounts at discounts comparable to those being offered the distributors. Further twists are offering special return privileges and cash bonuses to dealers and clerks, respectively, but only to house accounts.

N. Y.'s AFRA OK's Disk Pact

NEW YORK, June 23.—Local chapter of the American Federation of Radio Artists has voted to accept the scales and conditions negotiated by AFRA and major diskeries covering AFRA members on disks. Los Angeles and Chicago locals must still vote on the proposed pact before it can become effective. A. Frank Reel, AFRA exec who guided the AFRA negotiations, expects the other two key locals to vote within one month.

Scales were published in the June 16 issue of *The Billboard*.

Atlantic to Unwrap 30 LP's In Wide Range: R&B to Classic

NEW YORK, June 23.—Atlantic Records will unveil a line of 30 LP records at the forthcoming National Association of Music Merchants convention in Chicago. The line will range from rhythm and blues, jazz and pops to two classical albums by Marie Powers.

The 30 LP's represent a year's program of recording as well as leasing of masters from other companies. In accumulating the leased material, Atlantic acquired the rights on a long-term royalty basis to the entire HRS wax, Rex Records catalogs, and to 36 sides from the Blue Star Company of France, plus assorted items from other diskeries. Herb Abramson and Ahmet Ertegun, Atlantic top-pers, are packaging and merchandising the material in a series of homogeneous groupings from the hundreds of accumulated masters. For example, in producing a Sarah Vaughan LP, they have four sides from Chuck Darwyn's Monogram Company in Canada, which had obtained the sides from the Crown

WHO SHOT WHAT AND HOW?

It Sez Golf Here, But What About This Whist?

NEW YORK, June 23.—Sammy Kaye and publisher Jack Johnstone tied for first place in the annual Perry Como golf tournament at the Garden City Country Club Tuesday (19), with net scores of 70. Kaye won the heavy trophy after his card was matched with Johnstone's. A suggestion that the first prize be determined by having them contest at leading a band was ignored.

Cleffer Larry Stock's 83-12 won him third prize. Lee Finburgh won the approach contest and George Gilbert the putting. Mitch Ayres took low net in the guest division, with Lou Del Guercio taking second with the lowest gross of the day, a 77.

The tone of the day, a melange of laughs, large divots and considerable needling, was established early when guests, turning off Grand Central Parkway for the road to Garden City, were greeted with a poster reading:

"This way to Perry Como's Hacker's Handicap. All music publishers barred. Must be played from stock. Added attractions: Green will present *The Thing* to the winner. Nick Kenny will sing. Myerson will ride a trotter bareback. Martin Block will execute trick shots on the turntable. All contestants will beef about their handicaps. Mitch Ayres will do the Charleston."

He Lives There

The sign, it developed, was the work of Harry Link, whose house is at the turn-off and who had arisen at 5 a.m. to post the notice and do limbering up exercises in order to be able to crouch over his putts.

At the dinner which followed the golf, guests Ed Sullivan, Art Weems, Manie Sacks, and Music Publishers' Contact Employees proxy Bob Miller paid tribute to Como, as singer, gentleman and plug, and Mickey Addy loused up

the toastmastering with a barrage of solecisms, redundancies and split infinitives that must have had Joe Humphries spinning.

The assemblage addressed itself assiduously to whist, backgammon and lemonade after dinner, and Wednesday was a quiet day along the street.

Coast Indies Stray From R. & B. Field

HOLLYWOOD, June 23.—Four Coast rhythm and blues indies are finding it more profitable to stray from the r. and b. field. Major record companies' extended activities in the blues field have forced Coast indies to branch out in allied fields in order to insure a steady income and compensate for some loss as the result of majors' guaranteed distribution and already established roster of talent.

Aladdin recently introduced its folk and Western releases on its subsid. Intro. Such artists as Andy Parker and the Plainsmen, Tommy Duncan and Terrea Lee have been pacted by the diskery. Imperial, with T-Bone Walker, and others, has also found it financially sound in the Western division.

Specialty, on the other hand, is doing quite a lot of recording in the gospel and spiritual field. Altho Specialty features blues artists, many of the waxings find a place in the pop market. Modern is concentrating on Dixieland and Gene Norman's jazz concerts, reporting excellent sales especially on dubs of Norman's concerts.

R. and b. label's only chance for continuance is to keep more than 90 per cent of its releases in the original vein. Should a blues diskery use a standard, a major plattery could issue the same tune with any number of already established names and virtually erase the indie's version. Most big companies have recorded a vast amount of standard material, making available to them unlimited reserves. Too, a name artist can give a standard a more interpretive rendition than a blues warbler. A *Billboard* survey shows that top r. and b. diskeries release close to 98 per cent original material.

Jan Garber Ork Booked To Jan., '52

NEW YORK, June 23.—Tour set by General Artists' Corporation for the Jan Garber ork has the band booked solidly to January 10 without a single open date. According to Garber, it's the best road tour the ork has had in its 33-year history. Lowest guarantee on the six-months trip is for \$4,250.

Following the ork's current stand at the Statler Hotel here it goes on one-nighters—Virginia Beach for two weeks; Springfield, Ill.; Denver for two weeks; College dates; Cheyenne, Wyo.; Omaha for one week; Evansville, Ind., for three weeks; more one-nighters; Chicago for six weeks in September; Baton Rouge, La., for 23 days, and New Orleans for eight weeks beginning in November and ending January 10. Garber will head back to the West Coast at that time.

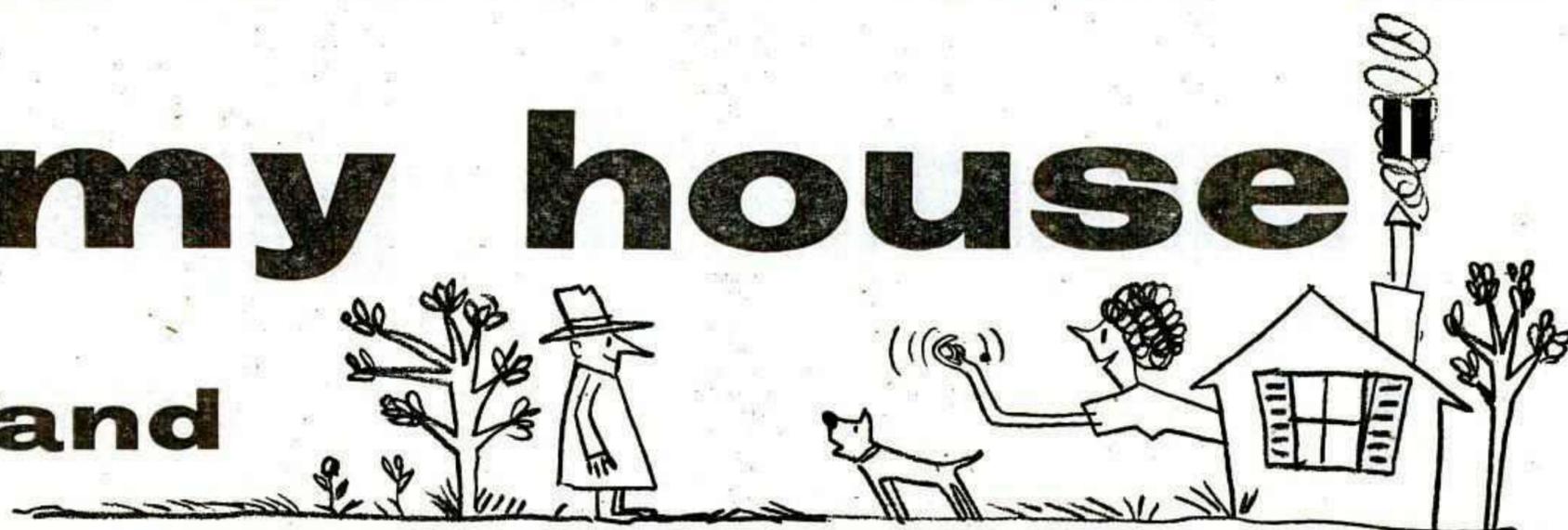
Decca Signs "Aisle" Cast

NEW YORK, June 23.—Decca Records has picked up the original cast disking rights to the new Arthur Lesser musical, *Two on the Aisle*. The revue is skedded to open on Broadway July 12 after its current out-of-town break-in run. This makes the fourth Broadway musical of the current season that has been inked by the diskery. Announcement was made by diskery Executive Veepee Leonard W. Schneider.

The new musical features Bert Lahr, Dolores Gray, Kay Ballard and Collette Marchand. Music is by Jule Styne with lyrics by Betty Comden and Adolph Green. Abe Burrows directed the show. Waxing sessions will take place soon after the show opens on the Stem.

"Come on-a my house"

and



"Rose of the mountain"

sung by

ROSEMARY CLOONEY

78 rpm 39467 • 33 $\frac{1}{3}$ rpm 3-39467 • 45 rpm 4-39467

SAYS—

WNEW'S MARTIN BLOCK over The Make-Believe Ballroom,
May 16th: "First time ever . . . the week's two top records, back to
back. I'm picking both sides to kick each other straight to
the top of the list!"

**Columbia
Records**



Originators of 33 $\frac{1}{3}$ LP Records

Trade Marks "Columbia," "Masterworks," ® and ©
Reg. U. S. Pat. Off. Marcos Registrada



"RICH" PIC STRIKES IT DITTO--ALBUM, 27 DISKS

NEW YORK, June 23.—The diskeries, which have been brushing musical film scores with slight or token coverage of recent years, have shown unusual receptivity to the tunes from the forthcoming MGM flick, *Rich, Young and Pretty*, which now boast a total of 27 single diskings and an album.

The Nicholas Brodzsky-Sammy Cahn score, split among Robbins and Feist, of the Big Three, lines up as follows, record-wise:

Wonder Why, Toni Arden, Columbia; Vic Damone, Mercury; Billy Eckstine, MGM; Herb Jeffries, Coral; Guy Lombardo, Decca; Vaughn Monroe, RCA Victor;

Helen O'Connell, Capitol; Jane Powell, MGM. *We Never Talk Much*, Helen O'Connell-Dean Martin, Capitol; Jane Powell, MGM. *L'Amour Toujours*, Bob Crosby, Capitol; Jane Powell, MGM. *Paris*, Fernando Lamas, MGM. *Dark Is the Night*, Toni Arden, Columbia; Herb Jeffries, Coral; Guy Lombardo, Decca; Mary Mayo, Capitol; Vaughn Monroe, RCA Victor; Jane Powell, MGM. *I Can See You*, Don Cherry, Decca; Vic Damone, Mercury; Woody Herman, MGM; Mary Mayo, Capitol; Jane Powell, MGM. *How D'Ya Like Your Eggs in the Morning?*, Vic Damone, Mercury; Helen O'Connell-Dean Martin, Capitol; Jane Powell, MGM.

Further single diskings of the tunes are in the works, according to Big Three topper Abe Olman.

Dixie Trekking To East Coast

HOLLYWOOD, June 23.—Many of the Dixie outfits in this area are being routed thru the East for the summer.

Louis Armstrong and His All-Stars, touring the Coast the past seven months, are on their way to Eastern bookings. Satchmo, while here, played the Oasis twice, once at the Tiffany Club, Pasadena Civic, Balboa's Rendezvous Ballroom and three dates in the Bay Area, providing local residents ample opportunity to absorb the Dixie flavor. Kid Ory, long a fave here, and Red Nichols were recently inked by Associated Booking Corporation and are prepping for Eastern one-nighters. Benny Pollack has disbanded his crew to get under way his Strip eatery.

Firehouse Five Plus Two are not taking regular bookings, satisfied with spot dates in surrounding communities. KFWB disk jockey Gene Norman has for the time being let up on his Dixieland drive while the 150 Club in San Francisco, one of the Bay Area's top Dixie clubs, is up for sale due to jazz inactivity.

What leads many to believe Dixie is only taking a short breather is the fact that the Norman-Frank Bull annual Dixieland Jubilee, at the Shrine Auditorium, is due in the early fall and is always an added impetus to Dixie. Following the concert, many of the participating bands, drawn from all over the country, remain to play local bistros. Nappy Lamar has returned to the nitery scene, at Sardi's, and Pete Daily is still holding forth at the Royal Room. Tiffany Club currently has Muggsy Spanier and follows with Sharkey Bonano.

Ory and Nichols, once their cross-country junket is completed, will undoubtedly return to the Coast as their pact with ABC is limited. Pollack plans taking his ork out of mothballs as soon as he completes an addition to his restaurant.

In the disk department, Tempo Records is releasing New Orleans slicings by Papa Jack Laine's Children, a septet making its wax bow. Should the sides click, the group may make Western p.a.'s. With Dixie due to get a needed hypo via Discovery, Good Time Jazz Records and several majors, besides Tempo, outlook is bright despite a slow summer for the up and down Dixieland tempo.

Merc Off on New Pop Drive

NEW YORK, June 23.—Mercury Records is following its "3-for-1" return and deferred payment merchandising projects with a pop drive on four current records, which are being sent out on consignment. Disks and guaranteed quantities are: Richard Hayes' *Come On-a My House* and Georgia Gibbs' *Good Morning Mr. Echo*, 25,000 each; Eddy Howard's *Deadly Weapon*, 17,000, and Al Trace's *Josephine*, 15,000.

Diskery also is currently offering juke operators a so-called "2-for-1" plan, details of which have not been revealed. Increased business resulting from the merchandising plans and pop drive had the company's Newark, N. J., plant reopening after a two-week shut-down when summer slack appeared to be in the offing.

Golden Gate, Savoy Sites For Housing

NEW YORK, June 23.—The Savoy and Golden Gate ballrooms, Harlem landmarks, are skedded to be razed to make way for a municipal low-cost housing project. The razing of the terperies is considered to be at least two years away, it is known that the Savoy management is seeking a new location. Owners would like to open a ballroom in the shopping center of the housing development. No replacement spot for the Golden Gate is currently being sought.

The possibility exists that a new combine will open a super deluxe ballroom on Harlem's 125th Street. Plans for the spot have already been drawn.

Claim 'Violets' Infringement

NEW YORK, June 23.—Southern Music has put RCA Victor on notice that its Dinah Shore waxing of *Sweet Violets* infringes on Southern's tune of the same name, written by one Denny Samberg and copyrighted by the pubbery in 1929. The Dinah Shore version, written by Victor pop a. and r. head Charley Green, is being published by E. H. Morris. Southern has not yet made any representations to Morris.

Green contends that his version stems from public domain sources plus some original material.

According to a spokesman for Southern, Victor has licensed three different diskings of *Violets* with Southern since its version was copyrighted.

Feist Files Black Suit

NEW YORK, June 23.—Leo Feist, Inc., filed suit in Southern District Court here this week against publisher Warren M. Black for alleged infringement of 17 of its copyrighted songs. The action seeks an injunction, damages sustained and an accounting of profits.

According to the plaintiff, Black used the 17 songs in three folio publications without consent of the copyright owners. Feist also asks that the defendant deliver up during the pendency of the action all copies of the publications, which are, *Black's Correct Chords to 100 Standards, Books 1 and 2*, and *Book 3, Black's Correct Chords to 75 Standards*.

Set Doris Day For Kahn Pic

HOLLYWOOD, June 23.—Doris Day will play Mrs. Grace Kahn, widow of songwriter Gus Kahn, in Warner's biog, tentatively tagged *I Wish I Had a Girl*. Pic was originally skedded to roll last month, but delay in selecting someone to play Kahn have held up production. Being considered for the male lead are Frank Lovejoy, Gordon MacRae and Jimmy Stewart. Role is an acting one, with no singing.

Girl is the third working title, others being *Nobody's Sweetheart Now* and *The Gus Kahn Story*. Lucille Norman has been inked for a featured vocal role. Louis Edelman, producer, and director Michael Curtiz have announced the starting date as July 5. However, failure to agree on the Kahn role will push back the biog's beginning date.

TV-Phono Merchandising

NEW YORK, June 23.—TV industry is still in a state of flux, tho there are definite signs that the video set business will settle down to something close to normalcy. Trade estimates on the settling-down date vary greatly, but there is general belief that a series of coming events will resolve into a healthy TV picture. Facing the industry are such factors as increased defense orders and consequent decrease in consumer production, the coming of color video and ultra-high-frequency transmission and the eventual lifting of the TV freeze with hundreds of additional stations to start telecasting.

Recent sales slump, still in effect in many areas, has caused several manufacturers to forego the release of new models during the summer season. Yet many firms are expected to show new video sets at the July convention of the National Association of Music Merchants. New models have recently been announced by Magnavox, Meck, Scott, Philco, Stromberg-Carlson, Air King, Majestic, Emerson, Trav-Ler and Sparton. Yet Admiral, RCA Victor, Motorola and other large set makers are staying with their current lines for the time being.

Various tradesters are still at odds over the questions of possible set shortages. Statements from one company are to the effect that no shortages are anticipated this year, while another firm insists that defense production will mean a definite curtailment of consumer set production and a possible shortage of "key models."

Meanwhile, dealers in such cities as New York and Buffalo report that set sales are booming despite unhappy reports from most dealers in the same and other areas. One dealer in New York claims that sales have doubled over this same period last year, tho he admits to net profits being the same because of larger discounts being given consumers and heavier promotional budgeting.

Manufacturers are still lining up on the two sides of the color TV battle. There is no battle, however, on U-H-F telecasting with most manufacturers readying converters and turret tuner strip replacements for receiving ultra-high telecasts.

FCC Delegation Will Attend U-H-F Demonstration . . .

Chairman Wayne Coy, of the Federal Communications Commission will head a delegation from FCC at next Friday's (29) industry demonstration of ultra-high-frequency television. The demonstration is sponsored by Radio Television Manufacturers' Association at FCC's suggestion. A dozen manufacturers have indicated they will have equipment to demonstrate

Terry Heads New Show-Band Unit

NEW YORK, June 23.—Dan Terry, ex-trumpet man for the Sonny Dunham and Muggsy Spanier orks, will front a new dance band, to include in its repertoire an hour-long floorshow modeled after the type presentation current with the Freddy Martin ork.

General Artists Corporation is booking the crew and has set a break-in date at the King Phillip Ballroom, Wrentham, Mass., for next month. Band will also work week-end dates in New England during the summer and is negotiating for a location booking at a New York nitery.

Band has set Jack Cathcart to stage the production numbers, Charlie Shirley and Billy Maxted as arrangers, and is taking on a lighting technician. Production gimmicks include an audience participation quiz, with the orkster eyeing video! Crew will consist of six brass, five reeds, three rhythm and a girl vocalist.

Koussevitzky Leaves Estate to His Widow

BOSTON, June 23.—The will of Serge Koussevitzky, filed in Norfolk Probate Court recently, leaves the bulk of his estate to his third wife, Mrs. Olga Koussevitzky, Brookline, Mass. The estate was described as "substantial."

Koussevitzky, retired conductor of the Boston Symphony Orchestra, drew up his will 20 days be-

fore he died June 4 at the age of 76. Mrs. Koussevitzky will have use of the bulk of the estate during her lifetime, but most of her holdings will eventually revert to the Serge Koussevitzky Foundation in the Library of Congress and the Koussevitzky Music Foundation of New York. The two foundations are linked, having been established to encourage young musicians and the publication of music.

House Group Okays 15% Radio-TV Down Payment . . .

House Banking and Currency Committee last week approved an amendment to Defense Production Act relaxing credit Regulation W on radios and TV sets. The Committee amendment calls for a 15 per cent down payment instead of 25 per cent, with 18 months to pay.

Savoy Claims 50G on Esther

NEW YORK, June 23.—Savoy Records' Topper, Herman Lubinsky, this week filed a reply and counterclaim to a suit brought against his diskery last month by rhythm and blues artist Little Esther, whose real name is Esther May Jones. Diskery alleges that the chanter was an unknown whose reputation as an artist was made via her Savoy recordings and at considerable expense and effort to the label. Diskery also claims that the singer broke her contract by signing with King label.

Lubinsky asks \$50,000 in damages, alleging that Little Esther's switch in labels financially hurt Savoy's unreleased masters. Diskery also asks an injunction to restrain further violations of the contract it claims to hold with the artist. Jack Cohen represents Savoy.

AFM Surveys Coast For Conclave Sites

HOLLYWOOD, June 23.—In keeping with American Federation of Musicians plan to alternate union conventions between the two coasts, AFM National Treasurer Harry Steeper and AFM National Secretary Leo Cluesmann visited here this week to survey Coast cities as possible sites for the union's 1952 annual confab. Both Steeper and Cluesmann left Friday (22) for San Francisco prior to looking over Seattle.

Officials report that Santa Barbara is an ideal location for the conclave, the Armory there seating over 1,000. Convention will definitely not be held in Los Angeles. Visiting execs will take their findings to New York and report to the national executive board for a final decision.

Eastern Dates Set For June Christy

HOLLYWOOD, June 23.—Chirp June Christy, currently in Daytona Beach, Fla., is set for a series of Eastern locations prior to returning to the Coast. Gal plays the Celebrity Club, Providence, July 4-7; a return engagement at Charley Ventura's Open House, Lindenwood, N. J., July 8-15; Yacht Club, Atlantic City, July 20-26, and clubs in Detroit, Chicago, St. Louis and Las Vegas, Nev.

She is accompanied by her 88-er, Claude Williamson. Date at the Yacht Club will be in the way of a reunion, as Stan Kenton is skedded to appear at Steel Pier during the same period. Miss Christy's hubby, Bob Cooper, plays sax with Kenton.

Modern Execs Hit Road in Rotation

HOLLYWOOD, June 23.—Rhythm and blues indie Modern Records will rotate its three execs, Jules, Saul and Joe Bihari, keeping one on the road almost continuously in a move designed to build diskery's sales. Jules and Saul, back from a visit to Eastern distributors, report excellent results with the new set-up. June sales are double those of the first five months of 1950.

Modern is releasing 10 new sides this month, three on RPM. Diskery is reactivating promotion on waxings of Gene Norman's local concerts.

TV Color Fight Recalling Disk Speeds Battle

• Continued from page 4

detail in black-and-white reception. CBS attorney Richard Salant leaped to his feet in protest against the proposal and challenged its accuracy. With official FCC representatives taking notes, Salant declared that the FCC's final color standards report gave a green light for black-white adapters and color converters under the CBS color system, and he asserted that it would be misleading and inaccurate to describe the adapter pictures as degraded.

The outburst came as both CBS and RCA were preparing color broadcasts to the public, CBS with its color programs beginning Monday (24) under FCC's official authorization of Columbia standards, and RCA preparing to launch demonstrations the following month in the form of field tests.

RTMA's proposed trade practice rules for the industry urged that advertising or representations be deemed unfair if they do any of the following: Imply that no additional modification of sets is required to get ultra-high-frequency reception; indicate that any TV set can be adapted to receive color broadcasts in black-white without degradation of picture; fail to indicate that color pictures will be smaller than the original picture. The emphasis on the color issue gave fresh indication of the course of the continuing war between RCA and Columbia, a battle unabated despite the fact that FCC has officially okayed CBS's color standards. There appeared no question that both FTC and FCC intend to turn their attention to this phase.

National Radio and Appliance Dealers' Association and RTMA suggested a series of advertising rules which would provide for measurements of the actual TV screen.

An attorney for Philco Corporation challenged the legality of a suggested RTMA rule, declaring that payments of "spiffs" and "push money" be deemed an unfair practice. RTMA argued that "spiffs," extra payment to salesmen to push one manufacturer's set against a competing set, is unethical. Other organizations which offered proposed rules or statements were: National Radio and Appliance Dealers' Association, Television Dealers' Association, National Association of Cathode Ray Tube Manufacturers, and National Electronic Dealers' Association. Edwin A. Dempsey, exec director of National Television Dealers' Association, issued a statement criticizing several alleged practices and urging FTC to outlaw the practices. He charged that a fourth of the TV sets received by dealers are defective and need repairs before being sold.

Incorporate Waring Band to Work TV

HARRISBURG, Pa., June 23.—Fred Waring's band has become a corporate entity for TV purposes, with issuance of corporation papers by the Department of State here.

Under terms of the band's State charter, the new corporation is Fred Waring's Pennsylvanians, Inc., 5 Washington Street, Stroudsburg, Pa. It is authorized to issue up 250 shares at \$100 each, to capitalize at \$25,000 "to produce and present television shows and programs."

Incorporators of the Pennsylvanians are listed as J. L. Cohen, 260 North Fifth Street; Stephen Kanych, 722 Scott Street, and Leona E. Evans, 730 Main Street, all of Stroudsburg.

fore he died June 4 at the age of 76. Mrs. Koussevitzky will have use of the bulk of the estate during her lifetime, but most of her holdings will eventually revert to the Serge Koussevitzky Foundation in the Library of Congress and the Koussevitzky Music Foundation of New York. The two foundations are linked, having been established to encourage young musicians and the publication of music.



A GREAT SONG! A GREAT ARTIST!

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'COME ON-A MY HOUSE'

coupled with "GO, GO, GO"

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MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

802 Skeds 24 Park, 6 Hospital Concerts . . .

New York Local 802, American Federation of Musicians, has skedded a series of 24 free concerts here in co-operation with the Music Performance Trust Fund of the AFM. Concerts will be held during July, August and September in five public park locations in the city. In addition, six concerts have been skedded at various hospitals in the area. Orks to be used range from 20 to 51 men, including bands and symphony groups.

Cotillion New Diskery; Specializes in Kidisks . . .

Cotillion Records bowed last week, specializing in kidisks. Label Prexy Earl Schuller set September 1 as initial release date. Kid fare will be both 78 and 45 r.p.m., and under the supervision of Elbert Walker. Company has local and New York distribution. Schuller also made known plans to wax pop and Western tunes. However, no artists have been pacted by the diskery.

Robertis, St. Louis, Wins Coral Pitch . . .

First Coral Records distributor sales contest which closed last week was won by Robertis Distributing, St. Louis. Second and third place winners were Music Service Company, Great Falls, Mont., and Lieberman Music, Minneapolis. Winners were chosen for the greatest sale on specific disks over quotas set by the diskery. Second section of the contest closes July 16.

Music as Written

Berle, Nash Cut Nipper Singles for Victor . . .

Milton Berle and Clarence Nash, the voice of Disney's Donald Duck, waxed two kid singles for RCA Victor last week titled respectively "Mr. Television" and "Mr. Animated Cartoon." The disks will be released separately as Little Nipper singles.

800 Deeja's in Drive To Help Palsey Fund . . .

Over 800 disk jockeys are participating in a National Deeja Week and slogan contest to raise funds for cerebral palsied children. Contest started in the East Sunday (24). Every station in New York is co-operating in the campaign, with WNEW's Art Ford named as national disk jockey chairman. Contestants are asked to send at least a \$1 contribution along with entries. Prizes total \$30,000 in merchandise and cash.

New York

Joe Carlton, Mercury a. and r. head, signed a new country artist in Jimmy Hinchee. Hinchee came to New York from Mississippi with no wax experience, and Carlton signed him on the strength of some demonstration platters, cutting four sides with him last week. . . . Jubilee Records has waxed new warbler, Cliff

Ayres. . . Mr. and Mrs. Spike Jones (she pipes as Helen Grayco) had their second child June 13 at Hollywood Hospital. It's a girl, christened Leslie Ann. . . . George Avakian, Columbia international a. and r. topper, inked Continental warbler George De Seversky to a term wax pact. He's the brother of the aeronautical engineer. Avakian also pacted the Hermanos Rigual, L-A vocal-instrumental trio.

A six-pound daughter, Druanne Gale, was born to Mr. and Mrs. Bennett S. Rosner recently at Norwalk (Conn.) Hospital. Dad is advertising and promotion manager of RCA Victor custom record sales division. . . . Johnny Lane, Western Balladeer and star of "Children's Theater," telecast over KEYL-TV, San Antonio, has cut some of his own tunes for MGM. . . . Teri Josefovitz, after a road tour with his trio, is now doing a single at the Cafe Roland.

Daughter of Remington Records' Sales Manager Jack Meyerson was graduated from Junior High School last week with highest honors of her class. Judy Meyerson also took awards as outstanding student of the year in the New Haven, Conn., school. Harvey Geller, London Records' promotion and publicity exec, is back at work after a short illness.

. . . The price of vinyl disk scrap dropped from 6 cents a pound to 5 cents last week.

Pianist Cy Coleman received his release from Music Corporation of America and is now being booked on a freelance basis thru Manager Saul Richman. . . . Irving Fields signed a five-year deal with Music Corporation of America. . . . Ben Rosner, ad manager for RCA Custom Sales division, is the father of a girl born last weekend. . . . Newest label to make its bow is Vocal Art. Diskery signed tenor Lane Williams for Italian classical diskings. Label was organized in Hollywood by A. J. Horton. . . . Burl Ives' album of American folk song, originally cut for the Encyclopedia Britannica Films is being made available to foreign countries via the United Nations Education, Scientific and Cultural Organization. . . . University of Illinois band records are not for public sale as indicated by a recent article, but specially cut for the school's alumni association. . . . Henry J. W. Phillips has been named manager of the Carl Fischer Concert Bureau.

Chicago

Pvt. Vic Damone, stationed at Fort Dix, N. J., has requested that Art Talmadge, Mercury v.-p. in charge of flackery, send him 2,000 small souvenir mailing bags. Damone and his manager, Marvin Cain, intend to send out potatoes to the nation's d. j.'s, reminding them of the k. p. duty that Damone's currently doing. . . . Eddie Gilmartin is managing Tony Rinnella's Dutch Mill Ballroom, Dele-

van Lake, Wis., this summer, after working at the Indiana Roof, Indianapolis, this winter for Alice McMahon. Spot is using name one-nighters in addition to its location band policy. . . . Latin-Airs, who worked five years at the Mocambo, Hollywood, have inked with McConkey Artists' Corporation, and are heading into the Midwest to work the Congress Hotel here. . . . John Carlo, McConkey booker, has resigned from Owl and Folk Music Records. He was formerly prexy of the firms. . . . Jerry Gray's sister, Mrs. Agnes Tenda, is road manager of the band, now at the Edgewater Beach Hotel here. . . . Chicago's Mayor Martin Kennelly proclaimed June 22 "Louis Armstrong Day." . . . Barbara Ruthe, for the past two years in charge of d. j. promotion for Mercury, left last week to take over as office manager of Mercury's Minneapolis distribbry.

Detroit

Sid Stone opened last week at the Elmwood Room, Windsor, Ont., replacing Dorothy Shay as headliner. . . . The Joe Banquet Trio opened at the Bablu Stage Bar, new East Side spot. . . . Earl Williams was slated to open Friday (22) at the Club Juana. . . . Dave Ferris, former Motor City Favorite, has returned to the downtown Club 509. . . . Hal Otis Trio made its local debut at the Crest Lounge.

Hollywood

Associated Booking Corporation is lining up a one-nighter tour for Joe Adams' ork, currently featured on KTTV. Adams airs a regular disk jockey show on KOWL. . . . Sandy Stanton opened at the Diana Cafe with his Rhythm Riders ork. . . . Orrin Tucker will get a \$2,750 guarantee against 50 per cent for his three-week stay at the Aragon Ballroom. Lawrence Welk, who returns to the terperly in mid-August, is getting a reported \$3,500 against a 50-50 split. . . . Tempo's Joanne Low leaves the end of July for a two-month trek to Europe. . . . Woody Herman went before the cameras at Universal-
(Continued on page 44)

On the Stand

Stan Kenton

(Reviewed at Oasis, Los Angeles, June 19)

Records: Capitol. Recent key playdates, Palomar Theater, Seattle; Downtown Theater, San Francisco; Palladium, Hollywood. Personal manager, Bob Allison. Road manager, George Morte. Booked by General Artists Corporation. Press, Gene Howard. Feature billings, Stan Kenton and ork; Maynard Ferguson, trumpet; Shelly Manne, drums; Milt Bernhart, trombone; Bob Cooper, tenor sax; Art Pepper, alto sax; Jay Johnson, vocals.

Trumpets: Maynard Ferguson, Shorty Rogers, Chico Alvarez, Buddy Childers, Johnny Howell. Trombones: Milt Bernhart, Harry Betts, Dick Kenny, Bob Fitzpatrick, Bart Varsalona. Reeds: Bud Shank, Art Pepper, Bob Cooper, Bart Caldarell, Bob Gioga. Rhythm: Shelly Manne, drums; Kenton, piano; Don Bagley, bass; Ralph Blaze, guitar. Vocals: Jay Johnson. Arrangers: Kenton, Rogers, Pete Rugulo, Gene Roland, Bob Graettinger. Copyist: Clinton Roemer. Leader: Stan Kenton.

Stan Kenton and his progressive jazz ork (19) are at home at this intimate spot (seating capacity, 300), which perhaps explains his b.-o. success. This type of club, where there is no dancing, is best suited for Kenton music. You either like it or you don't. There's no question of understanding the music, and there's no dancers to cater to. Kenton is playing what he likes and if the initial frame is any musical yardstick, he has a large following of listeners.

Watching Kenton is watching a perfectionist. His technique is superb, his arrangements exciting. Working 45-minute sets, the orkster clowns, kids the band and displays fine showmanship. This type date is what Kenton should strive for, keeping away from ballrooms where complaints from both ops and customers ruin his musical presentation.

Band's precision is razor-sharp, with the brass carrying most of the load. High register work of Maynard Ferguson, plus solos of Bob Cooper, Art Pepper and Shelly Manne all combine to make this a thrilling group. Kenton plays such faves as Viva Prado, You Go to My Head, Impressionism, Indian Summer, A-Train, Peanut Vendor, September Song and Painted Rhythm to sock results. Band plays some work usually performed by the 40-piece concert crew, but loses none of the vitality, creativeness or moods of the larger group. Jay Johnson, singing sparingly, improves each time out. His These Foolish Things pulled big hands.
Joe Bleeden.

ABC Pacts Adams For 5-Year Term

HOLLYWOOD, June 23.—On the strength of his tele program, which preemed here this week on KTTV, Joe Adams and his ork (15) were inked to a five-year pact by Associated Booking Corporation. Gerald Wilson is writing the book for the band, which is being groomed for Coast one-nighters. Ork, composed of such blues musicians as Eddie Beal and Red Callender, will get pop billing.

Local Paramount Theater is negotiating for the band to kick off its new flesh policy Friday (29) but it is doubtful whether ABC will okay the booking. ABC is expected to let Adams' video show sink in with the public before setting him on any dates. Sultry Mauri Lynn will go with the band to handle the vocals.

Local 47 Crimps Hwd. Bowl Plans

HOLLYWOOD, June 23.—Plans to get under way the Hollywood Bowl's 30th "Symphonies Under the Stars" season July 10 were temporarily stymied this week when Bowl Manager Dr. Karl Wecker and American Federation of Musicians, Local 47, disagreed on the number of musicians for the Bowl ork.

Until the matter is ironed out, Bowl official Jimmie Pometti can do no hiring. Union had asked that 67 tootlers be used, while Dr. Wecker says 63 is enough. Minimum number that can work is 50.

Israelite Files Suit, Claims Infringements

NEW YORK, June 23.—Israeli Citizen Nachum Nardi this week filed an amended complaint in Southern District Federal Court here against Transcontinental Music Corporation and Max Helfman and Reuben Kosakoff for alleged infringement of two of his unpublished tunes. Nardi states that his songs, Bagalil and Kachol Yam Hamayim, written prior to 1948, were incorporated into two folios published by Helfman and Kosakoff without his permission, and that Kachol was also published separately and offered for sale, also without his consent. He asks damages, an accounting of profits and an injunction.

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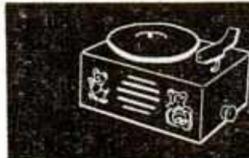
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. . . dated **JULY 14**

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Eddy
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... with his Latest Record Breaking Releases ...

"I WANNA PLAY HOUSE WITH YOU"

and

"SOMETHING OLD, SOMETHING NEW"

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Favorite Eddy Arnold Records

ALL ALONE IN THIS WORLD WITHOUT YOU	20-1855	(48-0002)
ANYTIME	20-2700	(48-0199)
BE SURE THERE'S NO MISTAKE	20-2058	(48-0166)
BEAUTIFUL ISLE OF SOMEWHERE	21-0160	(48-0001)
BOUQUET OF ROSES	20-2806	(48-0175)
BRING YOUR ROSES TO HER NOW	21-0010	(48-0185)
CAN'T WIN, CAN'T PLACE, CAN'T SHOW	20-1855	(48-0136)
CATTLE CALL, THE	20-2128	(48-0194)
CHAINED TO A MEMORY	20-1948	(48-0127)
C-H-R-I-S-T-M-A-S	21-0124	(48-0342)
CUDDLE BUGGIN' BABY	21-0342	(48-0042)
DON'T BOTHER TO CRY	20-2332	(48-0002)
DON'T ROB ANOTHER MAN'S CASTLE	21-0002	(48-0267)
EACH MINUTE SEEMS A MILLION YEARS	20-2067	(48-0197)
EASY ROCKIN' CHAIR	20-2481	(48-0083)
ECHO OF YOUR FOOTSTEPS, THE	21-0051	(48-0342)
ENCLOSED, ONE BROKEN HEART	21-0342	(48-0165)
EVIL TEMPT ME NOT	21-0159	(48-0025)
HEART FULL OF LOVE, A	20-3174	(48-0167)
HILLS OF TOMORROW	21-0161	(48-0198)
I COULDN'T BELIEVE IT WAS TRUE	20-2241	(20-2128)
I TALK TO MYSELF ABOUT YOU	20-1801	(48-0476)
I WALK ALONE	20-2128	(48-0175)
I WANNA PLAY HOUSE WITH YOU	21-0476	(48-0176)
I WISH I HAD A GIRL LIKE YOU MOTHER	21-0010	(48-0138)
I WOULDN'T TRADE THE SILVER IN MY MOTHER'S HAIR	21-0011	(48-0030)
I'LL HOLD YOU IN MY HEART	20-2332	(48-0016)
I'M THINKING TONIGHT OF MY BLUE EYES	20-2488	(48-0138)
I'M THROWING RICE	21-0083	(48-0425)
I'M WRITING A LETTER TO THE LORD	21-0425	(48-0017)
IT MAKES NO DIFFERENCE NOW	20-2489	(48-0198)
IT'S A SIN	20-2241	(48-0026)
JUST A LITTLE LOVIN'	20-3013	(48-0138)
KENTUCKY WALTZ	21-0444	(48-0444)
LILY OF THE VALLEY, THE	21-0159	(48-0165)
LITTLE ANGEL WITH THE DIRTY FACE	21-0300	(48-0300)
LIVE AND LEARN	20-1801	(48-0382)
LOVE BUG ITCH, THE	21-0382	(48-0150)
MAMA AND DADDY BROKE MY HEART	21-0146	(48-0187)
MANY YEARS AGO	20-1871	(48-0425)
MAY THE GOOD LORD BLESS AND KEEP YOU	21-0425	(48-0444)
MILLION MILES FROM YOUR HEART, A	21-0444	(48-0017)
MOLLY DARLING	20-2489	(48-0174)
MOMMY PLEASE STAY HOME WITH ME	20-1871	(48-0174)
M-O-T-H-E-R	21-0009	(48-0026)
MY DADDY IS ONLY A PICTURE	20-3013	(48-0176)
MY MOTHER'S SWEET VOICE	21-0011	(48-0136)

NEAREST THING TO HEAVEN, THE	21-0133	(48-0136)
ONE KISS TOO MANY	21-0051	(48-0083)
PRISON WITHOUT WALLS, A	21-0382	(48-0018)
PRISONER'S SONG, THE	20-2490	(48-0016)
ROCKIN' ALONE	20-2488	(48-0390)
SANTA CLAUS IS COMING TO TOWN	21-0390	(48-0018)
SEVEN YEARS WITH THE WRONG WOMAN	20-2490	(48-0080)
SHOW ME THE WAY TO YOUR HEART	21-0083	(48-0167)
SOFTLY AND TENDERLY	21-0161	(48-0476)
SOMETHING OLD, SOMETHING NEW	21-0476	(48-0150)
TAKE ME IN YOUR ARMS AND HOLD ME	21-0146	(48-0001)
TEXARKANA BABY	20-2806	(48-0174)
THAT WONDERFUL MOTHER OF MINE	21-0009	(48-0194)
THAT'S HOW MUCH I LOVE YOU	20-1948	(48-0025)
THEN I TURNED AND WALKED SLOWLY AWAY	20-3174	(48-0412)
THERE'S BEEN A CHANGE IN ME	21-0412	(48-0137)
THERE'S NO WINGS ON MY ANGEL	21-0134	(48-0042)
THERE'S NOT A THING	21-0002	(48-0412)
TIE ME TO YOUR APRON STRING AGAIN	21-0412	(48-0197)
TO MY SORROW	20-2481	(48-0002)
WHAT A FOOL I WAS	20-2700	(48-0199)
WHAT IS LIFE WITHOUT LOVE	20-2058	(48-0166)
WHEN JESUS BECKONS ME HOME	21-0160	(48-0390)
WHITE CHRISTMAS	21-0390	(48-0300)
WHO AT MY DOOR IS STANDING	20-2491	(48-0127)
WHY SHOULD I CRY?	21-0300	(48-0127)
WILL SANTA COME TO SHANTY TOWN	21-0124	(48-0137)
WILL THE CIRCLE BE UNBROKEN	20-2491	(48-0137)
YOU KNOW HOW TALK GETS AROUND	21-0134	(48-0137)
YOU MUST WALK THE LINE	20-2067	(48-0137)

Eddie Arnold's Sacred Songs . . .

MAY THE GOOD LORD BLESS AND KEEP YOU	21-0425	(48-0425)
I'M WRITING A LETTER TO THE LORD	21-0425	(48-0425)
BEAUTIFUL ISLE OF SOMEWHERE	21-0160	(48-0166)
EVIL TEMPT ME NOT	21-0159	(48-0165)
HILLS OF TOMORROW	21-0161	(48-0167)
THE LILY OF THE VALLEY	21-0159	(48-0165)
SOFTLY AND TENDERLY	21-0161	(48-0167)
WHEN JESUS BECKONS ME HOME	21-0160	(48-0166)
WHO AT MY DOOR IS STANDING	20-2491	(48-0166)
WILL THE CIRCLE BE UNBROKEN	20-2491	(48-0166)

Eddie Arnold's Albums . . .

- WP/P-195 ALL TIME HITS FROM THE HILLS
- WP-239 TO MOTHER
- WP/P-261 EDDY ARNOLD'S FAVORITE SACRED SONGS
- WP/P-260 EDDY ARNOLD SINGS

RCA VICTOR Records 



**A GOLD MINE
IN THIS ONE!**

Bill
the
Singing
Sensation
of
YOUR SHOW
OF SHOWS...

HAYES
Singing MGM's 11006



**WALTZ
OF THE
WIND**

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
707 SEVENTH AVE., NEW YORK 19, N.Y.

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS
Trade Mark Reg.

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received June 20, 21 and 22.

Last Week | This Week

1. **1. Too Young**
... By Sid Lippmann and Sylvia Dee—Published by Jefferson (ASCAP)
RECORDS AVAILABLE: F. Allison, V. 20-4105; P. Andrews, Dec 27569; T. Arden, Col 39271; N. (King) Cole, Cap 1449; J. Desmond, MGM 10930; R. Hayes, Mer 5599; D. Vaughan, Coral 60393; V. Young Ork, Dec 27366.
ELECTRICAL TRANSCRIPTION LIBRARIES: Jerry Gray, Standard; Dick Jurgens Ork, Associated. Bob Eberly, World; Tony Pastor, Lang-Worth.
2. **2. How High the Moon**
... By Nancy Hamilton and William Lewis—Published by Chappell (ASCAP)
RECORDS AVAILABLE: C. Brown, Aladin 3071; Errol Garner, Col 39145; Les Paul, Cap 1451; S. Kenton, Cap 15117; D. Ellington Ork, Col 38950; E. Fitzgerald, Dec 24387; D. Rose Ork, MGM 30012. MGM 10322; D. Brubeck Trio, Fantasy 515; O. Peterson, MER 8943
ELECTRICAL TRANSCRIPTION LIBRARIES: Hank D'Amico, Associated; All Star Sextette, Standard; Les Paul, Standard; Al Sack, Standard; Ray McKinley Ork, Thesaurus; June Christy-Johnny Guarnieri Quartet, Thesaurus; Helen Forrest, World.
3. **3. On Top of Old Smoky**
... By Pete Seeger—Published by Folkways (BMI)
RECORDS AVAILABLE: C. Cates, Coral 604-36; V. Monroe, V 20-4114; The Weavers, Dec 27515; P. Faith-B. Ives, Col 39328; Terrea Lea, Intro 6014; G. Siravo Ork, Mer 5612; Josh White, London 1028; B. Johnson, Merit 303
ELECTRICAL TRANSCRIPTION LIBRARIES: Billy Mills Ork, Standard; Eddy Howard, World.
6. **4. Jezebel**
... By Wayne Shanklin—Published by BMI (BMI)
RECORDS AVAILABLE: Alexander Bros., Mer 5620; A. Greene, Mer 5622; F. Laine, Col 39367; B. Hart, Merit 307.
ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chester, Standard; Larry Fetine, World.
4. **5. My Truly, Truly Fair**
... By Bob Merrill—Published by Santly-Joy (ASCAP)
RECORDS AVAILABLE: V. Damone-G. Bassman Ork, Mer 4646. F. Martin Ork, V 20-4159; G. Mitchell, Col 39415; A. Mooney, MGM 10984; R. Anthony, Cap 1583; D. James, 1050; G. Auld, Coral 60515; R. Morgan, Dec 27630.
(No information on electrical transcription libraries available as The Billboard goes to press.)
8. **6. Mister and Mississippi**
... By Irving Gordon—Published by Shapiro-Bernstein (ASCAP)
RECORDS AVAILABLE: R. Allen, Mer 5647; G. Autry, Col 39371; D. Day, V 20-4140; J. Desmond, MGM 10974; Mills Brothers, Dec 27579; P. Page, Mer 5645; Tennessee Ernie, Cap 1521.
ELECTRICAL TRANSCRIPTION LIBRARIES: Larry Fetine, World.
5. **7. Mockin' Bird Hill**
... By Vaughn Horton—Published by Southern (ASCAP)
RECORDS AVAILABLE: R. Allen-E. Britt, V(45)48-0396; (78)21-6396; Marlin Sisters-O. Miles, London 851; A. Miller, Cormac CRS 1168; R. Morgan, Dec 27444; L. Paul-M Ford, Cap 1373; Pinetoppers, Coral 64061; P. Page, Mer 5595, (45)5595X45; Clark and McMullen, R.F.D. 5075; T. Hill Ork, Mer 5552; Saddle Kings, MacGregor 653.
ELECTRICAL TRANSCRIPTION LIBRARIES: Eddy Howard, World; Henry Jerome, Lang-Worth.
7. **8. Rose, Rose, I Love You**
... By Wilfrid Thomas—Published by Chappell (ASCAP)
RECORDS AVAILABLE: Lou Dinning, Cap 1532; G. Jenkins, Dec 27594; F. Laine, Col 39367; A. Lund, MGM 10978; B. Morrow, V 20-4135; Lou Ella Robertson, Cap 1532; M. Mitchell Trio, 60484; Benny Lee, London 1029; Miss Hue Lee, Col 39420.
ELECTRICAL TRANSCRIPTION LIBRARIES: Ross Morgan, World.
10. **9. Loveliest Night of the Year**
... By Paul Francis Webster and Irving Aaronson—Published by Robbins (ASCAP)
From the MGM film, "The Great Caruso."
RECORDS AVAILABLE: A. Blyth, MGM 30352; P. Faith Ork, Col 39192; M. Lanza, V 10-3300; H. O'Connell, Cap 1408; A. Shelton, London 937; E. Smith, Dec 27583; F. Waring, Dec 27507; B. Hart, Merit 307.
ELECTRICAL TRANSCRIPTION LIBRARIES: Fred Darlan, Standard; Bill Mills Ork, Standard; Shep Fields, Lang-Worth; Monica Lewis, World.
9. **10. Sound Off**
... By Willie Lee Duckworth—Published by Shapiro-Bernstein (ASCAP)
RECORDS AVAILABLE: J. Gray Ork, Dec 27654; V. Monroe, V 20-4113; De Paur's Infantry Chorus, Col 39413.
ELECTRICAL TRANSCRIPTION LIBRARIES: Eddy Howard, World.

**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

78 45
rpm rpm

- "I WISH I HAD NEVER SEEN SUNSHINE," "JOSEPHINE"
Les Paul and Mary Ford 1592 F1592
- "I LOVE THE SUNSHINE OF YOUR SMILE," "SENTIMENTAL FOOL"
The Four Knights 1587 F1587
- "WHOO-EE LOO-EE-SIANA," "FOR ALL WE KNOW"
The Voices of Walter Schumann 1593 F1593
- "THE MORNINGSIDE OF THE MOUNTAIN," "MOON,
JUNE, SPOON" Jan Garber 1594 F1594

HOT SELLERS!

POPULAR

- "TOO YOUNG," "THAT'S MY GIRL" Nat (King) Cole 1449 F1449
- "HOW HIGH THE MOON," "WALKIN' AND WHISTLIN'
BLUES" Les Paul and Mary Ford 1451 F1451
- "OCEAN OF TEARS," "YOU'RE MY SUGAR"
Kay Starr and Tennessee Ernie 1567 F1567
- "MOCKIN' BIRD HILL," "CHICKEN REEL"
Les Paul and Mary Ford 1373 F1373
- "SEPTEMBER SONG," "ARTISTRY IN TANGO" Stan Kenton 1480 F1480
- "SONG OF DELILAH," "BECAUSE OF RAIN"
Nat "King" Cole 1501 F1501
- "STAR OF HOPE," "WHY AM I LOSING YOU"
Margaret Whiting and Jimmy Wakely 1555 F1555
- "MR. AND MISSISSIPPI," "SHE'S MY BABY"
Tennessee Ernie 1521 F1521
- "DREAM," "HALLS OF IVY"
The Voices of Walter Schumann 1505 F1505
- "BECAUSE OF YOU," "UNLESS" Les Baxter 1493 F1493
- "IT MUST BE TRUE (YOU ARE MINE, ALL MINE),"
"BALLIN' THE JACK" Joe "Fingers" Carr 1558 F1558
- "WHEN I DANCE WITH YOU I GET IDEAS," "TONIGHT YOU
BELONG TO ME" Peggy Lee 1573 F1573
- "PRETTY EYED BABY," "MY TRULY, TRULY FAIR"
Ray Anthony 1583 F1583
- "SHANGHAI," "THAT NAUGHTY WALTZ" Bob Crosby 1525 F1525

WESTERN & FOLK

- "I AIN'T CRYIN' OVER YOU," "HANGOVER HEART"
Hank Thompson 1528 F1528
- "IT'S BARGAIN DAY (IN BROKEN HEARTS)," "I CAN'T TELL
MY HEART THAT" Jimmie Skinner 1563 F1563
- "THE SHOT GUN BOOGIE," "I AIN'T GONNA LET IT HAPPEN
NO MORE" Tennessee Ernie 1295 F1295
- "HONKY TONK HARDWOOD FLOOR," "HANG ON THE
BALL AND CHAIN" Jess Willard 1562 F1562
- "R C COLA AND MOON PIE," "BEER DRINKING BLUES"
"Big Bill" Lister 1488 F1488
- "NO PARKING HERE," "BOOGIE WOOGIE FEVER"
Gene O'Quin 1508 F1508
- "THE LITTLE HOUSE WE BUILT," "COUNTRYFIED"
"Big Bill" Lister 1551 F1551
- "I LIVE MY LIFE ALONE," "OUR LAST RENDEZVOUS"
Carl Butler 1541 F1541



Week Ending
JUNE 30, 1951

Hot Sellers based on
Actual Sales Reports

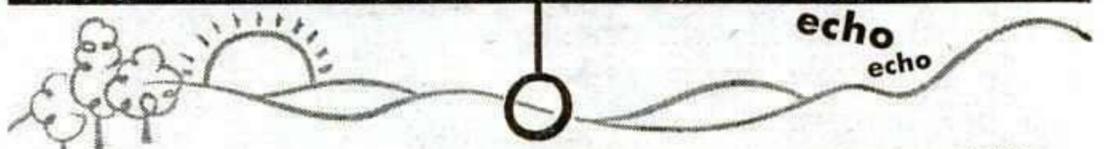
THE BIG ONE TO WATCH!

IT'S GREAT IT'S GREAT IT'S GREAT



MARGARET WHITING
sings

**"good morning
mr. echo"**
echo



BACKED BY "RIVER ROAD TWO-STEP" 78 rpm No. 1702 • 45 rpm F1702

NEW RELEASES ON Capitol

POPULAR		78 rpm	45 rpm
LES PAUL and MARY FORD	I WISH I HAD NEVER SEEN SUNSHINE	1592	F1592
THE VOICES OF WALTER SCHUMANN	WHOO-EE LOO-EE-SIANA	1593	F1593
	FOR ALL WE KNOW		

ALL-TIME POPULAR 1600 SERIES hits FOR EVERY RECORD LIBRARY

- 1190 "Harbor Lights," "Nevertheless I'm In Love With You" Ray Anthony
 - 1216 "Tennessee Waltz," "Little Rock Getaway" Les Paul & Mary Ford
 - 1561 "Cow Cow Boogie," "Shoo Shoo Baby" Ella Mae Morse
 - 1601 "It's A Good Day," "Them There Eyes" Peggy Lee
 - 1602 "Why Don't You Do Right," "Manana" Peggy Lee
 - 1603 "On The Atchison, Topeka & Santa Fe," "Conversation While Dancing" Mercer & Stafford
 - 1605 "Rip Van Winkle," "House Of Blue Lights" Ella Mae Morse
 - 1607 "I'll See You Again," "Zigeuner" Georges Tzipine
 - 1608 "Candy," "Blues In The Night" Johnny Mercer & Jo Stafford
 - 1610 "Danny Boy," "Smoke Gets In Your Eyes" Dennis Day
 - 1611 "Sweet Lullaby," "To You Sweetheart, Aloha" Harry Owens
 - 1612 "Two Cigarettes In The Dark," "Maanglow" Skitch Henderson
 - 1613 "Sweet Lorraine," "Kee-Ma-Ky-Mo" The King Cole Trio
 - 1614 "If I Had You," "Dark Eyes" The Art Van Damme Quintette
 - 1615 "If I Could Be With You," "You Were Only Fooling" Kay Starr
 - 1616 "Are You Livin' Old Man," "The Spider And The Fly" Stan Kenton
 - 1617 "Blue Danube Waltz," "Tales From The Vienna Woods" Sam Freed
 - 1618 "One For My Baby," "St. Louis Blues" Johnny Mercer
 - 1619 "Sleepy Time Gal," "Sleepy Lagoon" Buddy Cole
 - 1620 "The Syncopated Clock," "Sleigh Ride" Louis Castellucci
 - 1621 "Nola," "Jealous" Les Paul & Mary Ford
 - 1622 "Stardust," "The Man With The Horn" Ray Anthony
 - 1623 "I'll Never Be Free," "Ain't Nobody's Business But My Own" Kay Starr & Tennessee Ernie
 - 1625 "Love For Sale," "Opus In Pastels" Stan Kenton
 - 1627 "Last April," "Calyso Blues" Nat "King" Cole
 - 1628 "Dream," "My Happiness" The Pied Pipers
 - 1634 "Slipping Around," "Wedding Bells" Margaret Whiting & Jimmy Wakely
 - 1636 "Artistry In Rhythm," "Artistry Jumps" Stan Kenton
 - 1637 "Early Autumn," "Lemon Drop" Woody Herman
 - 1639 "Cigarettes, Whiskey, And Wild Wild Women," "Temptation" Red Ingale
 - 1640 "Deep Purple," "Etude" Paul Weston
 - 1641 "Sugar Blues," "Goafus" Johnny Mercer
 - 1642 "Whispering Hope," "I'll String Along With You" Jo Stafford & Gordon MacRae
 - 1643 "Slaughter On Tenth Avenue," "Body And Soul" Diana Lynn
 - 1644 "Peg O' My Heart," "Jealousy" Clark Dennis
 - 1645 "How Deep Is The Ocean," "It Might As Well Be Spring" Margaret Whiting
 - 1646 "Chicago," "Back In Your Own Back Yard" Benny Goodman
 - 1647 "I'll Remember April," "Get Happy" June Christy
 - 1648 "The Lord's Prayer," "A Perfect Day" Clark Dennis
 - 1649 "Lonesome Gal In Town," "You've Got To See Mama Ev'ry Night" Kay Starr
 - 1650 "Embraceable You," "It's Only A Paper Moon" King Cole Trio
 - 1651 "Tumbling Tumbleweeds," "On The Sunny Side Of The Street" Jo Stafford
 - 1652 "Bonaparte's Retreat," "Honeymoon" Kay Starr
 - 1653 "Once In A While," "Brazil" Dinning Sisters
 - 1654 "Tenderly," "Autumn Nocturne" Ray Anthony
 - 1655 "Green Eyes," "Barclay's Boogie" Barclay Allen
 - 1656 "Stumbling," "Street Of Dreams" Ernie Felice Quartet
- WESTERN AND COUNTRY MUSIC**
- 1606 "Missouri Waltz," "The Waltz You Saved For Me" Cliffie Stone
 - 1626 "Shotgun Boogie," "Anticipation Blues" Tennessee Ernie
 - 1629 "Jealous Heart," "Green Grow The Lilacs" Tex Ritter
 - 1630 "One Has My Name (The Other My Heart)," "I Love You So Much It Hurts" Jimmy Wakely
 - 1631 "Rye Whiskey," "Blood On The Saddle" Tex Ritter
 - 1632 "Humpty Dumpty Heart," "Green Light" Hank Thompson
 - 1633 "Hot Rod Race," "I'll Sail My Ship Alone" Ramblin' Jimmie Dolan
 - 1635 "Fishtail Boogie," "Cocaine Blues" Ray Hogsted
- RELIGIOUS AND SACRED MUSIC**
- 1657 "Yield Not To Temptation," "We Sure Do Need Him Now" St. Paul Church Choir of L. A.
 - 1658 "He's A Friend Of Mine," "In The Garden" St. Paul Church Choir of L. A.
- RHYTHM AND BLUES**
- 1604 "Hurry On Down," "Fine Brown Frame" Nellie Lutcher
 - 1609 "That Old Feeling," "Saltitude" The Capitol Jazzmen
 - 1624 "South," "I Want To Linger" Pete Daily
 - 1638 "Twelfth Street Rag," "The Charleston" Pee Wee Hunt

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received June 20, 21 and 22

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

POSITION	Weeks Last	This to date	Record	Artist	Label
11	2	1	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449-ASCAP
13	1	2	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451-ASCAP
9	3	3	JEZEBEL	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367-BMI
5	4	4	MY TRULY, TRULY FAIR	V. Damone	Mercury(78)5646; (45)5646X45-ASCAP
11	6	5	SOUND OFF	V. Monroe	V(78)20-4113; (45)47-4113-ASCAP
8	5	6	ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367-ASCAP
4	7	7	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Col(78)39415; (45)4-39415; (33)3-39415-ASCAP
3	13	8	I'M IN LOVE AGAIN	A. Stevens-H. Rene	V(78)20-4148; (45)47-4148-ASCAP
11	9	9	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers-V. Schoen	Dec(78)27515; (45)9-27515-BMI
6	14	9	MISTER AND MISSISSIPPI	P. Page	V(78)20-4140; (45)47-4140-ASCAP
6	11	11	THESE THINGS I OFFER YOU	S. Vaughan	Col(78)39370; (45)4-39370; (33)3-39370-ASCAP
7	10	12	ROSE, ROSE, I LOVE YOU	B. Morrow	V(78)20-4135; (45)47-4135-ASCAP
10	15	13	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300-ASCAP
2	16	14	I'M A FOOL TO WANT YOU	F. Sinatra	Col(78)39425; (45)4-39425; (33)3-39425-ASCAP
4	12	15	SOMEBODY	J. Stafford	Col(78)38389; (45)4-38389; (33)3-38389
13	8	16	ON TOP OF OLD SMOKY	V. Monroe	V(78)20-4114; (45)47-4114-BMI
7	17	17	PRETTY EYED BABY	F. Laine-J. Stafford	Col(78)39388; (45)4-39388; (33)3-39388-ASCAP
2	19	17	MISTER AND MISSISSIPPI	D. Day	V(78)20-4140; (45)47-4140-ASCAP
1	—	19	GONE FISHIN'	B. Crosby-L. Armstrong	Dec(78)27623; (45)9-27623
5	17	20	THESE THINGS I OFFER YOU	R. Anthony	Cap(78)1522; (45)F-1522-ASCAP
16	19	21	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903-ASCAP
19	23	22	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373-ASCAP
5	25	23	TOO YOUNG	T. Arden	Col(78)39271; (45)4-39271; (33)3-39271-ASCAP
24	—	24	IF	P. Como	V(78)20-3997; (45)47-3997-ASCAP
4	26	25	I GET IDEAS	T. Marlin	V(78)20-4141; (45)47-4141-BMI
1	—	26	GOOD MORNING MR. ECHO	J. Turzy	Dec27622-BMI
17	21	27	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45-ASCAP
7	—	28	SEPTEMBER SONG	S. Kenton	Cap(78)1480; (45)F-1480-ASCAP
1	—	28	TOO YOUNG	Patty Andrews and V. Young	Dec(78)27569; (45)9-27569-ASCAP
2	26	30	MAMA WILL BARK	F. Sinatra-Dagmar	Col(78)39425; (45)4-39425; (33)3-39425-ASCAP
1	—	30	SHANGHAI	D. Day P. Weston	Col(78)39423; (45)4-29423; (33)3-39423-ASCAP
2	—	30	ROSE, ROSE, I LOVE YOU	G. Jenkins	Dec(78)27594; (45)9-27594-ASCAP
1	—	30	THERE'S A BIG BLUE CLOUD	P. Como	V20-4158-ASCAP
1	—	30	WONDROUS WORD (OF THE LORD)	K. Carson	Bibletone(78)770; (45)45-770

England's Top Twenty

POSITION	Weeks Last	This to date	Record	Artist	Label
12	1	1	MOCKIN' BIRD HILL	Southern	Southern
4	3	2	WITH THESE HANDS	Edw. Kassner, Ltd.	Ben Bloom
15	2	3	BE MY LOVE	Francis Day	Robbins
9	5	4	SHOTGUN BOOGIE	Campbell-Connelly	Century
17	4	5	GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	Unit	Dartmouth
2	17	6	MY RESISTANCE IS LOW	Morris	E. H. Morris
2	13	7	IVORY RAG	Mac Melodies	Ardmore
6	15	8	WOULD I LOVE YOU	Disney	Disney
12	6	9	ROSE, ROSE, I LOVE YOU	Sterling	Chappell
10	7	10	SPARROW IN THE TREE TOP	Cinephonic	Santly-Joy
21	10	11	TENNESSEE WALTZ	Cinephonic	Acuff-Rose
21	9	12	SEPTEMBER SONG	Chappell, Ltd.	Crawford
3	9	13	ON TOP OF OLD SMOKY	Leeds	Folkways
20	11	14	MY HEART CRIES FOR YOU	Morris	Massey
5	8	15	OUR VERY OWN	Bradbury Wood	Henry Spitzer
1	—	16	THE LOVELIEST NIGHT OF THE YEAR	Francis Day	Robbins
7	16	17	MY LIFE'S DESIRE	Lennox	Shapiro-Bernstein
16	12	18	THE ROVING KIND	Leeds	Hollis
11	14	19	MARY ROSE	Magna	Shapiro-Bernstein
1	—	20	I APOLOGIZE	Victoria	Crawford

VOX JOX

Spinning It Out

Jimmy Kirby has taken over "The Hangout," aired nightly from 10:30-12, and for a five-hour afternoon stretch Saturdays, over WBRC, Birmingham.

Bob Watson, WSB, Atlanta, pens that the city's deejays recently made a joint effort on behalf of the cerebral palsy drive and raised almost \$35,000. Sponsors were the Variety Clubs of Atlanta.

Jim Travis, WJLM, Lewisburg, Tenn., asks "How does one acquire a copy of Les Paul's 'How High the Moon?'" Not a record shop within 50 miles, he says, so he's plugging the Mercury and Thesaurus versions of "Moon".

Mike Wynn's "12:30 Club" show over WLOG, Logan, W. Va., now getting a mail pull of some 300 weekly.

Mark Webb, KAWT, Douglas, Ariz., has added two full hours to his new Saturday sessions.

Sponsor Talk

Roy Perkins, KFEL, Denver, has added two sponsors: Poll Parrot Shoes and Brite-Iz Cleanser. Chrysler-Plymouth sponsoring one hour weekly on Dick Gilbert's show over KTYL, Phoenix, Ariz.

Art Ross, deejay of "Yawn Patrol" over WCUE, Akron, has added Bond Bakers for Bond Bread. Ross recently planned to do his entire show, from 5-9:30 a. m., from the main street window of a local store, wearing pajamas and cooking breakfast while spinning disks.

"Lucky" Len Ross, KRUX, Phoenix, has added Ballantine's Ale.

Ned Lukens, WEAS, Decatur, Ga., has picked up United Distributors for Roach Prufe.

Mary Dee, WHOD, Homestead, Pa., has added two sponsors: The Casablanca Club and Jones' Funeral Home.

New Staffers

Bill Wright has taken over a new show on WSGN and WSGN-FM, Birmingham, called "Music in the Air".

Jim Anderson, WIRK, West Palm Beach, Fla., has started a new ainer, devoted to two-beat.

Jay (Kentucky) Thomson has taken over the turntables at WTTS, Bloomington, Ind., replacing Marc Williams, who is on an indefinite leave of absence.

Roy Jones, formerly program director and announcer at WLBB, Carrollton, Ga., now with WDMG, Douglas, Ga.,

Andy Bell handling the pop show at KSKY, Dallas.

Trade Talk

Jerry Leighton, WSAZ, Huntington, W. Va., has started a new TV show using Louis Snader Telescriptions.

Joe Cutter, WKRM, Columbia, Tenn., sends us his formula: "I just pick the songs that I don't like and invariably they turn out smash hits." That's the music business, Joe.

With the hiatus season now setting in for the National Broadcasting Company daytime serials, Ted Booth's "top tunes" show has expanded its air time over WJAX, Jacksonville, Fla., overall air time is now 70 minutes daily.

Bob Swanson and Henry Buslee of WISC, Madison, Wis., are combining their efforts for a new ainer titled "Buz and Bob."

Dave Fentrus, Durham, N. C., says the way we edit his Vox Jox he can't understand it himself. We'll do better, Dave.

Irwin A. Johnson reached a milestone June 22, when he presented his 4,000th "Early Worm" show over WBNS, Columbus, O. He has spun approximately 100,000 records. Show is aired 6:30-9:15 a. m., Monday thru Saturday. During the week-end of June 22-24, "Early Worm" will appear on Loew's Broad Theater stage. Since starting the show 11 years ago, Johnson figures he's spoken 40 million words on the ainer. Johnson is also doing a 45-minute show five days a week.

Best Selling Sheet Music

Based on reports received June 20, 21 and 22

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 a film; (M) Indicates tune is in legit musical; (R) Indicates tune is available on records.

POSITION	Weeks Last	This to date	Record	Artist	Label
13	1	1	ON TOP OF OLD SMOKY (R)		Folkways
10	2	2	TOO YOUNG (R)		Jefferson
19	3	3	MOCKIN' BIRD HILL (R)		Southern
4	4	4	MISTER AND MISSISSIPPI (R)		Shapiro-Bernstein
7	5	5	LOVELIEST NIGHT OF THE YEAR (F) (R)		Robbins
3	6	6	MY TRULY, TRULY FAIR (R)		Santly-Joy
8	7	7	HOW HIGH THE MOON (R)		Chappell
26	8	8	IT IS NO SECRET (R)		Duchess
3	11	9	JEZEBEL (R)		BMI
4	9	10	ROSE, ROSE, I LOVE YOU (R)		Chappell
4	14	11	SYNCPATED CLOCK (R)		Mills
20	10	12	MAY THE GOOD LORD BLESS AND KEEP YOU (R)		Pickwick
5	12	13	UNLESS (R)		Bourne
1	—	14	BECAUSE OF YOU (F) (R)		BMI
14	13	15	BEAUTIFUL BROWN EYES (R)		American

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. This music checked is preponderantly 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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(Beginning Friday, June 15, 8 a. m., and ending Friday, June 22, 8 a. m.)

Be My Love (F) (R)	Miller-ASCAP
Because of You (F) (R)	BMI-BMI
Dream (R)	Geldens-ASCAP
Faithfully Yours (R)	Witmark-ASCAP
Hello, Young Lovers (M) (R)	Williamson-ASCAP
Here's to Your Illusions (M) (R)	Chappell-ASCAP
Hot Canary (R)	Leeds-ASCAP
How High the Moon (R)	Chappell-ASCAP
How Long Is Forever (R)	St. Nicholas-ASCAP
I Apologize (R)	Crawford-ASCAP
I Whistle a Happy Tune (M) (R)	Williamson-ASCAP
I'm Late (F) (R)	Walt Disney-ASCAP
Jezebel (R)	BMI-BMI
Loveliest Night of the Year (F) (R)	Robbins-ASCAP
Make the Man Love Me (M) (R)	T. B. Harms-ASCAP
Mister and Mississippi (R)	Shapiro-Bernstein-ASCAP
Mockin' Bird Hill (R)	Southern-ASCAP
My Resistance Is Low (R)	E. H. Morris-ASCAP
My Truly, Truly Fair (R)	Santly-Joy-ASCAP
On Top of Old Smoky (R)	Folkways-BMI
Pretty-Eyed Baby (R)	Pickwick-ASCAP
Shanghai (R)	Advanced-ASCAP
Syncpated Clock (R)	Mills-ASCAP
These Things I Offer You (R)	Valando-ASCAP
Too Young (R)	Jefferson-ASCAP
Unless (R)	Bourne-ASCAP
Wang Wang Blues (R)	Miller-ASCAP
We Kiss in a Shadow (M) (R)	Williamson-ASCAP
When You and I Were Young Maggie Blues (R)	Mills-ASCAP
Would I Love You (R)	Walt Disney-ASCAP
You're Just in Love (M) (R)	Berlin-ASCAP

Songs With Most TV Performances (RH Tele-Log)

The Richard Himber (RH) Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago. Point totals are derived in the following manner: Every time a song is performed on a sustaining show instrumentally, it receives a credit of 5 points; when performed vocally on a sustainer it receives 10 points, when done instrumentally on a commercial show it receives 15 points and, when done vocally on a commercial show it gets 20 points.

Rank	Song	Points
1	Too Young—Jefferson	265
2	Loveliest Night of the Year—Robbins	115
3	How High the Moon—Chappell	95
4	Mister and Mississippi—Shapiro	90
5	On Top of Old Smoky—Folkways	80
6	Would I Love You—Disney	70
7	Be My Love—Miller	65
8	I Apologize—Crawford	60
9	We Kiss in a Shadow—Williamson	60
10	Sound Off—Shapiro	55
11	Aba Daba Honeymoon—Feist	50
12	Chesapeake & Ohio—Famous	50
13	I'm a Fool To Want You—Barton	50
14	Shanghai—Advanced	50
15	Unless—Bourne	45
16	I'm Late—Disney	40
17	May the Good Lord Bless and Keep You—Pickwick	40
18	Mockin' Bird Hill—Southern	40
19	My Truly Fair—Santly	40
20	Pretty-Eyed Baby—Pickwick	40
21	When You and I Were Young Maggie Blues—Mills	40
22	Old Soldiers Never Die—Warock	35
23	If—Shapiro	30
24	There's a Big Blue Cloud—Spinlan	30
25	Across the Wide Missouri—Revere	20
26	Because of Rain—Maypole	20
27	Best Thing for You—Berlin	20
28	Growing Pains—T. B. Harms	20
30	I Whistle a Happy Tune—Williamson	20

HERE'S GREAT NEWS ON RHYTHM AND BLUES

The famous Okeh label is back again! Exciting new records with this great roster of Blues and Rhythm artists!

- THE RAVENS
- CHRIS POWELL
- RED SAUNDERS
- TRENIERS
- ARNETT COBB
- MAURICE KING
- AL RUSSELL
- CHUCK WILLIS
- THE ROYALS
- RUBY JACKSON
- EARL WILLIAMS
- R. S. B. GOSPEL SINGERS
- MELLOTONES
- BAILEY GOSPEL SINGERS
- FIVE SCAMPS
- BIG THREE TRIO
- DUSTY BROOKS
- HERB LANCE
- WINI BROWN

1st FIVE RELEASES

"I Want A Lavender Cadillac" and "Spider's Web"

Maurice King and his Wolverines

78 rpm 6800 33 1/3 rpm 3-6800 45 rpm 4-6800

"Stop, Pretty Baby, Stop" and "4 A. M."

Red Saunders and his Orchestra

78 rpm 6801 33 1/3 rpm 3-6801 45 rpm 4-6801

"Little Rock Getaway" and "Breezin' Along"

Armand Hug and Ray Bauduc

78 rpm 6802 33 1/3 rpm 3-6802 45 rpm 4-6802

"Journey to the Skies" and

"Interest Over There"

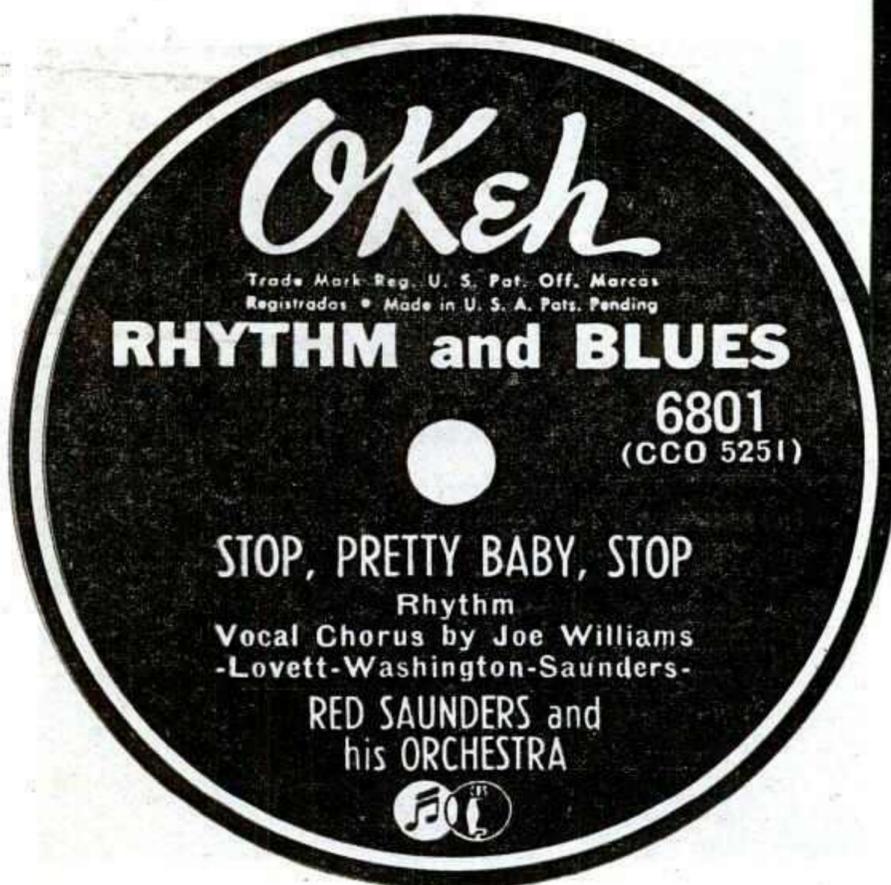
The Bailey Gospel Singers

78 rpm 6803 33 1/3 rpm 3-6803 45 rpm 4-6803

"Plenty of Money" and "Go! Go! Go!"

The Treniers Orchestra under the direction of Gene Gilbeaux

78 rpm 6804 33 1/3 rpm 3-6804 45 rpm 4-6804



Okeh

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THE BILLBOARD Music Popularity Charts

• Best Selling Pop Singles

... Based on reports received June 20, 21 and 22

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

POSITION	Weeks Last This	Record	Artist	Label
Weeks Last This	to date Week Week			
12	1	1	TOO YOUNG That's My Girl	Nat (King) Cole Cap(78)1449; (45)F-1449-ASCAP
14	2	2	HOW HIGH THE MOON Walkin' and Whistlin' Blues	L. Paul-M. Ford Cap(78)1451; (45)F-1451-ASCAP
9	3	3	JEZEBEL Rose, Rose, I Love You	F. Laine Col(78)39367; (45)A-39367; (33)3-39367-BMI
14	4	4	ON TOP OF OLD SMOKY Across the Wide Missouri	Weavers-T. Gilkyson Dec(78)27515; (45)9-27515-BMI
11	5	5	SOUND OFF Oh, Merry, Merry Me	V. Monroe V(78)20-4113; (45)47-4113-ASCAP
12	6	6	LOVELIEST NIGHT OF THE YEAR La Donna E Mobile	M. Lanza V(78)10-3300; (45)49-3300-ASCAP
8	7	7	ROSE, ROSE, I LOVE YOU Jezebel	F. Laine Col(78)39367; (45)A-39367; (33)3-39367-ASCAP
5	8	8	MY TRULY TRULY FAIR Who Knows Love	G. Mitchell-M. Miller Col(78)39415; (45)4-39415; (33)3-39415-ASCAP
20	9	9	MOCKIN' BIRD HILL Chicken Reel	L. Paul-M. Ford Cap(78)1373; (45)F-1373-ASCAP
7	12	9	MISTER AND MISSISSIPPI These Things I Offer You	P. Page Mercury (78)5645; (45)5645X45-ASCAP
4	14	11	I'M IN LOVE AGAIN Roller Coaster	A. Stevens-H. Rene V(78)20-4148; (45)47-4148-ASCAP
5	13	12	I GET IDEAS Tahti, My Island	T. Martin V(78)21-4141; (45)47-4141-BMI
19	10	13	MOCKIN' BIRD HILL I Love You Because	P. Page Mercury (78)5595; (45)5595X45-ASCAP
9	11	14	ON TOP OF OLD SMOKY Shall We Dance?	V. Monroe V(78)20-4114; (45)47-4115-BMI
4	16	15	MISTER AND MISSISSIPPI Trinket of Shiny Gold	D. Day V(78)20-4140; (45)47-4140-ASCAP
29	15	16	BE MY LOVE I'll Never Love You	M. Lanza V(78)10-1561; (45)49-1352-ASCAP
18	17	17	I APOLOGIZE Bring Back the Thrill	B. Eckstine MGM(78)10903; (45)K-10903-ASCAP
4	22	18	MY TRULY TRULY FAIR My Life's Desire	V. Damone Mercury (78)5646; (45)5646X45-ASCAP
2	24	19	BECAUSE OF YOU I Won't Cry Anymore	F. Bennett Col(78)39362; (45)A-39362; (33)3-39362-BMI
9	20	20	UNLESS I Have No Heart	E. Fisher-H. Winterhalter V(78)20-4120; (45)47-4120-ASCAP
1	—	21	ROSE, ROSE, I LOVE YOU Unless	G. Jenkins Dec(78)27594; (45)9-27594-ASCAP
3	25	22	WHAT IS A BOY? Because of You	J. Peerce V 10-3425
10	22	23	SEPTEMBER SONG Artistry in Tango	S. Kenton Cap(78)1480; (45)F-1480-ASCAP
8	19	24	OLD SOLDIERS NEVER DIE Love and Devotion	V. Monroe V(78)20-4146; (45)47-4146-ASCAP
1	—	24	I'M IN LOVE AGAIN Roller Coaster	P. Andrews-G. Jenkins V(78)20-2148; (45)47-2148
9	21	26	UNLESS Beggar in Love	G. Mitchell-M. Miller Col(78)39331; (45)A-39331; (33)3-39331-ASCAP
1	—	26	I WON'T CRY ANYMORE Because of You	F. Bennett Col 39362
1	—	28	SHANGHAI My Life's Desire	D. Day-P. Weston Col(78)39423; (45)A-39423; (33)3-39423
1	—	28	THESE THINGS I OFFER YOU Mister and Mississippi	P. Page Mercury(78)5645; (45)5645X45
14	26	30	SYNCOATED CLOCK The Waltzing Cat	L. Anderson Dec(78)16005; (45)9-16005-ASCAP

• Best Selling Classical Titles

Last Week	This Week	Record	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA Victor Ork. C. Callinicos, conductor	V(33)LM-1127	
2	2	Caruso (Treasury of Immortal Performances) E. Caruso	V(33)JCT-1007	
3	2	Strauss: Die Fledermaus, J. Patzak, H. Gueden, A. Dermota, A. Poell, W. Lipp, A. Jaresch, S. Wagner, K. Pregar, Vienna State Opera Chorus, Vienna Philharmonic Ork.	London(33)LLP-281-82	
4	4	Bizet Carmen, Paris Opera Comique Soloists, Cluyten, conductor	Col(33)SL-109	
—	5	Rachmaninoff: Concerto for Piano and Ork No. 2 in C Minor, A. Rubinstein, NBC Symphony Ork, V. Golschmann	V(33)LM-1005	

Last Week	This Week	Record	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(45)WDM-1500	
2	2	Caruso (Treasury of Immortal Performances) E. Caruso	V(45)WCT-11	
3	3	Toast of New Orleans, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(45)WDM-1395	
4	4	Rachmaninoff: Concerto No. 2, Rubinstein, St. Louis Symphony Ork	V(45)WDM-1075	
5	5	That Midnight Kiss, M. Lanza, RCA Victor Ork	V(45)WDM-1330	
5	5	Rachmaninoff: Concerto No. 2 in C Opus No. 18, S. Rachmaninoff, L. Stokowski, Philadelphia Symphony Ork	V(45)WCT-118	

• Advance Classical Releases

Mozart: Divertimento No. 7 in D Major, K-205, and Cassation in B Flat, K-99 Album—Salzburg Mozarteum Ork-P. Walter, Cond. (1-12") Period (33) SPLP-528	Schubert: Symphony No. 4 in C Minor, "The Tragic" Album—Vienna Symphony Ork-P. Sacher, Cond. (1-12") Program (33) EXLP-704
Palestrina: Magnificat Album—Period Choral Society-R. Strassburg, Cond. (1-12") Ork (33) SPLP-513	Smetana: The Moldau and From Bohemia's Fields and Groves Album—George Szell-N. Y. Philharmonic Ork (1-10") Col (33) ML-2177
Prokofiev: Concerto for Piano and Orchestra No. 5 in G Major, Op. 55 Album and Sonata for Piano No. 5 in C Major, Op. 38—A. Brendel-Vienna State Ork-J. Strenberg, Cond. (1-12") Period (33) SPLP-527	Songs of Oley Speaks Album—M. Speaks-R. Bonelli-MGM Ork-M. Marrow, Cond. (1-10") MGM (33) E-550
Reise Marie Album—Dorothy Kirsten-Neilson Eddy (1-10") Col (33) ML-2178	Tchaikovsky: Romeo and Juliet Overture-Fantasia and Francesca da Rimini, Op. 32 Album—L. Stokowski-N. Y. Philharmonic Symphony Ork (1-12") Col (33) ML-4381
Schumann: Etudes Symphoniques Album—Robert Casadesu (Beethoven: Sonata) (1-12") Col (33) ML-4388	Tchaikovsky: Symphony No. 5 in E Minor, Opus 64 Album—Berlin Philharmonic Ork-Ferenc Friesay, Cond. (1-12") Dec (33) DL-9519
Schubert: Die Winterreise Album—H. Hotter-M. Raucheisen (2-12") Dec (33) DX-111	Weiner: Lakodalmas for Cello and Piano Album—J. Starker-O. Herz (Kodaly: Sonata and Barfok: Rhapsody) (1-12") Program (33) EXLP-702
Shostakovich: Piano Concerto Album—Eileen	

DEALER DOINGS

New Location

Notes, Inc., 30 East Sixth Street, Cincinnati, moves into its new street floor location at the same address Wednesday (27). Store, which also operates the Capitol Record Shop in downtown Cincy, will direct a special effort toward foreign editions in classical sheet music and in "unusual" LP classicals, besides handling the regular three-speed line in wax and players and attachments, according to **Betty Elkin**, secretary. A kiddie department will also be featured in the new location. Notes' personnel, besides Miss Elkin, includes **Howard Waldo**, president; **Lois Hoover**, vice president; **Hubert Kockritz**, treasurer, and **Fowler Nantz**, head of the sheet music department.

News and Chatter

Swank New York record shop, Haynes-Griffin, celebrated the moving to a new Madison Avenue location last week with a cocktail party attended by most of the diskeries top brass. **Alma Kaye** remains as disk department manager of the store. Over a dozen of Philadelphia's leading disk shops are acting as ticket agencies for the Robin Hood Dell summer concert series. **D. Bernard Simon**, owner of the Music House disk-TV retail chain in Buffalo, is reported to be opening a fifth shop in the same city's South Section. Simon recently took over White's Disk Shop in Niagara Falls, N. Y. **Bill Kelly**, The Disc, Troy, N. Y., suggests that low-priced 45's and LP's can serve the purpose of increasing traffic in disk shops, giving dealers a chance to sell up. "Most artists and companies should be ashamed of the releases coming out these days," says **L. J. Arends**, Arends Radio & Records, Shenandoah, Ia. **Betty L. Seeley**, Linville Radio Service, Kansas City, Mo., claims there is a definite need for a catalog listing instrumental selections and also square dance and polka disk catalog. "It would increase sales of my records by 75 per cent," she writes. **Laurence Beyer**, Pemberton Plumbing, Mineral Wells, Tex., suggests that The Billboard reinstate the "weeks-to-date" column in the listing of best-selling albums. Any other comments?

Hefty Season Indicated for Catalina Isle

HOLLYWOOD, June 23.—Traffic counts thru June 10 indicate that Catalina Island may be experiencing its biggest season since World War II. A total of 64,801 persons visited the isle, as compared to 62,537 last year over the same period. Officials expect the season mark to exceed 1947's high of 436,000, possibly hitting a half-million. Currently spotlighted at the isle's Casino Ballroom is **Woody Herman**, to be followed by **Stan Kenton** July 2 and **Jimmy Dorsey** July 9.

Regular summer patronage will be hyped July 13-15 when several hundred local Shriners hold their annual week-end trek in Avalon. Isle does its peak business between May and October. **Herman Hoover**, Ciro's owner-op who leased the Casino, will keep bands at the tetry past Labor Day. Avalon Chamber of Commerce is now looking ahead, skedding conclaves as far in advance as next May. Meetings of Grand National Motorcycle Races, California Junior Chamber of Commerce, Lions District Convention and State Optimists are expected to draw upward of 7,000 to the vacation spot.

• Best Selling Children's Records

... Based on reports received June 20, 21 and 22

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

POSITION	Weeks Last This	Record	Artist	Label
Weeks Last This	to date Week Week			
29	1	1	TWEETY PIE (One Record) M. Blanc-B. May	Cap(78)CAS-3074; (45)CAF-3074
72	2	2	CINDERELLA (Two Records) I. Woods and Others	V(78)Y-399; (45)WY-399
6	3	3	LONE RANGER, Vol I (He Becomes the Lone Ranger (One Record) C. Trendle	Dec(78)K-29; (45)1-152
20	4	3	TAUT I TAW A PUDDY TAT (One Record) Mel Blanc	Cap(78)1360; (45)F-1360
37	6	5	BOZO ON THE FARM (Two Records) P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
156	7	6	LITTLE TOOT (One Record) Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CAF-3001; (33)HX-3065
152	5	7	BOZO AT THE CIRCUS (Two Records) Alan Livingston-Vance Pinto Colvig	Cap(78)BBX-34; (45)CBXF-3030; (33)DBX-114
18	8	8	LITTLE WHITE DUCK (One Record) B. Ives-P. Faith Ork.	Col(78)MJV-85; (33)4-709
42	10	9	BUGS BUNNY MEETS HIAWATHA (One Record) M. Blanc-B. May	Cap(78)CAS-3072; (45)CAF-3072
6	13	10	LITTLE RED CABOOSE (One Record) Sparky-Ray Carter and CBS Ork.	Col(78)MJV-105; (45)4-105
67	10	11	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records) B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX3058; (45)CBXF3053; (33)HX3059
76	—	11	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Alan Livingston	CapDBX-99
6	9	13	LONE RANGER, Vol II (HE FINDS SILVER) (One Record) C. Trendle	Dec(78)K-30; (45)1-153
26	12	14	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record) B. Boyd	Cap(78)CBX-3075; (45)CBXF3075-K
58	—	15	BAMBI (One Record) S. Temple-Chorus, P. Smith, Director	V(78)Y-391; (45)WY-391
19	—	15	PETER AND THE WOLF (Two Records) Sterling Holloway	V(78)Y-386; (45)WY-386

• Best Selling Pop Albums

... Based on reports received June 20, 21 and 22

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

Last Week	This Week	Record	Artist	Label
1	1	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" M. Lanza, RCA Victor Ork.	V(78)DM-1506; (33)LM-1127	
2	2	VOICE OF THE XTABAY Yma Sumac	Cap(78)CD-244; (33)H-244	
3	3	KING AND I Original Cast	Dec(78)DA-876; (33)DL-9008	
4	4	LULLABY OF BROADWAY Doris Day	Col(78)JC-235; (33)CL-6168	
5	5	SOUTH PACIFIC Mary Martin-Ezio Pinza	Col(78)MM850; (33)ML-4180	
6	6	CARNEGIE HALL JAZZ CONCERT, Vol I and II B. Goodman	Col(33)SL-160	
7	7	GUY'S AND DOLLS Original Cast	Dec(78)DA-825; (33)DI-8036	
8	8	ROYAL WEDDING J. Powell-F. Astaire	MGM(78)MGM-70; (33)E-543	
9	9	TREE GROWS IN BROOKLYN Original Cast	Col(78)MM-1000; (33)ML-4405	
10	10	MACARTHUR'S HISTORICAL SPEECH D. MacArthur	V(78)P-317; (33)LP-5	

Last Week	This Week	Record	Artist	Label
1	1	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records) M. Lanza-RCA Victor Ork.	V(78)DM-1506; (45)WDM-1506	
2	2	VOICE OF THE XTABAY (Four Records) Yma Sumac	Cap(78)CD-244; (45)CDF-244	
3	3	LULLABY OF BROADWAY (Four Records) Doris Day	Col(78)JC-235; (45)E-235	
4	4	KING AND I (Six Records) Original Cast	Dec(78)DA-876; (45)9-260	
5	5	SOUTH PACIFIC (Seven Records) M. Martin-E. Pinza	Col(78)MM-850; (45)A-850	
6	6	ROYAL WEDDING (Four Records) J. Powell-F. Astaire	MGM(78)MGM-70; (45)K-70	
7	7	CARNEGIE HALL JAZZ CONCERT Vol I and II (32 Records) B. Goodman	Col(45)B-250	
7	8	GUY'S AND DOLLS (Seven Records) Original Cast	Dec(78)DA-825; (45)9-263	
9	8	TOAST OF NEW ORLEANS (Two Records) M. Lanza	V(45)WDM-1417	
—	10	GLENN MILLER (Four Records) Glenn Miller	V(78)P-148; (45)WP-148	

• Classical Reviews

70 SYMPHONIC SELECTIONS—Bolshoi Theatre Ork—Rimsky-Korsakoff: Procession; Dubinskya, Serlian Fantasy; Moussorgsky: Scherzo; Liadoff: Polonaise; Balakireff: Overture on Three, Russian Themes; Tchaikovsky: Battle of Poltava, 1812 Overture, The Tempest (2-12")

This is highly melodic program music. Each of the Russian composers represented was devoted to the propagation of Russian folk themes in symphonic form. Their efforts, as represented in this collection by the Bolshoi Theatre orchestra, makes for easy listening well-suited to the quondam buyer of classical recordings. For the more discriminating, note that several of the composers are being introduced to LP in this album and some Tchaikovsky, Rimsky-Korsakoff and Moussorgsky works have never before been put on LP either. The compositions are well-performed by the ork and adequately recorded.

65 MOZART: DIVERTIMENTO NO. 7 IN D MAJOR, K. 205, AND CASSATION IN B FLAT, K. 99—Salzburg Mozarteum Ork-Paul Walter, Cond. (1-12") Period (33) SPLP-528

These works are herewith committed to LP wax for the first time, and for this reason alone should attain a fair sale among Mozartians. The music in both instances is light, nearly programmatic. The Divertimento will strike the ear as minuet-like dance music. The Cassation actually contains a minuet movement. For the average classical music buyer, therefore, these early Mozart works will supply a good deal of entertainment. Recording and performances are first rate.

77 LOTTE LEHMANN SINGS (1-12") Decca (33) DL-9523

Arias from The Magic Flute; The Marriage of Figaro; Ficcilo; Die Toten Augen; Madame Butterfly; Lieberling; Tannhauser

When Miss Lehmann gave her farewell concert in New York earlier this year it was obvious that several Lehmann albums would be forthcoming from Decca's search came up with nine operatic arias which the great soprano recorded on English Parlophone some years ago. This is the long-playing version of those nine sides. For the Lehmann fans, there can be little else to equal this disk. In all, here is a great voice singing some great arias. The transference to LP has been accomplished with engineering skill. Packaging is excellent.

77 TCHAIKOVSKY: SYMPHONY NO. 5 IN E MINOR, OPUS 64—The Berlin Philharmonic Ork-Ferenc Fricstay, Cond. (1-12") Decca (33) DL 9519

Fricstay, gaining stature as Decca's new conducting find, has turned in a heroic reading of this heroic—and highly popular—symphony. Conducting with much passion, he is nevertheless a masterly architect here, keeping in close reference with the line and direction of the score. The splendid Berlin Philharmonic plays with sweep and brilliance in a highly dynamic performance ranging from the whispered nuances to the shattering fury that make this work such an engrossing experience. Another plus is a topnotch recording job. The debit this waxing does face is potent "name" competitive LP's—including Koussevitzky's, Mengelberg's and Rodzinski's.



Bouncin' BETTY BOFFS trademark! with...

'MURDER, HE SAYS'

b/w
"IT'S OH SO

Quiet!

RCA VICTOR RECORDS
20-4179-47-4179*

This week's

New Releases ... on RCA Victor

Release 51-26

Ships Coast to Coast, Week of July 1

POPULAR

- FRANKIE CARLE and his Orchestra**
In the Cool, Cool, Cool of the Evening
Lullaby Train 20-4189-(47-4189)*
- EDDIE FISHER**
Mystery Record (In Second Phase of
RCA Victor's Summer Pop Drive—
July 2d to July 14th)
20-4191-(47-4191)*
- BUDDY MORROW and his Orchestra**
Good Morning Mister Echo
Shanghai 20-4192-(47-4192)*

WESTERN

- SONS OF THE PIONEERS**
Lonesome
The Wondrous Word 21-0486-(48-0486)*

COUNTRY

- EDDIE MARSHALL and his Trail Dusters**
Oh Dear, Where Can My Honey Be
There's No Escape 21-0487-(48-0487)*

SACRED

- SHANNON GRAYSON and his Golden Valley Boys**
Pray the Clouds Away
Childhood Dreams 21-0488-(48-0488)*

RHYTHM

- BIXIE CRAWFORD with Ernie Freeman's Orchestra**
My Man's a Devil
Waitin' Around 22-0135-(50-0135)*

POP—SPECIALTY

- JOHNNY VADNAL and his Orchestra**
Yellow Shoes Polka
Three Little Girls Dressed in Blue
25-1201-(51-1201)*

NEW ALBUMS

- ANDRE PREVIN**
Previn Piano Program
P-314-(WP-314)* LPM-7**
- THE CITIES SERVICE BAND OF AMERICA**
America's Favorite Marches
P-315-(WP-315)* LPM-6**
- CANTOR LEBELE WALDMAN with Abe Ellstein
at the Organ**
Liturgical Masterpieces Presented by
Cantor Lebele Waldman
S-104-(WS-104)*

*45 r.p.m. cat. nos.

**33 1/3 r.p.m. cat. nos.



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

- Sweet Violets**
Dinah Shore 20-4174-(47-4174)*
- Sound Off**
Vaughn Monroe 20-4113-(47-4113)*
- The Loveliest Night of the Year**
Mario Lanza 10-3300-(49-3300)*
- There's a Big Blue Cloud (Next to Heaven)** ... Perry Como
- There's No Boat Like a Rowboat**
Perry Como and Fontane Sisters 20-4158-(47-4158)*
- I'm In Love Again**
Henri Rene and His Orchestra with April Stevens 20-4148-(47-4148)*
- I Wanna Play House With You**
Eddy Arnold 21-0476-(48-0476)*
- I Get Ideas**
Tony Martin 20-4141-(47-4141)*
- On Top of Old Smoky**
Vaughn Monroe 20-4114-(47-4114)*
- What Is a Boy?/Because of You**
Joo Peerce 10-3425-(49-3425)*
- Ten Thousand Miles/How Many Times**
Dinah Shore 20-4175-(47-4175)*
- Mister and Mississippi**
Dennis Day 20-4140-(47-4140)*
- Vesti La Giubba**
Mario Lanza 10-3228-(49-3228)*
- Be My Love**
Mario Lanza 10-1561-(49-1561)*
- Cryin' Heart Blues**
Johnny and Jack 21-0478-(48-0478)*
- Unless/I Have No Heart**
Eddie Fisher 20-4120-(47-4120)*



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

- Do You Really Love Me**
Tony Martin 20-4619-(47-4619)*
Disc Jockey's Pick, Billboard, June 23d.
- My Truly, Truly Fair**
Freddie Martin 20-4159-(47-4159)*
Operators Pick, Billboard, June 23d.
- Lonely Little Robin**
Mindy Carson 20-4151-(47-4151)*
Retailers Pick, Billboard, June 23d.
- Because/For You Alone**
Mario Lanza 10-3207-(49-3207)*

TIPS

GOOD MORNING, MR. ECHO/SHANGHAI

Buddy Morrow and His Orchestra 20-4192-(47-4192)*



Something about what's happening to tunes these days:

"SWEET VIOLETS" by DINAH SHORE has become an over-night hit with orders in for over 200,000 the first week it hit the streets. . . .

PERRY COMO'S "THERE'S A BIG BLUE CLOUD NEXT TO HEAVEN" hitting like his sensational, wonderful, magnificent, "IF". . . . (Perry sends a ballad off to hitdom like no other star).

FONTANE SISTERS "MOON, JUNE, SPOON" looks like the surprise hit of the season. . . .

Wave of TONY MARTIN records being heard over current disk jockey programs with Tony's "TELL ME" and "DO YOU REALLY LOVE ME" coming in for heavy play a la his "I GET IDEAS."

Nine RCA-Victor artists are represented in the company's top eleven records in this week's list of tunes going strong—see left. . . .

The trade's talking about the way JOHNNY HARTMAN, new RCA-Victor singing star, has clicked with his first record, "WORRY BIRD" and "OUT OF THE NIGHT." . . .

VAUGHN MONROE'S sizzling "SOUND OFF" is on its way to a miwlyun. . . .

Reaction to FRANKIE CARLE'S new album "COCKTAIL TIME" presages big sale for hottest Carle set in years. . . . (Here is Carle as the public wants him).

HUGO WINTERHALTER'S "ACROSS THE WIDE MISSOURI" coming in for big repeats on d.j. programs due to anticipated breaking of Gable flicker of same title. . . .

RCA-Victor's original cast "ALICE IN WONDERLAND" kiddie set received the warmest reception of any album released in the last two years. Initial orders are bigger than RCA-Victor's kiddie album of the year (1950) "CINDERELLA".

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



THE BILLBOARD Music Popularity Charts

Best Selling Pops by Territories

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

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

NEW YORK

Best Selling Pop Singles

1. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
3. **SOUND OFF**
V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry Me)
4. **BECAUSE OF YOU**
T. Bennett, Col(78)39362, (45)4-39362, (33)-3-39362 (I Won't Cry Anymore)
5. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515, (45)-9-27515 BMI (Across the Wide Missouri)

Best Selling Albums

1. **KING AND I**
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
2. **GUYS AND DOLLS**
Original Cast, MGM(78)K-62, (33)E-531
3. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127

CHICAGO

Best Selling Pop Singles

1. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **SOUND OFF**
V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry Me)
3. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
4. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515, (45)9-27515 BMI (Across the Wide Missouri)
5. **JEZEBEL**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **KING AND I**
(Original Cast) Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **TOAST OF NEW ORLEANS**
M. Lanza, V(78)DM-1417, (45)WDM-1417

LOS ANGELES

Best Selling Pop Singles

1. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
3. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515, (45)9-27515 BMI (Across the Wide Missouri)
4. **LOVELIEST NIGHT OF THE YEAR**
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
5. **MY TRULY FAIR**
G. Mitchell-M. Miller, Col(78)39415, (45)4-39415, (33)-39415 ASCAP (Who Knows Love)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
3. **KING AND I**
(Original Cast) Dec(78)DA-876, (45)9-260, (33)DL-9008

PITTSBURGH

Best Selling Pop Singles

1. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515, (45)9-27515 BMI (Across the Wide Missouri)
2. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
3. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
4. **LOVELIEST NIGHT OF THE YEAR**
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
5. **MOCKIN' BIRD HILL**
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
3. **KING AND I**
(Original Cast) Dec(78)DA-876, (45)9-260, (33)DL-9008

DALLAS

Best Selling Pop Singles

1. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **SOUND OFF**
V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry Me)
3. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
4. **JEZEBEL**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)
5. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515, (45)9-27515 BMI (Across the Wide Missouri)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **KING AND I**
(Original Cast) Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **SOUTH PACIFIC**
(Original Cast) Col(78)MM-850, (45)A-850, (33)ML-4180

ST. LOUIS

Best Selling Pop Singles

1. **I GET IDEAS**
T. Martin, V(78)21-4141, (45)47-4141, BMI (Tahiti My Island)
2. **ROSE, ROSE, I LOVE YOU**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 ASCAP (Jezebel)
3. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
4. **I'M IN LOVE AGAIN**
A. Stevens-H. Rene, V(78)20-4148, (45)47-4148 ASCAP (Roller Coaster)
5. **JEZEBEL**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **KING AND I**
(Original Cast) Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244

BOSTON

Best Selling Pop Singles

1. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **SOUND OFF**
V. Monroe, V(78)20-4113, (45)4113 ASCAP (Oh, Marry, Marry Me)
3. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
4. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515, (45)9-27515 BMI (Across the Wide Missouri)
5. **JEZEBEL**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **KING AND I**
(Original Cast) Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244

SEATTLE

Best Selling Pop Singles

1. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **JEZEBEL**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)
3. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
4. **BLACK BALL FERRY LINE**
P. Faith, Col(78)39426, (45)4-39426, (33)-39426 (Wonderous Word)
5. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515, (45)9-27515 BMI (Across the Wide Missouri)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
3. **KING AND I**
(Original Cast) Dec(78)DA-876, (45)9-260, (33)DL-9008

DENVER

Best Selling Pop Singles

1. **LOVELIEST NIGHT OF THE YEAR**
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
2. **ROSE, ROSE I LOVE YOU**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 ASCAP (Jezebel)
3. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
4. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
5. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515, (45)9-27515, (33)3-27515, BMI (Across the Wide Missouri)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **TOAST OF NEW ORLEANS**
M. Lanza, V(78)DM-1417, (45)WDM-1417
3. **KING AND I**
(Original Cast) Dec(78)DA-876, (45)9-260, (33)DL-9008

DETROIT

Best Selling Pop Singles

1. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
3. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515, (45)9-27515 BMI (Across the Wide Missouri)

4. LOVELIEST NIGHT OF THE YEAR

- M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
5. **SOUND OFF**
V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry Me)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
3. **SOUTH PACIFIC**
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180

WASHINGTON, D. C.

Best Selling Pop Singles

1. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **LOVELIEST NIGHT OF THE YEAR**
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
3. **JEZEBEL**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)
4. **I'M IN LOVE AGAIN**
A. Stevens-H. Rene, V(78)20-4148, (45)47-4148 ASCAP (Roller Coaster)
5. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515, (45)9-27515 BMI (Across the Wide Missouri)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **KING AND I**
(Original Cast) Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244

NEW ORLEANS

Best Selling Pop Singles

1. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515, (45)9-27515 BMI (Across the Wide Missouri)
2. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
3. **JEZEBEL**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)
4. **SOUND OFF**
V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry Me)
5. **LOVELIEST NIGHT OF THE YEAR**
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **KING AND I**
(Original Cast) Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **LULLABY OF BROADWAY**
Doris Day, Col(78)C-235, (45)B-235, (33)-CL-6168

ATLANTA

Best Selling Pop Singles

1. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **MY TRULY TRULY FAIR**
G. Mitchell-M. Miller, Col(78)39415, (45)4-39415, (33)3-39415 ASCAP (Who Knows Love)
3. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
4. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515, (45)9-27515 BMI (Across the Wide Missouri)
5. **ROSE, ROSE, I LOVE YOU**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 ASCAP (Jezebel)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **KING AND I**
(Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008

Let Today's TOP TUNES

HELP YOU SELL!

The top 20 tunes each week from The Billboard

The Billboard 2160 Patterson St., Cincinnati 22, Ohio 615

Until further notice please print and ship..... copies of TODAY'S TOP TUNES for which I enclose \$.....

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NAME

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CITY AND STATE..... PHONE.....

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Quantity	Price
50	\$ 1.00
250	3.50
500	5.50
1000	9.50
2000	18.00
5000	42.00

PLUS POSTAGE

Two More BMI Orators Added

HOLLYWOOD, June 23.—Two more names were added to Broadcast Music, Inc.'s clinic speakers' roster this week for the BMI confab here July 31. They are Robert Sweezy, general manager of WDSU (American Broadcasting Company), New Orleans, and Hubble Robinson, Columbia Broadcasting System, New York. Bob McAndrews of the Southern California Broadcasters' Association, will select the remaining two speakers from this region.

Also slated to talk are Ted Cott, manager of WNBC and WNBC-TV, New York; Robert J. Burton, BMI veepee; Fritz Morency, WTIC, Hartford, Conn., and Carl Haverlin and Glen Dolberg, BMI prexy and station relations director, respectively.

Jim Cox, station relations rep on the Coast, this week left for Bakersfield, Fresno, San Francisco and points north to beat the drums for future BMI Coast clinics.

BOB MERRILL'S LATEST NOVELTY SENSATION

"My Truly, Truly Fair"

SANTLY-JOY, INC.
1619 Broadway, New York 19, N. Y.

A TRULY GREAT SONG!

VANITY

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DEADLY WEAPON"

WITH A NEW COUPLING
"OUT OF BREATH"

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ALSO AVAILABLE "DEADLY WEAPON" COUPLED WITH
"I'M IN LOVE AGAIN" . . . MERCURY 5663 • 5663X45



TONY FONTANE
with the SMITH BROTHERS
"JUG OF WINE"
AND
"LOSING YOU"
MERCURY 5660 • 5660X45



**DINAH
WASHINGTON**
"I'M A FOOL TO
WANT YOU"
AND
"IF YOU DON'T
BELIEVE I'M LEAVING"
MERCURY 5665 • 5665X45



RALPH MARGERIE
AND HIS ORCHESTRA
"CASTLE ROCK"
AND
"SEPTEMBER SONG"
MERCURY 5658 • 5658X45



AL TRACE
AND HIS ORCHESTRA
"ORGAN GRINDER"
AND
"EVERYBODY'S
SWEETHEART"
MERCURY 5652 • 5652X45



BOB CONNALLY
"THERE'S A LULL
IN MY LIFE"
AND
"I'M A FOOL TO
WANT YOU"
MERCURY 5672 • 5672X45



RICHARD HAYES
AND
KITTY KALLEN
"GOOD LUCK
GOOD HEALTH"
AND
"EVERYONE IS
WELCOME"
MERCURY 5661 • 5661X45



CLIMBING TO THE TOP ON ALL CHARTS!

PATTI PAGE
"MISTER AND MISSISSIPPI"
AND
"THESE THINGS I OFFER YOU"

MERCURY 5645 • 5645X45



GEORGIA GIBBS
"GOOD MORNING
MISTER ECHO"
AND
"BE DOGGONE SURE YOU CALL"

MERCURY 5662 • 5662X45



DORIS DREW
"SWEET VIOLETS"

COUPLED WITH
"THEM THERE EYES"
MERCURY 5673 • 5673X45



TINY HILL
AND HIS ORCHESTRA
"TAKE BACK YOUR
PAPER HEART"

COUPLED WITH
"THREE HANDED WOMAN"
MERCURY 5664 • 5664X45

VIC DAMONE
"MY TRULY, TRULY FAIR"

AND
"MY LIFE'S DESIRE"
MERCURY 5646 • 5646X45



COUNTRY AND WESTERN HITS!

RED KIRK
SUGAR COATED LOVE
Mad at My Heart
MERCURY 6332

SUE THOMPSON
YOU'RE GETTIN' A GOOD GIRL
What've You Got
MERCURY 6325

ROSCOE HANKINS
AN ANGEL SMILES
I'm Prayin' for the Day
MERCURY 6337

LEW CHILDRE
RIDING THE ELEVATED TRAIN
Everybody's Fishin'
MERCURY 6339

LOUIS INNIS
HONKY TONK MAN
Stamp That Thing
MERCURY 6335

ROY KING
SWEET FACE BUT A COLD HEART
Yodelin' Way Up There
MERCURY 6338

JACKIE DOLL
LITTLE OLE' YOU
A Country Mile
MERCURY 6336

BOBBY SOOTS
YOU HAVE FORGOTTEN MY NAME
Help Me Lose the Boogie
MERCURY 6331

RHYTHM & BLUES HIT! "FADE AWAY BABY"

WITH RAY SNEAD MERCURY 8240 Flip Side "LET'S BALL"



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I WANT TO REMEMBER
(YOU WANT TO FORGET)

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MARTHA TILTON
WITH
THE MODERNAIRES
singing

OUT OF BREATH
and
PLEASE DON'T CRY

CORAL 60522 (78 RPM) and 9-60522 (45 RPM)



THE MARLIN SISTERS
singing

I'M TRUSTING IN YOU
and
WHO AM I

CORAL 60523 (78 RPM) and 9-60523 (45 RPM)



VINNI DE CAMPO
sings

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FOR ALL WE KNOW

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THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received June 20, 21 and 22

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	to date	Week	Week	Record	Label
13	1	1.	1.	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451-ASCAP		
11	3	2.	2.	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449-ASCAP		
13	2	3.	3.	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers	Dec(78)27515; (45)9-27515-BMI		
7	5	4.	4.	JEZEBEL	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367-BMI		
9	4	5.	5.	SOUND OFF	V. Monroe	V(78)20-4113; (45)47-4113-ASCAP		
8	6	6.	6.	ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367-ASCAP		
4	9	7.	7.	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Col(78)39415; (45)4-39415; (33)3-39415-ASCAP		
6	10	8.	8.	MISTER AND MISSISSIPPI	P. Page	Mercury(78)5645; (45)5645X45-ASCAP		
9	8	9.	9.	ON TOP OF OLD SMOKY	V. Monroe	V(78)20-4114; (45)47-4114-ASCAP		
19	7	10.	10.	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45-ASCAP		
19	10	11.	11.	MOCKIN' BIRD HILL	L. Paul-M. Ford	(78)1373; (45)F-1373-ASCAP		
15	12	12.	12.	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903-ASCAP (D. Washington, Mer 8209; D. Cherry-D. Terry Ork, Dec 27484; T. Martin, V 20-4056; Champ Butler, Col 39189; Anita O'Day, London 964)		
4	14	13.	13.	PRETTY EYED BABY	F. Laine-J. Stafford	Col(78)39388; (45)4-39388; (33)3-39388-ASCAP		
6	15	14.	14.	LOVELIEST NIGHT OF THE YEAR	M. Lanza	(78)10-3300; (45)49-3300-ASCAP		
7	13	15.	15.	OLD SOLDIERS NEVER DIE	V. Monroe	V(78)20-4146; (45)47-4146-ASCAP (G. Aultry, Col 39405; Bing Crosby, Dec 27606; Rene Hall Trio, Dec 40213; J. Wakely, Cap(1-12)11534)		
3	21	16.	16.	MY TRULY, TRULY FAIR	V. Damone	Mercury(78)5646; (45)5646X45-ASCAP		
2	25	17.	17.	BECAUSE OF RAIN	Nat (King) Cole	Cap(78)1501; (45)F-1501-ASCAP (Clyde McCoy, Mer 5648; Ella Fitzgerald, Dec 27602)		
3	21	18.	18.	MISTER AND MISSISSIPPI	Tennessee Ernie	Cap(78)1521; (45)F-1521-ASCAP		
2	28	19.	19.	TOO YOUNG	Patty Andrews & V. Young	Dec(78)27569; (45)9-27569-ASCAP		
4	16	20.	20.	UNLESS	G. Mitchell-M. Miller	Col(78)39331; (45)4-39331; (33)3-39331-ASCAP (Les Baxter, Cap 1493; Eddie Fisher, V 20-4120; Dick James, London 1027; G. Jenkins, Dec 27594; Guy Mitchell, Col 39331)		
1	—	20.	20.	I GET IDEAS	T. Martin	V(78)20-4141; (45)47-4141-BMI (Peggy Lee, Cap 1573)		
10	16	22.	22.	WHEN YOU AND I WERE YOUNG MAGGIE BLUES	Bing & Gary Crosby	Dec(78)27577; (45)9-27577-ASCAP (R. Hayes-R. Quinlan, Mer 5615; Mindy Carson, V 20-4119; Reynolds & Carpenter, MGM 30159; M. Whiting-J. Wakely, Cap 1500)		
5	25	22.	22.	PRETTY EYED BABY	A. Trace	Mercury(78)5609; (45)5609X45-ASCAP		
1	—	22.	22.	MISTER AND MISSISSIPPI	D. Day	V(78)20-4140; (45)47-4140-ASCAP		
1	—	22.	22.	YOU'RE MY SUGAR	K. Starr-Tennessee Ernie	Cap(78)1567; (45)F-1567		
2	20	26.	26.	WANG WANG BLUES	Ames Brothers	Col(78)60489; (45)9-60489-ASCAP (Teresa Brewer, London 1083; R. Morgan, Dec 27629; Milton DeLugg, MGM 11004)		
1	—	27.	27.	BECAUSE OF YOU	T. Bennett	Col(78)39362; (45)4-39362; (33)3-39362-BMI (Jan Peerce, V 10-3425; Ray Barber, Mer 5625; Les Baxter, Cap 1493; Bob Crosby, Coral 60440; Johnny Desmond, MGM 10947)		
1	—	27.	27.	I'M IN LOVE AGAIN	A. Stevens-H. Rene	V(78)20-4148; (45)47-4148-ASCAP		
1	—	27.	27.	SHANGHAI	D. Day-P. Weston	Col(78)39424; (45)4-39423; (33)3-39423-ASCAP (Andrews Sisters, Dec 27635; Eddy Howard, Mer 5663) (Billy Williams Quartet, MGM 10998; Bob Crosby, Cap 1525; Bing Crosby, Dec 27653)		
24	23	30.	30.	IF	P. Como	V(78)20-3997; (45)47-3997-ASCAP (Ethel Smith, Dec 27534; G. Lombardo, Dec 27449; J. Garber, Cap 1351; L. Armstrong Ork, Dec 27481; D. James, London 833; V. Damone, Mer 5565; B. Eckstine, MGM 10896; D. Martin, Cap 1342; D. Vaughan, Coral 60355)		
4	23	30.	30.	ROSE, ROSE, I LOVE YOU	G. Jenkins	Dec(78)27594; (45)9-27594-ASCAP		
1	—	30.	30.	OCEANS OF TEARS	K. Starr-Tennessee Ernie	Cap(78)1567; (45)F-1567		

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- ★ THE SWALLOWS
- ★ HAWKSHAW HAWKINS
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- ★ BOB NEWMAN
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THE BILLBOARD Music Popularity Charts

RHYTHM AND BLUES NOTES

By HAL WEBMAN

Wynonie Harris will hit the West Coast July 13 for a series of one-nighters, his first such trek there in three years. With Harris in a package deal are Stix McGhee, Annie Laurie and the Eddie Dunham Sextet. Following nine dates around Los Angeles, group is skedded for appearances in Sacramento, July 26; Stockton, (Continued on page 38)

R & B Records to Watch

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

I KNOW.....Atlantic 941
Ruth Brown.....Atlantic 941
JUST ONE MORE DRINK.....Atlantic 941
Amos Milburn.....Aladdin 3093

BILLY MITCHELL'S LATEST SCREAM!!!

BLUE 125

RIDING ON THE BUS



Other best sellers
WOODPECKER.....101
BUMBLE BEE.....110
BOYS AND GIRLS.....116
NEW WOODPECKER.....122

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2 HITS—BACK TO BACK!
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and
"HOPPIN'"
DOT 1060
GRIFFIN BROS.

New Release!
I HAVE NEWS FOR YOU
by ROY MILTON
#407
Specialty records

Coming Up Strong!
Regent #1036
"I DREAM"
by LITTLE ESTHER & MEL WALKER
with the Johnny Otis Orchestra
Here's Their Greatest Record!
Regent Records, Inc.
58 Market St. Newark 1, N. J.

Johnny Otis' Latest Smash!
Savoy #788
"ALL NIGHT LONG"
backed by
"NEW LOVE"
Vocal by Mel Walker
Disc Jockeys! Advise if you have not received your copy.
SAVOY RECORD CO., INC.
58 Market St. Newark 1, N. J.

Best Selling Retail Rhythm & Blues Records

Based on reports received June 20, 21 and 22

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
5	2	1	1	60 MINUTE MAN I Can't Escape From You	Dominoes Federal 12022—BMI
8	1	2	2	ROCKET 88 Come Back Where You Belong	J. Brenston Chess 1458—BMI
2	10	3	3	I'M WAITING JUST FOR YOU Bongo Boogie	Lucky Millinder King 4453—BMI
6	3	4	4	TOO YOUNG That's My Girl	Nat (King) Cole Cap(78)1449; (45)F-1449—ASCAP
4	4	5	5	DON'T YOU KNOW I LOVE YOU Skylarks	The Clovers Atlantic 934
4	7	5	6	HOW HIGH THE MOON Walkin' and Whistlin' Blues	L. Paul-M. Ford Cap(78)1451; (45)F-1451—ASCAP
9	—	7	7	DO SOMETHING FOR ME Chicken Blues	Dominoes Federal 12001—BMI
9	6	8	8	TEND TO YOUR BUSINESS Love Me Blues	J. Wayne Sittin' In 588
6	—	9	9	I WILL WAIT Just to See You Smile Again	Four Buddies Savoy 769—BMI
1	—	10	10	CHAINS OF LOVE After My Laughter Came Tears	J. Turner Atlantic 939—BMI

Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	OVERALL	DISC JOCKEY	RETAILER	CHARTER
ROSE BROWN & JIMMIE HARRIS (Bubbles & His Band) Rockin' Chair Woman G. S. T. 1001—New label bows with a standard hunk of blues wax. Brown gal chants well with Harris interpolating some spoken lines. Band fails to get moving.	62--65--60--61				
Back From Korea Harris and Brown gal each take a chorus on a vet's return from action. Chanters do well enough but ork is much too staid.	62--65--60--61				
MEREDITH HOWARD Ten Minutes More MERCURY 8237—Okay bounce ditty gets a so-so reading from the Howard gal.	63--65--62--63				
Goodbye More of the same here.	63--65--62--63				
DAN GRISSOM Like a Ship at Sea REGENT 1038—Grissom chants the ditty that he and Jimmy Lunceford made a chick disk of more than a decade ago. Simple tenor sax and rhythm backing don't showcase him as Lunceford did.	73--75--72--72				
Can't Sleep Bluesy pop makes heavy going.	67--67--67--67				
LITTLE JIMMY SCOTT Changeable You ROOST 616—Scott departs from his usual blues vein with a light rhythm ballad. Results are not up to par.	65--65--65--65				
Story of Love Warbler tangles with a moody pop that's too exotic for his special style.	65--65--65--65				
ROOSEVELT SYKES Green Onion Top REGAL 3324—The Southern shouter runs down a menu of favorite Dixie chow to a light rhythm accompaniment by tenor sax and rhythm section.	67--67--65--69				
Wonderin' Blues Sykes chants a mediocre Southern blues to a medium-slow boogie backing.	64--64--62--66				
BUDDY JOHNSON ORK (Arthur Prysock) We'd Only Start It All Over Again DECCA 27627—Prysock applies his fine bary pipes to a highgrade ballad tune, in vein of "This Is My Last Affair," could come thru on strength of this etching.	83--83--83--83				
I Need You (Ella Johnson) Thrush does a so-so stylized blues.	70--70--70--70				
THE FOUR BUDDIES My Summer's Gone SAVOY 789—Male group comes thru with a sock side in this summery ballad. Unusual lead tenor's style is most effective.	83--83--83--83				
Why, At a Time Like This? This ballad effort is pated by flip.	72--72--72--72				
BOYD RAEBURN ORK (Ginnie Powell) The Man With the Horn SAVOY 800—The big Raeburn band of some years ago is available on wax again in this re-issue of the fine instrumental formerly on the Jewel label.	72--74--70--72				
Body and Soul Another re-issue here with Mrs. Raeburn (Ginnie Powell) chanting the lyrics of the fine old standard in a modern, full-blown mood setting by the ork.	75--77--74--74				

(Continued on page 123)

Advance Rhythm & Blues Record Releases

Bug Juice—Tiny Davis (Race Horse) Dec 48220	When a Woman Cries—Hadda Brooks (Schubert's) Modern 825
Honey Chile—Drifters (Mobile) Excelsior 1314-5	Wine, Wine, Wine—Herb Fisher (Baby) Modern 20-823
Mobile—Drifters (Honey) Excelsior 1314-5	Won't You Give Me a Little Lovin'—Forest Rye (Midnight) Mer 6329
Race Horse—Tiny Davis (Bug) Dec 48220	Worries—Floyd Dixon (You Need) Swing Time 287
Trouble Makin' Woman—Roy Hawkins (The Thrill) Modern 826	You Make Too Much Noise When We Kiss—James Quintet (A Neighborhood) Dec 48218
Two Timin' Woman—Calvert Jones (Tra-La-La) Coral 65056	You Need Me Now—Floyd Dixon (Worries) Swing Time 287
Walkin' Talkin' Blues—Joe Hill Louis (Street) Modern 20-822	

Most Played Juke Box Rhythm & Blues Records

Based on reports received June 20, 21 and 22

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
8	1	1	1	ROCKET 88	J. Brenston Chess 1458—BMI
12	2	2	2	CHICA BOO	L. Glenn Swingtime 254—BMI
21	3	3	3	BLACK NIGHT	C. Brown Aladdin 3076—BMI
3	4	4	4	TOO YOUNG	King Cole Cap(78)1449; (34)F-1449—ASCAP
7	5	4	5	I APOLOGIZE	B. Eckstine MGM(78)10903; (45)K-10903—ASCAP
9	7	6	6	I WILL WAIT	Four Buddies Savoy 769—BMI
4	8	7	7	TEND TO YOUR BUSINESS	J. Wayne Sittin' In 588
6	10	8	8	60 MINUTE MAN	Dominoes Federal 12022—BMI
1	—	8	9	I'M WAITING JUST FOR YOU	Lucky Millinder King 4453
3	10	10	10	I'D RATHER DRINK MUDDY WATER	Grant (Mr. Blues) Jones Dec(78)48192; (45)9-48192
5	10	10	10	DO SOMETHING FOR ME	Dominoes Federal 12001—BMI

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ATLANTIC
Loves
EVERYBODY

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FOR MAKING THESE HITS!

DON'T YOU Know I LOVE YOU

The Clovers #934

CHAINS OF Love

Joe Turner #939

SHOULDN'T I Know

The Cardinals #937

I Know

Ruth Brown #941

I HOPE YOU'RE SATISFIED

Joe Morris-Laurie Tate #942

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Save at Least Part of Each Week's Earnings—
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THE BILLBOARD Music Popularity Charts

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

... Based on reports received June 20, 21 and 22

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

POSITION	Weeks Last This	to date Week Week	Record	Artist	Label
9	1	1	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
17	3	2	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
6	5	3	HOWLIN' AT THE MOON	H. Williams	MGM(78)10961; (45)K-10961
4	8	4	I CAN'T HELP IT	H. Williams	MGM(78)10961; (45)K-10961
3	5	4	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
12	4	6	KENTUCKY WALTZ	E. Arnold	V(78)21-0444; (45)48-0444—BMI
2	9	6	MISTER AND MISSISSIPPI	Tennessee Ernie	Cap(78)1521; (45)F-1521—ASCAP
7	2	8	DOWN THE TRAIL OF ACHIN' HEARTS	H. Snow-A. Carter	V(78)21-0441; (45)48-0441—ASCAP
15	7	9	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)K-10904
1	—	10	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V 21-0476

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

2.	SICK, SOBER AND SORRY	J. Bond	Col20808 BMI
2.	SICK, SOBER AND SORRY	T. Duncan	Intro 6013
3.	OCEANS OF TEARS	R. Foley	Dec(78)46304, (45)9-46304 BMI

FOLK TALENT AND TUNES

By JOHNNY SIPP

Disk Jockey Doings

Irv Victor, for the past two years d.j. on the all-night country show at WGN, Chicago, leaves June 23 when a new sponsor takes over the show. Howard Dorsey, station staffer, will handle the five-hour country show when Victor ankles. Happy Hal Burns, WBRC, Birmingham, has added a new regional web show over ABC five days per week. Cousin Ed, WWXL, Peoria, Ill., reports what he thinks is a record of country music disking over his outlet. Station now has 10 hours of h.b. and Western platters per day. Jim Pendergast is handling h.b. spinning at WETB, Johnson City, Tenn. Jack Glynn, KUBC, Montrose, Colo., has added a Western show in the morning to his sked. Bob Neal, WMPS, Memphis, cut some TV films for a Memphis agency last week.

Cherokee Jack Henley, KMO, Tacoma, Wash., has started his outdoor promotions, using the Maddox Bros. and Rose on the first job. Lee Stewart, WHAT, Philadelphia, reports that PeeWee Miller, WCAM, Philadelphia, is emceeing this year at Circle A Ranch, folk music park near Philadelphia. Miller is also working at the local White Owl Cafe with his band. Jack Gardener, WBIP, Booneville, Miss., is leaving the station for three months in Denton, Tex. Dick Senter takes over his shows. Tommy Lloyd, WTOP, Toledo, cut eight tunes for Hart-Van, the La-Grange, Ill., diskery. Because of big response to evening shows, WMIN, St. Paul, has added an afternoon, h.b. show. Bob Edwards, WAKE, Greenville, S. C., is doing a remote show with his band from a local department store. He reports merchandise giveaways are helping boost show attendance at the store.

Sheldon Horton, WJSW, Saxton, Pa., is doing commentary on the history of songs, especially oldies, and reports solid mail pull from gimmick. Peanut Faircloth, WNEK, Macon, Ga., reports that the Mercer Brothers, Wally and Charlie, once with Wayne Raney and Lonnie Glosson, are now working the station. Johnny and Jack have moved back to KWKH, Shreveport, after a stint at WEAS, Decatur, Ga. Carl Story and his Rambling Mountaineers will replace them at WEAS.

Rocky Rauch, KTLN, Denver, reports that Bob Wills and the Texas Playboys will do a two-weeker at the Lakeside Amusement Park, Denver. This marks the first time a rustic outfit has ever worked this park. It has always used a pop name band policy. Homer M. Quann, WSA, Harrisonburg, Va., reports his listeners don't enjoy the pop-styled country disks, featuring choir, organ and other instruments not strictly h.b. Frances Johnston, KCLO, Leavenworth, Kan., reports the station is forming amateur talent shows to work the area. Lee Sutton, KMA, Shenandoah, Ia., has added a half-hour to his daily show sked.

Cuz'n Larry Lane has left his staff job at WHBO, Tampa, to try his hand at free-lancing in the Florida city. He currently is doing two shows at WALT, Tampa, and is setting others for late summer and fall. Mickie Evans, who formerly worked the Florida territory, is now doing a d.p. and live show at WTTM, Trenton, N. J.

Betty Gribben, WMTW, Portland, Me., reports that real h.b. music doesn't seem to go over in her area. Larry Carothers, KMOX, St. Louis, is planning a

C&W Records to Watch

In the opinion of The Billboard's music staff, the following records have the best sales and performance potential among the Country and Western records received this week.

CHEROKEE BOOGIE	King 956
TENNESSEE FLAT GUITAR	King 956
Cowboy Copas	King 964

• Best Selling Retail Folk (Country & Western) Records

... Based on reports received June 20, 21 and 22

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	to date Week Week	Record	Artist	Label
9	2	1	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
17	3	2	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
1	—	3	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V 21-0476
12	1	4	KENTUCKY WALTZ	E. Arnold	V(78)21-0444; (45)48-0444—BMI
6	4	5	HOWLIN' AT THE MOON	Hank Williams	MGM(78)10961; (45)K-10961
14	9	5	POISON LOVE	Johnnie & Jack	V(78)21-0377; (45)48-0377—BMI
2	10	7	I CAN'T HELP IT	Hank Williams	MGM(78)10961; (45)K-10961
7	6	8	BLUEBIRD ISLAND	H. Snow	V(78)21-0441; (45)48-0441—BMI
2	8	8	LET'S LIVE A LITTLE	C. Smith	Col 20796—BMI
16	5	10	COLD, COLD WATER	Hank Williams	MGM(78)10904; (45)K-10904—BMI

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1.	SICK, SOBER AND SORRY	J. Bond	Col(78)20808, (45)4-20808, (33)3-20808
2.	IT MAY BE SILLY	J. Dickens	Col(78)20809, (45)4-20809, (33)3-20809

• Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received June 20, 21 and 22

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

POSITION	Weeks Last This	to date Week Week	Record	Artist	Label
12	1	1	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
4	4	2	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
3	2	3	I CAN'T HELP IT	H. Williams	MGM(78)10961; (45)K-10961
16	3	4	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)K-10904—BMI
18	4	5	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
7	7	6	KENTUCKY WALTZ	E. Arnold	V(78)21-0444; (45)48-0444—BMI
5	8	7	HOWLIN' AT THE MOON	Hank Williams	MGM(78)10961; (45)K-10961
2	9	8	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
2	—	9	MISTER AND MISSISSIPPI	Tennessee Ernie	Cap(78)1521; (45)F-1521—ASCAP
10	10	10	STRANGE LITTLE GIRL	Cowboy Copas	King(78)951; (45)45-951—ASCAP

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

2.	TENNESSEE HILLBILLY GHOST	R. Foley	Dec(78)46317, (45)9-47317 ASCAP
2.	LONELY LITTLE ROBIN	E. Britt	V21-0473 ASCAP
3.	PEACE IN THE VALLEY	R. Foley	Dec(78)14573, (45)1-14573

big h.b. show August 3-5 at South Roxana Dad's Club Park near St. Louis. Last year Skeets Yaney and a St. Louis h.b. show did 7,000. One show, as yet unbooked, will play August 3 and 4, while PeeWee King and the Golden West Cowboys will work the fifth date. Brother Bob Hastings' Acorn Park, near St. Louis, is doing good business when the weather is okay. Al Rogers (MGM) and his Rocky Mountain Boys, KGNC, Amarillo, Tex., are working six nights per week at Rusty's Barn, Amarillo. Bob (Continued on page 132)

JUMPIN' UP!

JIMMY DICKINS'

IT MAY BE SILLY

COL 20809

TANNEN MUSIC, INC.

146 West 34 St., New York 19



Singing and Playing . . .

"CRYING HEART BLUES"

coupled with . . .

"HOW CAN I BELIEVE IN YOU"

RCA VICTOR 21-0478, 48-0478

RCA VICTOR Records

THE BILLBOARD Music Popularity Charts

Country & Western (Folk) Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	W	B	C	D
ANN JONES Hi Ballin' Daddy KING 961—String band and rhythm section set up a strong beat and keep it driving right thru as the Jones gal hands the tune a growling chant.		83	85	82	83
God Gave Me You A sentimental love ballad is less effective material for the femme chanter.		72	74	71	71
JIMMIE OSBORNE Tell Me Daddy if You Know KING 958—Osborne has a real throbbler here in a baby's query about a faithless mother and wife.		83	86	84	80
I Hate To Be Jealous The chanter gives a "Slippin' Around" type of ballad a heartfelt go.		75	76	74	75
DON WHITNEY Move On, Blues 4 STAR 1568—A strong, persistent boogie blues backing combined with Whitney's chanting makes this an effective hunk of country wax.		78	79	77	78
When You're Lovin' Me Routine country ballad here nicely warbled by the deep-voiced chanter and attractively played by a string ork.		69	70	68	69
ROCKY BILL FORD You Know Doggone Well I Do GILT EDGE 5039—Ford sings adequately on a so-so country weeper.		65	67	63	65
Was I Dreaming The bass-bary chanter has a much more effective piece of material here. He gives it an effective reading, too.		71	73	69	71
JACK SWANSON (His Country Men) Wedding Blossoms JUBILEE 4050—Swanson hands an emotional chant to an okay country weeper.		75	77	74	75
You're Fixin' To Break My Heart Swanson is much less effective on this lightweight piece of novelty-like material.		71	73	70	70
JENKS CARMAN I Could Love You Baby CAPITOL 1571—Back-country style rhythm novelty; nasal chanter, choppy beat, hoedown fiddles, etc.		64	64	66	62
Ten Thousand Miles Carman sings crudely but with sincerity and projection on this country throbbler at a medium dance beat.		67	67	69	65
SKEETS McDONALD Today I'm Movin' Out CAPITOL 1570—McDonald sells warmly on this routine ballad-with-beat.		73	71	73	72
Bless Your Little Ol' Heart Warbler projects winningly on a catchy little country love ditty with a retentive tag line.		76	76	76	76
HANK PENNY You're So Different KING 957—Penny doesn't seem to be quite at home with this routine ballad, which is virtually a straight pop, with pop backing.		64	64	64	64
You Better Save It for a Rainy Day Penny gets back in the familiar country groove with a bouncy blues jingle.		73	73	72	74
JOHNNY BOND Sick, Sober and Sorry COLUMBIA 20808—Bond delivers engagingly on this brisk newcomer, with combo joining in refrain for a gangy, tavern effect.		76	76	78	74
Tennessee Walking Horse Neat combination of a saddle Western and straight hillbilly here; Bond and the boys deliver it at an infectious beat.		78	78	78	78
STUART HAMBLEN (Daryl Rice Ork) Our Old Captain COLUMBIA 20827—Hamblen and a stomping combo get off a brisk, up-tempo barracks jingle. Effective and catchy, could register.		83	83	83	83
Don't Fool Around With Calico When You Have Silk At Home Hamblen comes up with one of his ingenious, touching moralizers. This one could be big.		85	85	85	85
HANK WILLIAMS Hey, Good Lookin' MGM 11000—Williams has a sure-fire side to add to his string. This one's a light bounce novelty jingle of his own composition.		86	86	86	86
My Heart Would Know Williams offers another original, a mournful torcher with a touching message.		82	82	82	82
WALTER DIXON & HIS RADIO RAMBLERS Honky Tonk Swing BAMA 2200—Barrel house piano, boogie guitar, and a slight novelty vocal don't add to anything special here.		62	62	60	64
I'm Sorry for You Routine country weeper effort chanted in shrill country-boy style.		60	60	60	60

(Continued on page 124)

Advance Folk (Country & Western) Record Releases

Alone in a Tavern—E. Kirk (Drifting Texas) Cap 1591	Dry River—Smokey-Rhythm Riders (When St. Peter) Majestic 78-117
As Long as You Believe in Me, Little Darling—H. Carter-B. Eaton (I'm Crying) Tennessee 779	Easy Monthly Payment Blues—Randy Hughes (No Trespassing) Tennessee 778
Boogie Woogie Blues—B. Soots (You Have) Mer 6331	Golden Key, The—R. Atcher-Red River Rangers (Old Soldiers) Acme 955
Buck-Eye Cowboy—R. Rogers (I Wish) V(45)-48-0479	Homesick, Lonesome and Sorry—Tommy Sosebee (Wedding Blossoms) Coral 64097
Coffee Pot—Tex Ritter (Wearin' Out) Cap 1581	Honky Tonk Swing—W. Dixon & His Radio Ramblers (I'm Sorry) Bama 2200
Cold, Cold Kisses—Boots Faye (Jilted Again) Majestic 78-113	How Can I Believe in You—Johnnie & Jack (Cryin' Heart) V(45)48-0478
Come a Little Closer, Please—E. Hazelwood (Truck Driver) Intro 6019	I Love You—Cowboy Copas-K. Copas (Tennessee Flat) King 964
Come on Home and Quit Your Looking—Wee Willie Kirk (Your Love) Bullet 340	I Married the Girl—E. Dean (Let Me) Cap 1590
Cryin' Heart Blues—Johnnie & Jack (How Can) V(45)48-0478	I Wanna Be Ready—Statesmen Quartet (Listen to) Cap 1582
Drifting Texas Sand—E. Kirk (Alone) Cap 1591	

(Continued on page 130)

HE SINGS LIKE A *Whistle*



**JOE
(CANNON BALL)
LEWIS**

Singing

TRAIN WHISTLE NIGHTMARE

coupled with . . .

"TRUST ME AGAIN"

MGM
10994



M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

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

THE BILLBOARD Music Popularity Charts

RECORD DEALERS!
Make Extra Dollars
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at Only 25c a Week!

1052 retail record stores from coast to coast use The Honor Roll of Hits Poster Service and find it a real go-getter for extra record sales and profits—and at a low cost of only 25c a week.

You get an eye-catching, attention getting, full color 14"x22" display card, plus an attractively printed list of America's top ten songs as published in The Billboard Honor Roll of Hits for each week that you subscribe. All you do once a week is to slip the top ten song list neatly and easily into the display card and you're ready for steady EXTRA record sales. Simple, easy to handle, low in cost, a real extra salesman who really sells.

Try the Honor Roll of Hits Poster Service right now! You'll find yourself using them in all your record booths, on your counter and even in your show windows because they pay off and PAY OFF BIG!

USE THE COUPON TODAY

VERMIE STERN

545 FIFTH AVENUE, NEW YORK, N. Y.

Please enter my order for your weekly Honor Roll of Hits Poster Service. Enclosed is my \$1 which I understand covers the first four weeks' service. I will be billed thereafter at the rate of 25c per week payable monthly for as long as I continue to use the service.

NAME.....
 STORE.....
 ADDRESS.....
 CITY..... STATE.....

GIVE TO THE
 RUNYON CANCER FUND

Record Reviews

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

How Ratings Are Determined Records are rated four ways: (1) over-all; (2) as to their value for disk jockeys; (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's—promotion firm, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISK JOCKEY	RETAILER	OPERATOR
DUKE ELLINGTON ORK Fancy Dan COLUMBIA 39428—Smooth, medium tempo blues originally penned by the Duke has the intrinsic traditional Ellington flavor, with typical sax figures, plunger tram, muted horn, etc.		69--71--69--67			
The Hawk Talks Hard-hitting, clearly executed original by drummer Louis Bellson, who sparks the performance. Scream brass and bop-flavored figures make this the modern side of the two. The band, as the expression goes, is a "gasser"		75--77--74--73			
ROSEMARY CLOONEY Rose of the Mountain COLUMBIA 39467—Thrush and small combo get off a fetching hillbilly, with yodel effects and double-dubbed vocal		83--83--83--83			
Come On-a My House Miss Clooney belts thru with an electrifying performance on this William Saroyan novelty, with a small combo featuring hot harpsichord providing a great backing. This one shapes up as a long, strong entry.		90--90--90--90			
CHUCK CABOT ORK (Bob Oliver) Gonna Ride a Pinto Pony MAJESTIC 78-163—Lightweight Western-pop novelty gets a so-so run thru from the ork with Bob Oliver leading the gang-sing chanting. Okay for dancing.		62--62--60--63			
The Happiness Train (Don Burke-Larry Larsen's Jefferson Choraliers) Full-blown chorus and Burke handle the lyrics on a somewhat pretentious reading of a hunk of material in "Cry of the Wild Goose" style.		64--65--62--64			
TONI ARDEN (Percy Faith Ork) Wonder Why? COLUMBIA 39427—Miss Arden delivers an impassioned performance on this catchy ballad from the "Rich, Young and Pretty" Rk.		81--82--81--80			
Dark Is the Night From the same flick, thrush pours out a soulful torch job on this stirring, sultry minor-keyed misere, furnished with a beautiful beguine orking by Faith. On the exotic side, but impressive.		84--85--83--83			

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISK JOCKEY	RETAILER	OPERATOR
INK SPOTS (Sy Oliver Ork) What Can You Do? DECCA 27632—New ballad by Bob Wells and Dave Holt is deceptively simple in the Irving Berlin tradition, grows with each hearing in this typical rendition by the Spots.		83--83--83--83			
More of the Same Sweet You Another stand-up ballad is retentive in this pleasingly old-fashioned job by the group.		81--81--81--81			
JOHNNY HARTMAN (Norman Leyden Ork & Choir) Worry Bird VICTOR 22-0132—New Victor warbler doesn't project enough on this feathery rhythm novelty, tho he shows good quality and diction.		70--70--70--70			
Out of the Night This rendition of a pretty beguine ballad is a standout job for the newcomer.		83--84--82--81			
DINAH SHORE (Henri Rene Ork & Chorus) Sweet Violets VICTOR 20-4174—Thrush comes thru with a strong rendition of this gimmicked re-write by Charley Grean and Cy Cohen of a familiar oldie. Shapes up as a big one.		88--88--88--88			
If You Turn Me Down Pleasant, light rendition of a neat little rhythm ditty.		83--83--82--84			
DINAH SHORE (Henri Rene Ork) Ten Thousand Miles VICTOR 20-4175—Miss Shore tackles a straight hillbilly torcher at a light bounce, with yodeling effect by chorus. Nothing special here.		75--75--75--75			
How Many Times A lovely new slow ballad is projected with appeal and charm by Miss Shore, with neat piano concerto and choir effects by the Rene ork and chorus. Could step out.		86--86--86--86			
GENE KRUPA ORK (Anita O'Day) That's What You Think COLUMBIA 37533—Re-issue of a fine slow riffer, featuring Miss O'Day's leisurely scatting. Side was a big item of its kind, has some nostalgia value today		70--72--68--70			
Knock Me a Kiss (Roy Eldridge) Another of Krupa's successful old sides features Roy Eldridge on vocal and horn. More nostalgia here for a limited mart.		70--72--68--70			
CAMARATA (Kingsway Symphony Ork) Paris Interlude DECCA 40214—Gay, impressionistic work is full of light and color, deftly performed by the British ork under the Camarata baton. One of Tutti's best efforts here.		84--86--84--83			
Cascade of Stars Rapid, semi-Latin composition featuring cascading fiddle work gets a rich symphonic jazz treatment.		80--82--79--78			
DICK HAYMES (Victor Young Ork) These Things I Offer You DECCA 27644—Haymes is in excellent voice for a good rendition of the ballad, which has been threatening to break thru.		85--86--85--84			
There's a Big Blue Cloud Another good job from Haymes on the new philosopher, but there's nothing here for a serious challenge to the Como version.		81--83--81--80			
DON CHERRY-EILEEN WILSON (Sy Oliver Ork) Star of Hope DECCA 27633—Semi-religious adapted from a Waldteufel waltz gets the reverent treatment from Cherry, Miss Wilson and Chorus. It's a devoted job, a shade on the ponderous side.		75--76--75--74			
Far, Far Away Slow, nostalgic harmonizing on a pretty new Stanley Adams-Larry Stock ballad.		73--74--73--72			
MARY MAYO (Al Ham Ork) I Can See You CAPITOL 1579—But for a "throwaway" type ork backing, Miss Mayo's sweet and appealing rendition of this neat ballad from "Rich, Young and Pretty" would have been really strong.		72--72--72--72			
Dark Is the Night Again, lack of proper instrumental dressing to showcase the good vocal work detracts. Exotic character of this tune calls for a special-ork effort.		70--70--70--70			
BOB CROSBY ORK I Don't Mind CAPITOL 1576—Okay dance dishing by the Crosby ork, with the batoner handling the lyric on a new ballad.		73--75--72--72			
L'Amour Toujours Crosby and the Crew Chiefs deliver the lyric on this bounce ditty from "Rich, Young and Pretty." Okay terp material.		72--74--71--71			
RAY ANTHONY ORK (Tommy Mercer-The Anthony Choir) One Dance With You CAPITOL 1574—Waltz ballad written by deejay Doug Arthur and Ralph Flanagan, manager Herb Hendler gets a lush reading from the Anthony ork and mixed chorus.		73--75--72--72			
Believing You Tommy Mercer hands an attractive new ballad a warm go with the ork maintaining a good dance beat.		73--75--72--72			
LES PAUL-MARY FORD Josephine CAPITOL 6311—Some more of the striking Les Paul guitar dubbing sound. The oldie gets the Paul polish on this likely instrumental platter		84--85--83--83			
I Wish I Had Never Seen Sunshine Mr. and Mrs. Paul tackle an old C & W weeper for a sock follow-up dishing to the team's previous hits. Could be a big one.		86--86--86--86			
"VOICES" OF WALTER SCHUMANN Whoo Ee Loo Ee Siana CAPITOL 1593—The mixed-voice chorus just barely fails to get up enough steam on this slow, rhythmic chant about Mississippi river boats. The big sound is still there, however.		73--74--73--73			
For All We Know Group's reading of the fine old standard is beautifully done.		78--79--77--78			
JACK OWENS (Nelson Riddle Ork) Crossroads DECCA 27628—Owens warbles a simple love ballad whose lyrics have a typical hillbilly flavor.		72--72--71--73			
Do the Pines Grow Green in the Valley? Another country-type tune (of which several waxings have already appeared) gets a straightforward, unremarkable go.		72--72--71--73			
ANDREWS SISTERS & RED FOLEY It Is No Secret DECCA 14566—Released on Decca's sacred series, this Andrews-Foley collaboration could catch some pop as well as sacredotal business.		84--84--84--84			
He Bought My Soul At Calvary Like Rip, this tune is a pop hymn by Stu Hamblen. Another effectively reverential job, but pop appeal here will be slight		73--74--74--70			
RALPH MARGERIE ORK September Song MERCURY 5658—Clean instrumental orking of the standard with fine trumpet and clary solos.		72--74--70--71			
Castle Rock Ork takes this one at slightly up-tempo, adds a driving beat, baritone and tenor sax solos and comes up with a danceable hunk of wax.		71--74--69--70			
GEORGIE AULD (Dave Lambert Vocal Ensemble) My Truly Truly Fair CORAL 60515—Jazzman Auld's tenor solo has a fine modern sound with the Lambert group well mated to the mood. Okay coverage dishing on the likely new ditty, but with bop overtones.		72--75--70--72			
Sentimental Fool More of Auld's tenor work here with the chorus voiced as part of the ork except for the last few bars. Good mood music.		71--73--70--70			

Sarah Vaughan
 sings
Deep Purple
 On Record No. 39370
 AND
My Reverie
 On Record No. 39446
COLUMBIA RECORDS

THE BILLBOARD

Music Popularity Charts

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, POPULAR, and chart positions (69-71, 74-77, etc.). Includes entries for Milton De Lugg, Leroy Holmes, Jerry Murad, Norbie & Gillie, Georgie's Tavern Band, Vinni De Campo, Jan Garber, Bill Hayes, Tony Fontane & Smith Brothers, Ella Fitzgerald, Evelyn Knight, Don Cherry, Bing Crosby-Andrews Sisters, Jan Garber, and Tamara Hayes.

Album and LP Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR
PIANO MOODS—MAX MILLER (1-10") 67
BILLY ECKSTINE FAVORITES (1-10") 84
THE LADY'S NOT FOR BURNING—Original cast, featuring John Gielgud and Pamela Brown (2-12") 68
COLORS BY GREENE Norman Greene 70
MAKE A WISH—Nanette Fabray & Members of the Original Cast (5-7") 70
OVER THE RAINBOW—Les Brown Ork (1-10") 77
OUT THIS WEEK LUSTY BLUES BY "THE CHAMPION" JACK DUPREE "JUST PLAIN TIRED" AND "MY BABY'S COMIN' BACK HOME" APOLLO 428 APOLLO RECORDS 457 W. 45th St., New York 19, N. Y.

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Announcing: "SPEAKING AND WRITING SPANISH" BY AGARD-PARATORE-WILLIS

SALES! A complete Spanish Language Course, consisting of album, three 12" unbreakable LP (33 1/3 rpm) records and big Guidebook at a price anyone can afford... just \$25.00 plus \$1.95 Fed. Ex. Tax

SALES! Prepared under the direction of the American Council of Learned Societies and bearing the famous HENRY HOLT name and prestige!

SALES! The most practical, streamlined, EASY course in Spanish on the market. The only language course of any kind on Long Playing records!

Here at last is a recorded language course you can sell—a course which replaces old-fashioned word study with real, living conversations dealing with everyday situations.

40% discount! Profits... PROFITS! Yes, you earn your full 40% discount with the Agard-Paratore-Willis SPEAKING AND WRITING SPANISH course. Order today!

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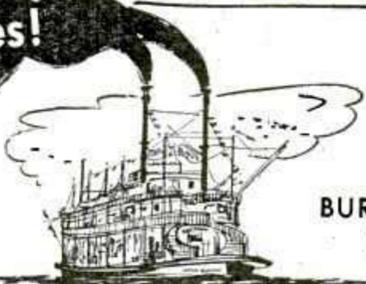
RCA Victor custom record sales advertisement. Includes text: 'The integrity and experience of A SOLID NAME plus THE WORLD'S TOP ENGINEERS are BEHIND YOUR LABEL!'. Features RCA Victor logo and contact information for New York, Chicago, and Hollywood.

Bob McCluskey, formerly of The Billboard... Dan Collins, a Billboard ad-staffer since 1948, now takes over the responsibilities of New York music-record advertising sales and servicing. Includes The Billboard logo and contact information for Dan Collins.

(Continued on page 122)

Here It Comes!

THIS YEAR'S
BEST-SELLING
ALBUM



BIG, BRIGHT
BURSTING WITH THE
BELOVED HITS!

The
M-G-M RECORDS

SHOW BOAT

Starring the Original Cast of the
New M-G-M TECHNICOLOR Musical

KATHRYN GRAYSON
AVA GARDNER
HOWARD KEEL
MARGE and GOWER **CHAMPION**
WILLIAM WARFIELD

And Featuring the Immortal
"Show Boat" Hits by
JEROME KERN and
OSCAR HAMMERSTEIN II



All 3 Speeds
78 RPM — Album MGM 84
45 RPM — Album MGM K84
33 1/2 RPM — MGM Long-Playing Record E-559

M-G-M's
BIG, BEST-SELLING SINGLES

- I APOLOGIZE**
BRING BACK THE THRILL
78 RPM — MGM 10903 • 45 RPM — MGM K10903
BILLY ECKSTINE
- SHANGHAI**
THE WONDROUS WORD
78 RPM — MGM 10998 • 45 RPM — MGM K10998
BILLY WILLIAMS
Quartet
- I'M A FOOL TO WANT YOU**
LOVE ME
78 RPM — MGM 10982 • 45 RPM — MGM K10982
BILLY ECKSTINE
- I REMEMBER YOU**
THE BREEZE AND I
78 RPM — MGM 10986 • 45 RPM — MGM K10986
GEORGE SHEARING
Quintet
- BY GEORGE**
IT ISN'T EASY
78 RPM — MGM 10975 • 45 RPM — MGM K10975
WOODY HERMAN
and his Orch.
- THE MORNINGSIDE OF THE MOUNTAIN**
F'R INSTANCE
78 RPM — MGM 10989 • 45 RPM — MGM K10989
TOMMY EDWARDS
- I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME**
COOL TRAIN
78 RPM — MGM 10979 • 45 RPM — MGM K10979
LIONEL HAMPTON and his Orch.
- THE YODEL WALTZ**
THE CHESAPEAKE AND OHIO
78 RPM — MGM 10987 • 45 RPM — MGM K10987
TEX BENEKE
and his Orch.
- MY TRULY, TRULY FAIR**
LOVE, I'D GIVE MY LIFE FOR YOU
78 RPM — MGM 10984 • 45 RPM — MGM K10984
ART MOONEY
and his Orch.
- DEAR JOHN**
COLD, COLD HEART
78 RPM — MGM 10904 • 45 RPM — MGM K10904
HANK WILLIAMS

JOHNNY DESMOND
and **MONICA LEWIS**
OUT O' BREATH
I'M GLAD I GAVE IT UP FOR YOU

78 RPM — MGM 10992
45 RPM — MGM K10992

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THE BILLBOARD Music Popularity Charts

The Billboard Picks

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

SHOWBOAT ALBUM Kathryn Grayson-Ava Gardner-Howard Keel-MGM Studio Ork & Chorus, Adolph Deutsch, Cond.
.....MGM (33) E-559

This is one of the finest of the MGM original cast film musical albums to date, produced with much stage savvy and flair. The tunes, of course, are timeproof and productions are tops. Figures to be a big summer entry. Album available on other speeds.

The Disk Jockeys Pick

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

1. MORNING SIDE OF THE MOUNTAIN..... Paul Weston Ork..... Columbia 39424
2. SWEET VIOLETS..... Dinah Shore..... Victor 20-4174
3. MY BROTHER..... Nat Cole..... Capitol 1565
4. I'M IN LOVE AGAIN..... Andrews Sisters-Gordon Jenkins Ork..... Decca 27635
5. OCEAN OF TEARS..... Kay Starr-Tennessee Ernie..... Capitol 1567
6. THERE'S NO BOAT LIKE A ROWBOAT..... Perry Como..... Victor 20-4158
7. VANITY..... Don Cherry..... Decca 27618

The Retailers Pick

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

1. SWEET VIOLETS..... Dinah Shore..... Victor 20-4174
2. COME ON-A MY HOUSE..... Rosemary Clooney..... Columbia 39467
3. GOOD MORNING, MR. ECHO..... Jane Turzy..... Decca 27622
4. BLACK BALL FERRY LINE..... Percy Faith Ork..... Columbia 39426
5. OCEAN OF TEARS..... Kay Starr-Tennessee Ernie..... Capitol 1567
6. THERE'S NO BOAT LIKE A ROW BOAT..... Perry Como..... Victor 20-4158
7. JOSEPHINE..... Les Paul..... Capitol 6311

The Operators Pick

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

1. BECAUSE OF RAIN..... Nat Cole..... Capitol 1501
2. BECAUSE OF YOU..... Les Baxter Ork..... Capitol 1493
3. I'M IN LOVE AGAIN..... Andrews Sisters-Gordon Jenkins Ork..... Decca 27635
4. THERE'S A BIG BLUE CLOUD..... Perry Como..... Victor 20-4158
5. WOULD I MIND..... Sammy Kaye Ork..... Columbia 39421
6. GOOD MORNING, MR. ECHO..... Jane Turzy..... Decca 27622
7. SWEET VIOLETS..... Dinah Shore..... Victor 20-4174

The Country and Western Disk Jockeys Pick

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

1. IF TEARDROPS WERE PENNIES..... Hank Snow.....
2. OCEAN OF TEARS..... Kay Starr-Tennessee Ernie..... Capitol 1567
3. TENNESSEE HILLBILLY GHOST..... Red Foley..... Decca 46317
4. YOU'RE MY SUGAR..... Kay Starr-Tennessee Ernie..... Capitol 1567
5. MR. MOON..... Carl Smith..... Columbia 20825

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THE BILLBOARD Music Popularity Charts

• Advance Record Releases

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

POPULAR

- All I Need Is You—Dick Paige (If I) Abbey 15047
- At Your Beck and Call—Champ Butler (Them There) Col 39434
- Be Doggone Sure You Call—Georgia Gibbs (Good Morning) Mer 5662
- Believing You—Ray Anthony (One Dance) Cap 1574
- Cascade of Stars—Camarata (Paris Interlude) Dec 40214
- Come On—My House—Rosemary Clooney (Rose of) Col 39467
- Dark Is the Night—Mary Mayo (I Can) Cap 1579
- Deadly Weapon—Eddy Howard (I'm in) Mer 5663
- Do You Really Love Me?—Denny Vaughan (I Want) Coral 60524
- Don't Bring Me Roses Red—Sterling Sloan (Mary) Morrison 39
- Don't Call Me Names—Howard Mather (Is My) Abbey 15048
- Dream Train—Jan Garber (There Are) Cap 1578
- Dreamers—Please Listen—Norman Greene Ork (Tangerine) Rexford 104
- Easy Talk—Dinning Sisters (Strawberry Tears) Cap 1577
- End of a Love Affair, The—Margaret Whiting (Everlasting) Cap 1585
- Everlasting—Margaret Whiting (The End) Cap 1585
- Everyone Is Welcome in the House of the Lord—Kitty Kallen-Richard Hayes (Good Luck) Mer 5661
- Far, Far, Away—Eileen Wilson-Don Cherry (Star of) Dec 27633
- For All We Know—Voices of Walter Schumann (Whoa EE) Cap 1593
- Gipsy Samba, The—Winifred Attwell (Manzanilla) London 1046
- Good Luck, Good Health, God Bless You—Kitty Kallen-Richard Hayes (Everyone Is) Mer 5661
- Good Morning, Mister Echo—Georgia Gibbs (Be Doggone) Mer 5662
- Honeymoon—Harmonatones (Uptown Jump) Belvedere 4003
- How D'Ya Like Your Eggs in the Morning?—Dean Martin-Helen O'Connell (We Never) Cap 1575
- How Many Times—Dinah Shore (Ten Thousand) V 20-4175
- I Can See You—Mary Mayo (Dark Is) Cap 1579
- I Don't Mind—Bob Crosby (L'Amour Toujours) Cap 1576
- I Love the Sunshine of Your Smile—Four Knights (Sentimental) Cap 1587
- I Want to Remember—Denny Vaughan (Do You) Coral 60524
- I Will Never Change—Anne Shelton (Yes, You) London 1052
- I Wish I Had Never Seen Sunshine—Les Paul-Mary Ford (Josephine) Cap 1592
- I've Got Cream Vendor, The—Knightingales (Stop Throwin') Skylark SK 523
- If I Love Again—Dick Paige (All I) Abbey 15047
- If You Turn Me Down—Dinah Shore (Sweet Violets) V 20-4174
- Igloo Song—Rusty Yates (No Longer) Belvedere 3002
- I'll Wait for You—Cliff Ayers (It's You) Jubilee 4060
- I'm in Love Again—Eddy Howard (Deadly Weapon) Mer 5663
- In the Valley of the Moon—Eaton Elliott Octet (Mexicali Rose) Dec 27642
- Is My Pop in There?—Howard Mather (Don't Call) Abbey 15048
- It's You, It's You, It's You—Cliff Ayers (I'll Wait) Jubilee 4060
- I've Got That Lonesome Feeling—Gene Williams (Now I) King 15108
- I've Got to Fall in Love Again—Bing Crosby (Shanghai) Dec 27653
- Josephine—Les Paul (I Wish) Cap 1592
- Knock Me a Kiss—Gene Krupa (That's What) Col 37533
- L'Amour Toujours—Bob Crosby (I Don't) Cap 1576
- Love Me Forever—Primo Scala (Whisper While) London 929
- Manzanilla—Winifred Attwell (The Gypsy) London 1046
- Mary—Sterling Sloan (Don't Bring) Morrison 39
- Mexicali Rose—Baron Elliott Octet (In the) Dec 27642
- Moon, June, Spoon—Jan Garber (The Morning) Cap 1594
- More of the Same Sweet You—Ink Spots (What Can) Dec 27632
- Morning Side of the Mountain, The—J. Garber (Moon) Cap 1594
- My Magic Heart—Peggy Lee (So Far) Cap 1586
- No Longer Alone—Rusty Yates (Igloo) Belvedere 3002
- Now I Lay Me Down to Dream—Gene Williams (I've Got) King 15108
- One Dance With You—Ray Anthony (Believing) Cap 1574
- One More Kiss—Bob Gaye (What Does) Adam 1034
- Paris Interlude—Camarata (Cascade) Dec 40214
- Rose of the Mountain—Rosemary Clooney (Come-On-a) Col 39467
- Shanghai—Bing Crosby (I've Got) Dec 27653
- Sentimental Fool—Four Knights (I Love) Cap 1587
- So Far, So Good—Peggy Lee (My Magic) Cap 1586
- Star of Hope—Don Cherry-Eileen Wilson (Far, Far) Dec 27633
- Stop Throwin' My Love Around—Knightingales (The Ice) Skylark SK 523
- Strawberry Tears—Dinning Sisters (Easy Talk) Cap 1577
- Sweet Violets—Dinah Shore (If You) V 20-4174
- Tangerine—Norman Greene Ork & Chorus (Dreamers—Please) Rexford 104
- Ten Thousand Miles—Dinah Shore (How Many) V 20-4175
- That's What You Think—Gene Krupa (Knock Me) Col 37533
- Them There Eyes—Champ Butler (At Your) Col 39434
- There Are Two Sides to Ev'ry Heartache—J. Garber (Dream Train) Cap 1578

- There's a Big Blue Cloud—Dick Haymes (These Things) Dec 27644
- These Things I Offer You for a Lifetime—Tamara Hayes (Tonight You) Dec 27650
- These Things I Offer You—Dick Haymes (There's a) Dec 27644
- Tonight You Belong to Me—Tamara Hayes (These Things) Dec 27650
- Uptown Jump—Harmonatones (Honeymoon) Belvedere 4003
- Wang Wang Blues, The—Ralph Flanagan (You for) V 20-4182
- We Never Talk Much—Dean Martin-Helen O'Connell (How D'Ya) Cap 1575
- What Can You Do?—Ink Spots (More of) Dec 27632
- What Does a Man Want From Life—Joe Derise (One More) Adam 1034
- Whisper While You Waltz—Primo Scala (Love Me) London 929
- Whoa EE Loo EEE Siana—Voices of Walter Schumann (The Morning) Cap 1593
- Yes, You Were Right—Anne Shelton (I Will) London 1052
- You for Me — Ralph Flanagan (The Wang) V 20-4182

POPULAR ALBUMS

- American Waltzes Album—Percy Faith Ork (1-10") Col(33)CL-6178 — Carousel Waltz; Valse Huguette; Waltz in Swingtime; A Kiss in the Dark; The Girl That I Marry; I'll Take Romance; While We're Young; When I'm Not Near the Girl I Love
- Cocktail Time With Frankie Carle Album (3-7") V(45)WP-305
- Evening With Paris Album—Norman Paris Trio (1-10") Col(33)CL-6179—Pavanne; Someone to Watch Over Me; Brother, Can You Spare a Dime?; I'll Remember April; This Nearly Was Mine; Can I Forget You?; I'll Take Romance; Lullaby of the Leaves
- Over the Rainbow Album—Les Brown (1-10") Coral(33)CRL-56026—Over the Rainbow; That Old Black Magic; Green Eyes; Blue Moon; The Moon Was Yellow; Deep Purple; Red Wing; Azure
- Radio City Recital Album—Dick Leibert (3-7") V(45)WP-312—Meditation; Largo; The Lost Chord; Where the Pussywillows Grow; Ave Marie; Pray for Me
- Three Suns in the Three Quarter Time Album—Larry Green (3-7") V(45)WP-313 — Waltz Serenade; Rosenkavalier Waltz; Sleeping Beauty Waltz; Coppelia Waltz; Two Hearts in Three-Quarter Time; Waltz in A Flat

RELIGIOUS

- Life's Railway to Heaven—Mervin Shiner (My Lord's) Dec 24572
- My Lord's Gonna Move This Wicked Race—Mervin Shiner (Life's) Dec 24572
- Old Rugged Cross, The—Marie Knight (Satisfied) Dec 48219
- Satisfied With Jesus—Marie Knight (The Old) Dec 48219

LATIN AMERICAN

- Adios, Margarita — Trio los Conquistadores (Recuerdos de) Dec 10561
- Mambo de la Selva—Humberto Morales (Sufriendo) Col 6459-X
- Mambo Del Reloj—Perez Prado (Manhattan Mambo) V 23-5443
- Manhattan Mambo — Perez Prado (Mambo) V 23-5443
- Mi Chiquita Quiere, Guarachar—Tito Puente (Picaillon) V (45)51-5451
- Picadillo—Tito Puente (Mi Chiquita) V(45)51-5451
- Recuerdos de Mi Madre—Trio los Conquistadores (Adios) Dec 10561
- Sufriendo—Humberto Morales (Mambo de) Col 6459-X

Philly Vocal Tutors Stage Radio Auditions

PHILADELPHIA, June 23.—To meet the demand for new voices on the part of band leaders, nitery owners and other talent buyers, vocal tutors Artie Singer and Bernie Lowenthal will stage a public audition via the airlines. In order to make it easy for everybody to give a listen under convenient circumstances, as well as letting the public in on the auditions, Singer and Lowenthal packaged their most promising voices into a radio recital.

Tomorrow (24), from 1:04 to 1:45 p.m., Singer and Lowenthal will present *Voices of the 20th Century* on WPEN. Vocal buyers are invited to give a listen, or to come down to the studio for a look as well. And with the 40 minutes preceding the airing of the major league baseball game, radio period promises to enjoy a big public audience. If the radio recital catches the ear of a buyer, Singer and Lowenthal plan a series of such audition shows throughout the year.

• The Honor Roll of Popular Songwriters

By Jack Burton

No. 97—SAMMY FAIN

Altho born in New York, Sammy Fain didn't contract the songwriting bug from listening to hurdy-gurdies and nickelodeon pianos. When he was still a small boy, his family moved to Sullivan County, New York, where Sammy was subjected daily to other than man-made music—the crowing of roosters, the cackling of hens and the lowing of cattle.

But this rural cacophony made no impression on Sammy. He was born with theatrical blood in his veins and dreamed of the day when he would be a Broadway celebrity like his uncle, Willie Howard, a Winter Garden star who had started his stage career as a singing water boy at Tony Pastor's.

Sammy taught himself to play the piano, set down on paper the innumerable songs he composed, and spent most of his allowance on postage stamps. It was money wantonly wasted, for the songs Sammy wrote and submitted by mail to the New York music publishers had a common destination—the wastepaper basket. So after fretting thru four years of high school, Sammy decided on the direct approach and boarded a train for New York.

Apparently there was neither hayseed in Sammy's hair nor callouses on his talented fingers when he hit Broadway, for he persuaded Jack Mills to take him on as a staff pianist. He played the local vaudeville houses with Artie Dunn, now a member of the Three Suns, as a partner, and made a name for himself as a radio entertainer before his first song was published in 1925. It bore the intriguing title,

Nobody Knows What a Redhead Mama Can Do, and proved that Sammy's biological knowledge was not limited to the love life of the birds and the bees.

Two years later Sammy met Irving Kahal, who while trouping with one of Gus Edwards' boy-and-girl units had decided to emulate Gus and become a songwriter. For Tin Pan Alley, it was an epochal meeting, for songwriting history stemmed from it. For the next 17 years and until Kahal's death in 1942, the team had a priority rating on the *Hit Parade* with such songs as *Let a Smile Be Your Umbrella*, *Wedding Bells Are Breaking Up That Old Gang of Mine* and *When I Take My Sugar to Tea*.

Now celebrating his silver anniversary as a songwriter, Sammy Fain has achieved his boyhood ambition — to become a Broadway celebrity like his uncle, Willie Howard, and with such outstanding film songs to his credit as *You Brought a New Kind of Love to Me*, *By a Waterfall*, *That Old Feeling* and *I'll Be Seeing You*, he has attained an eminence in Hollywood his uncle never reached.

As a spectacular climax to his 25 years in Tin Pan Alley, Sammy Fain had two of the three top songs on the radio *Hit Parade* during the year of 1949-'50. His *Dear Hearts and Gentle People* was the second most played song on the air during that period and his *I Can Dream, Can't I?*, written in 1938, enjoying a revival in popularity that not only gave it third place on the loud-speaker circuit but landed it among the 30 best-sellers at the sheet music counters.

SAMMY FAIN'S BEST KNOWN SONGS AND AVAILABLE RECORDINGS

- Popular Songs**
- 1925—**NOBODY KNOWS WHAT A RED-HEAD MAMA CAN DO**
Lyrics by Irving Mills and Al Dubin. Mills Music, Inc.
- 1927—**LET A SMILE BE YOUR UMBRELLA**
Lyrics by Irving Kahal and Francis Wheeler. Mills Music, Inc.
(Available on the following records: Decca 24040 in A-1925, Bob Grant orchestra; Decca 24548, Andrews Sisters; Columbia 33388, Frankie Carle; Hudson 902, Fred Burton.)
- I LEFT MY SUGAR STANDING IN THE RAIN**
Lyrics by Irving Kahal. Mills Music, Inc.
- 1928—**THERE'S SOMETHING ABOUT A ROSE THAT REMINDS ME OF YOU**
Lyrics by Irving Kahal and Francis Wheeler. Mills Music, Inc.
- 1929—**WEDDING BELLS ARE BREAKING UP THAT OLD GANG OF MINE**
Lyrics by Irving Kahal and Willie Raskin. Mills Music, Inc.
(Available on the following records: Decca 24050 in A-1929, Fingerle and Schutt, dual pianos; Mercury 8069, Steve Gibson and the Redcaps; London 518, Freddie Hall.)
- 1931—**WAS THAT THE HUMAN THING TO DO?**
Lyrics by Joe Young, M. Witmark & Sons. (Available on Decca record 27130, Kay Thompson.)
- WHEN I TAKE MY SUGAR TO TEA**
Lyrics by Irving Kahal and Pierre Norman. Famous Music Corp.
(Available on Capitol record 813, King Cole Trio.)
- 1932—**HUMMING TO MYSELF**
Lyrics by Al Segal and Hero Magidson. Crawford Music Corp.
- 1938—**I CAN DREAM, CAN'T I?**
Lyrics by Irving Kahal. Chappell & Co., Inc.
(Available on the following records: Decca 24705, Andrews Sisters; Columbia 38612, Toni Arden; Coral 60106, Glen Gray; Rainbow 10038, Jimmy Saunders; Victor 20-3553 (47-3046), Tex Beneke; Harmony 1078, Alan Dale; National 9092, The Benders; Varsity 204, Jerry Livingston.)
- WHO BLEW OUT THE FLAME?**
Lyrics by Mitchell Parish. Leo Feist, Inc.
- 1947—**THE WILDEST GAL IN TOWN**
Lyrics by Jack Yellen.
- 1948—**THE SECRETARY SONG**
(Bibi Bot Bot) Lyrics by Jack Barnett. Leo Feist, Inc.
- 1949—**CHURCH BELLS ON SUNDAY MORNING**
Lyrics by Jack Yellen. Leeds Music Corp. (Available on London record 483, Gracie Fields.)
- CHEAP CIGARS**
Lyrics by Bob Hilliard. Edwin H. Morris & Co., Inc.

- (Available on the following records: MGM 10515, Jane Harvey; Victor 20-3533 (47-3019), Pied Pipers.)
- DEAR HEARTS AND GENTLE PEOPLE**
Lyrics by Bob Hilliard. Edwin H. Morris & Co., Inc.
(Available on the following records: Capitol 57-757, Benny Strong; Capitol 57-777, Gordon MacRae; Columbia 38605 (1-368), Dinah Shore; Decca 24794, Bob Hannon and Johnny Ryan; Decca 24798, Bing Crosby; Mercury 5336, Patti Page; Victor 20-3596 (47-3102), Dennis Day; Capitol 57-40260, Eddie Kirk; London 558, Buddy Greco; Bluebird 30-0016 (54-0011), Ralph Flanagan; Decca 24833, Bing Crosby.)
- 1950—**LOCK, STOCK AND BARREL**
Lyrics by Paul Francis Webster. Burke & VanHeusen.
(Available on following records: Decca 24942, Bing Crosby and Andrews Sisters; Victor 21-0301, Dale Evans.)

Stage Songs and Scores

- 1927—**MANHATTAN MARY**
A musical comedy with Ed Wynn, Lou Holtz, Harland Dixon, Ona Munson and George White. Lyrics by Irving Kahal and Al Segal. Harms, Inc.
- SATAN'S HOLIDAY**
- 1931—**EVERYBODY'S WELCOME**
A revue with book by Harold Atteridge, lyrics by Irving Kahal, and presented by a cast headed by Frances Williams, Oscar Shaw, Harriette Lake, Ann Pennington, the Ritz Brothers and Jimmy Dorsey orchestra. Harms, Inc.
- EVEN AS YOU AND I**
- ONE IN A MILLION**
- PIE-EYED PIPER**
- FEATHER IN A BREEZE**
- LEASE IN MY HEART**
- DANCE OF THE MIRRORS**
- BLUE DANUBE BALLET**

IS RHYTHM NECESSARY?
NATURE PLAYED A DIRTY TRICK ON ME
By Lippman, Pascal and Sherwin.
I SHOOT THE WORKS
By Lippman, Pascal and Sherwin.
ALL WRAPPED UP IN YOU
By Mack Gordon and Harry Revel.
TA TA, OLD BEAN
By Ed Eliscu and Manning Sherwin.
AS TIME GOES BY
By Herman Hupfeld.

1938—**HELL-A-POPPIN'**
With Charles Tobias. A revue starring Olsen and Johnson in a cast that included Radio Rogues, Ray Kinney and the Aloha Maids, the Charioteers, Bettymae and Beverly Crane and Hal Sherman. Crawford Music Corp. (The song titles in this production were printed under the Charles Tobias listing in an earlier issue of *The Billboard*.)

1939—**BOYS AND GIRLS TOGETHER**
A revue with book by Ed Wynn and Patsy Flick, lyrics by Irving Kahal and Jack Yellen, and starring Ed Wynn in a cast that included Jane Pickens, Dave Apollo, Jerry Cooper and the DeMarcos. Crawford Music Corp.
LIABLE TO CATCH ON
SUCH STUFF AS DREAMS ARE MADE UP THE LATIN IN ME
TIMES SQUARE DANCE
CATSUP ON THE MOON
THE SUN WILL BE UP IN THE MORNING

1939—**GEORGE WHITE'S SCANDALS OF 1939**

A revue with book by Eddie Davis, Matt Brooks and George White; lyrics by Jack Yellen, and presented by a cast that included Willie and Eugene Howard, Ben Blue, Ella Logan and Ann Miller. Crawford Music Corp.
ARE YOU HAVING ANY FUN?
(Available on Columbia record 35251, Ella Logan.)
SMART LITTLE GIRLS
OUR FIRST KISS
MEXICONGA
GOOD NIGHT MY BEAUTIFUL
SOMETHING I DREAMED LAST NIGHT
(Available on Columbia 35251, Ella Logan.)

IN WAIKIKI
THE SONG'S FOR FREE

1940—**SONS O' FUN**
A revue with book by Olsen and Johnson and Hal Block, lyrics by Jack Yellen and Irving Kahal, and starring Olsen and Johnson in a cast that included Carmen Miranda and Ella Logan. Leo Feist, Inc.
HAPPY IN LOVE
LET'S SAY GOODNIGHT WITH A DANCE
IT'S A NEW KIND OF THING
IT'S A MIGHTY FINE COUNTRY WE HAVE HERE
Music by Will Irwin.

MANUELO
Music by Will Irwin.
THE JOKE'S ON US
Music by Will Irwin.
THANK YOU, SOUTH AMERICA
Music by Will Irwin.

1946—**TOPLITSKY OF NOTRE DAME**
Book and lyrics by George Marion Jr. and Jack Barnett, and presented by a cast
(Continued on page 38)

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#55 Dentist Song

#52 Beaches & Bassells

#75 Tattooed Lady

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THE BILLBOARD Music Popularity Charts

SAMMY FAIN'S BEST KNOWN SONGS AND AVAILABLE RECORDINGS

Continued from page 37

headed by J. Edward Bromberg, Gus Van, Betty-Jane Watson, Warde Donovan, Estelle Slean, Walter Long, Frank Marlowe and Phyllis Lynne. Harms, Inc.

I WANT TO GO TO CITY COLLEGE
LET US GATHER AT THE GOAL LINE
LOVE IS A RANDOM THING
(Available on Columbia record 37215, Buddy Clark with Ray Noble orchestra.)

YOU ARE MY DOWNFALL
A SLIGHT CASE OF ECSTASY
McINERNEY'S FARM
BABY, LET'S FACE IT
COMMON SENSE
WOLF TIME
ALL-AMERICAN MAN

1950—MICHAEL TODD'S PEEP SHOW
A revue that put burlesque back on Broadway at top box office prices. Lyrics by Herb Magidson.

VIOLINS FROM NOWHERE
(Available on the following records: Columbia 38800, Percy Faith orchestra; MGM 10710, Todd Manners.)

1951—FLAHOOLEY
A musical comedy with book by E. Y. Harburg and Fred Saily, lyrics by Harburg, and presented by a cast headed by Ernest Truex, Jerome Courtland, Edith Abwater, Irwin Corey, Yma Sumac and Bill Baird's Marionettes.

YOU, TOO, CAN BE A PUPPET
HERE'S TO YOUR ILLUSIONS
B. G. BOGELOW, INC.
NAJIA'S SONG
WHO SAYS THERE AIN'T NO SANTA CLAUS?
FLAHOOLEY
THE WORLD IS YOUR BALLOON
HE'S ONLY WONDERFUL
ARABIAN FOR GET HAPPY
JUMP, LITTLE CHILLUN
SPIRIT OF CAPSULANTI
HAPPY HUNTING
ENCHANTMENT
SCHEHERAZADE
COME BACK, LITTLE GENIE
THE SPRINGTIME COMETH
SING THE MERRY

Film Songs and Scores

1930—THE BIG POND
A Paramount with Maurice Chevalier and Claudette Colbert. Lyrics by Irving Kahal and Pierre Norman. Famous Music Corp.

YOU BROUGHT A NEW KIND OF LOVE TO ME
(Available on Columbia record 38335, Dick Jurgens.)

MIA CARA

1932—THE CROONER
A First National picture with David Manners, Ann Dvorak, Ken Murray and Guy Kibbe. Lyrics by Irving Kahal. M. Witmark & Sons, Inc.

NOW YOU'VE GOT ME WORRYING FOR YOU
BANKING ON THE WEATHER
Lyrics by Joe Young.

1933—FOOTLIGHT PARADE
A Warner Brothers picture with James Cagney, Jean Blondell, Ruby Keeler, Dick Powell, Guy Kibbe, Frank McHugh and Hugh Herbert. Lyrics by Irving Kahal. M. Witmark & Sons, Inc.

BY A WATERFALL
(Available on the following Decca records: 24232 in A-608, Dick Powell; 24067 in A-1933, Charles Baum orchestra.)

AH, THE MOON IS HERE
SITTIN' ON A BACKYARD FENCE

1933—COLLEGE COACH
A Warner Brothers picture with Dick Powell, Ann Dvorak, Pat O'Brien, Lyle Talbot, Arthur Byron, Hugh Herbert and Nat Pendleton. Lyrics by Irving Kahal. Remick Music Corp.

LONELY LANE
MEN OF CALVERT

1933—MOONLIGHT AND PRETZELS
A Universal picture with Leo Carrillo, Mary Brian, Roger Pryor, Lillian Mills and William Frazer. Lyrics by E. Y. Harburg. Harms, Inc.

THERE'S A LITTLE BIT OF YOU IN EVERY LOVE SONG

1934—FASHION FOLLIES OF 1934
A First National picture with William Powell, Betty Davis, Frank McHugh, Veree Teesdale and Reginald Owen. Lyrics by Irving Kahal. Harms, Inc.

SPIN A LITTLE WEB OF DREAMS

1934—EASY TO LOVE
A Warner Brothers picture with Genevieve Tobin, Adolphe Menjou, Mary Astor, Guy Kibbe and Edward Everett Horton. Lyrics by Irving Kahal. Remick Music Corp.

EASY TO LOVE

1934—STRICTLY DYNAMITE
An RKO picture with Jimmy Durante, Lupe Velez, Irene Franklin and the Mills Brothers. Lyrics by Irving Kahal.

MONEY IN MY CLOTHES

1934—HAROLD TEEN
A Warner Brothers picture with Hal LeRoy, Rochelle Hudson, Patricia Ellis, Hugh Herbert, Guy Kibbe and Richard Carle. Lyrics by Irving Kahal. Remick Music Corp.

HOW DO I KNOW IT'S SUNDAY?
SIMPLE AND SWEET
TWO LITTLE FLIES ON A LUMP OF SUGAR
COLLEGIATE WEDDING
REGISTERED NURSE
GOLDFISH SONG

1934—MANDALAY
A First National picture with Kay Francis, Ricardo Cortez, Lyle Talbot, Warner Oland, Ruth Donnelly and Reginald Owen. Lyrics by Irving Kahal. M. Witmark & Sons, Inc.

WHEN TOMORROW COMES

1934—HERE COMES THE NAVY
A Warner Brothers picture with James Cagney, Pat O'Brien, Gloria Stuart and Frank McHugh. Lyrics by Irving Kahal. Remick Music Corp.

HEY, SAILOR!

1934—HAPPINESS AHEAD
A First National picture with Dick Powell, Josephine Hutchinson, John Halliday, Dorothy Dare, Frank McHugh, Allen Jenkins, Ruth Donnelly and J. M. Kerrigan. Lyrics by Irving Kahal. M. Witmark & Co., Inc.

BEAUTY MUST BE LOVED

1934—DAMES
A Warner Brothers picture with Joan Blondell, Dick Powell, Ruby Keeler, Zasu Pitts, Guy Kibbe, Phil Regan and Sammy Fain. Lyrics by Irving Kahal. Remick Music Corp.

WHEN YOU WERE A SMILE ON YOUR MOTHER'S LIPS (AND A TWINKLE IN YOUR DADDY'S EYE)

1934—DESIRABLE
A Warner Brothers picture with Jean Muir, George Brent, Veree Teesdale and John Halliday. Lyrics by Irving Kahal.

DESIRABLE

1935—SWEET MUSIC
A Warner Brothers picture with Rudy Vallee and Ann Dvorak. Lyrics by Irving Kahal. Remick Music Corp.

GOOD GREEN ACRES OF HOME
EVERY DAY
DON'T GO ON A DIET
WINTER OVERNIGHT
THERE'S A DIFFERENT YOU IN YOUR HEART
SELZER THEME SONG

1936—GOIN' TO TOWN
A Paramount picture with Mae West and Paul Cavanaugh. Lyrics by Irving Kahal and Sam Coslow. Famous Music Corp.

LOVE IS LOVE IN ANY WOMAN'S HEART
NOW I'M A LADY
HE'S A BAD MAN

1936—THE GREAT ZIEGFELD
An MGM picture with William Powell, Myrna Loy and Luise Rainer. Lyrics by Lew Brown, Leo Feist, Inc.

THAT OLD FEELING
(Available on the following records: Decca 24080 in A-1937, Roy Ross orchestra; Columbia 36795, Count Basie; Capitol 10012, Peggy Lee; Decca 27130, Kay Thompson; Apollo 1093, Gail Meredith; Victor 20-2102, Lil Green and her orchestra.)

1937—NEW FACES OF 1937
An RKO picture with Joe Penner, Milton Berle and Harriet Hilliard. Lyrics by Lew Brown, Leo Feist, Inc.

LOVE IS NEVER OUT OF SEASON
IT GOES TO YOUR FEET
PENTHOUSE ON THIRD AVENUE

1938—TARNISHED ANGEL
An RKO picture with Sally Eilers, Lee Bowman and Ann Miller. Lyrics by Lew Brown, Leo Feist, Inc.

IT'S THE DOCTOR'S ORDERS

1944—I'LL BE SEEING YOU
A United Artists picture with Ginger Rogers and Joseph Cotten. Lyrics by Irving Kahal. Williamson Music Corp.

I'LL BE SEEING YOU
(Available on the following records: Capitol 918 and 459, Paul Weston orchestra; Decca 18595, Bing Crosby; Decca 24256 in A-621, Bing Crosby; Decca 23291, Hildegard; Decca 24250, Hildegard; Columbia 38041, Dinah Shore.)

1944—TWO GIRLS AND A SAILOR
An MGM picture with Jimmy Durante, Van Johnson, Gloria DeHaven, June Allyson and Lena Horne. Lyrics by Ralph Freed, Leo Feist, Inc.

YOU DEAR

1944—LOST IN A HAREM
An MGM picture with Abbott and Costello, Marilyn Maxwell and John Conte. Lyrics by Ralph Freed.

SONG OF THE DESERT

1944—MAISIE GOES TO RENO
An MGM picture with Ann Sothern and John Hodiak. Lyrics by Ralph Freed.

PANHANDLE PETE

1944—MEET THE PEOPLE
An MGM picture with Lucille Ball, Dick Powell, Virginia O'Brien, Bert Lahr and June Allyson. Lyrics by Ralph Freed. Mills Music, Inc.

IN TIMES LIKE THESE
SCHICKELGRUBER
MEET THE PEOPLE

1943—SWING FEVER
An MGM picture with Kay Kyser and Marilyn Maxwell. Lyrics by Lew Brown and Ralph Freed. Leo Feist, Inc.

MISSISSIPPI DREAM BOAT

1945—WEEK END AT THE WALDORF
An MGM picture with Ginger Rogers, Lana Turner, Walter Pidgeon, Van Johnson, Edward Arnold, Keenan Wynn, Bob Benchley and Xavier Cugat orchestra. Lyrics by Ted Koehler. Leo Feist, Inc.

AND THERE YOU ARE
(Available on Capitol record 189, Andy Russell.)

1945—THRILL OF ROMANCE
An MGM picture with Van Johnson, Esther Williams, Henry Travers, Spring Byington and Lauritz Melchior. Lyrics by Ralph Freed. Leo Feist, Inc.

PLEASE DON'T SAY "NO" (SAY "MAYBE")
(Available on the following Columbia records: 20-1625, Tommy Dorsey; M10-1149 in M-990, Lauritz Melchior and chorus.)

1945—GEORGE WHITE'S SCANDALS OF 1945
An RKO picture with Joan Davis, Jack Haley, Phillip Terry, Martha Holiday,

Platter Execs Optimistic

Continued from page 14

tion picture sound-track waxings are leading the line. MGM also has additional sound-track albums skedded for summer release.

RCA Victor: Of the company's top 15 sellers, the first 10 did 190,000 last week. The label has eight disks on best-selling charts. The 10-platter total of 190,000 was spread out among eight artists: Mario Lanza, Vaughn Monroe, Eddy Arnold, Dennis Day, Perry Como, Henri Rene, Jan Peerce and Tony Martin.

Reasons advanced by traders for the increase in disk business are: (1) Dealers have been able to obtain some ready cash by liquidating heavy television inventories; (2) summer programming schedules on video don't have the draw and consumer attention as do winter shows and the public is turning to buying more records; (3) record dealers have cut down on their inventories; (4) confidence has been restored in the disk business by a new batch of hit records; (5) consumers unable to buy television sets because of credit regulations have purchased phonograph units and are now buying records for their players, and (6) diskery merchandising programs.

Trade generally expects that the dealer and distributor credit situa-

tion will be considerably eased within the next 30 to 60 days. The collections from dealers are still a little slow in many cases, the same situation can work toward the general improvement of the business since distributors are not forcing purchases for fear of over-extending dealer credit.

Kapp Winds Up

Continued from page 11

every artist on the Decca or Coral label is effectively tied to a substantial contract, and it is anticipated that once the early emotional reaction stemming from long years of relationship with Kapp subsides, the artists will pursue their contractual business with the recording firm on an even tenor.

Racmil was in Hollywood at press time, but there were reports that he would return to New York early next week, presumably to finalize the settlement with Kapp. Also at press time Kapp had not decided what he would do following his departure from Decca, altho he had already bids from a dozen firms and individuals in the music-record industry. It is expected that Kapp will remain in the industry in one key capacity or another.

Fowler Is Chief

Continued from page 11

chose to turn it down so as to remain on the Coast. Family health reasons prevented his moving.

Capitol's strengthened New York operations has long been in the works. Diskery feels that since approximately 80 per cent of its biz exists in the East, sales department should be there where it could keep pulse of changing market trends. Fowler intends to devote considerable time to the road and will report back to the Hollywood office where major policy decisions will continue to be made. Inasmuch as Cap's major competitors are located in the East, diskery has long felt the need for stronger representation in New York. East's importance to the diskery mounted considerably during the past year, as New York became the hub of the nation's TV activity.

Under the new sales set-up, Cap's international department head, Sandor Porges, will report to Fowler. Altho sales will be centered in New York, all promotional activity will headquarter at Cap's Hollywood home office, guided by Lloyd Dunn, Cap's merchandising division head. Department heads under Dunn are Jack Coerne, advertising manager; Lou Schurrer, manager of creative services; Ray Polley, manager of production services, and Bud Freeman, manager publications and West Coast publicity.

- Ethel Smith, Rose Murphy and Gene Krupa's band.
- HOW DO YOU GET OUT OF MY DREAMS**
BRIGHTON BEACH
- 1945—ANCHORS AWEIGH**
An MGM picture with Frank Sinatra, Kathryn Grayson, Gene Kelly, Rags Ragland and Jose Iturbi. Lyrics by Ralph Freed. Leo Feist, Inc.
- THE WORRY SONG**
- 1945—NO LEAVE, NO LOVE**
An MGM picture with Van Johnson, Keenan Wynn, Pat Kirkland, Edward Arnold, Marie Wilson and Guy Lombardo, and Xavier Cugat orchestras. Lyrics by Ralph Freed. Robbins Music Corp.
- ALL THE TIME**
- 1946—TWO SISTERS FROM BOSTON**
An MGM picture with Kathryn Grayson, June Allyson, Jimmy Durante, Peter Lawford and Lauritz Melchior. Lyrics by Ralph Freed. Leo Feist, Inc.
- G'WAN YOUR MUDDER'S CALLIN'**
THERE ARE TWO SIDES TO EVERY GIRL
THE FIRE CHIEF'S DAUGHTER
NELLIE MARTIN
DOWN BY THE OCEAN
AFTER THE SHOW
- 1946—LITTLE MR. JIM**
An MGM picture with Butch Jenkins, Frances Gifford and James Craig. Lyrics by Ralph Freed. Robbins Music Corp.
- LITTLE JIM**
- 1947—THIS TIME FOR KEEPS**
An MGM picture with Esther Williams, Jimmy Durante and Lauritz Melchior. Lyrics by Ralph Freed. Robbins Music Corp.
- TEN PER CENT OFF**
'S NO WONDER THEY FALL IN LOVE
- 1947—THE UNFINISHED DANCE**
An MGM picture with Margaret O'Brien. Lyrics by Irving Kahal. Crawford Music Corp.
- I WENT MERRILY, MERRILY ON MY WAY**
This number was originally published as a popular song in 1935.
- 1948—THREE DARING DAUGHTERS**
An MGM picture with Jeanette MacDonald, Jose Iturbi, Jane Powell and Edward Arnold. Lyrics by Howard Dietz. Robbins Music Corp.
- THE DICKEY BIRD SONG**
(Available on the following records: Decca 24301, Larry Clinton; Columbia 38085, Jerry Wayne and Dell Trio.)

RHYTHM AND BLUES NOTES

Continued from page 31

July 27; San Jose, July 28; Shrine Auditorium, Los Angeles, July 29; Salinas, August 1; Richmond, August 3; Vallejo, August 4, and San Francisco, August 5, all in California. Harris is set for the annual Cavalcade of Jazz July 8 at Wrigley Field, Los Angeles, along with Lionel Hampton and a parade of top blues talent. Associated Booking Corporation is mapping out a Northwest tour to follow the California bookings. . . . Ella Fitzgerald went into Cafe Society, New York, Thursday (21) for four weeks.

Aladdin Records has inked **Pep-permint Harris**, Texas guitar-vocal artist, and cut four sides with the newcomer, two originals and two standards. Diskery's **Leo Mesner** last week left for a tour of Southern and Eastern distributors. . . . Imperial cut a session with **Dan Grissom** for release in two months. . . . **Jimmy Nelson** signed with **Modern**, which will release the singer on its subsid. RPM. . . . **Joe Adams'** second KTV show will feature local blues artists. Regulars on the new TV show are chirp **Mauri Lynn** and the **Hihatlers**. . . . **Guy Ward** ready to leave Ben Waller Enterprises. . . . Now playing with **Joe Adams'** band are **Red Callendar** and **Eddie Beal**, latter ex-88'er with **Herb Jeffries**.

Peacock Records, Houston, diskery, signed **Rev. I. H. Gordon** and **Joe "Papoose" Fritz**. . . . A recent item carried here about "**Gate-mouth**" **Moore**, should have read "**Gate-mouth**" **Brown**. . . . Mercer Records is releasing two sides by the new **Oscar Pettiford** combo, featuring **Howard McGhee** on trumpet, **Joe Roland** on vibes, **Kenny Drew** on piano, **Tommy Potter** on bass, **Arthur Taylor** on drums and Pettiford on cello.

Western Musicker Eyes on Ontario

TORONTO, June 23.—Western music is coming into its own in Ontario with a number of tours planned thruout the province.

Included is Ernest Tubb, who plans a two-week tour later this month with his hillbilly group, in addition to a one-night stand at the Palace Pier here. The tour is under the aegis of Bill Wade of the Pier. Included in the tour are Peterboro, Owen Sound and Kingston.

Particularly well known for his half-hour program daily on his network of the Canadian Broadcasting Corporation, Don Messer heads into the province later this month to head up his own show. Messer is arranging his tour of the Islanders himself.

TD Set on Casino Podium Thru July 4

HOLLYWOOD, June 23.—Tommy Dorsey has extended his stay at Casino Gardens to July 4 and is expected to exit his Ocean Pier terperery for a series of one-nighters. Gardens Manager Tom Cavanaugh is considering Benny Goodman and Harry James as replacements.

Of the two, Goodman has the inside track. He is frer from July 5-26 and goes into Denver July 27. Associated Booking Corporation is working the deal with Cavanaugh. James, who was all but signed before Goodman entered negotiations, was reportedly set on a week-end only basis, following the Gardens with dates in the San Diego area.

Toronto Symphony In Red; Blame TV

TORONTO, June 23.—Longhair supporters have seemingly turned to other fields for amusement, mainly TV, according to the annual report of the Toronto Symphony Orchestra which showed a deficit of \$750.

The report issued this week blames TV and commercial sports for the loss, even tho the orchestra's total earnings were \$216,000, with expenditures totaling \$272,000, an increase of \$3,000 over previous years. Much of the difference was made up thru contributions to the sustaining funds.

For the first time in its history the orchestra has had an invitation to play in the U. S. and will give a concert in Detroit next fall.

Price No Object

Continued from page 11

best sellers. Leading the classical catalog of artists on pop charts is RCA Victor's Mario Lanza with three disks on recent charts. The same label's Boston Pops Orchestra and Jan Peerce have also hit the pop charts. Decca is still on the best selling list with the Leroy Anderson ork.

Disks that made the charts during the past month are Lanza's *Loveliest Night of the Year*, *Because and Be My Love*; Peerce's *What Is a Boy?* and the Anderson and Boston Pops' ork version of *Syncopated Clock*.

Way Clearing

Continued from page 11

and the following TV reps: Stuart Sprague, Judge Simon Rifkind and Ben Schankman (the latter of Rifkind's office), representing the TV legal front; Dwight Martin, WLW-Crosley exec and chairman of the TV committee; Edward McCrosson, repping DuMont; Robert Swezey, WDSU-TV, New Orleans; Eugene Thomas, WOR-TV; Thomas Dowd, Washington attorney of the firm of Pierson & Ball, repping the Yankee network; Irving Rosenhaus, WATV, Newark, and Nate Lord, WAVE-TV, Louisville.

Gabor Tosses

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Georges Enescu conducting his own *Roumanian Rhapsody* and *Gypsy Baron Highlights*. Operas were recorded by the Maggio Fiorentino.

Label also signed Metopera singers Christina Carroll and Ivan Petroff plus 12 European artists. Also skedded for release on the Remington label are highlight diskings of Broadway musicals to retail at \$1.29 for a 10-inch LP album.

Kidiskeries Find

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making up special sales packages for the toy stores. One firm packs an assortment of 25 children's records in a display box. Others have developed special merchandising racks, counter boxes and displays for the toy stores. Problem facing the labels is that toy retailers are unfamiliar with disks and must be schooled in the record business. Most successful merchandising has been thru self-service racks.

Looks Like Kenin

Continued from page 14

Dallas. Both men are close to Federation brass—Harris having had the honor of nominating James C. Petrillo at the recent convention in New York. At this writing, however, traders figure that Repp has a slight edge for the appointment.

In any event, the appointment will fill the job until the AFM's next convention in June, 1952, at which time there will be regular election for the post.

BOOK STARS FOR 2-A-DAY STANDS

MCA Hopes to Revitalize Flesh With Top Acts at \$1-\$2 Prices

Continued from page 1

big shows, but instead of having them go into theaters to do four-five or more a day, they'll do only two shows a day at increased box-office prices. Up to now the problem facing talent offices like MCA is the flat refusal of names to go out and do four or more shows a day in theaters.

Shows would work on a two-a-day plan at hiked prices. Tentative scale set is \$1 matinees and \$1.50 evenings with perhaps \$2 on week-ends. The idea is also to

FRANCHISE BLUES

Coast AGVA Warns Acts, Unfair Agents

HOLLYWOOD, June 23.—Agents operating without an American Guild of Variety Artists franchise and talent performing for unfair agents are due for a firm knucklerrapping by the local Guild. Cases of non-pacted individuals repping AGVA members here have caused much alarm. Guild members have been warned about confirming legality of agents before signing papers, and ignorance of an agent's status will be of no assistance to any act found working with unfair persons.

Currently on the AGVA unfair roster are Captain DeZita, Bert Garris, Jay Finn, Ginger Lee, Jack Martin, Eddie Sifton and Monte Brooks. Many agents, altho not signed with AGVA, have American Federation of Musicians contracts which still do not excuse lack of an AGVA pact.

Most trouble is in the rhythm and blues field. Lack of authorized Negro agents on the Coast, plus the fact that there are many blues acts only too willing to sign with anyone, has combined to make life hectic for AGVA. In one instance, a non-franchised agent from the East contracted a non-signed agency here for help in hiring acts. One of the gals sent to the agent's room (besides being unfranchised, the agent is violating the agents' code by operating from a hotel room) was told to strip, reportedly unnecessary for her type of act. Fearing trouble, the gal refused to divulge details, therefore tying AGVA's hands in pressing charges via the State labor law.

Henceforth, any AGVA member found working with an individual or a group not sanctioned by AGVA will be ousted from the Guild, a procedure which has been too infrequent to cause members alarm.

AGVA Ups Dues By 100 Per Cent

NEW YORK, June 23. — Dues for members of the American Guild of Variety Artists will be upped starting November 1. Chorus members will get a 100 per cent hike as will all initiation fees.

Present chorus bite is \$12 a year, to become \$24 a year. Initiation for chorus, now \$25, will go to \$50. Principal initiation fees now \$50 will be \$100.

The old dues structure for principal members ranged from \$24 bottom to a \$100 top. The latter figure will remain unchanged but the intermediate salary-getters will be affected.

New rate for those in the up-to-\$500 bracket will be \$36. The present rate is \$24 a year. Those earning between \$500 and \$999 will pay \$48. The prevailing bite is \$32. Performers in the \$1,000 to \$1,999 brackets will be asked to pay \$60 a year. The rate is now \$48. Those in the \$2,000 or more bracket will continue to pay the \$100 now in effect.

bring in big pictures, tho the hope is to get them at flat rentals rather than on percentages. Shows would go in for guarantees against percentages, latter sometimes being 50 per cent. The guarantees would differ according to the attractions.

Using this formula as a ground-work, MCA has already set three weeks for Spike Jones and one week for Guy Lombardo. Jones will work in Detroit, Cleveland and perhaps Chicago. Lombardo will do a week for RKO in Boston.

So far these are the only dates set, but the plans go much further. An extended effort is being made by MCA to bring out such names as Dorothy Lamour and Betty Grable. Indications are that the two-a-day offer is meeting with lessened resistance and that both gals might go out and do a few weeks each.

If they do well MCA believes it can get still other names to do a few weeks in theaters.

Where a big single attraction will be submitted the band will not be in a major category. Where a big name band is featured the supporting acts will be of smaller stature.

Edgar Bergen, for example, has already shown an interest, as has Xavier Cugat. But if both go out they won't be on the same bill.

Hot or Cold, Combos So-So Just the Same

NEW YORK, June 23.—Business among the Sten presentation houses last week was about normal, which means it was so-so. The current excuse is that one can't expect 'em to come out in such hot weather. No one has any counter-reason if they go in for the air conditioning. In any event, the take was \$317,000 against the previous week's \$325,000.

Radio City Music Hall (6,200 seats; average \$136,000) is still the cream of 'em all with \$135,000 for its sixth week with the *Great Caruso*. Larry Storch and Myrtill and Pacaud. The fifth week brought \$145,000, and the fourth frame saw \$135,000.

Roxy (6,000 seats; average \$50,000) opened with \$80,000 for the initial stanza with the Andrews Sisters and *Half Angel*.

Capitol (4,627 seats; average \$28,000) wound up its first seven-day with *Ethel Waters*, *Georgie Kaye*, *Teddy Powell* and *Sirocco* for \$42,000.

Paramount (3,654 seats; average \$55,000) wound up a two-weeker with the *Ames Brothers*, *Gracie Barie* and *Hollywood Story* getting \$43,000 compared with an opening week of \$51,000. New bill opened Wednesday (20), has *Juanita Hall*, *Carmen Cavallaro* and *Cy Reeves* and *He Ran All the Way*.

Palace (1,700 seats; average \$14,000) held okay with \$17,000 for 10-act bill headed by the *Slate Brothers* and *Man With My Face*, as against \$16,000 for the week before. New show has *Marty May*, *Rex Weber*, eight other acts and *The Last Outpost*.

New Club Set By L. Walters

NEW YORK, June 23. — Lou Walters will open his second Broadway nitery around August 30, using about 35 people in a one and half-hour show yet to be tagged. Idea will be a combo musical comedy with melodrama, all tagged out in fancy costumes.

New spot, to be called the *Gilded Cage*, is the late Cafe Theater,

Extra Added

Brief but important night club-vaudeville news

New York

The *Andrews Sisters*, current at the Roxy, are now two. *Maxine* became ill and left the show. . . . *Martin and Lewis* will do seven shows a day when they open at the Paramount. . . . *Mastbaum Theater*, Philly, will open October 10 for one week for *Frankie Laine*. . . . *Al and Belle Dow* got their franchises from American Guild of Variety Artists and were taken off its unfair list when they paid the \$35.

Jan and Helene Howard are doing six weeks of Army camps for Coca-Cola and then open at the Paramount August 1. . . . *Josephine Baker* will do her first concert July 2 at the Washington (D. C.) National Guard Armory for the National Council of Negro Women. Guaranty will be \$7,500 against 50 per cent. . . . *Herb (Blue Angel) Jacoby* will open his Provincetown, Mass., nitery, Atlantic House, June 29, with *Wally Cox*, *Joan Nichols*, *Kay Ballard* and *Ellis Larkin Trio*. . . . *Abe Lastfogel* interested in a Friars unit for camp shows. . . . *Marjorie Garretson* opens a four-weeker June 28 in the Blue Room, Hotel Roosevelt, New Orleans.

Miami Beach

Martha Raye's Five O'Clock Club shuttered for a month. . . . *Beverly Dennis* joined the *Red-heads-Luis Gomez* show at the Clover Club last week. . . . *Carmen Strange*, daughter of Miami Beach cocktail lounge vocalist *Michael Strange*, is an exhibition ballroom dancer at the Shelburne Hotel. . . . *Dolly Dawn* and comic *Al Stevens* head the show in the Nautilus Hotel's Driftwood Room. . . . Folk singer *Burl Ives* follows folk singer *Jimmy Wakely* into the Olympia Theater next month. . . . "Ice Vogues," one of the three traveling ice revues by producers of "Holiday on Ice," opens at Miami Beach Auditorium June 29.

Hollywood

Harold Bostwick, Hollywood 33-er, now at *Travaligni's* in Encino, Calif. . . . The *Four Freshmen* into *Cafe Gals* starting Thursday (21). . . . *Minsky's* Revue returns to the Desert Inn, Las Vegas, November 13. . . . *Penny Conrad* made her local nitery debut Thursday (21) at *Larry Potter's Supper Club* in the San Fernando Valley. . . . *Marie Shaw* is being considered as a replacement for *Hadda Brooks* at the *Captain's Table*. . . . The *Modernaires* opened a p.-a. tour Friday (22) at the Orpheum, Omaha. Group goes into Miami's Olympia Theater July 18, and to New York's Paramount August 1 for two weeks. . . . *Ritz Brothers* return to the Desert Inn, Las Vegas, Nev., in August. . . . Body of *Robert Gay*, formerly of the *Raftone Sisters and Gay*, was returned here last week for burial. Gay was killed in action in Europe seven years ago. Military rites were held at Forest Lawn (Glendale) Cemetery. . . . *Eddie DeSuro*, former owner-op of the Oasis, said *Stan Kenton's* opening at the nitery was the largest the club has ever had. Orkster follows two weeks at the spot with a date at the Casino, Catalina Island.

Here and There

Snake dancer *Peggy Clarke's* 14-foot partner bit her three times in the arm during her 11 p.m. show Friday (8) at the Club Ambassador, Baltimore, but failed to foul up the routine. Miss Clarke fainted in the dressing room after the act, however, and was rushed to Johns Hopkins Hospital by club owner *George Nasodor*. After treatment the gal returned to the club for the closing show.

most recently run by *Monte Proser*, and formerly *Bob City*. Choreography and staging will be by *Lee Sherman*. Mrs. *Elizabeth Adlon* will do the costumes.

The no performers have been set, it is understood that *Edith Fellows* and *Ernestine Mercer* will have leading roles.

Chi Bookers Plan Legal Resistance To Club-Date Code

EMA-ARA Board To Hear Protests On \$1 Date Per Member Provision

CHICAGO, June 23.—The insurgent group of local club-date bookers, who had reportedly been fomenting some kind of organized resistance to the recently agreed-upon club date code, are preparing to legally resist certain provisions of the code. Active resistance came to light Wednesday (20) at the monthly meeting of Entertainment Managers' Association, Midwest seg of Artists Representatives' Association, which recently inked the national club-date code with the American Guild of Variety Artists.

Open opposition to the code stemmed from a wire sent by Jack Irving, AGVA chief here, to Chuck Suber, EMA-ARA secretary, notifying the org that 18 EMA-ARA members had not yet filed any booking lists nor made any payments to AGVA on the demanded \$1-per-club-date-per-member provision. Cursory investigation by *Super* and *The Billboard* shows that of the 18 originally cited for failure to live up to the code's provision, seven members either proved they played no club dates during that period since the code was enacted or have paid up the past-due insurance to AGVA. Five of the remaining 11 agents, including *Lyman Goss*, *Dave O'Malley* and *Len Fisher*, all former officers of EMA-ARA, have definitely indicated that they do not intend to pay the insurance or file booking lists.

At the meeting Wednesday the group passed a motion by *Sam Levy Sr.*, providing that a special board of governors' meeting be held Tuesday (26) at which all agents protesting the club-date code may appear. Irving has given EMA-ARA a week's extension till Tuesday, before which all members must have their insurance payments in.

Ted Raynor, attorney who has been employed by the insurgent club-date skedders, said that the group of unhappy club date bookers is forming an organization to function within ARA. The organization will attempt to negotiate certain controversial provisions of the club date code. Raynor said that he is scheduling a meeting with his group for early next week preparatory to their attending the Tuesday board of governor's confab.

N. Y. Cafe Biz Does Turn-Around

Continued from page 1

while the smaller spots are way off.

The chief reason for the switcheroo is the increased competition. Practically all of the supper clubs operate on small budgets to audiences that seldom exceed 125 at capacity. When there were two-three going there was business for each. Today there are a number of new spots so the available business has to be spread.

La Vie En Rose, *Monte Proser's* new spot, has taken about 125 potential customers away from the older rooms. Even *El Morocco* is no longer a bonanza. *Gogi's La-Rue* has cut into it. When the *Jockey Club* opened, it too pulled business away from the other spots, and so it went.

Nat's Little Girl Lila Makes Good

NEW YORK, June 23. — Nat (William Morris) Kalcheim's daughter, Lila, is engaged to *Mike Roberts*. Miss Kalcheim was graduated from Syracuse University two weeks ago, having made the honor sorority *Phi Beta Kappa*.

Roberts, also a student at Syracuse University, is studying medicine at the State Medical School.

Irving, when contacted, said that AGVA will not recognize any agent's group other than ARA. He said he would meet with disgruntled agents in a group, but would not recognize the organization. Irving said that if the insurance and billing reports were not posted with his office by June 26, any agent not up to date in meeting the provisions of the new code would have his franchise taken away, therefore, not even being able to speak as a club-date booker from then on.

Major beef of the club-date bookers here against the code is the \$1 insurance payment. While they are bitter about paying the \$1 fee, on the basis that it might make them employers and also cuts into their profits on a short margin deal, they feel that the insurance premium is too high. They are currently seeking to investigate what deal might be worked out with Midwest insurance brokers. Both Irving and EMA-ARA execs here, who were in the negotiations in New York reported that the ARA-AGVA committee consulted with at least a dozen brokers before getting the *Matthew Adler Agency* of New York to handle the insurance thru the *Indemnity Casualty Company* of North America.

BIG BUDGET ACTS SKEDDED FOR AC ROOMS

"500," Ritz, Yacht In Big Name Race; Lounges Also Run

ATLANTIC CITY, June 23.—This resort town is expected to be a big show town this summer, with at least three major buyers scrambling for talent using big budgets as the bait, with more on the way.

The leader in the race, so far, is the 500 Club, which will have *Billy Daniels* starting June 30, headlining a bill with *Larry Storch* and the *Haydons*. When that one winds up, *Ben Blue* will come in with his own package. Then *Jack Carter* will move in. There's a dicker going on for *Milton Berle* and there's also talk about *Martin and Lewis*. It is doubtful, however, if either of these acts will play there, or even be available.

The *Ritz Carlton*, a hotel room, and the first hotel to start moving into the name-buying class this season, doesn't have the seating capacity of Club 500. But to make up the difference to performers, hotel makes deals calling for guarantees plus a percentage. Among the acts that have already been signed for the Ritz on that basis are *Kitty Kallen*, *Henny Youngman*, the *Blackburn Twins* and *Mary McCarty*.

The *Ambassador* is also in the market, tho so far its plans are only in the talking stage.

The *Yacht Club*, formerly *Babettes*, entered the competition only recently and so far is scratching round for talent that'll mean a buck. Club is currently dickering for *Harry Richman*, but so far no date has been set. Club, with *Herb Lynn* as exclusive booker, plans to open June 29 with *Cab Calloway*, then it hopes to have a parade of names.

Cocktail lounges using musical acts are also in there lining up attractions which are hoped will bring in business once July 4 passes. But unlike the non-musical acts playing the 500 Club or the Ritz, the dough isn't anything to get excited about. Salaries for most musical acts remain at scale, with a little plus (over the commissions) in rare cases. However, it is work, and work is what most performers are looking for.

Alan Gale's Celebrity Club, Miami Beach, Fla.
(Wednesday, June 20)

Capacity, 250. Two shows nightly; \$3 beverage minimum. Booker Alan Gale. Publicity, Leslie Simmonds. Estimated budget this show, \$1450.

Reopening for an accelerated summer season, Alan Gale played to a packed dinner show but only to a few dozen customers at the midnight stanza. Hardworking Gale—in and out of his two supporting acts plus solo stints before and after the others—keeps the show going for over two hours.

Hoofers Gloria and Vince Haydock, a personable pair, and vocalist Freddy Stewart (who's been with Gale four seasons) back up the impresario. Both acts do okay, but it was Gale who kept things moving with a routine that included kidding himself, insulting his waiters and barkeeps, clowning with the customers, and Jolsonesque singing.

Serious warbling is a new wrinkle in Gale's act, but the people like everything he gives 'em. Customers even talk back to him, and one gent stood up and sang when Gale dared him to do better. Teddy King's orchestra, back again, handles the music. **Herb Rau.**

Cafe Society, New York
(Thursday, June 21)

Capacity 208. Price policy, \$3.50 minimum. Shows at 10, 12 and 2. Operator, Lou Lewis. Publicity, Virginia Wickes. Estimated talent budget, \$2,500.

The flawless singing of Ella Fitzgerald is on display at Cafe Society which, even in hot weather, should be insurance of good receipts. Without a peer, whether the tune is a ballad, rhythm, bop or blues, the only disappointment registered on her supper show opening night (21) was her refusal to do more than 20 minutes.

That really left 'em wanting more. Numbers included *Lady Be Good*, *Some One to Watch Over Me*, *A Tisket and Exactly Like You*. Also on the bill is a blond mimic, Armada Sullivan, who failed to score in any fashion. Okay on the looks, and with acceptable mimicry, her material is so atrocious, and her manner so cold and inanimate, that virtually nothing she assayed comes off. Gal needs much more experience and much improvement in material.

Sammy Benskin's four-man band whoops up some exciting music for their bits in the show, with drummer Charlie Smith a stand-out. **Jerry Franken.**

Night Club - Vaude Reviews

Olympia, Miami

Capacity 2,170. Prices, 63 cents-\$1.03. House booker, Harry Levine. Four shows daily. Show played by Les Ronde's house band.

Current show is all Connee Boswell, who has added a new twist to her vocal stint since appearing here a year ago. After completing her fourth number, the gal does a costume change on stage—but with good taste and dignity—switching from a demure white-lace gown to a svelte sequined creation.

When the change was made—with the assistance of a companion—she slid off her stool to a piano bench and knocked out three additional tunes to heavy applause. She also tickled them with cornball patter, heavily Southern-accented.

Bill opened with marimba-ists Rich and Gibson, boy and girl combo who added a novelty to their musicianship. During one number, puppet-like figures "dance" on the instrument as they pound out the tune. Acro-balancer Ladd Lyon, with an assist from sister Joan, followed for an okay mitt.

Ballroom dancers Consuelo and Melba, after standard terp routine, finished to the strains of *I'm Forever Blowing Bubbles* as a cascade of bubbles dropped from the ceiling. Extra-added on the program was comedian Larry Daniels, who received healthy yocks and applause. He finished with his familiar appeal to the United Nations, in Jimmy Stewart's voice. Les Rhode's band backed the show in its usual fine style.

Pic: *I Was a Communist for the FBI.* **Herb Rau.**

Ciro's Hollywood

(Thursday, June 14)

Capacity, 460. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, Herman D. Hoyer. Press, Rogers-Cowan. Estimated budget this show, \$3,500. Estimated budget last show, \$3,500.

Pert Evelyn Knight was a big smash in her Strip bow and should do hefty biz here. She displays charm and the ability to handle all song tempi, scoring from the moment she breaks into song. Working with a hand mike, she rings the bell with special ditties, disk faves and some new cleffings.

Her Decca slicings of *I Remember the Cornfields*, *Powder Your Face*, *Dance With a Dolly* and *Little Bird*, pulled well with a first audience. *Man at the Ring-*

Chez Vito, New York

(Wednesday, June 21)

Capacity, 125. Price policy, no minimum or cover. Show policy, entertainment starts at 9 and grinds until closing. Operators, Louise and Vita Pisa. Publicity, Al Mernit. Estimated talent budget, \$800.

Considering the talent nut, the room has a lot going all the time. Basically the spot is a cocktail and dinner operation, tho located in a hotel as it is, it gets considerable late drop-in trade. Talent is mostly of the stroller type, tho occasionally there's some stand-up stuff.

There's an intimacy about the Chez Vito that is evident from the dim ceiling lights to the candlelit tables. This is further heightened by the strolling group (Libby Fisher, bass; Leslie Pellekey, piano, and Leslie Motray, fiddle). The group wanders between tables doing longhair, semi-longhair and standard stuff for excellent returns. Miss Fisher, a very pretty, dark, slim girl, handles that king-sized fiddle in authoritative fashion. Pellekey, a stout, round-faced chap, does bits of the throwaway comedy that gets giggles. The fiddle playing is of a high order, dragging in customer chanting time and again.

Irene Valencia Sings

Also on the bill is a slim, tallish gal, Irene Valencia, guitar and voice. The gal sells slow Spanish ballads with a low husky voice and a phrasing that gets and holds rapt attention.

A husband-wife team, Money and Claire Le Claire, a vocal instrumental act, also do a solid entertaining job.

The fact is that the customers apparently like the talent and the informality and the surroundings. Hardly a performer starts working before one or more of the customers comes into the act. It makes for laughs. And incidentally it makes for business; it all goes on the check. On the night caught the room was jammed.

Bill Smith.

side Table is parlayed into rich plaudits, as is *I Wish I Could Understand Texas* and a Scottish ditty. Ray Whitaker ork cut a commendable show for Miss Knight. Rumba tootling of Geri Galian's crew offers tantalizing tempi for dancing. **Joe Bleeden.**

Palace, New York

(Thursday, June 21)

Capacity, 1,700. Price policy, 50 cents-\$1.20. Four shows daily; five week-ends. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Don Albert house ork.

This is standard Palace fare—a mixture of standard acts and new turns winds up as fairly entertaining. The show opens with Gilbert and Russell running thru a fair tap routine. The boy drew best with flamenco-type hoofing on a drum. Lea Wallace's hand-puppet turn would have done better if each of the bits were shortened somewhat. The gal impressed as a masterful puppeteer, working the dolls over her head and from behind a stiff apron turned up to give the stage effect.

The Sunnysiders, vocal group of three boys and a girl, used plenty of special material mixed with standards. The kids display verve, okay pipes and a fair sense of sight values. They drew well. Cook and Brown impressed only as a so-so Harlem Apollo tumult turn. The act was short and fast. Joe Termini's comedy music-panto bits drew consistent giggles until he built to a strong finish. His work with electric fiddle and steel guitar drew both as straight music and hoked-up comedy.

Wells and Four Fays, standard acro act, was a real crowd pleaser. Timing was excellent. Rex Weber also drew big mitts for his w.-k. trick ventro singing. He left 'em begging with a legit *Brother Can You Spare a Dime*. Edwards and Diane came off nicely with their familiar ballroom terping and made a good change of pace into for Marty May. The latter ran thru his stories, vocal impressions and fiddling to-wind up way ahead. The layout closed with Meyand and Jeanette, unicycle juggling team. The man amazed the house with his intricate balancing-juggling atop the wheel.

Pic: *The Last Outpost.*

Joe Martin.

Cocoanut Grove, Ambassador Hotel, Los Angeles

(Thursday, June 14)

Capacity, 960. price policy, \$1.50 cover. Shows at 10:30. Owner, Hotel Ambassador. Operator, Ashton Stanley. House bookers, Tony Cabot, Dave Michlin. Press, Tom MacLeod. Estimated budget this show, \$3,500. Estimated budget last show, \$3,000.

One of the largest—but far from the most enthusiastic—crowds in Grove history (903 covers) welcomed Kitty Kallen and the Wiere Brothers. Bill will have to tighten and possibly undergo material surgery to make a go of it.

Thrush tried hard to warm a frigid crowd but only on a couple occasions did she succeed. A clever bit on *I Wish I Had a Daddy* in the White House temporarily broke the (Continued on page 41)

Vagabonds Club, Miami

(Wednesday, June 20)

Capacity, 300. Two shows nightly. No cover, no minimum. Club booker, Manager Henry Neyle. Publicity, Stu Neuman and Irv Mandell. Estimated budget this show, \$5,000.

For the first time in many a moon, the rope went up in a night club as Miami's newest and swankiest bistro — the Vagabonds — premed to turn-away crowds. The initial dinner was a complete sell-out, and was also taxed to capacity for the late show — a rarity in Miami night clubs, particularly off-season.

The crowd gave the Vagabonds thunderous applause for every (Continued on page 41)

Park Avenue, New York

(Thursday, June 21)

Capacity, 150. Price policy, \$3 minimum. Shows at 11 and 1 a.m. Operator, Al Leness. Publicity, Jack Cannon. Estimated talent budget, \$450.

Opening night with new ops and new talent saw a jammed house. The first show was put on in the upstairs room; the second in the downstairs room. Both did big business.

The show was headlined by Francine White, a cute half-pint, (Continued on page 41)

Paramount, New York

(Wednesday, June 20)

Capacity, 3,654. Price policy, 55 cents-\$1.50. Four shows daily. Chain booker, Harry Levine. Show played by Carmen Cavallaro ork.

A show consisting of two standard acts plus a band plus a gal who made it in a hit musical; a show that doesn't sound like anything on paper, went out and proceeded to fracture a jammed house.

The Four Evans — boy, girl, father and mother—a long-time standard dancing act, started it off, and everything the act did got big returns. The gal's backbends, the father's hoofology the boy's fast steps and the mother's taps, all won solid mitting.

Cy Reeves, working in the middle, a vet to Paramount audiences, also drew tremendous yocks for material that's been heard time and again. But old or new, Reeves had them howling from his walk-on to his walk-off. He did a new thing, a melange of parodies based on Stephen Foster tunes, tagged *Away Down South* in Brooklyn. The lyrical gags were just average, but the house ate it (Continued on page 41)

The Casbah, Los Angeles

Capacity, 500. Price policy, \$1.20 admission. Shows at 10:30 and 1 a.m. Owner-operator, Johnny Zaharis. Booking policy, non-exclusive. Estimated budget this show, \$1,750. Estimated budget last show, \$1,500.

Les Paul and Mary Ford, disk-dom's current best-selling team, promise to be as successful in niteries as on wax. For sheer listening enjoyment you have to go some to top the guitar virtuosity of Paul or his wife's vocals. Act takes on a novel air when the team seem to repeat the multi-voiced effects which have popularized their Capitol records. Ringsiders, aware of the double tracking technique on disks, are mystified when the double-voice is heard in the live performance.

Manner in which this is achieved is not revealed to the audience. Actually, the effect is created with Carol Ford in the wing blending with her sister. Twosome injects plenty of clowning in the act, occasionally by plunking a wrong note on the guitar or by Paul supplying patter while Mary Ford warbles.

Pair's work creates a warm atmosphere. Emphasis is on disk tunes. A few comedy items are also tossed in. For the team to grow in nitery circles, sharper patter and brighter comedy is needed. **Lee Zhito.**

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Hocus-Pocus

By BILL SACHS

GEORGE MARQUIS is playing a string of summer dates solo for **Pete Iodice**, Detroit booker, prior to hitting the road with his mystery unit in September. Marquis and his mother, **Mrs. Josephine Kelly**, have moved their headquarters from Lima, O., to Wayne, Mich., where George's brother Charles has bought a printing and publishing house. Marquis advises that he has a new and dazzling fem assistant lined up for the forthcoming fall and winter trek. He describes her as a "beautiful, intelligent, 19-year-old Polish beauty." Writing from Detroit, Marquis says: "Stopped at the Hotel Detroit the other day and found **Jack Gwynne** and **Lester Lake** still there long after the American Guild of Variety Artists' convention was over working hard to promote AGVA." Magicians Gwynne and Lake were important delegates to the recent

AGVA conclave held in the Motor City. . . . **Lou Tannen**, New York magic dealer, is in the midst of cruise stint on the Queen of Bermuda. . . . **Andy Furlong**, manager of Holden's magic emporium, New York, has been keeping busy on magic dates in and around his native Philadelphia. . . . **Russell Swann** has just concluded his engagement in the Cotillion Room of Hotel Pierre, New York. . . . **Landrus the Magician (Fred C. Landrus)**, after a brief vacation at his home in Elmira, N. Y., has joined the Frantz Shows for the summer to do his magic, vent, mentalist and hypnotism. Landrus will again play his established territory in the South and Southwest with his school magic this fall and winter. . . . Pacific Coast Association of Magicians will hold its 16th annual convention at San Jose, Calif., July 11-14. . . . **Connie Krebbs**, well known in West Coast magic circles, is now handling the advance publicity for **Roy Rogers**, Western movie star now on personal appearances. . . . **Frank Garcia** is working resort spots thru New York State for **Mike Hammer**. . . . **Doc Weiss** and partner, **Miss Terry Lee**, still keeping busy around the Big Town with their escape turn. . . . **George Schindler**, Brooklyn magus, returns soon for his third engagement in the Surf Room of Hotel Bradley, Jersey City, N. Y.

DELL O'DELL has snagged a sponsor for her half-hour TV show, "Magic Party," which will originate from Los Angeles for 13 weeks, with options, starting July 13. She plays two weeks at Elko, Nev., between now and then, and then flies back home to New York to pick up enough equipment for the 13-week stint. She will also move her massive house trailer, now in Chicago, to the Coast. . . . **Randolph and Company** opened June 18 at the Elmwood Room, Windsor, Ont. . . . **Maxim**, the Mad Magician, is current at the Copa Show Club, Detroit. . . . **Ray F. Muse**, past president of the Society of American Magicians, served as toastmaster at the annual banquet and installation of officers of the Southern California Assembly, SAM, held in Hollywood Monday night of last week (18). Officers installed were **David Steward**, president; **Ed Rock**, vice-president; **William Treston**, recording secretary; **William Larsen Jr.**, corresponding secretary; **William Stone**, treasurer, and **Frank Rickard**, sergeant at arms. Muse has resigned from the SAM board to devote more time to shows and writing. . . . **Arthur Bull (Francisco)**, after three months in Fox theaters in the Los Angeles area with his midnight spooker, is set for the same chain in California's San Joaquin and Sacramento valleys thru July. During his stay in Los Angeles, **Francisco** appeared on the **Spade Cooley** TV show with comedy magic. . . . **Marvin Roy**, after a vacation at his home in Los Angeles, will resume with bookings in Chicago, where he recently concluded a four-week stand at the Edgewater Beach Hotel. . . . **Arnold Furst** is working in and around Los Angeles after winding up his school season in that sector. . . . **Max Terhune** has resumed picture work in Hollywood after concluding a three-month personal-appearance tour. . . . **Peter Godfrey**, well known in Hollywood magic haunts, has left the Film Capitol for Mexico City where he will put in the next six weeks directing a picture. . . . **Chester Morris**, the film-star magicker, after five weeks at the Ivar Theater, Hollywood, with the stage play, "Detective Story," takes to the road with the vehicle next week, with the first stop San Francisco.

Park Ave., N. Y.

Continued from page 40

dark-eyed gal who obviously had a lot of friends out front. Excellently gowned, the gal started off with *I've Got My Eyes on You*, using unusually big lamps for solid returns. Then came *I've Got a Crush on You*, followed by two specials, both with double entendre. Miss White showed an easy delivery plus a few bits of biz that helped sell to a friendly house. She wisely kept her running time short, finishing to big hands.

Disk Duane, a newcomer, is a gangling kid with a fresh eager face. He did a real job as the opener. Showing a good tenor, the boy gave out with a mixture of standards, pop show tunes and a flashy *Sorrento*. Duane has a clear lower range, but his voice becomes reedy in the upper registers. His choice of numbers was fine, and with proper coaching he might make it. Right now he has the looks and enough voice. What he'll need from here on is experience.

The music, one piano, was woefully inadequate. It was particularly noticeable behind Miss White, who needs better backing to register. Dolores, strolling violinist, completes the talent roster.

Bill Smith.

Vagabond, Miami

Continued from page 40

number, even the little of the material was new. The fact is, fans would still yell for the old *Salt, Hawaiian* and *I Wonder* even when the boys would come up with fresh stuff. The customers got those numbers, plus an opening medley that included everything from *April Showers* to *If You Knew Susie*—with accompanying clowning—and a finisher consisting of a kockamamie Russky routine that had the people laughing from beginning to end.

Two acts preceding the Vagabonds: Steve Condos and Jerry Brandow, a slick pair of hoofers who do about everything in the book including corny jokes, and the five warbling DeMarco Sisters. The DeMarcos, who report to Metro-Goldwyn-Mayer next month, opened the show. The customers liked their harmonizing of special-lyric and pop tunes.

Frank Linale's orchestra cut the show in okay style.

Herb Rau.

Paramount, N. Y.

Continued from page 40

up, and Reeves finished as one of the biggest hits he's been here since he started working the house.

Juanita Hall, in her first stem vauder since she made it in *South Pacific*, did a splendid singing job. The fact that she was well known was evidenced by her walk-on hand and by still larger hands as she intoned numbers from *South Pacific* in which she originated the part of *Bloody Mary*. Wearing a pink beaded gown and showing some apprehension because of the narrow stage, Miss Hall started it off with a fast rhythm, *Free and Easy*, then came *How Deep Is the Ocean*, followed by a blues, *Tuesday's Just as Bad*. After her bows she came back for *Happy Talk* and *Bali Hai*, exiting to wonderful applause.

Carmen Cavallaro's ork (17 plus the leader) did a pleasant job in show backing. Fronter's piano solos were pleasantly listenable even if they didn't generate any major enthusiasm.

Pic, *He Ran All the Way*.

Bill Smith.

Burlesque Bits

By UNO

SAMMY PRICE and **Betty Jo Morgan**, after four weeks at the Ski Club, Dallas, opened at the Jamboree Club, Oklahoma City, for two weeks, and then return to the Ski for an indefinite run. . . . **Winnie Garrett** held over at Club Samoa, Manhattan, for another fortnight. . . . **Jay Hornig**, general manager of the I. Hirst Enterprises, heads a Philadelphia org called Burlesque Historical Company, incorporated in Pennsylvania for the purpose of "research, analysis and publication of books, periodicals and magazines on the history of show business, burlesque and vaudeville." Hornig will be editor of the proposed publications. . . . **Danny Jacobs** continues as producer at the Gayety, Toledo. . . . **Phil Seed** has been signed thru **Henry Wiese** to play the part of Dpumayer in "The Great Waltz" for the Cape Cod Music Circus, Inc., at Hyannis, Mass.

to a siege of pneumonia. . . . **Herbie Faye**, besides doing straights on TV shows, finds time to stooge for **Tommy Hanlon Jr.**'s vaude act. . . . **William L. (Billy) Milton** and **Mrs. Betty Rial Milton** are no longer with **Mrs. Julie Neville Raymon's** Reptile Garden in Park City, Ky. New spot for the Miltons is **W. J. O'Brien's** freakery at Revere Beach, Mass.



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BENNY MOORE

in his seventh week at the Palace, Buffalo, was surprised with a birthday party tendered him June 11 by producer **Ida Rose**, the chorus, and principals **Mickey Jones**, **Ann Marsh**, **May Joyce**, **Harry Bentley** and **Eddie Yubel**. **Benny** moves to the Globe, Atlantic City, July 1. . . . **Frank Crowe**, manager of the Empress, Detroit, has put the house on a six-day schedule, closing Tuesdays, for the summer. . . . **Lisa Mamselle** went into the Sarong Club, Long Beach, Calif., last week. . . . **Marty Cross** Wallace is convalescing at his Bronx home after five weeks battle with a heart ailment. . . . **Yvette** closed four weeks as featured strip at the Third Avenue Theater, Portland, Ore., and moved to the Empress, Detroit, for an unlimited stay. . . . **Gloria (Flame) Marlowe**, who was married June 4 to **Johnnie Alves**, of the Johnny King vocal trio, is back from a honeymoon thru New York State and opens July 1 for four weeks at the 2 o'Clock Club, Baltimore, booked by **Dave Cohn**. . . . **Betty Briggs**, **Charlene**, **Gay Dawn**, **Stacey Farrell** and **Lorraine Lee** are new at Strip City, Los Angeles. . . . **Mike Hammer** has been absent from the New York booking office he shares with **Mim Grossman**, due

Cocoanut Grove

Continued from page 40

ice with chuckles, but gal lost them again. Aping of **Ethel Merman**, **Lena Horne**, **Ella Logan** on *Show Business* brought only polite response. A slick job with **Glocca Morra** didn't register the way it should have. The finale, a *Red Riding Hood* ditty, received a good hand. Greater emphasis on special cleffings and a possible reshuffling of offerings should hypo her stint.

Wiere Brothers are good musicians but at show caught were weak on the gags. Scored only with precision hoofing-clowning. Depend mostly on mugging, gags ala **Victor Borge** and antics with violins, hats, etc., rather than creative humor. Threesome works with a **Dagmar-type 88'er**, **Mildred Seymour**. Their bit to the *Minute Waltz* was the topper.

In his seventh month at the hostelry, **Eddie Bergman** continues to display excellent showmanship with show and dance tunes.

Joe Bleeden.

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ANTA CASE HISTORY (I)

Years Boom Budget From \$196 to 100G

Continued from page 3

had dwindled to \$196. However, thru donations, contributions, etc., it was able to get under way in 1947. In that year, the defunct Experimental Theater, established in 1941 by Antoinette Perry, was revived at the Princess Theater where ANTA produced five shows. The following year the ET moved to the Maxine Elliott's Theater where it unveiled *Gallileo*, *Skipper Next to God*, *Long Way From Home*, *Temporary Island*, *Hope Is the Thing With Feathers*, *Celebrations*, *Afternoon Storm* and *Ballet Ballads*. Of these experimental shows, *Skipper*, *Hope* and *Ballet Ballads* went on to Broadway showings. Also an Invitational Series produced about 12 shows in 1947 and 1948, of which *Uniform of Flesh* came to Broadway in 1950-'51 as *Billy Budd*. Besides which there were 11 subscription plays.

Awards in 1947

This then was the beginning of ANTA activities on the local scene, and even to its severest critics at present, it was then fulfilling its purpose. Critically the series fared well, and the ET was given the Antoinette Perry Award and the Sidney Howard Memorial Award. Thesps Lou Gilbert and Catherine Ayers got the Derwent Awards for their performances.

On the national level, too, ANTA was expanding. It was setting up service and advisory departments to help organizations outside the New York environs. It was setting up the operation of ANTA sponsorship for these theater groups. There was then and still is a split over that term—"sponsorship." Many in the trade feel that sponsorship implies financial backing as in radio. They are borne out in this opinion in the Breen-Porterfield National Theater Foundation Plan, which was adopted by ANTA and is in effect a statement of the org's purposes and policy, which reads: "The ANTA board will make loans, grants or guarantees—against-loss for the purpose of play production . . ."

But the plan goes on to read that the Foundation will "entail the pooling of ideas, resources, knowledge and direction in sponsorship, stimulation of support of varied types of theater activity thruout the country." This seems to be the general plan of operation by ANTA, partly because the org has been hampered by lack of funds and also, as one spokesman put it, "the dole system has never been

satisfactory. Towns and cities must want a theater and be willing to work for it. Simply handing out money to make it possible would be disastrous."

Pubber Stamp

This, then, represents a big bone of contention between groups outside and even within the organization. The question is: Shouldn't ANTA be more than just a "Good Housekeeping Seal?" And many pooh-pooh what ANTA lists as its accomplishments, often commenting that it is just so much hot air.

From a service standpoint, the highlights of the record read as follows:

In 1947, ANTA lent assistance to the Drama Festival in Utah, the Dallas Theater, the Barter Theater tours, the Detroit Drama Guild and the Minneapolis Civic Theater. It instigated such services as a Technical Advisory Committee; a script service, reading new plays (of which about 2,000 have been read to date), placing many of these into college, community theaters, etc., for production; a Speakers Bureau, (which filled 174 dates in 1950), and a general information service.

In 1948, ANTA added to its activities assistance on various projects such as the Philadelphia Art Alliance, the Overseas Theater Exhibits, and began its operations on the international front. Continuing domestic activities are in the service fields and include a Children's Theater Directory, in association with the American Education Theater Association, and supervision of discussions of regional theater in the *Theater Arts*.

Script Contest

One of the group's most recent projects is a national playwrighting contest in joint sponsorship with the National Theater Conference. The money was supplied by the Rockefeller Foundation in an NTC grant. ANTA supplied the details of the contest and is furnishing the personnel for reading, judging, mailing, etc.

Further activity has been the reception of foreign theater celebs and out-of-town drama critics and editors. Also the org has either printed and/or distributed *World Theater*, the ANTA Newsletter, a *Pre-Sales Ticket Plan* booklet, and lent office space to Richard Beckhard and John Efrat in the publication of *The Blueprint for Summer Theaters*.

100G Yearly

Proof of the continuing growth of ANTA is found in a look at the financial picture. Starting out at \$196, the org now needs \$100,000 a year to operate its offices and handle its services to theater groups. Since space in the Playhouse can't be rented, and the Play Series must be non-profit in order to be eligible for tax exemption, ANTA has set up various money making projects: *Showtime*, U. S. A., both a radio and TV version; the annual ANTA Ball and ANTA Album of Stars, and a Decca album called the ANTA Album. Current annual membership dues kick in about \$18,000 a year, not including life memberships, and, when money can be allocated to push memberships, it is felt that that income source will jump considerably. It now has about 300 producing member groups, not including individuals. The ANTA Album of Stars reads: 1948, \$16,847.75 into the till; 1949, \$13,000; 1950, \$19,611; 1951, \$11,000. The radio version of *Showtime*, sponsored by the U. S. Air Forces Recruiting Service, brought in about \$70,000 for its 39 weeks, and the Decca album, on a guarantee plus royalty basis, has garnered about \$2,500 on the first album, with \$1,500 due in advance on the second, which is coming out next fall. This represents the guarantee which will be deducted from royalty payments. As yet there is no year's figure on the TV stanza, but it is expected to top the radio figure proportionately. The TV program was presented for one year in 1947 as the *NBC-TV Playhouse*, with a dramatic format, and revived this past fall as *Showtime*, U. S. A., with a variety format. (Continued next week)

Conciliation Possible for Brandt-ATAM

NEW YORK, June 23. — The door has not been slammed on the hassle between George Brandt, entrepreneur of the subway circuit, and the Association of Theatrical Agents and Managers, altho the issue reached a stymie stage this week.

ATAM has demanded that Brandt put on a company manager for each of his shows relating to the circuit. Actually, this would entail an additional expense of \$40 per week, by reducing current house managers' salaries from \$160 to \$125 and paying the additional man \$75. Brandt has flatly rejected the demand, not on the basis of the \$40 increase, but because of a stated belief that the procedure amounts to an entering wedge in the operating set-up of rotary stock. He acceded to union demands on his current shows, *Diamond Lil* and *Death of a Salesman*, but posted closing notices for the Flatbush Theater in Brooklyn as of July 1 and for the Windsor in the Bronx as of July 8.

Thursday (21) ATAM's board of governors heard protests from members of the Brandt staff, who will be thrown out of jobs via the shuttering. Angus Duncan of Equity, was likewise present and will doubtless report on the dispute to Equity Council next week, since the issue involves considerable summer employment of that org's members. According to reports, ATAM stood adamant and matters remained at a stalemate.

However, a ray of hope for conciliation filtered out yesterday (22) via a report that the issue is not dead, and that both sides have promised to make no further statements until negotiations are taken up again next week. If an agreement is reached it is likely that the circuit will cover four houses instead of the current two, as Brandt is preparing to book the shows into the Jamaica (Long Island) Theater and the new Brighton at Coney Island.

News Review: Seattle Aqua Preem Draws

SEATTLE, June 23. — Greater Seattle Inc's Light Opera summer season at the Aqua Theater here got off to a better than average preeming June 14, 15, 16, with a total of 8,800 customers paying over \$7,500 for the three-day run of Friml's standby *Rose Marie*. Ducats were tabbed from 75 cents to \$2.25 in the 5,200-seat lake arena. Attendance breakdown revealed 2,700 pewsitters for Thursday (14); 3,100 for Friday (15); 3,000 for Saturday (16).

Tom Herbert's staging of *Marie* was fairly streamlined, with Frank Kinkaid narrating some of the story transitions from a high stage right cubicle. The tale of the Indian gal stood up pretty well, altho some of the expository narration could well have been cut—especially at the bridges. Also the horizontal blocking of the show, most pointedly in spec scenes, appeared on the obvious side. This is a problem which Herbert will have to face in future productions, working, as he does, with a stage which does not boast a great deal of depth.

Virginia Card, imported for the title role was easy on the eye and more than vocally competent. John Wollenweber's Jim Kenyon balanced the romantic interest with a well projected tenor, while Chris Kimsey and Walter Snellenberg squeezed every yock out of the tired old book. Chorus was well integrated, and the Seattle Symphony under Gustave Stern was top-notch.

Jack Gordon, of Greater Seattle Inc., predicted that the venture can really become a b.o. steady, especially as the tourist season here goes into full swing. In co-operation with the Seattle Park Department, Greater Seattle has skedded *The Student Prince* for June 28, 29, 30; *Blossom Time* for July 12, 13, 14 and *H. M. S. Pinafore* for August 15, 16, 17. Wil Stevens.

Sides and Asides

Herman Shumlin has added a third British play to his schedule for next season. It is a still untitled comedy by Enid Bagnold, who has not previously been represented on Broadway. Shumlin's other two properties are *Aimee Stuart's* "Lace on Her Petticoat" and *Roger MacDougall's* "To Dorothy, a Son." . . . David Niven has been in discussion in London with Hugh Beaumont and Gregory Ratoff on the possibility of his appearing in "Nina" next fall. That is the French farce by Andre Roussin, adapted by Samuel Taylor, in which Gloria Swanson will appear. . . . Jed Harris may be the one to stage Arthur Carter's "Let Me Be Guilty" in the fall. Irving Cooper is now slated to be co-producer of the attraction with Paul Vroom. Vroom was unable to come to terms with Billy Rose regarding the latter's financing of the venture. . . . Richard Krakeur announces that Nancy Kelly has been signed for the cast of A. B. Shiffren's "Twilight Park." Paul Stewart will be the director. . . . Added to the cast of "Saint Joan," in which Uta Hagen will star beginning October 4 at the Cort, are John Buckmaster and Alexander Scourby.

Another party with whom Billy Rose failed to reach agreement last week was Cheryl Crawford. Latter's production of "Paint Your Wagon" will therefore not be housed at Rose's Ziegfeld Theater. Rose stated that the present occupant of the house, "Gentlemen Prefer Blondes" "will continue at least thru the Thanksgiving holiday." Miss Crawford has registered October 15 as the New York opening of the Alan Jay Lerner-Frederick Loewe musical. Rehearsals are due to begin August 8 under Daniel Mann's direction. Miss Crawford also has plans for a musical based on the "Iliad" and "Odyssey" of Homer. It is entitled "The Golden Apple" and has a libretto by John Latouche and music by Jerome Moross. . . . The "seven-year exclusive" clause of the contract Hal Wallis had proposed to Shirley Booth to recreate the role of Lola in the filming of "Come Back, Little Sheba" proved too unsavory to Miss Booth. So negotiations were broken off last week, to the expressed regret of both. Miss Booth won the Donaldson Award for the best performance by an actress last year for her playing of that part.

Leland Hayward is reported communicating with Sir Laurence Olivier regarding the possibility of bringing to Broadway the productions of "Antony and Cleopatra" and "Caesar and Cleopatra" next season. With Vivien Leigh co-starring, Olivier has been doing the pair of classics on alternate nights for the Festival of Britain. If brought to Broadway, the two plays would presumably be done alternate weeks.

Two Play Scripts Picked for Airing

WASHINGTON, June 23.—Conrad Aiken's *Mr. Arcularis*, as performed by the Arena Theater cast here, will be broadcast over local Station WCFM July 15. Entire script will be broadcast. The station also plans to broadcast installments of Paul Green's *Faith of Our Fathers*, which is having a second season at the Carter Barron Amphitheater.

"Light Up" Kicks Off Vancouver Totem Sked

WEST VANCOUVER, B. C., June 23.—Totem Summer Theater preems in its open-air bowl Monday, July 2, in Ambelside Park with *Light Up the Sky*, directed by Dorothy Davies. Producers Thor Arngrim and Stuart Baker announce an eight-week season. Skedded also are *Harvey*, *Hay Fever*, *Junior Miss*, *Personal Appearance* and *Charley's Aunt*. Coming up in August are *Room Service* and *Born Yesterday*. Phoebe Smith is production coordinator and Derek Mann stage designer for all eight shows. Resident cast includes Verlie Cooter, Allan Roughton, Hilda Browne, Babs Hitchman, John Emerson, Betty Phillips, Walter Marsh, Ed McNamara, Peg Dixon, Bea Leonard, Margaret and Bernie Cunningham, Diane Pellat and Frank Lambrett-Smith.

instead. One of the major questions to be decided before the plans could materialize is whether it would be necessary to bring the entire British troupe into New York. Hayward would supposedly be satisfied to break even on the venture. . . . "Borscht Capades," which has already enjoyed healthy runs in Miami, Hollywood and Chicago, will make its New York bow September 4. The show will get new sets and costumes. . . . Melvin Bourne is the scenic designer for the Princeton Summer Theater, which kicked off the season Monday (25). . . . Irving Gaumont, producer of "Shuffle Along," the all-Negro musical, reports that the show will be making its New York opening late in October. This will be a reworking of the show that ran 504 performances back in the '20s, with Josephine Baker in the cast. This time, Pearl Bailey, the Berry Brothers, Olivette Miller, daughter of Flournoy Miller, author of the libretto; John Mason and lyricist Noble Sissle will make up the performing roster. . . . Raymond Sovey will design the sets for "Remains to Be Seen," the new Russel Crouse-Howard Lindsay comedy in which Jackie Cooper will appear in the fall.

Philly Lyric Booster Club

ALLENTOWN, Pa., June 23.—In an effort to keep interest in legit alive, Lyric Theater here is organizing the Lyric Club to help boost the booking of stageshows next season. Membership fee is \$3.50 per person. J. Lester Stallman, manager of the house, is promoting the plan. It is hoped that enough members will come in to make it possible to guarantee four or five dates next season.

A similar plan was instituted last season in near-by Reading, Pa., where a Rajah Theater Guild was formed by the Rajah Theater. For the coming season, Reading's Astor Theater is sponsoring a similar club.

Lois Andrews Named To Top 'My L.A.' Cast

HOLLYWOOD, June 23. — A dozen film and stage personalities have auditioned for the oft-postponed musical, *My L. A.*, originally skedded to preem here this month but delayed due to difficulty in selecting a house for the hometown extravaganza. Topping the list of thespes are Lois Andrews, Carol Ann Beery (adopted daughter of the late Wallace Beery), Lloyd Bridges, Dick Erdman, Darryl Hickman and Rob Turner. Turner was with Mary Martin in *Lute Song*. Others who have recently auditioned for producers William Trenk and Harold Maresch, and Trudi Schoop, choreographer, are Nelson Barclift, Susan Cabot, Roland Dupre, Doug Fowley, Roy Roberts and Jean Ruth.

Trenk is currently considering four local theaters as site for the musical. Producer feels that caution is necessary, as he hopes *My L. A.* will become a permanent attraction here, similar in run to Ken Murray's *Blackouts*. Station KTLA will devote its *City at Night* show Wednesday (27) to behind-the-production scenes, going into the studios of Centaur Productions to watch construction on show's sets. This is the first opportunity the public will have to learn of the show's operation. Barbara White has been inked to design costumes, working in close collaboration with Harry Horner set designer.

My L. A. will be an ensemble show, with no one actually receiving star billing. The possibility is that the cast will be listed in alphabetical order. However, that will not be definitely decided until all other show features are set. Press agent for the musical is to be named shortly, with out-of-State praisers having the inside track.

BROADWAY SHOWLOG

Performances Thru June 23, 1951

DRAMAS

Affairs of State.....	9-25, '51	311
(Music Box)		
Darkness at Noon.....	1-13, '51	184
(Royale)		
Gramercy Ghost.....	4-26, '51	68
(Morosco)		
Season in the Sun.....	9-28, '50	308
(Booth)		
Stalin 17.....	5- 8, '51	55
(48th Street)		
The Happy Time.....	1-24, '50	590
(Plymouth)		
The Moon Is Blue.....	3- 8, '51	124
(Henry Miller's)		
The Rose Tattoo.....	2- 3, '51	161
(Martin Beck)		
Twentieth Century.....	12-24, '50	209
(Fulton)		

MUSICALS

A Tree Grows in Brooklyn.....	4- 9, '51	76
(Alvin)		
Call Me Madam.....	10-12, '50	292
(Imperial)		
Courtin' Time.....	6-13, '51	13
(National)		
Gentlemen Prefer Blondes.....	12- 8, '49	644
(Ziegfeld)		
Guys and Dolls.....	11-24, '50	241
(46th Street)		
Kiss Me, Kate.....	12-30, '48	1026
(Shubert)		
Make a Wish.....	4-18, '51	78
(Winter Garden)		
Oklahoma!.....	5-29, '51	32
(Broadway)		
Seventeen.....	6-21, '51	54
(Broadhurst)		
South Pacific.....	4- 7, '48	890
(Majestic)		
The King and I.....	3-29, '51	100
(St. James)		

Broadway Opening

SEVENTEEN

(Opened Thursday, June 21)

Broadhurst Theater

A musical comedy based on Booth Tarkington's play. Book by Sally Benson. Music by Walter Kent. Lyrics by Kim Gannon. Staged by Hassard Short. Book directed by Richard Whorf. Dances by Danis Krupska. Sets by Stewart Chaney. Costumes by David Ffolkes. Musical director, Vincent Travers. Arrangements by Ted Royal. General manager, Nick Holde. Stage manager, Robert Downing. Press representatives, Richard Maney and Frank Goodman. Presented by Milton Berle, Sammy Lambert and Bernice Foyler.

- Genesis Maurice Ellis
- Johanne Watson John Sharpe
- Willie Baxter Kenneth Nelson
- Jane Baxter Betty Jane Seagle
- Bert Greg O'Brien
- Charlie Jim Moore
- Dave Bill Reilly
- Joe Bullitt Dick Kallman
- Lester Richard France
- Darrell Darrell Notara
- Don Bob Bakanic
- Lola Pratt Ann Crowley
- Mrs. Baxter Doris Dalton
- May Patcher Ellen McCown
- Emmie Helen Wood
- Ida Carol Cole
- Madge Bonnie Brae
- Sue Elizabeth Facetti
- Jenny Sherry McCutcheon
- Nan Joan Bowman
- Mr. Patcher Frank Albertson
- Mrs. Patcher King Calder
- George Crooper Harrison Muller
- Mr. Genesis Alonzo Bosan
- Porter Joseph James

Singers With Orchestra: Margaret Baxter, Dorothy Manko, Jeanne Shea, Paula Stewart, Stan Grover, Henry Lawrence Bill-Nuss and Ray Thomas.

Songs: "Weatherbee's Drug Store"; "This Was Just Another Day"; "Things Are Gonna Hum This Summer"; "How Do You Do, Miss Pratt?"; "Summertime Is Summertime"; "Reciprocity"; "Ode to Lola"; "Headache and Heartache"; "OO-OOO-OOO, What You Go to Me"; "The Hoosier Way"; "I Could Get Married Today"; "If We Could Only Stop the Old Town Clock"; "After All, It's Spring."

Continued from page 3

spotlight teen-age high spirits.

Kenneth Nelson Stem-debuts happily as the love-sick Willie. He can look and act like a teenager (circa 1907), but is at his best in scenes with older members of the troupe. Ann Crowley goes about making Lola, the baby-talking lady of his heart, as lipsingly irritating as she should be—which is plenty. Harrison Muller is properly bumptious as the visiting menace from Yale and contributes some excellent stepping along with a number reminiscent of the old Ziegfeld Roof. Particularly fine footwork likewise stems from Helen Wood. In the more adult sector, Frank Albertson and Doris Dalton team splendidly as Willie's occasionally distraught parents, and King Calder adds a quota of chuckles as a neighbor nearly driven to teen-age mayhem. Other top contributions come from Maurice Ellis and Alonzo Bosan in a number with Nelson, *I Could Get Married Today*, which is a show-stopper.

As stated, Walter Kent has written some pretty melodies. *After All, It's Spring*, *Summertime Is Summertime* and *This Was Just Another Day* are right easy on the ear, and the youngsters do justly by them. *Headache and Heartache*, more or less a show number, duetted pleasantly by Miss Dalton and Albertson, should also be included.

While *Seventeen* perhaps has the dressing and charm to intrigue nostalgic middle-agers, it will be curious to watch its reaction on a younger generation.

Bob Francis.

Tent Operetta Set for Philly

PHILADELPHIA, June 23.—A tent operetta project is assured Philadelphians with the purchase of a tent by Dick McClain, manager of suburban Drexelbrook Inn. Top will be pitched in the heart of the suburban apartment development on a site between the Inn and the Drexelbrook swimming pool.

Operation, with Pat Hurley and Wilbur Evans staging the musicals, will seat 1,000 persons. McClain is whipping up plans for a combination deal that will provide the laygoer with dinner and show, and perhaps swimming, too, for a single price.

McClain hopes to get going by June 26 for a 10-week season. Project will be known as the Drexelbrook Operetta. Evans will direct all offerings and sing in a few of them. His wife, Susanna Foster, will star in most of the productions.

Out-of-Town Reviews

THE VIOLIN MESSIAH

(Opened Tuesday, June 12)

Chey Chase Summer Theater, Wheeling, Ill.

A satire by William Saroyan. Directed by John Larsch. Production manager, G. E. Naselius. Stage manager, James Stubbs. Settings by Jack Bates.

Dr. Lovejoy Eddie Dowling
Joseph Murgotten Patrick O'Neal
A woman Ilka Diehl
A man Henry Biedinger
Young woman alone Dorie Field
A young man with a young woman Walter Bakel, Arline Kropp
A young woman Leesa Maret
Harry Smallfire Henry Biedinger
Miss Porteus Dorie Field
Mrs. Ducey Ilka Diehl
Albert Ducey William Fields
Eleana Moonbray Ann Meachem
E. J. Moonbray Alexander McQueen
Bell boy Ray Suber
Man with one crutch Don R. Jameson

Altho William Saroyan's newest effort evoked its share of chuckles, and an occasional hearty laugh—some of them surely where the author would least have expected such a reaction—*The Violin Messiah* failed to measure up. Like most of Saroyan's previous work, this new play encourages its audience to suspect it has a vital message to convey. Finding the message is like playing solitaire in the dark.

It is impossible to furnish a synopsis of *The Violin Messiah* since the action at best is sketchy. The play revolves around a broken-down, phony lecturer who is suddenly made to believe that the violin he carries—but cannot play—is possessed of miraculous healing powers.

If there is a semblance of idea in the play, it is this: Everyone these days needs something to believe in, whether that something is Hadaol or the mysterious powers of a squeaky E string.

Dowling does a masterful job attempting to convey what Saroyan meant, but unfortunately Saroyan himself is groping. Working under such a handicap, the cast of professionals and summer apprentices turned in some excellent personal performances.

Patrick O'Neal, as a reporter with an all-consuming ambition to be a playwright, leaves a forceful impression of brash youth which refuses to have its dreams shattered simply because it needs some kind of a dream in times like these. O'Neal's forcefulness provides striking contrast to Dowling's underplaying. He shows considerable promise.

As an intense young lady who also must have her dreams to sustain her, Ann Meachem gives a convincing portrayal. So does veteran radio and TV performer, Alexander McQueen, cast as a wise, weary businessman who neither believes nor disbelieves in things outside himself, but whimsically tolerates anything.

G. R. Schreiber.

Melody Fair Outlook Okay

TORONTO, June 23.—Pream indications are solid for Melody Fair, Canada's first musical circus. A week previous to the project's opening, the advance in the till was nearly 75 per cent of capacity.

Advance sale has been hyped by the heavy advertising campaign directed by Ben Kamler, who is co-producing with Leighton Brill. Some \$37,500 has been spent on newspapers, window cards, mailings and street-car cards.

The operation, located at the Dufferin Race Track, seats 1,600. Eleven weeks are skedded, opening with *Song of Norway*, starring Irra Pettina and Lawrence Brooks.

Other song-and-dance entries are *Brigadoon*, *Bloomer Girl*, *Chocolate Soldier*, *Roberta*, *Desert Song*, *Vagabond King*, *Rose Marie*, *Rosalinda* and *Show Boat*.

Operetta Season Set for Danbury

DANBURY, Conn., June 23.—A six-week season of tent operettas will open July 19 at the Danbury Fairgrounds where last summer Melody Fair ran a season of musicals and operettas under the direction of James Westerfield and Ben Boyer.

Greek Evans will direct, Harry Miller will handle the chorus and Pierre de Reeter will be musical director. Project will be called Greek Evans Music Festival, and performances will be on a regular stage instead of the central staging treatment used last year.

HOCUS-POCUS

(Opened Tuesday, June 12)

Las Palmas Theater, Hollywood

A comedy by Harold M. Sherman. Directed by Larry Johns. Setting by Rita Glover. Photography, Bill Millar. Stage manager, Guy de Vestel. Press, Hank Levy. Produced by Jack Carnes in association with Paul Chambers.

- Molly Mickey Stone
- Gideon Cavendish Norman Rainey
- Hugo Greenfield Richard Bowler
- Jonathan Stedfast Arthur Lovejoy
- Prof. Emmerick Smith Walter Kingsford
- Anne Smith Mildred McCoy
- Swami Bey Basil Teltou
- Ruth White Eleanor Lawson
- Byron Hallberg Ben Kobiella
- Mrs. Laura Cavendish Marjorie Bennett
- Mrs. Clariel Greenfield Claudia Bryar
- Mrs. Myrtle Stedfast Diane DeLair
- Celestine Winters Helen Noyes
- Donald Sawyer Dick Grant
- Corky Evans Paul Finegar

Harold M. Sherman has gone in for mysticism and astrology, added hilarious situations and come up with a good evening's entertainment. *Hocus-Pocus*, in its preem, scored heavily with a first audience that evidently left the theater solidly entertained. Sherman, after failing in a recent effort, *The Great Man*, deserves praise for his fine writing and tongue-in-cheek attitude towards seances.

The plot deals with a professor who tries to break up the carryings-on of his and four other women with a swami who has duped them. In his efforts the prof is mistaken for a "master," and what goes on when he tries to tell them he is not a spirit results in continuous yocks. With the women believing he is a mystic, the prof's life is turned upside down, his niece's romance is shoved on the rocks, and finally his wife leaves him. Only thru shrewd maneuvering by the prof is the swami unmasked.

Walter Kingsford, as the prof, displays charm, precision timing and good characterization. His scenes with Marjorie Bennett, especially when the latter tells of her dream where he visits her in her bedroom, in spirit only, is top-drawer comedy. Mildred McCoy, Ben Kobiella and Eleanor Lawson show to good advantage.

Larry Johns' direction is commendable, and the farce moves in tip-top fashion. Setting by Rita Glover is good. The Las Palmas should have a success at least comparable to the fine run of *The Square Needle*, if opening reception is any criterion.

Joe Bleeden.

Legit Audition Staged at 56

HAZELTON, Pa., June 23.—A new design for attracting "angels" for the legitimate theater was introduced last Sunday (17) by Bob Post, of Pittsburgh. Usually, when a show goes out to raise money, producers get a room in a hotel or someone donates a living room. From 25 to 100 people would cram into the room, a boy would be at the piano, and a girl would stand by to narrate bits of the plot.

Post has more grandiose ideas. He has done a musical about the men, maids and management of Pennsylvania's anthracite region, circa 1902, called *Anthracite*, in collaboration with Pete Wambach, columnist for *The Evening News of Harrisburg*. Post, who has staged many sales presentations for national manufacturers, knows that a new product has to be explained in full. So, to attract "angels" for his show, Post whipped together a presentation that was just that. The audition for *Anthracite* was about the completest in the history of show business—costing \$5,000 to stage, last Sunday (17), in the ballroom of the Altamont Hotel here, in the heart of the anthracite coal region.

To produce the two-act musical—Post figures he will need about \$250,000. And the \$5,000 investment—\$2,500 for production expenses and \$2,500 for entertainment, he says, is virtually peanuts compared to what is at stake.

A select audience of 400 "potential angels" from all parts of the State were invited by Mr. and Mrs. Sol Fox, coal mine operator of Pottsville. With the formal invitation went regular theater-styled admission tickets and a theater program. Six professional models were hired to serve as ticket takers and usherettes. With a cast of 42 in all,

FATHER WAS A YALE MAN

(Opened Tuesday, June 19)

Provincetown Playhouse

A comedy by William Bolger. Staged by Henry Tatler. Setting, Norman Schwartz. Stage manager, Norman Schwartz. Produced by Adela J. Stalnaker.

Louisa Thomas Wendy Brewster
Ann Thomas Natalie Craveth
Martha Thomas Elizabeth Donnelly
Henry Thomas Jack Coyne
Harold Pudney Gregg Hunter
Thelma Duke Sheila Hudson
Maggie Duke Judy Young

A balance sheet on *Father Was a Yale Man*, reads heavily on the debit side. True, there are a couple of performances to its credit, but the production leaves much to be desired.

The script is not too bad. Author William Bolger, at least, has written a play which has no cudgel to wield, as is too often the case with new playwrights off-Broadway. He is simply concerned with the dilemma of whose wild-oats bear an embarrassing crop. The lady in question bobs up as the next door neighbor to the gal to whom he becomes engaged. A little blackmail ensues to keep him juggling the pair until the whole story is finally brought to light. His fiance's mama, a small town social climber, finally gets over the shock of the lad's notorious past and gives the pair her blessings.

It's an innocuous little comedy, and a little trimming ought to make it a big success with Little Theater or community groups. Certainly they could do as well by the script as it being done at the Provincetown. Norman Schwartz, in constructing the set, obviously tries to do too much with a meager budget. It has been proved possible by other off-Broadway groups to make up for lack of capital with imagination. Why struggle for background and realism when the cash limitations predict third-rate results? More definite entries on the debit side are Henry Tatler's direction and the majority of the cast.

But the production can't be a total loss when there's someone like Sheila Hudson in the cast. Her drunken neighbor is the kind of part which can be wonderful if played well. It is wonderful. Natalie Craveth and Wendy Brewster also score as the fiancee and her younger sister, respectively. Miss Brewster has the earmarks of a good actress, but she needs better direction.

Tho the sum total of *Yale Man*, production-wise, is a red-ink entry, it's a nice try by playwright Bolger. And certainly the producer, Adela J. Stalnaker, should be given credit for giving it an airing. Would that someone do the same to the Playhouse itself.

Dennis McDonald.

Dramatic & Musical Routes

Blackstone (Geary) San Francisco.
Guys and Dolls (Curran) San Francisco.
Mr. Roberts (Biltmore) Los Angeles.
Moon Is Blue (Harris) Chicago.
South Pacific (Shubert) Chicago.
Two on an Aisle (Forrest) Philadelphia.

Charles Sweir, pianist of the Venture Inn here, was engaged to arrange all the musical and choral material. Sweir, plus an added organ player, provided the musical bank for the showing. Peter Roberts, former local radio announcer, was brought in to handle the narration, backed up with Kodachrome slides on a 10 by 12 foot screen to show the projected settings and costumes. Sets were done by Peter Farrow, a local lad.

The vocal selections were presented by Patti Hanlon, Charles Swier, the Cathedral Sextet and the Adelphi Quartet in the exact sequence as the play unfolds. Book theme is based around Johnny Mitchell, who was the first great United Mine Workers organizer. But it's a yarn about the people in the anthracite region, rather than a labor story. *Anthracite* is merely the working title.

Following the presentation, Post made the pitch for potential investors and then turned the remainder of the evening to \$2,500 worth of refreshments. If expected cash comes thru, musical will preem in Philadelphia October 15, and aim for Broadway a month later.

Foreign Review

THE HOLLOW

(Monday, June 11)

The Fortune Theater, London

A melo by Agatha Christie. Presented by Peter Saunders. Directed by Hubert Gregg. Scenic designs by Joan Jefferson Farjeon. Stage manager, Verity Hudson. Press representative, George Fearon.

Henrietta Angkateel Beryl Baxter
Sir Henry Angkateel George Thorpe
Lady Angkateel Jeanne de Casalis
Midge Harvey Jessica Spenser
Gudgeon A. J. Brown
Edward Angkateel Colin Douglas
Boris Patricia Jones
Gedda Christlow Joan Newell
Dr. John Christow Ernest Clark
Veronica Craye Dianna Foster
Inspector Colquhoun Martin Wilbeck
Det./Sergeant Penny Shaw Taylor

Agatha Christie has proved again that it isn't only youth which has the fresh approach. Taking her successful murder novel, *The Hollow*, she has adapted it for the stage, almost making the best of both mediums.

Unfortunately for the play, she leaves her murder until the second act—tho the audience has long before spotted who is going to be bumped off, and why. The thriller tradition demands that the murder be done during the first act so that the audience can pick the suspects during the first bar interval.

Scene is set in one of those lavish country houses which typify the British way of life in every art form except real life. The host and guests are involved in a love tangle which can only be solved by the extinction of an unpleasant Dr. Christow.

Eventually the doctor is shot on stage—but no one knows who did it. Up come the usual raft of suspects, chief among whom is a shapely Canadian actress, Dianne Foster, making her British stage debut.

Relentlessly the plot moves toward surprising climax. It's a tribute to the skill of Miss Christie's construction that tho the play limped a little in places she managed to keep interest in the eventual end alive enough to cover the bare patches.

Jeanne de Casalis romps thru with one of her fluttery characterisations, supported by a cast which varies from first class to feeble.

It's a pity that Miss Christie has abandoned her favorite French hero detective, Hercule Poirot, for a colorless Scotland Yard cardboard cop.

It doesn't aim very high but strikes the target plumb in the center.

Leigh Vance.

Philly Tent Musical Ban Is Appealed

PHILADELPHIA, June 23.—Refusal of the suburban Upper Main Line township zoning board to allow use of the famed Devon horse show grounds by Theron Bamberger, New York producer, for a series of summer musical tent shows, will be reviewed in Chester County Court as a result of an appeal filed by Devon Show Grounds, Inc. The org charged that the zoning board erred in its decision and asks the court for a certificate of occupancy under the zoning ordinance.

The court immediately ordered William Pyle, Eugene Newbold and Matthew W. Black, members of the zoning board, to place in its hands within 20 days all testimony and papers on record in the case. Unless a special date is then set by the court, the matter will be listed for a hearing at the argument term of the court on September 24.

Last January, the Show Grounds Corporation leased its property to Bamberger for \$500 a week for 10 weeks for a series of musical shows under a tent. The zoning officer refused permission for use of the tract for that purpose. The refusal was appealed, but on May 14 the zoning board handed down an opinion sustaining the officer's action.

The appeal claims the zoning board erred in not holding the proposed use of the property for a tent theater a continuation of its present non-conforming use in a C-1 residential district. It pointed out that the grounds have long been used for horse, dog, cattle and auto shows, fairs, carnivals and sales. The appeal called the decision of the zoning board "arbitrary, capricious and an abuse of its discretion."

Broad Program Slated For 3d Greeley Clinic

GREELEY, Colo., June 23.—The most extensive curricula ever planned will be offered at the third annual Roller Skating School and Clinic to be held at Warnoco Park here, July 23-August 4.

This program, arranged by Fred J. Bergin, dean of the Society of Roller Skating Teachers of America, and Arthur Russell, Greeley professional, will be offered in both elementary and advanced divisions. Bergin and Russell head the teaching staff.

The curricula takes in every phase of skating. For this reason the school is open to the amateur, the professional and the operator.

Elementary and advanced sections will meet simultaneously, with lectures scheduled for two hours in the morning and practice and instruction in the afternoons. For teachers and operators such subjects as rink and class schedules, teaching methods, rink newspapers, mailing lists, party promotions, children's classes, skating tests and skate care and mounting will be taken up.

The amateur's program will include preparation for tests and competition, analysis of rules governing tests, competitions and judging, preparation for judging, blackboard work and diagraming. In elementary skating and in-

struction enrollees will take up every phase of bar and bronze medal dance, figure, free style and speed skating. The advanced class will include one-foot turns, silver bar, silver medal and gold test dance, advanced figure and free style skating, advanced speed skating and relay racing.

A highlight of the school will be an analysis of the skating of J. W. Norcross Jr., three-time national senior men's titleholder, to be conducted by Bergin and Russell daily for elementary and advanced groups.

At conclusion of the school tests will be given skaters, operators and professionals who wish to take them.

Enrollment will be limited to 100. The school commences a week after RSROA national championships in Cleveland.

Says Summer Profits Can Be Important

CARROLL, Ia., June 23.—"I have learned thru many years of rink operation, in both cities and small towns, that summer operation can be made profitable if the operator is willing to expend some time, money and effort in promoting the summer business," says Charles C. Ludwig, owner of Parkview Roller Skating Palace here.

"In fact," said Ludwig, "I believe summer operation can be as profitable as winter business because operating costs are lower." Most important in Ludwig's rules for summer operation are: (1) Promote to fit the individual operator's drawing area, (2) ke the rink comfortably cool thru use of an air-conditioning system or fans, (3) advertising of the rink and the benefits of skating, (4) a full calendar of special attractions, and (5) programs catering to the girls who, in turn, are sure to attract the male contingent.

These factors in combination with some steady work in keeping the moppets interested via giveaways, etc., Ludwig feels, are the answer to successful summer operation. In refuting the claim that warm-weather operation is not profitable, Ludwig points to his own rink. Parkview has not been closed, winter or summer, in the past 12 years, and Ludwig says his business is as good in summer as it is in winter. The chief reason rinks close in the summer is that the operators want a rest, he says.

Ludwig urges that rink men give full time to operating their rinks. No rink can achieve its full potential if the owner operates it as a sideline, he says.

Cecilia Lapat and Bill Mobley, Houston ice skaters, have signed three-year contracts to appear with *Holiday on Ice*. They were to join the troupe June 22 at Toledo for five weeks of rehearsal.

Dallas Civic Center Gets Council Okay

DALLAS, June 23.—City councilmen voted informally here Tuesday (12) to go ahead with development of a new civic center and municipal auditorium.

Councilmen met with architect George L. Dahl and civic leaders to review plans for the center. Dahl has been employed to design the auditorium. The city has bought about 30 per cent of a 29-acre site.

Mayor J. B. Adoue said the greatest obstruction to Dallas obtaining large conventions is lack of an auditorium. He said that was costing the city a lot more than the cost of maintaining an auditorium. City has two large auditoria outside the business district—4,301-capacity State Fair Auditorium a couple of miles from downtown, and Southern Methodist University's McFarlin Auditorium, six miles from downtown.

Dahl said the new site is ideally located from the convenience and traffic viewpoints. His plan has the auditorium, city hall and music hall in a close group. Plan also calls for a multi-storied underground parking garage.

City has about \$7,000,000 in bonds voted to build the center.

Set Paterson Arena Party

PATERSON, N. J., June 23.—Paterson Arena of the America on Wheels chain has set June 28 as the date for its Mardi Gras, a highlight of which will be an elaborately staged and costumed skating revue, with cast of 75, offered by junior club members.

Contests will also be featured at the party, which starts at 4 p.m. with races and dance events for the small skaters. These contests will continue until 9 p.m. in all age groups, with medals awarded first, second and third-place winners. A silver trophy will go to the club having the most members present.

Skaters have been invited to come in costume. Prizes will be awarded for beautiful, original and funny costumes.

Bob Hope Slumps At Cedar Rapids

CEDAR RAPIDS, Ia., June 23.—Bob Hope's touring show drew less than half-capacity houses at its two performances in Memorial Coliseum here Saturday night (16). The shows, at 7:30 and 9:30 p.m., pulled an estimated total of 2,500 while the aud's capacity is 3,100. Show, scaled at \$1.20 to \$4.70 including tax, was booked by

Washington Kids Snare Honors in RSROA Meet

PORTLAND, Ore., June 23.—Skaters from the State of Washington greatly overshadowed their competitors in the Pacific Northwest Regional Championships sponsored by the Roller Skating Rink Operators' Association at Capilano Rink, Vancouver, B. C., Monday thru Wednesday of last week (11-13). The Washington roller talent copped 27 first-place decisions. Oregon entrants took eight first-place honors. Portland skaters who took in the event were loud in their praises for the high quality of the talent participating in the three-day event.

Manner of judging proved unique when one judge failed to arrive from Denver, due to plane schedule cancellations. The two judges who arrived were Charles Peffers, Oakland, Calif., and Harry Schenk, Joliet, Ill. As stand-in for the third, a panel was selected from among the participants. Their scores were totaled and divided by three to give the third judge's figure. Those on the panel were Madeline Haddock and John Grundy, Vancouver, B. C.; James Hiback, New Westminster, B. C.; Amo Stenovac, Portland, Ore.; Jerry Bruland and Duwayne Lindell, Ferndale, Wash., and Vici and Earl Peterson, Redondo, Wash.

Winners in the regional are entitled to compete in the American championships at the Rollercade, Cleveland, July 9-14.

First-Place Winners
JUNIOR DIVISION: Girls' free style—Lanette Adams, Tacoma, Wash.; boy's free style—Ronald Butler, Redondo, Wash.; dance—Joan Gunderson and Kenneth Gunderson, Burlington, Wash.; pairs—Carole Pattison and Ronald Butler, Redondo.

JUNIOR DIVISION: Ladies' figures—Caroline Anderson, Burlington, Wash.; ladies' free style—Patty Bowen, Redondo, Wash.; men's figures—Leland Mellott, Burlington, Wash.; men's free style—Leland Mellott, Burlington; dance—Jeanette Fincher and Arthur Kerwin, Seattle.

Seek Bids on 375G Conn. U. Stadium

STORRS, Conn., June 23.—State plans to ask for construction bids on the new University of Connecticut stadium, to be erected here at a cost of \$375,000, within the next month.

Announcement was made this week by Public Works Commissioner Ralph G. Macy, who said that the project had received approval of the National Production Authority. Building of the stadium was approved by the 1949 Legislature, but the Korean war delayed further progress.

Lilkes, of Minneapolis. Supporting the comedian and movie star Marilyn Maxwell, were Sonny Dunham and his ork, Bobby Clark, Cedric and Algy, Fred and Susan Barry, Ted and Flo, and Carol Paige.

Reports Biz Okay For Horvath Spot

BETHLEHEM, Pa., June 23.—George Horvath, in his second year as owner of the Skadium here, is doing well, according to Fred C. Landrus, magician and skating enthusiast, who recently visited the rink. Special events, tied in with the various seasons, have been factors in Horvath's success, Landrus says.

The \$150,000 Skadium has a 110-by 110-foot unobstructed skating surface and is built in present style, 32 feet from top to bottom. at the center. Horvath, who is operating Wednesday, Friday, Saturday and Sunday nights, reported attendance running between 250 and 400 skaters nightly. He uses two assistants on the floor.

The rink is equipped with a Hammond organ with Robert Williams at the console. Near the entrance Horvath operates a cafeteria.

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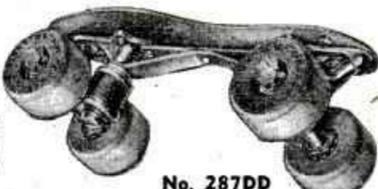
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Music as Written

Continued from page 20

International for a musical featurette. Also in the pic are the Doubledaters, Nils and Nadyne and the Lanes.

Capitol's Nelson Riddle left last week for the East to arrange and conduct for Mel Torme. Thrush Francine Palmer back in New York. Victor Young will score Paramount's "Something to Live For." Young will also score "My Favorite Spy." Columbia assigned Mischa Bakaleinikoff to cleft the background for "Chain of Circumstance" and "Corky of Gasoline Alley." Loew's International is sponsoring the Caruso contest in all Latin-American countries. Winner gets a year's study at La Scala Opera in Italy. "The Merry Widow" starring Fernando Lamas and Lana Turner, will be megged by Curtis Bernhardt.

Portuguese chirp Charlita at Warners for a bit in "Come Fill the Cup." Emil Newman's scoring of Joseph Bernhardt's production, formerly titled "Skid Row," now complete. Title not yet set. Two more tunes from "Belle of New York" waxed by

Fred Astaire and Vera-Ellen. . . Mauri Lynn will be accompanied by Walter Gross in Phil Waxman's "The Big Night." . . Jay Blackton is musical director for "The Merry Widow" at MGM. . . Marsh Ingram and Kathryn Berridge have the leads in "Blossom Time," skedded by the Burbank (Calif.) Civic Light Opera Chorus. . . Dick Bock, ex-veepee of Discovery Records, now working temporarily on a local paper.

Philadelphia

Park Avenue Jesters, fresh from seven months in Montreal, set to summer at the Oak Cafe, Wildwood, N. J., where they will be joined by Charlie Stone's unit. . . Songwriter William B. Richter has had his second novel, "The Loves and Life of Gen. Von Steuben," accepted for publication. . . Joe Stern returns to Atlantic City to start another long run at the Beachfront Brighton Hotel and Cabana Club. . . The Sublet Laboratories, record manufacturing firm at near by Atco, N. J., were sold in bankruptcy proceedings.

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Roadshow Rep

SLOUT PLAYERS, owned and operated by **Toby and Ora Slout**, report business has shown a decided upturn during the past month. Now in its seventh week on the road, the org opened slowly in three Illinois spots but bounced back when it played Missouri towns. Show has two more Missouri spots to play before jumping into Illinois for two dates. It then moves into Indiana, Ohio and Michigan for the remainder of its season. **Ora Slout** is piloting the show and setting its dates, with **Dick Tanas** handling the billing. **Klink Lemmon** is musical director and his wife, **Francis**, has the concessions. Cast includes **William Groves**, **Charles McDowell**, **Leo Lacey**, **L. Verne Slout**, **Maxine Lee**, **Vivian Delmar** and **Ora Slout**. Also with it are the **Tracey Family** and **Carlos**, magician. **Vivian Delmar** and **Leo Lacey** also do vaudeville, as do **Pat and Bill**, a musical radio act. The Slouts report that the show equipment is well marked with mud because of recent rains and soft lots. A nightly concert is presented and is holding up well, they add.

J. M. JOSEPH, who has had a platform show in West Virginia, reports that the weather there has been bad for outdoor work. He says that he plans to move into Tennessee soon. Joseph spent most of the winter in Buffalo, where he played school dates and sponsor showings. "Closed my hall show in Ashley, Ind., writes **L. L. Talbot** from Columbus, Ind. "I'm going to try the trailer-museum idea and may make the long jump to New Mexico where I worked last summer. Everything considered, I had a good winter but the cost of moving and living expense is staggering." **Cluney Family** has a small unit playing the Laramie, Wyo., area. Outfit is without center piece or top and shows with sidewall and canopy. Show is a combination vaude-small animal affair and the family has been on the road, mostly in halls, for many winters. **Burt's Show**, a two-cast platform attraction, reports good returns in Central Oregon. Unit has been doing some merchandising and played halls the past winter.

MARTY LYNCH, of Syracuse, submits the following roster of the Culhane, Chase & Weston Minstrels for the 1904-'05 season: **Billy Chase**, **Billy DeRue**, **Bob McLaughlin** and **Bobby Fay**, comics; **Low Rice** and **George Adams**, acro; **Harry Lindecker**, trombone; **Billy Lewis**, trumpet; **Reese Williams**, singer; **Bill Wormell**, bass; **Ed Quinlan**, juggler; **Jack Walsh**, heavyweight balancer; **Art DeLore**, drums; **George Wilson**, baritone; **Pricella and Orben**, dancers; **Rice and Adams**, comedy acro; **Ed O'Connor**, singer; **Ross and Bliss**, singers and dancers, and **Bernard McGraw**, bass horn. "I've closed my season of solo entertainment after playing to good audiences in most of the towns I've appeared," pens **Clara Faunce Dillon** from Spokane. "I played 22 church dates and more than 40 sponsor dates, all in towns of 10,000 population or less. Plan to

plane to New York and spend most of the summer at New England resort spots where I have appeared in past years. I plan to return to the West early in the fall, however, because I like the country and the people. I also have bids to return to nearly all the dates I played the past season."

London Dispatch

By LEIGH VANCE

Continued from page 2
to be "buried alive" under five tons of earth, stay there for 20 minutes. It was announced to the expectant crowd that the act was result of a "secret process." But when the sand was removed after 20 minutes, Reuben was dead. The "secret" was just showmanship. The idea was that, as they shoveled the sand, he would gradually stand up until his head was near the surface. Then he would catch some air in the blanket over his head. But this time the sand used had been standing out in a truck and was sodden with rain.

Lupino Lane Suing; 3 Plays to Compete . . .

Lupino Lane, who once had the idea of reopening the war-damaged Gaiety Theater, is bringing an action to restrain Crompton Parkinson, Ltd., from selling it to the English Electric Company. Counsel for Lane alleged that Crompton Parkinson, the mortgagees, had purported to sell the theater to English Electric at gross undervalue. The motion was held over for two weeks.

Result of the \$2,000 Arts Theater Club play competition will have to be decided by performance. Judges Christopher Fry, Peter Ustinov and Theater Director Alex Clunes picked a short list of three works, couldn't decide on one winner. So the three will fight it out on stage this month. A total of 997 plays were submitted.

Cast of 1,200

Continued from page 2
ganizations normally has given talent resident here little opportunity, compared to many smaller cities, outside of radio-TV and motion picture studios.

Big boost is being given to the show by the co-operation of major industrial and other firms, with the promotional genius of the big automotive firms and agencies, for instance, enrolled to plug it. Maximum audience of key people are being reached by appearances of Father Lord himself, an excellent salesman, and of four special troupes who have built miniature shows from the script as an "appetizer."

Newspaper co-operation has been tops, running to as much as whole rotogravure spreads. Salability of the show is indicated by the efforts of two different stations to secure video rights for sale to a sponsor. Management is restricting rights to the first act only, on opening night, thereby avoiding giving away the whole performance.

House Measure

Continued from page 2
price, when a discount is given, and it exempts free tickets from the tax.

Further, the bill requires a withholding tax for copyright royalties, raises the tax on cigarettes from 7 to 8 cents a pack (Treasury had sought a hike to 10 cents), exempts the Metropolitan Opera Company and all other nonprofit music groups from the admissions tax; raises the federal excise on coin-operated amusement devices from \$150 to \$250 a year; hikes the levy on whisky and other hard liquor from \$9 a hundred-proof gallon to \$10.50; raises wine taxes an average of 12½ per cent.

A Break!

The House's action, climaxing two days' debate on the floor and nearly two months of committee deliberations, is regarded as giving

Paris Peek

By ART ROSETT

Continued from page 2
a reputation as a first-class professional show booker. A note was received from Col. Arnold L. Smith, United States Air Forces at Weisbaden, reminding *The Billboard* that the only show touring Europe at this time is the United States Air Force Band. Biggest entertainment splash of last week was the party given by Elsa Maxwell, with all the important people she could think of being there. Linking up Joan Fontaine and Aly Khan was her most newsworthy accomplishment. Roll call included nine ambassadors, several princesses, Sir Duff and Lady Diana Cooper, Henry Ford and Barbara Hutton.

Of Pictures, Stars And Club Dates . . .

French film actress Odile Versois, who appeared in the British film *Into the Blue*, has refused to appear with her husband, Jacques Dacqmine, in a forthcoming French film version of *A Midsummer Night's Dream*. She married Dacqmine in March and is currently suing him for divorce.

Alexis Denagornoff, former partner in the classy Club D'narzade, has opened his own plushy spot, *Chez Florence*. Ertha Kitt, an Orson Welles discovery from the Kathryn Dunham show, is singing at Scandia, a new spot on the Left Bank. Fats Edwards has co-billing. The Prix du Roman D'Aventures was awarded last week by a Paris literary jury to Igor B. Maslowski and Oliver Sechan for their novel, *Vous N'avez Jamais Ete Tues*. (You Have Never Been Killed). . . .

Englishmen in Paris are planning a series of celebrations for the Festival of Britain, which should be the cue for Frenchmen in England to celebrate there the 2,000th birthday of Paris. This year's grand prize of the French cinema was awarded last week to Robert Bresson's *Le Journal d'un Cure de Campagne* (A story of a Priest in the Country).

Paris Celebration Goes Into High Gear . . .

Birthday of Paris celebration is getting into full swing, with the city of light living up to its name again after many years of darkness. All public buildings and statues are now spotlighted as is the Champs Elysees and other main thoroughfares. Unusual dances of all types were presented by French and foreign dancers last week at the Palais de Chaillot.

Today and tomorrow Paris will hold its biggest fair in the Tuilleries, with all-night dancing, and featuring stars of radio, stage and screen acting as barkers and pitchmen. On June 25 the famous Moulin Rouge will be reopened by the Bal Tabarin organization. Opening night is called *Night of the Cabarets*.

Brief Notes on Names And Places

Jimmy Davis is singing at L'Echelle de Jacob. Meyer Levin is looking for a leading lady in his English-language play now in rehearsal. The lead he had suddenly returned to the States.

Kitty Pankey (Al Capp's Nancy Oh-la-la) is having a last fling in Paris before returning to the States and marriage next month. Joaquin Perez Fernandez' *Ballets de L'Amerique Latine* is doing capacity biz here.

Nino and Charley, the Recons, and Annie Fratellini are currently booked into Medrano, doing three days a week.

the amusement industry the most favorable revenue break since Pearl Harbor. The exemption for nonprofit fairs came as a climax to a lengthy drive by outdoor organizations for such tax relief.

The bill is facing protracted debate on the Senate side, where the Senate Finance Committee is already figuring on several weeks of deliberations which will hold the legislation in suspension well beyond the wind-up of the current fiscal year June 30. The Senate committee is promising to give "as speedy action as possible," and some of the optimistic members of the committee see possibility for reporting a bill by the end of July, but others believe the discharge date will be closer to September.

Drivin' 'Round the Drive-Ins

PETITION of Round Hill Drive-In Theater, Inc., for a variation of the building code to permit use of direct burial-type cable, instead of rigid conduits in the wiring of lights on its lot in Springfield, Mass., has been granted by the appeals board of the building department. The grant is subject, however, to the condition that the cable be covered with creosoted boards. . . . Pleasant Hill Drive-In near Wilmington, Del., opened a kiddies' play area adjacent to the theater, offering train rides, Merry-Go-Round, swings and slides. There's no charge at any time in the play area. . . . Hatboro Night, a free performance at the 309 Drive-In, Hatboro, Pa., sponsored jointly by the Hatboro Chamber of Commerce and the management of the open-airer, is still paying dividends in patronage and good will. In addition to the free show, the driver of each car was given a gallon of gasoline, all kiddies got lollipops and the first 300 ladies received corsages of roses. Prizes were offered to the longest married couple, the driver of the oldest car, the car with the most children under the age of 12, the youngest baby boy and girl, the most recently married couple and the driver with the most mileage on his speedometer. Those prizes, plus valuable door prizes, were promoted from Hatboro merchants. Only residents of Hatboro were admitted free thru tickets distributed by Hatboro merchants. Other patrons paid the regular admission, and business actually was up during the night of the show.

CARL HALLPEN, manager of E. M. Loew's Milford, Conn., Drive-In Theater since 1939, has resigned to go into radio work. He was succeeded by **George Lougee**, former manager of E. M. Loew's Olympia Theater, Lynn, Mass., now shuttered. The Loew circuit will open its 850-car capacity Farmington, Conn., Drive-In about June 30. **George E. Landers**, Hartford division manager, announced last week. **Hector Frascadore**, former acting manager of the Hartford Drive-In, Newington, Conn., will manage the new spot. . . . With reopening of the drive-ins, these projection booth assignments have been made for open-airers in the Wilmington, Del., area: **Norman Mumford** and **Walter Sullivan** took over the projection booth at the Kerry Drive-In; **Leonard Wright Jr.**, at Brandywine Drive-In, and **Eddie Bolinski** and **Frank Reno** at Pleasant Hills Drive-In. At the Kerry Drive-In, newest open-airer in the territory, **Ed Pfeiffer** handles the ticket booth, with **Libby Blake**, **Eleanor Biscoe** and **Beverly Bell**, hostesses

THEFT of about 200 loud-speakers valued at \$1,189 from the Statewide Drive-In theaters, San Antonio, was reported to police by **Arthur Landsman**, owner. Landsman also posted a \$10 reward for each speaker recovered provided charges were filed. There were 129 speakers taken from the Rigsby, 49 from Alamo, 30 from South Loop 13 and 13 from the Mission theaters. Later police arrested three teen-age boys with

a speaker from the Trail Drive-In in their possession. . . . Leaks-ville, N. C., Drive-In Theater staged its grand opening Friday (22), it was announced by **D. E. Gwynn**. New spot features moonlight lighting, concession and snack bar, in-car speakers for 350 cars, bottle warmers and free car starting service. Staff includes **Jack Hoggard**, manager; **Bobby Brown**, projectionist; **George Pyron**, utility, and **Curtis Compton**, car attendant.

ROBERT SPARKS has been named manager of the Twin City Drive-In, Sherman, Tex., for the Leon Theater Circuit. . . . **M. E. Hamm** has opened the Trail Drive-In, Greenville, Tex., where he also operates Hunt Drive-In. . . . The 350-car capacity El Rancho Drive-In has been opened at Dalhart, Tex., by **J. C. Parker**. About 7,000 attended the opening with over 400 cars crowded into the drive-in and 150 more parked in front of spot. Another 150 cars were parked in a vacant lot in the rear of the drive-in. . . . **Fred Mayer** is doing the booking and buying for Statewide Drive-In Theatres, operators of five drive-ins at San Antonio. . . . The drive-in owned by **Frank Gardner** at Baird, Tex., was badly damaged when a wind and hail storm did an estimated \$100,000 damage to the town recently. . . . **Calvin Mitchamore**, owner of Market Street Drive-In, Galena Park, Tex., has turned the spot over for use by the Peace Lutheran Church each Sunday morning. Mitchamore built a special stage for the church's use.

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The Final Curtain

BAMPTON—Mrs. Henrietta, 79, mother of Metropera soprano Rose Bampton, June 19 at Bryn Mawr, Pa. Two sons also survive.

BOWMAN—Harry F., 77, former circus troupier, recently in Flint, Mich., at the home of his daughter, Mrs. Arthur Gerard. Bowman first joined the Lowery Bros.' Circus in 1893. In 1899 he was manager of the Sloan Gaston Great Atlantic Circus, where he stayed until he organized his own Bowman Big Vandeville Show. Bowman had been general agent, superintendent, ticket seller and advance agent with various shows, including the Jones Bros. Model Plate Railroad Circus, Indian Bill Wild West, Spangler Great Western, Fry's Overland Circus, Molly Easley Circus and Old Virginia Minstrels. At one time he was manager of the Eagle and Oakford skating rinks in Jeannette, Pa. Illness forced him to retire 10 years ago. Besides his daughter he leaves a son, Harry Jr., Flint; a brother, George, and a sister, Nettie, both of Jeannette. Burial in Jeannette.

BROOKS—Tom A., 46, vice-president and general manager of Hearst Radio, Inc., June 19 at his home in Leonia, N. J. He obtained the post in 1948 after serving as radio columnist and editor on the former New York Evening Journal and The New York Journal American. His widow, son, three daughters, his mother and a sister survive.

CAMPBELL—Mrs. Anna, 87, mother of Dorothy Yancey, whose husband, George, is business manager of the George Clyde Smith Shows, June 13 in Oil City, Pa.

CAREY—Leona, ex-Broadway showgirl, June 19 in Los Angeles following the birth of a son. Survived by her husband, Bill, and two sons, Todd and Robert.

CHAMBERS—C. Spencer, dealer in old circus, minstrel, med show and theater printed matter, in Syracuse, June 19. (Details in Circus Section.)

CLARK—Christopher A., 85, old time medicine show man, recently in Milwaukee after a short illness. A daughter survives.

DIEBEL—Charles A., 83, retired president of Idora Park Amusement Company, Youngstown, O., June 11 in that city. Diebel had also been a director of the City Trust & Savings Bank in Youngstown.

ETCHER—Robert B., 40, former announcer with radio stations in Asheville, N. C., and Atlanta, and more recently connected with the advertising department of The Gastonia (N. C.) Daily Gazette, June 12 at his home in Gastonia.

FAIRHURST—Edwin (Doc Zinbad), 54, mentalist and horror show producer, June 17 at his home in Brooklyn. Survived by his widow and a sister. Burial in Greenwood Cemetery, Brooklyn, June 20.

FARRAR—Thomas Prince, 50, art director and performance coordinator of the Ringling circus, June 10 at Bay Shore, N. Y. He supervised the building of the Futurama at the New York World's Fair and for a time was associated with designer Norman Bel Geddes.

FASSINI—Otto, 58, German dog trainer who presented his "Canine Revue" throut Europe, recently in Essen, Germany.

FRATELLINI—Francois, 72, one of a trio of brothers, top French clowns, June 20 in Le Perreux, France. (Further details in Circus Department.)

GARY—Daniel M., from 1939 to 1949 co-owner of the all-girl orchestra, International Sweethearts of Rhythm, and personal manager of various acts, June 19 in Freedman Hospital, Washington. Survived by his widow, father, a sister and a brother. Burial in Lincoln Cemetery, Washington, June 21.

GIBSON—Arthur, 57, chief electrician, mechanic and builder on Virginia Greater Shows, June 18 at Bergenfield, N. J. (Details in the Carnival Department.)

GRECO—Tony, 53, instructor and member of the accordion-playing vaude team, McCabe and Rayfield, during the 1920's-'30's, recently in Phoenix, Ariz. Survived by a sister, Jennie Casanta, Glendale, Calif., and a daughter Gloria.

GREENOW—Maurice, 67, former tenor with the New York Metropolitan and Chicago Civic Opera companies, June 16 at his home in Philadelphia. He retired eight years ago. A daughter, Mrs. Florence Ostroff, survives. Burial in Montefiore Cemetery, Philadelphia, June 17.

MERSHFELD—Mrs. Olive Vale, 47, operator of the Olive Vale Dancing and Expression Studios in four northern Kentucky communities and in Cincinnati until 10 years ago, June 15 in Good Samaritan Hospital, Cincinnati. Early in life she had appeared in George White's "Scandals" and the "Ziegfeld Follies" and toured the RKO vaude circuit before establishing her first studio in 1920. In 1931 she went to Hollywood to dance in a film, "The Spirit of Notre Dame." Survived by her husband, Lawrence.

HOFFMAN—Arnold C., 42, former clown with Cole Bros.' Circus for 10 years, June 5 at his home in Zanesville, O. Survived by his parents and a sister of Zanesville.

HUDSON—Eugene, former dramatic and scenic artist, killed June 12 near Korea when a destroyer he was stationed on hit a mine. A member of the Pacific Showmen's Association, he is survived by his parents in Bellflower, Calif.

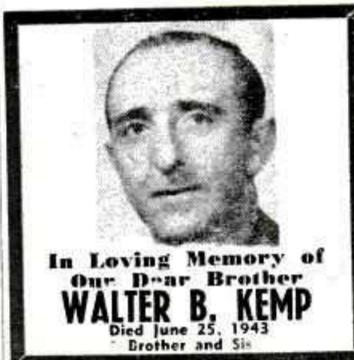
JOHNSON—Adrienne (Happy), 56, performer on the old Orpheum and Pantages vaude circuits and later over radio stations in Los Angeles, July 20 at his home in Redwood City, Calif. During the 1939 Golden Gate International Exposition in Los Angeles he was a talker on the Gayway. Survived by his

widow, Margaret; two daughters, Peggy and Eleanor; a brother, Rev. Ralph Johnson, and a sister, Mrs. Hazel Tippie. Burial in Holy Cross Cemetery, Redwood City.

JOYNER—Victor, 39, canvasser, Ferris Wheel and Merry-Go-Round operator, and more recently cookhouse manager with the Murphy Tri-State Shows, suddenly June 7 in Sisseton, S. D. Joyner had also been with the Frank West, Penn Premier, Sam Prell, Granite State and James E. Strates shows, among others, and with the Ringling circus. Survived by his widow, Mary. Burial in St. Peter's Cemetery, Sisseton, June 11.

KIRBY—Mrs. George, wife of the manager of Loew's Olympia Theater in New York, June 19 in that city.

LAMACCHIA—Mrs. Sarah, 74, mother of George LaMacchia, violinist and orchestra leader of Bridgeport, Conn., June 16 in New Haven, Conn. Survived by another son, Otto, and a daughter, Mrs. Katherine Shepard, both of Bridgeport. Burial in Agudas Achim Cemetery, Fairfield, Conn., June 17.



LEFFLER—Joseph, 69, who with a sister appeared as an albino attraction with the Ringling circus Side Show for many seasons, June 8 at Richmond Center, Wis. Besides his sister he leaves a son, five daughters and a half-brother. Burial in Richmond Center.

LEHR—Mrs. Mary C., 60, wife of Joseph Lehr, spot worker for Sam Tassell, and formerly with the Frank West and Rubin & Cherry Shows, suddenly June 11 at her home in Philadelphia. At the time of death she was employed at Degenhardt Caterers and the Downtown Club in Philadelphia.

MARCONI—Edward, 63, veteran carnival troupier, recently in San Antonio. He had been with the Rubin & Cherry Shows, and Cavalcade of Amusements. Survived by his widow and a son, Edward Jr. Burial in National Cemetery, Fort Sam Houston, Tex.

MATTHEWS—Mrs. Ethel (Kitten Snow), 59, former vaude pianist and singer, June 14 in Jersey City, N. J. She toured this country with the Will Rogers show and once was head pianist for Renick & Company, music publishers. Survived by a brother.

MAYPOLE—Roy A. Sr., 60, father of Roy Maypole, announcer at KTTV, Los Angeles, June 20 in that city. He also leaves two brothers, John and Al, of Chicago. Burial in Forest Lawn Cemetery, Glendale, Calif.

McINTIRE—Lani, 47, leader of the Hawaiian orchestra in the Hote, Lexington, New York the past nine years, June 17 at his home in that city of a heart attack. His widow survives.

MOYER—Kenneth L., 62, former ride owner-operator on shows in the East and Midwest, June 10 at his home in Niagara Falls, N. Y. Survived by his widow, Muriel; three sons, Charles, Lewiston, N. Y.; Roderick Donald, Niagara Falls, and a daughter, Mrs. E. R. Byram, Norfolk.

PAVLENKO—Peter, 52, Russian writer who won the Stalin prize for his movie scenarios, "Alexander Nevsky" and "The Vow," June 16 in Moscow.

PERKINS—Kenneth, 61, playwright and author, June 7, in Los Angeles after a five-month illness. Two of his plays were produced on Broadway, one in conjunction with Samuel Shipman. They were "Creoles," in 1927, and "Desire" in 1930. A few of his books also were adapted for movies. His widow and a daughter survive.

ROMAN—Alexander, 75, violinist with the Los Angeles Philharmonic Orchestra for 25 years, June 20 in Los Angeles. Burial in Chapel of the Pines Cemetery, Hollywood.

ROMANI—Adolf, 64, top German cabaret monologist, recently in Duesseldorf, Germany, of a heart attack.

SANDERS—Burleigh L., 62, former circus and vaude troupier, recently in Wichita (Kan.) Hospital. A showman since he was 14, Sanders at one time owned and operated a circus. He had also toured in musical comedies. Survived by his widow, Adele; a daughter, Mrs. Francis Harris, and his mother, Mrs. Emma Silvers. Burial in Calvary Cemetery, Wichita.

SHAY—Harry, 70, stage manager of the Crosswell Theater, Adrian, Mich., former legit house, for some 50 years, June 15 in that city.

SOBENSON—Henry R., manager of the Ethel Barrymore Theater, New York, June 16 in that city. While in the hotel management business he met Lee Shubert and was associated with him and his brother, J. J. Shubert, for many years. Among New York theaters he managed were the 44th Street, National Century, Winter Garden and the Royale. He was a member of the Association of Theatrical Press Agents and Managers. Survived by his widow and a daughter.

STOUT—Frank, former producing clown and animal trainer with circuses, recently. He started out of Bloomington, Ind., with Gentry Bros., and later was with Ringling, Sells Floto, John Robinson and others. Surviving are his widow, Fay, and a daughter, Betty Jane.

In Loving Memory of
Melvin H. Vaught
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THOMAS—Paul, ticket seller with Stevens Bros.' Circus, drowned recently in King City, Mo. He had also been with the Al G Kelly-Miller Bros.' Circus.

ULLMAN—Ada Mitchell, 75, former vaude performer, June 18 in Los Angeles. Survived by her husband, Louis. Burial in Grandview Mausoleum, Los Angeles.

Marriages

BUCHTEL-DELL—Jack Buchtel and Myrna Dell, film actress, June 14 in Beverly Hills, Calif.

CLARK-GLEASON—Russell D. Clark and Jeanne Gleason, featured dancer with the Gleason Sanborn Trio, June 17 in Flint, Mich.

FORD-CALDER—John Arnold Ford, singer, and Barbara Anne Calder June 10 in Beverly Hills, Calif.

FRANK-SHECTMAN—Sherman Frank and Lillian Sheckman (Lillian Shelby), stage and opera singer and a member of the New York Center Opera Company, June 17 in Wycote, Pa.

GIMBEL-KANE—Benedict Gimbel Jr., president and general manager of Stations WIP and WIP-FM, Philadelphia, and Jessie Kane, executive with the H. M. Dittman Advertising Agency, Philadelphia, May 31 in that city.

HAYDEN-NELSON—Don Hayden and Gay Nelson, film players, recently in Los Angeles.

HOWARD-FALKE—Ray S. Howard, co-owner and manager of the Howard Bros.' Shows, and Vera L. Falke June 19.

STAUFFER-LAMARR—Ernest Ted Stauffer, nitery op and ex-band leader, and Hedy Lamarr, p.c. actress, June 11 in West Los Angeles, Calif.

Births

CAREY—A son to Mr. and Mrs. Bill Carey June 19 in Los Angeles. Father is a songwriter.

CARLIN—A daughter, Anne, to Mr. and Mrs. Lex Carlin Jr. June 12 Philadelphia. Father is treasurer of the Arcadia Theater in that city.

HILLMAN—A daughter to Mr. and Mrs. Roc Hillman June 9 in Los Angeles. Father is KLAC-TV music director.

JONES—A daughter to Mr. and Mrs. Spike Jones June 13 in Hollywood. Father is the band leader; mother is singer Helen Grayco.

KARR—A daughter, Pamela Anne June 9 to Mr. and Mrs. Michael Karr in New Brighton, Pa.

LOPP—A son to Mr. and Mrs. Phil Lopp June 5 in Sylvester, Ga. Father, a former circus and grandstand announcer and radio entertainer, is currently manager of the Palace Theater in Sylvester.

MARTIN—A daughter, Melodee, to Mr. and Mrs. Ted Martin June 17 in Newark, N. J. Father is a singer on station WMCA, New York.

NOVY—A son, Wayne Lawrence, to Mr. and Mrs. Harold Novy recently in Austin, Tex. Father is manager of the Paramount Theater in that city.

O'BRIEN—A son, John Davis, to Mr. and Mrs. Charles P. O'Brien June 17 in New York. Father is director of industrial relations for Leew's, Inc.

THORNER—A son, John Andrew, to Mr. and Mrs. Everette Thorne June 6 in New York. Father is director of motion picture theater relations of the National Foundation for Infantile Paralysis.

TREADWELL—A son to Mr. and Mrs. Oscar Treadwell June 4 in Philadelphia. Father is a disk jockey on Station WDAS in that city.

WINSTON—A son to Mr. and Mrs. Howard Winston June 10 in Philadelphia. Father is editor

Divorces

BECKETT—Beverly Baker from Scotty Beckett, pic actor, June 20 in Los Angeles.

McDONALD—Elizabeth McDonald from Ray McDonald, tap dancer, June 13 in Los Angeles.

RATOFF—Eugene Leontovich, actress, from Gregory Ratoff, actor, June 14 in Los Angeles.

WESTMORE—Fran Shore, pic actress, from Frank C. Westmore, film make-up man, June 7 in Los Angeles.

WILCOX—Mari Virginia Wilcox from Harlow M. Wilcox, radio announcer, June 5 in Los Angeles.

WINNINGER—Blanche Ring, one-time music-comedy singer, from Charles Winninger, stage and screen actor, June 12 in Los Angeles.

Morris To Peddle Grove TV Package

HOLLYWOOD, June 23. — Papers were inked last week making the William Morris Agency exclusive sales rep of a TV revue package centered around Los Angeles Ambassador Hotel's Coconut Grove. Grove as origination point for network tele show was first recommended in a May issue of *The Billboard* in its TV Talent and Show Tips feature. Budget for the half-hour show is pegged at \$7,500.

Under present plans, show will be a revue featuring an emcee and a number of top acts. Tony Cabot, of the Cabot and Michlin firm which buys talent for the Ambassador and other Schine hotels, will supervise production and screen talent. Eddie Bergman, whose band provides dance tempi at the Grove, will appear with the house ork as part of the show.

Altho local TV has pulled in remotes from various entertainment spots around town, this will mark the first time a Class A room has opened its doors to TV. It similarly will mark a first for network tele emanating from a local nitery.

Air Checks

station is one of two in Florida to be presented the U. S. Marine Corps award for outstanding public service at a recent Florida Association of Broadcasters meeting in Jacksonville, Fla. A. V. (Chick) Catterton is general manager.

ABC Prexy Off On Circuit Swing . . .

Bob Kintner, ABC prexy, off on his semi-annual swing around the circuit. He's due back in New York early in July. . . . "Rocky's Rose," a play recently presented by Wilbur Stark on his NBC radio show, "Newsstand Theater," has been purchased by MGM, and will be made into a full-length film. . . . Lester Gottlieb of CBS to the Coast last week for confabs with Harry Ackerman on the web's fall program line-up.

Douglas Ballin Jr. upped to ad manager of all brands for Whitehall Pharmaceutical Company. He's supervisor for all AM and TV activities of the firm. . . . **Ray Diaz**, of ABC's radio program department, off on a two-week vacation. . . . New additions to the staff of KDKA, Pittsburgh: **Announcer Neal Wallace**, **Nancy Corman** to the promotion department and **Katherine Melnick** to general service. . . . **Bill Lightfoot** named manager KREL, Baytown, Tex. He was formerly with outlets in San Antonio and Houston, Texas.

Bill Newbold has replaced **Harry Flowers** on the news staff of WBAP, Fort Worth, while the station has added **Max Ewing** and **Joe Ratcliff** to its Dallas studios.

Charles L. Cain staffer at KTAN, Sherman, Tex., has bought the station for about \$19,000 from **E. T. Fant** and **F. W. Anthony**.

Murray Gordon is the new program manager at WNAW, North Adams, Mass., which also added **Marie Haggerty** as copywriter and **Neval Edgar** and **Tom Varnum** as announcers. . . . **Galen Gilbert**, manager of KGER, Long Beach, Calif., leaves the outlet this month to become owner-manager of KSTV, Stephenville, Tex. He takes along his program director, **William George**. Replacing Gilbert is **Storm Whaley**, manager of KUOA, Siloam Springs, Ark.

of "Playbill and TV Guide," Philadelphia amusement weekly

ZACCHINI—A daughter, Yvonne Nina, to Mr. and Mrs. Mario Atoe Zacchini June 11 in Tampa. Father is a carnival ride owner.

Bing's TV 'Chimps' Signed on Dozen

NEW YORK, June 23. — Six more local sales were racked up by United Television Programs for the Bing Crosby Enterprises' TV series, *The Chimps*. This brings to an even dozen the number of markets sold for the film featuring the trained chimps. Commercials will be dubbed in for each local sponsor, with the chimps mouthing the plugs.

Latest sales include WTMJ-TV, Milwaukee, for Carpenter Baking Company, of the Holsum co-op group; KSB-TV, St. Louis, for Pevely Daries; WDAF-TV, Kansas City, for Nutrina; KECA-TV, Los Angeles; WENR-TV, Chicago, and WOC-TV, Davenport, Ia. The Holsum co-op group is reported considering picking up the series for all its individual member bakers as result of the Milwaukee outfit's enthusiasm.

Short Scannings

• *Continued from page 5*
Louis agency, Westheimer & Block

Bud Chase Is Lyn Ballard Replacement at WKRC-TV . . .

Bud Chase, announcer and disk jockey, has joined WKRC-TV, Cincinnati, and is presenting daily shows called "The Chase Is On." He succeeds **Lyn Ballard**, who left the station recently. **Rod Mitchell**, WKRC-TV program manager, also announced the appointment of **Bob Jones**, WKRC announcer, to a similar position on WKRC-TV.

Two Big WFIL Shows Gel TV Counterparts . . .

Two major WFIL (Philadelphia) shows get counterparts on WFIL-TV. The **Mary Jones** show, women's interview seg every afternoon on the AM outlet, gets a Wednesday noon viewing on TV. Also, **Tom Moorehead**, sports director for both stations who does a disk jockey show early afternoons on AM each day, adds a film jockey "Backstage" period each afternoon on TV.

New York Studio And Agency Notes . . .

Caroline Burke, NBC-TV producer, back from a vacation in Mexico and the West Coast. . . . **Tom Harrington**, Ted Bates agency TV exec, into the hospital Monday (25) for a check-up. . . . WCAU-TV Philadelphia, will have its sales staff headed by **Robert M. McGredy**. **John S. Deroussy** has been named sales manager of WCAU. . . . **John F. Horstmann Jr.**, field director of sports for WOR-TV, New York, the father of his first child, John F. III. **Harold Lund** has been appointed manager of WDTV, Pittsburgh, replacing **Donald A. Stewart**, now with the DuMont network. . . . **Louis A. Smith** is the recently selected Chicago sales manager of the Edward A. Petry TV division. The same firm has added **Theodore H. Walworth** to its New York office.

Official Films

• *Continued from page 5*
quired Jerry Fairbanks Studios was seen this week in the appointment of Sid Rogell as general manager in charge of studio operations at the Fairbanks plant. Rogell was named a veepee of the merged firms and will be in charge of all productions, reporting only to Fairbanks.

A veteran in the film biz of over 30 years, Rogell is a former exec producer of RKO, where he served as top authority until his resignation a year ago. Appointment is effective immediately, following inking of long-term pact in New York. He arrived here today (Saturday) after conferences with Board Chairman Isaac D. Levy, Prexy Aaron Katz, General Manager William Goodheart and board member Henry Jaffee. Rogell produced such click films as *The White Tower*; *Murder, My Sweet*, and *Those Endearing Young Charms*, and won an Oscar in '47 for his *Design for Death* documentary.

With over \$5,000,000 in the firm's production kitty, a full-scale expansion program is expected to get under way here. Additional space will be acquired in the near future, enhancing Fairbanks' existing facilities. According to some sources, Fairbanks is expected to buy studio space rather than rent stages elsewhere. Space problem will probably be settled this summer.

Minneapolis Swim Cele in Big Advance

MINNEAPOLIS, June 23.—With advance ticket sales barely opened, interest in the 12th annual *Aqua Follies* to be staged in Theodore Wirth Park pool here July 18-29, has soared beyond all expectations, Al Sheehan, event's producer-general manager, reports.

Announcement of ticket sale opening was made in the Sunday papers (17) and mail order requests Monday and Tuesday (18-19) were over 500 per cent higher than a year ago, Sheehan says.

He pointed out, however, that a two-day advance sale was by no means indicative of what the general trend of ticket distribution will be. Nevertheless, the results surprised and pleased him. This is his ninth year as show producer.

Ticket Prices Boosted

Growing response was all the more gratifying because of the boost in ticket prices this year. Whereas in 1950, ducats scaled from \$1.50 to \$3, Sheehan boosted the top to \$3.50 for box seats; set

(Continued on page 117)

Court Verdict Protects A. C. Group Games

ATLANTIC CITY, June 23.—Bingo operators who gross an estimated \$5 million a year at Atlantic City, won the first round in a court battle Wednesday (20) over the State's attempt to close them down as gambling promoters. They got a delay in a hearing before County Judge George T. Naume that amounts to permission to keep operating over July 4.

Judge Naume, who issued an order Saturday (16) temporarily stopping County Prosecutor Lewis P. Scott from closing the Boardwalk amusement parlors, dissolved the restraining order and disposed of the case with a new order that made it virtually certain the five biggest games, at least, can operate all summer without interference.

He ordered a "stipulation of facts" to be submitted by counsel for both sides by the end of the week, from which date both sides then have 10 days to file briefs.

(Continued on page 117)

Release 60 Horses From Quarantine In Cedar Rapids

CEDAR RAPIDS, Ia., June 23.—Some 60 head of rodeo horses that had been under quarantine at Hawkeye Downs since the June 7-10 rodeo here were released Saturday (16) and shipped to Sedalia, Mo., for use at the Missouri State Fair rodeo.

The quarantine was ordered when U. S. Department of Agriculture veterinarians learned some of the horses suffered from glanders, a highly infectious equine disease. Six horses are still held for further tests.

N. J. Billing Law Clarified

TRENTON, N. J., June 23.—Contrary to information contained in a recent issue of *The Billboard*, no permits are necessary for advertisements displayed in store windows or other indoor locations in New Jersey.

The section of the New Jersey billboard law concerning circuses, carnivals and other entertainment enterprises using outdoor billing, provides for the issuance of temporary permits for a limited period, conditioned upon the removal of the advertisement at the expiration of the permit.

Necessary forms and additional information may be had from Robert B. Chapman, State supervisor, State House, Trenton.

SITTER SOUGHT, POLE VARIETY

MEDICINE HAT, Alta., June 23.—Medicine Hat Stampede made wire news recently by announcing that it would pay \$300 plus expenses to any girl who would sit atop a 60-foot flagpole at a downtown corner for two weeks prior to its annual show, July 5-7. Gal would sit on a covered platform and have radio, meals and medical checks provided. Plans call for the sitter to be taken from her perch by helicopter July 6.

CUB TO PITCH

Phil Cavaretta Readies Dallas Kiddie Spot

DALLAS, June 23.—Phil Cavaretta, in his 17th year with the Chicago Cubs baseball team, will open a Kiddieland here about July 4 in partnership with Lewis Bader, Chicago furniture merchant.

The spot will be called Candy Mountain Kiddie Park and will be flashed with neon signs depicting candy canes on a simulated mountain. A large concession stand will carry out the candy theme.

The Cub first baseman-outfielder said in Chicago this week that he had become interested in Kiddieland operation following visits with his youngsters to Louis Klatzo's kidspot in Chicago and that he and Mrs. Cavaretta decided to locate in Dallas after passing thru the city several times en route to the West Coast for spring baseball training.

Rides Arrive Soon

Rides for Candy Mountain are scheduled to arrive after Thursday (28) and part of them will be installed in time for July 4, Cavaretta stated. Opening of the spot will be advertised, he said, but much of the fanfare will be saved for a grand opening later when all equipment is in operation.

Television and radio spot announcements will be used in addition to newspaper space. Cavaretta outlined plans for promotion of kiddie birthday parties at the spot and said also that plans call for scheduling periodic free days

(Continued on page 117)

Calgary Group Preps Plans For 25G Track

CALGARY, Alta., June 23.—Alberta Auto Racing Association, with Jim Ward, of this city as president, is building a half-mile auto race track on the city's outskirts with accommodations for 8,000 to 10,000 persons. First race is scheduled for this fall.

Association has acquired a three-year lease from the city on 160 acres of land. Site will take advantage of a natural hill where bleachers will be erected, possibly in 1952.

Ward said the cost will approximate \$25,000 and it is hoped that with public support the goal will be reached. Meanwhile, profits from association meets thruout the province will go towards the track.

The association, which is made up of 25 Calgary garage operators and their employees, plans on having races every second Saturday.

Port Arthur Postpones Buying Irby Equipment

PORT ARTHUR, Tex., June 23.—City commission last week did not discuss the purchase of amusement equipment on the Pleasure Pier here from Collis P. Irby, present pier operator.

Commission was asked by a delegation to postpone the proposed \$139,000 purchase of the various rides and concessions because the price was considered too high.

Outdoor Season Equalling Lush Postwar Spending Era

Continued from page 1

ed customers spent freely, rain or shine) the spring season has been mostly a break-in period designed principally to hold a show intact in preparation for the summer celebrations and the fall agricultural fair season. Still dates are not expected to be very profitable—to break even on the early season is considered adequate by majority of operators.

This year, however, the traveling shows are making money on the stiffs, especially those that have been booked carefully to avoid spots undergoing industrial conversions from civilian to war work etc. The season traditionally starts off with the Ringling Bros. and Barnum & Bailey Circus date in New York's Madison Square Garden, but actually R-B never is a bell-weather of what is to come outdoorwise simply because the show has always done terrific biz in the New York and Boston indoor dates. When it hits the canvas season, however, outdoor show business observes the R-B business carefully.

This year, the Big One has car-

ried on tremendously in Washington, Baltimore, Philadelphia, Long Island and New England, despite all the present-day confusion over the effects of home-set television competition, etc. Ringling has played right thru the prime TV market of the nation to near turn-away business—better than last year.

Similarly, smaller circuses, carnivals of all sizes, with few exceptions, are getting the bucks in the same section. The Midwest, Pacific Coast and Canada also report nomad show business above 1950 from 10 to 20 per cent.

Weather Helps

Blessed with better weather than usual, the amusement parks, probably the most stable end of the business, got off to a rousing start Decoration Day from coast to coast with grosses up a surprising 10 to 40 per cent. Coney Island, Cincinnati, plugging itself to the utmost over sectional TV outlets, showed an amazing increase in attendance the first few weeks. Park and independent ballrooms

have done fairly well. (For details see story in Music Department.)

Kiddielands, latest entry into the outdoor field, are consistently running 10 to 15 per cent ahead of last year on dollar grosses. Traveling carnivals vary from about even with last year to 30 per cent ahead.

As a whole, owner-operators now are a sober lot. The past years returned less than the almost fabulously lush years that preceded them, and most showmen started this season with costs and commitments scaled in line with the changed times.

Basic economic factors, however, indicate a good summer. Employment is up, farm income is high and people are holding more money than they did at this time last year.

Upturn in Grosses

These factors accounted largely for an upturn in grosses this spring for many amusement parks and circuses. Carnivals have experienced high per capita returns, but on the whole the first semester this year was only slightly better than last for traveling midway organizations.

Of the major branches of the business, amusement parks have fared best this spring. Many report increases of from 10 to 40 per cent in grosses, attributed to the mounting employment in industrial centers wherein the funspots are located.

Circuses routed thru industrial sections have garnered better-than-1950 grosses. The getting greater per capita spending for rides and shows in many stands, carnivals have experienced spotty business. The early-spring weather, never kind, was only slightly better than last year.

Concession Pic

Those operations in which game concessions are a factor have suffered in many areas. Such concessions have been the bystanders bowled over by the reaction from the Kefauver investigation. Bingo, for instance, has been halted in many areas. But there is some indication that the pendulum of public reaction is swinging back and in some communities bingo is being revived.

Bright spot on the horizon for carnivals is the fair season, the make-or-break-it portion of the year. Farmers continue their long prosperity. Their income is high and outlook for most crops is excellent. What's more, the rural folks are holding plenty of money—all of which spells a good fair season.

New Hampshire Okays Bingo At '51 Fairs

CONCORD, N. H., June 23.—New Hampshire legislation has broadened its bingo laws to permit operation of the game at the State's fairs this year. Heretofore, the game was limited to charitable and fraternal organizations.

Under the measure, fairs are granted permission to hire others to operate their games, while other groups must do this themselves. Fairs will be restricted to a maximum of 10 cents per card but under the ruling, the \$800-per-day prize ceiling will not apply. Annually may operate the game from 11 a.m. to 11 p.m. daily except Sundays.

Pennsy Charters New Ride Group

PHILADELPHIA, June 23.—Eugene D. Salus, attorney, announced that articles of incorporation had been granted by the Pennsylvania Department of State to Randel Amusement Company, operating and leasing amusement rides.

According to the charter petition, the company was organized to engage in the conduct of an amusement business consisting of the use of amusement rides and to operate concessions.

Ill. Senate Committee Okays Chi Fair Bills

SPRINGFIELD, Ill., June 23.—Illinois Senate executive committee this week okayed three bills that will finance a permanent Chicago lake front fair and also will make additional State aid available for down-State agricultural annuals.

The measures, which have already passed the House, received the committee's approval by a vote of 15 to 2. The bills would set up a new fair and expositions fund of about \$1,400,000 that would be split evenly between the Chicago event and agricultural fairs. The fund would be raised by increasing from 13 to 14 per cent the amount withheld from

winning bets at Chicago horse race tracks.

One of the bills also would extend to the Chicago annual the same privilege of selling beer which is now in effect at Illinois State and county fairs.

20% SPRING

Circus Pitch Boosts TV Chain Sales

NEW YORK, June 23.—Friendly Frost Stores, local chain dealing in television sets and household appliances, have adopted outdoor show business as a new merchandising angle and report highly successful results.

Chain teed off last week with heavy newspaper advertising inviting people to visit the "Friendly Frost Free Circus" at the firm's warehouse in this city's suburbs. A big top was pitched on the warehouse grounds, with merchandise inside and two kiddie Merry-Go-Rounds set up. Acts included Stacy Hall, dogs; Tim and George, midget tumblers, and several clowns for added atmosphere.

Shows were staged at 2, 5, 8

(Continued on page 117)

B-C Sets Six Acts For Chi July 4 Cele

CHICAGO, July 23.—Six outdoor acts have been signed for the American Legion County Council July 4 celebration in Soldier Field, here, Sam J. Levy, of Barnes-Carruthers Theatrical Enterprises, announced.

High acts will include the Strato-Stars, Frank Torrence; Aida, the Girl in the Moon; Gretton Family and the Moon Dodgers. Five Antaleks, perch, also will perform and clown alley will include Charles (Daddy Longlegs) Sander, Hop Green, B. Lundgren and Frenchie. Kantner's Club Band will furnish the music and pyrotechnics will be provided by Thearle-Duffield Fireworks, Inc., Chicago.

Nashua Jamboree Set for June 27

NASHUA, N. H., June 23.—Nashua's third annual city-wide jamboree, under auspices of 22 local organizations, this year has been skedded for June 27-July 1 and will feature amusement rides, entertainment and a car giveaway. William Atterbury, billed as the Sky King, sway pole, is the free attraction.

O. & J. Head N. Y. Shrine Confab Show

NEW YORK, June 23.—Olsen and Johnson will head the professional entertainers set for participation in the several show features planned in conjunction with staging of the 1951 Imperial Council Session of the Shrine here July 8-13. Talent line-up was announced this week by Frank Wirth, booker, after a meeting with Alexander F. Mitchell, deputy director, general.

Top show efforts will be the presentation of *Fearabilia*, an

(Continued on page 117)

N. J. Track Bows To Beach Power

ATCO, N. J., June 23.—Stock car racing at Atco Speedway will be confined to nights after tomorrow's matinee, because of the competition offered by the numerous and easily accessible shore resorts, promoter Joe Mondics announces.

New lighting equipment has been added and races are scheduled for Monday and Thursday nights beginning next week. Day events will be resumed in September.

Romeo, Mich., Cele Names Officials

ROMEO, Mich., June 23.—Sigurd Bergland has been elected president of the annual Peach Festival here, which will be pared down to one day, Labor Day this year.

Jerome Schohof was named vice-president; Mrs. Edgar Priest, secretary, and Kenneth Mosher, treasurer.

OAK THRIVES ON INFLATION

**Balloons Are More Than a Business
As Staffers Explode Old Theories,
Puff Ideas Into Fast-Selling Items**

• By TOM PARKINSON

IF ANYONE has more fun than kids with balloons on midways, it's the Oak Rubber Company, Ravenna, O. Oak has been turning out balloons by the millions since 1916, yet officials of the firm still are amused by the thought that they are in the business. Like many others, they are a little amazed that there is such a thing as a balloon factory.

John W. Shira, president of the company, has been making the rubber bubbles for 37 years and combines that long experience with young ideas for balloon possibilities. He bought a dozen bean shooters recently to see whether they might be combined with balloons to create a new novelty product.

George Reed, production manager for 17 years, has spent 14 annual vacations on midways of five Ohio fairs in the role of a balloon concessionaire. Altho he makes money and swaps ideas with other balloon men, he'll admit the real reason is that "it gets in your blood" and he doesn't want to pass up the excitement.

Tom Gregory, advertising rep for the company, is a past-president of the Circus Fans of America and finds circuses and balloons a great combination.

More Than a Biz

It's the same thruout the organization. Balloons are more than a business to Oak people. But at the same time, it is a business and a good one for the manufacturer as well as for venders. Balloons, like popcorn, are one of the top items on any concession list.

When Shira entered the field, advisers told him the balloon business wouldn't last. But he points out that each 10 years brings a complete turnover in the potential market. There is a new crop of kids at the balloon age each decade and Shira can cite nearly four decades of proof.

That period represents a good portion of the history of toy balloons. The best guess is that it was about 1890 when the first crude balloons were developed in France. These were roughly made with two sheets of rubber pressed together and wooden plugs were added to hold in the air. Not until much later did anyone think of merely tying the ends. Frenchmen, too, developed the noisemaker version of the red plugs.

French Lead Off

About 1900 an Eastern company brought a Frenchman here to make balloons and soon several outfits were turning them out. Later, those companies and off-shoots moved to the Akron area and the French method was abandoned in favor of the so-called cement process, in which molds were dipped into a rubber and naphtha solution.

Laughingly, Shira recalls the myth in the trade that the dipping process for balloons was discovered when someone dipped an ink bottle into a tank at a rubber glove factory.

Shira and the late Paul E. Collette worked for rival balloon factories until they formed the Oak company. They selected the name, Shira recalls, because it was short and connoted strength. There were shortages in those early days and the strength came later.

Collette, the salesman, and Shira, the production man, made up the whole outfit that first year and for a backstop they had the concessions at Summit Beach Park, Akron. There on week-ends they sold balloons they made during the week. The pair also chased circuses and carnivals in the area to add new customers to their lists, but even in those pioneer days Oak Rubber routed most of its sales thru jobbers. Today it makes no sales directly to retailers or venders.

Rebuild Factory

The firm moved from Akron to Ravenna in 1918 and fire destroyed the plant in 1920. Shira credits outdoor shows with paying for the new factory which was built.

Today there are about 18 balloon factories and in 1948 they turned out an estimated 719,000,000 balloons. Oak manufactured up to 800,000 a day in that boom year. While Oak executives believe they are the oldest and largest balloon factory, they aren't interested in the distinction. What they cite as significant is that their company has enjoyed steadily improving business with no slip-backs.

They now produce 380 varieties of balloons. Altho outdoor show business is an important factor to Oak, it is neither the only one nor the largest. To offset seasonal business and to distribute the rubber eggs among more baskets, Oak is active in a half dozen markets. Each has its own requirements and limitations and various Oak items are designed for each field.

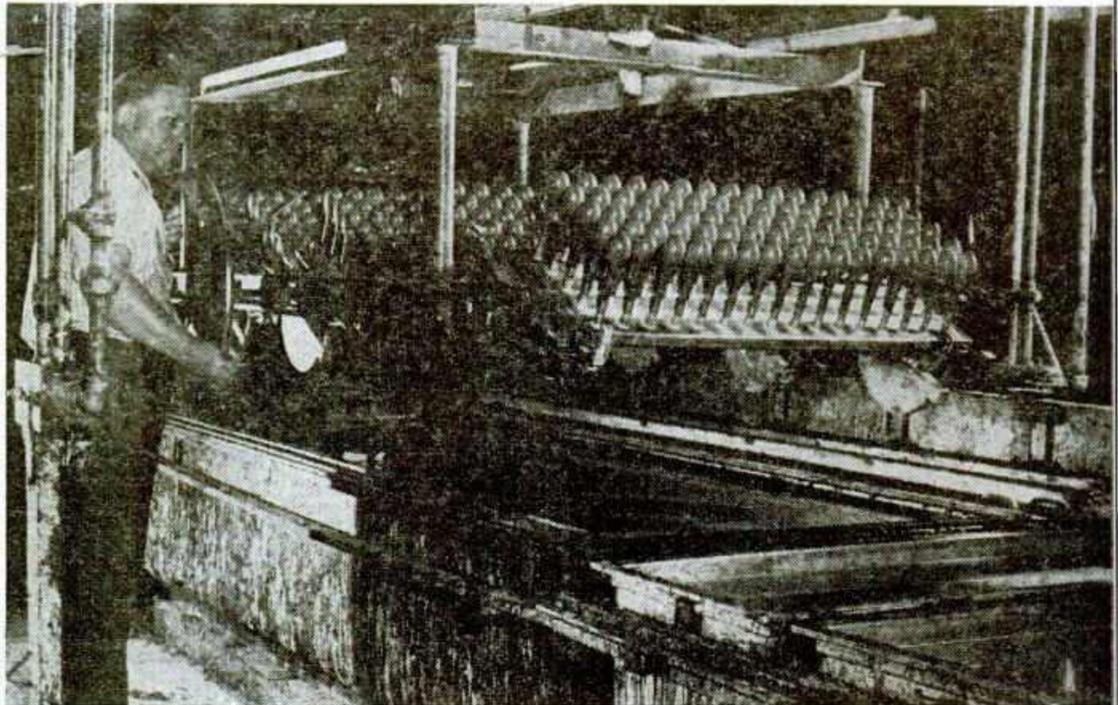
Those made for sale in candy stores, toy shops and corner groceries must retail at 1, 5 or 10 cents, but outdoor venders can market those which must sell for more. Balloons for English buyers must be designed to look good while deflated and those for most American markets must look best when inflated.

Big Chains Buy

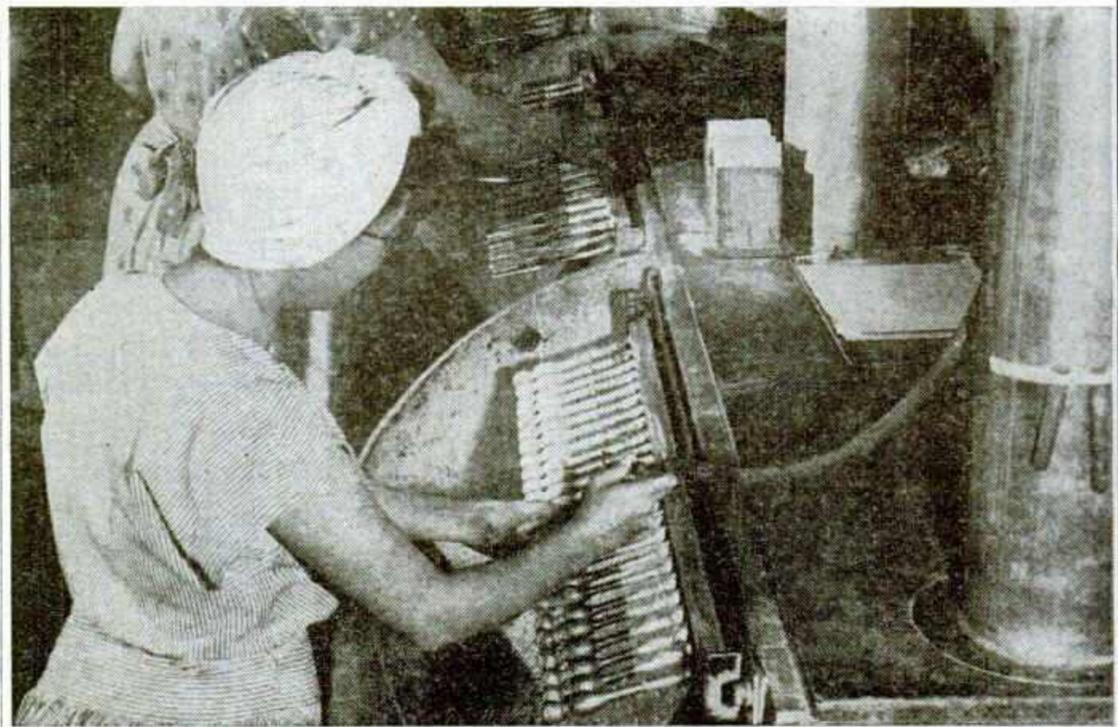
Supermarkets are a new field which Oak is tapping and such major chains as Sears, Roebuck & Company, Montgomery Ward, Woolworth's, Grants and Kress buy Oak balloons. In the advertising field, the products are sold to U. S. Rubber, Goodrich, Peter Shoe Company, Ford Motor Company and other large and small firms which use them for advertising and promotion.

For 25 years Oak has been active in the export market, which fluctuates sharply in sympathy with international affairs but which usually is a big factor in the business. In recent weeks, for example, orders from Siam have dropped off, but Turkey has reentered the market. Current hot

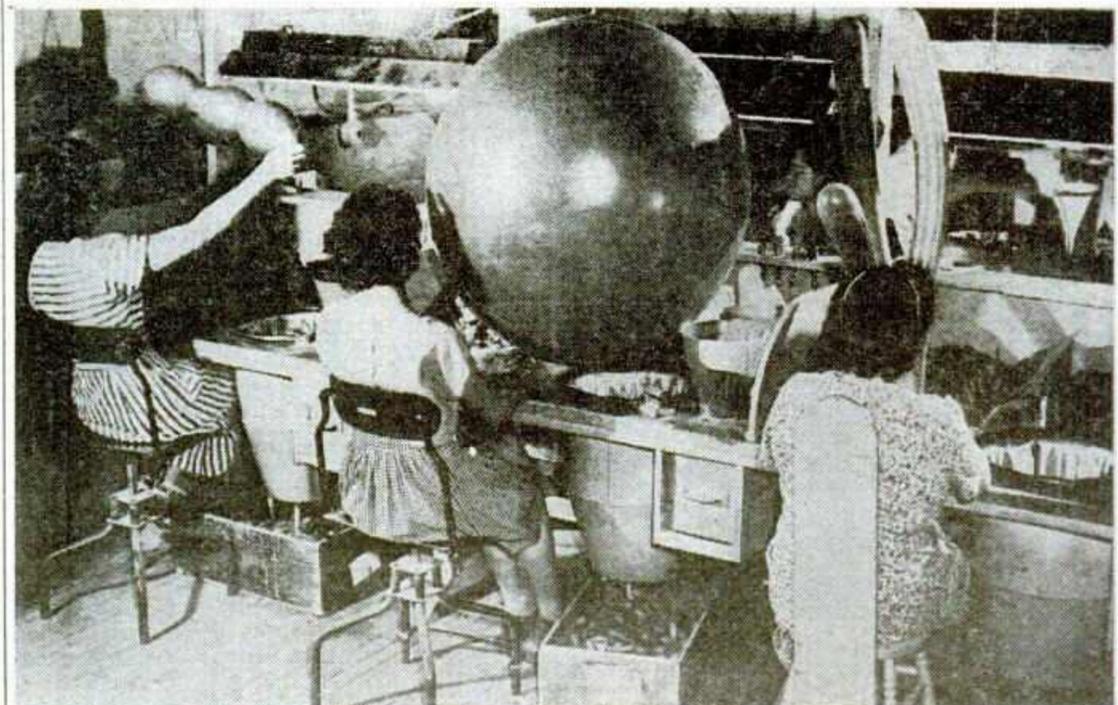
(Continued on page 58)



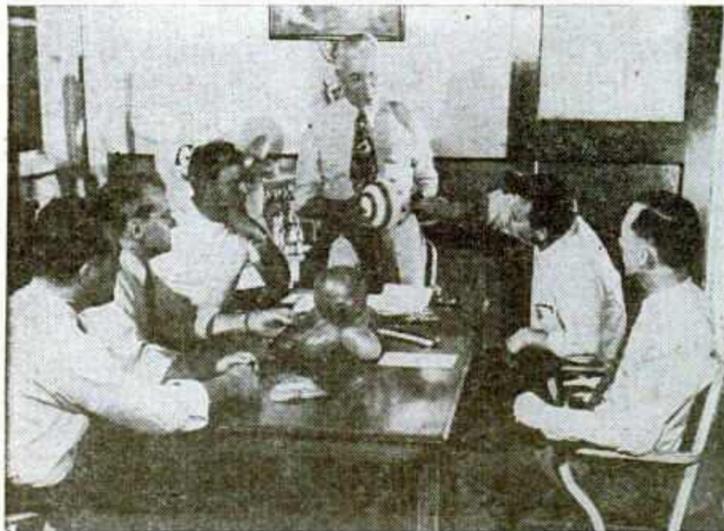
FIRST STEP IN BALLOON MAKING is dipping molds into vats of chemicals and colored latex. In the third vat, rubber clings to molds and the balloons are formed. Cars of molds (above) are moved from tank to tank on overhead tracks.



AFTER BALLOONS ARE WASHED, heated and cooled, they are blown from the molds with compressed air (above). Ring rolls at the ends already are formed, and finished balloons are moved to the painting and printing departments.



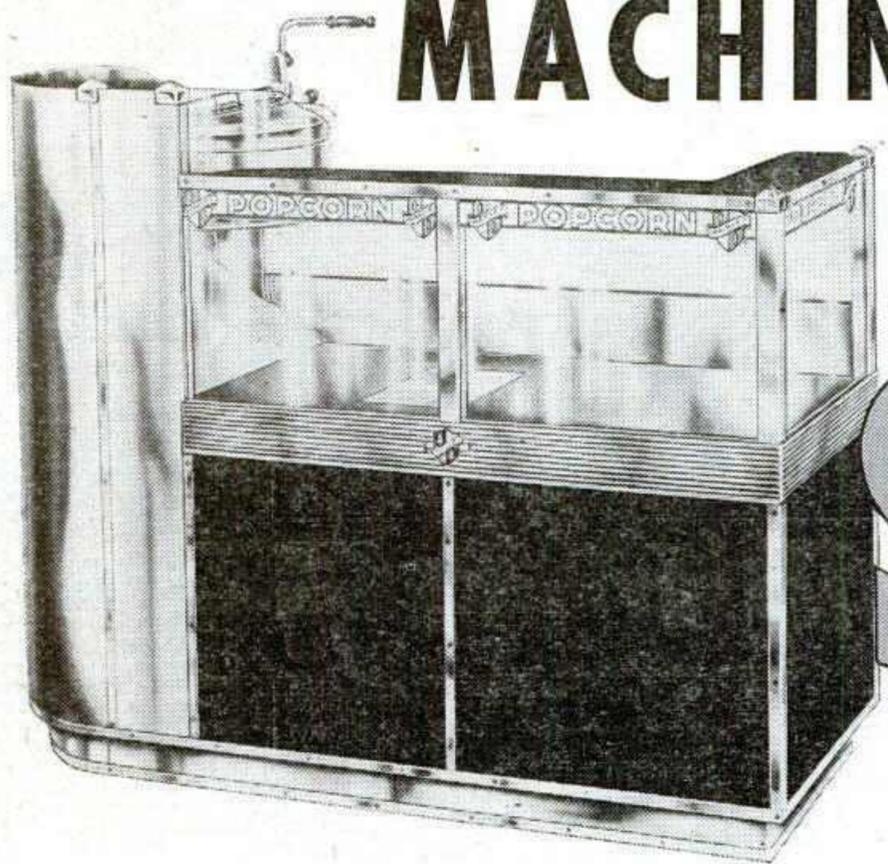
IN TESTING ROOM (above), balloons are inflated and inspected for flaws. Few balloons fail to pass the careful testing, but the room echoes constantly to the rattle of deflating balloons.



JOHN W. SHIRA (standing), president of Oak Rubber Company, has been making balloons for 37 years. Staff conferences (above) are frequent as new items are prepared.

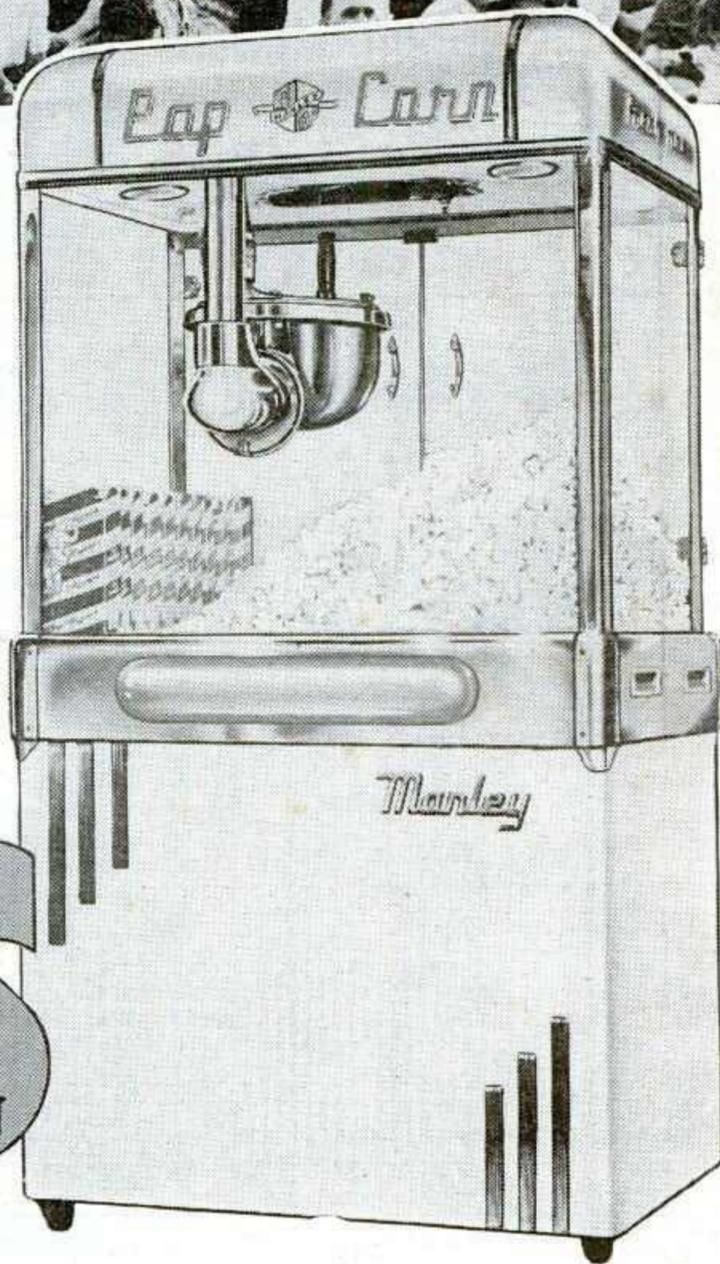


... that's the place to put a
Manley POPCORN MACHINE



The Manley "SUPER STADIUM"

THIS is the Manley model favored by large operators. Its 24 oz. kettle can make 30 bushels of popcorn an hour . . . enough to handle the biggest rushes. The Super Stadium is especially designed for park concessions, stadiums, drive-ins, fairs, circuses. Has automatic seasoning, 2-way heat control, and ample storage space under its extra large warming pan. Heavy-duty casters make moving easy. Special illumination of soft yellow light gives the popcorn that fresh buttered look.



The Manley "ARISTOCRAT"

IDEAL for theaters, small fairs or carnivals, small concessions, parks, swimming pools. Look at these features: automatic seasoning, 3-way heat control, exhaust system for filtering oily particles out of popping mist, easy operating back with plenty of storage space. This machine tested "trouble-free" after 1000 hours of continuous use. In actual competitive tests it popped out a 20-40% greater volume of popcorn.

Copyright 1951 Manley, Inc.

MANLEY, INC., DEPT. BB 6-30-51
 1920 WYANDOTTE ST., KANSAS CITY 8, MO.

Please have a Manley man call with more information on Manley machines and bring me a copy of your booklet, "How to Make Big Profits from Popcorn".

NAME.....

BUSINESS.....

STREET.....

CITY..... STATE..... BEST TIME TO CALL.....

Manley, Inc.

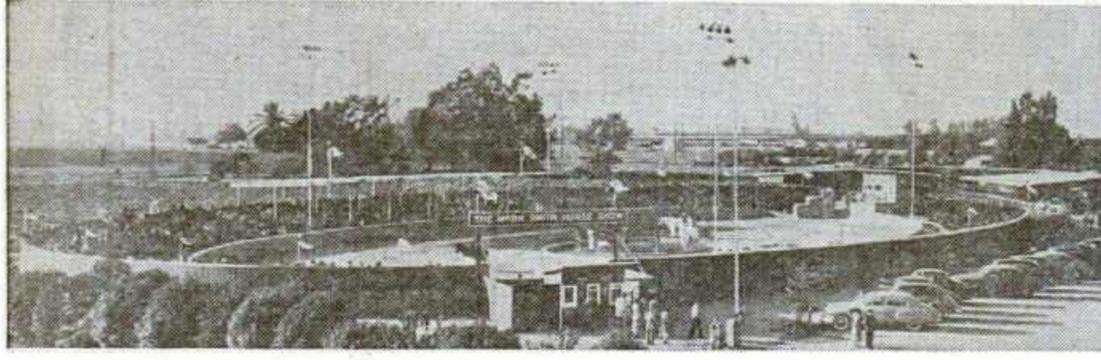
The BIGGEST NAME IN POPCORN

SALES AND SERVICE OFFICES IN 27 CITIES. SEE YOUR TELEPHONE DIRECTORY

EATERY HORSES WAY TO FAME

Mark Smith's Equine Revue Plus Chicken Dinner at \$2.50 Rockets Restaurant's Biz in Tiny, Remote Buena Park, Calif.

● By SAM ABBOTT



SEATING 3,000 PEOPLE AND MADE OF CONCRETE AND STEEL, the oval at Knott's Berry Farm in Buena Park, Calif., cost about \$100,000. The farm features the Mark Smith horse revue, Wednesday thru Sunday, with approximately 225,000 having witnessed its performances.

HEAVY-DUTY BUILT to do the HEAVY JOBS!

NEW 1951 CHEVROLET Advance-Design HEAVY-DUTY TRUCKS

First in demand
First in value
First in sales

New 1951 Chevrolet heavy-duty trucks have what it takes to handle hard, heavy jobs. Chevrolet's great Loadmaster engine delivers more horsepower where it's needed . . . *at the clutch* . . . than any standard truck engine of comparable size. The four-speed Synchro-Mesh transmission makes every shift a fast and sure one. New brakes—both service and parking—are advanced in safety and ease of operation. These and many other features—sturdy frame, clutch, axles, wheels, steering, cab and body design—make Chevrolet your best heavy-duty truck buy . . . for performance, economy, and important driver comfort. Visit your Chevrolet dealer and look over the fine new Chevrolet heavy-duty models. He has the truck that's *just right* for your job. Chevrolet Motor Division, General Motors Corporation, Detroit 2, Michigan.

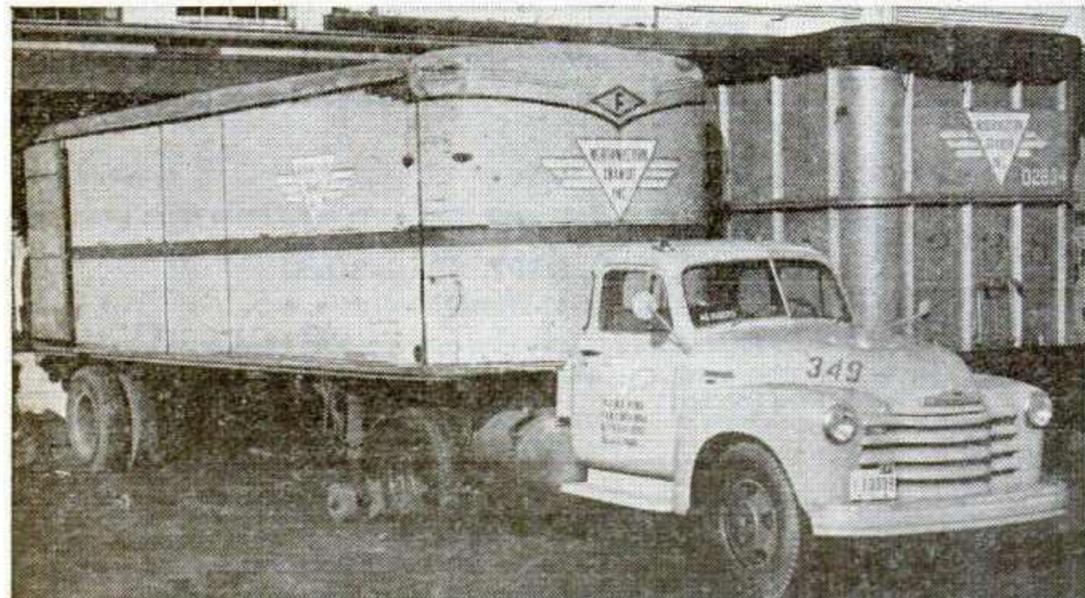


ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—THE 105-h.p. Loadmaster or the 92-h.p. Thriftmaster—to give you greater power per gallon, lower cost per load • POWER-JET CARBURETOR — for smooth, quick acceleration response • DIAPHRAGM SPRING CLUTCH — for easy-action engagement—SYNCHRO-MESH TRANSMISSIONS—for fast,

smooth shifting • HYPOID REAR AXLES—for dependability and long life • NEW TORQUE-ACTION BRAKES—for light-duty models • PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES—for medium-duty models • NEW TWIN-ACTION REAR BRAKES—for heavy-duty models • NEW DUAL-SHOE PARKING BRAKE—for greater holding

ability on heavy-duty models • NEW CAB SEATS—for complete riding comfort • NEW VENTIPANES—for improved cab ventilation • WIDE-BASE WHEELS—for increased tire mileage • BALL-TYPE STEERING—for easier handling • UNIT-DESIGN BODIES—for greater load protection • ADVANCE-DESIGN STYLING—for increased comfort and modern appearance.



SOME 500 performances ago, a restaurant located in a berry patch miles from any town larger than tiny Buena Park, Calif., announced a new policy, as they say in the night club business. After a certain date, a show would be featured from Wednesday thru Sunday—the days the dining rooms are open. The schedule called for a matinee and night show except on Sunday when there were to be three afternoon performances. The place is 17 miles from any city, the nearest being Long Beach.

There was little in newspapers regarding the policy. A small paragraph revealed that approximately \$100,000 had been spent for the "stage" and that the Mark Smith family would be featured.

The announcement was unique, however. The production cost of the show rivaled that of super girlie spectacles. The question of how so much money could be spent to present less than 10 people came up spontaneously.

But the answer was easy when the whole story was told. In addition to the Mark Smith family—eight persons including two daughter-in-laws—there were 35 horses. Anyone knows that this many animals can not be presented on a small dance floor.

Horse Revue Setting

The setting for the Mark Smith Horse Revue, a 45-minute show, is logically enough Knott's Berry Farm, one of Southern California's outstanding tourists' spots.

The show policy was started 18 months ago. To present it properly, Walter Knott, the farm's owner, made a 10-acre "stage" in the 200 acres used for the restaurants, berry patches and gardens, setting up an arena 250 by 110 feet. The eating section accommodates 3,000 and is made of concrete and steel. The "back stage" consists of stables for 50 horses and storage space for feed and gear. Considering the requirements, the \$100,000 construction figure is reasonable.

The farm presents the show flamboyantly, with performances being ballied over loud speakers, followed by the performers parading thru the grounds and in front of the restaurant section. Admission is 50 cents for adults and 14 cents for children. During the time that the policy has been in effect, approximately 225,000 people have attended. Last Thanksgiving, when a turkey chase was featured, 3,200 people crowded into the oval for one performance.

Playing the year around, the schedule calls for one matinee each show day. However, on Sunday, when the number of visitors will run into thousands, the schedule is flexible. From May until October, night shows are given each day the restaurant is open.

Noted for Crowds

Knott's Berry Farm is noted, too, for the crowds that have been handled, and statistics show conclusively how such a venture became so large. In 1937, 109,055 dinners were served. By 1950 this figure had increased to 1,145,577. On Father's Day last year 11,346 dinners were served. However, this is not an accurate count, for many visit the resort as sightseers or to purchase novelties and gifts from the souvenir shop or jams and jellies from the store. Several thousand more stop to visit Ghost Town, a reconverted scene of the Old West; the live volcano that Knott constructed from an old standpipe and built up the exterior with lava rock from Pisgah Mountain, or the collection of Swiss, German and French music boxes. Those interested may also view a rock garden and a room with a reproduction of Washington's Mount Vernon fireplace.

The Knotts worry little about publicity, for word-of-mouth advertising has spread news of the fabulous restaurant. Hardly a visitor arrives in Southern California who doesn't have Knott's Berry Farm on the sight-seeing list.

Horsecapades

Mark Smith's Horse Revue fitted into the scheme of development at

Knott's. Smith had been presenting horse acts for years and had just come off the road from showing his *Horsecapades*. Wherever it appeared it had clicked.

However, to keep a show like *Horsecapades* on the road took plenty of dates and money. This cost was reflected in the asking price, which limited its patronage. On a visit to Knott's, Smith studied the crowds and then went into conference with Walter Knott. Knott agreed that it was a good idea, and about 60 days later the arena had been constructed and the show was being staged.

In the 45 minutes allotted to the horses, Smith offers 11 acts. However, he runs one into the other, making it appear continuous. Smith opens the show astride Santez, an Arabian, and is followed by two high school horses. Midnight, educated horse, comes on next doing



MARK SMITH

sidesteps and a Spanish trot. Trick and fancy riding, Wildfire's reactions to silent cues, dancing horses, ballet on horseback, sulky runs and the checkerboard Liberty act—six whites and six blacks—complete the show.

Smith Family in Show

Participating in the performance are Mark Smith and his wife, Stella; Harold Smith and his wife, Skeeter; Richard and his wife, Janet; Buddy Farren, who clowns; Tina Davidson and a niece, Valley Keene, equestriennes, and Evelyn Corpe, cashier, all are relatives. Only Bill McCoy, who announces and audits, and the five grooms are not members of the family.

Smith prides himself upon offering matched performers as well as horses. One of the acts of which he probably is proudest is the all-girl riding group that he trained early in the '40's. It was actually the beginning of *Horsecapades*.

Smith was born near Waco, Tex., just after the turn of the century. When he was quite young the family moved to San Angelo, Tex., where the elder Smith had a large ranch. Meeting with little success, however, the elder Smith decided to try California. Settling in Blythe, Calif., Mark Smith spent much of his time performing with his ponies at celebrations and training neighbors' horses for use in field duty.

The elder Smith soon found that no matter how much cotton he grew, it was still white and the seed were not gold nuggets. Hence he decided to move on, and the family resettled in Costa Mesa, south of Los Angeles.

In the new home in 1922, Smith continued to work his horses and train others. He appeared at the first Orange County Fair in Santa Ana with the horse act he had routined. The next year he went to work at the old Woodford Zoo in Long Beach to train animals.

About this time the Al G. Barnes Circus suffered a disastrous fire near Chico, Calif., and Barnes was in the area seeking stock to replace horses he had lost. Upon contacting his friends at the Zoo, he met Smith and together they went to a ranch to look over a herd of Palominos and calicos that were for sale. With the horses purchased, Barnes offered Smith the job of training them. Smith accepted and went to work at winter quarters

(Continued on page 59)

CLOSE-UPS: ART FRITZ

Daddy of Kiddielands Is Battling Builder

By TOM PARKINSON

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

IF BARRELL-CHESTED Arthur E. Fritz were a fighting football coach, it wouldn't be surprising. As it is, he keeps his scrimmaging as a verbal but effective sideline and turns his energies to operation of one of the nation's outstanding kiddielands.

The engineer's cap he wears as pilot of miniature trains doubles as a crown for the King of Kiddielands, for Fritz is the daddy of them all. It was 21 years ago that he started his Melrose Park, Ill., funspot, and since then it has been the inspiration for building, planning and operating scores of others.

One of his early scrimmages was an unsuccessful effort to copyright the word "kiddieland," and now he's trying to put the "Fritz" on the government's admission tax for kiddie rides. A Supreme Court decision is being sought on whether the tax is collectable.

Likes Work, Kids

When his fighter's guard is down, Fritz reveals how he not only succeeded in building a lucrative business but also weighed in heavily as one of the creators of a new field for outdoor show business. The answer lies in two loves—one for work and one for kids.

He likes to explain that a half-day is 12 hours and that he works on that basis. His Kiddieland usually opens in late afternoon, but Fritz is on hand at 7:30 a.m. and stays until midnight. It's the boss himself who shepherds rollers over the parking lot before some of his customers have had breakfast.

Work comes natural to him, and according to his views on kiddieland operation, it's just as well. "You can't just start one of these things and then take it easy and expect business to come," he advises. "That's where many have fallen down."

Works Milk Run

Fritz was second man on a milk wagon at the age of 9 and worked long morning hours to earn extra milk for the Fritz family table. Then until he was 14, the Chicagoan was a grocer's helper and brought home the makings of a more varied menu. After a year as an errand boy for a drugstore he went to work for his uncle's construction company. That kept him busy while he attended a technical school.

In 1919, 21-year-old Fritz went into the building game on his own. He was on hand for the building boom of 1923 and over the years contracted numerous homes, apartment buildings and small hotels. He did well and Fritz, the contractor, built several apartment buildings for Fritz, the new landlord.

By 1930, however, there was little building to do and not enough repair work to keep him busy, so he ditched the building business and bought some ponies. He explains that the change was not forced by finances and there was no special reason for his choosing the amusement field. It just happened.

Every Year a Winner

The pony ring took in \$27 on the first day. His wife and daughter frequently took over the operation while Fritz managed his real estate. At the end of the year the project showed a substantial profit.

His second year was better. In fact, for the ensuing 20 years the spot invariably showed an increase, ranging from 10 per cent to 1950's thumping 35 per cent. It's a Fritz contention that if the business ever fails to show some increase, it's time to think about quitting.

In his third year, the ponies were augmented by the addition



ART FRITZ

of three National gasoline-powered miniature cars at \$220 each. At that time, a Chicago store was giving away the same kind of cars as prizes in a promotional campaign. Fritz watched the list of youngsters who won and after about three weeks called on their parents. By then the kids had tired of their prizes and the parents were ready to sell. Fritz brought his fleet up to 10 cars, with the additions costing only \$25 each.

Next in the line-up was a miniature steam train from the Wagoner plant at Plainfield, Ill. That was in 1935, the year Fritz moved up the street to his present 28-acre site. It was no surprise to him that the State later built a major highway past that site.

Millers Give Tips

For the next season, he bought a Merry-Go-Round, but he bought it from a photograph and when it arrived he found it was rotted. Charles and Dick Miller, ride unit operators then and Kiddieland owners now, aided Fritz in repairing and assembling the M-G-R and in straightening other kinks in those early years. He credits them with much of his success.

A Ferris Wheel came next and then a Kiddie Auto Ride and Kiddie Whip. Now his layout counts 15 rides.

Miniature trains have been almost an obsession with Fritz. He bought his second in 1936 and the third in 1938. Before buying a streamliner last year, he sold one of the earlier steamers. This season he bought another steam locomotive and will run a double-header with 12 cars as well as the 6-car streamliner.

Much of the Kiddieland's profit has been plowed back into the project each season. Now Fritz says "we think—or hope—we're thru building." But he admits that one is never finished, "that there always is something more to do." But if he were starting from scratch, Fritz avers, he'd duplicate the set-up he has.

Maintenance holds a high place in the Fritz book; he knows that's a job that never ends. Six men work all winter in his shop and warehouse on maintenance projects and evidence of its effectiveness shows in the history of his rides. The present Auto and Whip are his originals. Rubber tires on several rides are those he started with.

Depends on Suggestions

One of his primary rules is that the grounds be spic and span, "the sooner the better." So as soon as the spot closes for the night, crews speedily remove the litter that a 20,000-ticket day can create. If a paper blows into the area the next morning Fritz sees that it's eliminated promptly.

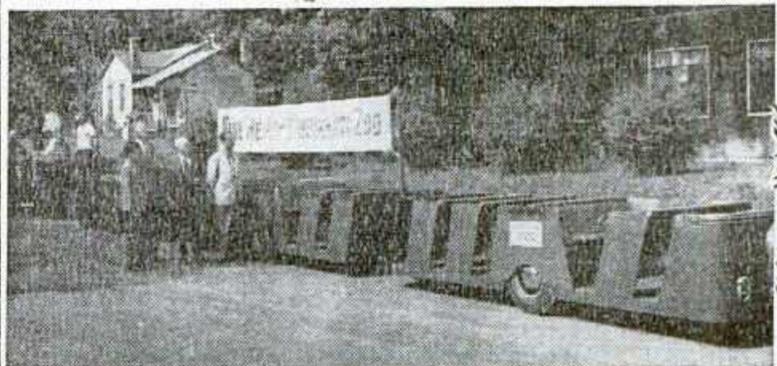
His Kiddieland patrons are greeted by a sign which reads "We depend on your suggestions for our success," and Fritz says that's the way it is. It all started when two Chicago businessmen became regular Sunday visitors at the spot years ago and soon earned unofficial titles as inspectors because of their helpful sug-

(Continued on page 71)

THE CENTURY FLYER
Aristocrat of Miniature Trains



Century Flyer being presented to American Legion Boys' Camp at Coloma, Wis., by Aurel Vaszin.



Century Flyer (on rubber tires) being delivered to the Cincinnati Zoo.

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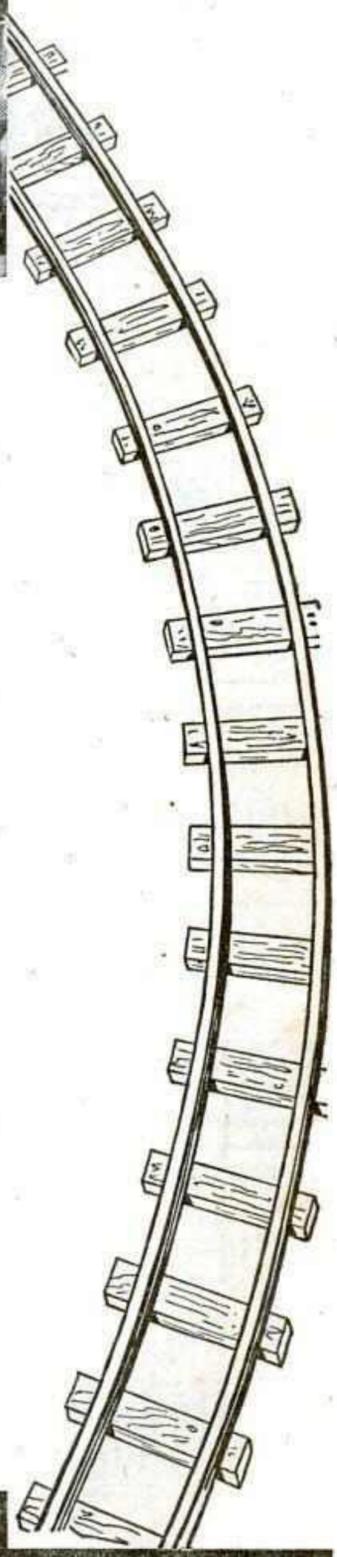
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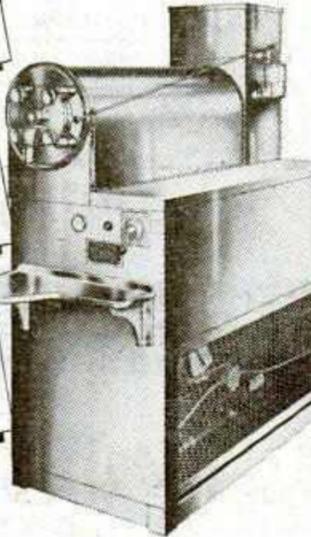
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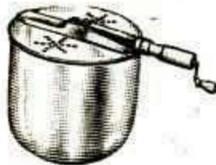
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12-QT. SARATOGA POPPER
Low cost... top quality. Here's a real money-maker. All aluminum construction with guaranteed gear alignment. The 12-quart Saratoga is built to last... as are the Concession 35-quart and 8-quart models. Write for complete catalog or buy the 12-qt. Saratoga at... \$27



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Round, six-sided and scalloped molds of cast aluminum. 4" commercial size. Here's a deal you can add to your present operation with very low investment. They'll pay for themselves the first hour of operation! Each mold complete with wooden handles and formulae... \$2.50
25% with order, balance on delivery.

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3916 SECOR ROAD

TOLEDO 13, OHIO

FEEDING MILLIONS THEIR BIZ

Bush & Laube Operations Span Wide Area, Cover Many Fields

By HERB DOTTE

NOW they feed millions annually, but there was a time when they had difficulty earning the necessary money to feed themselves.

That, in brief, is the story of George Bush and Chandos Gordon (Chan) Laube, who at 51 and 46, respectively, are the leading purveyors of food to outdoor showbiz patrons and who rank in the top-bracket of eat-and-drink concessionaires.

Their climb was in the rugged tradition, Horatio Alger-like, with each starting out in his teens by selling newspapers. Their careers paralleled—in fact, were virtual carbon copies—in the years leading up to the time they joined forces. And their rise since has been marked by sheer hard work, long hours and relentless application to business.

Wherever Crowds Gather

As B. & L. Concessions, Inc., with headquarters in Kansas City, they operate, their slogan claims, "Wherever the Crowds Gather." A run-down of the list of their many operations shows that claim to be no exaggeration.

They supply food concessions at many fairs, livestock shows, rodeos, auto race tracks, dog tracks, swimming pools, football stadiums, ball parks, amusement parks, auditoriums, outdoor theaters, circuses and city parks.

It was the fair field which really



CHAN LAUBE

gave them their toe-hold in the business. Now they service no fewer than a dozen, including the Brockton (Mass.) Fair, at which they hold the exclusive on all concessions, excepting games, for an operation which alone requires personnel of 400.

At Brockton they have 4 cafeterias, 20 grab stands, 4 beer gardens and 6 stands each for ice cream, snow cones and candy floss, plus 10 novelty stands and the custard and popcorn.

Fairs Serviced

Other fairs besides Brockton they service in varying degrees are Eastern States Exposition, Springfield, Mass.; Iowa State Fair, Des Moines; Kansas Free Fair, Topeka; York (Pa.) Interstate Fair; Missouri State Fair, Sedalia; Louisiana State Fair, Shreveport; Florida State Fair, Tampa; Central Florida Fair, Orlando, and North Central Fair, Belleville, Kan.

From fairs a break-thru into the livestock-rodeo field was made, and now they hold concessions at the Arkansas Livestock Show, Lit-

tle Rock; American Royal Livestock Show, Kansas City; the Arkansas-Oklahoma Rodeo, Fort Smith, Ark.; the Round-Up Club Rodeo, Topeka, Kan., and the Iowa Championship Rodeo at Sydney. For the latter event they hold an ex on all concessions, even to supplying the carnival, which this year will be Jack Ruback's Alamo Exposition Shows.

Biggest of their auditorium contracts probably is the Municipal Auditorium, Kansas City. They have paid as high as \$67,000 for a year's concession privilege at an auditorium. That was for the Sam Houston Coliseum and Auditorium in Houston several years ago.

Enter Catering Field

In recent years they have branched out into the catering field and now are equipped to serve banquets for up to 3,500 persons at Kiel Auditorium, St. Louis, and up to 1,000 at the Sioux City (Ia.) City Auditorium.

More recently they have started operating canteens in a Kansas City auditorium, an indication of the scope of their broad operation. They now are old hands at servicing all types of functions, including even model boat races.

In their peak year—1949—their pay roll alone hit \$250,000. That was, indeed, a far cry from their early years.

As youngsters, each graduated from selling papers to working in theaters. Chan, who was born January 22, 1900, in Cleveland, got his first theater job at 14, ushering in theaters in that city, and at 16 became ticket-taker in the Princess Theater there. His most vivid memory of those years was the celebration held the day a glass screen was installed.

Chan moved up the theater ladder fast. He was given the job of working on the door, in turn became assistant manager of a stock burlesque house in Cleveland, then was sent to Canton, O., to manage the McKinley Theater.

Theater Company Mgr.

At 23 he became company manager of *Laughing Thru*, a road company starring the late Joe Penner in what was the comic's first professional role. Recalling his experience with the show, Chan laughingly points out that more properly it should have been titled *Drinking Thru*. The job lasted 16 weeks for Chan, who says he lost as many pounds during that period.

Chan, at this juncture, returned to Cleveland and shortly after became treasurer of the Empire Theater there. Not long after he quit the operational end of theaters to enter the concession end. The Jacobs brothers, biggies now as baseball, theater and stadium concessionaires, had the concession at the Hippodrome Theater in Cleveland, and Chan went to work for them. The Jacobs were keen operators, Chan learned fast, and the Jacobs brothers put him on the road, inspecting their operations in theaters. His next step up was when he was named to head the Jacobs concessions and handle advertisements in the ball parks embraced in the New York-Pennsylvania League. He continued with the Jacobs in the early '30s, and in 1933 handled concessions on the steamer Goodtime running from Cleveland to Cedar Point and Put-In Bay.

Bush Follows in Path

Meanwhile, George Bush was following a similar path of grounding in the business. George, who was born August 22, 1904, in Russia, came to this country when three years old. Four years later he sold newspapers on Rochester streets. He kept on selling papers until he was 14. At the same time, he hustled food and drinks in Rochester's old Bay Street ball park.

In his mid-teens, he went to work as a candy butcher for one of the Jacobs brothers in the Gayety Theater, Rochester, and not long after was placed in charge of the theater's concession department. While working in the theater, he learned to do buck and wing dancing and in 1921 and 1922 he turned from the concession biz to being a performer. He bucked and winged his way at neighborhood theaters of Upper New York State for two years, but in 1923 returned to the concession biz, never to leave it thereafter. He re-entered by working for the Jacobs brothers at the Gar-

den Theater, Buffalo, and a month later was transferred to Kansas City, where he remained as something of a supervisor or troubleshooter for the Jacobs's many theater operations. In the summer he worked Jacobs concessions on boats, such as the one plying from Buffalo to Crystal Beach, Ont., or at parks, including Willow Beach Park, Toledo.

Steamer Concessions

In 1932 he operated the concessions on the steamer Goodtime, meanwhile supervising some of the Jacobses ball park concessions, and in the spring of 1933 he decided to strike out on his own. He went to Kansas City and acquired the concessions at the 12th Street Theater and the 15th Street arena.

Meanwhile, he and Laube, thrown together by their business



GEORGE BUSH

on many occasions, had become firm friends. When separated by their duties, they corresponded steadily and the subject of this interchange was the possibility of the two teaming up to set up their own business. That development came about in the fall of 1933 and the first major operation they acquired was the concession of Kansas City Pla-Mor for ice hockey and ice skating.

The following year, in association with Johnny Kling, ex-Chicago Cubs catcher, and Lee Kyser, owner of the Des Moines team and co-owner with Kling of the Kansas City Blues, they operated the concessions at the Des Moines and Kansas City ball parks.

Impress Iowa Fair

Art Corey at that time was secretary of Iowa State Fair and was impressed with the concession set-up at the Des Moines ball park. When Bush and Laube, together with Kyser, placed a bid for the fair grandstand concession on a per capita basis, Corey awarded the grandstand to them. That was the first fair grandstand ever

(Continued on page 59)

HIGH PROFITS



with
LITTLE CHIEF FIRE ENGINE

The New Kiddie Ride

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PUTTING THE KID IN KIDDIELANDS

Kidspots Sprouting Promotions; Parties Emerge as Most Potent

THE HIGHLY standardized Kiddieland business is sprouting promotion innovations of its own. Birthday parties, used last year by some ops and this season by many, are doing for Kiddielands what picnics do for parks. They are the current answer on how to put the kid in Kiddieland and one of the first such developments originating in the field.

A national survey made by *The Billboard* reveals that in most spots little active effort to corral the kids has been necessary. Consistently, Kiddieland operators report that youngsters are turning out and that they have money to spend.

The birthday parties idea developed to build repeat business and to tap new neighborhood groups where news of the kidspot may not have penetrated.

In general, the birthday plan is offered to mothers as a package which includes refreshments, party novelties and often a clown or other entertainment. Rides may go at a block ticket rate or at the regular strip ticket tariff.

30 Events Weekly

Dr. F. W. Nelson's Phoenix, Ariz., spot averages 30 birthday parties a week, the biggest schedule reported. Ferd A. Clemens, owner of Pee Wee Valley, Cincinnati, couples the parties with

similar events for church and Parent-Teachers groups. Raritan Playland, operated by J. E. Burke and C. A. York at New Brunswick, N. J., specializes in birthday parties and has a special Party House on the grounds.

Free acts or fireworks still are the exception with Kiddielands, but some ops are using them for holidays only. Arthur E. Fritz's Melrose Park, Ill., spot will have a pyro show this season for the first time, and Fritz stated it was mainly to keep the crowd on the grounds longer. No advertising other than cards at the Kiddieland will be used for it. Dr. Nelson uses acts July 4 and Labor Day. David Litvag's Kiddie Land, Pagedale, Mo., has used some acts and Clemens and Burke and York use them rarely. But such operators as M. J. Doolan, Chicago; Stanley Webeiski, Peru, Ill., and Jack and Ray Viering, Cuyahoga Falls, O., skip the special attractions.

Some ops, the survey reveals, are venturing into the show field to augment ride line-ups. Fritz has said he would like an Old Mill. Raritan Playland plans to add a Funhouse. Clemens' Pee Wee Valley is to have a barnyard zoo. But this development has not yet gained widespread action.

Little Plugging Needed

Exceptions to the general practice of using little or no advertising for Kiddielands appear in the survey. Operators in medium sized cities frequently use bus or street car cards. Dr. Nelson's Phoenix spot is one of few Kiddielands using television. Most ops choose between a radio-newspaper ad schedule and no advertising.

A flat rule for Kiddielands answering the survey questionnaire is that no game concessions are operated. However, the Burke-York New Brunswick spot has an Arcade, and it plans the addition of a mechanical baseball game.

Balloons, Popcorn Big

Big item in the novelty line is balloons and many kiddie spots offer them to the exclusion of

other novelties. Cotton Candy has yet to make a wholesale appearance in the Kiddieland refreshment concession field, but popcorn is firmly entrenched. A heavy majority of kidspots offer soft drinks, hot dogs and ice cream. Soda fountains appear at only a handful of places.

Ride prices generally range from 9 to 14 cents per single ride, and a few locations, including Frank J. Sauzer's Schererville, Ind., Kiddieland, schedule separate prices for adults. Sauzer gets 9 cents for children and 14 cents for adults.

Strip ticket deals are scaled at two and three for 25 cents, with some spots listing six rides for 50 or 55 cents.

Indicating a high degree of standardization in the kiddie field are the lists of rides operated by those Kiddielands replying in the survey.

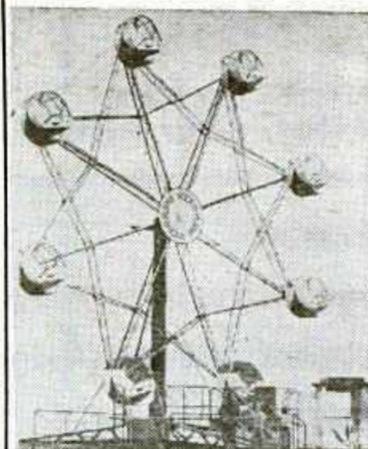
Ride Lists Routine

A typical Kiddieland flashes a major Merry-Go-Round, a Diesel Miniature Train, and Boat, Auto and Plane rides as a nucleus. If it has more rides, odds are that these will include a Fire Truck and live ponies. In the next group are Kiddie Whip, Coaster and Buggy rides.

The survey would indicate that the potential market for such rides as Kiddie Streetcar, Sky-fighter, Handcar, Bulgy and others is large in the Kiddieland field. Ferris Wheels, major or kiddie, are found in about half of the kidspots, and Kiddie Merry-Go-Rounds run a weak second to their major counterparts.

Despite the predominance of young children at many Kiddielands, operators for the most part hire few women for jobs outside the ticket booths and concession stands. Forty persons is a general maximum for Kiddieland payrolls and most places have about 15 employees. High school and college students are recruited as attendants by an important segment of Kiddielands, according to the survey.

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Passenger controlled thrills, speed loading, proven popularity.

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HIT THE DECK

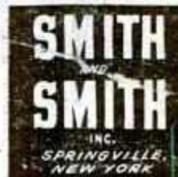
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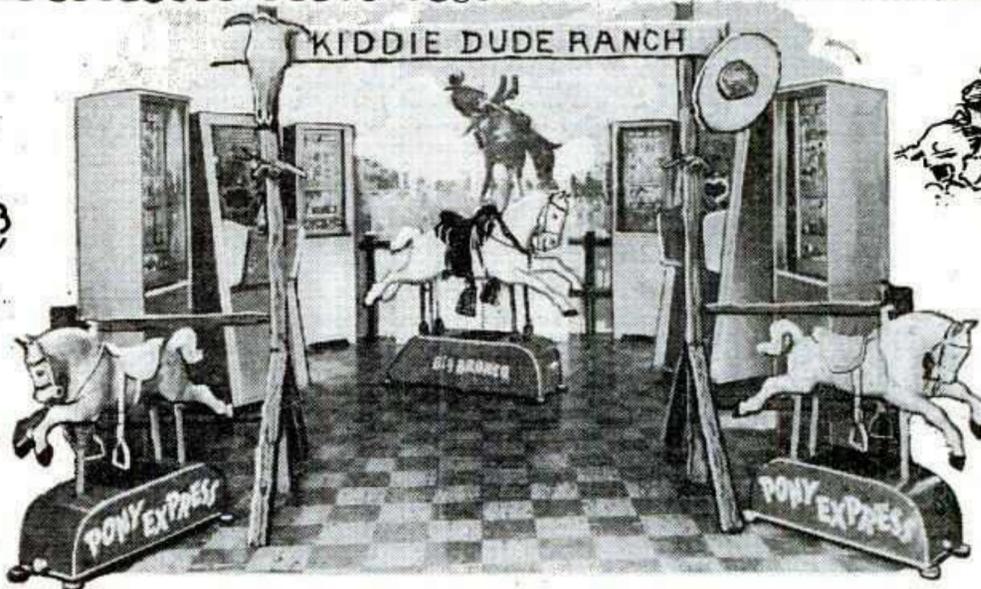
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OVER 300 DIFFERENT photo reproductions of favorite **COWBOY STARS** with **EXHIBIT CARD VENDERS**

GIVE IT TO THEM.... give them the rip-roaring, exciting, ridin' and shootin' WESTERN days that swept the nation's junior population off their feet. Set up a **KIDDIE** ranch with **EXHIBIT'S** range riders — **PONY EXPRESS** — **BIG BRONCO**, fast trigger action **'SIX SHOOTER'** — **'GUN PATROL'** and **EXHIBIT CARD VENDERS** of popular WESTERN STARS.

It's 1951's smartest idea for alert operators. It's a 100% WESTERN SET UP for a **BIGGER CROWD** of nickel and dime coin machine spenders. Set up any number of these popular Exhibit units for a dude ranch. Make additions for the increasing demand. Let us tell you all about it. **WHAT TO DO and WHERE...**

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FAVORITE reproductions of **COWGIRL STARS** with **EXHIBIT CARD VENDERS**

FATHER'S DAY SURPRISE

Sam J. Levy Honored at Birthday Party Marking 50 Years in Business

CHICAGO, June 23. — One of the greatest tributes ever paid to any one in outdoor show business was staged here Sunday night (17) in honor of Sam J. Levy, president of Barnes-Carruthers Theatrical Enterprises.

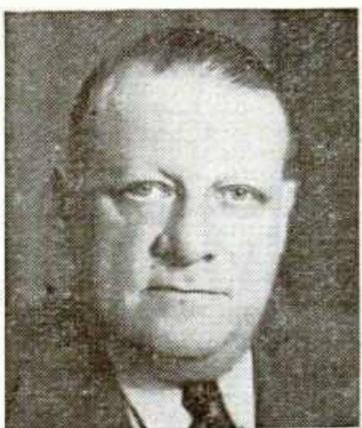
A surprise party—one of the best-kept secrets known to those in the field—was held in the Penthouse of the Hotel Sherman to mark a triple celebration: Levy's 50th anniversary in show business, his birthday and Father's Day.

Leading fair execs, bookers, performers, business associates and friends joined in saluting the veteran outdoor booker. Of the more than 100 guests, some came great distances to honor Levy.

Sam Solomon, once a big figure in the carnival business, now retired, planned in from Miami. Eddie Elkart, New York talent rep, planned in from New York. And the fair exec contingent included Doug Baldwin, Minnesota State Fair, St. Paul; Archie Putnam, Northern Wisconsin District Fair, Chippewa Falls, Wis.; R. H. McIntosh, Alabama State Fair, Birmingham—to name a few who came a substantial distance.

Outstanding Event

The hush-hush party, which was the idea of Levy's daughter, Mrs. June Kurlander, was one of the most unusual and delightful social events in the history of show business. A revue, a take-off on those produced by Barnes-Carruthers for fairs, was presented on the roof of the Sher-



SAM J. LEVY

man, where a grandstand and stage had been set up for the occasion. The revue sketched some of the high spots in Levy's career, with the principals including Levy's friends in the Chicago indoor booking field, outdoor performers, and Levy's grandson, Mark Craig Kurlander.

The revue was high-spotted by a quickie flash-back to the romance of Levy and his wife, the former Ida McDonald, of the Three McDonalds, bike act, with Lebrac and Bernice, cycle act, well known both to the indoor and outdoor field, keying this presentation.

Line in the chorus was all-boy, six in number, and made with comic renditions of Barnes-Carruthers productions. Featured spe-

cialties comprised some of the leading acts currently playing Chicago hotels, theaters, etc. The revue was capped by a miniature fireworks display, consisting of sparklers in set pieces, provided by Thearle-Duffield Fireworks, Inc., this city.

Colorful Midway

Following the roof presentation, the party turned to the Penthouse, which had been transformed into a gay, colorful midway, with bright carnival-style booths, where guests, using stage money, were given prizes.

Levy was presented with a watch, the gift of fair attraction suppliers and fairmen, and with a mounted, bronze cover page plate of *The Billboard* which had been made especially for the occasion and which recapped his career and carried quotes from those in the outdoor field lauding his contributions to and his many years in the business. Frank Duffield, of Thearle-Duffield, made the presentations.

In addition, many other gifts were given Levy during the party. Scores of wires and letters congratulating Levy poured in during the festivities.

Guests

Guests included Mr. and Mrs. Mike Barnes, Arthur Wirtz and his son and daughter; Mr. and Mrs. Ralph Ammon, Mr. and Mrs. Jack Reynolds, Mr. and Mrs. Clarence Harnden, Jack Duffield, Mrs. Frank Duffield, Mr. and Mrs. Art Briese, Allen Williams, Nat

(Continued on page 59)

MERCHANDISE MOVES

Japanese Novelties Return to Market

By TOM O'CONNELL

NEW YORK, June 16.—Taken as a group, New York merchandisers supplying the outdoor field pretty much agree that the 1951 season should be lucrative for all operators. They base their belief on early season reports of good business.

Schattur Novelty Company's customers hold that their takes are up considerably over last year. Since the start of the Korean war, the prices Schattur pays for goods have risen about 10 per cent, and a firm spokesman said that scare buying earlier this year had concessionaires who patronize the company heavily loaded with merchandise. Schattur is banking on the fact that the season will be good enough for customers to move their wares and come back for more.

Balloons, flying birds, monkeys and dolls are Schattur's fastest moving items. Japanese goods represent a large part of the firm's inventory, and despite Korea, prices of goods from that source have remained more or less stable. The spokesman said that mid-season would have to be reached, when demand is at a peak, before it could be told whether supply could keep pace.

Jap Goods Back

Goods such as flying birds, silk parasols, coolie hats and bamboo canes from Japan are replacing American-made counterparts because of the foreign country's much lower prices, according to

the company rep. This nation's labor costs and lack of certain materials make it impossible for some of the merchandise imported to be manufactured here at all.

Charles Shear, marking his 25th anniversary as a merchandiser, agreed with the above opinions on Japanese goods. Following World War II and the switch from America to peace time sources in Japan, Shear feels that the latter country came back stronger than ever. Altho the prices he pays for American goods have gone up about 10 per cent since Korea, the Japanese level has remained the same. Shear's prices have been cut 10 per cent, but he maintains money is made thru increased volume, with fur monkeys, balloons and celluloid beaded dolls as the best sellers.

RB Biz Pars '50

Shear's patrons also stocked up early, and he feels that the only way they can be sold now is with a special article that might not be offered again. Shear supplies Madison Square Garden during the Ringling-Barnum circus date here, and he said that merchandise sales for the show's stand this year were at least as good as 1950. The clear weather experienced in the East early this season has been responsible for operators' good takes, in Shear's opinion.

It was a slightly different story at Hammer Bros., where a spokes-

(Continued on page 59)

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DIESEL DO'S AND DON'TS

Fabick Staffers Give Up-Keep Tips

DIESEL DO's and DON'TS (or how to keep a Diesel power plant in top operating condition) are few in number, according to execs of John Fabick Tractor Company, St. Louis.

Keep the plants well oiled. Shun tinkering with them. By following that "do" and "don't" procedure, Diesel can be maintained in perfect operation, Fabick engineers insist.

Instructions on oiling the power plants are simple and easy to follow. But they should be observed continuously. Fabick men advise.

As for tinkering with 'em, Fabick staffers are just as insistent that no tools be applied to them. The plants, they maintain, require no adjustments of any kind.

Quite a few electricians can't resist the temptation to tinker with them. Fabick men put this urge down to the fact that electricians, having tools to work with and some knowledge of electricity, can't let well enough alone but try to put their tools and knowledge to work, invariably to the harm of the plants.

"We urge show owners to put a man without any marked ability as an electrician in charge of Diesels," Fabick staffers explain. "If we had our way, we'd prefer that the maintenance men be given no tools, for, then, they'd

not be tempted to make unneeded adjustments."

Classic Story

A classic story told at the Fabick headquarters is the experience of Al Wagner, owner-manager of Cavalcade of Amusements. Proud of his Diesels, Al put a skilled electrician in charge of their maintenance. The fellow couldn't resist a yen to make adjustments and, as a result, the Diesels fouled up. Troubled, Wagner contacted the Fabick factory, explained how the Diesels acted up and pointed out that his man was a crack electrician.

Fabick staffers jolted Wagner. They told him he didn't need a top-notch electrician as a maintenance man, that instead he would be better served by someone unskilled as either an electrician or mechanic but one noted for conscientiousness, who would follow the simple instructions on how to oil the plants. Moreover, they told Wagner that the man preferably should be given no tools, but should be provided with the necessary oil and needed equipment to keep the plants clean.

Thus cued, Wagner replaced the electrician with a conscientious worker, gave the latter no tools, but ample oil and cleaning materials, and simple instructions on how to oil and clean the plants. Thereafter, the Diesels worked perfectly.

Avoid Tampering

By avoiding tampering with the plants and by keeping them well-lubricated, there is no reason they should be overhauled more often than once every four or five years, Fabick engineers point out.

There is no great danger to the plants if their load becomes too great, the engineers add. Excessive loads, they explain, cause the circuit breaker to trip.

The Fabick organization, which is celebrating the 25th anniversary of its founding this year, made its first power plant sale to the show trade in 1938. John Fabick Sr., who died in 1941, was head of the firm then but it was his son, John Jr., who made that sale, a 66kw., to Sam Solomon's Liberty Shows.

Since that initial sale, the Fabick organization has provided a large number of power plants to the show world, sales to which are now headed up by Hank Peterson. Biggest single sale in the carnival field was in 1940 to the Amusement Corporation of America, which bought 22 units at one time.

Diesel Improvements

Marion Halpin, who has been with the Fabick firm for about eight years, is credited with many of the improvements in the fabricating of Diesel wagons. Working at a Fabick plant in Sikeston, Mo., he has designed wagons that conserve space, continued to up-date their appearance, trimmed them in chrome, painted them in white enamel, devised counter-balanced doors, simplified the wiring and made the units more mobile by achieving perfect weight-distribution.

Many trips into the field and many huddles with showmen led to such continued improvements in the wagons. Meanwhile, Caterpillar continued to improve its plants, and, as a result, Fabick's only advice to new purchasers evolves into a mere "do" and "don't," the one-two of perfect Diesel maintenance.

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SAGA OF U. S., NOVELTIES

Charles Napolitano Hurdles Obstacles, Becomes Big Op

THE SCENE was old Madison Square Garden. The big attraction was the Barnum Circus. The year, 1905.

A 16-year old boy, only a year in this country, heard Patsy Zingarella, concession manager, talk his native Italian. Quickly, the alert youngster bolted up to Zingarella and asked for a job, selling peanuts, balloons or anything.

At first Zingarella laughed. But the boy persisted. Noting his perseverance, Zingarella paused long enough to blurt out that the boy wouldn't do because he couldn't speak English. But the youth would not be denied, insisting that he'd do precisely what he was told.

The persistence was eloquent. Before it Zingarella wavered. Finally, he said he'd give the lad a try. The boy did exactly what he was told and at day's end, instead of returning to Brooklyn to pack up his bag and clothes, he remained with the circus. Zingarella in the brief span of a few hours had been so impressed by the boy's industriousness and obedience that he told him he would buy a suit for him; a bag, too, so there was no need for him to return to Brooklyn.

Hurdles Obstacles

The boy was Charles Napolitano, who in the intervening years has surmounted the presumed obstacles

that go with lack of formal education to become one of the most successful novelty concessionaires in the country.

How successful is indicated by the fact that Napolitano held the exclusive rights for the Chicago World's Fair in both 1933 and 1934, that his gross there for one year—1934—was \$1,250,000, and that on one day—Labor Day of that same year—he grossed \$65,000.

Further indication of his success was what happened in 1936 and 1937 when Napolitano had the concession ex at the Great Lakes Exposition, Cleveland; the novelties at the Chicago Railroad Fair in 1948-'49, the Chicago Fair of '50 and sandwiched in between many other events, not the least of which were some of the top fairs of the country.

Also pointing up his success is his position in his community. On Chicago's North Side, populated heavily with Italian-Americans, Napolitano holds considerable political influence. For years he was a substantial holder of real estate in the area.

Illustrious Family

Still another success indicator is his family, consisting of his wife, three daughters, and his son, Dick. All of the daughters have gone thru business school and son Dick is a lawyer, an assistant State's attorney of Illinois' Cook County.

Napolitano's rise was marked from the beginning by hard work,

dogged application and constant alertness. It was this last quality which enabled the elder Napolitano to seize upon the huge drainage tubes, such as used to drain animals, and have them adapted into "Slim Jims," probably the hottest selling balloon ever conceived. Too, it was this alertness which pounced upon a six-inch straw hat with a feather tucked into it that converted a dead item into a rage.

Napolitano's grounding in the novelty business was gained in nine years with the Barnum show. He married in 1915, taking Gladys Lehendorff of Chicago as his bride, and decided to settle in that city and give up the road. First he elected to go to work for a railroad and by dint of hard work became a section foreman. But the itch to hawk novelties was too strong. He sampled hawking again—"just for one day"—on the streets of Chicago and never did go back to the railroad job. And he's remained in the novelty business ever since.

Makes Fairs

In the early '20s, he began to make fairs and now, the records show, he continues to play them. He has been going back to the Detroit and Saginaw fairs ever since '23. And he has added other State, regional and county fairs along the way. This year, he also has the novelty concessions at Alabama State Fair, Birmingham; half of the privilege at Illinois State Fair,

(Continued on page 113)

Out in the Open

Capt. and Mrs. Albert Spiller, of Spiller's Seals, who recently arrived in Miami after playing 45 months in South America, are vacationing there and giving their tropical birds and animals a chance to acclimate themselves. They are also arranging for a plane load of South American birds and animals to be flown in shortly.

Clarence Allton's Sunland (Calif.) Park was the site of a movie location recently when Columbia Pictures used the spot as background for a sequence in its new flicker, "Boots Malone." The area had been used as a county fair background some years ago for "All the King's Men," an Academy Award motion picture.

Tex Sherman has joined up with **Jack Kochman's Thrill Show** to handle the advance. . . . **Dick Sullivan**, Boston tub-thumper, is working his talents ahead of **B. Ward Beam's** thrill troupe this season. Unit is currently in the Middle West.

Howard Singmaster, president of the Allentown (Pa.) Fair, was in New York last week checking on the progress of a canvas stage covering being manufactured by **Arthur E. Campfield**, head of the tent house bearing his name. The **Singmasters** plan to leave in July for a cruise around the world.

Boyle Woolfolk, of the Chicago booking office bearing his name, left Chicago Thursday (21) for New York where he was skedded to appear on the Saturday night (23) stanza of **Robert Q. Lewis'** television program, "The Show Goes On." . . . **Jules Eagry**, manager, Delta Fair and Livestock

Show, Greenville, Miss., spent Tuesday and Wednesday (19-20) in Chicago and then headed for Detroit to take delivery on a new car. . . . **Bill Brown**, announcer on the Swenson Thrillcade, was in Detroit, Wednesday (20) where he signed to handle the p.a. chores at the Philadelphia 1952 sports show. He already has been contracted for similar events in Dallas, Des Moines, Atlanta and Seattle. Brown reported that the Swenson thrill show did big business at its two Omaha shows.

Russell (Slim) Watt, former superintendent at Fairyland Park, New York kiddie spot, has relinquished operation of a ride at Seaside Park, Long Island, to become Roller Coaster foreman at Rockaways' Playland. **Frank Avezzano**, former foreman, will be his assistant. Slim was at Rockaways in 1949.

Edward J. Carroll, president of National Association of Amusement Parks, Pools and Beaches and operator of Riverside Park, Agawam, Mass., was a Monday (18) visitor to Rockaways' (N. Y.) Playland. . . . **Sam Burgdorf**, director general of the recently ended South Jersey State Fair and Exposition, Camden, has been resting up at his Philadelphia home following a brief illness.

Dr. J. S. Dorton's Southern States Exposition, was plugged in a photo caption accompanying a story on Charlotte, N. C., where the annual is located, in the current issue of The Saturday Evening Post.

Bob (Diggers) Parker made a stopover in Chicago Wednesday (Continued on page 113)

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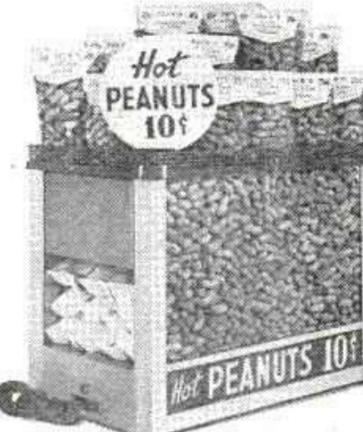
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Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Excess Baggage, comedy dog act, has been signed for a 26-day engagement at New York's Madison Square Garden Rodeo, which will open its annual run September 26. Act, which was booked thru Boyle Woolfolk Agency, Chicago, will adopt Western costumes for the four-week run. . . . **Josephine Berosini**, high wire, who recently returned from South America, was in Chicago, Tuesday (19) en route to Belmont Park, Montreal, where she opens June 25 for two weeks.

Capt. Roy Simms, high pole, currently the free attraction on the Imperial Shows, will close with that organization in Morris, Ill. Simms will play the Indianapolis Moose July 4 celebration and then to Ramona Park, Grand Rapids, Mich., for a week. . . . **Aerial Christensens**, high performer, closed as the free attraction on Bodart's Shows in Appleton, Wis., and went to their Sheboygan, Wis., home to get set for July 4 and fair engagements.

Lang Troupe, teeterboard, broke into the movies while playing the Home Show in the Pan-Pacific Aud, Los Angeles, by making a short for Universal Studios. . . . **Saul Grauman's Musical Stairs** began its second week in the stage line-up of the Oriental Theater, Chicago, Thursday (21). . . . **Kanazawa Trio**, Risley, closed recently at the Capitol Theater, New York.

Jerry D. Martin, Betty Martin and Patricia Fogel, high performers booked as the **Third Fearless Stars**, closed recently as the free act on the W. & M. Shows and have joined the Granite State Shows in the same capacity. The trio plans to remain with Granite State thruout the season. **Alexander Konyot**, of the high school horse family, recently returned from a South American tour and was sweating it out in Chicago awaiting the arrival of a new addition to his family. Sister, **Dorita**, is helping her father in his Chicago riding school.

Kayletta, high act, closed as the free attraction on the Harry Burke Shows in Oakdale, La. . . . **Five Titans**, teeterboard, will follow their July 1 appearance on "Super Circus" TV show, with a busy week. Act will be in Olney, Ill., July 3; Evanston, Ill., 4; and will play at Harrisburg, Ill., celebration 5-6. . . . **Chuck's Wonder Dogs** have been added to the grandstand line-up at the

West Plains (Mo.) Fair the week of August 20.

Harold Barnes will open with his wire act at Ponchartrain Beach, New Orleans, August 5, for two weeks and will follow with a week at Texas State Fair Park, Dallas. . . . **Vikings**, hand *(Continued on page 113)*

Weather Fouls Up Kedenberg Dates

ISLIP, N. Y., June 23.—Bad weather in recent weeks has forced Promoter Jake Kedenberg to continue Sunday afternoon auto racing here until July 1. Wednesday night shows start July 4, with fireworks and special games conducted by the American Legion Post as added attractions for the day.

Duke Donaldson, co-promoter, said this week that conferences with American Automobile Association officials may result in the return of midget auto races this summer. Present plans call for a 100-lap championship race to be held at Freeport Municipal Stadium and another at Dexter Park. There will be a guaranteed purse of \$4,000.

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PACE POPCORN POPULARITY

"Strictly From Corn" Biz Fired by Manley "Firsts"

A HUGE map of the U. S. dotted with vari-colored tacks adorns the main offices of Manley, Inc., in Kansas City. The map, however, is more than an adornment; it is functional, extremely so, and a constant reminder of the sales branches, warehouses and processing plants operated by Manley, manufacturer of popcorn equipment and supplier of corn and seasoning.

Too, it is mute evidence of two success stories, one the almost phenomenal rise of popcorn as a food and, second, the climb of Manleys.

The enterprises have all the marks of twins. The upward swing in public acceptance of popcorn has been accompanied by the introducing of more Manley poppers. Similarly each new popper introduction has been followed by a rise of popcorn consumption.

Twin Successes

The twin successes were sparked in 1923 when the late Charles T. Manley, founder of the firm, invented the first electric popper. A graduate of Purdue where he had studied electrical engineering, his talents were not confined to things scientific. As a matter of fact, he was a stock broker when he first entered the popcorn business and a flair for business enabled him to develop the base for a sound manufacturing enterprise, devoted to turning out popcorn.

At the inception of his popcorn career, he was associated with a firm which J. R. Burch, now deceased, had founded in 1903. Burch withdrew in 1923 shortly after the electric popper was invented and the firm has been Manley-directed ever since.

The initial electric popper gave the popcorn business a tremendous boost. Consumption of popcorn soared. So, too, did the number of competing popcorn manufacturers. At one time there were 27 in the field. Since that time the number has been pruned to five. Of those, Manley, together with two of them, are currently credited with the turnout of about 90 per cent of the popping machines.

The Manley founder did not confine his contribution to popcorn to the invention and subsequent development of improved electric poppers. Early he became convinced that to safeguard the business, his own and that of popper operators, measures would have to be worked out to achieve more uniform corn, better seasoning and an improved salt with soluble qualities.

First, he tackled the seasoning

problem. That demanded immediate attention, for operators were using a wide variety of seasoning, the bulk of which left much residue and also gave off an unappealing odor.

He consulted a major oil refinery and induced it to work with him on the problem. Thus, a uniform seasoning, residue-free and free of smell, was produced. At the present time, that seasoning, according to reliable estimates, is used by three-quarters of professional poppers.

Having successfully met the seasoning challenge, the Manley founder turned next to providing a more uniform corn. In 1927 the firm went into the buying and selling field, but that was not enough. In 1932 it started to process its corn.

Processing plants were established where corn was treated to assure the proper amount of moisture. If too wet, the corn was dehydrated. If too dry, moisture was applied. Then, the corn was cleaned, graded and bagged. The supplying of such corn has since developed into a major Manley operation, with the firm operating processing plants in Iowa, Kansas, Missouri, Colorado and Indiana.

The development of hybrid popcorn spurred the advancement of the industry and, while Manley execs played no direct part in that development, they watched it enthusiastically. Purdue, Kansas State University and the University of Minnesota pioneered in that development.

Actually, the biggest boom in popcorn hit in 1937. By then public appreciation of popcorn was definitely on the march. Moreover, the country was emerging from the depression of the early '30s and not a few of the enterprising saw the profits to be made in popcorn.

Three years after the boom set in the elder Manley died. His widow became president, with son C. J. (Jack) as general sales manager and son James T. in the accounting department.

In the intervening years, Manley's business has been steady, matching the rise in popcorn business. Jack Manley puts the yearly increase in consumption at "about 3 per cent."

In the early years, carnivals and circuses, amusement parks and fairs did much to spread the popularity of popcorn. The outdoor amusement field still comprises a sizable chunk of the Manley business, with drive-ins and Kiddielands in recent years ac-

counting for considerable new sales.

The popularity of popcorn in the U. S., strongest, incidentally in the South, lightest per capita in the East, didn't suffer during the war years. Hundreds of poppers, many of them bearing the Manley name, were sold to the armed forces, and many G.I.'s thus were swung over to the popcorn-eaters.

The G.I.'s, too, spread the habit overseas. Many of the poppers never were returned to the States. Jack Manley tells of correspondence he has received from Africa, with natives who had purchased some G.I. poppers as surplus goods, writing for instructions.

Biggest bar to foreign sale of poppers is the currency restrictions, but Manley in recent years has sold three to operators in Ireland and receives reports that the ops are highly satisfied with the business.

Manleys currently turns out 14 different popper models which range in price from \$700 to \$2,700. These models are designed for various types of locations. Key-note of Manley sales policy is to assure that areas—streets or shopping areas, for instance—are not oversupplied with poppers. That's why Manley salesmen now usually survey a possible location to assure that there are not too many poppers operating close-by in establishments of a similar type.

Eye-Appeal

Emphasis is placed on the eye-appeal of the poppers. They sparkle in aluminum, stainless steel and brightly hued plastic, accented by concealed lighting. As a result in a great many locations they are given top position not solely because of their money-earning capabilities but because of their attractiveness.

The money-earning potential of popcorn operators is as great as ever, according to Jack Manley. The increased cost of machines, corn, seasoning, etc., has been offset, he maintains, by the heightened efficiency of the machines and their great invitation to impulse buying and by the improved popping since hybrid popcorn was developed in 1946.

Manley business today is 10 times what it was when the first electric popper was invented. And the firm continues to experiment. A large portion of its main plant in Kansas City is devoted to research. Thru research the Manley family figures to keep the sales totals climbing and add more gayly colored tacks to the map in the main office.

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BUY THIS

SELL THIS

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10,000 7.60

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GROWS UP ON BLOW UPS

Balloons Skyrocket Oak From Acorn Start

Continued from page 48

spots in the world, Hong Kong and Iran, continue as customers.

Special foreign events spark big buying. When the English royal family visited South Africa, Oak shipped thousands of specially imprinted balloons to an enterprising concessionaire there. The Haiti Exposition of 1949 was good for big orders. But in another case, before Oak could ship a large order of balloons imprinted with the flag of Panama, that nation passed a law prohibiting importation of anything bearing copies of its flag.

"Started" Vendor Biz

Oak lays claim to the item which started the outside street balloon business. It was a yellow, white and red model with patriotic imprints which was developed in 1922 and which, Shira states, put the boys on their feet.

Boys at Oak are the vendors who make outdoor shows, football games, fairs, parades and similar events. Shira speaks fondly of them and keeps an ear tuned to the telephone switchboard to learn what they think of Oak products.

He declares that the switchboard is a sure indication of when a hit is discovered. Word travels fast among the boys and as each clan hears the news of a new sure-fire item, Oak's switchboard begins to jump.

A couple of seasons ago Reed took Oak's newly developed long, multi-colored balloons to a Cleveland football game. The new item clicked and other vendors spotted it. Two nights later an order from Pittsburgh was telephoned to Shira's home. When the office opened the next day a long-distance call was waiting. Shira correctly predicted that it was about the new balloon and that they had struck upon another best seller. The call was from Detroit and presaged similar ones from across the nation. Sales of that balloon reached \$100,000 during the football season alone.

Rubber Tubes Double

When Charlie Nepalitano of Chicago found that a long rubber drainage tube doubled as a fast-selling balloon, he placed huge orders with jobbers for balloons of the same design. At first the jobbers shied away from the orders and other vendors in the area couldn't sell the things. But Oak's rep in Chicago took a supply of the tubes to the South and showed the boys there that they would sell. The street crew picked up the idea and headed westward via Chicago with the new find. This time, Nepalitano's success was duplicated by others and the demand spread thru the nation.

Meanwhile, at the factory Shira was rushing installation of equipment for making the oversized balloons, which had been named Slim Jims. To supplement Oak's own capacity, he had placed orders with every type of rubber plants in Ohio which could make them. Each evening he and others would drive to the various plants, pick up the day's production and rush back to Ravenna to ship orders to the vendors.

Altho the West normally is better than the East for street sales, it wasn't so with Nosey Ned. This was a balloon with an unusually long beak, and a New York jobber tagged it with the name. His customers were ordering 50 gross a day, but the item just didn't sell well elsewhere.

A translucent colored balloon with floral imprints was one of Oak's earlier hits, and some operators dipped them in gelatin so they would hold helium gas better.

Saucers Made Backwards

Last season's biggest hit was the Flying Saucer and its development marks one of the noisiest times in the Oak plant. It presented a major production problem and much testing was required before it was perfected. For a year the factory was buzzing with the racket made by Flying Saucers, and the staff dreamed they heard the noise at night. Finally, they hit upon the right combination of balance, thickness and jet propulsion to make the things fly as well as buzz. Part of the solution came by making the balloon backward. The open end was tied and what normally is the closed end was clipped open to complete the production.

In a business which demands four or five new variations each year to keep pace with ups and downs in fads, Oak has come up with a steady stream of novelties.

There was a rubber bird with feathers glued on. Balloon figures with paper feet on other attachments came in steady succession. A dirigible, dubbed the Akron and equipped with cardboard rudders and cabin, came years after another balloon, which was a blimp or a football depending upon the season and paint job. But the Mickey Mouse of 1936 was perhaps the most revolutionary balloon product since the French gave up. Mickey, first of Oak's many Walt Disney characters, was the first balloon with inflatable ears. That innovation marked a switch in the basic process for making balloons.

Under the rubber-naphtha method, molds were dipped into the liquid, but designs were limited to ball, blimp and balloon shapes. Other designs, when inflated, produced unscheduled blisters.

New Method Devised

By 1933 the rubber industry had progressed with research on a new anode process and Oak became the first balloon factory to use it. It was this process which enabled balloon makers to turn out wide varieties of irregular shapes—including inflatable ears on Mickey Mouse. It's the same process which permits making spirals, Nosey Neds and many others.

The new way also cut production time from 24 down to eight hours and clipped the number of molds needed to one-third. Now only one-fifth of the Oak plant is given over to actual manufacturing and the other portion is for testing, packing and processing.

Aluminum molds are made the same size and shape as a deflated balloon, and it's a \$5,000 job to equip the plant with molds for a new design. They are affixed to racks which hold from 48 to 140 molds, depending upon the size, and five racks are moved together.

Triple-Dip Process

They're dipped first into a tank of liquid which will keep the rubber from sticking and, second, into a chemical which makes rubber cling to the mold. The third and final dip is into the liquid latex. Key to the present process is the use of latex rather than crude rubber, and Oak staffers point out that there is no shortage of latex because it cannot be stock-piled for long periods. They also may use synthetic rubber, which works better than natural rubber, but it is difficult to convince customers of this.

Three tanks of latex display the relative popularity of various colors. One is red Another is divided evenly between orange and yellow while the third is split among five shades and colors including green, blue and pink.

When a mold comes out of the latex tank it carries a brand new balloon. The coated molds are moved into a battery of whirling brushes which neatly spin the balloon ends to form ring rolls. Reason for the roll is simple. It keeps the balloon from ripping and gives something to hold to while blowing up the balloon.

Blown From Mold

Next the chemicals are soaked off, the molded balloons are heated to bake the ring rolls into position, and workers using compressed air nozzles blow the balloons off of the molds.

Oak developed multi-colored balloons, and first had to perfect its own type of ink, which contains rubber so it will stretch when the balloon is inflated. To give the multi-color result, balloons are moved along a conveyor belt which takes them under several sets of jets, each of which is spouting a different color of ink.

Speckled balloons are produced by daubing the originals with inked sponges. There is a separate production line for gold, silver and black balloons. Rainbow effects are achieved by inflating each balloon and spraying it with the colors. And stripes are put on by inserting inflated balloons in a device with slatted sides which is moved into range of more jets.

Printing of show titles, advertising matter or trademarks is done with large sizes of regular printer's type. Worker-inflate each balloon and roll it over the inked type. Some of the trademarks are applied by hitting the balloon with a device similar to a rubber stamp, but surprisingly

few balloons are broken in the process.

It's in the testing room where nerves as well as balloons are put to a strain. Each worker's position is equipped with an air jet for inflating balloons. The very few with flaws pop then, and inspectors examine each of the others for weak spots. Then they place them in sack-like containers where the balloons deflate. All over the testing room are sacks full of roaring, jumping, squeaking balloons. A boiler factory has nothing on this roomful of pops and roars.

Since 1945 a separate department has manufactured rubber toys by the same process. Several dippings give the toys added thickness. Oak now makes Rudolph, the Red-Nosed Reindeer, and Bugs Bunny tops, and it has more models in the planning stage.

Special imprints and rush orders are routine for Oak. They turn out a multi-colored balloon with space for a name imprint especially for Ringling Bros. and Barnum & Bailey Circus. They rushed special imprints to New York for the celebration when Lindberg came home and to Milwaukee when General MacArthur returned there. They turned out the 66-inch balloons which Sally Rand used for her bubble dance and an eight-foot model for air force meteorology use.

At the Oak plant, every desk has a drawerful of balloons and there is another handful within easy reach. Eagerly, the execs blow up a balloon at any opportunity. Altho they'll do it the hard way if need be, usually they are in range of one of the many air jets spotted conveniently thru-out the office.

Shira holds a balloon against an apparently blank wall and a hidden jet inflates it. He never explodes a sample. It's all in knowing how, he says. It's that know-how which has made the business of balloon-making sturdy.

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Levy Honored at Party Marking 50 Years in Biz

Continued from page 54

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Mr. and Mrs. A. Borde, Mr. and Mrs. Sid Epstein, Gertrude and Phil Avery.

Harry Grebben, Paul Marr, Roy Light, Mr. and Mrs. Jack Irving, Mr. and Mrs. Albert Derr; Mr. and Mrs. Marcus Glaser, Larry Lux, Mr. and Mrs. Al Sweeney, Mr. and Mrs. F. Smith, Mr. and Mrs. Randolph Avery, Dr. and Mrs. A. B. Berkenstadt, Mr. and Mrs. Stu McClellan, Win Silverstein, Mrs. Bertha Hazon, Mr. and Mrs. Jens Monfelt and daughter, Mr. and Mrs. Earl Kurtze, Bernice Herwitz, Vera Peters, Maynard Reuter, Bob Robbins, Charlie Byrnes and Herb Dotten.

Estimate Loss In Salt Lake Blaze at 30G

SALT LAKE CITY, June 23.—An early morning fire in the bathhouse section of Saltair, on the shores of Great Salt Lake, did about \$30,000 damage Tuesday (19), but failed to close the park.

William M. Armstrong, general manager, said the pavilion and most of the amusement zone escaped serious damage, but some concession buildings were scarred. Armstrong said 250 change rooms remained in the bathhouses.

Firemen, arriving shortly after midnight, protected main resort buildings from sparks carried by a brisk wind. Because of the late hour, firemen were not hampered by crowds. However, many concessions were looted by juveniles during the confusion, according to Utah highway troopers, who were called to assist sheriff's deputies in policing the grounds.

It was the third major blaze to hit the park in 26 years. Previously, the fires have caused more serious damage because of the lack of water. The lake had receded, leaving the park high and dry for several years. This year the rising lake level has brought water back under the pier and firemen pumped water from the lake.

Aquashow Bow Set for June 26

NEW YORK, June 23.—The Aquashow, Elliott Murphy's swimming extravaganza, opens its seventh season at the Amphitheater, Flushing Meadow Park, Tuesday (26). Aquatic stars June Earing and Bobby Knapp will head a cast of about 100.

Standard water ballets, pageants and diving exhibitions will be supplemented by a full variety show. Opening variety features include Bert Wheeler and Hank Ladd, comics; Ben Yost's Vikings, vocalists; the Three Islanders, Hawaiian musical group, and the Ivanovs, acrobats. Al Evans and his orchestra will provide the music.

Show will be presented nightly except Monday with the same price policy as last year, 60 cents to \$1.25.

Merchandise Moves

Continued from page 54

man said he could get all the goods he wanted at about the same prices that prevailed preceding Korea. As far as best-selling items were concerned, he felt he was never going to retire on the sales of any one thing. Reports reaching him from operators on Long Island, New Jersey and Connecticut have all indicated a solid season, he said.

Hammer Bros. customers have not laid in big stocks, and the spokesman said there was some uneasiness over the coming year, with buyers exercising caution.

Cuttler & Company, Inc., are purveyors of larger items, such as blankets and household appliances. In the latter field, marbled lamps are the fastest moving merchandise, even tho the amount paid by the firm for the lamps has increased 15 to 20 per cent. The same figure holds true over-all for Cuttler.

Some Uneasiness

Firm spokesman said a few orders for merchandise had been canceled, with prospective purchasers indicating doubt over the world situation. The spokesman agreed that it was impossible to look too far ahead, but also felt it was illogical to kill orders before summer and the first big test of the season's business. As far as he was concerned there was no marked scarcity of goods.

The company has been forced to drop some items sold for use as bingo prizes because of sharply increased prices. Since the operators establish a fixed percentage of their take as merchandise money, Cuttler can not pass price increases to them.

A spokesman for Conelle Products, also specializing in household merchandise, was noncommittal on prospects for the season, claiming it was too early to tell. Like Cuttler, Conelle was forced to discontinue some items, such as blankets, because of rising prices.

Feeding Millions Their Biz

Continued from page 52

park from distant Memphis.

They also take pride in being the originator of *Fair Facts and Guide*, a program which they design and execute for some of their major fairs, including Brockton and York.

They don't mention their alertness, which has been one of the keys to their success. But that quality has stamped their rise, and it has welded relationships with their clients.

Typical of their alertness—and resourcefulness, too—is what happened in the drought that hit the Midwest in 1946. Such big fairs at Des Moines and Sedalia, Mo., ran short of ice just as they were getting under way. In neither town was any ice to be had.

Quickly they jumped into the breach. Using their own trucks, they hauled load after load of ice into both fairs from Kansas City, and, in the case of Des Moines, also arranged for a hurry-up two-car rail shipment of ice from Kansas City that not only took care of their own needs but that of the fair and all of its other concessionaires.

Operate in Many States

Since, they have fanned their operations into many States, meanwhile branching out into almost every phase of outdoor show business. Most recent addition was the open-air, 7,600-capacity Starlight Theater, Kansas City, owned and operated by that city.

On the way up, they acquired an amusement park of their own, Wildwood Lake, near Kansas City, which has a swimming pool, dance hall and picnic area.

Note Trends

They are quick to note trends and just as quick to innovate them. And they have developed effective ways of dressing up an outdoor eatery or drinkery. Thus, by introducing an array of king-sized umbrellas, they have transformed many uninviting spots on fairgrounds into a beckoning beer garden or restaurant.

Over the years, they have built a substantial inventory of concession equipment and now are always prepared for a quickie job of setting up a pleasing looking, efficiently operated eat-drink establishment.

One of their great prides are their families, George has two children—Melvin, 7, and Lynn, 12, the latter an accomplished toe dancer who has been on TV, and Chan, who has an adopted 4-year-old daughter, Darelene.

Granted on a per capita basis, according to Bush and Laube.

About the same time they picked up the contract for the stadiums at the University of Iowa, Drake University and Iowa State College, and the following year, spurred by the success in operating the stand at Des Moines, they went after other fair grandstands and snagged fair contracts at Birmingham, Springfield, Mo.

In 1936 before the fair season opened Chan and George barnstormed concession units with the auto races of the late Ralph A. Hankinson in the East and the late Alec Sloan in the Midwest and also with the late Lucky Teter and his thrill show.

Since, they have fanned their operations into many States, meanwhile branching out into almost every phase of outdoor show business. Most recent addition was the open-air, 7,600-capacity Starlight Theater, Kansas City, owned and operated by that city.

On the way up, they acquired an amusement park of their own, Wildwood Lake, near Kansas City, which has a swimming pool, dance hall and picnic area.

The two ops are proud of the distinction they have of being the first to introduce grandstand concession contracts on a per capita basis.

A percentage contract, they maintain, prevents a concessionaire from handling some items because it forces a mark-up in prices that renders some normally small profit margined items unsalable.

Supplies Never Short

They also take pride in a record of never having run out of merchandise. They readily grant they had to go some to meet looming run-outs or shortages. Once when it was impossible to obtain hot dogs in the vicinity of Celeron Park, Jamestown, N. Y., they flew in 10,000 pounds to that amusement

Eatery Horses Way to Fame

Continued from page 50

that had been established near Culver City.

Takes Over Barnes Stock

In 1925 Smith was put in charge of all ring stock and also became assistant equestrian director.

When Barnes closed early in the 1930's, Smith moved to the W. K. Kellogg Arabian Horse Ranch near Pomona as a trainer and remained there 14 years. He also traveled over the nation presenting them in exhibitions. In 1945 Smith decided to operate his own training center and opened a riding stable in the San Fernando Valley.

While with the Kellogg ranch, Smith had trained horses for movies. Wildfire, a horse he trained, was featured in the *Wildfire* series, and his steeds appeared in *Chad Hanna, A Day at the Circus, Girl of the Golden West, Suez, Peck's Bad Boy at the Circus* and *The Bride Wore Boots*.

Gone With the Wind

When David Selznick was filming *Gone With the Wind*, there was an important sequence in which Bonnie, the daughter of Rhett Butler and Scarlett O'Hara, was to topple from her pony and be killed. Smith was called upon to supply the juvenile rider, and selected his son Richard. In *Peck's Bad Boy at the Circus* the script called for a girl to do a backward somersault, forward somersault and then a somersault from one horse to another. The girl had to be small as was Ann Gillis, princi-

pal in the picture. Smith got the assignment to find the girl and animals for the sequence and in not too long a time had trained the moppet and animals for the job.

Smith likes to start his riders from scratch, as he did with his all-girl troupe. They were students with no riding experience, and he takes his animals the same way. He estimates that he has broken 1,500 head. The Liberty act used in *Nothing Sacred* was, before the training, range stock.

Mrs. Smith, the former Stella Herring, today performs brilliantly in the *Mark Smith Horse Revue*. She always was fond of horses and it was that affinity that brought the couple together when Smith was on the Barnes show. They were married in 1927.

Alberta Rodeos Hit By Weather, Draft

CALGARY, Alta., June 23.—Number of U. S. cowboys competing in Alberta rodeos is down considerably this year, decline being laid to the draft.

Bad weather and late seeding hit rodeos during the latter part of May and early June. Many had to be postponed and attendance is reported to way below that of last year where postponed shows were held.

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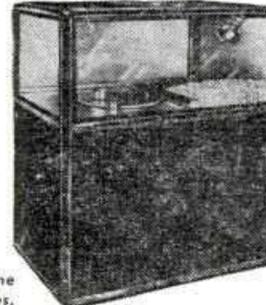
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 Atmore—AlaFlora Agrl. Fair Assn. Oct. 1-6. J. O. Lumpkin.
 Andalusia—Covington Co. Fair. Oct. 22-27. Marion A. Boyette Jr.
 Athens—Limestone Co. Colored Fair. Oct. 4-6. Mrs. Odell Smith.
 Athens—Limestone Co. Fair. Sept. 24-29. W. A. Owens.
 Attalla—Etowah Co. Fair Assn. Week of Sept. 17. Lincoln Cash.
 Birmingham—Alabama State Fair. Oct. 1-6. R. H. McIntosh.
 Brewton—Escambia Co. Fair. Nov. 19-24. B. L. Boyette.
 Dothan—Houston Co. Tri-State Fair. Oct. 29-Nov. 3. Leonard J. Lunsford.
 Enterprise—Eastern Dale Co. Fair. Oct. 1-6. Don P. Sessions.
 Florence—North Ala. State Fair. Sept. 17-22. C. H. Jackson.
 Geneva—Geneva Co. Fair. Nov. 5-10. Sylvester Cooper.
 Huntsville—Madison Co. Fair & Tenn. Valley Expo. Sept. 24-29. D. C. Pinney.
 Jasper—Northwest Ala. Fair. Sept. 17-22. James S. Williams.
 Luverne—Crenshaw Co. Fair Assn. Oct. 29-Nov. 3. W. J. Bell.
 Ozark—Dale Co. Fair. Oct. 29-Nov. 3. Don P. Sessions.
 Roanoke—Randolph Co. Fair. Oct. 15-20. C. J. Bartlett.
 Robertsdale—Baldwin Co. Fair Assn. Week of Oct. 8. Sam Freeman.
 Scottsboro—Jackson Co. Fair. Oct. 8-13. J. P. James.
 Troy—Pike Co. Shrine Fair. Nov. 12-17. Isserall Hassan.

ARIZONA
 Duncan—Greenlee Co. Fair. Oct. 12-14. Stanley W. Coon.
 Holbrook—Navajo Co. Fair. Sept. 13-15. J. H. Miller.
 Kingman—Mohave Co. Fair. Sept. 1-3. Harry R. Phillips.
 Phoenix—Arizona State Fair. Nov. 3-12. George Blake.
 Prescott—Yavapai Co. Fair Assn. Sept. 21-23. Alice Townsend.
 Tucson—Pima Co. Fair. Oct. 17-21. William C. Skoug.

ARKANSAS
 Arkadelphia—Clark Co. Fair Assn. Sept. 13-15. Jimmie Chambers.
 Batesville—Independence Co. Fair Assn. Sept. 13-15. Farrell Conner.
 Bentonville—Benton Co. Fair Assn. Sept. 25-28. C. M. Burger.
 Berryville—Carroll Co. Fair. Sept. 12-15. C. T. Denney.
 Blytheville—Northeast Ark. District Fair. Sept. 25-30. Robert E. Blaylock.
 Booneville—Logan Co. Livestock Show & Fair. Aug. 30-Sept. 1. George E. Lusk Jr.
 Conway—Faulkner Co. Fair. Sept. 26-29. J. O. Cox.
 De Queen—Sevier Co. Fair Assn. Sept. 19-22. Ralph B. Kite.
 El Dorado—Union Co. Fair. Sept. 24-29. Thomas Reynolds.
 Fort Smith—Ark.-Okla. Livestock Expo. Dist. Free Fair. Sept. 24-29. Jim Krone Jr.
 Foreman—Little River Co. Fair. Sept. 13-15. Claude S. Hawkins.
 Hamburg—Ashley Co. Fair Assn. Sept. 20-22. Tom Durham.
 Harrisburg—Poinsett Co. Fair Assn. Oct. 2-6. Horace S. Smith.
 Heber Springs—Cleburne Co. Fair Assn. Sept. 20-22. James T. Edwards.
 Hermitage—Bradley Co. Fair Assn. Sept. 26-28. Floyd A. Wagnon, Banks, Ark.

Hope—Third District Livestock Show. Sept. 24-29. Bob Shivers.
 Hot Springs—Garland Co. Fair. Sept. 17-22. Ray Owen.
 Imboden—Lawrence Co. Fair Assn. Sept. 26-29. Austin Stovall.
 Little Rock—Arkansas Livestock Show & Rodeo. Oct. 1-6. Clyde E. Byrd.
 Lonoke—Lonoke Co. Fair. Sept. — John Mathews.
 Marvell—Farmers' Community Fair. Oct. 2-6. Sam Cooke.
 Mena—Polk Co. Free Fair. Sept. 10-15. Mrs. John DeShazo.
 Monticello—Drew Co. Fair. Sept. 12-15. Dan Biggs.
 Morrilton—Conway Co. Fair Assn. Sept. 19-22. Ray Woods.
 Murfreesboro—Pike Co. Fair Assn. Sept. 20-22. Robert S. Cassidy.
 Newport—Jackson Co. Fair Assn. Sept. 17-22. Mollie Hinkle.
 Paragould—Greene Co. Fair. Sept. 12-15. J. T. Brown.
 Paris—North Logan Co. Fair Assn. Oct. 15-20. Van Pennington.
 Pine Bluff—South Ark. Livestock Show Assn. Week of Sept. 10. George Heestand.
 Pochontas—Randolph Co. Fair Assn. Sept. 13-15. A. C. DeClerk.
 Prescott—Nevada Co. Fair Assn. Sept. 19-21. W. C. Black.
 Russellville—Pope Co. Fair Assn. Sept. 19-22. W. B. Langford.
 Stamps—LaFayette Co. Fair. Sept. 10-15. Briner Thomas.
 West Helena—Phillips Co. Fair Assn. Sept. 17-22. David Solomon Jr., Helena.
 Wynne—Cross Co. Fair. Aug. 29-Sept. 1. W. B. Proctor.

CALIFORNIA
 Anderson—Shasta Co. District Fair. Sept. 6-9. Joseph J. Speer.
 Antioch—Contra Costa Co. Fair. Aug. 9-12. Norman D. Sundborg.
 Auburn—20th District Agrl. Assn. Sept. 21-23. L. P. Morgan.
 Bakersfield—Kern Co. Fair. Sept. 25-30. Lloyd H. Goad.
 Booneville—Mendocino Co. Fair. Sept. 28-30. H. J. June.
 Callotago—Napa Co. Fair. July 1-4. Edmund Warrenner.
 Caruthers—Caruthers District Fair Assn. Oct. Elmer Hagemark.
 Cedarville—Modoc Co. Fair. Sept. 7-9. Walter T. Rodman.
 Colusa—Colusa Co. Harvest Festival. Sept. 20-23. William S. Randall.
 Crescent City—Del Norte Co. Fair. Aug. 17-19. Robert B. McClure.
 Del Mar—San Diego Co. Fair. June 29-July 8. Paul T. Mannen.
 Ferndale—Humboldt Co. Fair. Aug. 7-12. Dr. Jos. N. D. Hindley.
 Fresno—Fresno District Fair. Oct. 5-13. Tom A. Dodge.
 Galt—Sacramento Co. Fair. July 9-14. Sam W. Kellett.
 Grass Valley—Nevada Co. Fair. Sept. 13-16. Loyle Freeman.
 Gridley—Butte Co. Fair. Aug. 23-26. Joe E. Whitaker.
 Hanford—Kings Co. Fair. Sept. 27-30. Leon Dunning.
 Hayfork—Trinity Co. Fair. Aug. 24-26. J. D. Berry.

Hemet—Farmers Fair & Festival. Sept. 5-9. William H. Leask.
 Hollister—San Benito Co. Fair. Oct. 5-7. J. M. Leonard.
 Lakeport—Lake Co. Fair. Sept. 1-3. C. P. Lewis.
 Lancaster—Antelope Valley Fair. Sept. 6-9. D. R. Jaqua.
 McArthur—Inter-Mountain Fair of Shasta Co. Sept. 1-3. Frances A. Gassaway.
 Fall River Mills.
 Madera—Madera District Fair. Sept. 27-30. J. T. O'Shaughnessy.
 Mariposa—Mariposa Co. Fair. Sept. 1-3. Dale K. Campbell.
 Merced—Merced Co. Fair. Sept. 12-16. W. C. Woxberg.
 Monterey—Monterey Co. Fair. Aug. 16-19. Fred S. McCargar.
 Napa—Napa District Fair. Aug. 9-12. Lowell J. Edington.
 Northridge—San Fernando Valley Fair. Aug. 30-Sept. 3. Max P. Schonfeld.
 Orland—Glenn Co. Fair. Sept. 12-16. L. M. Cantwell.
 Paso Robles—San Luis Obispo Co. Fair. Aug. 23-26. Lawrence W. Lewin.
 Petaluma—Fourth District Fair. July 12-15. Dolph Young.
 Placerville—El Dorado Co. Fair Assn. Sept. 27-July 7. Wray L. Bergstrom.
 Plymouth—Amador Co. Fair. Aug. 24-26. Wentworth Lynch.
 Pomona—Los Angeles Co. Fair. Sept. 14-30. C. B. Afterbaugh.
 Quincy—Plumas Co. Fair. Aug. 9-12. Tulsa E. Scott.
 Red Bluff—Tehama Co. Fair. Aug. 11-Sept. 2. Robert R. Noble.
 Roseville—Placer Co. Fair. Aug. 9-12. Nic Huddleston.
 Sacramento—California State Fair. Aug. 30-Sept. 6. E. P. Green.
 San Francisco—Nat'l Livestock Expo. Oct. 26-Nov. 4. Nye Wilson.
 San Jose—Santa Clara Co. Fair. Sept. 10-16. Russell E. Pettit.
 San Mateo—San Mateo Co. Fair. Sept. 21-29. William M. Wilson.
 Santa Ana—Orange Co. Fair. Aug. 15-19. R. M. C. Pullenwider.
 Santa Barbara—Santa Barbara Fair. July 17-22. Horace W. Rupp.
 Santa Maria—Santa Barbara Co. Fair. July 25-29. Jesse H. Chambers.
 Stockton—San Joaquin Co. Fair Assn. Aug. 18-26. E. G. Vollmann.
 Susanville—Lassen Co. Fair. Aug. 21-26. A. A. Jensen.
 Tulare—Tulare Co. Fair. Sept. 18-23. A. J. Elliott.
 Turlock—Stanislaus Co. District Fair. Aug. 6-11. C. A. Riggsbee.
 Ukiah—12th District Fair. Aug. 24-26. Mrs. M. C. Peters.
 Ventura—Ventura Co. Fair. Oct. 3-7. L. E. VerHusen.
 Victorville—San Bernardino Co. Fair. Aug. 22-26. Oren Robertson.
 Watsonville—Santa Cruz Co. Fair. Sept. 27-30. E. P. Johnson.
 Woodland—Yolo Co. Fair. Aug. 16-19. Stuart B. Waite.
 Yreka—Siskiyou Co. Fair. Aug. 24-26. Edward B. Mathews.
 Yuba City—Yuba-Sutter Fair. Sept. 27-30. Roy L. Welch.

COLORADO
 Akron—Washington Co. Fair. Aug. 13-15. Brandt Wenig.
 Burlington—Kit Carson Co. Fair. Aug. 16-18. Reuben C. Anderson.
 Calhan—El Paso Co. Fair Assn. Sept. 14-16. Fred C. Wagoner.
 Canon City—4-H Club Tri-County Fair. Aug. 14-16. Robert T. Clark.
 Castle Rock—Douglas Co. Fair. Sept. 7-9. Charles E. Kirk.
 Cheyenne Wells—Cheyenne Co. Fair. Sept. 6-8. M. S. Taylor.
 Cortez—Montezuma Co. Fair Assn. Sept. 27-29. Paul J. Covey.
 Craig—Moffat Co. Fair. Sept. 7-8. W. J. Gregory.
 Del Norte—San Luis Valley Seed Show & Livestock Fair. Sept. 18-20. Rex Jackson.
 Denver—Denver Co. 4-H Fair. Aug. 9-11. Robert S. Buck.
 Durango—La Plata Co. Fair. Oct. 4-7. Bernie Williams.
 Eads—Kiowa Co. Free Fair. Sept. 13-15. T. T. Robinson.
 Englewood—Arapahoe Co. Fair. Aug. 10-12. N. C. Thomas.
 Greeley—Weld Co. Junior Fair. Aug. 6-8. David D. Hill.
 Holly—Holly Fair. Oct. 4-6. Art Trevenen.
 Holyoke—Phillips Co. Fair. Aug. 22-24. George J. Rober.
 Hotchkiss—Delta Co. Fair Assn. Sept. 4-7. Mark R. Clay.
 Hugo—Lincoln Co. Free Fair. Aug. 30-Sept. 1. Bob Igon.
 Julesburg—Sedgewick Co. Fair. Aug. 13-15. C. W. McMillan.
 Lamar—Southeast Colo. Fair. Aug. 10-12. L. W. Schmidt.
 Littleton—Arapahoe Co. Fair Assn. Aug. 10-12. Forrest P. Hammes.
 Longmont—Boulder Co. Fair Assn. Aug. 16-18. T. G. Thompson.
 Loveland—Larimer Co. Fair & Rodeo. Aug. 13-15. Betty J. Herder.
 Montrose—Montrose Co. Fair. Sept. 6-8. Bus Calloway.
 Pueblo—Colorado State Fair. Aug. 19-24. W. H. Kittle.
 Rifle—Garfield Co. Rodeo Assn. Sept. 2-3. J. W. Hybarger.
 Rocky Ford—Arkansas Valley Fair Assn. Sept. 4-6. Ted L. Chenault.
 Sterling—Overland Trail Round-Up & Fair. Aug. 29-31. H. E. McKenzie.
 Trinidad—Trinidad Round-Up Assn. Sept. 2-3. Harry L. Belrine.
 Yuma—Yuma Co. Fair. Aug. 9-11. Frank Herman.

CONNECTICUT
 Avon—Hartford Co. 4-H Fair. Aug. 24-25. Walter K. Simmons, Windsor.
 Berlin—Lions' Club Berlin Fair. Oct. 5-7. Louis R. Goodrich, Kensington, Conn.
 Bethleem—Bethleem Fair. Sept. 8-9. Mrs. Frank Devine, 23 Earl St., Waterbury.
 Brooklyn—Brooklyn Fair. Sept. 14-16. Howard Franklin, Danielson.
 Chester—Chester Fair. Aug. 25-26. William G. Stark.
 Danbury—Danbury Fair. Sept. 29-Oct. 7. John W. Leahy.
 Durham—Durham Agrl. Assn. Sept. 28-30. Mrs. Harold P. Hall, Durham Center.
 Durham—Middlesex Co. 4-H Fair. Aug. 17-18. Joan C. Hubbard, Middletown, Conn.
 Ellington—Union Agrl. Soc. Sept. 25-26. D. Everett Neelans, Haverhill, Conn.
 Fairfield—Greenfield Hill Grange Fair. Sept. 8. Ruby B. Sperry.
 Goshen—Goshen Agrl. Soc. Sept. 2-3. Theodore C. Ellis.
 Griswold—Pachaug Grange Fair. Sept. 7-8. Edward L. Thornton, Jewett City.
 Guilford—Guilford Fair. Sept. 21-22. Marie Griswold.
 Haddam Neck—Haddam Neck Fair. Sept. 2-3. Leonard Selden, East Hampton.
 Hamburg, Lyme—Lyme Grange Fair Assn. Aug. 17-18. Frances Harrison, Old Lyme, Conn.
 Harwinton—Harwinton Fair. Oct. 6-7. Merle H. Plaskett.
 Meriden—Meriden Grange Fair. Sept. 21-22. Mrs. Bertha B. Tinkham, South Meriden.
 Monroe—Fairfield Co. 4-H Fair. Aug. 24-25. Joan Waterbury, Springdale.
 North Haven—North Haven Fair. Sept. 6-9. Laura Bartlett.
 North Stonington—New London Co. 4-H Fair. Aug. 31-Sept. 1. June Rainville, Norwichtown.
 Norwichtown—Norwich Grange Fair. Sept. 7-8. Mrs. Luella P. Browning.
 Orange—New Haven Co. 4-H Fair Assn. Aug. 17-18. Ruth Hine.
 Portland—Portland Agrl. Fair. Sept. 22-23. K. S. Newsom.
 Riverton—Riverton Fair. Oct. 13-14. Grace D. Seymour, R. D. 3, Winsted, Conn.
 South Woodstock—Woodstock Fair. Sept. 1-3. Donald B. Williams, R. 3, Putnam, Conn.
 Southbury—Pomperaug Grange Fair. Aug. 24-25. Jerome C. Keech.
 Stafford Springs—Stafford Fair. Sept. 27-30. Louise L. Benton.
 Stafford Springs—Tolland Co. 4-H Fair. Aug. 24-25. Sandra White, Andover, Conn.
 Terryville—Terryville Country Fair. Sept. 15-16. Elmer Zeiner.
 Wallingford—Wallingford Grange Fair. Sept. 14-15. Flora E. Hough.
 Warren—Litchfield Co. 4-H Fair. Aug. 24-25. Joanne Fritch, Torrington.
 Winchester—Winchester Grange Fair. Aug. 18-19. Kingsley Beecher, Avon.

DELAWARE
 Harrington—Kent & Sussex Co. Fair. July 23-28. T. B. Holloway.
FLORIDA
 Crestview—Am. Legion Harvest Fair. Oct. 1-6. H. A. King.
 Live Oak—Suwannee Co. Fair Assn. Nov. 5-10. Floyd Eubanks.
 Orlando—Central Fla. Expo. Feb. 25-March 1. Crawford T. Bickford.
 Pensacola—Pensacola Interstate Fair. Oct. 31-Nov. 5. J. E. Prekel.
 Quincy—Gadsden Co. Tobacco Festival & Fair. Oct. 17-20. Waldo S. Carrell.
 Tallahassee—North Fla. Fair Assn. Oct. 30-Nov. 3. Lloyd Rhoden.
 Tampa—Florida State Fair. Feb. 5-16. P. T. Strieder.
GEORGIA
 Atlanta—Southeastern Fair Assn. Sept. 27-Oct. 7. Mike Benton.
 Americus—Americus Civic Fair Assn. Oct. 22-27. I. H. Conflin.
 Athens—Athens Agrl. Fair. Oct. 22-27. F. H. Williams.

Augusta—Exchange Club Fair. Oct. 29-Nov. 3. R. Glenn Henderson.
 Bainbridge—Decatur Co. Fair. Oct. 15-20. T. E. Rich.
 Blakely—Early Co. Fair & Peanut Festival. Oct. 29-Nov. 3. Chester Clardy.
 Carrollton—West Ga. Fair Assn. Oct. 1-6. Lamar Knight.
 Cartersville—American Legion Fair. Sept. 24-29. Victor H. Waldrop.
 Cedartown—Northwest Ga. Fair. Oct. 1-7. Thomas Adams.
 Columbus—Chattahoochee Valley Expo. Oct. 8-13. F. L. Jenkins.
 Cordele—Central Georgia Fair. Oct. 23-28. J. D. Rainey.
 Dawson—Am. Legion Harvest Festival. Oct. 29-Nov. 3. Al H. Miller.
 Douglas—Coffee Co. Fair. Oct. 22-27. Tom T. Fellows.
 Elberton—Elberton Fair. Sept. 17-22. I. V. Hulme.
 Gainesville—Northeast Georgia Fair Assn. Sept. 10-15. Gabe G. Jarrard.
 Hartwell—Hart Co. Fair. Oct. 8-13. Lee E. Carter.
 Hawkinsville—Pulaski Co. Fair Assn. Oct. 29-Nov. 3. Roger H. Lawson.
 Lafayette—Walker Co. Fair Assn. Sept. 7-10. Fred B. Henry.
 Lavonia—Franklin Co. Fair Assn. Oct. 1-6. W. L. Rooks, Canon, Ga.
 Macon—Georgia State Fair. Oct. 15-20. E. Ross Jordan.
 Manchester—Tri-County Fair. Last week in Sept. Welby Griffith.
 Metter—Candler Co. Fair. Oct. 15-20. J. H. Trapnell.
 Milledgeville—Middle Georgia Fair. Week of Oct. 9. Paisley Davis.
 Moultrie—Colquitt Co. Fair. Week of Oct. 15. Address P. O. Box 23.
 Rome—Cocosa Valley Fair Assn. Oct. 15-20. Arthur Ragsdale.
 Swainsboro—Emanuel Co. Fair. Oct. 8-13. Earl M. Varner.
 Thomaston—Upson Co. Fair. Second week in Oct. W. N. Miner.
 Valdosta—South Georgia Fair. Nov. 5-10. H. K. Wilkinson.
 Vidalia—Kiwans Two-County Fair. Sept. 24-29. W. D. Warthen.
 Vienna—Dooly Co. Fair. Oct. 1-6. W. V. Harvard.
 Winder—Barrow Co. Fair. Oct. 8-13. Paul S. Hosch.

IDAHO
 Blackfoot—Eastern Idaho State Fair. Sept. 11-15. Ruth C. Hartkopf.
 Boise—Western Idaho State Fair. Aug. 21-25. Clare E. Hunt.
 Burley—Cassia Co. Fair & Rodeo. Aug. 23-25. S. H. Clark.
 Cambridge—Washington Co. Fair Assn. Aug. 24-26. Buck Howland.
 Cottonwood—Idaho Co. Stock Assn. Sept. 1-3. George Cook, Grangeville, Idaho.
 Downey—Marsh Valley Fair. Aug. 30-Sept. 1. Arvilla McKay.
 Emmet—Gem Co. Fair Assn. Aug. 15-17. Walter Smoke.
 Filer—Twin Falls Co. Fair & Rodeo. Aug. 29-Sept. 1. Thomas Parks.
 Gooding—Gooding Co. Fair & Rodeo. Aug. 18-18. Robert E. Higgins.
 Grace—Caribou Co. Fair. Aug. 9-11. Kay M. Whitehead.
 Homedale—Owyhee Co. Fair. Aug. —. M. R. Logan.
 Jerome—Jerome Co. Fair & Rodeo. Sept. 6-8. Virgil S. Cross.
 Lava Hot Springs—Bannock Co. 4-H Club Fair. Aug. 24-25. Albert Mylorie, Pocatello.
 Malad City—Oneida Co. Fair. Sept. 7-8. K. V. Hanson.
 Montpelier—Bear Lake Co. Fair & Rodeo. Aug. 23-25. E. D. Earls.
 New Plymouth—Payette Co. Fair. Aug. 10-18. John E. Wagner.
 Nezperce—Lewis Co. Fair Assn. Sept. 28-29. Keith Ralstin.
 Orofino—Clearwater Co. Fair. Sept. 21-23. Arlen N. Bruce.
 Pocatello—North Bannock Co. Fair. Sept. 7-8. Glenn Kunkel.
 Preston—Franklin Co. Fair. Aug. 23-25. Daniel Roberts.
 Ririe—Jefferson Co. Fair. Aug. 31-Sept. 1. Carl M. Shaner.
 Salmon—Lemhi Co. Fair. Sept. 21-23. Delbert C. Jones.
 Weiser—Weiser Round-Up & Fair Assn. Aug. 2-4. Claude Wake.

ILLINOIS
 Albion—Edwards Co. Fair Assn. Aug. 21-24. Loy L. Thread.
 Aledo—Mercer Co. Agrl. Assn. Aug. 28-31. Charles O. Ford.
 Altamont—Effingham Co. Fair Assn. Aug. 5-10. Mart Alwert.
 Anna—Anna Fair. Aug. 21-25. Glendale Hudgens.
 Arthur—Moultrie-Douglas Co. Fair Assn. Aug. 7-11. H. E. Hood.
 Augusta—Augusta Livestock Assn. July 17-20. L. Wayne Robinson.
 Belleville—St. Clair Co. Fair Assn. July 28-Aug. 4. George L. Gerken.
 Belvidere—Northern Ill. Fair Assn. Aug. 9-12. Mrs. Frieda Spencer.
 Benton—Franklin Co. Fair. July 30-Aug. 3. Joe Bauer.
 Bloomington—McLean Co. Fair. Aug. 6-9. Kenneth Benjamen.
 Bridgeport—Lawrence Co. Fair Assn. Aug. 20-24. Grover C. Gross.
 Brownstown—Payette Co. Fair Assn. July 30-Aug. 3. James J. Frezzel, St. Elmo, Ill.
 Cambridge—Henry Co. Fair Assn. Aug. 7-10. Esther B. Werbach.
 Carlinville—Macoupin Co. Fair Assn. Aug. 1-4. Oral H. Cooper, Palmyra, Ill.
 Carlyle—Clinton Co. Fair. Aug. 2-4. Eldon E. Hazlet.
 Carmi—White Co. Agrl. Soc. Aug. 13-17. Ben Berfield.
 Carrollton—Greene Co. Fair Assn. July 15-22. Dewey Maholland.
 Charleston—Coles Co. Fair Assn. July 31-Aug. 4. Robert R. Blackford.
 Chicago—International Livestock Expo. Nov. 24-Dec. 1. William E. Ogilvie.
 Danville—Eastern Ill. Fair Assn. July 29-Aug. 3. E. A. Mohr, Allerton.
 Decatur—Macon Co. Fair. July 25-27. Melvin J. Nicol.
 Du Quoin—Du Quoin State Fair. Aug. 26-Sept. 3. Don M. Hayes.
 Elgin—Kane Co. Fair. Aug. 2-5. Harry E. Rapius.
 Elizabeth—Community Fair & 4-H Show. Aug. 7-9. Raymond J. Stausa.
 Fairbury—Fairbury Fair Assn. Aug. 21-25. Robert J. Maurer.
 Fairfield—Wayne Co. Fair. Aug. 6-10. Joe Felix.
 Farmer City—Farmer City Fair. July 29-Aug. 4. Raymond Reser.
 Flora—Clay Co. Fair Assn. July 30-Aug. 3. Loren H. Petty, Clay City, Ill.
 Franklin Grove—Community Fair. Sept. 6-8. Pearl R. Kesselring.
 Freeport—Stephenson Co. Fair Assn. Aug. 22-25. Roy Hefty, Orangeville, Ill.
 Gardner—Firemen's Festival. July 24-28. L. F. Johnson.

DOWNNEY

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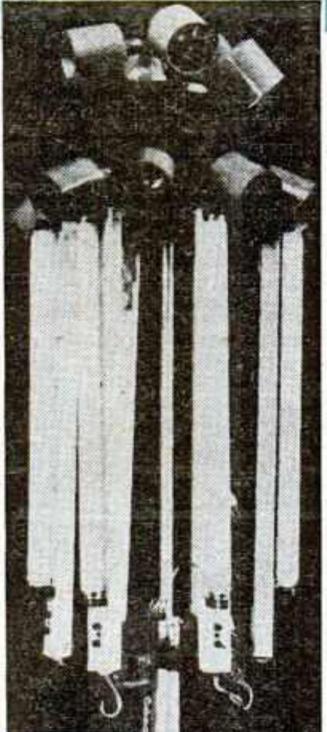
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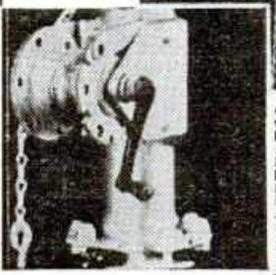
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(A) Photo of mockup showing general construction features of light cluster section. Tower mounts twelve 15 in. No. 3000-A Sieber Aluminum Reflectors burning 500 watt bulbs. Six 8 foot fluorescent strips burn two 40 watt bulbs on each strip (white light, colored light or color combinations optional with user.)



(B) Showing Downey winch for raising and lowering top pole to required elevation. Each turn of winch lowers or elevates pole by one foot to any height between 21 ft. and 41 ft. Perfected cable mechanism employed in raising and lowering towers against fouling.



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FLORIDA
 Crestview—Am. Legion Harvest Fair. Oct. 1-6. H. A. King.
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 Tampa—Florida State Fair. Feb. 5-16. P. T. Strieder.

GEORGIA
 Atlanta—Southeastern Fair Assn. Sept. 27-Oct. 7. Mike Benton.
 Americus—Americus Civic Fair Assn. Oct. 22-27. I. H. Conflin.
 Athens—Athens Agrl. Fair. Oct. 22-27. F. H. Williams.

RETAIN THIS LIST

Corrections and additions to this list will appear in the Fair Department of each issue of *The Billboard*. The next complete list of Fair Dates will be published in the issue of *The Billboard* to be dated July 28.

Georgetown—Georgetown Agrl. Fair, Aug. 20-25. G. E. Blayne.
 Alconda—Pope Co. Fair, Aug. 28-31. Phillip Schoettle.
 Greenup—Greenup Cumberland Co. Fair Assn. Aug. 20-25. W. E. Freeman.
 Greenville—Bond Co. Fair Assn. Aug. 21-25. Theron T. Dewey.
 Higgsville—Western Illinois Fair, July 2-5. J. R. Skinner.
 Harrisburg—Saline Co. Agrl. Assn. July 1-7. L. M. Hancock.
 Henry—Marshall-Putnam Fair, Aug. 28-31. R. H. Hunter, Sparland, Ill.
 Highland—Madison Co. Fair Assn. Aug. 1-5. James H. Wilson.
 Jackson—Morgan Co. Fair, July 31-Aug. 2. Bill Wallace.
 Jerseyville—Jersey Co. Fair, July 23-28. H. S. Hunter, Kane, Ill.
 Kankakee—Kankakee Co. Fair, Aug. 5-11. Roy Robinson.
 Knoxville—Knox Co. Fair, Aug. 6-10. Ray Swanson, Galesburg, Ill.
 Lafayette—La Fayette Fair, July 31-Aug. 3. Charles Caverly, Toulon, Ill.
 Wistown—Fulton Co. Fair Assn. July 11-Aug. 3. Lachlan Crissey.
 Lincoln—Logan Co. Fair Assn. Aug. 5-10. Wilbur E. Layman.
 Richfield—South Central Dairy Day & Fair, Aug. 6-9. Mrs. Ida Allen.
 Leansboro—Hamilton Co. Fair Assn. July 30-Aug. 3. H. (Red) Mead.
 Leomb—McDonough Co. Fair Assn. July 24-27. Charles Conner.
 Marion—Williamson Co. Agrl. Assn. July 16-21. Ray Miller.
 Marshall—Clark Co. Fair, Aug. 6-10. Fred Huffington.
 Martinsville—Martinsville Fair Assn. July 15-21. H. T. Bennett.
 Mason—Grundy Co. District Fair, Aug. 11-Sept. 3. Wayne P. Carter.
 Melvin—Ford Co. Fair of Melvin, Sept. 1-8. C. D. Thompson.
 Mendon—Adams Co. Fair, Aug. 4-8. I. M. Brumback.
 Mendota—Tri-County Fair, Sept. 1-3. Paul A. Stenger.
 Metropolis—Massac Co. Fair Assn. July 7-11. Paul T. Powell, Vienna, Ill.
 Miford—Iroquois Co. Fair, Aug. 6-10. Kenneth T. Rickart.
 Mine—Rock Island Co. Fair Assn. Latter part of Aug. Ray Fuller.
 Monroe—Monroe-Will Co. District Fair, Aug. 6-19. Eugene J. O'Neill, Manteno, Ill.
 Morrison—Whiteside Co. Fair Assn. Aug. 15-19. V. M. Dearinger.
 Mount Carmel—Mt. Carmel Fair, July 22-28. E. Guy Pixley, West Salem, Ill.
 Mount Sterling—Brown Co. Fair, July 11-Aug. 3. Walter I. Manny.
 Mount Vernon—Mt. Vernon State Fair Assn. July 9-14. Clyde Lee.
 Ashville—Washington Co. Fair Assn. Aug. 13-17. Wilbur D. Smith.
 W. Berlin—Sangamon Co. Jr. Fair, July 5-27. Charles Reimer.
 Newton—Jasper Co. Agrl. Assn. July 8-13. C. L. Bateman.
 New Windsor—New Windsor Fair Assn. Aug. 15-17. Lynn L. Keim.
 Long—Crawford Co. Fair Assn. Aug. 7-31. O. B. Price.
 Oll—Oll Community Fair, Sept. 6-8. Otis P. Ivie.
 Peay—Richard Co. Fair Assn. Aug. 28-31. W. H. Shultz.
 Pego—Ogle Co. Fair, Sept. 1-3. E. D. Landers.
 Pawa—LaSalle Co. Junior Fair, Aug. 7-9. Virgil J. Knight, Sheridan, Ill.
 Pana—Pana Tri-County Fair Assn. Aug. 1-Sept. 3. James Moltke.
 Paris—Edgar Co. Fair Assn. July 22-28. J. J. Trodgon Jr.
 Patonica—Winnebago Co. Fair Assn. Sept. 7-9. Marion Hilpert.
 Peoria—Heart of Illinois Fair, Aug. 21-26. Paul Nicely.
 Pimento—Will Co. Fair Assn. Aug. 24-26. Thomas L. Clinton.
 Petersburg—Menard Co. Agrl. Fair, Aug. 8-31. Carl A. Lenz.
 Pockneyville—Perry Co. Agrl. Assn. July 6-20. Mrs. J. H. Stumpe.
 Pleasant Hill—Pike Co. Fair Assn. Aug. 10-24. J. L. Laugharn.
 Pontiac—Livingston Co. Fair Assn. Aug. 9-19. Guy K. Gee.
 Ponton—Bureau Co. Fair, Aug. 21-24. Wayne Sluts.
 Pevely—Warren Co. Fair, Aug. 21-24. John Felt.
 Pevely—Schuyler Co. Fair Assn. July 16-18. Harvey Settles.
 Pevely—Marion Co. Fair Assn. Aug. 20-25. Jack Reading, Centralia, Ill.
 Pevely—Sandwich Fair Assn. Sept. 5-8. C. R. Brady.
 Pawncetown—Gallatin Co. Fair Assn. Sept. 3-8. Charles I. Oldham.
 Pevely—Illinois State Fair, Aug. 10-9. Hubert W. Elliott.
 Pevely—Henderson Co. Fair, Aug. 3-13. Ralph Butler.
 Pevely—Christian Co. Fair, July 22-27. Cliff C. Hunter.
 Pevely—Champaign Co. Fair Assn. Aug. 1-24. Jesse J. Prather.
 Pevely—Johnson Co. Fair, July 23-27. M. (Pete) Gordon.
 Pevely—Cass Co. Fair Assn. Aug. 23-25. M. M. Cruft.
 Pevely—Warren Fair, Aug. 16-19. J. W. Richardson.
 Pevely—Lake Co. Fair Assn. Aug. 2-7. Charles W. Wray, Wadsworth, Ill.
 Pevely—McHenry Co. Fair Assn. July 6-29. W. H. Tammeus.
INDIANA
 Pevely—Akron Fair Assn. Sept. 12-15. Ivan Oylan.
 Pevely—Anderson Free Fair, July 2-7. Carl J. McCaree.
 Pevely—Town, Farm & Home Expo, July 3-28. Bill Goodwin.
 Pevely—Marshall Co. 4-H Fair Assn. Aug. 4-18. C. J. Umbaugh.
 Pevely—DeKalb Co. Fair Assn. Aug. 27-Sept. 1. W. E. Walter, St. Joe, Ind.
 Pevely—Aurora Farmers' Fair, Oct. 5-6. Robert Wright.
 Pevely—Knox Co. Farm Fair, Aug. 6-11. Irwin D. Scott.
 Pevely—Monroe Co. Fair, Aug. 22-23. Guy L. Baker.
 Pevely—Bluffton Free Street Fair Assn. Sept. 18-22. Curtis O. Ellis.
 Pevely—Boonville Fair Assn. July 30-Aug. 4. Albert C. Derr.
 Pevely—Benton Co. Fair, Aug. 22-24. Lenall Lowman, Earl Park, Ind.
 Pevely—Bourbon Fair Assn. Sept. 18-21. Harvey Byrer.
 Pevely—Clay Co. Fair, Aug. 14-17. R. D. Hargrave.
 Pevely—Franklin Co. 4-H Fair, July 2-Aug. 3. Mrs. Betty Naylor.
 Pevely—Jackson Co. Free Fair Assn. Aug. 5-11. Richard Elliot.
 Pevely—Sullivan Co. Fair, Aug. 14-18. Mrs. Edith Knotts.
 Pevely—Vermillion Co. Fair Assn. July 7-21. Craig Jones, R. 2, Dana, Ind.
 Pevely—Wayne Co. 4-H Club Free Fair, Aug. 6-11. Larry Nocton, R. 4, Richmond.
 Pevely—Bartholomew Co. Fair Assn. July 15-20. F. M. Overstreet.
 Pevely—Fayette Co. Free Fair, Aug. 6-17. G. Ross Dorsett.
 Pevely—Miami Co. Free Fair, Aug. 27-Sept. 1. G. L. Knox.
 Pevely—Harrison Co. Agrl. Soc. Aug. 1-25. Dr. L. B. Wolfe.
 Pevely—Point—Lake Co. Central States Fair, Aug. 19-25. George H. Neises.

Denver—Denver Community Fair, Sept. 19-22. Mrs. Harry Allman.
 Dugger—Dugger Community Fair, July 23-29. Cannoth Goldman.
 Elmore—Davies Co. Fair, July 31-Aug. 4. Leand Sargent.
 Fairview—Fairview Farmers' Fair, Aug. 15-18. Earl R. Purnish, Bennington, Ind.
 Flora—Carroll Co. 4-H Fair, July 28-Aug. 4. Robert A. Jones.
 Fort Wayne—Allen Co. Fair, July 8-14. Charles McKinley.
 Frankfort—Clinton Co. Fair, Aug. 19-24. Archie Snodgrass.
 Franklin—Johnson Co. 4-H & Agrl. Fair Assn. July 30-Aug. 4. L. A. Winslow.
 Goshen—Elkhart Co. Fair, Aug. 20-25. Roy M. Amos.
 Greencastle—Putnam Co. Fair, Aug. 6-11. Thomas R. Hendricks.
 Greenfield—Hancock Co. 4-H Fair, Aug. 16-18. Lloyd Arthur, New Palestine, Ind.
 Greensburg—Decatur Co. Fair Assn. July 24-27. Mrs. Otto Enos.
 Hamlet—Starke Co. 4-H Fair, Aug. 8-11. Tom Bell, R. 2, Knox, Ind.
 Hartford City—Blackford Co. Fair, Aug. 14-18. Fred Major.
 Huntington—Dubois Co. Fair Assn. Aug. 6-10. Kermit R. Ruttkar.
 Indianapolis—Indiana State Fair, Aug. 30-Sept. 7. Carl Tyler.
 Jasonville—Tri-County Fair Assn. July 23-28. D. C. Wood.
 Kendallville—Noble Co. Fair, Aug. 13-18. Clinton S. Rimmel.
 Kentland—Newton Co. Fair, Sept. 3-7. A. M. Schuh.
 Lafayette—Tippecanoe Co. 4-H Club Exhibit, Aug. 13-17. Mrs. Sarah J. Norris, Buck Creek.
 La Porte—La Porte Co. Fair, Aug. 13-18. Robert Pelan.
 Lawrence—Lawrence Free Fair, June 30-July 8.
 Lawrenceburg—Dearborn Co. Fair, July 22-28. Harold A. Carlton.
 Logansport—Cass Co. Fair Assn. July 22-28. Wm. (Babe) Thomas Jr.
 Lyons—Lyons Community Club Fair, Aug. 21-25. A. F. Foster.
 Martinsville—Morgan Co. Fair Assn. Aug. 20-24. W. J. Hardy.
 Muncie—Delaware Co. Fair, July 29-Aug. 4. Ray Brookman.
 New Bethel—Marion Co. Fair Assn. Aug. 6-11. Harry C. Roberts, Wanamaker, Ind.
 New Castle—Henry Co. 4-H Club Exhibit, Aug. 6-9. W. G. Smith.
 North Vernon—Jennings Co. Fair, July 8-13. Silas Fox.
 Oakland City—4-H Fair, July 18-21. August Mason.
 Osgood—Ripley Co. Fair Assn. July 29-Aug. 4. Wm. B. Delay.
 Paoli—Orange Co. Fair, Aug. 1-4. Eddie Uyesugi.
 Peru—Miami Co. 4-H & Livestock Assn. Aug. 7-11. Richard Case.
 Petersburg—Pike Co. Fair, July 25-28. William Brand.
 Portland—Jay Co. Fair Assn. Aug. 5-10. O. E. Holsapple.
 Princeton—Gibson Co. Agrl. Soc. Aug. 13-18. J. A. McCoy.
 Rensselaer—Jasper Co. Fair Assn. Aug. 13-18. Curtis E. Rardin.
 Rising Sun—Ohio Co. Farmers' Fair, Aug. 7-11. Willford Hall.
 Rochester—Fulton Co. 4-H Fair, Aug. 6-10. J. G. Newcomb.
 Rockport—Spencer Co. Fair Assn. July 23-27. Harold L. Hargis.
 Rockville—Parke Co. Fair Assn. Aug. 13-18. Aarol Jacks.
 Rushville—Tush Co. Agrl. Assn. July 30-Aug. 3. Ernest E. Frivett.
 Salem—Farmers-Merchants Fair Assn. Aug. 15-17. Raymond R. Tash.
 Scottsburg—Scott Co. Fair Assn. Aug. 1-3. J. T. West.
 Shelbyville—Shelby Co. Fair Assn. Aug. 5-10. Ralph S. Briggs.
 South Bend—St. Joseph Co. 4-H Fair, Aug. 1-4. Oscar Valentine.
 Spencer—Owen Co. Fair Assn. Aug. 14-17. DeLois Dayhuff.
 Sunman—American Legion Fair, Aug. 14-18. E. W. Howrey.
 Swayzee—Grant Co. 4-H Club Fair, Aug. 8-11. Guy T. Harris, Marion, Ind.
 Terre Haute—Wabash Valley Fair Assn. Aug. 19-25. E. J. Acree.
 Valparaiso—Porter Co. Agrl. Assn. Aug. 7-11. John A. Jones.
 Wabash—Wabash Co. 4-H Fair, Aug. 21-25. Dale J. Miller.
 Warsaw—Kosciusko Co. Fair Assn. Aug. 13-18. Roger P. Donn.
 Washington—Davies Co. 4-H Club Assn. Aug. 6-9. Mrs. William Hauser.
 Williamsport—Warren Co. 4-H Fair, Aug. 14-17. Mrs. Ernest Banning, W. Lebanon, Ind.
 Winamac—Pulaski Co. 4-H & Community Fair, Aug. 6-11. Neal Hiatt, Star City, Ind.
 Windfall—Tipton Co. 4-H Fair, Aug. 8-10. Mark Patterson.
 Woodburn—Allen Co. 4-H Club Fair, Aug. 14-16. Mrs. Carl Salomon, R. 13, Ft. Wayne.
 Worthington—Greene Co. Fair, Aug. 7-11. Robert G. Pryor.

IOWA
 Adel—Dallas Co. Fair Assn. Aug. 16-18. J. Dwight Brown.
 Albia—Monroe Co. Fair Assn. Aug. 16-17. Lloyd M. Reid.
 Algona—Kossuth Co. Agrl. Assn. Aug. 15-18. L. W. Nitchals.
 Allison—Butler Co. Fair Assn. Aug. 9-12. V. E. Shepard.
 Alta—Buena Vista Co. Agrl. Soc. Aug. 13-16. G. A. Soderquist.
 Atlantic—Cass Co. Fair Assn. Aug. 13-17. George Hosfelt, Massena, Ia.
 Audubon—Audubon Co. Agrl. Soc. Sept. 10-14. D. C. Perley.
 Avoca—Pottawattamie Co. Fair, Aug. 6-9. Howard E. True.
 Bedford—Taylor Co. Fair, July 22-28. Guy H. Miller.
 Bloomfield—Davis Co. Fair, Aug. 14-17. C. C. Wagler.
 Boone—Boone Co. Agrl. Assn. Aug. 20-22. T. N. Nelson.
 Brooklyn—Poweshiek Co. Agrl. Assn. Aug. 20-22. L. D. Brown.
 Burlington—Des Moines Co. Fair Assn. Aug. 5-9. Walter B. Eyre.
 Cedar Rapids—All Iowa Fair, Aug. 12-19. Andrew C. Hanson.
 Centerville—Appanoose Co. Fair Assn. Aug. 9-12. Richard Johnston.
 Central City—Linn Co. Fair, Aug. 2-5. T. W. Lewis.
 Clearlinda—Page Co. Fair, Aug. 8-11. Kenneth Fulk.
 Colfax—Jasper Co. Fair, Aug. 13-17. Leslie Doak, R. 1, Newton, Ia.
 Columbus Junction—Louisa Co. Fair, Aug. 13-16. H. M. Duncan.
 Coon Rapids—Four County Fair, Aug. 21-24. Donald Williams.
 Corning—Adams Co. Fair, July 29-Aug. 2. R. J. Gauthier.
 Corydon—Wayne Co. Fair Assn. Aug. 20-23. Al Cobel.
 Cresco—Howard Co. Fair, Aug. 7-10. C. C. Nichols.
 Davenport—Mississippi Valley Fair, Aug. 14-19. Frank Harris.
 Decorah—Winnechick Co. Agrl. Assn. Aug. 16-19. Leon R. Brown, Cresco, Ia.
 Denison—Crawford Co. Fair Assn. Aug. 13-16. Bryan Weber, Kiron, Ia.
 Derby—Derby District Fair, Aug. 13-16. Harry E. Robison.
 Des Moines—Iowa State Fair, Aug. 25-Sept. 3. L. B. Cunningham.

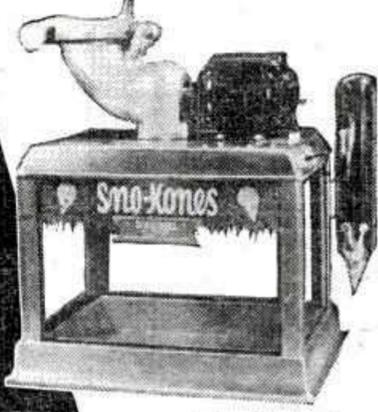
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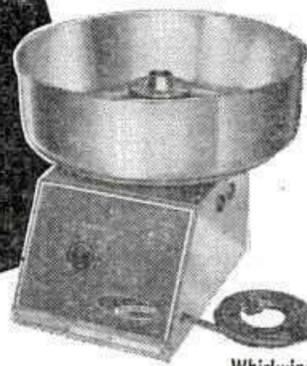
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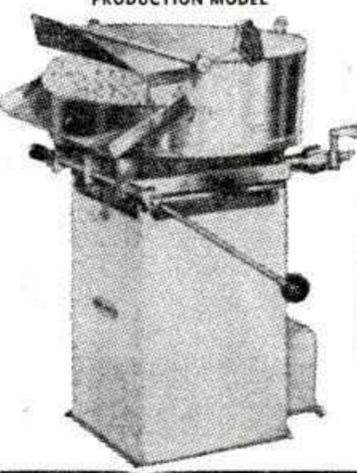
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- Eagle Grove—Eagle Grove District Junior Fair. Aug. 20-22. Gerhard Hanson.
- Eldon—Wapello Co. Fair Assn. Aug. 20-23. L. W. Hall.
- Eldora—Hardin Co. Fair. Sept. 4-7. Wilson H. Hadley, New Providence, Ia.
- Elkader—Elkader Fair. Aug. 27-29. E. F. Seifert.
- Emmetsburg—Palo Alto Co. Fair Assn. Aug. 6-8. H. E. Barringer.
- Estherville—Emmet Co. Agrl. Show. Aug. 20-22. L. N. Shonkwiler.
- Fairfield—Jefferson Co. Jr. Agrl. Assn. Aug. 7-10. Kenneth Larson.
- Fonda—Pocahontas Co. Agrl. Soc. Aug. 18-20. B. F. Barber.
- Fort Dodge—Webster Co. 4-H Fair. Aug. 14-16. Jake W. Bram.
- Garnaville—Clayton Co. Fair. Aug. 8-10. Walt Jacobs, Guttenberg, Ia.
- Greenfield—Adair Co. Fair. Aug. 20-23. Dean Don Carlos.
- Grundy Center—Grundy Co. Fair. Aug. 8-11. C. H. Tapp.
- Guthrie Center—Guthrie Co. Fair. Sept. 4-7. G. W. Prince.
- Hampton—Franklin Co. Fair Assn. Aug. 18-21. Glenn D. Craighton.
- Harlan—Shelby Co. Fair Assn. Aug. 20-23. Jack Swanson.
- Hartley—O'Brien Co. Agrl. Assn. Aug. 14-15. John H. Longstreet, Primghar, Ia.
- Humboldt—Humboldt Co. Agrl. Soc. Aug. 20-23. Levi W. Olson.
- Ida Grove—Ida Co. Agrl. Soc. Aug. 20-22. Bruce W. Marcue.
- Independence—Buchanan Co. Fair Assn. Aug. 7-10. W. J. Campbell, Jessup, Ia.
- Indianola—Warren Co. Agrl. Assn. Aug. 6-9. Glen Felton.
- Jefferson—Greene Co. Fair Assn. Aug. 9-11. R. K. Richardson.
- Keosauqua—Van Buren Co. Fair. Aug. 6-8. Arthur J. Secor.
- Knoxville—Marion Co. Fair Assn. Aug. 15-19. Henry Heinz.
- Le Mars—Plymouth Co. 4-H & Agrl. Soc. Aug. 20-22. Don P. Carter.
- Leon—Decatur Co. 4-H Club Fair. Aug. 6-8. L. R. Aten, Garden Grove, Ia.
- Lorimer—Lorimer Agrl. Soc. Aug. 15-18. Clyde Thompson.
- Mauver—Mills Co. Fair. Aug. 6-9. Adolph Schull.
- Manchester—Delaware Co. Fair. Aug. 7-10. Truman Ingels.
- Manson—Calhoun Co. Fair Assn. Aug. 16-19. Ralph Kenning.
- Maquoketa—Jackson Co. Fair. Aug. 9-12. L. S. Lein.
- Marshalltown—Central Iowa Fair. Aug. 16-20. Max M. Mills.
- Mason City—North Iowa Fair Assn. Aug. 14-19. Millard C. Lawson.
- Missouri Valley—Harrison Co. Fair Assn. Aug. 21-23. Fred C. Behm.
- Monticello—Jones Co. Fair Assn. Aug. 22-25. Claude Appleby.
- Mount Ayr—Ringgold Co. Fair Assn. Aug. 14-18. Stuart W. Hoover.
- Mount Pleasant—Henry Co. Fair. July 30-Aug. 4. Dr. George W. Sutton.
- Moville—Woodbury Co. Fair Assn. Sept. 4-8. P. H. Rebelsky.
- Nashua—Big Four Fair Assn. Aug. 17-19. Norton Bloom.
- Nevada—Story Co. 4-H Fair Assn. Aug. 13-16. Glenn Z. Randau, RFD 2, Ames, Ia.
- Northwood—Worth Co. Fair. Aug. 12-15. A. T. Grosland.
- Onawa—Monona Co. Fair Assn. Aug. 20-23. Harold J. McNeill.
- Osage—Mitchell Co. Fair Assn. Aug. 23-26. Harry D. Hedrick.
- Oseola—Clarke Co. 4-H Fair Assn. Aug. 13-16.
- Oskaloosa—Southern Iowa Fair Assn. Aug. 6-10. Clyde A. Hanna.
- Postville—Big 4 Agrl. Soc. Aug. 29-Sept. 2. A. S. Burdick.
- Rock Rapids—Lyon Co. Fair. Aug. 15-19. Bob Sutton.
- Rockwell City—Calhoun Co. Expo. Aug. 5-7. J. H. Nutter.
- Sac City—Sac Co. Fair. Aug. 20-22. L. T. Freese.
- Sibley—Osceola Co. Livestock Show. Aug. 28-31. Paul F. Cavanagh.
- Spencer—Clay Co. Fair Assn. Sept. 10-15. Bill Woods.
- Spirit Lake—4-H Club Congress. Aug. 15-17. L. E. Hendricks.
- Thompson—Winebag Co. Junior Show. Aug. 13-15. C. E. Judd.
- Tipton—Cedar Co. Fair Assn. Aug. 7-10. Eugene R. Moore.
- Toledo—Tama Co. Fair. Aug. 8-11. Ed Weaver.
- Vinton—Benton Co. Fair. Aug. 6-9. Ed Carrier.
- Waterloo—National Dairy Cattle Congress. Sept. 29-Oct. 6. E. S. Estel.
- Waukon—Allamakee Co. Fair. Aug. 13-16. Lynn Probert.
- Waverly—Bremer Co. Fair Assn. Aug. 14-16. L. V. Ormston.
- Webster City—Hamilton Co. Fair. Sept. 3-7. Pat W. Halleck.
- West Liberty—West Liberty Fair. Aug. 20-23. Robert P. Barclay.
- West Union—Payette Co. Fair. Aug. 21-25. Ed Bauder.
- What Cheer—Keokuk Co. Fair. Aug. 18-21. Robert R. Reimert.
- Winterset—Madison Co. Fair. Aug. 20-23. J. Earl Graves.

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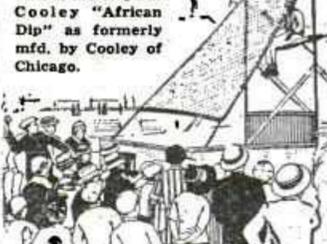
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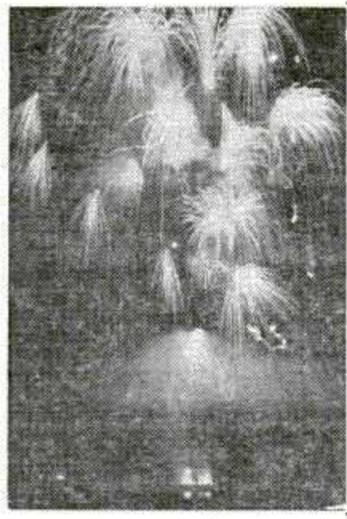
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Hodgenville-Larue Co. Fair Assn. Aug. 29-Sept. 1. C. E. Dixon.
Hyden-Leslie Co. Fair. Sept. 20-22. Hays Pigman.
Inez-Martin Co. Fair. Sept. 6-8. T. P. Hardin.
Irvine-Estill Co. Fair Assn. Aug. 29-Sept. 1. A. C. Wilkinson.
Jeffersonville-Jefferson Co. Fair. Aug. 9-11. Viola Hirschbrunner.
La Grange-Oldham Co. Fair Assn. Aug. 22-25. Lillian Elbrick.
Lawrenceburg-Am. Legion Lawrenceburg Fair. July 17-21. John Talbott.
Lebanon-Marion Co. Fair Assn. Aug. 22-25. John W. Hickey.
Leitchfield-Grayson Co. Fair. Aug. 30-Sept. 3. Albert Thomason.
London-Laurel Co. Fair Assn. Aug. 8-11. Elite Asher.
Louis-Laurence Co. Fair. Aug. 20-25. Homer Wright.
Louisville-Kentucky State Fair. Sept. 7-15. J. Dan Baldwin.
Madisonville-Hopkins Co. Fair. Aug. 27-Sept. 1. W. Cox.
Marion-Crittenden Co. Fair. Aug. 30-Sept. 1. L. W. Henry.
Mayfield-Purchase District Fair. Aug. 14-17. M. W. Hartfield.
Monticello-Wayne Co. Fair. Oct. 5-6. D. J. Walton.
Munfordville-Hart Co. Fair Assn. Sept. 20-22. John P. Rowlett.
Nicholasville-Jessamine Co. Lions Club Fair. Aug. 6-11. Richard Taylor.
Owenton-Owen Co. Fair. July 25-28. A. T. Mills.
Owingsville-Bath Co. Fair Assn. Last of Sept. Harold D. Reynolds.
Paducah-West Kentucky Fair Assn. July 10-13. Clyde Peel.
Pikeville-Pike Co. Fair. Sept. 27-29. A. H. McChord.
Russell Springs-Russell Co. Fair. Aug. 1-4. Leonard E. Wilson, Jamestown, Ky.
Russellville-Logan Co. Fair. Aug. 13-18. Jack Stengell.
Shelbyville-Shelby Co. Agrl. Assn. July 31-Aug. 4. Phil W. Moesser.
Sturgis-Union Co. Fair Assn. July 17-20. A. L. Thornsberry.
Vanceburg-Lewis Co. Fair. Oct. 4-6. Omar Harrison.
Warsaw-Gallatin Co. Farmers' Fair Assn. Aug. 22-25. William R. LeGrand.
West Liberty-Morgan Co. Fair. Sept. 19-23. Charlie Dixon.
Whitley City-McCreary Co. Fair Assn. Last week in Sept. George D. Corder.
Winchester-Clark Co. Fair. Oct. 11-13. Charles D. Shouse.

LOUISIANA
Abbeville-La. Dairy Festival & Fair. Sept. 21-22. Roy R. Theriot.
Amite-Tangipahoa Parish Fair Assn. Oct. 4-7. Joseph H. Goldsby.
Bastrop-La. Peach Festival & Fair. Oct. 17-20. C. G. Scott.
Clinton-East Feliciana Parish Fair. Oct. 18-20. W. D. Magee.
Coushatta-Red River Parish Fair Assn. Sept. 19-22. Lester P. Vetter.
Covington-St. Tammany Parish Fair. Sept. 21-24. L. L. Landon.
De Ridder-Beauregard Parish Fair Assn. Oct. 2-6. John T. Wooten.
Donaldsonville-South La. State Fair. Oct. 4-7. Adolphe Netter.
Eunice-Southwest La. Fair Assn. Oct. 17-21. Mrs. J. P. Bedell.
Farmerville-Union Parish Fair Assn. Oct. 22-27. S. D. Reech.
Ferriday-Concordia Parish Fair. Oct. 15-20. R. W. Kemp, Monterey, La.
Franklin-St. Mary Parish Fair. Sept. 21-23. E. J. Champagne Jr.
Franklinton-Washington Parish Fair Assn. Oct. 10-13. Ethel E. Wood.
Haynesville-Clalborne Parish Fair Assn. Oct. 3-6. L. H. Dobbins.
Houma-Terrebonne Fair Assn. Sept. 29-30. Merlin T. Basile.
Jennings-Jeff Davis Parish Fair. Oct. 24-27. T. E. Owens.
Lafayette-Jackson Parish Fair Assn. Sept. 24-29. Blanche M. Stovall.
Leesville-Vernon Parish Fair Assn. Sept. 17-22. F. W. Jackson, Simpson, La.
Livingston-Livingston Parish Fair Assn. Sept. 27-29. A. J. Berey, Albany, La.
Mansfield-DeSoto Parish Fair Assn. Oct. 11-13. R. B. Whitman.
Maurice-Sabine Parish Fair. Oct. 18-20. Chester Tatum.
Marksville-Ayoelles Parish Fair Assn. Oct. 5-7. Kermit J. Ducote.
Minden-Bossier-Webster Fair. Oct. 9-13. Brodie Pugh.
Morgan City-La. Shrimp Festival & Fair. Sept. 15-16. S. J. Kuhman.
New Iberia-La. Sugar Cane Festival & Fair Assn. Sept. 28-30. Madeline Vulliamot.
New Roads-Pointe Coupee Parish Fair. Oct. 12-14. J. Wade LeBeau.
Oak Grove-West Carroll Parish Fair. Oct. 18-20. J. Wayland Smith.
Oberlin-Alten Parish Fair Assn. Sept. 27-29. G. C. Meaux.
Olla-North Central La. Fair. Sept. 25-30. H. Vinyard.
Opelousas-La. Yambilee. Oct. 10-11. W. T. Galyean.
Pitkin-Pitkin Community Fair. Oct. 6-13. S. N. Heard.
Plaquemine-Iberville Free Fair Assn. Sept. 15-17. R. J. Badeaux.
Port Allen-W. Baton Rouge Parish Fair Assn. Sept. 20-23. L. C. Martoneaux.
Patrieville-Ascension Parish Negro Fair. Sept. 28-30. William Tillotson.
Risingold-Bienville Parish Fair Assn. Oct. 10-13. John T. Noles.
Ruston-North La. State Fair. Oct. 8-13. C. M. Mathews.
Ruston-Lincoln Parish Fair. Oct. 8-9. J. A. Shealy.
Shreveport-State Fair of La. Oct. 20-28. W. R. Hirsch.
Shreveport-Caddo Parish Fair. Oct. 18-19. S. L. Beaubien.
Sulphur-Calcasieu-Cameron Bi-Parish Fair. Oct. 22-27. Mrs. Irene L. Owens.
Tululah-La. Delta Fair Assn. Oct. 15-19. J. M. Gilford.
Viboudoux-Lafourche Parish Agrl. Fair. Sept. 20-23. S. F. Blanchard.
Verde-Grant Parish Fair Assn. Oct. 3-6. Odella Purvis, New Verda, La.
Vest Monroe-Ouachita Valley Fair Assn. Oct. 8-13. John Birdsong, Monroe.
Winfield-Winn Parish Fair. Oct. 3-6. H. E. Crawford.
Windsor-Franklin Parish Fair. Oct. 10-13. W. B. Scriber.

MAINE
Acton-York Co. Agrl. Assn. Sept. 12-15. Leon E. Cridford, Shapleigh, Me.
Bangor-Bangor State Fair. Aug. 6-11. John W. Moran.
Blue Hill-Blue Hill Fair. Sept. 1-3. R. E. Bartlett.
Cornish-Cornish Agrl. Assn. Aug. 21-25. Rita B. Pendexter.
Foxcroft-Piscataquis Valley Fair Assn. Aug. 25. Frank A. Pierce.
Farmington-Franklin Co. Agrl. Soc. Sept. 18-22. Frank E. Knowlton.
Fryeburg-Fryeburg Fair. Oct. 3-6. G. Myron Kimball.
Guilford-Guilford Athletic Assn. Sept. 8. Philip Jackson.
Swanton-Maine State Fair Assn. Sept. 3-8. J. J. Bourisk.
Tchfield-Litchfield Farmers' Club. Oct. 2-3. Charles H. Harvey, Gardiner, Me.
North Waterford-World's Fair Assn. Sept. 28-29. Wilbur L. Button.

Skowhegan-Skowhegan State Fair. Aug. 11-18. Roy E. Symons.
Topsham-Topsham Fair. Oct. 8-13. Emery W. Booker, Brunswick, Me.
Union-Knox Co. Agrl. Soc. Aug. 21-25. Florence Calderwood.
West Cumberland-Cumberland Farmers' Club. Sept. 24-30. Howard P. Small, Cumberland Center.
Windsor-Windsor Fair. Aug. 29-Sept. 3. E. R. Hayes.

MARYLAND
Bel-Air-Harford Co. Fair Assn. Sept. 12-14. A. G. Ensor.
Cambridge-Eastern Shore Agrl. Fair. Aug. 12-17. W. Howard Robbins.
Cumberland-Cumberland Fair Assn. Aug. 20-25. Carl G. Schmutz.
Frederick-Frederick Fair. Oct. 2-6. Guy K. Motter.
Gaithersburg-Montgomery Co. Fair. Aug. 21-25. R. N. Whipp, Rockville.
Hagerstown-Hagerstown Fair. Week of Sept. 17. John L. Swain.
LaPlata-Charles Co. Fair. Sept. 28-30. W. Mitchell Digges.
Leonardtown-St. Marys Co. Fair. Sept. 21-23. Oliver Guyther.
Prince Frederick-Calvert Co. Fair. Oct. 3-5. Robert M. Hall.
Timonium-Maryland State Fair. Aug. 29-Sept. 8. William F. Schluderberg.
Upper Marlboro-Southern Md. Fair. Oct. 8-13. Mrs. Helen Welch.
Westminster-Carroll Co. 4-H Fair. July 24-26. L. C. Burns.
Woodbine-Howard Co. Fair. Aug. 29-30 (tentative). Melvin Wessel.

MASSACHUSETTS
Blandford-Union Agrl. Soc. Sept. 2-3. Lee E. Wyman.
Brockton-Brockton Fair. Sept. 8-15. Frank W. Kingman.
Cummington-Hillside Agrl. Soc. Aug. 25-28. Raymond A. Warner, Williamsburg, Mass.
Great Barrington-Barrington Fair. Sept. 9-15. Edward J. Carroll, Agawam, Mass.
Greenfield-Franklin Co. Fair Assn. Sept. 9-12. R. H. Campbell.
Huntington-Littleville Fair. Sept. 29-30. Leon J. Kelso, Chester, Mass.
Marshfield-Marshfield Agrl. Soc. Aug. 19-23. Horace C. Keene.
Middlefield-Highland Agrl. Soc. Aug. 31-Sept. 1. Willard A. Pease, Chester, Mass.
Northampton-Three County Fair. Sept. 2-8. John L. Banner.
Southwick-Southwick Fair Assn. Sept. 8. Mrs. Fannie B. Paas.
Spencer-Spencer Agrl. Assn. Sept. 1-3. Philip A. Quinn.
Topsfield-Topsfield Fair. Sept. 2-8. Paul Corson.
West Springfield-Eastern States Expo. Sept. 18-22. Charles A. Nash.
Weymouth-Weymouth Fair. Aug. 12-18. Milton Danziger, S. Weymouth.

MICHIGAN
Adrian-Lenawee Co. Fair Assn. Sept. 17-22. H. H. Hungerford.
Allegan-Allegan Co. Fair. Sept. 10-15. J. H. Snow.
Alpena-Alpena Co. Agrl. Soc. Aug. 30-Sept. 3. C. N. Standen, Lachine, Mich.
Armada-Armada Agrl. Soc. Aug. 23-26. Roy Conner, Richmond, Mich.
Atlanta-Montgomery Co. 4-H Fair. Aug. 23-25. Evelyn C. Sherwood.
Bad Axe-Huron Co. Fair. Aug. 14-18. William E. Logan.
Barrington-Barrington Community Fair. Oct. 17-18. Forrest N. Armoek.
Bay City-Bay Co. Fair. Aug. 13-19. Webster H. Gansser.
Bellefonte-Wayne Co. 4-H Fair Assn. Aug. 14-18. P. R. Biebesheimer, Wayne, Mich.
Berrien Springs-Berrien Co. Youth Fair. Aug. 15-19. Mrs. Ted Slekman, R.R. 1, Buchanan.
Big Rapids-Mecosta Co. Fair Assn. Aug. 20-25. Norman Mason.
Brown City-Brown City Agrl. Assn. Sept. 6-8. Mark C. Wendt.
Cadillac-Northern District Fair Assn. Sept. 3-7. Arvid E. Swanson.
Caro-Caro Fair. Aug. 20-28. Carl F. Mantey.
Cassopolis-Cass Co. Agrl. Assn. Aug. 7-11. Mrs. Ethel Tumbleson, Dowagiac, Mich.
Centerville-St. Joseph Co. Fair. Sept. 17-23. Lester R. Schrader.
Charlotte-Eaton Co. 4-H Fair. Aug. 28-Sept. 1. Hans Kardel.
Cheboygan-Northern Mich. Fair Assn. Aug. 13-18. H. L. Hopkins.
Chelsea-Chelsea Community Fair. Oct. 3-6. Gertrude C. Young.
Coldwater-Branch Co. 4-H Fair. Sept. 10-15. Gordon R. Schluobatis.
Corunna-Shiawassee Co. Agrl. Soc. Aug. 13-19. Blair Woodman.
Croswell-Croswell Agrl. Soc. Aug. 8-12. Wesley J. Hurley.
Detroit-Michigan State Fair. Aug. 31-Sept. 9. James D. Friel.
Eagle-Eagle Township Fair Assn. Sept. 6-8. Charles Higbee.
East Jordan-Charlevoix Co. Agrl. Soc. Sept. 4-8. Ed Rehman, Boyne City, Mich.
Escanaba-Upper Peninsula State Fair. Aug. 14-19. John MacInnis.
Ewart-Osceola Co. 4-H & FFA Fair. Aug. 15-17. Arthur Gronlund.
Fowlerville-Powerville Fair. July 31-Aug. 5. Robert E. Smith.
Gladwin-Gladwin Co. Fair Assn. Aug. 8-11. Earl Colbeck, Beaverton, Mich.
Goodells-St. Clair Co. 4-H Fair. Aug. 23-25. C. S. Parsons, Smiths Creek, Mich.
Grand Rapids-Kent Co. 4-H Agrl. Assn. Aug. 21-24. Eines G. Olstrom.
Greenville-Montcalm Co. Fair Assn. Aug. 2-4. William Christensen.
Hale-Iosco Co. Agrl. Soc. Aug. 29-Sept. 1. Thurman Scofield.
Harrison-Clare Co. Agrl. Soc. Sept. 11-15. Ray Harold, Gladwin, Mich.
Hart-Oceana Co. Fair. Sept. 5-7. George W. Powers.
Hartford-Van Buren Co. Agrl. Soc. Sept. 3-8. Paul F. Richter.
Hastings-Barry Co. Free Fair. July 31-Aug. 4. Forrest Johnson.
Hillsdale-Hillsdale Co. Agrl. Soc. Sept. 23-29. H. B. Kelley.
Hudsonville-Hudsonville Community Fair. Sept. 6-8. Alvin Jager.
Imlay City-Imlay City Fair. Aug. 7-11. Harold Muir.
Ionia-Ionia Free Fair. Aug. 6-11. Rose Sarlow.
Iron River-Iron Co. Agrl. Soc. Aug. 22-24. V. C. Vaughan.
Ironwood-Gogebic Co. Fair. Aug. 9-12. W. B. Faulk, Bessemer, Mich.
Ithaca-Gratiot Co. Fair Assn. Aug. 22-25. John W. Baker, Alma, Mich.
Jackson-Jackson Co. Agrl. Assn. Aug. 27-31. Ilone Storms.
Kalamazoo-Kalamazoo Co. Agrl. Soc. Sept. 24-29. Edward McNamara, Richland, Mich.
Lake Odessa-Lake Odessa Fair Assn. July 3-4. H. H. Chase.
Ludington-Western Michigan Fair. Aug. 28-Sept. 1. Irving L. Pratt, Scottville, Mich.
Manchester-Manchester Community Fair. Sept. 20-22. Clifford Walsh.
Marne-Berlin Fair. Aug. 28-31. R. M. Ossewaarde, Coopersville, Mich.
Marshall-Calhoun Co. Fair. Aug. 20-25. Roy Brigham, Battle Creek, Mich.
Mason-Ingham Co. Fair. Aug. 13-18. Joy O. Davis.
Midland-Midland Co. Fair. Aug. 11-25. H. D. Parish.

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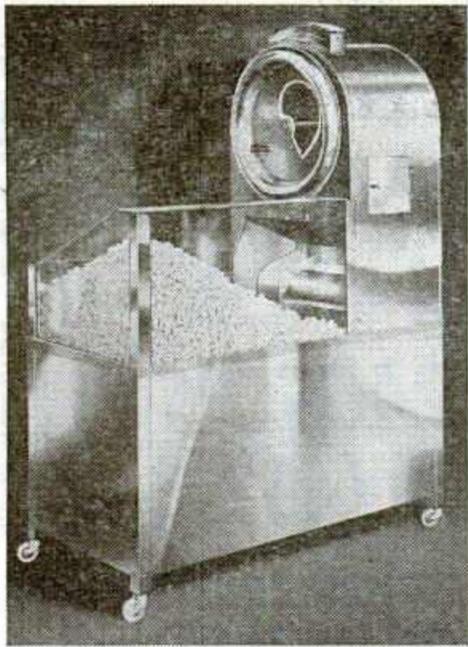
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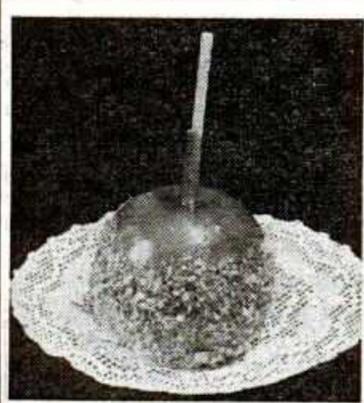
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Monroe—Monroe Co. Fair Assn. Aug. 6-11. Pearl K. Quermbach.

Mount Pleasant—Isabella Co. Youth & Farm Fair. Aug. 21-25. Maynard Gilmore.

Norway—Dickinson Co. Free Fair. Aug. 31-Sept. 3. Frank J. Molinare, Iron Mountain.

Onkama—Manistee Co. Agrl. Soc. Sept. 5-8. Hanna Ballard, Manistee, Mich.

Peck—Peck Agrl. Fair. Sept. 27-29. J. L. Whitaker.

Potoskey—Emmet Co. Fair Assn. Aug. 21-25. Winfield S. Hinds.

Pickford—Pickford Dist. Fair. Sept. 6-8. F. Elwyn Smith.

Pinconning—Pinconning Fair Assn. Sept. 7-8. Meryl A. Bird.

Pontiac—Oakland Co. 4-H Agrl. Assn. Aug. 14-17. Mrs. Thurman Bowers.

Richmond—Richmond 4-H Fair. Sept. 1-3. Vern Krause.

Saginaw—Saginaw Co. Agrl. Soc. Sept. 9-15. Clarence H. Harnden.

Saline—Saline Community Fair. Sept. 26-30. Charles H. Osgood.

Sandusky—Sanilac Co. 4-H Agrl. Soc. Aug. 21-25. Albert T. Hall.

Stalwart—Stalwart Agrl. Soc. Sept. 19-20. Mrs. Mae Warren.

Standish—Arenac Co. Agrl. Soc. Aug. 15-18. Paul Penneck.

Traverse City—Northwestern Mich. Fair. Aug. 28-Sept. 1. Arnel Engstrom.

West Branch—Ogemaw Co. Agrl. Soc. Aug. 22-25. Thomas P. Rau.

MINNESOTA

Ada—Norman Co. Agrl. Soc. June 30-July 4. A. K. Tvedten.

Albert Lea—Freeborn Co. Agrl. Soc. Aug. 20-23. Herman D. Jensen.

Alexandria—Douglas Co. Fair. Aug. 20-23. J. G. Thornton.

Appleton—Swift Co. Fair Assn. Aug. 23-26. J. G. Anderson.

Arlington—Sibley Co. Agrl. Assn. Aug. 9-12. Louis Kill.

Austin—Mower Co. Fair. Aug. 7-12. P. J. Holand.

Bagley—Clearwater Co. Agrl. Soc. Aug. 2-5. Mrs. Margaret Davids.

Barnesville—Clay Co. Fair Assn. July 9-11. Theo. Holum.

Baudette—Lake of the Woods Co. Fair Assn. Aug. 22-24. L. L. Wonsler.

Bayport—Washington Co. Agrl. Soc. Aug. 10-12. Fred S. Lammers, Stillwater, Minn.

Bemidji—Beltrami Co. Fair Assn. Aug. 6-8. George Guyan.

Bird Island—Renville Co. Fair. Sept. 10-12. Harold Baumgartner.

Blue Earth—Faribault Co. Agrl. Assn. Sept. 6-9. Harold A. Myers.

Brainerd—Crow Wing Co. Fair Assn. Aug. 15-18. B. C. Wilkins.

Caledonia—Houston Co. Agrl. Soc. Aug. 30-Sept. 1. Merle O. Almo.

Cambridge—Isanti Co. Agrl. Soc. Sept. 5-8. L. O. Carlson.

Detroit Lakes—Becker Co. Fair Assn. Aug. 9-11. G. W. Peoples.

Fairmont—Martin Co. Agrl. Soc. Sept. 13-16. John S. Livermore.

Faribault—Rice Co. Agrl. Assn. Aug. 9-12. Frank H. Duncan.

Farmington—Dakota Co. Agrl. Soc. Aug. 9-12. W. E. (Gene) Moher.

Fergus Falls—Otter Tail Co. Fair Assn. Aug. 22-25. Knute Hanson.

Fertile—Polk Co. Fair Assn. July 19-21. J. W. Reseland.

Fosston—East Polk Co. Fair. July 5-8. H. Algaard.

Glenwood—Pope Co. Agrl. Soc. Sept. 21-23. J. A. Leedahl.

Grand Rapids—Itasca Co. Fair. Aug. 16-19. Francis Mullins.

Hallock—Kittson Co. Agrl. Soc. July 9-12. Calvin R. Bouvette.

Herman—Grant Co. Agrl. Assn. Aug. 3-5. Arthur C. Johnson.

Hopkins—Hennepin Co. Fair. July 20-22. Mike W. Zipoy.

Howard Lake—Wright Co. Fair. Aug. 9-12. Paul Eddy.

Jackson—Jackson Co. Fair. Aug. 16-19. Anton C. Geiger.

Jordan—Scott Co. Fair. Sept. 6-9. H. H. Berg.

Kasson—Dodge Co. Fair. Aug.—Victor T. Sander, Dodge Center, Minn.

Litchfield—Meeker Co. Fair. Aug. 15-17. John Sheay.

Little Falls—Morrison Co. Fair. Aug. 10-12. D. T. Sargeant.

Long Prairie—Todd Co. Agrl. Soc. Aug. 7-9. Logan C. Scow.

Luverne—Rock Co. Agrl. Soc. Aug. 16-18. George A. Golla.

Madison—Lac qui Parle Co. Fair. Sept. 6-9. Wayne Weiser.

Mahnomen—Mahnomen Co. Agrl. Soc. July 13-15. Jerry Bisek.

Montevideo—Chippewa Co. Fair Assn. Aug. 16-19. Stanley O. Syverson.

Mora—Kanabec Co. Agrl. Soc. Aug. 16-18. Victor Elfstrom.

Morris—Stevens Co. Agrl. Soc. Aug. 25-26. J. W. Freeman.

Nevis—Hubbard Co. Agrl. Assn. Aug. 28-30. Darwin L. Erickson.

New Ulm—Brown Co. Fair. Aug. 16-19. William A. Lindemann.

Owatonna—Steele Co. Agrl. Soc. Aug. 14-19. Stan Muckle.

Perham—Perham Agrl. Soc. July 26-29. C. B. Weber.

Pillager—Cass Co. Agrl. Soc. Aug. 16-18. Charles Ellgen.

Pine City—Pine Co. Agrl. Soc. Aug. 2-4. E. J. Wamhoff, Hinckley, Minn.

Preston—Fillmore Co. Fair. Aug. 23-26. Charles H. Utley.

Princeton—Mille Lacs Co. Agrl. Soc. Aug. 13-15. R. C. Angstman.

Proctor—South St. Louis Co. Fair Assn. Aug. 2-5. Elmer J. Gorham.

Redwood Falls—Redwood Co. Agrl. Soc. Sept. 6-8. Edwin J. Henderson.

Rochester—Olmsted Co. Agrl. Soc. Aug. 1-4. Gordon E. Reynolds.

Roseau—Roseau Co. Agrl. Soc. July 23-25. Charles Christanson.

Rush City—Chago Co. Fair. Aug. 6-8. George W. Larson, North Branch, Minn.

Saint Charles—Winona Co. Fair Assn. Aug. 16-19. Roger M. Anderson.

Saint Cloud—Benton Co. Agrl. Soc. Aug. 17-19. C. H. Varner.

Saint James—Watonwan Co. Fair Assn. Aug. 24-26. Hubert Ransom.

Saint Paul—Minnesota State Fair. Aug. 25-Sept. 3. Douglas K. Baldwin.

Saint Peter—Nicollet Co. Agrl. Assn. Aug. 23-26. Dr. Roy A. Dean.

Sauk Centre—Stearns Co. Agrl. Assn. July 26-29. S. O. Aaker.

Thief River Falls—Pennington Co. Agrl. Soc. Aug. 1-4. J. M. Roche.

Two Harbors—Lake Co. Agrl. Soc. Aug. 29-Sept. 1. Torstein Grinsger.

Tyler—Lincoln Co. Fair Assn. Aug. 23-26. Therkel Jorgensen.

Waconia—Carver Co. Agrl. Soc. Aug. 12-15. Louis E. Schreiber.

Wadena—Wadena Co. Fair. July 30-Aug. 2. Clyde E. Kelsey.

Warren—Marshall Co. Fair. July 16-18. Ken S. Nelson.

Waseca—Waseca Co. Fair. Aug. 2-5. Judge Leon J. B. Sexton.

Wheaton—Traverse Co. Agrl. Assn. Sept. 6-9. A. W. Yye.

Willmar—Kandiyohi Co. Fair. Sept. 12-15. Albert E. Thompson, Spicer, Minn.

Windom—Cottonwood Co. Agrl. Soc. Aug. 20-22. William Palm.

Worthington—Nobles Co. Fair Assn. Aug. 20-22. L. A. Hons.

Zumbrota—Goodhue Co. Agrl. Soc. Aug. 23-26. A. E. Collinge Jr.

MISSISSIPPI

Aberdeen—Monroe Co. Fair Assn. Sept. 29-30. Robert D. Patterson.

Belzoni—South Delta Fair Assn. Oct. 8-13. J. A. Harbour.

Corinth—Tri-State Fair. Sept. 24-29. Richard J. Penny Jr.

Forest—Scott Co. Colored Fair Assn. Oct. 15-20. Ananias Ware.

Greenville—Delta Fair & Livestock Show. Sept. 17-22. Jules Bagarry.

Jackson—Mississippi State Fair. Oct. 8-13. J. M. Dean.

Kosciusko—Central Miss. Fair Assn. Sept. 17-22. Ray T. Stennett.

McComb—Pike Co. Fair. Oct. 1-6. N. A. Copien, Summit, Miss.

Meridian—Mississippi Fair & Dairy Show. Oct. 1-6. W. R. Cannady.

New Albany—Union Co. Fair Assn. Sept. 17-22. L. C. Wilson.

Pontotoc—Pontotoc Co. Fair Assn. Second week in Sept. C. F. Randle.

Sebastopol—Sebastopol Community Fair. Sept. 10-15. L. R. Anthony.

Tupelo—Mississippi-Alabama Fair & Dairy Show. Oct. 2-6. James M. Savery.

Vicksburg—Miss-Lou Expo. Oct. 1-6. Alfred W. Faulk.

West Point—Clay Co. Fair Assn. Sept. 10-15. T. P. Akers.

Yazoo City—Yazoo Co. Fair Assn. Oct. 1-6. J. N. Ballard.

MISSOURI

Appleton City—Appleton City Fair. Aug. 28-31. C. D. Peeler.

Aurora—Tri-County Fair. Sept. 26-29. Garrell Medlin.

Ava—Douglas Co. Fair. Sept. 6-8. Ray Royce.

Belle—Belle Fair. Sept. 13-15. Rathney L. Backues.

Bethany—Northwest Mo. State Fair. Sept. 2-8. L. M. Maple.

Boonville—Daniel Boone Days Celebration & Fair. Aug. 13-15. J. M. Meredith.

Bowling Green—Pike Co. Fair Assn. Sept. 5-8. Carl E. Murray.

Butler—Butler Fair. Sept. 12-14. A. F. Hilgedick.

California—Moniteau Co. Fair. Aug. 1-4. Harold Kinkle.

Cape Girardeau—Southeast Mo. District Fair. Sept. 10-15. Elmer F. Lind.

Carthage—Jasper Co. Fair. Aug. 8-10. J. C. Gibbons.

Caruthersville—American Legion Fair. Oct. 3-7. H. E. Malloure.

Chillicothe—Livingston Co. Fair. Sept. 10-12. C. W. Browning.

Cole Camp—Cole Camp Fair. Sept. 13-15. E. L. Junge.

Columbia—Boone Co. Agrl. Soc. Aug. 31-Sept. 3. Ray Brueckner.

Cuba—Cuba Community Fair. Aug. 8-11. Paul T. Carr.

Dexter—Stoddard Co. Agrl. Show. Sept. 17-22. Thomas J. Ross.

Eldon—Miller Co. Fair. Aug. 9-11. H. E. Bruner.

Eldorado Springs—Tri-County Fair. Sept. 14-15. Parks Bacon.

Farmington—St. Francois Co. Fair Assn. Sept. 6-8. Joe Grandhomme.

Fayette—Howard Co. Fair. Sept. 13-15. Charles McCutcheon.

Fredericktown—Madison Co. Fair. Aug. 17-18. M. R. Ward.

Fulton—Callaway Co. Fair Assn. Aug. 14-17. Jack Atkinson.

Galt—Galt Community Fair. Sept. 13-15. Gerald Stiles.

Gilman City—Gilman City Fair. Aug. 2-4. M. R. Hutcherson.

Hermitage—Hickory Co. Free Fair Assn. Aug. 2-4. Mrs. Lawana Roberts.

Huntsville—Huntsville Fair & Festival. Sept. 10-11. R. C. McClure.

Jefferson City—Cole Co. Fair. July 26-28. Edw. J. Woratzeck.

Kansas City—American Royal Livestock & Horse Show. Oct. 13-20. A. M. Paterson.

Kirksville—Northeast Mo. Fair Assn. Aug. 28-31. N. C. Allen.

Lamar—Lamar's Farm & Indust. Expo. Sept. 20-22. Bud Moore.

Laredo—Laredo Community Fair. Sept. 12-15. J. M. Robertson.

Lee's Summit—Jackson Co. Fair. Aug. 7-11. John H. Miller.

Linneus—Old Settlers Fair. Aug. 7-9. J. Marvin Garner.

Linn—Osage Co. Fair. Aug. 30-Sept. 1. Walter F. Heidlage.

Macon—Macon Co. Fair Assn. July 30-Aug. 2. Clyde Butler.

Mansfield—Osark Summit Expo. July 31-Aug. 4. Gus Rusking.

Marshall—Saline Co. Fair. Aug. 29-Sept. 1. T. A. Reid.

Marshfield—Webster Co. Fair. Aug. 30-Sept. 1. Ellis O. Jackson.

Memphis—Scotland Co. Fair. July 25-28. B. H. Hertenstein.

Mexico—Audrain Co. Fair. Aug. 7-10. Dean Black.

Montgomery City—Montgomery Co. Fair Assn. July 26-28. M. B. Vaughn.

Neosho—Southwest Mo. Harvest Fair. Sept. 17-22. T. P. Burch.

Owensville—Gasconade Co. Fair Assn. Aug. 16-18. Oscar Halleman.

Perryville—Perry Co. Fair. Sept. 13-15. Robert Moranville.

Platte City—Platte Co. Agrl. Assn. Aug. 30-Sept. 2. J. Frank Sexton.

Prairie Home—Prairie Home Fair. Aug. 7-9. M. H. Roedel.

Princeton—Mercer Co. Fair Assn. Aug. 28-30. Art Holcomb.

Richmond—Ray Co. Free Fair. Sept. 11-13. Elmore Marshall.

Rockport—Atchison Co. Fair. Aug. 22-24. E. J. Bratuch.

Rolla—Central Mo. Regional Fair. Sept. 19-22. J. R. Smith.

Safe—Safe Community Fair. Aug. 30-Sept. 1. Emmett Dillon, St. James, Mo.

Saint Charles—St. Charles Co. Fair. Sept. 6-9. Kurt E. Schneider.

Sainte Genevieve—Ste. Genevieve Co. Fair. Aug. 31-Sept. 1. P. A. Baechle.

Savannah—Am. Legion Fair. Aug. 1-5. Fred C. Chambers.

Sedalia—Missouri State Fair. Aug. 18-26. William E. Preston.

Senath—Am. Legion Dunklin Co. Fair. Sept. 25-30. Alfred Hamlin.

Shelbina—Shelby Co. Fair. Aug. 1-4. V. W. Wallace.

Springfield—Osark Empire Fair. Aug. 11-17. Glen B. Boyd.

Sullivan—Sullivan Fair. Sept. 12-16. R. M. Easley.

Thayer—Oregon Co. Fair. Sept. 17-22. N. R. Taylor.

Tipton—Tri-County Agrl. Soc. July 25-28. Toby Lademann.

Trenton—North Central Mo. Fair. Aug. 11-17. Chas. Hoffman.

Unionville—Putnam Co. Agrl. Soc. Sept. 4-7. Marple S. Wyckoff.

Vandalia—Vandalia Community Fair. Aug. 29-Sept. 1. Rual R. Morris.

Versailles—Morgan Co. Fair Assn. Sept. 5-8. Charles P. Jamison.

Vienna—Maries Co. Fair. Sept. 6-8. Theron A. Ellis, Meta, Mo.

Warren—Warren Co. Fair. Aug. 2-4. Marvin Stickrod.

Warrensburg—Johnson Co. Fair. Sept. 6-8. E. P. Low.

Washington—Washington Community Fair. Aug. 16-19. Van Suttiff.

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Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
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Per 100

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Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00
Thin, Transparent Plastic Markers, Brown, 3/4 inch, Per M 1.60
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 7 colors, loose, not tabbed, M 2.00
Round White N. J. Cardboard Markers, 2 sizes; 1/2 inch diam., 1800 to lb.; larger size, 5/8 diam., 1000 to lb. Either size, lb. 45
Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90c.
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MONTANA Baker-Fallon Co. Fair. Aug. 24-26. Gene Hoff. Billings-Midland Empire Fair & Rodeo. Aug. 13-18. Harry L. Fitton.

NEBRASKA Albia-Boone Co. Fair. Sept. 11-14. Floyd Gilmer. Arlington-Washington Co. Agri. Soc. Aug. 22-24. H. C. McClellan.

NEW HAMPSHIRE Canaan-Mascoma Valley Fair Assn. Aug. 25-27. William A. Shepard. Center Sandwich - Sandwich Town & Grange Fair. Oct. 12. Doris L. Benz.

NEW JERSEY Branchville-Sussex Co. Farm & Horse Show. Aug. 7-11. John W. Raab, Newton, N. J.

NEW MEXICO Alamogordo-Otero Co. Fair. Sept. 14-15. Ad Painter. Albuquerque-New Mexico State Fair. Sept. 29-Oct. 7. Leon Harms.

NEW YORK Afton-Afton Fair. Aug. 6-11. Frederick Crane. Altamont-Albany, Schenectady & Green Co. Fair. Aug. 21-26. Carl Lohnes.

NEVADA Winnemucca-Humbolt Co. Fair Assn. Sept. 1-3. Albert Lowry.

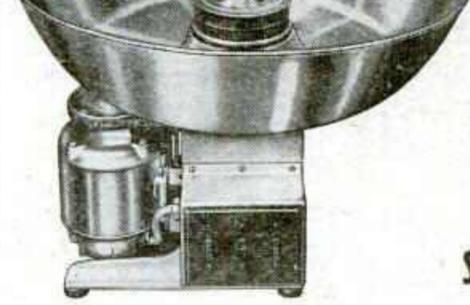
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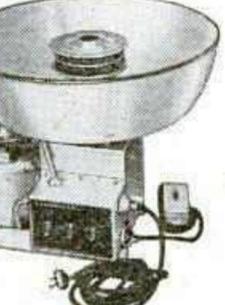
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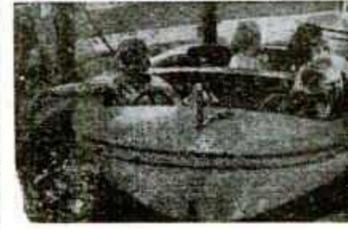


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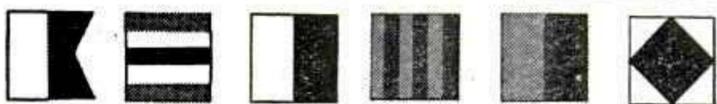
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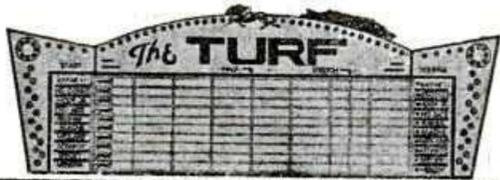
Set	Flag Size	Pennant Size	Price
No. 4	4 1/2' x 4 1/2'	3 1/4' x 8'	\$ 40
No. 6	3' x 3'	2' x 5'	\$ 32
No. 8	1 3/4' x 1 3/4'	1' x 3'	\$ 24

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Kingston—Ulster Co. Agril. Soc. Aug. 15-16. Albert Kurdt.
Little Valley—Cattaraugus Co. Agril. Soc. Aug. 28-Sept. 1. James W. Watson.
Lockport—Niagara Co. Fair. Aug. 13-18. Elmer A. Barrett.
Lowville—Lewis Co. Agril. Soc. Aug. 13-18. Cyril L. Seymour, Turin, N. Y.
Malone—Franklin Co. Agril. Soc. Aug. 20-25. H. Bernard Kelley.
Middletown—Orange Co. Fair Assn. Aug. 12-18. Robert R. Austell.
Mineola, L. I.—Mineola Fair, Sept. 11-16. Charles Bochart.
Morris—Otsego Co. Fair Assn. Aug. 28-Sept. 1. Edward Tripp.
Norwich—Chenango Co. Agril. Soc. Aug. 27-Sept. 1. E. Vall Shelden.
Owego—Tioga Co. Fair. July 22-28. William M. Miller.
Palmyra—Palmyra Fair. Aug. 21-25. W. Ray Converse.
Pena Yan—Yates Co. Agril. Soc. Aug. 8-11. Oliver Wilcox.
Pike—Wyoming Co. Fair. Aug. 27-30. Henry M. Wagenblass, Warsaw, N. Y.
Plattsburg—Clinton Co. Agril. Assn. Aug. 13-18. Mrs. Jane O. Lanigan.
Rhinebeck—Dutchess Co. Agril. Soc. Aug. 28-Sept. 1. Richard C. Murray.
Sandy Creek—Sandy Creek Fair. Aug. 20-25. Seymour S. Hicks, Parish, N. Y.
Schaghticoke—Schaghticoke Fair, Sept. 3-6. Gordon L. Banker, R. D. 1, Troy, N. Y.
Syracuse—New York State Fair, Sept. 1-8. Harold L. Creal.
Trumansburg—Trumansburg Fair, Sept. 12-15. Verner Timerson.
Vernon—Vernon Agril. Soc. Aug. 21-26. James F. Burke.
Waiton—Delaware Co. Agril. Soc. Aug. 14-18. Paul G. Williams.
Waterloo—Seneca Co. Agril. Soc. Aug. 14-18. George E. Collins.
Watertown—Jefferson Co. Agril. Soc. Aug. 20-25. K. J. Malady.
Westport—Essex Co. Agril. Soc. Aug. 20-Sept. 1. Lester H. Labdell, Wadhams, N. Y.
Whitney Point—Broome Co. Agril. Soc. July 31-Aug. 4. Osmer J. Brooks.

NORTH CAROLINA

Albemarle—Stanly Co. Fair Assn. Sept. 17-22. James R. Clark.
Asheboro—Center of N. C. Fair Assn. Sept. 17-23. W. C. York.
Beaufort—Carteret Fair. Oct. 22-27. T. E. Kelly.
Carthage—Moore Co. Agril. Fair. Oct. 22-27. W. B. Hill.
Charlotte—Southern States Expo. Oct. 2-6. Dr. J. S. Dorton.
Cherokee—Cherokee Indian Fair Assn. Oct. 2-6. William E. Ensor Jr.
Clinton—Samson Co. Fair. Sept. 24-29. Edw. E. Cooper.
Durham—Durham Co. Am. Legion Fair. Sept. 17-22. Hugo Walker.
Elizabeth City—Seven County Fair. Sept. 17-22. Norman Y. Chambliss, Rocky Mount.
Enfield—Firemen's Agril. Fair. Sept. 24-29. W. B. Burchette.
Fayetteville—Cumberland Co. Fair. Oct. 1-6. Elbert C. Jackson.
Greensboro—Greensboro Agril. Fair. Oct. 2-7. Mrs. Clyde Kendall.
Greenville—Pitt Co. Agril. Fair. Oct. 1-8. Norman Y. Chambliss, Rocky Mount.
Henderson—Golden Belt Fair. Oct. 1-6. C. M. Hight.
Henderson—Vance Co. Colored Fair. Oct. 8-13. Brooks Hawkins.
Hickory—Catawba Fair Assn. Sept. 24-29. Corbin Green.
High Point—High Point Agril. Fair. Sept. 24-29. T. C. Potts.
Lexington—Davidson Co. Fair Assn. Oct. 1-6. Curtis A. Leonard Sr.
Littleton—Littleton Fair. Oct. 1-6. T. R. Walker.
Louisburg—Franklin Co. Fair. Oct. 8-13. A. H. Fleming.
Monroe—Union Co. Fair Assn. Oct. 22-27. M. W. Williams.
Murphy—Cherokee Co. Mutual Fair. Sept. 24-29. C. R. Freed.
Raleigh—North Carolina State Fair. Oct. 16-20. J. S. Dorton.
Reidsville—Reidsville Fair Assn. Sept. 24-29. Mrs. Katy P. Oliver.
Rocky Mount—Rocky Mount Agril. Fair. Sept. 24-29. Norman Y. Chambliss.
Roanoke Rapids—Hallifax & Northampton Co. Fair. Oct. 8-13. Myrtle S. Glover.
Rutherfordton—Rutherfordton Co. Colored Fair. Sept. 18-22. John H. Carpenter.
Shelby—Cleveland Co. Fair. Sept. 18-22. Dr. J. S. Dorton.
Shelby—Cleveland Co. Negro Fair. Oct. 3-5. Rev. A. W. Foster.
Spindale—Rutherford Co. Fair. Sept. 10-15. John H. Jones, Rutherfordton, N. C.
Spring Hope—Nash Co. Fair. Week of Sept. 17. Hobart Brantley.
Statesville—Iredell Co. Agril. Fair. Sept. 24-29. Clyde Smyre.
Trenton—Jones Co. Fair Assn. Oct. 22-27. John D. Larkins, Jr.
Troy—Am. Legion Montgomery Co. Fair. Sept. 24-29. Ernest King Jr.
Warrenton—Warren Co. Fair Assn. Sept. 24-29. Duke Miles.
Wilson—Wilson Co. Fair. Oct. 8-14. Wiley W. Tomlinson.
Winston-Salem—Winston-Salem Fair. Oct. 9-13. G. C. McNair.

NORTH DAKOTA

Cando—Towner Co. Fair Assn. June 28-30. Harlan Lipp.
Fargo—Red River Valley Fair. Aug. 27-Sept. 1. A. D. Scott.
Fessenden—Wells Co. Free Fair. July 10-14. Tony Lill.
Faxon—Burke Co. Fair. July 9-11. B. E. Bair.
Fornum—Sargent Co. Fair Assn. Sept. 3-5. Beth Wucherpfennig.
Grand Forks—Grand Forks State Fair. July 22-28. Ralph Lynch.
Hamilton—Pembina Co. Fair. July 19-21. Franklin Page.
Jamestown—Stutsman Co. Fair Assn. July 3-6. O. A. Ottinger.
Langdon—Cavalier Co. Fair Assn. July 14-18. Dick Forkner.
Minot—North Dakota State Fair. July 30-Aug. 4. Bob Finke.
Mott—Hettinger Co. Fair. Sept. 3-5. Adelia Soehurn.
Rolla—Rolla Fair. July 5-7. Bruce Theel.
Rugby—Rugby Fair Assn. July 2-4. Carl Roberts.

OHIO

Akron—Summit Co. Fair in Rubber Bowl. Aug. 20-26. William Griffith Associates.
Andover—Andover Street Fair. Sept. 7-8. Robert L. Thomas Jr.
Ashland—Ashland Co. Agril. Soc. Sept. 23-29. Harry G. Dotson.
Athens—Athens Co. Fair. Aug. 19-23. Earl Bridgewater, Chaucney, O.
Attica—Attica Fair Assn. Aug. 8-10. Carl B. Carpenter.
Barlow—Barlow Agril. Assn. Sept. 27-28. Frank H. Proctor.
Bellevue—Logan Co. Agril. Soc. Aug. 21-24. Carl C. Kirk.
Bellville—Bellville Ind. Agril. Soc. Sept. 12-15. E. O. Kochheiser, R. D. 1, Butler, O.
Berea—Cuyahoga Co. Agril. Soc. Aug. 15-19. Wm. H. Kroesen.
Bowling Green—Wood Co. Fair. Aug. 14-17. John L. Clarke.
Bucyrus—Crawford Co. Agril. Soc. July 31-Aug. 3. George Damschroder.

Burton—Geauga Co. Agril. Soc. Aug. 30-Sept. 3. Thane L. Atwood, Middlefield, O.
Cadiz—Harrison Co. Agril. Assn. Sept. 13-15. L. H. Barger.
Caldwell—Noble Co. Fair. Aug. 30-Sept. 1. J. K. Walkenshaw.
Canfield—Mahoning Co. Agril. Soc. Aug. 30-Sept. 3. E. R. Zeiger, Youngstown, O.
Canton—Stark Co. Agril. Soc. Sept. 3-7. Ed S. Wilson.
Carrollton—Carroll Co. Agril. Soc. Sept. 26-29. E. W. Casper, Malvern, O.
Celina—Mercer Co. Agril. Soc. Aug. 12-17. W. P. Archer.
Chillicothe—Ross Co. Agril. Soc. Aug. 20-24. Chas. J. Betsch.
Cincinnati—Carthage Fair. Sept. 12-15. Clarence A. Peters, 410 Court House.
Circleville—Pickaway Co. Fair. July 30-Aug. 3. John R. Heiskell.
Circleville—Circleville Pumpkin Show. Oct. 17-20. Ned H. Dresbach.
Columbus—Ohio State Fair. Aug. 24-31. Howard S. Foust.
Coshocton—Coshocton Co. Agril. Soc. Oct. 2-6. C. V. Croy, R. 1, Trinway, O.
Croton—Harford Ind. Agril. Soc. Aug. 7-11. George F. McNemar, Johnstown, O.
Dayton—Montgomery Co. Fair. Sept. 3-6. Goldie V. Scheible.
Delaware—Delaware Co. Agril. Soc. Sept. 17-21. Wm. B. Deal.
Dover—Tuscarawas Co. Agril. Soc. Sept. 18-21. W. G. Findley, New Philadelphia, O.
Eaton—Preble Co. Fair. Sept. 11-14. Wm. B. Pryor.
Findlay—Hancock Co. Agril. Soc. Sept. 4-7. R. L. Yates.
Fredericktown—Fredericktown Community Fair. Sept. 26-29. Irl Willits.
Fremont—Sandusky Co. Agril. Soc. Sept. 3-7. Russell S. Hull.
Gallipolis—Gallia Co. Agril. Soc. Sept. 18-23. Mrs. Arlene Roush, R. 1, Bidwell, O.
Georgetown—Brown Co. Fair. Oct. 3-6. Luther Kestel.
Greenville—Darke Co. Fair. Aug. 18-24. Frank Hiestand, Rossburg, O.
Hamilton—Butler Co. Agril. Soc. Sept. 23-28. Barton Truster, Seven Mile, O.
Hicksville—Defiance Co. Agril. Fair. Aug. 21-24. S. G. Elieser.
Hillsdale—Franklin Co. Agril. Soc. Aug. 14-17. Arch A. Alder.
Hillsboro—Highland Co. Agril. Soc. Sept. 5-8. Walter West.
Jefferson—Ashtabula Co. Agril. Soc. Aug. 14-18. E. F. Walburn.
Kenton—Hardin Co. Agril. Soc. Sept. 25-28. Mrs. I. E. Wetherill.
Lancaster—Fairfield Co. Agril. Soc. Oct. 10-14. Russell W. Alt, R. R. 1, Baltimore, O.
Lebanon—Warren Co. Agril. Soc. Aug. 29-Sept. 1. Corwin Nixon.
Lima—Allen Co. Agril. Assn. Aug. 21-24. Wm. F. Struna.
Lisbon—Columbiana Co. Agril. Soc. Sept. 11-15. J. H. Sinclair, Hanoverton, O.
Logan—Hocking Co. Agril. Soc. Sept. 19-22. James H. Barker.
London—Madison Co. Agril. Soc. Aug. 19-23. Fred M. Guy, Mechanicsburg, O.
Loudonville—Loudonville Street Fair. Oct. 2-4. Chas. Bernhard Jr.
Lucasville—Scioto Co. Agril. Soc. July 31-Aug. 4. A. S. Moulton.
McConnelsville—Morgan Co. Agril. Soc. Sept. 6-8. Ray G. Smith.
Mansfield—Richland Co. Agril. Soc. Aug. 16-18. Orville Kibler.
Marietta—Washington Co. Agril. Assn. Sept. 2-5. L. E. Apple.
Marion—Marion Co. Agril. Soc. Aug. 19-24. Clifford L. Campbell, R. F. D. 1, Morra, O.
Marysville—Union Co. Agril. Soc. Sept. 11-14. Otto E. Rausch, R. 1, Plain City, O.
Maumee—Lucas Co. Fair. Aug. 9-12. O. W. Disher, Waterville, O.
Medina—Medina Co. Agril. Soc. Sept. 5-8. C. W. Mapee.
Millersburg—Holmes Co. Agril. Soc. Aug. 16-18. Verle H. Spreng, R. 1, Lakeville, O.
Montpelier—Williams Co. Fair. Sept. 9-15. Frank B. Ataffer.
Mount Gilead—Morrow Co. Agril. Soc. Aug. 15-18. Glenn Brown.
Mount Vernon—Knox Co. Agril. Soc. July 24-28. Henry G. Richards.
Napoleon—Henry Co. Agril. Soc. Aug. 14-17. James D. Murray.
Norwalk—Huron Co. Agril. Soc. Sept. 11-15. Mrs. Elfreda Crayton.
Old Washington—Guernsey Co. Agril. Soc. Sept. 26-29. Thomas E. Gracy, Cambridge, O.
Ottawa—Putnam Co. Agril. Soc. Oct. 3-6. Joseph L. Brickner.
Owensville—Clermont Co. Agril. Soc. Aug. 15-18. J. W. Evans.
Painesville—Lake Co. Agril. Soc. Aug. 22-25. Robt. Guthleben.
Paulding—Paulding Co. Agril. Soc. Aug. 29-Sept. 1. Galen W. Brewer.
Pikeeton—Pike Co. Agril. Soc. Aug. 9-11. Frank B. Cooper.
Plain City—Plain City Ind. Agril. Soc. Aug. 1-4. Walter Marshall.
Pomeroy—Meigs Co. Agril. Soc. Aug. 14-17. C. L. Heaton.
Proctorville—Lawrence Co. Agril. Soc. July 27-30. Owen Griffith, Kitts Hill, O.
Randolph—Randolph Ind. Fair. Sept. 7-8. R. P. Hamilton.
Richwood—Richwood Ind. Agril. Soc. Sept. 2-5. Dale D. Lowe, R. 3, Marysville, O.
Saint Clairsville—Belmont Co. Agril. Soc. Sept. 5-8. Wm. R. Butcher Jr.
Sidney—Shelby Co. Agril. Soc. Sept. 9-14. Donald Brandt, RFD 1, Anna, O.
Smithfield—Jefferson Co. Agril. Soc. Aug. 15-18. W. E. Rose, R. 1, Rayland, O.
Springfield—Clark Co. Fair. Aug. 15-18. B. P. Sandles.
Tiffin—Seneca Co. Agril. Soc. Aug. 21-24. C. C. Baker.
Troy—Miami Co. Agril. Soc. Aug. 12-17. Chas. P. Rogers, R. R. 1, Casstown, O.
Upper Sandusky—Wyandot Co. Agril. Soc. Sept. 11-15. Ross A. Winter.
Urbana—Champaign Co. Agril. Soc. Aug. 5-10. Howard Goddard.
Van Wert—Van Wert Co. Fair. Sept. 3-7. N. E. Stuckey.
Wapakoneta—Auglaize Co. Agril. Soc. Aug. 5-10. Harry Kahn.
Warren—Trumbull Co. Agril. Soc. Aug. 7-11. Frank Neal, Nutwood, O.
Washington C. H.—Fayette Co. Agril. Soc. July 24-28. Frank E. Ellis.
Wauseon—Fulton Co. Agril. Soc. Sept. 3-7. Mrs. C. J. Keller.
Wellington—Lorain Co. Agril. Soc. Aug. 21-24. Clair L. Hill.
Wellston—Jackson Co. Agril. Soc. July 18-21. Carl G. Dahlberg.
West Union—Adams Co. Agril. Soc. Aug. 21-24. Chas. S. Kirker.
Wilmington—Clinton Co. Fair. Aug. 7-11. C. Millard Lieceance.
Woodfield—Monroe Co. Agril. Soc. July 25-27. Ralph Schumacher.
Wooster—Wayne Co. Agril. Soc. Sept. 11-15. W. J. Buss.
Xenia—Greene Co. Agril. Soc. July 31-Aug. 4. Mrs. J. Robt. Bryson.
Zanesville—Muskingum Co. Fair. Aug. 14-18. Perl D. Elliott, New Concord, O.

OKLAHOMA

Ada—Pontotoc Co. Fair. Sept. 12-15. Bill Bevers.
Alva—Woods Co. Free Fair. Sept. 12-15. O. McNally, Waynoka, Okla.
(Continued on page 78)

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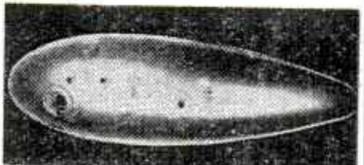
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Carnival Routes

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Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Alamosa, Colo.
 American Bazaar: Columbia, Pa.
 American Beauty: Knoxville, Ia.; Creston July 2-4.
 American Eagle: Kansas, Ill.; (Fair) Rushville 2-7.
 American Midway: Arkansas City, Kan.; Wamego July 2-4.
 M. P.: Corriganville, Md.; Oakland July 2-7.
 Ark. Wonder: Judsonia, Ark., July 1-5.
 Adger State: (Fair) Bottineau, N. D., 25-27; Cando 28-30; (Fair) Rugby July 2-4.
 Aker United: Lawrence, Ind.; Linton July 2-7.
 & C.: Sidney, N. Y.; Livingston Manor July 2-7.
 Asm's Attns.: Clarion, Pa.; Brookville July 2-7.
 Aech, Lee: Franklin, O.; Norwood July 2-4.
 Aes's Old Reliable: Frankfort, Ky.; Greenup July 2-7.
 Bernard & Barry: Noranda, Que., Can., 26-27; Kirkland Lake, Ont., 4-7.
 & H. Am.: Spartanburg, S. C.
 Big Four Am.: Union Grove, Wis.; Marengo, Ill., July 2-7.
 Big Gate: Clarksville, Tex.
 Blue Grass: Crawfordville, Ind.; Harrisburg, Ill., July 2-7.
 Bogard: Wausau, Wis.
 Bogle: Nevada, Mo., July 2-4.
 Boone Valley: Atlantic, Ia.; Gowrie July 2-4.
 Brodbeck-Schrader, No. 1: Liberal, Kan., July 2-6.
 Brodbeck-Schrader, No. 1: Larned, Kan., July 2-7.
 Bordenland: Carrizozo, N. M.; Vaughn July 2-7.
 Buck, O. C.: Yorkville, N. Y.
 Burke, Harry: Oakdale, La.
 Burkhardt: Warrenville, Ill., 29-July 1.
 Wilmington 2-4; Rollins 5-8.
 Burdick's Greater: (Fair) Stockdale, Tex.
 Capital City: Somerset, Ky.; Stearns July 2-7.
 Capitol City Am.: Spencer, Ind.; Hoopston, Ill., July 2-7.
 Carnival Shows: Greenport, L. I., N. Y.; Casey, E. J.; Minnedosa, Man., Can., 27-28; Virden 29-30; Carman July 2; (Fair) Do-avalcade of Amusements: Benwood, W. Va.; East Liverpool, O., July 2-7.
 avalcade of Fun: Grays Lake, Ill., 28-July 1.
 Central States: Columbus, Neb.
 etlin & Wilson: (Nutterfort) Clarksburg, W. Va.
 Chaons, Jimmie: Muncie, Ind.
 Cherokee Am. Co.: Cottonwood Falls, Kan.; Pittsburg July 4.
 Coleman Bros.: Pittsfield, Mass.
 Collins, Wm. T.; Minot, N. D.; Detroit Lakes, Minn., July 3-7.
 Columbia: Machias, Me.
 Coney Island: Sweetwater, Tenn.; Etowah July 2-7.
 Continental: South Glens Falls, N. Y.
 Cote Am. Co.: Plymouth, Mich.
 County Fair: Bayard, Neb.; Lewellen July 2-4.
 Crafts Expo.: Oakland, Calif., 26-July 4.
 Fiesta Fiesta: Oceanside, Calif.
 Crescent: Prince Rupert, B. C., Can., 25-July 2.
 Cumberland Valley: Cowan, Tenn.; Tullahoma July 2-7.
 Dan-Louis: Stamping Ground, Ky.
 Del-Mar: Greensburg, Pa.; Bessemer July 2-7.
 Delta Am. Co.: Swiftown, Miss.; Winona July 4.
 De Luxe: Holyoke, Mass.; Dalton July 2-7.
 Johnson's United: Eau Claire, Wis.
 Douglas Greater: The Dalles, Ore.
 Down River Am. Co.: Adrian, Miss.
 Drago Amusements: Wabash, Ind.
 Drew, James H.: Loveland, O.; Louisa, Ky., July 2-7.
 Dudley, D. S.; Dickens, Tex.; Ruidoso, N. M., July 2-7.
 Dumont: Ambridge, Pa.; Steubenville, O., July 2-7.
 Eyer's Greater: Normal, Ill.; Geneseo July 2-4.
 Eastern Am. Co.: Mechanic Falls, Me.
 E. & B. Amusements: 97th St. & 2d Ave., Manhattan, N. Y.
 Eddie's Expo.: Cheswick, Pa.; Beaver Falls July 2-7.
 Emshoff: Burlington, Wis., 1-4; Mazomanie 6-8.
 Evans United: Garnett, Kan.; Lyndon July 2-4.
 Ferris, Carl D.: Wellsville, N. Y.
 Ferris Greater: Delmar, Calif., 29-July 8.
 Fidler's United: East Gary, Ind., 25-July 6; Janesville, Wis., 9-14.
 Fleming, Mad Cody: Lawrenceville, Ga.
 Forsythe & Dowis Rides: Greeley, Colo.
 Francis, John: Gary, Ind.
 Francis, John: Gary, Ind.
 Frontier Expo.: Evanston, Wyo.
 Gayland: Wilkie, Sask., Can., 25-27.
 G. & B. Rides: Parsons, W. Va.; Ripley July 2-7.
 Gem City: Aurora, Ill.; Henry July 2-7.
 Gentach, J. A.: Union City, Tenn.
 Georgia Am. Co.: Cornelia, Ga.
 Gladstone Expo.: Cloverport, Ky.; Eminence July 4.
 Brady, Kelle: Cullman, Ala.
 Grand American: Trenton, Mo.; Kirksville July 2-7.
 Gold Medal: Asheville, N. C.
 Gooding Am. Co., No. 1: Jackson, O.
 Gooding Am. Co., No. 2: Hartford, Mich.
 Gooding Am. Co., No. 3: Blairsville, Pa.
 Gooding Am. Co., No. 4: Cleveland, O.
 Gooding Am. Co., No. 5: Bloomfield, Ind.
 Gooding American Expo.: Wheatland, Pa.
 Gooding Greater: Massillon, O.
 Gooding Park Attns.: Lakewood, O.
 Stanberry July 2-4; Cosby 5-7.
 Greaser Am. Co.: Alma, Wis.
 Great Lakes: Tecumseh, Mich.; White Cloud July 2-7.
 Great Zenith: Westerly, R. I.
 Greater Dixieland: Rusk, Tex.
 Groves Greater: De Quincy, La.; Elton July 2-4.
 Hale's: Lenox, Ia., 28-30; Chariton July 4; Unionville, Mo., 7-14.
 Hames, Bill: Brady, Tex., July 1-7.
 Hammond, Bob: Austin, Tex., 29-July 4; Grand Prairie 6-14.
 Hannum, Morris: (Cheltenham & Ogonts Aves.) Philadelphia, Pa.; Hawley July 2-7.
 Happy Attns.: Dennison, O.; Follansbee, W. Va., July 2-7.
 Happyland: Ypsilanti, Mich., 28-July 7.
 Hawkeye State: Sutherland, Ia.; Rock Rapids July 2-4.
 Heart of Texas: Childress, Tex.
 Heller's Am.: Jersey City, N. J.; Ridge-wood July 2-7.
 Hennes: Negaunee, Mich.
 Heth, L. J.: Bedford, Ind.
 Hill's Greater: Scottsbluff, Neb.
 Hottle, Buff: (Fair) Metropolis, Ill., 1-7.
 Home State: Park Rapids, Minn.
 Howard Bros.: Bentleyville, Pa.
 Imperial: Morris, Ill.; Pana July 2-7.
 Imperial Expo.: Eugene, Ore., 25-July 1.
 Island: Belle, Mo.; Girard, Ill., July 2-7.
 Interstate: Pennington Gap, Va.
 J. & B.: Whitestone, Va.

Johnny's United: Attica, Ind.; Rensselaer July 2-7.
 Jollytime: Stanley, Va.; Shenandoah July 2-7.
 Jones United: Zap, N. D., 28-30.
 Joyland Midway Attns.: Mt. Clemens, Mich., 30-July 4; Detroit 6-15.
 Karraa, Gust, Greater: Maitland, Mo.; Stanberry July 2-4; Cosby 5-7.
 Keystone Expo.: Creswell, N. C.; Belhaven July 2-7.
 Kille, Floyd O., No. 1: Plaquemine, La.; Livingston July 2-4.
 Kille, Floyd O., No. 2: Ville Platte, La., July 2-4.
 LaCrosa: St. Albans, Vt.; Woodsville, N. H., July 2-7.
 LaGasse Am. Co., No. 1: Waterville, Me.; No. 2, Westerly, R. I.; No. 3, Lawrence, Mass.
 Lane, Sammy: Eldorado Springs, Mo.; Eldon July 2-7.
 Lawrence Greater: Nanticoke, Pa.
 Lee United: Owosso, Mich.; Sand Lake July 2-4.
 Lucky Strike: Centerville, Tenn.
 Magic Empire: Gibson City, Ill.; Watervliet, Mich., July 2-7.
 Magic Valley: Miles, Tex.
 Manning, Ross: West Haverstraw, N. Y.; Quakertown, Pa., July 2-7.
 Marlon Greater: Ridge Springs, S. C.
 Marks, John H.: Glen Cove, L. I., N. Y.; Riverhead July 2-7.
 Marvel: Illopolis, Ill., 28-30; Casey July 2-4; Glasford 6-8.
 Meecker: Shoshone, Idaho, 25-28; Rupert 30-July 4.
 Merriam's Midway: Worthington, Minn., 27-30; Cannon Falls July 1-4; Plainfield 6-8.
 Merry Midway: Remington, Ind.
 Merryland: Belding, Mich.; Lake City July 2-4; Frankfort 6-8.
 Midway Expo.: David City, Neb.
 Midway of Mirth: Gillespie, Ill.
 Midwest: Parowan, Utah; Richfield July 1-4.
 Mighty Hamontree: Grayson, Ky.
 Mighty Hoosier State: Latonia, Ky.
 Mighty Page: Pocatontos, Va.; Richlands July 2-7.
 Model: Muscatine, Ia.; Iowa City July 2-7.
 Model Shows: Joliet, P. Q., Can.
 Modernistic: Cape Charles, Va., 27-July 10.
 Moore's Modern: Benton, Ill.
 Mosher: Deckerville, Mich.
 Motor City: Wallaceburg, Ont., Can., 29-July 3.
 Motor State: Fenton, Mich.; Durand July 2-4; Maple Rapids 5-7.
 Mound City, No. 2: Divernon, Ill.; Hardin July 4.
 Nelson, George W.: Staples, Minn.; St. Cloud July 2-7.
 Nessler: Slater, Mo.
 New England Am. Co.: Derry, N. H.; Milford July 2-7.
 New York Gaiety: Romulus, N. Y.; Dansville July 2-7.
 Noble: Lone Wolf, Okla., 29-30; Granite July 3-4.
 Northern Expo.: Herreid, S. D., 28-30; Sanish, N. D., July 2-5; Williston 6-7.
 Oklahoma Expo.: Sand Springs, Okla.; Sallis July 1-4.
 Page Bros.: Murray, Ky.; Martin, Tenn., July 2-7.
 Palmer: Bradshaw, W. Va.; Gilbert July 2-7.
 Palmetto Expo.: (Homeland Park) Anderson, S. C.
 Pan-American: San Fernando, Calif.; Hermosa Beach 4-8.
 Parada: Buffalo, Mo., 28-30.
 Paul's Am. Co.: Wagoner, Okla.; Springdale, Ark., July 1-8.
 Peck Am.: Piper City, Ill.
 Pee Dee Am.: Pilot Mountain, N. C.
 Penn Premier: Du Bois, Pa.; Allegany, N. Y., July 2-7.
 Pioneer: Renovo, Pa.
 Playland: Cleveland, O.
 Playtime: Plymouth, Mass.; Hyannis July 2-7.
 Powelson Expo.: West Salem, O.
 Powelson Greater: Sallenville, O.; Bysville July 2-7.
 Prell's Broadway: West Hempstead, L. I., N. Y.
 Rainer's Am.: Mulberry, Ark.
 Raney United: Fairmont, N. D.
 Redwood Empire: Mountain Home, Idaho.
 (Continued on page 96)

Circus Routes

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Beatty, Clyde: Anacortes, Wash., 29.
 Biller Bros.: Amherst, N. S., Can., 29.
 Capell Bros.: Williamsburg, Ia., 27.
 Cole & Walters: Beulah, N. D., 25; Halliday 26; Parrshall 27; Stanley 28; Kenmare 29; Mohall 30.
 Dock, Sam: Williamson, Pa., 27; Walnut Bottom 28; Newburg 29.
 Gould, Jay: Mt. Greenwood, Ill., 25-26; Kankakee 27-28; Oak Lawn 29-30; Villa Park July 1-4; Chicago 5-8.
 Hagen Bros.: Corning, N. Y., 27.
 Kelly-Miller: Rensselaer, Ind., 25; Delphi 26; Kokomo 27; Marion 28; Hartford City 29; Portland 30; St. Marys, O., July 1.
 Kelly-Morris: Chippewa Falls, Wis., 27; Ladysmith 28; Rice Lake 29; Red Wing, Minn., July 2; Hastings 3; Faribault 4; St. Peter 5; Waseca 6; Fairmont 7.
 King Bros.: Fall River, Mass., 26; New Bedford 27; Taunton 28; Framington 29; Weymouth 30-July 1; Haverhill 2; Lynn 3; Gloucester 4; Lawrence 5; Portsmouth, N. H., 6; Biddeford, Me., 7; Portland 8.
 Mills Bros.: Lincoln, Neb., 25; Shenandoah, Ia., 26; Atchison, Kan., 27; Topeka 28; Raytown, Mo., 29; Independence 30; Moberly July 2; Columbia 3; Kirkwood 4; E. S. Louis, Ill., 5; Alton 6; Springfield 7.
 Packs, Tom: Olney, Ill., 26; Carbondale 27.
 Polack Bros.: Eastern: (Fairgrounds) Laramie, Wyo., 26-27; (Frontier Park) Cheyenne 28-30; (Stadium) Fort Collins, Colo., July 2-3; (Fairgrounds) Rapid City, S. D., 6-8.
 Polack Bros.: Western: (Stadium) Santa Barbara, Calif., 26-27; (Stadium) Ventura 29-30; Pasadena July 4; (Fairgrounds) Merced 6-7.
 Ringing Bros. and Barnum & Bailey: Jamestown, N. Y., 25; Erie, Pa., 26; Youngstown, O., 27; Pittsburgh, Pa., 28-30; Zanesville, O., July 2; Parkersburg, W. Va., 3; Huntington 4; Charleston 5; Portsmouth, O., 6; Columbus 7-8.
 Robinson, Don: Enka, N. C., 27; Weaver-ville 28; Hot Springs 29; Sevierville, Tenn., 30; Dandridge July 2.
 Wallace & Clark: Snohomish, Wash., 29.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Green, Sammy, Minatrel Show: Atlanta, Ga., 25-30; Chattanooga, Tenn., July 2-7.
 Hugo Players: Broken Bow, Neb., 25-July 1.
 Ice Follies of 1951 (Winterland) San Francisco Calif.

JULY 4TH CELEBRATIONS

ARKANSAS
 Corning—Young Men's Civic Club, Roy Goodman.

CALIFORNIA
 Pasadena—Firemen's Band, Robert D. Pyle.
 Watsonville—Chamber of Commerce, July 2-4. John W. Sheffield.

COLORADO
 Greeley—Chamber of Commerce, June 30-July 4. C. J. Mayer.

ILLINOIS
 Brighton—Brighton Picnic, July 3-4. Harold Nelson.
 Camp Point—Lions Club, Harvey L. Schmidt.
 Casey—Am. Legion, July 2-4. Gene R. Colbert.
 Chicago—At Soldier Field.
 Girard—Dwight E. Pitman.
 Hoopston—Am. Legion, July 3-4. Omer J. Russell.
 Iroquois—Clint Owens.
 Mundelein—Lions, Legion & Fire Dept., July 1-4. Harold I. Tennyson.
 Mounds—Fire Dept. R. J. Eustice.
 Pana—Am. Legion, July 1-4. Sydney DeWeerd.
 Potomac—Amvets, Post No. 135.

INDIANA
 Boonville—Albert C. Derr.
 Boswell—Community Celebration, July 2-4. Edgar Burnett, Box E.
 Bremen—Fire Dept. Bob Widmar.
 Freetown—Business Men's Assn. July 3-4. C. C. Forger.
 Roachdale—Lions Club, July 2-4. William E. Etcheson.

IOWA
 Independence—Fair Assn. W. J. Campbell, Jessup, Ia.
 Rock Rapids—Am. Legion, Bob Sutton.

KANSAS
 Chanute—H. D. Carder.
 Fort Scott—Celebration, July 2-7. George F. Luffel, Am. Legion.
 Shawnee—Fire Dept. Celebration, June 30-July 4. Jimmie Steplins, Aztec Theater.
 Wamego—Am. Legion, July 3-4. Harry Glover.

KENTUCKY
 Corbin—Chamber of Commerce, July 2-4. John O'Reilly.
 Eminence—J. B. Powell, Smithfield, Ky.
 Marion—Am. Legion, R. C. Hamilton, Marion, Ky.
 Paintsville—Am. Legion, Guy B. Meade Jr.

MASSACHUSETTS
 Boston—At Franklin Field, July 2-7.
 Lowell—South Common Midway, George P. Legrand.

MICHIGAN
 Lake Odessa—Lake Odessa Fair Assn., July 3-4. H. H. Chase.
 Manistee—Forest Festival, July 3-4.
 Suttons Bay—July 3-4. G. H. Selby.

MINNESOTA
 Duluth—Am. Legion, July 3-4. Russell E. Blackwood, 2440 Minn. Ave.
 Montevideo—Fiesta Days, July 2-4. Royce Owens and A. J. Axxess, Civic Assn.
 Pipestone—Am. Legion, July 2-4. H. C. Petschon.
 Saint Cloud—Am. Legion, R. I. Condon.

MISSOURI
 Aurora—Am. Legion, Week of July 2. W. A. Oglesby.
 Cameron—Lions Club, Charles W. Hill.
 Kirksville—Shriners, W. O. Mackie.
 Eminence—Veterans Foreign Wars, July 4-7. Paul W. Atchison.
 Fulton—July 3-4. William R. Wilfley.
 Licking—Annual Picnic, July 3-4. K. P. Ellis, Chamber of Commerce.
 Sikeston—Am. Legion, Amvets & VFW.
 Lamar E. Bechtold.

NEBRASKA
 Albion—Am. Legion & VFW, July 3-4. I. James Fisher.

NEW HAMPSHIRE
 Conway—Am. Legion, June 30-July 4. Arthur J. Wiggins.

NEW YORK
 Dansville—Vol. Firemen's, July 2-7. Irving Blake.
 Lyons Falls—Fire Dept. J. E. Farney.

NORTH CAROLINA
 Kernersville—Paul Smith.

OHIO
 Ashville—Community Club, July 2-4. Edwin W. Irwin.
 Fairborn—Am. Legion, Week of July 4. L. B. Knight.
 Grafton—Firemen's Carnival, July 3-7. Joe Tango & A. Hales.
 Hamilton—On Fairgrounds, Bill Withrow.
 Swanton—Am. Legion, W. J. Pinkston.
 Woodville—Vol. Fire Dept., July 4-7. Peter J. Schnoor.

OREGON
 Albany—Timber Carnival, July 2-4. Larry Allen Jr. Chamber of Commerce.

SOUTH DAKOTA
 Belle Fourche—Black Hills Roundup, July 3-5. J. F. Koller.
 Castlewood—
 Centerville—July 3-4.
 Edgemont—Am. Legion.
 Gregory—

TENNESSEE
 Harriman—Fire Dept. July 2-7. W. B. Stout.
 Martin—July 4-5. Jno. M. Morgan.
 Union City—Kiwanis Club.

TEXAS
 Brady—Brady Jubilee, July 1-4. Joe T. Ogden.

VIRGINIA
 Louisa—Firemen's Fair, July 4-7. L. S. Key, Charlottesville, Va.

WASHINGTON
 Sedro Woolley—Loggerodeo, July 1-4. A. K. Lisherness.

WEST VIRGINIA
 Fayetteville—At Fayette Airport, Week of July 2.

WISCONSIN
 Appleton—Junior Chamber of Commerce, July 2-4. Fred Froelich.
 East Troy—Am. Legion & Lions Club, July 3-4. John J. Dwyer.
 Menasha—Germania Soc. June 29-July 4. H. J. Berro.
 Ripon—July 3-4. J. H. Wilson.
 Saint Croix Falls—Am. Legion, E. J. Cain.
 Waukesha—Am. Legion & VFW, June 30-July 4. M. T. Gorden.

"LOG YOUR DIESELS"

Vinson Cites Value Of Keeping Records

"KEEP A MAINTENANCE log."

That is the advice on how to save on upkeep of Lewis-Diesel General Motors equipped power plants. "By keeping a log, show owners will be surprised at the savings that will accrue," Samuel P. Vinson, vice-president and sales manager of the Lewis Diesel Engine Company adds. Explaining that he has never been able to get many showmen to compile a week-to-week record of maintenance, Vinson says that these showmen are missing out on a chance of not only keeping their costs down but of extending the life of their light plants. "It wouldn't require much time, either — possibly five minutes a week to keep the book up to date, and it would pay off immeasurably," Vinson observes. Lubrication ranks high in the Vinson book as of prime importance in Diesel maintenance. The log should list when the plant was oiled. Too, it should keep a record of Diesel oil consumed, and, of course, maintenance work done.

Other Savings

Other savings in Diesel usage may be obtained, by holding the amp load in balance or within 10 amps of balance, the Lewis Diesel rep points out. Vinson, who headquarters at the organization's Memphis office-factory, sees no shortage of parts in the foreseeable future. Worsening of the international situation, however, may shut off the supply of new plants for show purposes. A winter overhaul of power plants is urged by Vinson. Such yearly treatment would serve not only to assure top performance thruout the season but would serve to lower operating, as well as maintenance costs, in season. Each winter many of the Lewis-Diesel customers return units to the Memphis plants for an overhaul. On several occasions, with permission of their owners, these units have been pressed into service to meet a power emergency in Tennessee. In the winter of '48, an electrical storm knocked out and virtually destroyed the Dyersburg, Tenn., municipal power plant. Frantically, Dyersburg city fathers called Vinson, asking if he could supply enough mobile units to take care of the city's needs. Vinson, in

turn called the show owners who had units, either overhauled or about to be overhauled, at the plant for an okay to use them. Given the go-ahead, he rushed the units, which had a total output of close to 1,000 KW's to Dyersburg and for eight days provided the city with its electrical needs.

The following winter Memphis was caught with part of its power lines down as a result of a severe storm, and the story was repeated, the sole difference being that in this instance the mobile show units were pressed into service to provide the needs of a hospital, orphanage and police department.

Such incidents have reflected to the credit of outdoor show business generally, to the shows co-operation and to the Lewis-Diesel Company.

It is one of the things that Vinson and his associates at Lewis-Diesel take pride in. Perhaps the greatest, tho, is the 200-kw, single unit, mounted in a 24-foot wagon, Lewis-Diesel's biggest unit, which in addition to being powerful, is maneuverable and just about as flashy an eye-catching object to be found on any midway.

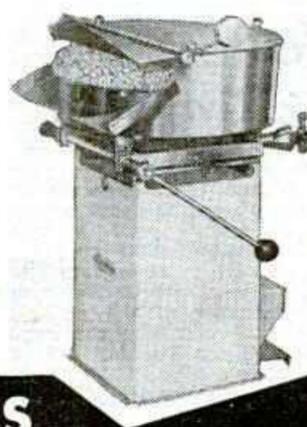
Japanese Fair Gets 13,000 Gate First Three Days

SEATTLE, June 23.—The Japanese Trade Fair, which opened here Monday (18) and runs thru July 4, pulled an estimated 13,000 its first three days, John Haydon, managing director, announced. Event, which is being held at the University of Washington Pavilion, is scaled at 85 cents.

The fair is being presented under auspices of a number of State, city and civic organizations. Herbert S. Little is chairman; Sol G. Levy, treasurer; Freda Schonwald, secretary, and Toshio Urabe, Japanese advisor.

DON ROBINSON CIRCUS
 WANTS TO JOIN ON WIRE—CLOWNS, AERIAL ACTS AND GROUND ACTS DOING THREE OR MORE WORKING MEN IN ALL DEPARTMENTS. USEFUL CIRCUS PEOPLE. CONCESSION DEPARTMENT WANTS BUTCHERS AND HELP FOR STANDS. Wire or Phone Enka, N. C., June 27; Weaver-ville, 28; Hot Springs, 29; Sevierville, Tenn., 30; Dandridge, July 2. All answer to **Howard Ingram, Mgr.**

CRETORS Giant Model 41
 Fast, Efficient Counter Model for Maximum Popcorn Production
 Where speed and efficiency are needed in an auxiliary popper, this is the one to choose. Patented popper pan construction keeps heat in proper place... patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission—gears run in oil. Heated by mfrd., bottle or natural gas. Gasoline extra.



CRETORS PROVEN PROFIT MAKERS

CRETORS Hollywood Jr. 55
 Compact, Low Cost Floor Model Popper with Large Display Area
 Here's a winner to any location. This dramatically designed beauty does a top-notch merchandising job on popcorn. Life-time welded steel construction. Self-seasoning popper; ample storage space. Butter yellow color with stainless steel corner trim. Plexiglas display area, illuminated one-piece plexiglas dome. Exceptionally low priced.

Other Models Available. Write for Information.

C. CRETORS & CO.
 602 WEST CERMAK ROAD, CHICAGO 16, ILL.

LEADERS IN THE FIELD SINCE 1885

GROSSES STILL CLIMBING

Phoenix Kidspot Op Puts Spotlight On Promotions, Public Relations

PHOENIX, Ariz., June 23.—Dr. F. W. Nelson, dentist, turned Kiddieland operator, forecast a continuing but slow increase in business for the immediate future. Basing opinions on his own year-round operation, Dr. Nelson pinpointed last October as the start of current good business and said his grosses have increased steadily since then.

Considerable improvement has been shown since January 1, and the peak has not yet been reached in the opinion of Dr. Nelson. However, he anticipated that the upswing will be less apparent in coming months.

Palisades Gets Buster Crabbe As Swim Prof

NEW YORK, June 23.—Palisades (N. J.) Park pulled another strong drawing card out of the talent pack with the announcement this week by Co-Operator Jack Rosenthal that Buster Crabbe, former aquatic star and lately a TV cowboy name, has been engaged to teach calisthenics and swimming at the spot.

In addition to his video Western chores, Crabbe also has been conducting a morning calisthenics class via television. That stint ends this week. He starts his park connection Monday (25). He will instruct at Palisades every Monday, Wednesday and Friday from 9 to 11:30 a.m. On two previous non-performing appearances at the park earlier this year his drawing power was well demonstrated.

With favorable weather last week-end, business was good. Noro Morales' orchestra and the Four Sandys were the free attractions. The Morales group was held over for a second week.

Outing of civil service employees from New Jersey was on the docket for today. Bobby Benson, TV moppet cowboy, also was slated to make an appearance.

Bubble Gum Contest Set At Riverview

PENNSVILLE, N. J., June 23.—Riverview Beach Park here and the Wilson Line, excursion boat company using the park as a terminus, will sponsor a "world championship bubble gum blowing contest" in co-operation with Blony Gum, Larry Chrisman, general manager of the park, announced. Preliminary contests are scheduled for Tuesday (26) and July 24.

Park preliminaries will follow community and newspaper-sponsored preliminaries in Pennsylvania, Delaware, New Jersey and New York. Finals will be held at the park some time in August.

Highlights of the two preliminaries and finals will be special "tiny tot shows" directed by Stu Wayne, disk jockey of WPEN in near-by Philadelphia. A half hour of each of these shows will be broadcast, with Wayne introducing children's recording artists to the youngsters.

Bowman Gum Corporation, Philadelphia, manufacturer of Blony, Bub and Baseball bubble gums, will provide the gum.

Shannons Report Biz Unchanged in St. Louis

ST. LOUIS, June 23.—Charles L. Shannon and his wife, going into their fourth year as kiddie train operators here, report business unchanged since a year ago. Their Kiddieland, using a kiddie streamliner as the only device, handles soft drinks and popcorn in the concession line. Ride tickets are 10 cents or three for 25 cents for children and 16 cents for adults. Season started May 1.

Twin promotion plans and a well-defined public relations policy have aided Dr. and Mrs. Nelson, co-owners, in building an attendance increase of 31 per cent, a 24 per cent hike in spending for rides and an 18 per cent rise in concession spending this season.

Birthday parties, averaging 30 a week, are plugged regularly on the Kiddieland's television and radio time. Spot is tied in with two local programs for youngsters. In addition, a local dairy "buys" the Kiddieland for two hours each Saturday morning and accepts milk bottle caps as tickets for rides. Deal is advertised on the dairy's daily radio show.

Dr. Nelson stated that the dairy tie-in puts 3,000 children in the spot each Saturday, generating more business for other days as well.

He stressed that Kiddielands must have "agreeable employees with personality and love for children." To insure the Nelsons' spot of capable operators, Mrs. Nelson interviews deans of men at the college and high schools, where most of the Kiddieland employees are hired, to learn of capable persons.

Once hired, each Norton employee is given a course in handling

not only children but also parents. Responsibility to the parents while children are on the ride is emphasized.

Dr. Nelson said that, inasmuch as Kiddielands depend upon repeat business, all persons at his spot make it a point to become acquainted with a maximum number of patrons. He reported that this personal contact pays off in return-visit revenue.

"One of the least expensive means of advertising originates at the ticket booth," Dr. Nelson advised. "When tickets are bought the patron always should be thanked—and it should be said loud enough to be heard."

The Nelsons' Kiddieland, started in 1946, now has 12 rides, including three being added this season. Included are major Merry-Go-Round and Ferris Wheel, Kiddie Ferris Wheel, Miniature Train, Kiddie Coaster, Kiddie Boats, Kiddie Autos, Kiddie Airplanes, Kiddie Whip, Skyfighter, Jeep Ride and Kiddie Chair Swings.

Dollar Pace Fast At N. Y. Fairyland

Moppet Spot Skeds Pepsi Tie-Ups, Merchandising Set for Under Canvas

NEW YORK, June 23.—Fairyland Park, located in a Long Island suburb of this city, enjoyed the best week-end in its comparatively brief history last Saturday and Sunday (16-17), operator Bernard Berkley reported this week. At the same time he announced plans for heavy promotion.

Fairyland was in partial operation for a year before its formal preem five weeks ago. An especially strong money-maker over last week-end was a recently installed Ferris Wheel. Berkley said the ride had a waiting line Sunday that lasted from 1 until 10 p.m. Sunday, being Father's Day, boxes of cigars were distributed to patrons hitting the main ticket booth at the spot on the hour.

The previous week-end was hit by rain Sunday, but Berkley said that biz was at least 30 per cent of the normal score for that day. Saturday's take was excellent.

Soft Drink Promotion

Deal is near completion with the Pepsi-Cola firm in which the soft drink will be pushed at the spot in return for mention of the park in the beverage's advertisements and on the sides of delivery trucks. Company also will erect a flashing sign atop Fairyland Spa, refreshment center, which will beam the drink and park names. Beverage will be served at

Kidspot Gives School Passes

CHICAGO HEIGHTS, Ill., June 23.—Joseph N. Bartolini's Jo Jo Kiddie Park here is drawing business 50 per cent better than 1950, its first season. The spot placed two free tickets with each child in first and second grades before school was out. Its rides go for 9 cents.

Rides at the spot are major Merry-Go-Round, Kiddie Ferris Wheel, Diesel Miniature Train, Kiddie Buggy Ride and Kiddie Boats, Airplanes, Handcar and live ponies. A shooting gallery also is in the lineup.

Galveston Pier Opens

GALVESTON, Tex., June 23.—The Galveston Pleasure Pier opened its season Friday (15). Jack Mankey is manager. Clyde McCoy's band opened the Marine Room. Outdoor movies and a legitimate theater will be in operation this season.

Fairyland Fair in an under-canvas set-up which will run 140 feet adjacent to and parallel with the kiddie Roller Coaster. In addition, novelties, balloons, mechanical horse rides, midget movies and Western equipment for moppets will be offered. Berkley wants to have the adjunct, now being built, ready for July 4.

He said that he had hoped to tie-up with Pepsi on the same type of working arrangement the firm has with Palisades (N. J.) Park this season. Thru the deal, bottle tops and cash are exchanged for rides, but with Palisades already set, a link between the company and another park was precluded. For the next three years, starting next season, Fairyland will offer five rides for six Pepsi bottle caps and a quarter.

Park operator said he also is (Continued on page 70)

Joint NAAPPB-PAP Program Plans Set

ATLANTIC CITY, June 23.—Program arrangements for the joint summer sessions of the National Association of Amusement Parks, Pools and Beaches and the Pennsylvania Association of Parks here August 8 have been completed.

Host George A. Hamid and NAAPPB Secretary Paul Huedepohl reported registration will start August 7 and continue thru the next day. The Wednesday (8) activities will start with a luncheon on the roof of the Hadden Hall Hotel which will be followed by the Pennsylvania group's business session and election.

About two hours will be available for inspection of Hamid's

Playland, Rye Crowds Soar

RYE, N. Y., June 23.—Aided by sunny skies, business at Playland here Saturday and Sunday (16-17) was good.

Management claimed a crowd of 21,000 for Saturday and 35,000 for Sunday. Free acts started Monday (18).

POETIC ABILITY GETS PUBLICITY

AGAWAM, Mass., June 23.—Harry Storin, Riverside Park exec whose penchant for writing poems is well known, gave his rhyming typewriter with the Elizabethan symbols another workout last week and ate up two-thirds of a sports column in *The Springfield Union* authored by Harold W. Heinz.

Storin defended with poetic logic a complaint that park Owner Eddie Carroll had failed to stage a major boxing show at the funspot, as predicted prior to opening. He said that while Riverside had always been available as a site for a non-title Cancer Fund bout, Sugar Ray Robinson, a proposed participant, is unavailable since he is touring Europe.

Steeplechase Skeds Radio To Build Biz

NEW YORK, June 23.—In a business-boosting move, Steeplechase Park this week began a campaign of spot radio commercials aimed at drawing housewife and kiddie trade to the spot.

Manager James J. Onorato said that 30 to 40 spots a week had been purchased on WJZ here. Idea will be to sway the homemaker, who is undecided on how to spend the day, toward Steeplechase.

With excellent weather last week-end, park's business was well ahead of the corresponding dates in 1950, Onorato said.

Biz Doubles For Sauzer's Kiddie Spot

SCHERERVILLE, Ind., June 23.—Sauzer's Kiddieland here is doing twice the business it had last year, according to Owner-Manager Frank J. Sauzer. He credited the gain to more widespread public knowledge of the spot rather than to freer spending. This is Sauzer's second year in the biz.

The spot has 14 employees, half of them high school students, and uses eight rides. In the lineup are Merry-Go-Round, Kiddie Ferris Wheel, Miniature Train and Kiddie Street Car, Boat, Auto and Airplane and live ponies.

Mrs. America Contests Set At 15 Spots

NEW YORK, June 23.—Fifteen parks hold franchises for staging eliminations in the 13th annual Mrs. America contest, it was announced here this week by Bert Nevins, managing director. Nevins said that funspot operators had displayed considerable interest in participating in the promotion which serves a twofold purpose, that of glorifying America's married women and boosting attendance.

Parks holding franchises include Ponchartrain Beach, New Orleans; Summit Beach Park, Akron; Sandlewood Springs, Longwood, Fla.; Ruskin Park, Forestburg, S. D., and Palisades (N. J.) Amusement Park. Finals again will be held September 9 in Asbury Park, N. J.

Prizes total an estimated \$7,500. Title winner also gets a four-week tour in the East making personal appearances at various fairs.

Nevins said staging of eliminations had been simplified to the point that amusement enterprises could stage them successfully, even without the aid of publicity personnel.

64 Outings Scheduled for Ocean Beach

NEW LONDON, Conn., June 23.—Some 64 outings have been signed for the current season at Ocean Beach Park, city-owned-and-operated funspot, according to Leslie Morson, director of activities.

Morson says the outings will bring over 9,000 persons to the beach and that negotiations for 10 more outings may attract 9,000 more. Last year, the park had a total of 69 outings.

The park's remodelled cafeteria, under new management, is running more than \$400 ahead of 1950. The park board has taken under advisement a request by cafeteria operators that they be allowed to serve meals cafeteria style and also be allowed to sell meals to groups.

Weather Builds Big Week-End For Olympic

IRVINGTON, N. J., June 23.—With good weather, Olympic Park here came up with a solid week-end's business Saturday and Sunday (16-17), Treasurer Robert Guenther reported.

Rebuilt Roller Coaster got good play, he said. Free acts thru this week included the Gonzales Sisters, trained dogs; Dave Danfield, comic and juggler; Great Telesco, swaypole, and the Karpes Trio, acro-Risley.

Norumbega Sets Stage for Shutter Bugs

BOSTON, June 23.—Norumbega Park has a promotion gimmick with *The Boston Globe* in which \$1,000 worth of prizes will be given away to amateur photographers who take their photos in the park.

Each week, contestants may submit as many photos as they wish for prizes of \$15, \$10 and \$5. Contest covers the period of June 10-August 19.

T. Leroy Gill, owner-manager of Norumbega, and George Green, *Globe* camera editor, cooked up the promotion. Winning photos, will be published in the newspaper each week.

Portland Oaks Readies Area For Picnic Biz

PORTLAND, Ore., June 23. — Construction program at Oaks Park was nearing a wind-up this week to tie in with park's new emphasis on picnics. Manager Robert Bollinger said picnic business already has brought extension in hours for operating rides.

Main construction items were a new concessions building and cyclone fencing of partitioned picnic areas.

Concessions building replaces one that burned two years ago and will house the office, to be moved from the roller rink building, as well as a new Sabre-Jet dart game, French fries and hot dogs, various skill games and a popcorn stand. New popcorn stand will replace a 40-year-old, steam popcorn wagon, believed one of the last of its type in the Northwest. A feature of the building is a fancy hardwood floor, using lumber salvaged from the roller rink floor wrecked by the 1948 flood.

Partitioning of the picnic area opens up business with groups that want to provide all their own refreshments and enables large organizations to conduct chow lines without fear of feeding all the patrons in the park.

Assistant Manager Dean Songer said all construction work was done by park's crews.

To attract family picnics, Oaks is long on rides and short on concessions. Policy has been to close rides between 5 and 7 p.m. on weekdays, but recently picnic trade has been enough to require the rides to operate straight thru.

Songer announced that Drew Heins, 38, target range operator accidentally shot Decoration Day, was believed to be out of danger at St. Vincent's Hospital. A .22 bullet from a range rifle punctured Heins' stomach in two places and pierced the liver when the gun was discharged by a young customer as she turned to lay the rifle down. Heins' life was in danger for several days and several transfusions were made.

A. C. Piers Add Exhibits

ATLANTIC CITY, June 23. — The resort's Boardwalk is fast returning to its old status as the major location for commercial and educational exhibits. Two new exhibits were opened last week and three this week in the Boardwalk's amusement piers.

Marking the first time for the Atlantic Refining Company to show here, an exhibit showing the efficacy of the company's motor oil has been added to Steel Pier, which already houses such permanent exhibits as General Motors. At a cost of \$12,000, and extending 30 feet in length and 10 feet high, the display was set up in the pier lobby.

Alvin Steinberg, commercial manager of Steel Pier, also announced the reopening of the *Home of the Century*, model home exhibit, by William Koelle, noted Philadelphia architect.

At the same time, Million Dollar Pier unfolded an exhibit of the U. S. Army in conjunction with the Air Force and Navy. Military show is free to the public and is sponsored by the management of the pier, who are donating their facilities. Exhibit will be on display in the pier's Exhibit Hall for 90 days.

Club-Operated Kidspot Grows

WEST PALM BEACH, Fla., June 23.—Unusual among kiddielands is one here owned and operated by the Civitan Club as a civic project, with co-operation from the city.

The Kiddieland opened Christmas Day, 1947, with a single ride, a Miniature Train, and now flashes a 30-foot Merry-Go-Round and swings as well. Concessions include soft drinks, popcorn, candy, tobacco and balloons. Ride tickets are 7 cents or four for 25 cents.

E. C. Boozer, president of the corporation, reported the spot has played to about 65,000 riders annually on an operating schedule of only six hours per week. Committee of Civitans and Junior Civitans is split into three shifts, with each working the spot every third week-end. Hours are 3 to 6 p.m. on Saturdays and Sundays.

Local radio stations give free plugs, but no other promotion has been used since the first ride was paid for because, Boozer said, the kidspot has carried itself financially since. It is considered a non-profit enterprise.

Singles rides are opened for birthday parties coming at times when the park normally is closed, Boozer stated.

The layout is valued at over \$18,000. It was moved last winter to city-owned property at a better location than the original site. The train uses 1,000 feet of track and is housed in a long shed which doubles as a tunnel. A permanent roof has been built over the Merry-Go-Round. Parking is provided for 100 cars.

VARIABLE FACTORS FRUSTRATE

Gotham Ops Display Caution Despite Increases Over 1950

By TOM O'CONNELL

NEW YORK, June 23. — Increased caution is tinging predictions of operators of six parks in this area concerning business for the remainder of the season. Reports on the margin by which business has increased this year over the same period in 1950 varies from a fine edge to 20 per cent.

Last year at this time parkmen were vociferous in their belief that 1950 would be a great year. In some cases the margin of business increase this season has been smaller than in the preceding year, with a softer foot on the optimism pedal the result. Spending this year has ranged from good to bad, and attendance to some ops is disappointing.

Weather on an over-all basis is better than during the comparable stretch last year. The rub is the loss in both seasons of several Sundays during May and June. Two spots, Palisades (N. J.) Park and Rockaways' Playland here, opened in April, Rockaways on a limited arrangement. Both caught good weather and enough business to justify the early bows.

More TV-Radio

Feature of this season has been increased use of television and radio. Rockaways stole a march in this respect, joining with WNBT and WNBC, primary television and radio stations for the National Broadcasting Company here, at the end of last year in reciprocal promotion. Palisades came up with an arrangement that gives it the use of Bobby Benson, Mutual Broadcasting Company's popular TV cowboy. The Jersey spot also has secured the services of Buster Crabbe, who has loomed larger in the public eye via television shows here. Last into the fold, Steeplechase Park here, has arranged for TV shows to emanate from the park and has gone heavy for spot announcements on a local radio outlet.

Altho the Korean War is a year old, its effects, good or bad, have not been too sharp on operators here. National Production Authority strictures put no great strain on the parks, none of which plan grandiose expansion. On the other hand, the predicted increased defense effort, with a consequent rise in loose money, has not materialized here to any large extent. The New York area, with the exception of North Jersey, is not a region of big war industry. The growth of the armed forces also has not been enough to put quick soldier-sailor dough in parkmen's pockets.

Damage Repair Costly

Before ever starting this season, all six operators had to dig down to repair damage done by a severe storm in this region last November. Hardest hit probably was Olympic (N. J.) Park, where the biggest loss was a near-demolished Roller Coaster, with the tab running around \$100,000. However, the park managed to score a sizable

rise in Decoration Day business this year despite the fact that the Coaster was not ready for operation until this month.

Despite increases in operating costs, there have been few jumps at the six spots in the prices on rides and attractions. None had complaints on the help situation earlier this season. The single, big new feature is the Rotor ride, imported from Europe by Jack and Irving Rosenthal at Palisades. To date the device reportedly has done well.

Manager James J. Onorato, of Steeplechase, said business this season is ahead of the 1950 pace by a nose. He feels that the take on good days has offset cash lost to the elements and pointed to this as an indication of a good

year. The spending pace at the Coney Island spot has been only fair. Outings booked are about 50 per cent ahead of last year, but Onorato said they are of the small variety. He is looking for spot announcements on radio Station WJZ here to give business the edge.

Rock's Biz Up 20 Per Cent

A. Joseph Geist, president of Rockaways, thinks the season shows great progress, with business 20 per cent above 1950 and 12 per cent ahead of the previous best year. However, the money made at the park is coming thru volume trade and not because of a brisk spending pace. The park's high-powered publicity effort is now in full swing, and management feels that a good portion of out-of-towners visiting this city are drawn to the spot thru reading about it in their local newspapers. Geist said that this group spends to a much greater extent than the locals, since their time is limited and the effort in getting to New York is strenuous. Rockaways sees a strong finish, bolstered by an American Legion-sponsored Mardi Gras during Labor Day week.

At Indian Point Park, which operates on a smaller scale 40 miles north at Peekskill, N. Y., operator Ed Kelmans said that attendance was a bit ahead of last year, with spending up 20 per cent. Boat and bus outings have risen 50 per cent

(Continued on page 70)

Light River Traffic Hurts Indian Point

PEEKSKILL, N. Y., June 23.—Despite favorable weather, Indian Point Park here needed a last-minute influx of about 600 cars to raise Sunday (17) attendance to 8,500. Saturday (16), also blessed with clear skies, saw 7,000 at the spot.

Operator Ed Kelmans was a bit baffled by the lag in excursion boat trade that normally should have been heavier over such a week-end. Park rides suffered a consequential drop in business, altho the pool did well. A high-powered speedboat ride, operated by Herb and Maurice Nelson along the Hudson River, continued to do capacity business.

Kelmans set up a Dodgem ride structure Monday (18). Delivery on the cars from Ohio was expected to be made in time for this week-end's play.

Heart Attack Fatal To Morris Hankin

ATLANTA, June 23.—Morris Hankin, 49, kiddieland operator and coin machine distributor died here Thursday (21) of a heart attack. Hankin, who had been ill for several years, moved into the kiddieland field last year, opening a park on the outskirts of Atlanta.

He had planned to open another kiddieland in Florida, but was forced to cancel the opening this year because of his health. Funeral services were held Friday (22). He is survived by his widow, Sadie, and a daughter, Natalie.

Genuine CAROUSEL Records

VR-32 Long Playing, 99c

- A-1 Boston Commandery March
- 2 She Was Just a Sailor's Sweet-heart
- 3-Waves of the Danube
- B-1 That Certain Party
- 2 Clap Hands Here Comes Charlie
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78 RPM, 79c

#119 Waves of the Danube Always

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As played on ROSS DAVIS' Lincoln Park Carousel

Vega Record Company

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PLAYLAND PARK

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New Mechanical Clown FOR SALE—\$60

Will send picture on request.

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Built on trailers only—must be well flushed. Work for stock only with coupons if desired. Boardwalk location—heart of all activities. Tremendous crowds. Livewire Concession Operator can make a lot of money in 12 weeks. Located at one of the finest Beach Resorts, LONG BEACH, L. I. Book on percentage only. Max Gruber Amusement Park, Long Beach, L. I., New York.

Woodside, WFIL Circulate 100,000 Ducats in 5th Tie-In

PHILADELPHIA, June 23. — Fifth annual "WFIL Day" will be held at Woodside Park today. Day's activities, sponsored by the local ABC-Network radio station which is owned and operated by *The Philadelphia Inquirer*, will be a stagershow featuring WFIL and WFIL-TV personalities, a *Stop the Music* contest, a beauty pageant and a program of boxing bouts to be staged by the Police Athletic League of Philadelphia.

As in former years, approximately 100,000 tickets good for free and half-price rides at the park have been distributed by the station in co-operation with Abbotts Dairies, Yahn & McDonnell tobacco stores, Baltimore Food Markets, Lit Bros. department store, Police Athletic League clubs, and agencies of the Community Chest. Each ticket entitles the bearer to a chance in the drawing of prizes.

The day's events will begin with broadcast of the regular WFIL Sports Clinic from the park's Sylvan Hall at 11 a.m. Tom Moorehead, WFIL sports director, conducts the weekly half-hour show. In the afternoon, four boxing bouts will be presented by the PAL organization as part of a

program which will include top variety acts.

Achievement Award

Another feature of the afternoon program will be presentation of the third annual Woodside Park award for civic achievement to Guy E. Parsons, Philadelphia's assistant superintendent of police. He will receive an engraved plaque citing him for service to the community.

A stagershow is scheduled for this evening in Sylvan Hall, featuring WFIL radio and television performers. Jack Steck, manager of programs and production for WFIL-TV, will stage the show and will be emcee for the beauty contest, which will be conducted by Violet Hale, WFIL-TV personality. Savings bonds and cups will be awarded to the winners. Tom Moorehead will return in the evening to emcee the *Stop the Music* contest.

The WFIL stations have been promoting the day via spot announcements. Newsreel pictures of Woodside Park attractions were used as background illustrations for the spots on WFIL-TV, and 10,000 circulars were distributed by the station, park and business firms which are co-operating

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Sunland Amusement Park

Year Around Operation
In the City Limits of Los Angeles

SUNLAND, CALIFORNIA

20 Miles From the Center of Los Angeles
Established 11 Years

Doing Largest Park Business in the City,
Among the Top Three in Southern California.
Seeing This Business Is Believing.

Consists of 5 Major Rides and 6 Kiddie Rides.
Concessions — Shooting Gallery — Cat Rack — Balloon Store — Fish Pond — Bottle Game — Fish Bowls.
Arcade of over 100 pieces of equipment. Popcorn and Candy Floss Stands. Snocones and Custard Machine Stands and one Restaurant.

\$60,000
\$25,000 will handle.

I own the grounds. Long lease on percentage or flat rental available. Reason for selling—Retiring. I have been a slave for more than 50 years.

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Fifty acres. Swimming pool, 145'x145'; buildings, bathhouses and all equipment complete. After 27 years of successful operation the owner at 73 wishes to retire. A splendid, interesting and paying business for a younger man. Park generally known as the prettiest in N. West Virginia. Quarter mile river frontage. No competition in a radius of 50 miles. Inquiries solicited only from parties financially responsible. Price \$45,000. One-third down. Terms for balance. Photos and particulars on application to

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10 FLASHERS

Double and single combination.

JACK L. GREENSPOON

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Wanted Immediately ACTING CLOWN

For Season—New York City's outstanding Kiddieland. Write full details including experience, photo and salary.

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2 New Kiddie Rides
Mechanical Elephant Ride—capacity 16 children—driven by 1 horse power electric motor, push button control. 1 Rocket Plane Ride—capacity 3 children—4 Planes, each propelled by its own electric motor; complete with Machine Guns and Wheel. Both beautifully illuminated with electric dome and fence. Reason disposing only because we have duplicate of each. Can be seen any time.
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7' High, 4' Wide, 30" Gauge, 20 Ib. Track. Engine resembles Diesel, 120 h.p., 1 closed coach, 1 open coach. Seats 40 adults or 60 children.

One of the greatest trains ever built.

Location preferred in or near Florida. Write giving full details of location.

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Opens September 22. No gate, three years' lease contract.

Want Ex. Rides, Shows, Concessions—Bingo, Cafe, Custard, Arcade, Rink, Funhouse, Stock Stores, etc. Center World's Biggest Project plus Camp Gordon. 7 days all year action. Replies

SECRETARY, D & J AMUSEMENT CO.

1244 GREENE ST. PHONE 29536

Reference: Atty. R. L. Chambers III, 221 Masonic Bldg., Augusta, Ga.

Coney Island, N. Y.

By UNO

After three successive bad weather week-ends came one (June 16-17) blessed with sunshine. Two days of rain, June 13 and 14, closed shop for most ops.

Harry Nelson, son Lester and the latter's wife, Anna supervise concessions in the area tagged "Nelson's Corner." Bowery and Steeplechase Walk. Four are operated by outsiders and the others by the family. Former include Martin Berman's pony track, Frank Badame's pizza pies, Ruben and Firestone's shooting gallery and Elliot Neidlinger's and Mickey Sobel's hot dogs. Later comprise guess-your-age, basketball, penny pitch, bracelet engraving, two high strikers, three ball games and a watermelon stand.

McCullough Bros., George, James, Theodore and Leonard, grow in evidence every season as providers of amusements for teenagers. They have two large kiddielands, one on Surf and West 15th, where there are such rides as Waterboat, Fire Engine, Horse and Buggy, Speed Boat, Jet Plane, Little Skipper and Train, and one at Surf and West 8th, where there are six more, reinforced by a large Train. They also have three Carousels, and two big parking lots. Leonard is boss of the Merry-Go-Round at West 15th and, with Jim, conducts the one at West 8th. Ted supervises the parking lots. James Jr., pilots the Boardwalk, Carousel and is over-all maintenance man. General managers are Alfred Joyce at West 8th and George at West 15th. Other personnel includes: Henry Blucker, Joe Harvey, Chris Ferraro, Tom Sullivan, Red Chartier, Al Scheer, Casper Sylvester, Frank White, Joe Mohamad, John Leigh, Frank Nulty, Richey Roche; Louis, Willie and Dolores Neola; Eddie Madison, William and Phillip Moyles, Walter Connery, Frank Mullam, Frank Sheehan, Alvin Rennish, Al and John Troccoli, Carl Diamond, John Livgotte and Peter Reuther. Concessions include the Atlanta Bar and

Grill, run by Mr. and Mrs. Sam Abrams, and frozen custard and juices by Nick Corovessis and George Jameson. New ride equipment this season are the Little Skipper, Jet Plane and Train. New tenant is Klein the photog. In the making is a 15-ride book for \$1 good at all spots.

SHORTS. Another new partnership deal involves Joe Jacobs and Sid Schwartz in the operation of a balloon dart game on Surf, heretofore manipulated by the three Jacobs brothers. Fred and Nick Jacobs are now conducting a department store in Brooklyn. . . . Charles (Coney) Smith, who celebrated his 87th birthday last week and is pinch-hitting as a talker for various shows, recalls that the first Broadway burly theater, 60 years ago, was Sam T. Jack's Princess. . . . Casper Sylvester is celebrating his 41st year as an employee of the McCullough family. . . . Russell Carew, ticket seller for the Whirlaway on West 12th, is laid up with a leg injury in Marine Hospital, Brooklyn. Replacing him until his return is Nathan Broder. . . . Duke and Kitty Dunkirk are back after a year's absence, operating Guess-your-age at West 15th and the Bowery.

George Tilyou, who is doing a fine job publicizing his Steeplechase Park now that brother Frank finds it necessary to remain at his ranch in Arizona because of an ailing wife, has drawn up blueprints to build the largest seafood emporium on Coney. . . . Raymond Huot, formerly one of Borah Minnevitich's Harmonica Rascals, is the new manager of Irving Dorman's Whip, Bowery and West 15th. . . . Seymour and Edith Machson and Lester Hochstein manipulate two donkey ball games, one on Coney's Bowery and the other in Rockaway's Playland. . . . Chamber of Commerce is dickering for a Coney visitation and parade day in which volunteer firemen from all boro will take part. . . . Justin Wagner, talker for Sindell's girl shows, became the daddy of another boy, Stephen, born May 23. This makes his second. First is Leo Samuel. . . . Fun-in-the-Dark on the Bowery is bossed by Norman Kaufman. His brother, Morris, and mother, Anna assist.

Shirley Wayne, Josephine Day and Lucille Wray are new dancers at Fred Sindell's two girl and vaude shows, totaling 11 acts in one and seven in the other. . . . Bill and Cynthia Van Doren replaced John and Rita McNurlin guarding the operation of American Exhibits' two cars. Battleship Killer and Ripley's Oddities, Bowery and West 12th. . . . Tirza's ma, Daisy, and son, Bobby, arrived June 16 from their Miami home to augment the staff at the Wine Bath show. New on Surf is a watermelon concession that will be operated by Bobby. . . . Two impressive fireworks displays, one on the eve of Independence Day and the other on July 4 are being heavily exploited by Monroe Ehrman.

Lagoon Draws 8,000

SALT LAKE CITY, June 23.—A rich weekday gate of 8,000 was chalked up at Lagoon Tuesday (12) as area milkmen kicked off their annual Dairy Month with an outing and beauty contest. An Ogden, Utah, girl was selected as Dairy Darling to preside over events in the 30-day celebration.

Jantzen Kiddie Biz Hyped By Mel Blanc Appearance

PORTLAND, Ore., June 23.—Use of a big name to pull biz on Kiddies' Day paid off for Jantzen Beach Park, with Manager Earl G. Swanson reporting a 40 percent attendance increase Tuesday (12), when Mel Blanc, Hollywood film voice, was the attraction.

Blanc, a former Portlander, is well known here as the voice for Bugs Bunny, Porky Pig, Daffy Duck, Tweedy Bird, Sylvester Cat, Yosemite Sam, Pepe le Pew, the French skunk, and Woody Woodpecker in films. On the Jack Benny Show he does the sound of the old Maxwell car and is Benny's violin teacher, parrot and train-caller.

After Blanc did some of his voices and sound effects, park

NEGRO HOLIDAY CAPS BIG DALLAS WEEK-END

DALLAS, June 23.—State Fair Midway had biggest "Juneteenth" crowd on record here Tuesday (19), capping best week-end of season. June 19, anniversary of the day Texas Negroes heard of Lincoln's Emancipation Proclamation, is traditional Negro holiday. Superintendent Fred Tennant Jr., estimated crowds totaling 85,000 came and went during the day, with peak around 9 p.m. All rides and concessions did good business with hot, dry weather boosting cold drink sales. Midway rolled until 1:30 a.m., giving rides 16 hours of continuous operation. Kiddie Town Roller Coaster alone rode 3,000.

About \$200 was spent for promotion of event, including 750 jumbo-size, day-glo window cards, small space in dailies and large ad in Negro weekly paper. No special events were skedded. Tennant estimated spending was up more than 15 per cent over the same day last year, when crowd was estimated at 72,000.

Midway take so far this season has been almost 2 to 1 over last season, Tennant reported.

Park has not had a full week of operation this season without being snakebit at least one or two days by rain and past big week-end was no exception.

Gen. Douglas MacArthur spoke Friday night (15) in adjacent Cotton Bowl. A comparatively small crowd of 28,000 moved to the midway after short speech, but park got only an hour of business before a downpour forced midway to close.

Saturday (16) and Sunday (17) brought 95-degree weather and good crowds, but again thunder and lightning drove them away Sunday night. Monday (18) was the best Monday of the season.

Next big event is July 4. Deal has been worked for South and East Dallas Chamber of Commerce to handle advance sale of ducats for 50-cent Cotton Bowl show at night.

Variable Factors Frustrate

Continued from page 69

over last year. Two points in this rise worth noting are the work of vet promotion man Charles (Doc) Morris, hired this year, and the fact that this is Indian Point's second season of full operation, with customers becoming increasingly aware of the spot's switch from a way station for excursion boats. Kelmans admits that car trade, his pet project, has been dismal. Using autos, patrons have the freedom to come and go that chartered groups lack. Summing up, Kelmans holds that with the right weather the park will wind up well ahead of the 1950 score.

Palisades Shows Gains
No figures were available at

Dollar Pace Fast

Continued from page 68

negotiating with Silvercup Bread and Gnome Bakers, the latter with 8,000 outlets in New York, for a tie-up in which cash and a wrapper from either firm's products would be good for rides at the park. Fairyland also would receive mention in the companies' ads and on their trucks. These latter two will be worked on a single-season basis next year if cemented.

Music at Fairyland formerly was supplied by a Carrousel in the center of the spot. Berkley said that he found that effective listening radius was only 50 feet. A public-address system was installed last week, operated from the park office and still offering Carrousel music from a tape recorder. Berkley said the change perked up business considerably at the back end of his lengthy midway. That section had been sound-dead, with biz at a minimum.

Park soon expects to acquire a barrage balloon, complete with winch, of the type used by the armed forces during World War II. Balloon will be decorated and floated over the spot for bally purposes. Spotlights will be trained on the bag at night.

Raymond (Brigham) Young replaced Russell (Slim) Watt, who left Fairyland recently to return to Rockaway's Playland. Young was traveling representative for the Boomerang Company for 18 years and was recommended to Berkley by Joe McKee, Palisades Park superintendent.

Palisades, but Co-Owner Jack Rosenthal claimed that both attendance and spending are well ahead of 1950. Strong promotions, including a dinnerware giveaway and kiddies' birthday party arrangement, have helped make the increase. The loss of a ferry link between New York and New Jersey has not hurt business at Palisades. There remains the Mrs. America contest for a fast close to the season. With weather, the spot will finish ahead of last year, Rosenthal claims.

Rye Playland, slightly to the north of this city and operated by Westchester County, could not furnish statistics, but the management held that attendance, spending and outings all were up from last year by a comfortable margin. With clear skies, the fast pace should be maintained, it is felt. Increased publicity, particularly the move in which the spot was plugged hard for a month in advance of opening day, was pointed out as a large factor in the good business.

Olympic Prospects Good

Never eager to go out on a limb, Robert Guenther, treasurer of Olympic (N. J.) Park, feels that the remainder of the season, if fair weather prevails, will yield a better year than 1950. Business for May was 10 per cent ahead of the same month in 1950, and the average to date is about 5 per cent, with spending going well.

Zoo Sells Two Cats

SALT LAKE CITY, June 23.—Hogle Zoological Gardens here this week won city council approval to sell two mountain lions to Meems Brothers & Ward, Sparkhill, N. Y., at \$75 each.

CALGARY, Alta., June 23.

Calgary zoo resembled a bears' nursery recently with six cubs on hand. Collection included two black, one polar, two grizzlies and a brown.



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Write for information
Initiation \$10.00
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RIDE HELP

In all departments. No moving, good pay, come on. Agents for Hanky Panks, Women preferred. Get in touch with Shorty & Mickey Bell

EARL KLUTZ, Mgr.
ATLANTIC AMUSEMENT PARK
Atlantic Beach, N. C.

Swope Benefits From Promotion Of Rail Group

KANSAS, CITY, June 23.—Swope Railways, Inc., operators of kiddie trains in municipal zoos of four cities, has scored a promotional hit this season thru a tie-in with a club of railroad enthusiasts.

Saul Bornstein, manager, said the org has formed a railroad club, sponsored by the Railroad Association of America. There are 4,000 members in the club, he said. Special ideas have been promoted by the company's publicity agent in connection with the club.

Swope operates trains in zoos at Los Angeles; San Diego, Calif.; Cleveland and Kansas City. Bornstein said some public officials have balked at suggestions for using any amusement devices other than Merry-Go-Rounds, ponies and Kiddie Trains. Efforts to change the policies have met with little success, he reported, with the railroad club being most effective so far.

The org also stages Easter egg hunts, birthday parties and similar promotions.

A 20 per cent increase in business this year was reported by Bornstein. He said the Swope locations use one steamer and five streamlined miniatures. Children's tickets are 9 or 10 cents, depending upon local tax situations, and adults ride for 14 cents. Novelty items pertaining to railroad are sold.

CLOSE-UPS: ART FRITZ

Daddy of Kiddielands Is Battling Builder

• Continued from page 51

gestions. It was one of them who first suggested a Merry-Go-Round might do well in the pioneer Kiddieland.

Fritz's interest in children goes back to his building business days. Youngsters cluttered the sites of new houses and Fritz enjoyed joking with them. He recalls that he and other workmen posed questions about parents and reaped uproarious answers from the kids. Now, while he admits he likes to play with \$50,000 worth of miniature trains, he is quick to explain that "what I like most is the kids."

In the early years, Fritz was swamped with inquiries about how to start and operate a Kiddieland. In the bundles of letters was one from a man who insisted on knowing the number of hours per year he could be assured of full-capacity business. Fritz's answer was a scorcher that inventoried the 1,001 factors which affect any outdoor show business.

Spots Scouting Ops

In most cases he gives freely of his hard-won experience. Fritz can't estimate the number of Kiddielands in which he had an advisor's role. He does remember, however, that 10 and 12 years ago he was getting a terrific amount of mail and was plagued by long distance phone calls from Kiddieland builders who had run into problems.

Fritz recalls that it was no trick to spot the numerous budding Kiddieland ops who arrived at the Melrose Park spot with notebooks, measuring tapes and cameras. Some set about their task without introducing themselves, and Fritz delighted in stepping up behind them as they stretched the tape measures and in announcing that he'd be happy to supply any information.

Fritz, whose investment exceeds \$300,000, was amazed by the number who expected to get into the game with \$3,000 or \$4,000. Also among the visitors have been those who wanted to buy Fritz's original creation and one who offered him an attractive percentage of a proposed Kiddieland if Fritz would merely build it for him.

Background as a builder has meant much to Fritz. His idea for installing garage-type rolling doors as sides for the Merry-Go-Round building was original. Similarly, he's proud of the permanent surfacing and shelters for each ride unit. The stationary tops extend beyond the ride to give protection from weather and

to provide an observation point for parents.

Ponders New Rides

He tried to sell several ride makers on the idea of entering the kiddie field years ago and now comes up with suggestions for new products. For one, he believes there is need for an Old Mill in the kiddie class. Before Kiddie Boat rides were on the market, Fritz built boats from one of his own designs, and now he's considering use of those boats in an Old Mill. He's also dreaming of a miniature freight train and believes kids would want to ride each of the several types of cars just as now they want to ride both the steam and streamlined trains.

Fritz also has his eye on the teen-age business and suspects there is room for a third classification of rides between the major and midget sizes. He reports that his miniature trains draw profitable teen-age business after the younger children have gone home.

A stickler for square-dealing and cleanliness, Fritz believes that observance of those factors will determine the future of the kiddieland business. Grosses will diminish if standards sag, but otherwise, he believes, kiddielands will be a sure-thing for years to come. If the field gets crowded, he says, price cutting will thin the ranks.

Opposes Price Cuts

But it isn't likely to be Fritz who cuts his prices. He is presently campaigning against what he believes is a tendency for some Kiddieland ops to reduce their rates. To discourage the thought, he points out that 9 cents was okay for a ride when eggs cost 11 cents a dozen, but that the price of eggs has gone up.

In looking back, Fritz observes that a fellow could do his best and still fail if he didn't have the co-operation of his family. The Fritz family has worked with him thru those 12-hour half days. His wife has helped out since pony ring times. Their daughter, Shirley, began as a trick rider at the pony ring and now manages the refreshment building while her husband is manager of the rides. Another daughter, Arlene, takes tickets and helps at the soda fountain. Fritz's 81-year-old father helped with the construction and mechanical work. And now Fritz's grandson, at 8 months, is about ready to be a patron if not a helper.

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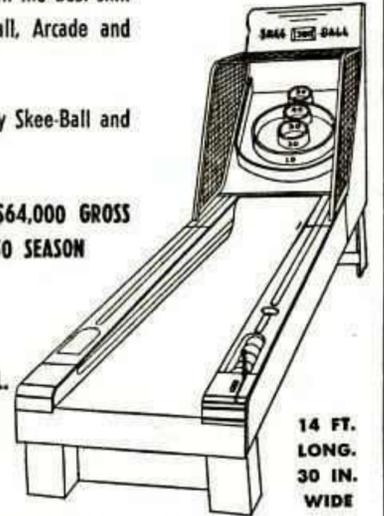
Unique play features make Skee-Ball the best skill game for any Park, large or small, Arcade and Resort everywhere.

Mother, Dad and the Kids will play Skee-Ball and they'll play again and again.

A 15-ALLEY OPERATOR REPORTS \$64,000 GROSS RECEIPTS FOR THE 1949 AND 1950 SEASON AT 5c PER GAME.

CAPACITY 80 GAMES PER HOUR. 5c or 10c COIN SLOTS ARE OPTIONAL.

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Illustrated Circulars Free

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MINIATURE STEAM TRAIN

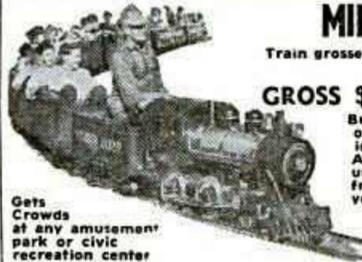
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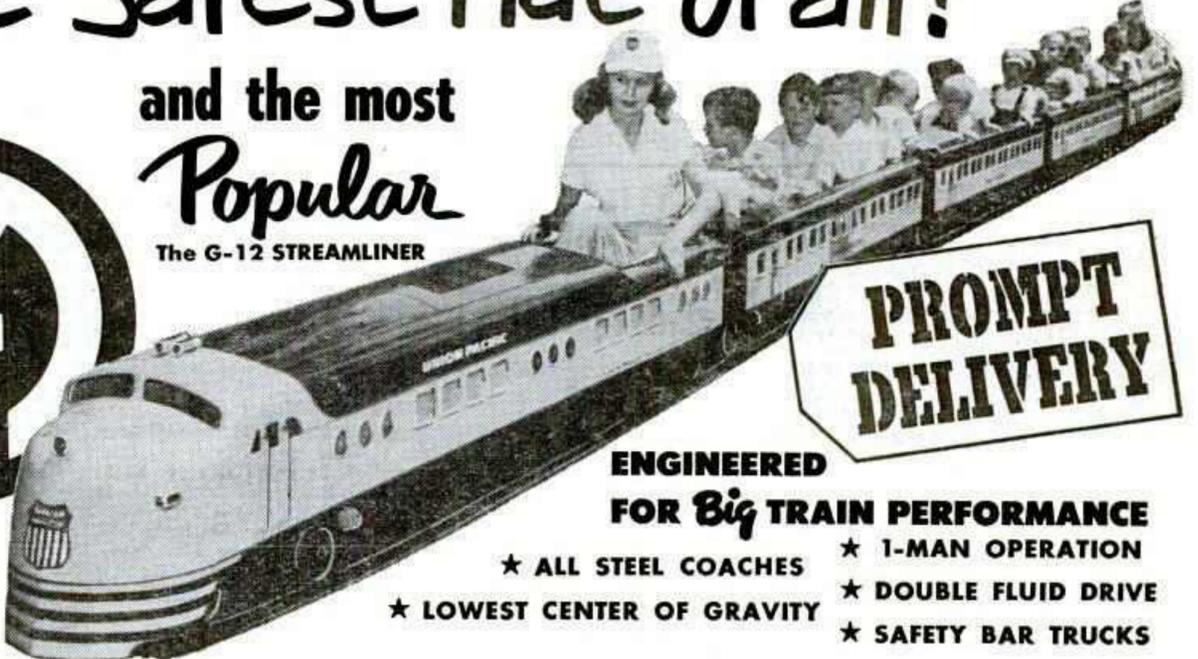
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KING SNAGS COIN IN CONNECTICUT

Paterson, N. J., Gives Four Capacities; Extra Night Show Needed at Stamford

MERIDEN, Conn., June 23.—King Bros. scored another winning week, this time largely in Connecticut, with full and straw houses turning up daily.

The Meriden stand Wednesday (20) brought a turnaway matinee and strong straw house at night. Firemen assisted in handling the crowds at the afternoon show. The

downtown parade of elephants was canceled by the police chief for "safety."

A week earlier in Stroudsburg, Pa. (14), the King show drew two near-capacity houses despite rain. Paterson, N. J. (16-17), gave four full houses.

Connecticut stands started with Stamford on Monday (18), and the show gave two night performances to handle crowds. Matinee was strawed and first night show, starting at 8 p.m., was full. Second night house was about two-thirds full for the 9:45 performance.

At Derby, Conn., Tuesday (19), King drew twin capacity houses. Elephants and riders from the circus ballied downtown during the morning, and at 6:30 p.m. a parade of town drum corps, fire departments and circus personnel was staged.

A show truck was in a minor accident at Stamford. In Paterson a zebra jumped a ring curb and knocked down a member of the concert personnel.

Good Business For Ringling Sags at Utica

Albany Registers Huge Night Crowd; Springfield Big

UTICA, N. Y., June 23.—Ringling Bros. and Barnum & Bailey Circus played here Wednesday (20) to a half-house matinee and three-quarter house at night. The stand was the low spot of an otherwise strong week and had not been expected to equal other business.

This was the show's first stop in Utica in three years. Trains were delayed two hours, but the matinee was only 30 minutes late.

Schenectady, N. Y., Tuesday (19) was satisfactory, and Albany on Monday (18) was the high point. Matinee was near-capacity there and the night show was a hefty straw house.

Springfield, Mass., (15) produced a pair of near-capacity houses for the show despite rain in the afternoon and evening. Circus reps said this was the 22d consecutive year in which the show had played on the Hampden Park lot in Springfield, a record equaled only at the Rochester, N. Y., grounds.

Bob Hope Date Trims Turnout At Kelly-Miller

MONTICELLO, Ia., June 23.—Al G. Kelly & Miller Bros. Circus played to a near-capacity matinee here Sunday (17). In Independence, Ia., on Saturday (16) the show attracted a near-capacity matinee, but the night house was only half filled. Opposition was an appearance by comedian Bob Hope at Cedar Rapids, 40 miles away.

Waukon, Ia., on Friday (15) turned up with a near-capacity matinee and full house at night.

At Sycamore, Ill., Thursday (21), the Kelly-Miller show had close to a two-third matinee despite a heavy rain.

Rain Sloughs Ia. Attendance For Mills Show

STORM LAKE, Ia., June 23.—Mills Bros. Circus played to hand-full houses at most spots this week, but advance sale and promotion work by auspices and circus crews kept the org in the win column. Rain continued most of the week.

Attendance-wise this was the best spot among recent stands. Turnouts at both shows approached the half-house mark Tuesday (19). Veterans organizations were the sponsors.

At Fort Dodge, Ia., Monday (18), about 1,100 tickets had been sold for children but few of them were used. Rain and mud discouraged all (Continued on page 75)

EAGLES, HARVEY IN NEAR-MISS ON PERRY SALE

PERRY, Ia., June 23.—A deal in which R. M. Harvey, veteran agent, and others here would buy two performances of the Ringling-Barnum circus fell thru in the final stages.

Talk of it began as a joke between Paul Eagles, Ringling promotional manager, and Harvey while the latter was in Chicago some weeks ago. But the idea clicked and moved quickly to the data and price stage. Harvey was lining up Perry businessmen to join in the venture, but Ringling made a change in route plans before the deal could be finalized.

The Perry group expressed hopes for "buying" the show next year. Meanwhile, Harvey, former agent for Barnum & Bailey, said Ringling's latest date in Perry was in 1894, when the org was in opposition with Lemen Bros., and Charlie Ringling turned out handbills in daily editions from the Harvey's newspaper office.

L. I. GROSS NEAR 100G

3-Day R-B Stand Nets Legion 18G

HICKSVILLE, N. Y., June 23.—Statistics reported this week revealed that the combine of American Legion posts in Nassau and Suffolk counties, who purchased three days and six shows of the Ringling-Barnum circus, June 7-8-9, paid \$76,000 for the date and netted in the neighborhood of \$18,000.

Two-day, four-show stand of R-B at the same time last year in adjacent Westbury cost a lesser number of Legion posts a reported \$64,000. This year's profit margin for the Legionnaires was described as slightly under the net in 1950. However, despite the drop, the arrangement still shapes up as a top-drawer money-maker for the Legion and a gilt-edged date for the circus.

Payment of \$76,000 furnished R-B with about \$25,333 daily for the three days. This compares with the \$29,000 paid by a group of private citizens in Plainville, Conn., for one day and two shows Saturday (16). The difference in price may be accounted for by the higher moving costs necessitated by the single day.

168G Potential Gross

This year's stand here was made at a \$5 top, a dollar under the highest-priced ducat sold during the Madison Square Garden run. Last year the top at Westbury equaled the \$6 asked at the Garden. For this year the Legion claimed a potential of \$168,000 on

Beatty Wins In Washington And Oregon

EPHRATA, Wash., June 23.—Full-to-straw houses each night for the past week have been turned in by Clyde Beatty Circus in its tour thru Oregon and Washington. Matinee business has been running about three-quarter houses for each of the five stands played during the seven days.

Astoria, Thursday (14), proved a sleeper, opening the schedule of three-quarter matinee and straw night houses. Show played this date for the first time in years, with the rumor circulating that it marked the first visit of a show to the town in 31 years.

Portland Straws

Portland, Ore., Friday, Saturday and Sunday (15-17) gave Beatty straw houses the last two nights. Date started slow.

Moving into Washington at (Continued on page 75)

the date. Figuring the purchase price and announced net on this season's stand, the Legion's gross would fall somewhere in the \$90-\$100,000 bracket.

Reason offered for a smaller gain on a greater number of days and shows this year than last was that business on Thursday, first of the run's trio, was poor. Possibility of a heavy amount of paper would have to be the backbone of such a theory, since a spot check made showed a matinee house that approached the three-quarter mark in perfect weather.

The Legionnaires, who hold a five-year option on the local date, are reported ready to go for the arrangement again, it is likely that the next stand will be cut back to the original two days, Friday and Saturday. The feeling with both circus personnel and Legionnaires was that Thursday was far under expectations and that the day cannot be built to profitable status for the sponsors.

Ringling Loses 2d Sunday Under N. Y. Blue Law Ruling

TONAWANDA, June 23.—Ringling Bros. and Barnum & Bailey Circus was forced to blow its second Sunday date in New York when State authorities refused final permits for showing here tomorrow (24). A week ago the show lost Poughkeepsie under similar circumstances.

In Tonawanda the date was to have been under auspices of the American Legion Post but was not a purchased date. The show will move direct from Rochester to Jamestown, N. Y., for the Monday (25) stand. Tonawanda Legionnaires were notified of the State decision on Friday (15).

Both cancellations stemmed from State rulings on an amended blue law which, as originally passed in 1881, prohibited minstrel, trapeze and dumbbell exhibitions on Sundays. After the Poughkeepsie loss, Legion members there wired Gov. Thomas E. Dewey, demanding that

Beers-Barnes Pulls Good Ky. Business

MUNFORDVILLE, Ky., June 23.—Beers-Barnes Circus won a good week's business, with big houses at Edmonton, Horse Cave and Munfordsville. Show moves into Indiana Tuesday (26).

Tex Lawton, of the concession department, left for Baltimore, for a medical check-up. Walt Davis sustained two broken ribs while riding in the concert.

Polack Attendance In L. A. Tops Record

Other Coast Towns Give Big Business; Dozen More Calif. Stands Scheduled

LOS ANGELES, June 23.—Polack Bros. 10th annual date under Shrine auspices here will close its seven-day run Sunday (24) with both ticket sales and attendance ahead of previous years. The 6,700-seat Shrine Auditorium was filled to capacity for matinees on Wednesday and Thursday, and night houses were holding up well.

Dailies were generous with space, despite the breaking of several important local stories and shortage of newsprint. Justus Edwards, press, garnered excellent coverage with art built around local personages. The circus also was covered by the drama editors.

Polack has been playing California since early April and has 12 more towns, mostly in Northern California, to be played. These dates will keep the show in the State until early August. After a date in Reno, Nev., Polack moves into the Northwest. From Los Angeles, the org moves to Santa Barbara and Ventura for two days each. Polack acts will appear in the Pasadena Rose Bowl on July 4 for the annual show which is usually a 102,000-ticket sellout.

The show came here from Bakersfield, where attendance was the greatest in the seven years Polack has played there for the Shrine Club. Heat held down crowds at the matinees, two of which were held in the morning, but all three nights were big. The closing night crowd Saturday (16) set a new local record, with better than 7,500 customers in the stands. Attendance and gross at Tulare

(11-12) both topped the two previous years the show had played there for the Tulare County Shrine Club.

Sam Ward handled the promotion on the local date practically single handed. Upon completion of his duties here, Ward goes to Hot Springs for three weeks.

Advance Sales Big for Packs; S. Ill. Strong

Indiana Stands Win \$\$; Talent Added at St. Louis

INDIANAPOLIS, June 23.—Tom Packs' Circus is playing to business well ahead of last year's and advance sales at future spots give promise of continued good takes. Heavy advance sale already has assured financial success of the Packs org's first date under police auspices here, according to Jack Leontini, of the Packs advance. Indianapolis dates are July 6-8.

Evansville, Ind., where the show will have police auspices on Saturday and Sunday (23-24), was a sell-out for three performances by late this week, he said. A circus queen contest hyped ticket sales.

Southern Illinois Good

Packs' 14-day schedule thru Southern Illinois, playing under auspices of various clubs of the East St. Louis Shrine, has drawn good business, Leontini said. Best of the series has been Marion, Ill., a one-day stand and new on the Packs route. Carbondale, Ill., was lost to rain and has been rescheduled for Wednesday (27).

Leontini also reported advance sales were heavy at Buffalo, July 20-22; Wheeling, W. Va., July 16-18, and Pittsburgh. Red Ryder, Western movie actor, has been signed for the Pittsburgh date only.

Dorita Konyot, high school horse act; Four Phillips, European perch and juggling turn, and the Cimse Aerial Ballet will join at St. Louis for that and other major cities.

H-M Awarded 3-Year Pact At Richmond

NEW YORK, June 23.—A three-year pact, supplanting one-year contracts in force previously, was awarded Hamid-Morton Circus by the Richmond (Va.) Police Department at the conclusion of the show's stand in that city Saturday (16). Col. Robert Morton, co-owner and managing director of the circus, signed for the show.

Earnings this year were reported about on a par with last year when the run was termed excellent. Show was staged outdoors on the old fairgrounds. A mid-week tornado that did extensive damage in the city missed the circus site by a few blocks.

Show units are en route to Kitchener, Ont., for an initial showing there in a new municipal auditorium seating about 6,000. Omar Kenyon has been supervising advance publicity-promotion there for the past three weeks. The date will be directed by Charlie Basile, circus manager. Len Humphries, former manager now permanently located in Canada, has been assisting. Morton has returned to his Florida home. He will return to New York to attend the Shriner's national convention July 8-13.

Memphis Crowds Fill Rogers Top

MEMPHIS, June 23.—Rogers Bros. Circus, playing here two days under combined Kiwanis and Grotto auspices, attracted three-quarter matinees and full night houses Monday and Tuesday (18-19). Children made up much of the matinee business.

Felix Morales Jr. was injured in the left arm by a bullet which was fired accidentally by a youngster on the show. The injury was not serious. A fire truck belonging to the show was reported stolen during the engagement.

golf, television, fairs, beaches and other amusement areas also be closed on Sundays. Ringling is re-funding the \$28,500 purchase price to Poughkeepsie Legion posts.

In recent seasons, Ringling has played an increased number of Sunday stands. It has been pointed out that overhead expenses continue on Sundays and that added costs of exhibiting are offset by ticket sales. Thus, Sunday income has been regarded by some Ringling executives as "extra."

Berlin NSG; Barlay Closes

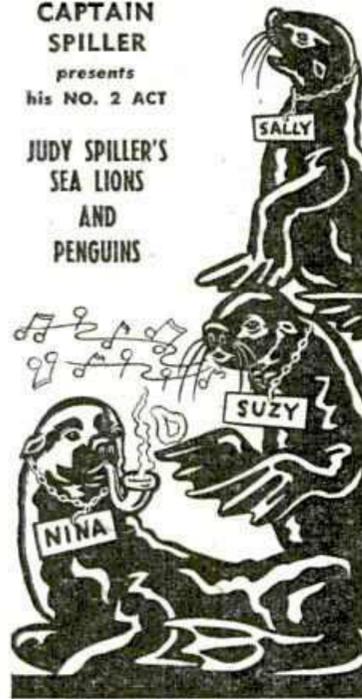
BERLIN, June 23.—This city has had no circus since the Barlay show closed at the end of April because of poor business. The show roster was weakened by the fact that the top acts were touring with the under-canvas edition of Barlay, which is making fair scores in Germany's Soviet zone.

Barlay reopens in August in its own building here in conjunction with the Communist World Youth Festival. The indoor season starts in October.

Western zone show, Brother Belli Circus, makes its first local run July 15 at the fairgrounds. Business looks good, since many potential customers fear a trip into the Russian sector to see the Barlay unit.

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Under the Marquee

Ben Thomas, agent and clown, was in Chicago last week after closing with Polack Bros.' Circus. . . . Viola Herriott, wife of Milt Herriott and mother of Johnny Herriott, Cole show horse trainers, is in St. Mary's Hospital, Rochester, Minn., following an operation and is expected to remain there for some time. . . . Bill Woodcock, elephant superintendent for Kelly-Miller, returned to the show at Savanna, Ill. (19), after a flying trip to New York. Young elephants for a new Kelly-Miller act were purchased from Henry Trefflich on the trip. The bulls are to be delivered in July.

LaPearl's Dogs joined Tom Packs' Circus after playing the Warren Bros. date in New Orleans, reports Loretta LaPearl. . . . Bob Lorraine, clown with the Polack Eastern unit, reports his mother's health is improved. . . . Johnny Fulghum, of Richmond, Va., caught the Hamid-Morton Circus and is looking forward to seeing Campa Bros. . . . Jake (Clown Cop Corrigan) Disch, of Cudahy, Wis., wonders who remembers when billers scattered heralds to the winds from the rear of bill cars. He recently gave old show paper to the Kenosha, Wis., county historical society. . . . Elmer Michaud, of Van Buren, Me., advises that Biller Bros. did big business at Sherbrooke and Thetford Mines, Que.

Chaludis-Davis Tent, CFA, of Lansing, Mich., hosted the Poodles Hanneford riding troupe Monday (11) at the home of tent's president, Carl H. (Pop) Haussman, where his circus movies were shown to the guests of honor and members of the tent. With Poodles were his wife, Grace; his mother; daughter, Gracie, and Betty Burkett. The Hannefords were appearing at the Lake Lansing Park.

Rev. Frank Jennings, member of the Stamford Hills Congregational Church, London, arrived in New York last week on the Queen Elizabeth to gather material for a book on circuses. Rev. Jennings has spent 30 years wandering with tramps and gypsies and writing about their activities. While in New York, he stayed at the Bowery Mission, where he gathered additional material. He plans to visit the Ringling circus in up-State New York and to catch the Mills Bros.' Circus in Ohio. He reported that Digger Pugh, English showman, arrived on the same ship with additional talent for the Mills unit. . . . Edwin Barlow, New Glarus, Wis., mem-

ber of the Circus Fans' Association of America, will head a group from that town who plan to visit Glarus, Switzerland, the Wisconsin site's namesake, next year.

Members of King Bros.' Circus band were entertained by members of the old Repasz Band of Williamsport, Pa., in that city June 4, Frank S. Hammer, Repasz Band manager, reports. . . . Thru the courtesy of George M. Harton, president-general manager of West View Park Company, Pittsburgh, Happy Kellems, clown, was able to attend Sam Levy's 50th anniversary party in the Sherman Hotel's Penthouse, Chicago. . . .

Paul Forrester, general agent for King Bros.' Circus, his wife; Jimmy Beach, Harry Kackely and Mr. and Mrs. Joe Harworth made their headquarters in Keniston's Drive-In Restaurant while they were in Concord, N. H. Ralph Keniston, owner of the restaurant, also owns the circus lot. King Bros. are set to play Concord July 27 under Temple Club auspices. . . . Hal Adams, veteran character actor and comedian and who has been working in the promotional department of Hagen Bros.' Circus, rejoined the show at Binghamton, N. Y.

Ray B. Dean, C. S. Primrose and James Gephart confabbed in Chicago recently. Dean is on the road. Primrose has retired to his Oak Park, Ill., home after 62 years in the business. Gephart, general agent for Cole Bros., has headquartered recently at the organization's Chicago Stadium office.

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Rogers Bros.

Texas has shown us how hot it can get without burning up everything. Mrs. Dorothy Rubens is recovering from a major operation and is expected to rejoin in the near future. Pauline Penny fell during her wire turn, struck her chest on a pedestal and has been absent from the program several days. Mr. Garvey did a swell job in Beaumont, Tex., on banners. Beaumont, former home of our band leader, Skinny Goe, turned out to greet him. He visited with his son who is in the army. Mr. and Mrs. Everett James were on hand to greet Skinny. James was formerly band leader on Christy Bros' Circus. The Jameses are the parents of Harry James, well-known band leader.

New big top was delivered at Greenwood, Miss. Org lost the first show of the season in Bastrop, La., when a cloudburst hit at door time. At Greenwood the new top just got in the air when there was another cloudburst, but it stopped in time to permit a show. All show trucks had to be pulled off the lot, which took until 5 a.m. Sunday. Don Bary handled the Greenwood promotion.

At Alexandria, La., Sunday, June 10, a storm came up in the afternoon and blew down the big and Side Show tops. No one was injured. Sidewall was used. Dan Fast, former circus electrician, employed by the Dows Chemical Company in Beaumont, and his wife visited. Henry Crowell observed his birthday. — HARRY VILLEPONTAUX.

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Dressing Room Gossip

Polack Eastern

Salt Lake City was one of the best dates of the season so far under the promotion of Ralph and Evelyn Heller. Ike Nunnally billed the show in all directions and the Shrine million dollar hospital for crippled children was recently opened, so everything tied in nicely for advance sale. A hustling committee, with good local newspaper hits and reviews, put the date over.

The No. 1 hospital unit recently put on a show for the Veterans' Hospital at Albuquerque, N. M., and the No. 2 unit went to the county hospital in Grand Junction, Colo., alternating clown alley for the kiddies. Two morning shows were given at hospitals in Salt Lake City, and the show gave performances at the Shrine Hospital and the L.D.S. Primary Hospital.

Recent visitors were Fred and Margaret Icke, Victoria, Tex. Marvin W. Kreiger Jr. recently donned grease paint in clown alley for a newspaper hit. Ed Raymond, without make-up, entertained the tots at the State hospital with his magic act. The new band top has arrived and is a dilly. The new dressing room top will be put up at Boise, Idaho. Harold Gautier is laid up with cramps, and Berg is working the act with Alma Michaels for a few days. John D. Cameron, former circus drummer, and George Cushman visited. Earl and Pat Lindsay have been visiting George and Ruby Cutschall. Josh Kitchens has returned from a bear hunt in the Wasatch Mountains.

Mr. and Mrs. Kitchens visited relatives at their ranch. Red Carter's dog, Susie, is hospitalized with an eye infection due to a faulty tooth. The Gourmet Club served corn on the cob, watermelon and cantaloup to the jaded restaurant cranks at the last meeting. Whitey Boyd is chef of the week with a new recipe for Swiss steak. — HENRY KYES.

Mills Bros.

Johnny Joannidis' wife flew in from Tampa, bringing their three-months-old daughter, Yvonne. Frank Novak and Fred Vitek of the band, both Iowans, entertained relatives at Cedar Rapids and Grinnell. Mrs. Doc Guilford's relatives visited at Grinnell.

Bob Mills' band saluted Margaret Pasternak with *Happy Birthday* on Saturday (14) and Jack LaPearl on Friday (13). Paul and Jinx Nelson hosted Jack Crippen, calliope player, at Newton, Ia. Red Gilson, former Russell Bros' bandleader, cut it up with band boys at Des Moines. Smiley, the clown; Rube Liebman, Edith Maxwell, F. M. Shortridge, Everett Hansen, CFA Don Bloxham, Ken Sonderleiter, and Mr. and Mrs. Sverre Braathen were Des Moines visitors.

Dean McMurray joined the press staff. Transportation Superintendent Hard Times Leonard and mechanics, headed by Don Mann and Red Haddix, keep the fleet moving in good style. Tracy Andrews caught the show in Knoxville. Little Bob Stevens, of Stevens Bros' Circus, was on the lot Sunday at Fort Dodge.

The grease joint stays open late and is a busy spot after the night show. Backyard scenes: Roy Short taking moving. Mitzi washing the

Polack Western

The show has gone over well on the huge stage of the Los Angeles Shrine Auditorium. Sam Ward, promoter of the date, has received many gifts from Shriners in appreciation of the job he has done. The gifts included a polaroid camera, silver tray and a check.

Parley Baer has done an excellent job with radio and television assignments. Justus Edwards was host to many newspaper people and netted plenty of space in the local press. Martha Joyce and son, Johnny, are joining the show for the balance of the season. Pete and Sis Madison Hope threw a party for the whole gang at their home.

Bozo Baugh was a guest candy butcher here. Chester and Joe Sherman entertained nightly at their apartment. Ernie Wiswell and Gene Randow have added a new gag to the Funny Ford routine which brings the band into the act. The Red Moyers closed for the season.

Recent visitors included Huey Curtis, Frank Phillips, Eddie Trees and Mabel Stark, Buddy Cass, Claude and Pauline Webb, Dwight Moore and Bobby Moore, Everett Hart, Emmett Kelly, Carl (High Pockets) Waddell, Mingie, Alfred Weise, Dorothy Barnett and daughter, Carlos and Etta Carreon, Elizabeth Clarke, Irma Ward, Musetta Valarde, the Louis Valardes and daughter, Monty Blue, the Pina Troupe, Mrs. Naomi Chapman, Dale Turney, Mr. and Mrs. W. J. Dann, Hans Conreid, Percy Clarke, Ed and Adeline Hatton and daughter, the Black Brothers, George Emerson, Mrs. Juan Ibarra and Mrs. Vincente Ibarra. — HARRY DANN.

Bailey Bros.

Show opened in Ravenna, O., June 19, with a half-house at matinee and full night house. With the show are Hart Family, Eddie and Bee Frisco, Helen Tearney, the writer; dog - pony - monkey act worked by Henry Vonderheid — Freddie doing single traps; Charlie and Isaac LaBird, Luke Minger and Buck Leahy, clowns. Wild animals are in the Side Show. Fred Meek plays calliope. Concession department consists of Jean Burr, snow cones; Freddie Vonderheid, floss; Herman Vonderheid, popcorn and novelties; Joe Gardera and Chuck Smith, hot dogs. Pony ride is operated by Bee Frisco. Harry Sheel is in charge of red wagon; Hank Carlisle is agent with two billposters. Performance runs 1 hour and 20 minutes. Org is owned and managed by Bob Stevens and Henry L. Vonderheid. Nick Blerger is general superintendent and Boots Meeker has reserved seats. Mr. and Mrs. Bready visited Bob Stevens. — SHIRLEY STEVENS.

LaForms' trailer. Performers doing a tape recording for KAYL, Storm Lake, Ia.

First picnic of the season is set for July 16. Paul Nelson has the sorrels making a flashy and fast entrance for the Liberty act. — JACK LA PEARL.

Plunkett's

Have had a break in the weather and business has been tops. Gloria has recovered and is back on the show. Larry Plunkett, Chief Rain-in-the-Face, William Gamble and Jan Plunkett have been on the sick list. Florence Desseler is with the show, giving permanents. We now have full crews on the big and Side Show tops. Circus fans took many pictures in Trenton, Neb. Jerrie Plunkett is doing new tricks in the riding act. Cleo has recovered from burns received several weeks ago and again is with the billing crew.

Captain Fuzzy has done a good job of curing one of his seals of pneumonia. It is back in the act. The past week has been Old Home Week for us, as some of the Plunketts were born in these Nebraska towns, and friends and relatives have been visiting. We enjoyed an ice cream party in Wallace given by Edwin Hudson.

Business has been on the upgrade despite hit-and-miss rains. Show was lucky to escape a hail storm in Madrid, Neb.

At Ogallala the matinee was fine and the night house was strawed. Sunday off in Oshkosh, the show gave a fried chicken dinner in the cookhouse.

There have been many visitors at each stand. For the past two weeks the lots have been beautiful, with shade trees and grass. Chief Rain-in-the-Face is on the sick list. Larry Plunkett, 10, is featured at each matinee on the trampoline. He does 30 swing backs. Mr. and Mrs. Bill Glaw visited in Ogallala. — SNOOKS PLUNKETT.

Ringling-Barnum

This week in New England was Circus Fans' week. Plainville, Conn., sponsored by a group of business men, including CFA Bill Day, of New Britain, had two big turnouts. Governor Lodge and his family rode in the menage number during the evening show. A group of fans from New Britain, Plainville and Hartford entertained a number of circus people at a party Saturday.

The Rev. Ed Sullivan visited at New Haven and before he left presented the boys in the wardrobe department with a guitar. They have been practicing their glee club renditions, which sound bet-

Siebrand Bros.

Les and Watermelon Patton and Paul Fasick go hunting and fishing at 4 a.m. In Burley, Idaho, we showed next to the airport and the planes missed the trailers by only a few feet. Danita Roche was on the sick list for three days because of a cold.

Kids on the show have organized a club with Artice Parkinson as president and Marlene Parkinson, secretary. George Perkins visited the show while en route to a fair date. Harold Conn, Billy Griffin, Bob Lorraine and Chester (Bobo) Barnett, clowns with the Polack Eastern unit, visited while en route to Boise, Idaho. — MAURICE MARMOLEJO.

Tom Packs

We are moving on schedule, with Carl Wallenda in charge of the squadron. Jinx Hoagland's beautiful horses set the pace for the show. Will Hill is sporting a 10-gallon hat. The Four Vesses, high act, usually is first up on the lot. The Cimse motorcycle act has returned. Rietta Wallenda's TV set gets the best reception on the show. The Sidneys have a powerful electric fan working in their trailer these days.

Ballet girls took time out to visit a swimming pool. A near-cloudburst fell during the night show at Wood River, Ill. George Hanneford lays out the route for each jump. John Tiebor's seals are musical and his fish stories are interesting.

In Southern Illinois Bill O'Dell, clown, shuttles each day between the show and his Roxana, Ill., home. The Harrison family features old-fashioned strawberry shortcake.

Visitors included Dorlea Stephenson, McCook, Neb., and Mrs. Dan Slate, Wichita, Kan., daughters of Mrs. Jack Harrison; Jack Klipple, Jack Lehr, Sidney Belmont, George Flint and Pee Wee the Clown. — JO JO LEWIS.

Billier Bros.

Most of us took the chance to see historic Quebec City Sunday (17). Our French is improving and some of us can speak enough so the locals can understand what we mean. Two best French-speaking Americans are Ada Cowan and Tom Bentley.

Show was saddened by the death of Everett Crandall, who was assistant to the Coriell Brothers in their act. Rita Billier is making new wardrobe for the Florenze Troupe. Marie Hall is back handling snakes in the Side Show. Betty Billier deserves credit for her work with the web girls. Tommy Bentley and Ira Gaskill have bought new merchandise from Billy Dick.

Antonio Drex and Pepo are getting big hands for their clown fight. Al Dean always may be counted on to have new and delicious French pastries.

Velma Morey was injured slightly when she fell from her Side Show platform, but she has recovered and is working again. On sick list are Grace McIntosh; Jerry Pressley, who received a bad cut while closing her trunk; Sylvia Gregory, and the writer who has had colds and a touch of virus. We were saddened to receive word

(Continued on page 75)

Kelly-Miller

Clown alley now includes Eddie Dullum, producing; Lee Virtue, Lowell and Lois Kriel and Ernesto Sobrino. The Crazy Crosley, clown car, has been out several days as a result of a gasoline explosion and fire. No casualties.

Wayne Sanguin, Doug Rawls and Dusty Wagner, mechanics, joined from Hugo, Okla., for a few days to check and repair rolling equipment. Russell Harrison, of the band, took two days off to attend the Harrison Family reunion in Toledo, Ia., but is back in the fold. Claudine Banta returned from Oklahoma City to operate Red Rumbell's grease stand.

Kitty Ann O'Donnell celebrated her 16th birthday recently. Jim Conley was out of the show several days due to illness. Billy Todd, big show band drummer, left to take a position with John Deere & Company, Waterloo, Ia. Cliff

(Continued on page 75)

Clyde Beatty

Johnny Cline is working his dog act between shows and soon will have them in the program. Dorothy Herbert has been ill with a cold. Mary Moore made a plane trip to Portland to be near her husband, Bill, while he was in the hospital. Bill has recovered sufficiently to be back on the job.

Charles Hilderra celebrated his birthday. Ted Grace is the new inside man in Harry Golub's Side Show. George and Fern Clace, CFA of Morton, Wash., entertained a party of their neighbors at the matinee in Centralia. The three-day stand in Portland was welcomed by all, and as usual Mel Rennich gave a party at the home of his brother, with his niece serving a wonderful dinner. Party was held at the home of Roy and Mary Sturmans. Showfolk attending were Carl and Conchita Erickson, Charles (Squeezebox) Raimor, Dick Doud, Charles Hilderra, Len Keeler, Billy and Renee Pape, Al Florenz, Hans Erickson, Caudillo Sisters and Mamma Caudillo, Herbert Erickson, Dorothy Herbert,

(Continued on page 75)

LADIES and GENTLEMEN — Presenting For Your Reading Pleasure

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"FATHER OWNED A CIRCUS"

by

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Here's what JOE LAURIE, JR., of the "Variety" Staff, has to say:

"This book is real small-time circus. When you finish it your clothes are dampened by the steam from the calliope. That's how close this circus stuff is to you. 'Father Owned a Circus' is good reading. I wish my old man had owned one! Could be made into a fine circus picture."

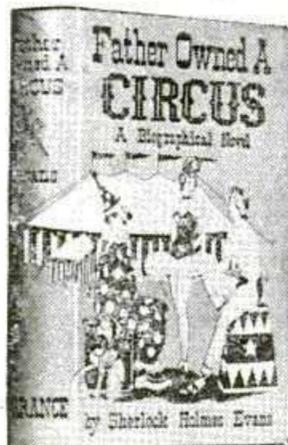
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Polack Show Wins New High In Salt Lake

SALT LAKE CITY, June 23.—A three-day, six-show stand here (14-16) set a new local record for Polack Bros.' Eastern unit with a gate of 35,000. The gross was 25 per cent ahead of last year, and continued a trend the show has been experiencing, an exec said. Shrine sponsorship was behind the date and put a number of dignitaries, including the Utah governor in the stands for the first night's turnaway. Tickets were scaled to a \$3.30 top.

The Polack unit played in front of the fairgrounds grandstand. Org carries canvas only for Henry Kyes' band. Outdoor dates continue into October.

Headlining the program now are Four Flying Codreanos; Arturo Family, high wire; Lalage, aerial; Oraonto Trio, perch, and the Hannel Troupe, horizontal bars. Excess Baggage, dog turn, won attention in the local daily. Nate Lewis is equestrian director and personnel director. Fred Proper and George Cutshall continue with the concession department. Mrs. Irving J. Polack is manager.

HUNT BROS.' CIRCUS WANTS

Clowns, Canvasmen and other useful people who will drive our equipment.

Inwood, June 28, Farmingdale, 29; Syossett, 30; Dobbs Ferry, July 2. All New York.

KELLY-MORRIS CIRCUS WANTS

Enlarging Cookhouse, 2 Chefs, wire. Want Clowns, Acts of all kinds except Animal, Electrician, Mechanic, Acts for Side Show; Working Men, come on; Elephant Trainer. Chippewa Falls, Wis., June 27; Ladysmith, 28; Rice Lake, 29; Red Wing, Minn., July 2; Hastings, 3; Faribault, 4; St. Peter, 5; Waseca, 6; Fairmont, 7.

CAPELL BROS.' CIRCUS WANT

Clowns, Working Men, Capable Circus People, contact. D. V. or Cecil Allen, wire quick, or any capable Skillo Workers.

Address: H. N. "DOC" CAPELL Vinton, 28; Oelwein, 29; Waverly, 30; all Iowa.

WANTED—PHONEMEN

for Banners, Programs and U.P.C. Tickets. I have strong auspices.

J. C. PATTERSON Patterson Bros.' Circus, R.F.D. 2, Holly, Mich.

CIRCUS SPECIALS

Old Winter Quarters Scenes, Mud Show Parades, Fabulous Chariots, Early Callopes, Featured Elephants. New list. 3 50¢ pix, dollar bill. Also 3 trunks old Show Bills, Forms, Tickets, Envelopes, Letterheads, Colored Cards, etc. List and sample 50¢ coin.

P. M. McClintock, Box 891, Franklin, Pa. Wanted: Anything on old time Circuses.

SAM DOCK CIRCUS WANTS AGENT WITH CAR

Mr. M. C., my wires to you were not lifted. Harry Leroy, write me. Pit and Concert open. 5 o m e. Concessions. Wednesday, Williamson; Thursday, Walnut Bottom; Friday, Newburg; all Pennsylvania.

BARNUM & BAILEY PHOTOS

Guaranteed clear Post Card size Photos. Season 1912-20 assorted views... \$5.00 Season 1914-20 assorted views... 5.00 First time offered to the public.

1951 RINGLING-BARNUM CIRCUS VIEWS Post Card size showing lot scenes, new features and equipment, elephants, horses, spec floats, etc. Set of 30... \$5.50 ROBERT D. GOOD 1609 Turner Street Allentown, Pa.

WANTED FOR BAILEY BROS.' CIRCUS

Rolla Collins, Joe Colby, Gold Tooth McCarthy, come on. Big Top Men and Prop Men, report to Nich Badeye Bengor. Butchers, report to Henry Vanderheld. Rize Hale, call. Route: Jamestown, 26th; Conneaut Lake, 27th; Cochran, 28th; Jackson Center, 29th; Slippery Rock, 30; Eminton, July 1; all Penna. BOB STEVENS, Manager.

KELLY-MORRIS CIRCUS WANTED

Promotional Director capable of getting money. Good auspices. Drunks and limbers, stay where you are. BILL MORRIS, Kelly Morris Circus, Chippewa Falls, Wis., June 27; Ladysmith, 28; Rice Lake, 29; Red Wing, Minn., July 2; Hastings, 3; Faribault, 4; St. Peter, 5; Waseca, 6; Fairmont, 7.

Clyde Beatty

Continued from page 74

Amelio Esquida, Johnny and Milonga Cline, Arden Beecher, Jeff Murphree, George Jones, Albina Beatty, Jerry and Joan Lewis, Jerry DeWayne, Al Servantes, Raymond Esquida, Borje and Eva Barton, Don Johnson, Bobby Yerkes, Cheena Esquida, Ted DeWayne and Nancy Travis.

Several members of the Wallace & Clark Show caught the Sunday matinee. Noted on the lot were Mr. and Mrs. Blackie Escalante, Mr. and Mrs. Lalo Escalante; Bernie, Hermaline and Bernice Griggs, Ward Hall, Harry Leonard, Jack Prince and Norman Anderson. Scotty Stafford, who was a hospital patient, has returned and is working in the pie car.

Eddie Howe, press and radio rep, visited in Portland, Ore., and has kept Dorothy Herbert and Laurence Cross busy with broadcasts at each stand. Willard Isley was a guest of his former boss, Jimmy Hahn. They tramped together in their rep show days. Denny Nease's wife, Pearl, planned to Portland from Los Angeles and they were the guests of Curtis Meeker, former musician. Jack Davis, trumpet player with Vic Robbins' band, left to fill a contract with MGM.—LAURENCE CROSS.

Gould Loses Day to Rain; Season Okay

SKOKIE, Ill., June 23.—Jay Gould's Million Dollar Circus lost the first of a three-day stand here Thursday (21) when a downpour killed the day. The show was not unloaded until Friday. It was the first day show has lost this season.

Gould reported business so far has been strong and that coming dates in Chicago and suburbs promise major turnouts. However, he said a shortage of labor has hampered show's moves.

Acts with the org include the James M. Cole Elephants; Tex and Gary Allen, knife throwing; Gus Kanerva, balancing; Sonny and Dot Burdett, juggling, rolling globe and balancing, and Albert Nelson, one-man band.

Music Circus Co. Names A. Cantor Gen'l Press Rep

NEW YORK, June 23.—Arthur Cantor, who served with Ringling circus press corps during the Big One's New York run for the past several seasons, has been appointed general press representative for Music Circus of America Company.

Working out of New York, Cantor will correlate publicity for four units in which Music Circus has an interest. They are the St. John Terrell unit at Lambertville, N. J.; the Lewis and Young Productions at Sacramento and the Aldrich presentations at Cohasset and Hyannis, Mass.

Cantor formerly was with William Fields, Broadway publicist and producer.

Larry Lawrence Quits Mills Org

CINCINNATI, June 23.—Larry Lawrence, promotion director with the Mills Bros.' Circus, resigned his post with the Mills org at Akron Thursday (21) after a contract dispute with Jack Mills, show owner, over the Akron promotion, which Lawrence was handling. Lawrence said here yesterday that he plans to take legal action against the show charging breach of contract.

While Lawrence's resignation came unexpectedly, he had announced in a visit here last week that he was closing with the Mills circus the middle of July, at the conclusion of the Akron promotion, to take to the road with his own attractions. He plans to play theaters and auditoriums under sponsorship this fall and winter.

At the moment, Lawrence has under consideration two units, Al Morgan, TV and nitery pianist, an Dr. Polgar, mentalist. He was in Chicago last week to outline the deal to Morgan.

Lawrence reports that his Rockford, Ill., promotion, ended June 15, was the biggest ever chalked up by the Mills org in that town. The Mills show plays there July 14.

Biller Bros. Quebec Trek Discouraging

RIVIERE DU LOUP, Que., June 23.—Billers' Circus wound up a 15-day trek thru Quebec province here Wednesday (20) with a weak matinee and capacity night house. Matinee's lack of people was blamed on the late starting time, 4:15 p.m., and excessive heat.

From here the show moved into New Brunswick, with Edmundston being the first stand. Show will play Prince Edward Island during the month it has scheduled for the maritime provinces. It will travel to the tip of the Gaspé Peninsula before returning to Quebec.

The show's first two weeks in Quebec were reported to have been discouraging, but hope was advanced for good business to come.

A critical labor shortage has plagued the show since it entered Canada. Most of the personnel assists with the canvas, but many matinees have been late.

F. Fratellini, 72, Famous Clown, Dies in France

PARIS, June 23.—Francois Fratellini 72, one of three brothers who were top-flight clowns in France, died Wednesday (20) at his home in LePerreux near here.

He became ill a year ago in England, where he made his last stage appearance. Following an operation, his health declined steadily. He invented many props for use in his act and carried many with him whether working or not.

Oldest brother of the trio, Paul, died in 1944. The other brother, Albert, 66, survives.

Spencer Chambers, Circusiana Dealer, Dies in Syracuse

SYRACUSE, June 23.—C. Spencer Chambers, widely known dealer in printed matter from old circuses, minstrel shows, med shows and theaters died while in the post office here Tuesday (19). Funeral services were held Friday (22).

He had been an educator for more than 47 years and was with Syracuse schools for 29 years. He retired in 1950 and had planned to move to Cleveland. Surviving are his widow, Mrs. Leota D. Chambers, and a daughter, Mrs. Daniel Smith, Des Moines.

Kelly-Miller

Continued from page 74

Anderson joined to take Billy Todd's position behind the drums. Col. William Woodcock flew to New York to look over several animals for the show's menagerie.

Dorey Miller sustained an injury to his right ankle when he stepped in a chuck hole in the front yard and was also bitten by Harry, the chimp. Visitors included Jack Crippen, Lee Norris, Ben Thomas, Don Smalley and several members of the Viking Accordion Band; Ralph Wallace, Charley Harrison; Mr. Adams, CFA, Madison, Wis.; Ted Kedi and family, Otto Grill and family, C. Meyers, Schoetke Family, Mr. and Mrs. C. Kriel and Frank Kedi and family.—EDDIE DULLUM.

Biller Bros.

Continued from page 74

of the death of Charles Frellel, who tramped with us last year. Carl Wahrmond, of big show band, received word of the passing of his mother. Everett (Red) Crandell, was injured in an accident and is in St. Joseph Hospital, Thetford Mines, Que.

Eve LaTour was a recent visitor. We learned that Mae Cardo was on the sick list. Eve and Mae were on the show in 1949. Paul Hall's wife and twin daughters are visiting him. Concession boys are doing good business. The addition of French fries to the McIntosh girl's popcorn stand is getting a big play. Three performances were given in Thetford Mines in spite of rain.—IRA GASKILL.

Ringling-Barnum

Continued from page 74

ter every day. Dr. Chester Hoyt of the Museum of the American Circus, Sarasota, Fla., has been a frequent visitor for the past two weeks and has been publicizing the museum.

Unexpected Sunday off in Albany was enjoyed by all. Mac McCarthy's relatives visited last week. Felix Adler celebrated his birthday Sunday (17). We have had a number of new lot locations this week. Weather started with cold and rain but summer returned to us in New York.

Visitors included Jim and Dorothy Tomlinson, Mr. and Mrs. Bill Day, Charles Davitt, Joseph Beach, Jim Brodie, Bill Judd, Carl Pratt, Arthur Day, Florine Judd, Mr. and Mrs. Jim Hoye, Dr. Joseph Ganey and family, Joseph Daley, Charles McNamara, Jack Kelly, Margaret Rourke, Edna Holden, Norman Bigelow, Bryan Bigelow, Bob Ensworth, Ray Carlson, Harvey Hatsing, Logan Page, Marguerite Page, Gil Conlinn, Bugs Raymond, Mr. and Mrs. Jim Northridge, Connie Northridge, Blackie Nye, Sam Stratton, Sid Foote, Roberta and Bill Ballentine and son, the Flying LaMars, Bobby Nelson and Edith Bowen.—MARY JANE MILLER.

Beatty Wins

Continued from page 72

Walla Walla, Monday (18), show got a strong night crowd and repeated this at Yakima and Kennewick the following two days.

Red Larkin resigned from tax box post. Sylvia Portis joined the Harry Golub Side Show in Spokane.

Storm Levels Beatty Top At Ephrata

EPHRATA, Wash., June 23.—A 50-mile-an-hour windstorm flattened the Clyde Beatty Circus big top an hour before the org was to open its matinee performance here today. The blow injured two of show's personnel and caused cancellation of the scheduled matinee and night performances.

Spare canvas was ordered from Seattle and show reloaded and headed for its Wenatchee, Wash., engagement tomorrow. The storm severely ripped the big top and snapped a number of main supporting poles. Trapped under the canvas were Frank Barrett, tractor driver, who sustained head cuts, and Ramon Enqueda, Mexican roustabout, who suffered minor injuries.

Rain Hurts Mills

Continued from page 72

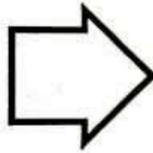
but a few hundred patrons at night.

At Knoxville, Ia., Friday (15), attendance was equally low. Heavy rain in the evening left lot muddy and elephants had to move each truck.

Newton, Ia., crowds numbered about 100 at the matinee and 200 in the evening. The Thursday (14) stand coincided with a celebration staged by large factory in the city, and Jaycee auspices was said not to have pushed ticket sales.

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WANTS IMMEDIATELY

TRAIN HANDS, POLERS, TRUCK DRIVERS, CAT SKINNERS, PROPERTY MEN, RIGGERS, CANVAS MEN AND LIGHT MEN.

Contact FRANK McCLOSKEY, Mgr., as per route

St. Paul Gets Breaks On Weekly Radio Quiz

ST. PAUL, June 23.—A weekly build-up of next August's Minnesota State Fair has been aired over a Twin Cities radio station every Friday night since February—and it hasn't cost the fair board a cent.

Plugs come in the State Fair Checkerboard Quiz, a half-hour seg for high school students, bank-rolled over WCCO, Columbia Broadcasting System outlet in the Twin Cities, by Ralston Purina Feeds.

Each high school selected sends a team of four to compete in the quiz which is built in co-opera-

tion with the State Department of Education. Questions used either are drawn or approved by the department and are based on current and international events, farm problems or a spelling bee.

Dr. Milo Peterson, education supervisor for the State fair board, is program's technical adviser. Seg costs the sponsor \$600 a week for time and talent. Frank Butler emcees the show which is put on electrical transcription at the high schools competing and then brought to the station for broadcasting.

The winning team from each area will be brought to St. Paul during fair week to compete against each other in off-the-air quizzes for the selection of 10 regional winners. The regional victors will then be aired from the fairgrounds and the finalist will be awarded a cup emblematic of its standing.

Doug Baldwin, fair secretary, expressed keen satisfaction with the manner in which the quiz shows have been conducted. Carl Ward, WCCO sales manager, said that the sponsors are so well satisfied with the program that there is talk of conducting the quiz on a year-round basis, starting immediately after the State fair and continuing thru the 1952 exposition. Lawrence Haeg, WCCO farm editor, drew show's original format.

Houston Annual Puts Emphasis On Amusements

HOUSTON, June 23.—Elaborate entertainment plans are in the making for the first annual Houston Fair to be held October 27-November 11 in 114-acre Arrowhead Park. Late dates were chosen for two reasons, said Ira W. Curry, who is supervising the fair: Houston weather is excellent at that time and most major fairs in other areas have completed their schedules, thus insuring the availability of top grade talent.

Entertainment will be available day and night during the run. In addition to the midway, there will be daily free acts. Plans are under way to construct a large stage on the infield facing the grandstand, which is being enlarged to accommodate 5,000 people. A pageant is to be presented there during the fair. In addition, smaller stages will be spotted around the grounds for presentation of shows.

Negotiations are in progress to bring a kiddie carnival to the fair, as well as a children's theater. Fireworks will be a nightly attraction.

Parking areas will be expanded to handle 5,000 cars, and picnic grounds and cafeteria service will be available. More than 1 million feet of space will be devoted to commercial and educational exhibits. Pending completion of work on the grounds, fair headquarters is located in the Bankers Mortgage Building.

In selecting the fairgrounds site Curry called attention to benefits which will accrue to Houston and its merchants because of the fair. "The benefits from the standpoint of tourist appeal are obvious," he said. "Based on drawing power of fairs of lesser proportions, estimated attendance in excess of 1 million persons is conservative."

PNE May Drop Parade in '52

VANCOUVER, B. C., June 23.—The parade which traditionally opens Pacific National Exhibition will be held this year, August 22, but it may be the last one. Many business firms and industries have refused to contribute floats, say PNE officials.

At a recent meeting of the board it was decided to make this year's parade a measuring stick as to whether or not one should be held in future years. W. H. Pym, vice-president of the parade committee, stated there was no substitute for a parade.

Cedar Rapids, Ia., Adds New Events

CEDAR RAPIDS, Ia., June 23.—All-Iowa Fair, to be held here August 12-19, has set three new features for this year, Andy Hanson, secretary-manager, said this week. New events are a tournament of drums, auto thrill show and two circus days.

Ray Snell, South Dakota's lieutenant-governor, will head up the cattle judges and judge herefor. Annual also will bring back its light horse show, dropped last year.

BLUE RIBBON BULL SESSION

TOPSFIELD, Mass., June 23.—Massachusetts State legislators, Republicans that is, held their first Country Fair at the Topsfield fairgrounds today. Called the G.O.P. Country Fair, it sold in advance 40,000 tickets at \$1 each.

A Miss G.O.P. of 1951 and Mrs. G.O.P. of 1951 were picked and prizes were awarded to clubs, cities and towns presenting good ideas at the fair to raise funds for the party. Republican members of the legislature served as talkers, waiters, carpenters and baby sitters.

Rep. Charles Gibbons of Stoneham, Republican floor leader, named a special committee for the fair, which included all members of the House from Essex County. As an extra added attraction, members held "office hours" on the fairgrounds for members of the party who wished to discuss personal problems.

Allentown, Pa., Plans Sunday Night Show

NEW YORK, June 23.—Allentown (Pa.) Fair will schedule a night grandstand show for the Sunday prior to its official opening September 18 if a suitable name attraction can be found. George A. Hamid, head of the talent agency bearing his name, reported here this week after conferring with Howard Singmaster, fair president.

If the deal is set, it will mark the first time that the annual has presented a Sunday show. Altho there is considerable activity on the grounds Sunday and Monday prior to opening, and sightseers stack up to the biggest crowds of the week, there is no gate charges.

Monday night performance is given over to a thrill show performance with Jack Kochman's Hell Drivers booked in this year. A Hamid revue, plus acts, is featured thru the remainder of the run.

Clearfield Sets Johnny Long, Mills Brothers

NEW YORK, June 23.—Johnny Long's orchestra and the Mills Brothers have been set as added attractions at Clearfield (Pa.) Fair by the George A. Hamid & Son talent agency. Set for the entire run is Grandstand Follies, top Hamid revue, Carl Rhodes' band and nine acts.

Long will play the opening night show, while the Mills Brothers are set for the closing Saturday. Pact calls for the vocal group to be paid \$1,200 for two shows.

MILWAUKEE SETS FUN ZONE

Swim Show, Icer, Magician Signed for New Midway Area

MILWAUKEE, June 23.—Plans have been completed for the new independent fun zone being built at Wisconsin State Fair by Fun on the Farm, Inc., of which Archie Gayer and Ralph Ammon are principal stockholders and co-managers. All shows, games and food concessions are being themed to a farm motif.

Shows already signed for the area include Blackstone's magic show, Sam Howard's Aqua Thrills, Voorhees-Fleekles' Ice Varieties of 1951, Jim Murray's log rollers and the WLS Barn Dance. Last-named

unit will appear the first two days only and will be supplanted by the ice show for the remainder of the fair.

An exclusive on games has been awarded Exposition Management, Inc., Chicago, of which Frank Duffield is a principal. C. H. Ammon, Ralph's brother, is in charge of food stands which include a dairy bar, chicken shack, melon patch, honey hut, corn crib and fruit stand. All will purvey foods in farm style.

Gayer will be on the fairgrounds full time after July 4.

Icer, Revue on Split Bill at Bloomsburg

NEW YORK, June 23.—Two major grandstand shows will be offered in a split program this year at Bloomsburg (Pa.) Fair. Agency head George A. Hamid, who is supplying all talent, said the program is revolutionary and marks perhaps the first time that it will be tried in the East.

A Hamid revue, plus a number of acts, will be presented on opening Monday and Tuesday, September 24-25. On the remaining four days Ice Varieties will be featured. Hamid said it was necessary for Bloomsburg to hike its usual talent budget by about 40 per cent to buy the two separate packages.

He added that the icer, now on tour, will make its first appearance at an eastern annual at Bloomsburg. The one hour and 45-minute performance features 40 artists on an ice surface measuring 40 by 60 feet. Equipment for the large skating surface is shipped in a week in advance, he said. The contract calls for the presentation of two or three additional shows if business warrants.

Former Icers NSG

Hamid said previous presentations of ice shows at annuals had been in the nature of an experiment. He said former offerings on a limited scale were added to the regular revue presentation with the

result both offerings had to be cut to the detriment of both.

Bloomsburg this year is taking the biggest gamble of any fair in the East, Hamid said, adding that he was confident that the move would pay off. He said that he could probably utilize the revue at some other spot for the remainder of the week.

Acts set to appear at Bloomsburg include Pedro and Durand, Dr. Cooper's Liberty horse, Bobby Whaling and Yvette, Ming Sing Chinese troupe, Baudy's Greyhounds; Trika, high-wire troupe, and George Ventry's band.

Frank Wirth agency handled the talent for the fair the past three years.

Horse Races Hypo Vallejo Attendance

VALLEJO, Calif., June 23.—Solano County Fair, thru Tuesday (19), fourth day of its nine-day run which ends tomorrow, (24), drew an estimated 35,000 thru its front gates. Last year's total attendance was 25,000, the bulge being attributed to the seven days of horse racing being held this year for the first time.

Opening day, Saturday (16), attendance reached 15,230 and the following day, 12,000. First day's races saw 7,000 in the grandstand and a pari-mutuel handle of \$145,055.

The racing program is being staged under a handicap as construction restrictions prevented the erection of barns. The horses are quartered at Pleasanton, 50 miles away, and transported to the race strip for running over the three-quarter mile track.

Mull Expansion Of Santa Ana Fairgrounds

SANTA ANA, Calif., June 23.—Inspection of the Orange County Fairgrounds at the former Santa Ana Army Air Force Base here by six officials of the State Division of Architecture gave indications of a greater development of the existing buildings. Because of economy plans and building restrictions, improvements will be limited to remodeling as a means of speeding the year-round program. Possibly some new buildings will be provided for the 1952 event.

A contract already has been let to convert a former army gymnasium into an agricultural exhibit pavilion. A complete inspection was made of the plant with the State officials expressing interest in the adaptation of the present structures.

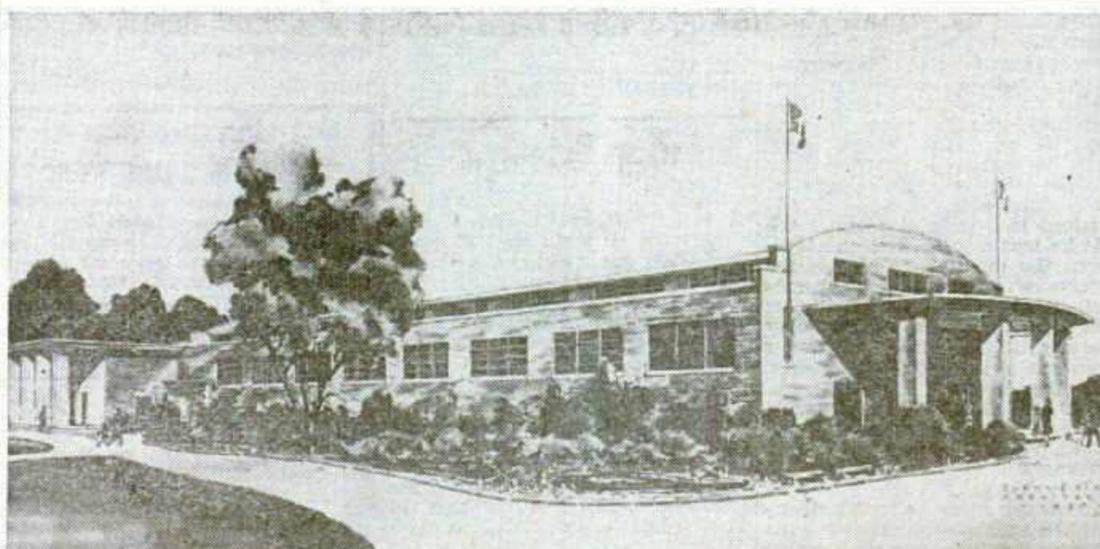
The party included Earl W. Hampton, supervisor of contract architects; Donald Van Riper, supervising landscape architect; Wade O. Halstead, supervising estimator of building construction, all of Sacramento, and F. R. Austgen, Carl Camp and Robert Murray, of Los Angeles.

Greenville, Miss., Sets Attractions

CHICAGO, June 23.—Delta Fair and Livestock Show, Greenville, Miss., this week completed its attraction plans by signing with Boyle Woolfolk Agency here for a grandstand circus show.

Annual was represented by Jules Bagarry, manager, who announced Wallace Bros.' Shows will provide the midway. Other events include a square dance contest, the Curtiss Candy Company's six-horse pony hitch and the selection of a Department of Forestry Queen, who will represent Greenville in the finals at Mississippi State Fair.

Bagarry formerly was secretary of S. W. Brundage Shows.



ARCHITECT'S CONCEPTION of the Indiana State Fair's new \$250,000 conservation building which will be dedicated August 30, opening day of the fair. The 215 by 110-foot Indiana limestone structure will contain two pillarless auditoriums in addition to fish tanks and game pens.

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Cooke and Rose can furnish you with high acts, platform acts, thrill shows, rodeos, revues.

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5. "What equipment must we furnish?"

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New York

REPRESENTATIVES

HARRY GREBEN
Chicago

Continued from page 66

Anadarko—Caddo Co. Free Fair. Sept. 18-21. C. R. Stevenson.
 Apache—Apache District Free Fair. Aug. 29-Sept. 1. O. H. Goff.
 Ardmore—Carter Co. Free Fair. Sept. 4-8. B. Sparks.
 Beaver—Beaver Co. Free Fair. Sept. 12-15. Pauline H. Evans.
 Blackwell—Kay Co. Free Fair. Sept. 11-15. W. B. Hutchinson, Newkirk, Okla.
 Boise City—Cimarron Co. Free Fair. Oct. 3-6. George Green.
 Bristol—Creek Co. Free Fair. Sept. 10-14. A. E. Gurley.
 Buffalo—Harper Co. Fair. Sept. 6-8. Carl Downing.
 Carnegie—Tri-County Free Fair. Sept. 5-8. M. B. Fanning.
 Chandler—Lincoln Co. Free Fair. Assn. Sept. 5-8. Oran Stipe.
 Cherokee—Alfalfa Co. Free Fair. Sept. 11-13. Wayne A. Eakin.
 Chickasha—Grady Co. Fair. Assn. Sept. 15-17. Bob Lamar.
 Clinton—Southwest Fair Assn. Sept. 11-14. A. R. Patrick.
 Collinsville—Collinsville Tri-County Fair. Sept. 6-8. John Fox.
 Cordell—Washita Co. Fair. Sept. 6-8. James V. Son.
 Dewey—Washington Co. Free Fair. Sept. 5-8. George E. Hull, Bartlesville, Okla.
 Duncan—Stephens Co. Free Fair. Sept. 12-15. Fred Huffine.
 Enid—Garfield Co. Fair. Assn. Sept. 10-15. Mrs. Bertha Dyche.
 Eufaula—McIntosh Co. Fair. Sept. 20-21. Alfred Christy.
 Fairview—Major Co. Free Fair. Sept. 18-20. Harold Miller.
 Frederick—Tillman Co. Free Fair. Sept. 11-14. Wayne C. Liles.
 Guthrie—Logan Co. Free Fair. Sept. 12-14. Harold Casey.
 Guymon—Texas Co. Free Fair. Sept. 18-21. Clifford Hatcher.
 Hobart—Klowa Co. Free Fair. Sept. 13-15. J. W. Rempie, Gotebo, Okla.
 Holdenville—Hughes Co. Free Fair. Assn. Sept. 3-8 (tentative). Vernon J. Frye.
 Hollis—Harmon Co. Fair. Sept. 20-22. T. S. Cunningham.
 Hugo—Choctaw Co. Fair. Sept. 20-22. Robert Massengale.
 Hydro—Hydro District Fair. Aug. 29-Sept. 1. Grace Felton.
 Idabel—McCurtain Co. Free Fair. Sept. 11-15. Ross P. Dugan.
 Kingfisher—Kingfisher Co. Fair. Aug. 28-31. Howard Connolly.
 Madill—Marshall Co. Free Fair. Sept. 13-15. George Seals.
 McAlester—Pittsburg Co. Free Fair. Sept. 19-21. M. W. Priddy Jr.
 Miami—Ottawa Co. Fair. Sept. 11-15. Tom Autrey.
 Muskogee—Oklahoma Free State Fair. Sept. 30-Oct. 7. M. E. Twedell.
 Norman—Cleveland Co. Free Fair. Aug. 28-Sept. 1. Vernon J. Frye.
 Nowata—Nowata Co. Free Fair. Sept. 11-13. Mrs. O. W. Marley.
 Oklahoma City—Oklahoma State Fair & Expo. Sept. 22-29. C. G. Baker.
 Oklahoma City—Oklahoma Co. Fair. Sept. 17-19. Harry F. James.
 Pauls Valley—Garvin Co. Free Fair. Sept. 5-7. A. G. Rollow, Wynnewood.
 Pawhuska—Osage Co. Free Fair. Sept. 10-13. A. A. Sewell.
 Pawnee—Pawnee Co. Free Fair. Sept. 10-13. E. Joe Sharp.
 Perry—Noble Co. Free Fair. Sept. 5-8. George Freeman.
 Pond Creek—Grant Co. Free Fair. Sept. —. H. J. Dedrick, Medford, Okla.
 Pryor—Mayer Co. Fair. Sept. —. Elsworth Hammer.
 Purcell—McCain Co. Free Fair. Sept. 13-15. L. J. James.
 Sallisaw—Sequoyah Co. Free Fair. Sept. 13-15. Guy E. Stoy.
 Shawnee—Pottawatomie Co. Free Fair. Sept. 17-20. Frank Kubicek.
 Stillwater—Payne Co. Fair. Sept. 10-14. George F. Stroup.
 Taloga—Dewey Co. Free Fair. Sept. 13-15. W. F. Taggart.
 Tulsa—Tulsa State Fair. Sept. 15-22. Clarence C. Lester.
 Vinita—Craig Co. Fair. Sept. 20-22. E. B. Hilderbrand.
 Watonga—Blaine Co. Free Fair. Sept. 18-21. Vance L. Deaton.
 Waters—Cotton Co. Free Fair. Sept. 13-15. Jasper M. Harl.
 Waurika—Jefferson Co. Fair. Sept. 12-14. Hugh DeWoody.
 Wewoka—Seminole Co. Free Fair. Sept. 10-13. H. Dale Martin.

1951 Fair Dates

Albion—Albion Community Fair. Sept. 13-15. C. C. Harry.
 Allentown—Allentown Fair. Sept. 17-22. Reba D. Schall.
 Arendtsville—South Mountain Fair Assn. Sept. 4-8. H. B. Raffensperger.
 Beavertown—Beaver Community Fair. Sept. 19-22. Kenneth H. Boyer, Middleburg, Pa.
 Bedford—Bedford Fair Assn. Aug. 6-11. A. C. Brice.
 Bellwood—Community Fair. Sept. 20-22. Mrs. Ella Shaffer.
 Bloomsburg—Blomberg Fair. Sept. 24-29. Harry B. Correll.
 Butler—Butler Fair & Agrl. Assn. Aug. 13-18. C. M. Miller.
 Cambridge Springs—Cambridge Springs Fair Assn. Sept. 12-15. T. V. Lewis.
 Carlisle—Carlisle Fair Assn. Aug. 13-18. Beauford S. Swartz.
 Centre Hall—Centre Co. Fair. Aug. 25-30. V. A. Auman.
 Clarks Summit—Newton-Ransom Fair. Sept. 12-15. William E. Zeiss.
 Claysburg—Greenfield Tr. Farm Products Show. Sept. 13-15. Kermit B. Wright.
 Clearfield—Clearfield Co. Fair Assn. July 30-Aug. 4. Joseph Hogentogler.
 Conneville—Pleasant Valley Community Fair. Sept. 4-8. Eugene V. Keefer.
 Conshohocken—Spring Mill Fair. July 11-21. C. H. Johnston Jr.
 Cookport—Green Tp. Fair Assn. Sept. 12-15. J. D. Joiner, R.D. 2, Barnesboro, Pa.
 Dallastown—Dallastown Fair Assn. Aug. 13-18. LeRoy Douglas.
 Dalmatia—Community Fair. Oct. 18-20. Mrs. Ruth Tressler.
 Dayton—Dayton Agrl. Assn. Aug. 21-25. Mrs. Maline Jordan.
 Doylestown—Bucks Co. Fair. July 30-Aug. 2. Samuel Burgdorf, 5816 Cedar Ave., Philadelphia.
 Ebersburg—Cambria Co. Fair Assn. Sept. 3-8. Walter Good.
 Edinboro—Edinboro Agrl. Fair. Sept. 13-15. J. C. Ondrey.
 Elizabethtown—Kiwanis Farm Fair. Sept. 19-22.
 Ephrata—Ephrata Fair. Sept. 26-29. R. H. Garver.
 Flourtown—Flourtown Fair. Aug. 1-11. William J. Goss.
 Forksville—Sullivan Co. Agrl. Soc. Aug. 29-Sept. 1. Laurence Higley.
 Gilbert—West End Fair. Aug. 29. Mary E. Shiffer.
 Gratz—Gratz Agrl. Assn. Aug. 28-Sept. 1. C. R. Kilinger.
 Greensburg—Harolds Community Fair. Aug. 22-25. L. D. Moore.
 Hanover—Forest Park Free Fair. Sept. 3-9. A. Karst.
 Harford—Harford Agrl. Soc. Sept. 6-8. Elton Robbins.
 Hollidaysburg—Hollidaysburg Farm Show. Oct. 10-12. Robert W. Walker.
 Home—Ox Hill Community Fair. Sept. 3-5. David W. Simpson.
 Honesdale—Wayne Co. Fair. Sept. 11-15. E. W. Gammell.
 Hughesville—Lycoming Co. Fair Assn. Aug. 6-11. Elton B. Edkin.
 Huntingdon—Huntingdon Co. Agrl. Assn. Aug. 20-25. Dean Reynolds.
 Indiana—Indiana Co. Fair. Assn. Aug. 28-Sept. 1. Bertha E. Jones, Plumville, Pa.
 Jamestown—Community Fair. Sept. 13-15. K. K. McElhaney.
 Jennerstown—Jenner Fair Assn. July 31-Aug. 4. A. O. Lape, Jenners, Pa.
 Kimberton—Kimberton Firemen's Fair. July 25-Aug. 4. Howard Wilson.
 Kutztown—Kutztown Fair Assn. Aug. 20-25. Elmer A. F. Kline.
 Lampeter—Community Fair. Sept. 26-28. Casper K. Brumbach.
 Laurelton—Union Co. West End Fair Assn. Sept. 5-8. J. Frank Snyder.
 Lebanon—S. Lebanon Community Fair. Oct. 2-5. A. L. Lamm.
 Lehighton—Carbon Co. Agrl. Assn. Sept. 3-8. Curtis E. Hornberger.
 Linesville—Linesville Fair Assn. Sept. 6-8. O. C. Lance.
 Litzitz—Litzitz Community Show. Sept. 19-22. William N. Young.
 Mansfield—Mansfield Fair. Aug. 29-Sept. 1. Philip W. Farrer.
 Martinsburg—Community Fair. Oct. 17-19. Ella S. Ebersole.
 McConnellsburg—Fulton Co. Fair. Aug. 29-Sept. 1. Henry W. Daniels.
 Meadville—Crawford Co. Fair Assn. Sept. 4-8. George R. Wright.
 Mechanicsburg—Orangers Picnic & Free Fair. Aug. 26-Sept. 3. Robert Richwine.
 Meyersdale—Somerset Co. Fair Assn. Aug. 13-18. H. A. Pinegan.
 Mill City—Falls-Overfield Fair. Sept. 20-22. Mrs. Doris Gregory, Dalton, Pa.
 Millersburg—Millersburg Farmers' Fair Assn. Sept. 6-8. Robert F. Hoke.
 Millport—Oswayo Valley Community Fair. Sept. 4-7. William Graves, Shinglehouse.
 Montandon—Tri-Tp. Fair Assn. Sept. 19-22. Clarence E. Emery, Pottsgrove, Pa.
 Mount Joy—Community Exhibit. Oct. 11-13. Joseph G. Schaffer.
 Myerstown—Myerstown Fair Assn. Oct. 10-12. John R. Sherman.
 New Bethlehem—Farmers & Merchants Agrl. Show. Aug. 15-17. Loudon Stuart.
 Newfoundland—Greene-Dreher Community Fair. Aug. 23-25. Henry G. Botjer, Greentown.
 New Holland—New Holland Farmers Fair. Oct. 3-6. S. O. Zimmerman.
 New Stanton—Stanton Community Fair. Aug. 29-Sept. 1. Ralph C. Foust Sr., R. 1, Hunkers, Pa.
 Northampton—Twin County Agrl. Assn. Sept. 12-15. Eugene Milham.
 Oley—Oley Valley Community Fair. Sept. 27-29. Carl W. Blank.
 Oriental—P. O. S. of A. Fair. Aug. 15-19. Wallace Hockenbrock, Mt. Pleasant Mills.
 Perkasia—Sell-Park Community Fair. Sept. 27-29. Natalie P. Nichols.
 Pittsburgh (South Park)—Allegheny Co. Fair. Aug. 31-Sept. 3. John L. Herson.
 Port Allegany—Port Allegany Fair. Aug. 27-Sept. 1. Howard J. Baker.
 Port Royal—Junata Co. Agrl. Soc. Sept. 3-8. Dwight B. Hower.
 Punxsutawney—Punxsutawney Fair & Farm Show. Aug. 27-Sept. 1. Jack L. Rishell.
 Reading—Reading Fair. Sept. 9-16. Charles W. Swoyer.
 Red Lion—Red Lion Gala Week Fair. July 23-28. R. M. Spangler, Hummels Wharf, Pa.
 Selinsgrove—Selinsgrove Fair. Week of July 16. Roland E. Fisher.
 Shanksville—Stony Creek Community Fair. Sept. 12-15. Mrs. Milton Lowry.
 Spartansburg—Spartansburg Community Fair. Sept. 13-15. Henry Bailey.
 Stoneboro—Stoneboro Fair. Aug. 30-Sept. 3. Walter B. Parker.
 Stonestown—Forest Co. Fair Assn. Aug. 30-Sept. 1. Karl W. Flowers.
 Tioga—Tioga Valley Fair. Sept. 12-15. Carl H. Porrest.
 Towanda—Veterans of Foreign Wars Farm Fair. Aug. 6-11. George H. Lewis.
 Townville—Townville Community Fair. Sept. 19-21. John H. Liggett.

Trotter—Dunbar Tp. Community Fair. Sept. 12-15. Kenneth Mowry, Leisenring, Pa.
 Troy—Troy Agrl. Soc. Aug. 20-25. Herbert D. Holcombe.
 Unionville—Unionville Community Fair. Oct. 11-13. Robt. G. Strubie, Kennett Square.
 Washington—Washington Co. Agrl. Fair. Aug. 21-24. Blaine A. Beeghly.
 Waterford—Waterford Community Fair. Sept. 5-8. Chas. L. Bowman, Cambridge Springs.
 Wattsburg—Wattsburg Agrl. Soc. Aug. 28-Sept. 1. H. M. Burrows.
 Waynesburg—Greene Co. Fair. Aug. 15-17. Harry F. Bailey.
 West Alexander—West Alexander Agrl. Assn. Sept. 12-15. Scott E. Egan.
 Wind Ridge—Jacksonton Fair. Aug. 28-30. Floyd Campbell.
 York—York Interstate Fair. Sept. 11-15. Samuel S. Lewis.
 Youngsville—Youngsville Community Fair Assn. Sept. 5-8. Mrs. Rose M. Aberg.

RHODE ISLAND

Kingston—Rhode Island State Fair. Aug. 12-19. James C. Muldowney, W. Kingston.

SOUTH CAROLINA

Anderson—Anderson Fair. Oct. 15-20. I. V. Hulme.
 Anderson—Anderson Colored Fair Assn. Oct. 29-Nov. 3. G. W. Stewart.
 Bennettsville—Marlboro Co. Agrl. Fair. Sept. 24-29. Murray Jackson Jr.
 Bishopville—Lee Co. Fair Assn. Oct. 15-20. W. L. King.
 Camden—Kershaw Co. Farmers' Fair. Nov. 6-10. J. D. Marshall.
 Charleston—Charleston Agrl. & Indust. Fair. Oct. 29-Nov. 3. W. M. Frampton.
 Cheraw—Chesterfield Co. Colored Fair. Oct. —. C. A. Bloomfield.
 Chester—Chester Co. Am. Legion Fair. Oct. 1-6. Jake S. Colvin.
 Columbia—South Carolina State Fair. Oct. 22-27. Paul V. Moore.
 Columbia—S. C. State Colored Fair. Oct. 29-Nov. 3. Mrs. H. G. Reese.
 Elloree—Elloree Colored Fair. Oct. 1-6. Henry Tilley.
 Florence—Eastern Carolina Agrl. Fair. Oct. 29-Nov. 3. J. Cliff Brown.
 Greenville—Am. Legion Greenville Co. Fair. Oct. 15-20. Harry B. Iler.
 Kingstree—Williamsburg Co. Fair Assn. Oct. 1-6. H. C. Crawford.
 Lancaster—Lancaster Colored Fair. Week of Oct. 15. William G. Clinton.
 Manning—Clarendon Co. Agrl. Expo. Oct. 29-Nov. 3. C. L. Rawlinson.
 Marion—Marion Co. Fair Assn. Oct. 29-Nov. 3. D. M. Harper.
 Newberry—Newberry Co. Am. Legion Fair. Oct. 29-Nov. 3. Frank Sutton.
 Orangeburg—Orangeburg Co. Fair. Oct. 15-20. J. M. Hughes.
 Orangeburg—Orangeburg Co. Colored Fair. Oct. 8-13. W. C. Lewis.
 Owing—Mt. Carmel Fair. Oct. 8-13. Andrew Saxon.
 Rock Hill—York Co. Fair Assn. Oct. 8-14. H. D. Black.
 Seneca—Oconee Co. Fair. Oct. 8-13. Mary F. Dillard.
 Spartanburg—Piedmont Interstate Fair. Oct. 8-13. Tom Moore Craig.
 Sumter—Sumter Co. Fair. Nov. 5-10. J. Cliff Brown.
 Union—Union Co. Fair Assn. Oct. 1-6. Hydrick L. Kirby.

SOUTH DAKOTA

Clear Lake—Deuel Co. Fair Assn. Aug. 17-19. E. O. Hawley, Brandt, S. D.
 Edgemont—Fall River Co. Fair. Sept. 2-3. J. H. Cole.
 Gettysburg—Potter Co. Fair. Aug. 27-29. Mildred Tisher.
 Huron—South Dakota State Fair. Sept. 3-8. F. L. Hafner.
 Kimball—Brule Co. Fair Assn. Aug. 17-19. Frank S. Ryan.
 Mitchell—Corn Palace Festival. Sept. 24-29. H. N. Noble.
 Murdo—Jones Co. Fair Assn. Aug. 30-Sept. 1. John E. Goodrich.
 Nisland—Butte Co. Fair. Aug. 23-25. R. W. Milberg, Newell, S. D.
 Onida—Sully Co. Fair Assn. Aug. 23-25. John P. Neu.
 Parker—Turner Co. Fair. Aug. 27-29. Dr. J. H. Shaeffer.
 Rapid City—Black Hills Range Days & Expo. Aug. 16-19. Joe Hoogterp.
 Rosebud—Rosebud Sioux Fair. Sept. 1-2. Neil Chaucey.
 Sioux Falls—Sioux Empire Fair. Aug. 20-26. Al Halverson.
 Tripp—Hutchinson Co. Fair Assn. Aug. 29-Sept. 1. Ray T. Hirsch.
 Webster—Day Co. Fair. Sept. 13-15.

TENNESSEE

Alexandria—DeKalb Co. Fair. Aug. 1-4. Martin S. Scott.
 Ashland City—Cheatham Co. Fair. Sept. 27-29. Huffman Morse.
 Athens—McMinn-Meligs Twin County Fair. Sept. Mrs. Jim Buttram.
 Bolivar—Hardeman Co. Colored Fair Assn. Sept. 22-29. W. B. Hunt.
 Brownsville—Haywood Co. Fair. Sept. 5-8. Bobby Boyd.
 Brownsville—Haywood Co. Colored Fair. Oct. 10-13. F. E. Jeffries.
 Camden—Benton Co. Fair. Sept. 17-22. Alice Clements.
 Carthage—Carthage Agrl. Assn. Aug. 8-11. Stanton Hunter.
 Centerville—Hickman Co. Fair. Sept. 12-15. J. W. Shouse.
 Chattanooga—Chattanooga-Hamilton Co. Interstate Fair. Sept. 17-22. Mrs. Maude H. Atwood.
 Clarksville—Montgomery Co. Fair Assn. Sept. 6-8. Mrs. Louise B. Booth.
 Clarksville—Montgomery Co. Negro Fair. Aug. 16-18. Pope G. Garrett Sr.
 Clinton—Anderson Community Fair. Sept. 6-8. Robert B. Johnson.
 Columbia—Maury Co. Fair. Sept. 3-8. A. B. Harmon Jr.
 Cookeville—Putnam Co. Fair Assn. Sept. 6-8. Tom Gentry.
 Covington—Tipton Co. Fair Assn. Sept. 20-24. Stanley Shoaf.
 Crossville—Cumberland Co. Fair Assn. Aug. 30-Sept. 1. Ruth Turner.
 Dandridge—Jefferson Co. 4-H Fair. Sept. 27-29. Frank C. Taylor.
 Decaturville—Decatur Co. Fair. Sept. 17-22. B. C. Bailey.
 Dyersburg—Dyer Co. Fair Assn. Sept. 10-15. George O. Wilson.
 Elizabethton—Carter Co. 4-H Fair. Sept. 4-6. F. O. Alexander.
 Fayetteville—Bi-State Negro Fair. Aug. 23-25. L. M. Donaldson.
 Fayetteville—Lincoln Co. Fair Assn. Sept. 10-15. E. C. Templeton.
 Galatin—Sumner Co. Colored Fair Assn. Aug. 30-Sept. 1. Edw. V. Anthony.
 Gainesboro—Jackson Co. Agrl. Fair. Sept. 12-15. Anna Ruth Upchurch.
 Gallatin—Sumner Co. Fair. Aug. 15-18. R. M. Reese Jr.
 Greeneville—Greene Co. Agrl. Fair. Aug. 30-Sept. 1. Mrs. Bonabelle Barkley.
 Harriman—Roane Co. Fair. Sept. 5-8. W. B. Stout.
 Hartsville—Trousdale Co. Fair. Sept. 24-29. Mrs. J. M. Merryman.
 Henderson—Chester Co. Fair. Sept. —. N. S. Martin.
 Hohenwald—Lewis Co. Fair Assn. Aug. 20-25. James P. Hume.
 Huntingdon—Carroll Co. Fair. Sept. 24-29. J. P. Walters.

OREGON
 Albany—Linn Co. 4-H Fair. Aug. 27-29. O. E. Mikesell.
 Burns—Harney Co. Fair. Sept. 14-16. George W. Bain.
 Canby—Clackamas Co. Fair. Aug. 29-Sept. 1. Gilbert M. Shearer, Oregon City, Ore.
 Condon—Gilliam Co. Fair. Sept. 21-23. Ernest J. Kirsch.
 Deer Island—Columbia Co. Fair. Aug. 16-18. Jewett A. Bush, Clatskanie, Ore.
 Eugene—Lane Co. Fair Assn. Sept. 19-22. Ernest McCulloch.
 Fossil—Wheeler Co. Fair. Sept. 14-18. L. J. Marks.
 Gold Beach—Curry Co. Fair. Aug. 31-Sept. 2. Georgia Fromm.
 Grants Pass—Josephine Co. Fair. Aug. 14-18. Millard B. Hedges.
 Gresham—Multnomah Co. Fair. Aug. 20-26. Mrs. Ella S. Wilson.
 Heppner—Morrow Co. Fair. Sept. 5-9. N.-C. Anderson.
 Hermiston—Umatilla Co. Fair. Aug. 23-26. Harold Werth.
 Hillsboro—Washington Co. Fair. Aug. 29-Sept. 1. Leon S. Davis.
 John Day—Grant Co. Fair. Sept. 30-22. William K. Farrell, Canyon City, Ore.
 LaGrande—Union Co. Fair. Sept. 20-22. Mrs. George McClure.
 Medford—Jackson Co. Fair Assn. Aug. 22-28. R. G. Fowler.
 Monmouth—Polk Co. Fair. Aug. 23-25. Josiah Wills, Dallas, Ore.
 Moro—Sherman Co. Fair Assn. Sept. 14-16. Mary O. Coons.
 Myrtle Point—Coos Co. Fair Assn. Aug. 16-19. J. H. Clarno.
 North Portland—Pacific Internat'l Livestock Expo. Oct. 6-13. Walter A. Holt.
 Odell—Hood River Co. Fair. Aug. 22-23. A. L. Marble, Hood River.
 Prineville—Crook Co. Fair. Aug. 10-12. Don Yancey.
 Redmond—Deschutes Co. Fair. Aug. 23-25. C. O. Gallaway.
 Roseburg—Douglas Co. Fair. Aug. 16-18. Homer W. Grow.
 Salem—Oregon State Fair. Sept. 3-9. Leo G. Spitzbart.
 Tillamook—Tillamook Co. Fair. Aug. 15-18. H. G. Smith.
 Tygh Valley—Wasco Co. Fair. Aug. 30-Sept. 2. James A. Hunt, Dufur, Ore.

PENNSYLVANIA
 Abbottstown—Adams Co. Fair. Aug. 14-18. Mary E. Elder.

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 Phones 402 and 130
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Millersburg Farmers Fair

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 Chairman
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JUNE 30, 1951

Jackson—West Tenn. District Fair. Sept. 10-15. A. U. Taylor.
 Jamestown—Fentress Co. Fair Assn. Sept. 6-8. P. G. Crooks.
 Jonesboro—Washington Co. Fair Assn. Week of Sept. 3. Mrs. Paul A. Dillow.
 Kingsport—East Tenn. District Fair. Aug. 21-25. A. B. Coleman.
 Knoxville—Tennessee Valley Fair. Sept. 10-15. Pat W. Kerr.
 Lawrenceburg—Middle Tenn. District Fair. Sept. 10-15. Hiram W. Holsford.
 Lebanon—Wilson Co. Fair. Sept. 12-15. A. W. McCartney.
 Lebanon—Wilson Co. Colored Fair. Sept. 27-29. W. T. Bernard.
 Lewisburg—Marshall Co. Fair. Aug. 23-25. James F. Moore.
 Lexington—Henderson Co. Colored Fair. Sept. 24-29. Prof. C. C. Bond.
 Linden—Ferry Co. Fair. Sept. 6-8. Sam Petty.
 Livingston—Overton Co. Fair Assn. Sept. 13-15. D. E. Benson.
 Madisonville—Monroe Co. Fair. Sept. 17-22. Clyde N. Taylor.
 Manchester—Coffee Co. Fair Assn. Sept. 20-22. David W. Shields Jr.
 Maynardville—Union Co. Fair. Sept. 6-8. Pauline Collett.
 McMinnville—Warren Co. Fair. Sept. 6-8. T. M. Jackson.
 Memphis—Mid-South Fair. Sept. 20-29. Martin Zook.
 Morristown—Hamblen Co. 4-H Fair. Sept. 5-7. C. H. Balch.
 Murfreesboro—Mid-State Colored Fair. Sept. 13-15. William H. Butler.
 Murfreesboro—Middle Tenn. Lions' Expo. July 26-28. Carl L. Hickerson.
 Nashville—Tennessee State Fair. Sept. 17-22. Louis E. Griffin.
 Newport—Cocke Co. Fair Assn. Sept. 25-29. Jack Vinson.
 Oneida—Scott Co. Fair. Aug. 30-Sept. 1. E. C. Terry.
 Paris—Henry Co. Livestock & Products Show Oct. 3-5. Dalton Rushing.
 Parsons—Decatur Co. Fair Assn. Sept. — B. C. Dalley.

Pikeville—Bledsoe Co. Fair Assn. Sept. 13-15. Randal S. Burns.
 Pulaski—Giles Co. Fair. Sept. 3-8. J. O. Robinson.
 Pulaski—Giles Co. Colored Fair. Aug. 6-11. M. O. Maxwell.
 Rogersville—Hawkins Co. 4-H Club Fair. Sept. 26-29. Ralph Testerman.
 Savannah—Hardin Co. Fair. Oct. 1-6. F. B. Carrington.
 Sevierville—Sevier Co. Fair Assn. Sept. 3-8. Ernest Thurman.
 Sparta—White Co. Fair Assn. Sept. 12-15. T. Stanton Hale.
 Spencer—Van Buren Co. Fair. Sept. 5-8. H. L. Hollingsworth.
 Springfield—Robertson Co. Fair Assn. Sept. 13-15. John R. Long Jr.
 Tracy City—Grundey Co. Fair Assn. Aug. 23-25. E. J. Cunningham.
 Trenton—Gibson Co. Fair. Sept. 5-8. Mrs. Rachel Holt.
 Wartburg—Morgan Co. Fair. Sept. 17-22. Ross H. Wilson.
 Waverly—Humphreys Co. Fair Assn. Sept. 5-8. Henry Gentry.
 Westmoreland—East Sumner Co. Fair. Sept. 7-8. Miss Gustine Simmons.
 Woodbury—Cannon Co. Fair. Sept. 13-15. Mrs. James H. Cummings.

TEXAS

Ablene—West Texas Fair Assn. Sept. 24-29. John Womble.
 Amarillo—Tri-State Fair. Sept. 24-29. Rex B. Baxter.
 Angleton—Brazoria Co. Fair. Oct. 9-13. L. E. Bumgarner.
 Beaumont—South Texas State Fair. Oct. 11-20. Karl Schwartz.
 Belville—Austin Co. Fair Assn. Oct. 11-13. Mrs. Anita Coker.
 Bryan—Brazos Co. Am. Legion Free Fair. Oct. 15-20. J. C. Goldsmith Jr.
 Bryan—Brazos Co. Am. Legion Fair. Oct. 15-20. J. C. Goldsmith Jr.
 Caldwell—Burleson Co. Fair Assn. Oct. 4-6. Frank A. Zubik Jr.
 Carthage—Panola Co. Fair Assn. Oct. 3-6. Gerald Stephens.
 Center—Shelby Co. Fair Assn. Oct. 9-13. Guy Cowser.
 Cleburne—North Central Texas Fair & Rodeo. Sept. 3-8. E. L. Reid.
 Clifton—Central Texas Fair. Sept. 27-30. E. K. Parker.
 Corsicana—Corsicana Livestock Show & Rodeo. Sept. 25-29. R. W. Knight.
 Dallas—State Fair of Texas. Oct. 6-21. James H. Stewart.

Fredericksburg—Gillespie Co. Fair. Aug. 17-19. William M. Petmecky.
 Gainesville—Cooke Co. Fair Assn. Sept. 3-8. LeRoy Robinson.
 Giddings—Lee Co. Fair Assn. Oct. 11-13. M. F. Kieck.
 Grand Saline—Van Zandt Co. Fair. Sept. 22-23. Herbert Clower.
 Harlingen—Valley Mid-Winter Fair. Nov. 17-24. Ed Slaughter.
 Haskell—Central West Texas Fair. Oct. 1-6. Ralph E. Duncan.
 Hempstead—Waller Co. Fair Assn. Sept. 20-22. R. W. Warren.
 Huntsville—Walker Co. Fair Assn. Oct. 2-6. Maurice E. Turner.
 Iowa Park—Texas-Oklahoma Fair Assn. Sept. 24-29. Ted Overbey.

Jacksonville—Cherokee Co. Fair. Oct. 3-6. Miss Yola Renfro.
 Johnson City—Blanco Co. Fair Assn. Aug. 3-4. Andy M. Griffin.
 Junction—Hill Co. Fair. Aug. 9-11. Omer C. Wright.
 La Grange—Fayette Co. Fair Assn. Oct. 4-6. Guy L. McCraw.
 Levelland—Hockley Co. Fair Assn. Sept. 20-22. Pat N. Mann.
 Liberty—Trinity Valley Expo. Oct. 17-20. Paul Crutchfield.

Litchfield—Lamb Co. Fair. Sept. 27-29. O. J. Mangum.
 Livingston—Polk Co. Fair Assn. Oct. 18-20. Charles Jolliff.
 Lubbock—Panhandle South Plains Fair. Oct. 1-6. A. B. Davis.
 Lufkin—Texas Forest Festival. Sept. 24-29. Herman Brown.
 Marshall—Central East Texas Fair. Oct. 8-13. Joe L. Mock.
 McKinney—Collin Co. Fair. Sept. 25-30. Paul Hardin.
 Mesquite—Mesquite Fair Assn. Sept. 18-22. E. C. Cogburn.

Nacogdoches—Nacogdoches Co. Fair. Sept. 4-8. Curtis Ainsworth.
 Palestine—Anderson Co. Fair. Oct. 15-20. C. O. Miller Jr.
 Pampa—Top of Texas Fair. Aug. 7-11. E. O. Wedgeworth.
 Paris—Lamar District Fair. Aug. 27-Sept. 1. J. W. McCoy.
 Rising Star—Frisco Fair Assn. Mid-Sept. J. F. Robertson.
 Seminole—Galnes Co. Fair. Oct. 10-13. K. C. Kyle.
 Temple—Cen-Tex Fair. Sept. 18-22. W. W. Wendland.
 Texarkana—Four-States Fair Assn. Sept. 14-22. L. E. Gilliland.
 Texas City—Galveston Co. Fair Assn. Sept. 19-23. W. J. Peterson.
 Tyler—East Texas Fair. Sept. 10-15. C. R. Heaton.
 Waco—Waco Fall Festival. Oct. 22-28. R. W. Stevens.
 Wharton—Wharton Co. Fair. Sept. 25-29. H. Charles Koehl Jr.

UTAH

Deseret—Millard Co. Fair. Aug. 17-18. Bud Bassett, Delta, Utah.
 Duchesne—Duchesne Co. Fair. Aug. 24-25. Max Hartman.
 Heber—Wasatch Co. Fair. Aug. 17-18. Catherine Moulton.
 Kaysville—Davis Co. Fair. Aug. 31-Sept. 1. Bert Despain, Farmington, Utah.
 Logan—Cache Co. Fair & Rodeo. Aug. 16-18. Kenneth R. Cardon, Smithfield, Utah.
 Manti—Sanpete Co. Fair. Aug. 9-11. Mrs. Arta Ottosen, Sterling, Utah.
 Morgan—Morgan Co. Fair. Aug. 30-31. Peter Evans.
 Murray—Salt Lake Co. Fair. Aug. 22-25. Mae Bello, 2636 S. 20th East, Salt Lake City.
 Nephi—Juab Co. Fair Assn. Sept. 6-8. Nina Hansen.
 Ogden—Ogden Livestock Show. Nov. 10-14. E. J. Fleidstedt.
 Parowan—Iron Co. Fair. Aug. 30-Sept. 1. Thales Brown.
 Richfield—Sevier Co. Fair. Aug. 22-24. Ernest R. Anderson.
 Salt Lake City—Utah State Fair. Sept. 15-23. J. A. Theobald.
 Tooele—Tooele Co. Fair. Sept. 7-8. Elsie Green.
 Tremonton—Elder Co. Fair. Aug. 30-Sept. 1. Edna Tanner, Brigham City, Utah.

VERMONT

Barton—Orleans Co. Fair Assn. Sept. 6-8. Anita M. Quintin.
 Bradford—Connecticut Valley Expo. Sept. 1-3. Arthur Peters.
 Essex Junction—Champlain Valley Expo. Aug. 27-Sept. 1. H. K. Drury.
 Hartland—Hartland Fair. Aug. 23-25. M. P. Rogers, Woodstock, Vt.
 Lyndonville—Caledonia Co. Fair. Aug. 23-25. A. E. Donahue.
 Rutland—Rutland Fair. Sept. 3-8. Arthur B. Porter.
 Tunbridge—Union Agril. Soc. Sept. 20-22. Edw. R. Flint.
 Watfield—Waitsfield Fair. Aug. 10-11. Otto Becher.

VIRGINIA

Amherst—Amherst Co. Fair Assn. Oct. 17-21. O. D. Ross.
 Bedford—Junior Chamber of Commerce Fair. Third week in Sept. Earl Phillips.
 Bland—Bland Co. Fair. Sept. 6-8. T. E. Mallory.
 Chase City—Mecklenburg Co. Fair Assn. Oct. 8-13. Garland E. Moss.
 Chesterfield C. H.—Chesterfield Co. Fair Assn. Sept. 20-22. D. W. Murphey, Chester, Va.
 Covington—Alleghany Co. Fair. Sept. 10-15. Robert E. Sydenstricker.
 Danville—Danville Fair Assn. Sept. 25-29. C. C. Finch.
 Dungannon—Scott Co. Fair Assn. Sept. 12-15. Charles W. Compton, Wood, Va.
 Farmville—Five County Fair Assn. Sept. 24-29. J. C. Brickert.
 Pincastle—Botetourt Co. Fair Assn. Sept. 18-22. Mrs. F. D. Thomas.
 Fredericksburg—Fredericksburg Agril. Fair. Sept. 3-8. George C. Rawlings Jr.
 Galax—Galax Agril. Fair. Aug. 20-25. J. I. Palmer.
 Harrisonburg—Rockingham Co. Fair Assn. Sept. 21-24. Len Hollamon.
 Keller—Eastern Shore Fair Assn. Aug. 27-Sept. 1. J. Milton Mason.
 Lebanon—Russell Co. Fair Assn. Sept. 20-22. Ralph S. Rasnic.
 Luray—Page Co. Fair. Aug. 20-25. S. Frank Rosser.
 Lynchburg—Lynchburg Agril. Fair Assn. Aug. 27-Sept. 1. L. H. Shrader.
 Lynchburg (near Lynchburg)—Am. Legion Campbell Co. Fair. Aug. 13-19. S. J. Thompson, Rustburg.
 Manassas—Manassas Horse Show & Fair Assn. Sept. 2-3. J. M. Baucum.
 Martinsville—Henry Co. Fair Assn. Sept. 10-15. O. B. Hensley.
 New Castle—Craig Co. Fair. Sept. 26-29. L. Y. Fields.
 Pennington Gap—Lee Co. Fair. Sept. 3-8. R. C. Carter, Blacksburg, Va.
 Petersburg—Petersburg Fair. Oct. 8-13. R. Willard Eanes.
 Richmond—Atlantic Rural Expo. Sept. 28-Oct. 6. J. A. Mitchell.
 Roanoke—Roanoke Fair. Aug. 27-Sept. 1. Arthur C. Walker.
 Rocky Mount—Rocky Mount Fair. Aug. 27-Sept. 1. H. F. Fralin.
 South Boston—Halifax Co. Fair Assn. Oct. 9-13. W. W. Wilkins.
 Staunton—Virginia State Fair. Sept. 3-8. C. B. Ralston.
 Suffolk—Tidewater Fair Assn. Oct. 23-26. H. C. Holman.
 Tazewell—Tazewell Co. Fair. Aug. 15-18. Herbert Ward.
 Warsaw—Northern Neck Fair Assn. Sept. 3-8. Dorris S. Simon, Tappahannock, Va.
 Waverly—Sussex Co. Fair. Sept. 11-15. Phillip Harcum.
 Weirwood—Weirwood Fair. Aug. 14-18. Walton P. Jefferson, Cape Charles, Va.
 West Point—Tidewater Fair Assn. Sept. 10-15. B. C. Graves, Providence Forge, Va.
 Wise—Wise Co. Fair. Aug. 20-25. J. M. Roberson.
 Woodstock—Shenandoah Co. Fair Assn. Aug. 28-Sept. 1. D. H. Garman.

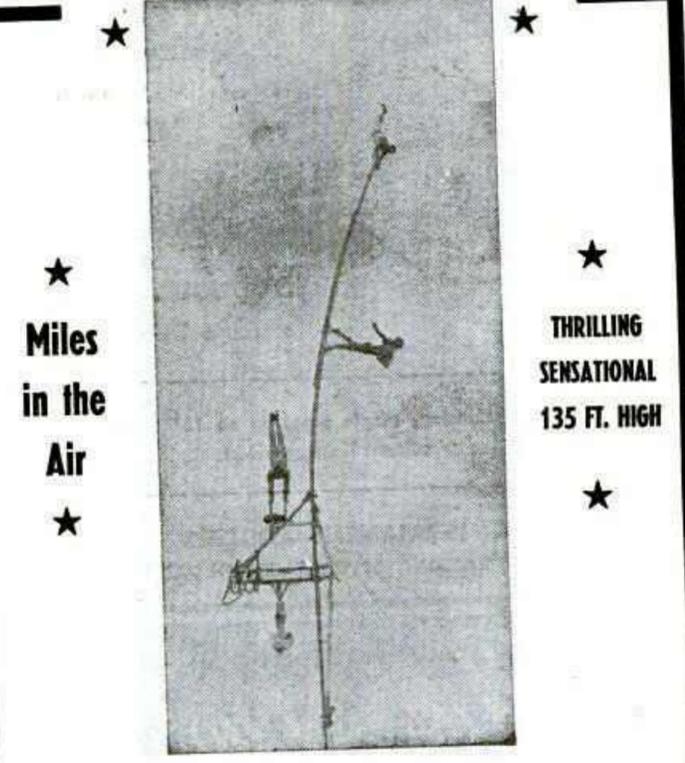
WASHINGTON

Battleground—Clark Co. Fair. Aug. 23-25. Arthur F. Kulin, Courthouse, Vancouver.
 Bremerton—Kitsap Co. Fair. Aug. 22-26. C. W. Beck.
 Cathlamet—Wahkiakum Co. Fair. Sept. 6-8. H. O. Weyrich.
 Centralia—Southwest Wash. Fair Assn. Aug. 23-26. Arthur W. Ehret.
 Colfax—Whitman Co. Fair Assn. Sept. 14-16. Troy Lindley.
 Colville—Northwestern Wash. District Fair Assn. Sept. 13-16. Bernard Bakken.
 Davenport—Lincoln Co. Fair Assn. Sept. 6-8. C. Ross Trout.
 Dayton—Columbia Co. Fair. Sept. 6-8. W. G. Hughes.
 Deer Park—Tri-County Fair Assn. Sept. 6-9. Marion Mix.
 Ellensburg—Kittitas Co. Fair. Sept. 1-3. Wendell W. Prater.
 Elma—Grays Harbor Co. Fair. Aug. 17-19. Ed Lundgren, Montesano, Wash.
 Goldendale—Klickitat Co. Fair Assn. Sept. 7-9. Charles Gronewald.
 Kennewick—Benton Co. Fair Assn. Aug. 24-26. Kenneth E. Serier.
 Langley—Island Co. Fair Assn. Aug. 31-Sept. 2. Benj. M. Herring.
 Longview—Columbia Empire Fair. Aug. 29-Sept. 1. Ted Conrad, Castle Rock, Wash.
 Lynden—Northwest Wash. District Fair. Aug. 16-18. Peter Meenderink.
 Menlo—Pacific Co. Fair. Aug. 16-18. Nolan Servoss, South Bend, Wash.
 Monroe—Evergreen State Fair. Sept. 5-9. J. Paul Hollomon, Snohomish, Wash.
 Moses Lake—Grant Co. Fair. Sept. 7-9. George E. Dougherty.
 Mount Vernon—Skagit Co. Fair. Aug. 23-25. Mrs. Julia Tewart.
 Odessa—Tri-County Fair. Aug. 30-Sept. 1. T. C. Anderson.
 Pomeroy—Garfield Co. Fair Assn. Sept. 22-23. Alva Ruark.
 Port Angeles—Clallam Co. Fair Assn. Aug. 23-26. Melvin Michel.
 Port Townsend—Jefferson Co. 4-H Club Fair. Aug. 17-19. Zilpha B. Davis.
 Puyallup—Western Wash. Fair Assn. Sept. 15-23. J. H. McMurray.
 Rosenberg—Fort Bend Co. Fair. Oct. 4-7. George H. Lee.
 Walla Walla—Southeastern Wash. Fair. Aug. 31-Sept. 3. Leslie L. Stewart.
 Waterville—North Central Wash. Fair. Sept. 14-16. G. Merton Dick.
 Yakima—Central Wash. Fair. Sept. 26-30. J. Hugh King.
 Yakima—Wash. State 4-H Fair. Sept. 26-30. Chas. T. Meenach, Pullman, Wash.

WEST VIRGINIA

Bellington—Bellington Festival & Fair Assn. Sept. 12-15. Delbert Haney.
 Berkeley Springs—Morgan Co. Fair Assn. Sept. 13-15. Norman De Lawder.
 Charleston—W. Va. Agril. & Indust. Fair. Sept. 2-9. T. H. McGovern.
 Clay—Clay Co. Fair. Sept. 10-15. (tentative). S. Porter Smith.
 Daybrook—Clay District Fair. Sept. 13-15. Mrs. Scott Bunner, Fairview, W. Va.
 Fort Ashby—Mineral Co. Fair. Aug. 13-18. Gassaway—Lions Community Fair. July 30-Aug. 4. Dr. Clyde Frame.
 Glenville—Glimmer Co. Fair. Aug. 8-11. C. W. Marsh.
 Grantsville—Calhoun Co. Fair Assn. Sept. 5-8. B. A. Hensley.
 Grayton—Taylor Co. Fair Assn. Aug. 20-25. Ellen Jane Wiseman.
 Helvetia—Helvetia Community Fair. Sept. 13-15. Mrs. James McNeal.
 Huntington—KYOWVA Fair. Aug. 12-18. James T. Hetzer.
 Lewisburg—State Fair of W. Va. Aug. 20-25. C. T. Sydenstricker.
 Mannington—Mannington Dist. Fair Assn. Sept. 11-15. Paul M. Hess.
 Marlinton—Pocahontas Co. Fair. Aug. 13-18. Robert E. Sydenstricker, Lewisburg.
 Moundsville—Marshall Co. Fair. Aug. 16-19. Paul T. Sullivan.
 New Hope—Beaver Pond Dist. Fair. Aug. 30-Sept. 1. C. P. Hylton, Princeton, W. Va.
 Parkersburg—Wood Co. Fair Assn. Aug. 22-25. Laura Rector.
 Pennsboro—Ritchie Co. Agril. Fair. Aug. 28-31. Denton Hall.

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Petersburg-Tri-County Fair Assn. Sept. 12-14. R. E. Spencer. Philippi-Barbour Co. Street Fair Assn. Sept. 19-22. Mrs. Dane Moore. Rivesville-Paw Paw Fair Assn. Aug. 13-18. Iona Ballah. Summerville-Nicholas Co. Fair Assn. Aug. 5-11. Robert L. Amick. Sutton-Braxton Co. Fair Assn. Aug. 27-Sept. 1. Earle Morrison. Webster Springs-Webster Co. Fair Assn. Sept. 3-8. Mrs. Betty H. Klee.

WISCONSIN

Antigo-Langlade Co. 4-H Club Fair. Aug. 3-5. Ira V. Goodell. Ashland-Chequamegon Regional Fair Assn. Sept. 13-15. Walter Wilcox. Athens-Athens Agrl. Assn. Aug. 30-Sept. 1. Mel Strombeck. Baraboo-Sauk Co. Agrl. Soc. Aug. 27-30. C. W. Schroeder. Beaver Dam-Dodge Co. Fair Assn. Sept. 6-9. Forrest Knaup. Black River Falls-Jackson Co. Agrl. Soc. Aug. 25-28. Douglas J. Curran. Bloomington-Blake's Prairie Agrl. Soc. Sept. 14-16. Robert O. Brod. Cedarburg-Ozaukee Co. Agrl. Soc. Aug. 9-12. Carl J. Blume. Thionville, Wis. Chilton-Calumet Co. Agrl. Assn. Aug. 31-Sept. 3. Herbert F. Harder. Chippewa Falls-Northern Wis. District Fair. July 31-Aug. 5. A. L. Putnam. Crandon-Forest Co. Agrl. Soc. Aug. 16-19. Lester Grandine, Argonne, Wis. Darlington-Lafayette Co. Agrl. Soc. July 26-29. E. B. Curtiss. De Pere-Brown Co. Fair Assn. Aug. 17-21. R. O. Planert. Eagle River-Vilas Co. Agrl. Soc. Aug. 24-26. W. C. Reimer. Eau Claire-Eau Claire Co. Junior Fair. Aug. 6-9. Carl Johnson. Elkhorn-Walworth Co. Agrl. Soc. Aug. 31-Sept. 3. R. B. Harris. Ellsworth-Pierce Co. Fair. Aug. 23-24. H. G. Seyforth. Elroy-Elroy Fair Assn. Aug. 10-13. Lawrence Amberg. Fond du Lac-Fond du Lac Co. Agrl. Soc. Aug. 8-12. Harry J. Willis. Friendship-Adams Co. Agrl. Soc. Sept. 6-9. Robert W. Roseberry. Galesville-Trempealeau Co. Agrl. Soc. Aug. 2-5. Frank M. Smith. Gays Mills-Crawford Co. Fair. Sept. 6-9. Paul L. Paulson, Prairie du Chien, Wis. Gillett-Oconto Co. Youth Fair. Aug. 17-19. Otto Neuman. Gilmanton-4-H & F. P. A. Free Fair. July 14-16. Community Club. Glenwood City-St. Croix Co. Fair Assn. Aug. 6-8. George Steffen. Grantsburg-Burnett Co. Fair Assn. Aug. 23-25. Alvin Christopherson. Green Lake-Green Lake Co. Junior Fair. Aug. 3-5. Francis J. Ptacek. Hayward-Sawyer Co. Fair Assn. Aug. 17-19. Sherman W. Weiss. Iron River-Bayfield Co. Fair. Aug. 17-19. R. J. Holvenstot, Washburn, Wis. Janesville-Rock Co. 4-H Fair. Aug. 8-12. Roy T. Glasco. Jefferson-Jefferson Co. Fair. Aug. 8-12. Horace L. Burt. La Crosse-La Crosse Inter-State Fair. Aug. 8-12. Joseph W. Frisch. Ladysmith-Rusk Co. Fair. Aug. 20-23. F. J. Manning. Lancaster-Grant Co. Agrl. Soc. Aug. 23-26. A. S. DeBuhr. Lodi-Lodi Union Agrl. Soc. Sept. 13-15. Roy E. Fisk. Luxemburg-Kewaunee Co. Agrl. Assn. Aug. 31-Sept. 3. Elroy C. Hoppe. Madison-Dane Co. Junior Fair. July 27-29. William J. Kimball. Manitowoc-Manitowoc Co. Fair. Aug. 22-26. A. F. Rank. Marshfield-Central Wis. State Fair. Sept. 1-5. W. A. Uthmeier. Mauston-Juneau Co. Agrl. Assn. Aug. 16-19. Francis Pfaff. Medford-Taylor Co. Youth Fair. Aug. 23-26. Carl Zoerb. Menomonie-Dunn Co. Agrl. Soc. Aug. 16-19. Lyle C. Pollock. Merrill-Lincoln Co. Free Fair. Aug. 6-9. William Steckling. Mineral Point-Southwestern Wis. Fair. Aug. 31-Sept. 3. C. L. Winn. Mondovi-Buffalo Co. Fair. Aug. 24-26. George Britton. Monroe-Green Co. Agrl. Soc. Aug. 2-5. William A. Brown. Neillsville-Clark Co. Agrl. Soc. Aug. 16-19. Harold Huckstead. Oshkosh-Winnebag Co. Fair Assn. Aug. 28-31. Taylor G. Brown. Phillips-Price Co. Agrl. Assn. Aug. 23-26. L. F. Wiemer. Plymouth-Sheboygan Co. Fair. Aug. 31-Sept. 3. W. H. Eldridge. Portage-Columbia Co. Free Fair. July 26-29. Harold J. Lochner. Rhinelander-Hodag Fair. Aug. 12-15. Jess M. Reed. Rice Lake-Barron Co. Fair. Sept. 6-9. P. M. L. Nelson. Richland Center-Richland Co. Agrl. Assn. Sept. 13-16. H. R. Madsen. Rosholt-Rosholt, Free Fair. Sept. 1-3. Russell Wrosted. Saint Croix Falls-Polk Co. Fair. Sept. 7-9. W. E. Vezina. Saxon-Iron Co. Fair Assn. Aug. 24-26. Mrs. Anne L. Skaja, R. 1, Hurley, Wis. Shawano-Shawano Co. Fair. Aug. 31-Sept. 3. Louis W. Cateau. Slinger-Washington Co. Fair. July 24-29. E. E. Skalkskey, West Bend, Wis. Spooner-Washburn Co. Junior Fair. Aug. 13-15. William H. Dougherty. Stoughton-Stoughton Festival Assn. July 20-22. B. F. Schaefer. Sturgeon Bay-Door Co. Fair Assn. Aug. 23-26. John H. Miles. Superior-Tri-State Fair Assn. Aug. 14-19. Seegar Swanson. Tomah-Monroe Co. Fair Assn. Aug. 3-6. C. C. Hill. Union Grove-Racine Co. Agrl. Soc. Aug. 24-26. A. E. Dittbrenner, Rochester, Wis. Viroqua-Vernon Co. Fair. Sept. 20-23. Oren G. Johnson. Wausau-Wisconsin Valley Fair. Aug. 7-12. H. A. Kiefer. Wausaukee-Marinette Co. Agrl. Assn. Aug. 10-12. Victor H. Quick, Marinette, Wis. Wautoma-Waushara Co. Fair Assn. Aug. 16-19. H. N. Haferbecker. Webster-Central Burnett Co. Fair. Aug. 30-Sept. 1. William C. Bockmeyer. West Allis (Milwaukee)-Wisconsin State Fair. Aug. 18-26. Jack Reynolds. Westfield-Marquette Co. Fair. Aug. 2-5. B. J. Connors, Montello, Wis. Weyauwega-Waupaca Co. Agrl. Soc. Sept. 13-17. A. A. Stroschein.

WYOMING

Basin-Big Horn Co. Fair. Aug. 19-21. Dr. M. E. Walker. Buffalo-Johnson Co. Fair. Aug. 22-24. William B. Long. Casper-Central Wyo. Fair & Rodeo. Aug. 20-25. R. S. (Bob) Latta. Cheyenne-Western Plains Fair. Aug. 23-25. John F. Noyes. Douglas-Wyoming State Fair. Aug. 29-Sept. 1. Gillette-Campbell Co. Fair. Aug. 23-25. A. V. Edsall. Lusk-Niobrara Co. Fair. Aug. 17-19. Dr. Walter E. Reckling. Newcastle-Weston Co. Fair. Aug. 27-28. Garth D. Percival. Powell-Park Co. Fair. Aug. 23-25. Paul McCalmon.

Riverton-Fremont Co. Fair. Aug. 23-25. W. L. Duncan, Lander, Wyo. Sundance-Crook Co. Fair. Aug. 17-19. Dorothy Swiford, Moorcroft, Wyo. Torrington-Goshen Co. Fair & Rodeo. Aug. 22-24. E. P. Perry. Wilmot-Kenosha Co. Fair Assn. Aug. 9-12. Henry S. Frank.

CANADA

Alberta

Calgary-Calgary Exhn. & Stampede. July 9-14. J. Charles Yule. Camrose-Camrose Agrl. Soc. Aug. 6-8. J. E. Stuart. Edmonton-Edmonton Exhn. July 16-21. James Paul. Medicine Hat-Medicine Hat Exhn. & Stampede. July 5-7. Joe Marsh. Red Deer-Red Deer Agrl. Soc. Aug. 2-4. D. W. Robertson. Vegreville-Vegreville Exhn. Assn. July 30-Aug. 1. E. P. Morton. Vermillion-Vermillion Exhn. July 26-28. S. C. Heckbert.

British Columbia

Abbotsford-Central Fraser Valley Fair. Sept. 7-8. L. J. Kettle. Armstrong-Interior Provincial Exhn. Sept. 11-13. Mat. Hassen. Chilliwack-Chilliwack Agrl. Assn. Aug. 15-16. M. G. LeBreton. Cloverdale-Cloverdale Agrl. Assn. Sept. 14-15. H. E. Lock. Coombs-Arrowsmith Agrl. Assn. Sept. 7-8. A. J. Mason, Hilliers, B. C. Courtenay-Comox Agrl. Assn. Aug. 31-Sept. 3. Stan McCowan. Duncan-Cowichan Agrl. Soc. Sept. 5-8. W. R. Barker. Gibson Landing-Gibson Agrl. Soc. Aug. 31-Sept. 1. Mrs. M. LePeuvre. Haney-Maple Ridge Agrl. Assn. Sept. 14-15. J. P. W. Greenhill. Invermere-E. Kootenay Agrl. Exhn. Aug. 31-Sept. 1. Mrs. A. R. Coy. Ladysmith-Ladysmith Agrl. Assn. Sept. 19-20. Rev. C. McDiarmid. Langley Prairie-Langley Agrl. Assn. Sept. 11-12. J. K. Rewers, Miner, B. C. Lillooet-Lillooet Fair Assn. Sept. 13-14. F. E. Wilson. Mission City-Mission & Dist. Agrl. Assn. Aug. 16-18. James Muir. Nanaimo-Nanaimo Agrl. Soc. Sept. 13-15. Lois Morgan. Port Alberni-Alberni District Fair. Aug. 23-25. James Sawyer. Prince George-Prince George Agrl. Assn. Aug. 31-Sept. 3. Mrs. R. E. Carter. Port Moody-Port Moody Fair Assn. Sept. 6-7. J. D. Spence, Ioco, B. C. Quesnel-Cariboo Agrl. Assn. Sept. 7-8. Mrs. B. Magnuson, Bouchie Lake, B. C. Saanichton-N. & S. Saanich Agrl. Assn. Sept. 1-3. E. Oakes. South Burnaby-South Burnaby Agrl. Assn. Sept. 21-22. Mrs. J. C. Bellinger. Vancouver-Pacific National Exhn. Aug. 22-Sept. 3. Ida E. Rae. Williams Lake-Williams Lake Fair. Aug. 30-31. Patricia Renner.

Manitoba

Brandon-Manitoba Provincial Exhn. July 2-6. S. C. McLennan. Carman-Dufferin Agrl. Soc. July 12-14. D. G. Saunders. Carberry-Carberry Agrl. Soc. July 12-14. H. L. Dempsey. Dauphin-Dauphin Agrl. Soc. July 23-25. J. A. Ringstrom. Deloraine-Deloraine Agrl. Soc. June 19-20. M. A. Ready. Morris-Morris Agrl. Soc. July 6-7. J. G. Friesen. Portage la Prairie-Portage Indus. Exhn. July 9-11. Keith Stewart. Russell-Russell Agrl. Soc. July 19-20. J. A. Burgess. Swan River-Swan River Agrl. Soc. July 26-27. S. J. Wray.

New Brunswick

Albert-Albert Fair. Sept. 19-20. W. A. Stuart. Chatham-Miramichi Agrl. Exhn. Sept. 10-15. H. T. Trear. Edmundston-Madawaska Co. Fair. Sept. 4-6. Fredericton-Fredericton Exhn. Sept. 3-8. W. R. Crewdson. Gagetown-Queens Co. Fair Assn. Sept. 11-13. Fred Hyatt, Cambridge, N. B. Port Elgin-Port Elgin Agrl. Exhn. Sept. 18-19. Carl C. Allen, Melrose. Saint Stephen-St. Stephen Exhn. Aug. 20-25. W. T. Syrold. South Bathurst-Gloucester Co. Exhn. Sept. 18-21. Bryon Kenny. Stanley-Stanley Fair. Aug. 21-24. T. Allan Best.

Nova Scotia

Antigonish-Antigonish Co. Agrl. Soc. Sept. 18-19. Stillman S. Smith. Bridgewater-Lunenburg Co. Exhn. Sept. 25-28. W. J. Crouse. Caledonia-Queens Co. Fair Assn. Sept. 18-21. G. R. Chute. Digby-Digby Co. Agrl. Soc. Sept. 12-13. H. E. Chisholm, Bear River. Lawrencetown-Annapolis Co. Exhn. Sept. 18-21. Miss F. Duncan. Musquodoboit-Halifax Co.-Exhn. Sept. 18-20. George Gullif. North Sydney-Cape Breton Co. Exhn. Sept. 3-7. Charles Munn. Oxford-Cumberland Co. Exhn. Sept. 11-12. Claude Thompson. Pictou-Pictou Exhn. Sept. 3-6. J. J. Ross. Shelburne-Shelburne Co. Agrl. Soc. Sept. 19-21. F. W. Bower, Lower Ohio. Truro-Central N. S. Exhn. Aug. 28-31. George Lavers. Windsor-Hants Co. Agrl. Soc. Sept. 11-14. J. Watson Maxner. Yarmouth-Yarmouth Co. Agrl. Soc. Sept. 4-7. Neil MacLeod.

Ontario

Aberfoyle-Pushinch Agrl. Soc. Sept. 18-19. D. A. Stewart. Acton-Acton Agrl. Soc. Sept. 21-22. C. B. Swackhamer. Almonte-N. Lanark Agrl. Soc. Sept. 6-8. Howard Giles. Alvinston-Alvinston Agrl. Soc. Oct. 9-10. Wilma Weed. Ancaster-Ancaster Agrl. Soc. Oct. 11-13. Roy A. Moffat. Apsley-Apsley Agrl. Soc. Aug. 29-30. Mrs. M. J. Tucker. Arnprior-Arnprior Agrl. Soc. Aug. 27-29. W. H. Murphy. Arthur-Arthur Agrl. Soc. Sept. 25-26. Stan Goulding. Ashworth-Stisted Agrl. Soc. Sept. 26-27. Joseph Demaine. Atwood-Elms Agrl. Soc. Oct. 4-5. E. H. Swing. Avonmore-Roxborough Agrl. Soc. Sept. 18-19. Grant Tinkess. Aymer-Aylmer Agrl. Soc. Sept. 24-26. P. E. Leeson. Ayton-Ayton Agrl. Soc. Sept. 21-22. Albert M. C. Wells. Barrie-Barrie Agrl. Soc. Sept. 24-26. Wm. A. Malcomson. Beachburg-N. Renfrew Agrl. Soc. Sept. 17-19. Mrs. Mabel Kenny. Beamsville-Clinton Agrl. Soc. Sept. 6-8. O. E. Annable. Beaverton-N. Ont. Agrl. Soc. Sept. 13-15. Don C. Ross. Beeton-Beeton Agrl. Soc. Sept. 27-28. Harry Cross.

Belleville-Belleville Agrl. Soc. Aug. 13-16. E. S. Denyes. Belmont-Belmont Agrl. Soc. Oct. 9-10. W. C. Barons. Blackstock-Cartwright Agrl. Soc. Aug. 31-Sept. 1. Henry Thompson, Nestleton. Blyth-Blyth Agrl. Soc. Sept. 18-19. Mrs. Elnora Galbraith. Bobcaygeon-Verulam Agrl. Soc. Sept. 28-29. R. E. Thurston. Bolton-Albion & Bolton Agrl. Soc. Sept. 28-29. C. J. McCort. Bracebridge-S. Muskoka Agrl. Soc. Sept. 13-14. Jerry Dickie. Brampton-Peel Agrl. Soc. Oct. 4-6. H. J. Laidlaw. Bruce Mines-Bruce Mines Agrl. Soc. Sept. 13-14. Ernest W. Gallop. Brussels-E. Huron Agrl. Soc. Sept. 27-29. Rev. G. A. Milne. Burford-S. Brant Agrl. Soc. Sept. 25-26. R. A. Templar. Burk's Falls-Burk's Falls Agrl. Soc. Sept. 19-20. Fred Metcalfe. Caledon-Caledon Agrl. Soc. Sept. 28-29. Charles Barrett. Caledonia-Caledonia Agrl. Soc. Sept. 27-29. R. M. Hudspeth. Campbellford-Seymour Agrl. Soc. Sept. 25-26. G. G. Stephens. Carp-Carp Agrl. Soc. Sept. 28-29. A. E. Cavanagh. Charlton-Charlton Agrl. Soc. Oct. 4-5. Amos Beavers. Chesley-Chesley Agrl. Soc. Sept. 7-8. R. M. Boos. Chesterville-Chesterville Agrl. Soc. Sept. 4-5. Allison Graham. Clarksburg-Coleman Tp. Agrl. Soc. Sept. 19-20. R. J. Heslip. Cobden-Cobden Agrl. Soc. Sept. 4-5. H. Guest. Coe Hill-Wollaston Agrl. Soc. Sept. 18-19. C. H. Gunter. Collingwood-Great Northern Exhn. Sept. 27-29. V. A. Ellis. Cookstown-Cookstown Agrl. Soc. Oct. 2-3. A. J. Sutcliffe. Delta-Delta Fair Assn. Sept. 10-12. T. M. Grant. Drayton-Peel & Drayton Agrl. Soc. Sept. 22-24. Mrs. P. B. Johnson. Dresden-Camden Agrl. Soc. Aug. 28-30. J. A. Blackburn. Drumbo-Drumbo Agrl. Soc. Sept. 26-27. Wilfred A. Cockburn. Dryden-Dryden Agrl. Soc. Aug. 29-30. D. E. Scott. Dunchurch-United Tps. Agrl. Soc. Sept. 4-8. Mrs. Alvin Stone. Dundalk-Proton Agrl. Soc. Sept. 13-14. Mrs. Anna Koehler. Elmira-Elmira Agrl. Soc. Aug. 31-Sept. 3. Fred C. Forwell. Elmvalley-Flos Agrl. Soc. Sept. 17-19. Alice M. Smith. Emo-Rainy River Valley Agrl. Soc. Aug. 27-29. W. A. Smith. Emsdale-Perry Agrl. Soc. Sept. 11-12. E. H. Thorne. Erin-Erin Agrl. Soc. Oct. 6-8. George C. Burt, Hillsburg. Ernestown-Ernestown Agrl. Soc. Sept. 18-19. Exeter-Exeter Agrl. Soc. Sept. 19-20. Clark Fisher. Fergus-Wellington Co. Agrl. Soc. Sept. 14-15 or 21-22. Wm. A. Maedel. Florence-Florence Agrl. Soc. Sept. 25-26. Mrs. Wilbert North. Forest-Forest Agrl. Soc. Sept. 17-18. Keith Sutherland. Fort William-Canadian Lakehead Exhn. Aug. 6-11. W. Walker. Galt-South Waterloo Agrl. Soc. Sept. 20-22. Hugh C. Elliott. Gorrie-Gorrie Agrl. Soc. Oct. 5-6. Grand Valley-E. Luther Agrl. Soc. Oct. 5-6. Walter Richardson. Hanover-Hanover Agrl. Soc. Sept. 12-13. L. F. Kraft. Harrow-Colchester, South, Agrl. Soc. Sept. 20-22. Langton Capstick. Highgate-Highgate Agrl. Soc. Oct. 5-6. E. J. Reive. Huntsville-N. Muskoka Agrl. Soc. Sept. 6-7. S. G. Avery. Ingersoll-Ingersoll Agrl. Soc. Sept. 4-5. Alex Amos. Iron Bridge-Iron Bridge Agrl. Soc. Sept. 18-19. A. LaRone, Dean Lake. Kemble-Kempeck & Sarawak Agrl. Soc. Sept. 18-19. Eimor Beckett. Kenora-Kenora Agrl. Soc. Aug. 23-24. Gerald F. Bourke. Kincardine-Kincardine Agrl. Soc. Sept. 13-14. D. A. Sutherland. Kingston-Kingston Agrl. Soc. Oct. 1-8. Mrs. P. A. Conley. Kinmount-Galway Agrl. Soc. Aug. 31-Sept. 1. Ivy A. Gilmour. Kirkton-Kirkton Agrl. Soc. Sept. 27-28. Hugh Berry, Woodham. Lakefield-Lakefield Agrl. Soc. Aug. 31-Sept. 1. H. W. Beavis, Peterboro. Lansdowne-Lansdowne Agrl. Soc. Aug. 27-29. L. W. Moxley. Leamington-Leamington District Agrl. Soc. Sept. 24-29. J. S. Walker. Lindsay-Lindsay Central Exhn. Sept. 16-22. B. L. McLean. Lion's Head-Eastnor Agrl. Soc. Sept. 11-12. Harvey Bray. Listowel-Listowel Agrl. Soc. Sept. 24-25. W. J. Roberts. Lombardy-Lombardy Agrl. Soc. Sept. 7-8. D. C. Moody. London-Western Fair. Sept. 10-15. W. D. Jackson. Lucknow-Lucknow Agrl. Soc. Sept. 25-26. Alex T. McNay. McKellar-McKellar Agrl. Soc. Sept. 18-20 or 25-27. Leonard Moffat. Madoc-Madoc Agrl. Soc. Oct. 2-3. Robert A. Woods. Magnetawan-Magnetawan Agrl. Soc. Sept. 12-13. H. W. Rosskopf. Manilwaning-Manilwaning Agrl. Soc. Sept. 20-21. James Hembruff. Markham-Markham Agrl. Soc. Oct. 4-8. R. H. Crosby. Marmora-Marmora Agrl. Soc. Sept. 1-3. J. F. Baker. Massey-Massey Agrl. Soc. Sept. 18-19. W. Hoyle. Merlin-Raleigh & Tilbury Agrl. Soc. Sept. 18-19. Lewis W. King. Merrickville-Merrickville Agrl. Soc. Sept. 11-12. J. G. Terrill. Metcalfe-Metcalfe Agrl. Soc. Sept. 13-15. J. E. Craig. Mildmay-Carrick Agrl. Soc. Sept. 17-18. P. D. Liesemer. Milton-Halton Agrl. Soc. Sept. 28-29. Charles Laundon. Mitchell-Fullerton Agrl. Soc. Sept. 25-26. A. J. Hickey. Mount Forest-Mount Forest Agrl. Soc. Sept. 15-17. H. A. Ross. Murrillo-Oliver Agrl. Soc. Sept. 7-8. George Chichuk. Napanee-Lennox Co. Agrl. Soc. Sept. 10-12. L. H. McCaul. Navan-Navan Agrl. Soc. Aug. 31-Sept. 1. George Cotton. Neustadt-Normanby Agrl. Soc. Sept. 14-15. Ed Demerby. New Hamburg-Wilnot Agrl. Soc. Sept. 14-15. Mrs. A. R. G. Smith. Newington-Stormont Fair. Sept. 11-12. B. Z. Barkley. New Liskeard-New Liskeard Agrl. Soc. Sept. 13-15. M. R. Edgar. Norwich-N. Norwich Agrl. Soc. Sept. 6-7. David Croft. Norwood-E. Peterborough Agrl. Soc. Oct. 6-8. Gordon Parker. Oakwood-Oakwood Agrl. Soc. Sept. 17-18. Harry Coad. Odessa-Odessa Agrl. Soc. Sept. 18-19. A. E. Fraser, R. R. 3, Kingston. Ohsawkee-Ohsawken Agrl. Soc. Oct. 11-13. Joseph C. Hill. Orangeville-Dufferin Agrl. Soc. Sept. 18-19. Joseph E. Cooney.

Orillia—E. Simcoe Agr. Soc. Sept. 6-7. Irwin McMahon, Hawkestone.
 Oro—Oro Agr. Soc. Sept. 11-12. I. T. McMahon, Hawkestone.
 Orono—Durham Central Agr. Soc. Sept. 7-8. J. C. Coney.
 Oshawa—South Ont. Agr. Soc. Aug. 16-18. E. W. Webber, Columbus, Ont.
 Ottawa—Central Canada Exhn. Assn. Aug. 20-25. H. H. McElroy.
 Owen Sound—Owen Sound Agr. Soc. Sept. 27-29. C. F. Cumming.
 Paisley—Paisley Agr. Soc. Sept. 10-11. William T. Hopper.
 Palmerston—Palmerston Agr. Soc. Oct. 1-2. W. T. Brown.
 Paris—Paris Agr. Soc. Sept. 28-29. E. H. Buck.
 Perth—South Lanark Agr. Soc. Aug. 31-Sept. 1. M. J. Donohoe.
 Peterboro—Peterboro Exhn. Aug. 20-25. G. A. Gillespie.
 Picton—Picton Agr. Soc. Sept. 13-15. Phillip Dodds.
 Porquis Junction—Porquis Junction Agr. Soc. Sept. 6-7. Mrs. Pearl Bailey.
 Port Elgin—N. Bruce Agr. Soc. Sept. 19-20. John D. MacKay.
 Port Hope—Port Hope Agr. Soc. Sept. 28-29. W. T. Marvin.
 Port Perry—Port Perry Agr. Soc. Sept. 1-3. R. D. Woon.
 Powassan—Powassan Agr. Soc. Sept. 18-19. W. G. Oldfield.
 Renfrew—South Renfrew Agr. Soc. Sept. 10-15. John F. Burwell.
 Riceville—Riceville Agr. Soc. Sept. 21-22. B. Fawcett.
 Richmond—Carleton Co. Agr. Soc. Sept. 20-22. M. E. Mullen.
 Ridgetown—Ridgetown Agr. Soc. Aug. 21-23. R. W. Green.
 Ripley—Huron Township Agr. Soc. Sept. 20-21. Albert Wylda.
 Rockton—Rockton Agr. Soc. Oct. 6-8. A. S. Lee.
 Rodney—Rodney Agr. Soc. Sept. 20-21. J. A. McLean.
 Roseneath—Roseneath Agr. Soc. Oct. 11-12. C. W. Varcoe.
 Rosseau—Rosseau Agr. Soc. Sept. 12-13. C. S. Raymond.
 Russell—Russell Agr. Soc. Sept. 7-8. Howard Hamilton.
 Saint Marys—S. Perth Agr. Soc. Oct. 2-3. G. W. Kelly.
 Schomberg—Schomberg Agr. Soc. Sept. 14-15. George L. Walker.
 Seaford—Seaford Agr. Soc. Sept. 20-21. E. B. Gondie.
 Severn Bridge—Severn Bridge Agr. Soc. Sept. 12-13.
 Shannonville—Shannonville Agr. Soc. Sept. 7-8. K. R. Vivian.
 Shelburne—Dufferin Central Agr. Soc. Sept. 24-26. T. E. Watson.
 Simcoe—North Co. Fair. Oct. 2-6. Harold I. Pond.
 Smithville—Smithville Agr. Soc. Sept. 21-22. C. J. Strum.
 South River—Machar Agr. Soc. Sept. 27-28. Norman F. Brown.
 Spencerville—Spencerville Agr. Soc. Sept. 18-19. G. M. Snyder.
 Sprucedale—McMurrich Agr. Soc. Sept. 13-14. William Pearce.
 Stirling—Stirling Agr. Soc. Sept. 18-19. R. E. Fox.
 Stratford—Stratford Agr. Soc. Sept. 17-19. F. H. Hall.
 Strathroy—Strathroy Agr. Soc. Sept. 27-29. J. B. Longmire.
 Streetsville—Streetsville Agr. Soc. Sept. 21-22.
 Sunderland—Brook Agr. Soc. Sept. 11-12. Miss M. B. St. John.
 Sundridge—Strong Agr. Soc. Sept. 20-21. or 26-27. R. G. Harper.
 Sutton—Sutton Agr. Soc. Aug. 9-11. Fred M. Wilmot.
 Tara—Tara Agr. Soc. Sept. 26-27. J. Alex Duff.
 Tavistock—Tavistock Agr. Soc. Sept. 7-8. R. Rudy.
 Teeswater—Teeswater Agr. Soc. Oct. 2-3. Melvin Rome.
 Tillsonburg—Tillsonburg & District Fair. Sept. 18-20. Jack McClimie.
 Toronto—Canadian National Exhn. Aug. 24-Sept. 8. Robert J. Dixon.
 Trout Creek—Trout Creek Agr. Soc. Sept. 11-12. C. H. Elliott.
 Tweed—Tweed Agr. Soc. Sept. 11-12. John O. Sager.
 Warkworth—Percy Township Agr. Soc. Oct. 4-5. Leslie Harminston.
 Warren—Warren Agr. Soc. Sept. 11-12. Mrs. R. Bole.
 Waterdown—Waterdown Agr. Soc. Sept. 25-26. Mrs. W. A. Buzza.
 Welland—Welland Co. Agr. Soc. Sept. 11-15. Gordon K. Brown.
 Wellesley—Wellesley Agr. Soc. Sept. 11-12. E. H. Denstead.
 Warton—Warton Agr. Soc. Sept. 13-14. G. R. Rathwell.
 Williamstown—St. Lawrence Valley Agr. Soc. Sept. 25-26. M. A. McLennan, Lancaster.
 Woodbridge—Woodbridge Agr. Soc. Oct. 6-8. Stan R. R. McNeil.
 Woodstock—Woodstock Agr. Soc. Aug. 23-25. J. E. Nephew.
 Wooler—Wooler Agr. Soc. Sept. 4-5. Carman Richards.
 Zurich—Zurich Agr. Soc. Sept. 24-25. E. F. Klapp.

Prince Edward Island
 Charlottetown—Prince Edward Island Provincial Exhn. Aug 13-18. H. J. Kennedy.

Quebec
 Ayer's Cliff—Stanstead Co. Agr. Soc. Aug. 23-25. M. B. Corey, Hatley.
 Aymer—Gatineau Co. Agr. Soc. Sept. 6-8. R. K. Edey.
 Chapeau—Chapeau Agr. Soc. Sept. 10-12. Mrs. Thomas Kennedy.
 Chicoutimi—Chicoutimi Agr. Soc. Aug. 29-Sept. 2. Marcel Tremblay.
 Cookshire—Compton Co. Agr. Soc. Aug. 20-22. W. S. J. Hodgman, Birchton, Que.
 Drummondville—Drummond Agr. Soc. Aug. 10-12. J. H. Charpentier, L'Avenir.
 Granby—Granby Hort. Soc. Sept. 7-9. Loran G. Ball.
 Huntingdon—Huntingdon Agr. Soc. Aug. 31-Sept. 1. S. J. Currie.
 Isle-Verte—Riviere-du-Loup Agr. Soc. Aug. 14-16. Joseph M. Marquis.
 Knowlton—Brome Agr. Soc. Sept. 2-5. George A. McClay.
 Inverness—Mégantic Agr. Soc. Sept. 12-13. C. W. McVetty.
 Maniwaki—Gatineau Co. Agr. Soc. Sept. 10-12. Mme. Palma Joanis.
 Marlinton—Wolfe Agr. Soc. Aug. 7-8. Raymond Thibodeau.
 Matane—Matane Agr. Soc. July 23-28. Huguette Langlois.
 Montmagny—Montmagny Agr. Soc. Aug. 16-19. L. J. St. Yves.
 Papineauville—Papineau Agr. Soc. Aug. 23-25. J. N. Frappier, Plaisance.

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Morristown Sets Talent

MORRISTOWN, N. J., June 30.—Attractions set for Morris County Fair here, August 21-25, include a Wild West Show and Margaret Arlen, who conducts radio and television chatter shows over Columbia Broadcasting System outlets in New York.
 Wild West Show will be presented afternoons and nights except Saturday, the final day, when a horse show takes over. Several new industrial exhibitors have contracted for space this year, Vice-President Ernest Hezlett announced. Patrons will receive 20,000 copies of the fair's 64-page yearbook free at the gate each day of the run.

Operetta Set For Danbury

DANBURY, Conn., June 23.—Danbury Fairgrounds here, which last summer housed *Melody Fair*, a theater-in-the-round presentation of musicals and operettas, opens July 19 for a six-week season of operettas under direction of Greek Evens.
 Evens formerly operated Theater-in-the-Woods, Norwalk, Conn. This year's presentations will be given on a regular stage erected in front of the grandstand instead of in the main building as was the case last year. Presentations include: *The Student Prince*, *New Moon*, *The Firefly*, *The Merry Widow*, *Rose-Marie* and *Blossom Time*.

Sheehan Bureau Sets Four Events

MINNEAPOLIS, June 23.—Al Sheehan, head of Artists Bureau here, will produce grandstand shows at four Minnesota fairs and two Wisconsin celebrations this season.
 Annuals include those at Hermann, Clinton, Glenwood and Hutchinson. Celebrations are the 50-year Festival at Frederic August 4-5, and the Rice Lake Water Carnival, August 7-11.
 Sheehan reports the bureau did an excellent winter business on club dates, conventions and indoor festivals.

Quebec City—Quebec Provincial Expo. Aug. 31-Sept. 9. Emery Boucher.
 Quyon—Pontiac Agr. Soc. Sept. 24-26. Gervase O'Reilly.
 Richmond—Richmond Co. Agr. Soc. Aug. 16-18. Antoinette Linahen.
 Rimouski—Rimouski Agr. Soc. Aug. 21-25. Gerard Hupe.
 Roberval—Roberval Agr. Soc. Aug. 2-5. Bernard Levesque.
 Saint-Alexandre—Iberville Agr. Soc. Sept. 7-9. Claude Brault.
 Saint-Barnabe—St. Maurice Agr. Soc. Aug. 28-29. Mme. Romeo Boucher.
 Saint-Bruno—Chambly Agr. Soc. Aug. 1-2. Jean Hardy, Longueuil.
 Saint-Francois-du-Lac—Yamaska Agr. Soc. Aug. 13-15. Alexandre Trudeau.
 Saint-Hyacinthe—St. Hyacinthe Expo. Aug. 6-9. Alphonse Deschenes.
 Saint-Jean—St. Jean Agr. Soc. Sept. 1-3. J. R. St. Arnaud.
 Saint-Leonard—Nicolet Agr. Soc. Aug. 14-15. Lorenzo St. Arnaud, St. Wenceslas.
 Saint-Pascal—Kamouraska Agr. Soc. Aug. 24-27. Alphonse Raumont, St. Louis de Kamouraska.
 Saint-Romuald—Levis Agr. Soc. Aug. 29-31. T. Carrier, Pintendre.
 Saint-Scholastique—Deux Montagnes Agr. Soc. Sept. 10-13. J. Leo Beaudet.
 Saint-Stanislas—Champlain Agr. Soc. Aug. 7-8. Raoul Mongrain.
 Saint-Victoire—Richelieu Agr. Soc. Aug. 24-25. J. U. Girouard, St. Ours.
 Shawville—Pontiac Co. Agr. Soc., No. 1. Sept. 19-22. R. W. Hodgins.
 Sherbrooke—Sherbrooke Fair. Aug. 25-31. Marguerite St. Pierre.
 Trois-Rivieres—Trois-Rivieres Expo. Aug. 17-25. H. Paul Martin.
 Victoriaville—Victoriaville Expo. Aug. 9-12. J. Vincent Lanouette.
 Valleyfield—Valleyfield Fair. Aug. 16-18. Mme. G. Belair.
 Waterloo—Shefford Co. Agr. Soc. Aug. 10-12. Charles H. Lefebvre.

Saskatchewan
 Assiniboia—Assiniboia Agr. Fair. July 10-11. Walter McMorine.
 Carnduff—Carnduff Agr. Soc. July 26-27. W. A. Frith.
 Davidson—Davidson Agr. Soc. July 18-19. P. A. Okerstrom.
 Estevan—Estevan Agr. Soc. July 2-3. Mrs. Ethel Dean.
 Gravelbourg—Gravelbourg Agr. Soc. July 12-13. Mrs. M. L. Dorais.
 Lloydminster—Lloydminster Agr. Exhn. Assn. July 23-25. George K. Ross.
 Melfort—Melfort Agr. Soc. July 19-21. J. C. Clarke.
 Moose Jaw—Moose Jaw Exhn. July 4-7. Mrs. V. Hyland.
 North Battleford—North Battleford Agr. Soc. Aug. 6-8. N. W. Symonds.
 Prince Albert—Prince Albert Agr. Soc. Aug. 9-11. D. F. Kelly.
 Radisson—Radisson Agr. Soc. July 31-Aug. 1. J. R. Ibbotson.
 Regina—Regina Exhn. Assn. July 30-Aug. 4. T. H. McLeod.
 Saskatoon—Saskatoon Indust. Exhn. July 23-28. S. N. MacEachern.
 Shaunavon—Shaunavon Agr. Soc. July 25-26. A. M. Sanburn.
 Swift Current—Swift Current Agr. Soc. July 2-3. M. E. Dodds.
 Weyburn—Weyburn Agr. Soc. June 29-30. Royden Schultz.
 Yorkton—Yorkton Agr. Exhn. Assn. July 16-18. Antoinette Draftenza.

Shelby, Mont., Sets Feature Attractions

SHELBY, Mont., June 23.—With the 10th annual Marias Fair set to open for four days July 26, Clifford D. Coover, secretary-manager, announced that the entertainment features will include a rodeo, racing, fireworks and a grandstand show. Mike Smith's Northern Exposition Shows will provide the midway for the sixth consecutive year.
 The rodeo, using John Tunnicliff's JTX Ranch stock, will be featured each afternoon. There will be three afternoons of parimutuel racing. Purses total \$5,500.
 Grandstand attraction is *Fair Capades Revue*, produced by Williams & Lee Attractions, St. Paul. Specialty acts include Lee Sisters, Cecil & Shirley, Von Heinsjohns, Roy Pratt & Company, Trixie Truax and the Harmonettes.
 Fireworks, following each night show, will be presented by Thearle-Duffield Fireworks Company, Chicago.

Long Beach Expo Contracts 13 Acts For Stadium Show

LONG BEACH, Calif., June 23.—John Billsbury, Hollywood booker, will supply the talent and Nick Broila will produce the circus in front of the grandstand at the new Long Beach Exposition to be held here in Veterans' Memorial Stadium July 20-29.
 Acts signed for the attraction include Adolph and Clara Del Bosq, and Serenado, the musical horse; Musiette (Velarde), traps; Louis Velarde, bounding rope; Loyal Repensky, riding act; Seven Brannocks, teeter-board; Homer Snow and his trained seals, pelican and penguin; Pat Anthony and his 10 lions; the Vincents, high act; Dwight Moore and his dogs; Three D's, bar act; Three Volandos, bar act; Great Romero, high pole; Four Musketeers and their funny Ford; clown alley (5); Allen Kane and his music (10); and Rookie Lewis, announcer and ringmaster.

Sacramento Posts \$5,620 Prize List For Mining Exhibit

SACRAMENTO, June 23.—California State Fair, in an effort to point up the importance and diversity of the mining industry in the State, will offer \$5,620 in premiums for mining exhibits this year.
 The premiums are listed for six different mining divisions. These are precious metals, metals and ores, building materials, gems and jewelers' materials, non-metallic minerals and salines, petroleum and petroleum products.
 In 1950, 18 counties entered mining exhibits with Nevada County carrying off three sweepstakes awards. They were for precious metals, metals and ores and gems and jewelers' materials. Calaveras County won the sweepstakes for building materials, with Amador County taking first for non-metallic minerals and Alameda County the honors in salines, petroleum and petroleum products.

Meridian Officials Map Plans for 1951

MERIDIAN, Miss., June 23.—Plans for enlargement of all departments, additional premium money and a hiked advertising budget were discussed at a recent meeting of the Meridian District Fair Association in connection with this year's 51st annual edition. President W. R. Cannady presided over the meeting.
 Berney Smuckler, who was assistant manager of the fair 20 years ago, has been appointed general manager. The Smucklers are operating Highland Park here, which they have leased from the city.
 On the basis of interest shown, it is expected that agricultural, 4-H and home demonstration exhibits will surpass any of previous years, according to Smuckler.

To Expand Stock Barn

PARAGOULD, Ark., June 23.—Webb Green, president of Green County Fair, says an enlarged livestock building and concession stand are planned for this year's exposition, to be held September 12-15. Charles M. Bowers is secretary of the fair association.

MASS. AGGIE DEPT. PLUGS TV PUBLICITY

BOSTON, June 23.—Aware of the increasing power of television, this State is taking steps to put features of Massachusetts' fairs before the video public.
 Leo F. Doherty, director of the division of fairs of the Department of Agriculture, has asked the annuals to submit good pictures of their plants for use on TV shows. The fairs division will also send a photographer to various events this year to obtain shots for the same purpose.
 Doherty urged that fair managements send passes to the agricultural program directors of the major studios here and asked for information from the annuals that could be included in radio talks.

Escanaba, Mich., Builds New Barn For Youth Exhibits

ESCANABA, Mich., June 23.—Upper Peninsula State Fair has built a new 4-H Club cattle barn and this year for the first time, the youth organization will exhibit its cattle entries separately, John MacInnis, newly appointed fair secretary, announced.
 MacInnis, who succeeded the late Harold P. Lindsay has made his home for 32 years in Sault Ste. Marie, where he owns and operates the only two grain elevators in the Upper Peninsula. He has been connected with the fair for 14 years as supervisor of the horse and dairy departments. For the past three years he has been chairman of the board.

Dauphin, Man., To Move in '52

DAUPHIN, Man., June 23.—This year's edition of Dauphin Fair and Race Meet, skedded to be held here July 23-25, will be the last on its present grounds. The annual will move to a new plant next year, according to J. A. Ringstrom, secretary. Leading attraction this year will be a variety revue, to include cyclists, musicians, tumblers, jugglers and high acts.

Calgary Stock Dip

CALGARY, Alta., June 23.—Livestock entries for Calgary Exhibition and Stampede total 1,100, a drop of 15 per cent from last year. Increased cost of shipping livestock around Western Canada Class A fair circuit is believed responsible for the decrease. There are no entries from Manitoba or Saskatchewan.

Eureka Gate Slightly Off

EUREKA, Calif., June 23.—The Ninth District Fair and Redwood Empire Rodeo, which ended its four-day run here Sunday (17), pulled 22,695 people and saw Bob Gatsman defeat Jim Turner, holder of the world's record in calf roping. Gatsman turned in 12 9/10 seconds and Turner 13. Attendance was 656 under 1950.
 In the rodeo events Harvey Luer won the bulldogging turn in 4 2/5 seconds, with Glenn Tyler second, and Chuck Sheppard third. Casey Tibbs won the bronk riding event, with Bud Linderman second and Buster Ivory third. First, second and third money in bull riding went to Steve Johnson, Ray Beam and Jack Buschbaum respectively. Team roping honors were captured by Buck Abbott and Ross Dollarhide.

Mineola Sets Veterans' Day

MINEOLA, N. Y., June 23.—Veterans and Armed Service Day will be staged September 15 at the Mineola Fair, to be held here September 11-16, with a series of parades, speeches and contests for trophy awards scheduled.
 Committee in charge of the day is seeking a speaker of national prominence for the main address. The Navy, Marines and Army will maintain special displays thruout fair week.

Long Beach Post To Joe Archer

LONG BEACH, Calif., June 23. Joe Archer, veteran concessionaire, has been named manager of the midway and concessions for the Long Beach Exposition set to open in Veterans' Memorial Stadium here July 20 for ten days. Appointment was made by Horace Black, producer.
 Archer has been on the West Coast for five years, being recently engaged in candy making. Prior to coming to California, he was a concessionaire on several of the better-known Midwest carnivals.
 The exposition, which will be the first show in the new multi-million dollar stadium, will feature an Atomic Energy Exhibit from Oak Ridge, Tenn. In connection with the home, appliance, automotive, trailer, marine and industrial shows, the exposition features a grandstand attraction. Several prizes, including a \$10,000 model home, will be awarded.
 With about 8,000,000 people from which to draw, the exposition expects an attendance of over 500,000.

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Tornado Sloughs Sunset Amusement

Estimated Damage Totals \$14,000; Concessions Smashed, Rides Damaged

HUTCHINSON, Minn., June 23.—K. H. Garman's Sunset Amusement Company suffered losses estimated at \$14,000 when a tornado struck the shows late Tuesday afternoon (19) smashing most of the concessions, demolishing the new front gate and causing damage to a number of rides. Most of the

loss was covered by insurance. Shows, here for the annual Water Carnival, lost most of their concession, many of which were blown into the river. The bingo stand was demolished and a large stock loss was sustained. Canvas for the Dodgem, Merry-Go-Round and Kiddie Rides was ripped and was sent to Minneapolis for temporary repairs until replacement can be made.

One Ferris Wheel was twisted but remained standing. The shows' new Tilt-a-Whirl, which had not yet been unloaded, escaped damage. Scenery around the Merry-Go-Round and kiddie rides was splintered but the Arcade and shows were still on their trucks and were undamaged.

Biggest losers, besides Garman, were Vince McCabe, who lost 10 concessions; Margaret Hoffman, 4; Clair Winters, 2; Melvin Townsend, derby, and Riger Fingar, cook-house.

Thru efforts of the entire personnel, who worked on a 'round-the-clock schedule, the shows were slated to reopen Friday (22) for the celebration's final three big days. All future contracts will be fulfilled, according to Garman.

Neenah, Wis., Gives Hennies Good Grosses

NEENAH, Wis., June 23.—Hennies Shows opened here Tuesday (19) to an all-day rain but the skies cleared the following day and good business developed Wednesday and Thursday.

Shows trained here from Green Bay, Wis., where week-end grosses were light because of rain and a general exodus of much of the population to near-by resort country.

While in Green Bay, Bill Naylor, shows' veteran press agent, closed a deal with the Standard Theater Corporation for guest appearances of Lash LaRue, feature of Hennies Western Show, at a number of the movie chain's mid-week matinees thruout Wisconsin. Theaters included were the Pix, Green Bay; Strand, Oshkosh; Kenosha, Kenosha; Stardusk, Sheboygan, and Riverside, Milwaukee.

J. C. McCaffery, co-owner, visited in Green Bay and placed an order with B. E. Siebert, head of the B. E. Siebert Cadillac Company, for a 1951 Coupe De Ville.

Rosanna Fairly, 90, Dies in Kansas City

KANSAS CITY, Mo., June 23.—Mrs. Rosanna Fairly, 90, mother of Noble C. Fairly, manager of the 20th Century Shows, died here June 6 at the home of her daughter, Mrs. Leo Gribble. Well known in outdoor show business, Mrs. Fairly had been ill for two weeks.

She is survived by four sons, three daughters, 11 grandchildren and 12 great-grandchildren. Interment was in Mount Mariah Cemetery here.

Big Gate Builds Solid D. C. Date for Vivona

WASHINGTON, June 23.—A boomerang start virtually assured Vivona Bros.' Shows of a solid 10-day engagement here ending tonight. Paid attendance the first five days topped the 15,000 mark, with Saturday and Sunday (16-17) contributing the bulk of the play. Shows are operating behind a 20-cent gate.

Org got a slow start Thursday (14) with only 1,702 paid admissions. Gate doubled Friday (15)

and on Saturday 5,302 patrons paid. Sunday drew 5,221, while Monday (18) slacked off with 2,100 admissions.

Biggest spending was registered Sunday, with the play starting early and continuing until late at night. Promotion of a Saturday matinee failed to come up to expectations, shows' execs said. Sunday afternoon play was good.

Concessions Numerous

Boosting the date for the org was the strong sale of real estate with front-end units numbering about 90. All units reportedly got money, altho the drain of several large amusement parks in this area undoubtedly hurt ride takes.

Managers Morris and John Vivona and Herb Shive, general agent, said they regarded the date as highly successful, particularly in view of the fact that James E. Strates Shows, World of Mirth Shows and Ringling circus all predated them on the Anacostia Park showgrounds.

Shows headed south to make this date after several unproductive stands in New Jersey which, execs said, had been pretty well covered by opposition units. They return to Jersey for several dates, including a big celebration at Roselle which the shows have played for a number of years. Meanwhile Shive has routed the shows into Pennsylvania for several weeks beginning at Harrisburg.

Strates Adds Hornell, N. Y. Celebration

ALBANY, N. Y., June 23.—James E. Strates, general manager of the shows bearing his name, this week announced that he has been awarded the contract to play the Hornell (N. Y.) Centennial the week of July 15. The date has been widely publicized in up-State New York territory and big crowds are anticipated.

Org will launch its fair season the week after the Hornell date at Clearfield, Pa. Other annuals, in order, are Erie County Fair, Hamburg, N. Y.; Cortland County Fair, Cortland, N. Y.; New York State Fair, Syracuse; York (Pa.) Interstate Fair; Cleveland County Fair, Shelby, N. C.; Danville (Va.) Fair; Southern States Fair, Charlotte, N. C.; York County Fair, Rock Hill, S. C.; North Carolina State Fair, Raleigh; Charleston (S. C.) Fair, and the North Florida State Fair, Jacksonville.

Season ends November 14, but Strates said the org will again play several winter fairs in Florida, starting in February.

Royal Crown Gets Winner In Ambridge

SPRINGFIELD, O., June 23.—Eddie Young's Royal Crown Shows moved here this week after one of the season's best stands in Ambridge, Pa., where the org hit town right after a monthly pay day.

Big grosses were made opening ladies' night and Thursday (14), was billed as bargain night with resulting good crowds. A dollar ticket at the latter entitled front-gate admission, several rides and entry to Fun and Glass Houses.

Mrs. R. L. (Bobby) Mack, rejoined her husband, org's general agent, after spending four weeks in Council Bluffs, Ia., where she visited her parents and attended the wedding of her sister, Margaret Mary. Margaret Young, daughter of Owner Eddie Young, recently underwent an operation in a Pittsburgh hospital and will be confined for several weeks.

Rain, Cold Nights Hurts Wilcox Biz In Maine Stands

CARIBOU, Me., June 23.—Dick Wilcox Shows trucked here this week after doing fair business in South Portland, Me., where the org played under fire department auspices. Show has been dogged by cold and rain at most spots since its May 5 opening.

Owner Dick Wilcox is using his name on the show for the first time. A veteran of 26 years in outdoor show business, he was formerly associated with the Maine Amusement Company.

Org had five rides in operation here and one show, Gus August's gal revue, which joined recently. Also new to the lineup is Vincent Gyulay with his new Allan Herschell Merry-Go-Round. Owner Wilcox is sporting a new house trailer.

Staff, in addition to Wilcox, includes Donald Watson, advertising and sound truck; Sam Edstein, mail and *The Billboard*, and Roy McDermott, electrician.

Ride lineup includes Merry-Go-Round, Vincent Gyulay; Ferris Wheel, Johnny McCarthy, foreman, Joe Fields; Chairplane, Horace McLeod; Kiddie Autos and Fire Truck, Robert Grant.

Concessions include Al Lefebvre, French fries; Mrs. Al Lefebvre, popcorn; George Storti, cookhouse; Mike Marino, bottles; William Shippers, cats; Sam Edstein, jingle board, and Charles and Esther Ginsberg, novelties.

Spray, N. C., Rain Hits Lone Star Biz

MAYODAN, N. C., June 23.—Lone Star Shows trucked here from Spray, N. C., where rain Saturday (16) washed out an anticipated big day.

Click Biz Continues For C-W in Pennsy

Uniontown Contributes Big Takes; Connellsville Shapes Up as Solid Stand

CONNELLSVILLE, Pa., June 23.—Pennsy dates are continuing to pay off big for the Cetlin & Wilson Shows. Business was good last week at Uniontown, and the stand here, altho it got off to a slow start insofar as spending was concerned, promised returns in keeping with the size of the crowds by week's end.

Rain cut into business during the first part of the run at Uniontown but the weather was perfect for the wind-up. Train arrival on Sunday afternoon found a large crowd on hand. This together with fine co-operation from the local press and radio station, resulted in crowds building steadily thruout the week.

Saturday (16) matinee drew an estimated 5,000 patrons and resulted in peak business. At night an estimated 15,000 persons jammed the midway to make for one of the best gate and spending marks of the season. All units got money.

Good Publicity

This engagement marks the org's first appearance here in seven years. The growth of the show in that period has impressed those who remember it and resulted in good publicity breaks. Local paper has carried a photo and story each day and the radio station has contributed considerable sustaining time, including a 45-minute session to Jerry Jackson's *Club Onyx* performers.

Crowds have been okay from opening Monday (18) but spending has been comparatively light. With pay days set for later in the week, grosses are expected to rise sharply. A tie-in with a drugstore

Arthur Gibson Dies in Jersey

BERGENFIELD, N. J., June 23.—Arthur Gibson, 57, chief electrician and head mechanic and builder for Virginia Greater Shows for the past 11 years, died Monday night (18) on the shows during their local stand.

He was stricken inside the Midget Show tent where he died. Gibson's tenure with Virginia Greater spanned the life of the shows. He had been with Bruce Greater Shows 35 years ago.

His body was shipped to his home at Charlottesville, Va., for burial. His brother, Fletcher Gibson, Merry-Go-Round foreman on the shows, left to make funeral arrangements there.

John Francis Business Up When Given Good Weather

GARY, Ind., June 23.—John Francis, veteran owner of the shows bearing his name, has been running ahead of 1950 when weather permits but too many nights have been lost to rain and cold.

Per capita spending was up at several spots where good weather prevailed and the first half of the stand here has also produced good takes, he said.

Organization opened here Thursday (14) under American Legion Post auspices and remains thru Monday (25). Set up on the armory drill field in a densely populated area of this industrial city, crowds have been large and spending sizable. Altho takes thru Wednesday (20) were well ahead of the same period in 1950, any comparison would be inaccurate as a strike of steel workers was in progress a year ago.

Line-up here includes a Merry-Go-Round, Ferris Wheel, Dangler, Caterpillar, Roll-o-Whirl, Fly-o-Plane and Kiddie Autos and Planes. One show, an alligator unit, and about 25 concessions completes the midway.

This year's fair route will take shows into Wisconsin, Iowa, Arkansas, Illinois and Missouri. First fair is at Tomah, Wis., August 3-6, with the All-Iowa Fair, Cedar Rapids, also on the route.

Ronald Wright has replaced Les Henderson as ride superintendent,

is assurance of a strong turnout at today's moppet session.

Two flat cars, part of the Johnny J. Jones equipment purchased by show owners Izzy Cetlin and Jack Wilson thru Robert K. Parker, were added in Uniontown. They are being repainted prior to adding the C&W title.

Building Stepped Up

Refurbishing program in preparation for fairs has been stepped up. Raynell is building new fronts for the Water Show and the Posing Show. The Funhouse has been renovated and new pictorials added.

Minstrel show gross has climbed steadily since Jerry Jackson took over its operation. Show was rounded into shape in a hurry and the personnel, including a band, has been helpful in utilizing promoted radio time.

Bill Moore, concession boss, reports that business has been good for all front end units.

Wagner Shows Pick Up Steam At Parkersburg

PARKERSBURG, W. Va., June 23.—Al Wagner's Cavalcade of Amusements, which opened here Monday night (18) to fair business gathered momentum as the week progressed and was looking for a big week-end.

Jimmy and Nora Simpson joined here with their All-Colored Musical Revue. Owner Wagner, who rejoined last week after his release from a Terre Haute, Ind., hospital, is convalescing. Frank J. Lee, press agent, had the stitches removed from a gash on his head suffered in a fall. George Harr, special agent, rejoined here.

Hold Last Rites For Freddie Reed

ASHTON, Idaho, June 23.—Funeral services were held here this week for Fred Reed, 44, concessionaire formerly with the Hennies Shows, who died suddenly Saturday (16). Reed was a member of the Showmen's League of America. He is survived by his widow, Dolly. Burial was in New Orleans.

John Francis Business Up When Given Good Weather

the latter leaving to play picnics. Mel Grouder is concession manager.

Visitors here, in addition to a number of city officials, included Mike Brody, Bill Carsky, George Flint and Jules Bagarry, manager of the Greenville, Miss., fair. Richard S. Kaplan, associate counsel of the American Carnival Association and Gary attorney, is a member of the sponsoring Legion post and was active thruout the stand.

Va. Greater Hits in N. Y., Heads South

HAVERSTRAW, N. Y., June 23.—With an in-town location here on a Veterans of Foreign Wars-sponsored date ended last Saturday (16), Virginia Greater Shows enjoyed good business. Wednesday (13) and Thursday were lost to rain and cool weather.

Date here was the last in New York for the show. The org re-entered Jersey this week at Bergenfield for four weeks. Next will come Delaware, the Eastern shore of Maryland, Virginia, the Carolinas and Southern fair dates.

Imperial Shows Get Good Opener At Chicago Heights

CHICAGO HEIGHTS, Ill., June 23.—Imperial Shows, hurt by rain in its last several stands, opened here Tuesday night (19) to good crowds despite afternoon showers. Set up on a downtown lot in this highly industrial city, Owner William Gullette was looking forward to a big week-end.

Shows moved here from Roseland, Ind., which yielded fair grosses and will open their celebration season next week at Morris, Ill.

Richard (Dick) Wells joined here with his Wild Life, and Frank Betz with Funhouse. Capt. Roy Simms, high pole, is the free attraction.

Midway Confab

Mr. and Mrs. Johnny Rea joined Mickey Percell's Pioneer Shows at Milesburg, Pa., with their Unborn Show. . . . Sidney Smith reports from Beaumont, Calif., that Crafts' Fiesta Shows' stand at Camp Pendleton, Calif., was one of the biggest week-end celebrations of the season thus far for the org. Shows were sponsored by the Navy Relief there and plenty of money was in evidence, Smith says. . . . Pete Percell, of Pioneer Shows, is ill at his home in Bloomsburg, Pa.

Look magazine photographers were busy last week shooting pictures of the performance in the Motordrome at Palisades (N. J.) Park owned and operated by Earl and Ethel Purtle. The Purbles also operate the drome on the Cetlin & Wilson Shows, in addition to several kiddie rides. . . . Vito and Ella, ball game and duck pond operators on Virginia Greater Shows, entertained relatives from West Point, N. Y., when the show played Haverstraw, N. Y. . . . Mabelle Kidder and son, Gilman Brown, made a fast trip to their Pilkinton, Va., home recently to pick up specimens for an Unborn Show which they will present on Prell's Broadway Shows. . . . Herb Shive, general agent of the Vivona Bros.' Shows, was in Harrisburg, Pa., last week to handle the advance for the org's stand there.

Visiting Page Bros.' Shows at Sturgis, Ky., recently were Mr. and Mrs. Glenn Hockett and Mr. and Mrs. William Reno, of the American Eagle, and Forrest Poole Jr., of the Gladstone Shows. . . . John Wadsworth joined the Johnny T. Tinsley Shows with cotton candy in Atlanta. Recent visitors on the shows were Kate and Myra Ann Thompson, en route to Anderson, S. C.; George Rhinehart, cookhouse operator; Bernie and Tillie Shapiro, of Southern Poster, and Paul Gamble, Springfield, O., nephew of Tommy Thompson.

Dolores Hauser is in her fourth week at the Tropics, Braddock, Pa. . . . Walter Falin recently left the Star-Lite Shows to join the Chitwood auto thrill show.

Frank Babcock, of Babcock's United Shows, writes from Switzerland: "In Lucerne and it is beautiful. But we have Alaska with much more of it. Also, our Swiss cheese has more holes in it, and we have a monopoly on Swiss steaks. Asked for one at dinner last night. They did not know what I wanted." Following his stay in Lucerne, Babcock moved on to Interlaken and then thru Italy for a few days.

Joining the Mid-Way of Mirth Shows in Auburn, Ill., for the summer vacation was Billie Bob Marrett, Mr. and Mrs. Mary Messer, Detroit, were visitors. Tommie Davis entered a hospital for stomach surgery. Billie Goodrich left to join the Royal United Shows. . . . Frenchie Boullion closed with Nessler Greater Shows Saturday (16) and departed for Lawton, Okla. His space was filled by Cliff and Mae Patton, friends of auditor B. McDonald. Allen Marido is sporting a new coupe. Frank Yagla joined as general representative. Mrs. Yagla will be Tilt-a-Whirl cashier. Keny Hinds has been named mail and The Billboard agent.

Buff Hottle, manager, of the shows bearing his name, recently became a grandfather when a daughter, Geneen Carson, was born to Mr. and Mrs. Buford Hottle Jr., Monmouth, Ill.

Billie Lou Timberlake cards from Noel, Mo., that she has recovered from an ulcerated stomach and expects to return to the road in a few weeks. . . . Nettie and Ben Smith (he's been out of the business the past three years because of illness) report from Pittsburgh that preparations are being made for the marriage of their son, Howard, to Nina Glickman on July 1 at Hotel Webster Hall. Howard is a senior at Duquesne University.

Mrs. Fitzie and Judy Brown were luncheon guests of Mr. and Mrs. Frank Thomas in Bowling Green, Ky., last week while they were en route to join Fitzie Brown on Wallace & Murray Shows. The Browns left their home in Dallas June 17. . . . Charles S. Reed, general agent of Fidler's United Shows, is on a booking tour in Northern Illinois. He writes from Calumet City that he'll head south soon to fill in the

fall route in the cotton belt. . . . Mrs. Elsie Hobbs was honored at a surprise baby shower by members of B. & H. Amusement Company when the org played Greer, S. C. Guests at the party in Ross (Whitey) Wray's bingo tent included Josephine Struiber; Francis Sumrall and son, Billy; Virginia Counter and daughter, Mary Claire; Lucille Baker and daughters, Beverly and Judy; Mrs. Eddie Camm, Abbie Shuemaker, Flossie Mae Miller, Rosie Mitchell and children, Bobby and Christina; Evelyn Hardin, Billie Miller and Jean Dowdy.

Herman Archer, son of Pearl and Joe Archer, is visiting in Los Angeles on 30-day leave from the United States Military Academy, West Point, N. Y. . . . Bert J. Chipman, veteran showman, recently marked his 84th birthday at his home in Hollywood. Chipman, who directed the rehearsal hall at the Masonic Temple there, retired in 1944. One of his choicest birthday presents was a telephone call from his son, Harry B. Chipman, from Circus Inn, Yakima, Wash. . . . Malcolm Lewis, veteran concessionaire with W. G. Wade Shows rejoined the org at Midland, Mich., after being confined to a California hospital for several weeks.

Bill Harris, last year's general manager of Royal Midwest Shows and now stationed with the U. S. Army in Germany, visited Herr and Frau Crock, owner-operators of Circus Crock in Stuttgart June 14. Harris says the circus was located in the center of town on the main street. Harris was the Cocks' guest at dinner and at the performance that night. Crock, according to Harris, reported that show business in Germany is good and that transportation and help pose no problems. . . . Mr. and Mrs. Ed Frazer closed with Twin City Shows in Dixon, Mo.

Abe Bell, formerly with La Moore Amusements, has joined Gold Bond Shows with his bingo, fish pond and bucket stands. . . . Enid Laffoon, daughter of Mr. and Mrs. Al Laffoon, and Bobby Stevens, son of Mr. and Mrs. Stevens, all of Twin City Shows, were married during the org's stand in Dixon, Mo., recently. . . . Tex McRary, age and scale concessionaire, is The Billboard sales agent on Peck Amusements. . . . Dave Nelson, former bucket stand operator on Gold Bond Shows, visited The Billboard's Cincinnati offices last week during a brief stay in the Queen City. He's en route east.

Ernie and Vivian Slavin last week purchased a pony ride to be operated on Home State Shows by John Slavin. The Slavins also have their Red, Hot and Blue Revue on the shows. Roster includes Smiles (Tex) Teall, talker; Marvin Cavanaugh, canvas and tickets; Rosetta Johnson, Dawna Day and Linda Zara, dancers. Francis (Skip) Kurk is talker on the Slavins' Birth of a Baby attraction, with Farrell Morrison in charge of tickets. Ernie and Vivian are featured in their Motordrome, with Claude Slavin and A. B. Gentry handling tickets.

Ray S. Howard, co-owner and manager of Howard Bros.' Shows, was married to Vera L. Falke in Lakewood, O., June 19. . . . Chief Black Horse, also known as Hambone Mitchell, is managing the Flying Tiger on Mickey Percell's Pioneer Shows. . . . Eva Leroy, a member of Caravans, Inc., is at her home in California where she is being treated for a fungus growth in her ear. James and Madge Varn, of Pioneer Shows, took delivery on a new truck and trailer during shows' Milesburg, Pa., engagement. . . . Slim (Specks) Trout has his bottles concession on the Dick Wilcox Shows, currently playing spots in Maine.

John Harrington writes from Milesburg, Pa., that Arnold Ray-buck's attractions are doing well on Pioneer Shows. . . . Edna Stenson, following a visit with her sister, Evelyn Blakely on Lawrence Greater Shows, now is a guest of another sister, Midge Cohen, at the latter's home in New York. . . . Russell D. Erdell, who recently recovered from a seven-week illness at his home in New York, has joined Thomas Joyland Shows. . . . Mel Dodson and family have returned to Miami and are located in their
(Continued on page 84)



WANTED FOR 16-FAIRS-16

STARTING AT HARRISBURG, ILL., JULY 2 WITH A COMBINED 4TH OF JULY CELEBRATION AND FAIR.

ALSO INCLUDING THE GREAT SOUTHERN ILLINOIS STATE FAIR AT DU QUOIN. MAKE RESERVATIONS NOW AS SPACE IS LIMITED.

CONCESSIONS	Derby, Short Range, Ball Games, Coke Bottle, Hi Striker, Dart Games, Country Store, Mouse Game and Six Cat for stock and any other Merchandise Concession.
SHOWS	Fat Show, Iron Lung, Midget, Glass House, Motordrome.
HELP	Ride Help of all kinds (must drive semis, be licensed). Special proposition to Wheel Foreman for Twin Wheels who can be ready on Monday night opening with Stars and Circles.

LIST OF FAIRS

HARRISBURG, ILL. PADUCAH, KY. PARIS, ILL. CHARLESTON, ILL. BROWNSTOWN, IND. PRINCETON, IND. BRIDGEPORT, ILL. Du QUOIN, ILL.	CLARKSVILLE, TENN. WEST POINT, MISS. JASPER, ALA. CORINTH, MISS. VICKSBURG, MISS. OXFORD, MISS. MOULTON, ALA. 2-STATE COLORED FAIR, AUGUSTA, GA.
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All Address

C. C. GROSCURTH

CRAWFORDSVILLE, IND.

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WANTED—SHOWS & CONCESSIONS for

August	12-18—Weymouth Fair, Weymouth, Mass.
August	12-18—Rehoboth Fair, Rehoboth, Mass.
August	23-25—Hartland Fair, Hartland, Vt.
August	23-26—Cheshire Fair, Keene, N. H.
August	31-September 3—Lancaster Fair, Lancaster, N. H.
September	2- 8—Three County Fair, Northampton, Mass.
September	6- 8—Orleans County Fair, Barton, Vt.
September	20-22—World's Fair, Tunbridge, Vt.

Also Side Shows (10-in-1 or less) for July 2-7, Hallowell, Maine; July 9-14, Waterville, Maine; July 16-21, Lewiston, Maine.

Contact

LAGASSE AMUSEMENT COMPANY

HAVERHILL, MASS.
Telephone 4-6461

Note: Positively NO GRIFT, NO MITT CAMPS, NO GYPSIES.

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A.M.P. SHOWS

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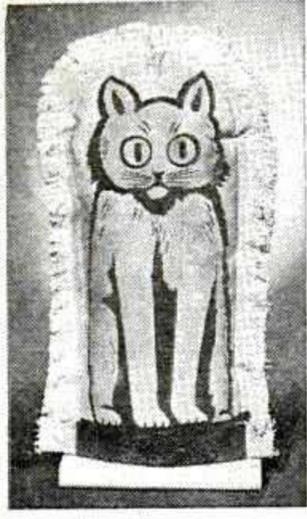
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OAKLAND, MD., 27TH ANNUAL 4TH JULY CELEBRATION—HEART OF TOWN. SPACE LIMITED. FREE ACTS—PARADES—FIREWORKS NIGHTLY

CONCESSIONS—Fish Pond or Duck Pond, Lead Gallery, Penny-Pitch, Bowling Alley, Hi-Striker, Jewelry, Custard, Glass Pitch, Swinger, Six-Cat, Buckets, Over-12, others not conflicting. SHOWS—10-in-1, and any other Walk-Thru Show, Fun-House, Motordrome. Chief Congo can use one Musician and a Dancing Girl on the Colored Revue; salary out of office. Committees in Eastern Maryland and Virginia, we have a few open weeks. Show carries eight office-owned rides, 25 concessions; free Act plus Shows.

All Replies
A. M. PODSOBINSKI
This week Corriganville, Md., Oakland, Md., July 2-7
Brunswick, Md. Annual Fireman's Celebration, July 9-14.

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE



WE ARE VERY BUSY AND YOU WOULD BE MAKING MONEY, TOO, IF YOU HAD A MONEY MAKING GAME!

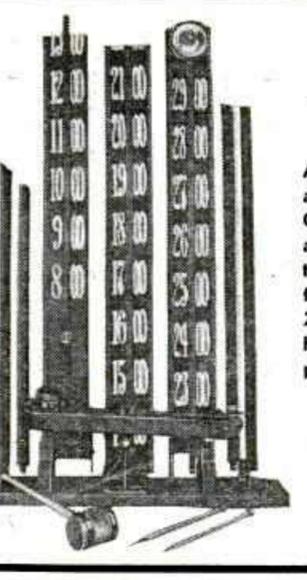
We Manufacture Beautiful **SIX CATS** as illustrated **\$15.00** ea.

This is a beautiful two-tone job, 21 inches high, hardwood base and stuffed with hair. When ordering state "Two-Tone Six Cat," as we also manufacture another Six Cat with protruding ears.

We make 3 types of DART GAMES, 4 other types of BALL GAMES, including our famous beautiful PUNKS in 12 various designs with the loudest colors possible. It's flash that counts. PENNY PITCH BOARDS, now in our 7th year with this item and still a money winner. ROLL DOWN TABLES—SLOT ROLL DOWN TABLES using plastic balls, SPOT THE SPOT BOARDS with zinc disks, MEDIUM SWING BALL AND PIN, HIGH STRIKERS, PAN GAME, WHEELS OF ALL KIND, BALL CHUCK WHEEL, BASEBALL WHEEL. These sit on any angle. All types of RAFFLE WHEELS AND LAY-DOWN WHEELS.

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If you have lost our address we suggest you write to The Billboard or 1902 N. Third St., in Milwaukee and you'll be able to get in touch with us. If you are suffering from the lack of "jingle board" don't let that embarrass you, we still love you. We can understand everything but silence. Remember, Old Crap Shooters don't die . . . they just fade and fade.

Best wishes, for "Red Ones"

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Speaking for Wisconsin Deluxe

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CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS
ANYTHING IN CANVAS

California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations.
NO CHANGE IN MANAGEMENT FOR FIFTY YEARS.
5 DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

BAKER'S GAME SHOP
THE BEST, NOT THE CHEAPEST

Wheels, all sizes, both flat and upright; Skillos, Spindles, Tracks, 12, 15 & 24 numbers. Chuck and P.C. Wheels, Bazaar Mds. Wheels, Baker Four Ball Buckets, also new style old fashion Buckets, new Six Cats and Big Toms, Razzes, Roll Downs, Charis and Marbles, Steel and Aluminum Milk Bottles, Soup Pops, Chuck Logs, Penny Pitches, Pea Pool End Board Outfits, Wheel Laydowns, Under and Over Cloths, Beat the Dealer Cloths; new Country Store Slum Spindle, size 28x28 inches; new Ping Pong Blower Alley, all lengths; new Royal American Style Waterfall Blowers. Many other Games not mentioned here.

CATALOG TO PROFESSIONAL OPERATORS ONLY
8108 DESOTO DETROIT, MICHIGAN

One of America's Oldest and Most Reliable Suppliers of Carnival and Concession Merchandise!

Write for "Early-Bird" Price List!

Karl Guggenheim inc.

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SAND VALLEY SHOWS
WANTS—CAN PLACE

Good opening for Cookhouse, Photo, Novelty, Bingo, Hanky Panks of all kinds. Shows of all kinds except Animal. Bert Edwards wants to hear from good, sober Ride Help. Must drive semi. Address

LOUIS (L. E.) HALL OR C. C. LEASURE, General Agent
c/o SAND VALLEY SHOWS
Damascus, Va., June 25-30; then 4th July Celebration, Mountain City, Tenn.

Midway Confab

Continued from page 83

new home there. . . . Etta and Chester Barker are working Chicago and suburban lots with their popcorn and candy floss trailer.

Max Goodman, widely known outdoor showman, is reported to be recovering from an operation he underwent recently in Jackson Memorial Hospital, Miami. . . . Ernest Felice has quit the road in favor of taking over a business enterprise in Wellsburg, W. Va. . . . Edith Streibich, wife of the secretary of the Showmen's League of America, and Jeanette Wall, corresponding secretary of Caravans, Inc., are spending the summer at their homes in Delavan Lake, Wis. . . . Hattie Hoyt, widow of Orval (Irish) Hoyt, has rejoined Royal Crown Shows, following funeral services for her late husband in Chicago.

Maxie Sharp, front end boss on Vivona Bros.' Shows, had an entertainment top set up in Washington and the numerous visitors to the lot were well entertained. Happy Hawkins reports a good season to date with his bingo. Best spot was on the West Side lot, Jersey City, N. J. Mrs. Sharp and Mrs. Hawkins are remaining with their trailers at a camp in Jersey while their husbands make

three dates outside the State. . . . Ralph Lockett, former Johnny J. Jones Exposition exec, who operates a news store in Daytona Beach, Fla., is planning his annual jaunt to French Lick Springs, Ind.

Frank Gaskins, former general agent for the 20th Century Shows, has been discharged from a Jackson, Miss., veteran's hospital and is recuperating at his daughter's home in Baytown, Tex. Gaskins infers he expects to be back with it in two or three weeks. . . . Jack Anderson, Toronto candy concession supplier, reports business has been good thus far this season.

Harrison A. Logan, Kiddie Train owner-operator, infos from Palmetto, Fla., that he has been off the road since January due to stomach trouble but is planning to get with it in July.

Bernie Mendelson, of O. Henry Tent & Awning Company, is supplying a new Minstrel Show top for Frank Bergen's World of Mirth Shows. . . . Bobby Kork, of John H. Marks Shows, was a dinner guest of Jack Rogers, of Hunt Bros.' Circus, when the shows day and dated in Huntington, Long Island.

FAIRS PAGE BROS.' SHOWS

WANT FOR THE 4TH OF JULY NEXT WEEK MARTIN, TENN., AND THE FOLLOWING FAIRS STARTING FIRST OF AUGUST:

Allen County Fair—Scottsville, Ky.	Benton County Fair—Camden, Tenn.
Marshall County Fair—Lewisburg, Tenn.	Hardin County Fair—Savannah, Tenn.
Warren County Fair—McMinnville, Tenn.	Macon County Fair—Lafayette, Tenn.
Robertson County Fair—Springfield, Tenn.	American Legion Fair—Madison, Tenn.
Cheatham County Fair—Ashland City, Tenn.	Todd County Fair—Elkton, Ky.
	American Legion Fair—Haleyville, Ala.
	East Limestone County Fair—Salem, Ala.

Hanky Panks of all kinds, Arcade, Custard, Scales, Ice Cream, Jewelry, Girl Show with or without own equipment. Side Show Manager with own Acts. Funhouse Operator, 75% to you. Foremen and Second Men on all rides, TOP SALARY, NO HOLD BACK. Shows with own equipment—Organized Jig Show, I have equipment. Murray, Ky., now; Martin, Tenn., next week.

W. E. (Shotgun) PAGE, OWNER—E. H. (Shorbarrell) BROOME, MGR.
P.S.: Shadow King, what happened? Earl Lane, come on.

DUMONT SHOWS

WANT FOR BIG 4TH OF JULY CELEBRATION STEUBENVILLE, OHIO

CONCESSIONS: Duck Pond, Fish Pond, Cotton Candy, Six Cat, Swingers, Buckets, Ball Games, Photos, Hoop-La, String Game.

HELP: Can place Ride Help on all rides, must drive semis.

SHOWS: Want Girls for Girl Shows, also want Fat Show and Monkey Show.

All Address:
LOU RILEY, Mgr., Ambridge, Pa., June 25-30

MAD GODY FLEMING

Want Foremen for Merry-Go-Round and Ferris Wheel, General Foreman, Carnival Builder and Electrician who can handle a ten ride show. Jimmie Forbus, Harry Howard and Earl Coffman, get in touch. Eddie, Dorothy, not here now—come on back. Will book few Stock Concessions. We own all our own rides and if we want more have the money to buy them.

Address: Lawrenceville, Ga., this week.
P.S.: Ride Men who I know, and who will work for a reasonable salary, write me, Larkie Chapman as per route of the show.

WANT FOR FAIR PORT HARBOR, OHIO, July 4 Week

Two Shows to feature. Second Man on Merry-Go-Round, Roll-o-Plane Foreman, must drive semi.

HOWARD BROS.' SHOWS
June 25 to 30, Bentleyville, Penn.

WANT KIDDIE RIDES!

Of all kinds, also some Adult Rides, from Sept. 10 to Oct. 31, and for two large ultra-modern Kiddielands being planned for early spring openings. Operator owns the property on which these will be located, so only the best and most reasonable deals will be considered. Send full details, photos and latest reference.

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OHIO BUILDING TOLEDO, OHIO

KLENKE AMUSEMENTS

Opening July 4th thru 7th, Beaverton, Mich., one of Michigan's biggest 4th of July Celebrations; Prescott, Baroda and other Fairs and Celebrations to follow. Concessions: Want all types of Concessions, including P.C. and Hanky Panks. Reasonable privileges. Sorry, no flats. Want Girl Show, Illusion, Snake or any Show of merit. Rides: Can use Adult and Kid Rides not conflicting. Ride Help: Want capable Foremen on all Rides. Top wages for those who qualify, plus bonus.

MARVIN BACON, 1608 Erie Saginaw, Michigan
Telephone 38334

'America's Finest Show Canvas'
TENTS—SIDESHOW BANNERS
USED CONCESSION TENTS
10x16, 10x18, 10x20, in stock for
IMMEDIATE DELIVERY
Flameproof Material.
All Excellent Condition.
Bernie Mendelson—Charles Driver
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COSTUME SALE

2000 costumes—shorts, longs—parades—gowns—specialties—small and large chorus sets for Fairs. Bargains! Come in if possible.

No Catalog—State Wants
Complete Rental Stock. 20,000 Costumes—Minstrels, Gay '90s—Boy and Girl Skating Sets. Beautiful Chorus Sets. EVERYTHING!
VARIETY COSTUME EXCHANGE
1658 Broadway New York, N. Y.
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FOR SALE MONKEY LAND

Complete 30x60 Top, out 2 seasons, new 70 ft. Front well flashed, two P.A. Sets-Speakers, etc., Props, Cages, etc. Nine healthy Monkeys, well mannered, well acclimated—Ringtails, Javars, Rhesus, Spider, four working. Also one young Chimp called "Judy," well known in West, very gentle and well mannered—she's member of A.G.V.A. and plays night clubs and theaters during winter. Also '48 Chev. Truck with two speeds, A-1 condition. Booked solid for summer in best territory in Middle West. Can be seen with Forsythe & Dowis. Greeley on the 4th. No letters, no photos. Come and see it and you'll take it. First \$6500.00 takes it.

R. ROMMEL
415 E. Oak St. Ft. Collins, Colo.

HELP WANTED

6 Cat, Balloons, Fish, Pitch, etc. 18 Fairs starting next week. Terry and Smallwood, contact.

DON PIERSON
20TH CENTURY SHOWS
St. Cloud, Minn.

FOR SALE

42-foot Parker 3 abreast Merry-Go-Round; good top and sidewall, platforms new this season, extra large horses. Can be seen in operation.

S. B. RHODES
1701 Harrison
Amarillo, Tex.

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Here it is—It's a Winner
ACE SLUM STORE
For Carnivals, Fairs, Bazaars, one minute to open or close for business. Many fine features—Lowest price, Money back in 2 days' play. Write
JAMES CANTE
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Shrunken Heads, Devil's Child, 2 Headed Babies, Ape Boy, Fish Girl, Wolf Boy, many others. We make up your ideas, think of it, we can make it. Write for free circular.
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Want Freaks and Novelty Acts. State salary and all particulars in first letter.

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Belle Mead, N. J.

"BRUTALITY"

We have forgotten the meaning of the word. Want Caterpillar Foreman, Second and Third Men who drive on all rides, Popcorn, Custard, Long Range, Hanky Panks, Shows, with equipment, open, Athletic Show Manager and Talent, we have complete outfit or will book your show. Contact: Normal, Ill., June 25-30; Geneseo, City Park, July 2-3-4; Ladd, Streets, July 6-7-8.

DYER'S GREATER SHOWS

WADE GREATER SHOWS

CENTENNIAL CELEBRATION

ARGOS, IND., JULY 2-7 — CAN PLACE

CONCESSIONS OF ALL KINDS

Also

FUN HOUSE MECHANICAL CITY WILD LIFE
SNAKE SHOW MONKEY SHOW MOTORDROME

Excellent Opportunity for Good Ten-In-One.

We are now going into our Strong Celebration and Fair Route—Can use 3 MORE MAJOR RIDES—Octopus, Caterpillar, Spitfire and Dark Ride. All replies by wire only

WADE GREATER SHOWS

North Webster, Ind., all this week.

W.G. WADE SHOWS

ANNUAL 4TH JULY CELEBRATION, CALUMET, MICH., JULY 2-7

And Other Dates To Follow — Including These 3 Special Big Fairs

OLMSTEAD CO. FAIR
Rochester, Minn.
Aug. 1-5

WISC. VALLEY FAIR
Wausaw, Wisc.
Aug. 7-12

UPPER PENINSULA
State Fair, Escanaba, Mich.
Aug. 14-19

WANTED FOR ADDED STRENGTH FOR THESE CHOICE EVENTS

SHOWS
RIDES

Posing Girl Show (sitdown type preferred), Glass House, Laughing Mirror, Strong Illusion Show, Walk-Thru Life Show, Monsters, Crime, etc., or any New Novel Money Getting Attractions.

Looppr, Flying Scooter, Caterpillar, Rocket.

We have choice Midway Locations for all types of CONCESSIONS—open to people who operate on a high plane and possess good equipment.

Anyone who has played this territory can give you an unexcelled recommendation of the above Fairs. If you're looking for Outstanding Bonanzas, This Is It! ACT NOW!

W. G. WADE SHOWS, SAULT STE. MARIE, MICH., All This Week.

BOB HAMMOND SHOWS

WANT FOR THE FOLLOWING CHOICE DATES

Austin, Tex., Legion Celebration, City Park, June 29 thru July 4; Grand Prairie, Tex., J.C. Celebration, July 6-14; Covington, Tex., Reunion, July 16-20; Grandbury, Tex., Reunion, July 23-28; Nocona, Tex., Reunion, July 30-Aug. 4; Anadarko, Okla., American Indian Pow-Wow, Aug. 8-18; Decatur, Tex., Reunion, Aug. 2-25; Richardson, Tex., Firemen's Fair, Aug. 27-Sept. 1; North Texas State Fair, Cleburne, Tex., Sept. 3-8; Mexia, Tex., Legion Fair, Sept. 10-15; Sugarland, Tex., Mexican Fiesta, Sept. 16-22; Waller Co. Fair, Hempstead, Tex., Sept. 24-29; Walker Co. Fair, Huntsville, Tex., Oct. 1-6; Texas City, Tex., Fair, Oct. 8-13; and Livingston Co. Fair, Livingston, Tex., Oct. 15-20. SHOWS AND RIDES THAT DO NOT CONFLICT. RIDE HELP FOR ALL RIDES. Ralph Warner needs Concession Agents.

All Address: BOB HAMMOND, Mgr.

6115 GOLD ST.

HOUSTON, TEXAS

CENTENNIAL CELEBRATION

ERIE, PA., AUGUST 11 THRU 18

Nightly Spectacle, Daily Parades, Operating Large Circus Grounds. Expect 100,000 visitors daily. Eight days of festivity.

WANT

All types Rides, Legitimate Concessions, Hanky Panks, "Ripley" type Side Shows. No Girl Shows, no gambling.

Contact: LEO SPAETH, Managing Director
ERIE CENTENNIAL HEADQUARTERS, 202 W. 8TH, ERIE, PA.

MERRYLAND SHOWS

Not the Best, But Good as the Rest

Want Concessions—Ball Games, Slum Spindle, Hi Striker, String Game, Huckly Buck, Age and Scales, Coke Bottle or other Concessions that throw stock. Want Kid Rides, Auto Train, Live Pony Ride. We have the following skim milk route: Beiding, Mich., on the street, this week; then Cadillac, right downtown; Montague, Eaton Rapids, Winn, Barryton, Rogers City, Hillman, Weidman, Kaleva Centennial; then Michigan's best Labor Day, Farwell. No Flaties or Mitt Camps. Please wire now for space at Lake City July 4 Celebration.

RED CRITTENDEN, Mgr. C. CRITTENDEN, Owner-Mgr.

TATHAM BROS.' SHOWS

Featuring World's Most Daring High Acts.
THE THREE MILOS AND THE SKYLARKS

Want for the best 4th of July Celebration in Illinois, Sullivan; and the following top Fairs and Celebrations starting July 10.

Havana, Ill., Street Fair; Cuba, Ill., Soldiers and Sailors Reunion; Gardner, Ill., Street Fair; Lexington, Ill., Street Fair; Bloomington, Ill., this is Illinois' biggest County Fair; Buckley, Ill., Celebration; Cullom, Ill., Street Fair; Lacon, Ill., Old Settlers Days; Mt. Pulaski, Ill., Street Fair.

Want Concessions of all kinds. Want Acts for Circus Side Show. Want Girls for office owned Girl Show. Why play blanks? Join the Showmanship Show now.

BILL TATHAM, Bement, Ill., June 25-30.

CORRECTION

MIGHTY HOOSIER STATE SHOWS

WILL PLAY

MARION, INDIANA, STREET FAIR, July 9 thru 14

Indiana's best bona fide Street Fair barring none.

Shows and Concessions, wire me. If I can use you I will answer you the same day. Why play blanks? Wire now.

BILL CEREN, Latonia, Ky., June 25 thru 30; Camp Atterbury, Ind., July 2 thru 7.

TENNESSEE VALLEY AMUSEMENTS

Nashville, Tenn., Big 4th July Celebration, sponsored by Nashville Sportsman Club, 5500 Charlotte Rd.

Few Stock Concessions—Long Range, Custard, Diggers, Snow, Count Store, Buckets, 6 Cats, Swinger, Bowling Alley. Johnnie O'Connor, contact. Skillo open. We work every week. Shows—Big Snake, Monkey, Mechanical City, Uncle Charley, answer; Charley Lehman, answer. Rides—Book or lease any not conflicting; 12 County Fairs. Need more Rides. Book Roll-a-Whirl. Ride Help—Second Man on Wheel, Chairplane Foreman; must drive. Agents for office, Candy Floss, Glass Pitch, P.C. Dealers.

THEO. MEADOWS, Mgr. CHARLEY CROY, Bus. Mgr.
LEBANON, TENN.

SUNSET AMUSEMENT CO.

Can place for Minnesota's biggest celebration, July 2 to 4, the Montevideo Fiesta, Montevideo, Minn.

Concessions—Milk Bottle, Punk Rack, Basketball, Derby, Jewelry and a limited amount of hanky panks.

Can use ride help who drive on Tilt, Caterpillar, Ferris Wheel and Merry-Go-Round. Brainerd, Minn., this week; Montevideo next.

BROWN NOVELTY RIDES & SHOWS

Want Concessions for Gallatin County Fair, Warsaw, Ky., July 18 to 21; also Carroll County Fair, Carrollton, Ky., Aug. 18 to 21, Coca-Cola, Country Store (Louisville, write), Dart Games, String, etc. Can place two Shows of merit and Flat Ride or Chairplane at Carrollton. Must be first class. Address

BROWN NOVELTY RIDES & SHOWS

5720 Este Ave. Cincinnati 15, Ohio

MOTOR STATE SHOWS

City Park, Durand, Mich. Annual celebration, July 2-3-4. Want a few more hanky panks. Ride help. Man to take care of snake show. We go south with a few rides, then indoor dates.

Fenton, Mich. this week; then as per route. All celebrations and fairs now on. Joe Frederick, Mgr.

Percell's PIONEER SHOWS

high class midway attractions

JERSEY SHORES, PENN., JULY 2-7

125th Anniversary Celebration

Not the Biggest... But the BEST

BE SMART... Join NOW! Top route of Celebrations and Fairs to follow

WANT CONCESSIONS

Cake Wheel, Coke Bottles, Jewelry, High Striker, Short Range, String Game, Hoop-La, Basket Ball, Dart Store, Bumper, Hats, Penny Arcade. Johnny Eck, contact. Want Hanky Panks of all kind. Want an Agent for the only Wheel on the Show.

LOUIS A. RICE, Bus. Mgr.

WANT SHOWS

Fun House, Motordrome, Mechanical, Animal, Monkey, Illusion, Side Show, or what have you?

BUDDEY BERNSTEL wants Canvasman for Girl Shows. Also Talker, Dancers and Girl Wrestlers.

All answers Renovo, Pa., this week.

MICKEY PERCELL, General Mgr.

ROYAL

Augusta, Georgia

Showing at Junction #1 and 78 Highways, June 29th to July 7th—8 days. This is positively the boom town of Southeastern America and we catch soldiers' payday July 1.

Can use Girl Shows with or without own outfits, Minstrel Show, 10-in-1, Monkey Show. Can use one Flat Ride and several Kiddie Rides, Short Range Gallery, Ball Games and various Hanky Panks.

Russell Green, come on or answer. Anna Lee, wire sent you was returned. Come on or answer. Mack Martin, have outfit ready for you.

Our fairs begin Labor Day week and end week NOVEMBER 12th. All address Augusta, Ga., until further notice.

J. P. BOLT

ROYAL EXPOSITION SHOWS

SEE

MID-SOUTH FAIR, INC.

SEPT. 20-29

MEMPHIS, TENN.

ATTENDANCE FROM SEVEN STATES

NATIONAL ABERDEEN-ANGUS SHOW

JUNIOR DIVISION AMERICAN JERSEY CATTLE CLUB

We are aiming at one-half million attendance this year.

Have several good concession spots if you operate games of skill.

X on Rodeo—Sportsmen's Show and Daredevil Show

WRITE: JOHN C. WEHRLEY, Asst. Mgr.

BOX 3808, LAMAR STA.

MEMPHIS, TENN.

Morris Hannum Shows

One of the Great Eastern Shows

HAWLEY, PA., July 2-7

TERRIFIC 4TH JULY CELEBRATION IN THE HEART OF VACATIONLAND

RIDES

Tilt, Caterpillar, Rocket, Whip with own transportation.

SHOWS

Funhouse, Glass House, Mechanical City, Monkey Show. Our route is made to order for Motordrome and Arcade.

CONCESSIONS

Ball Games, String Game, Basketball, Scale and Age, Jewelry, Hats and all 10-cent Stock Concessions.

RIDE HELP

Who drive semis. A-1 Ferris Wheel Man. Cookhouse and Bingo Help. Five terrific weeks to follow. All very short jumps in the Philadelphia area, including Flourtown Fair, Spring Mill Fair and Cahill Field. Show now playing Philadelphia, Ogontz and Cetenham Avenue.

All replies to **MORRIS HANNUM**
Cheltenham, Tel. Philadelphia, Wissachickon 7-8176.

WILLIAM T. COLLINS SHOWS

"Pride of the Northwest"

Want for Mammoth Annual 4th of July Celebration, Detroit Lakes, Minn., followed by 14 Fairs including Street Fair, Grand Forks, North Dakota; Awatonna, Minnesota; La Cross and Marshfield, Wisconsin.

Hanky Panks of all kinds. String. Coke. Photos. Fish Pond. Bumper. Man and wife to take over well-flashed Hoop-La. Agents for Six-Cats, Buckets and Blower. Must be able to take orders.

SHOWS—Want Manager with girls and wardrobe for Girl Revue. We furnish complete first-class outfits. Must have 5 girls. Good proposition to Motordrome. Will book Wild Life, Fat, Snake, Monkey Show, or any other Grind Show with its own outfit and transportation.

RIDES—Will book Caterpillar and Spitfire. Want Ride Help. Foremen for Twin Wheels and Fly-o-Plane. Second Men on all rides, especially Merry-Go-Round, Wheels, and two men for Kiddie Rides. All Ride Help, come on. Will place you. Top salary and bonus. All replies to

WILLIAM T. COLLINS

Minot, N. Dak., this week; Detroit Lakes, Minn., next
Art Signor, Manager

Eddie Young's Royal Crown Shows

—WANT—

ORGANIZED COLORED REVUE — We have complete outfit, with the most beautiful show front in the business. Must have costumes and P. A. sets—and can report to Olney, Ill., not later than Sunday, July 1. ARNTE and SCOTT, contact me. Can also use canvasser and man for front and to sell tickets. Must drive semi truck.

CONCESSIONS — Jewelry, Age, Scales, Novelties, Grab, Ice Cream, French Fry, Ball Games, Fish Ponds, Derby Racer and any Hanky Pank.

RIDE HELP — Merry-Go-Round Foreman, also Scooter Foreman and Second Men for other Rides; must be sober and drive truck.

All Replies to **E. L. YOUNG**
Springfield, Ohio, until Wednesday, June 27; then Olney, Ill.

GOLD MEDAL Shows

WANT

WANT

WANT

FOR BIG JULY 4 CELEBRATION INSIDE GATES OF ATOMIC CITY, OAK RIDGE, TENN., FOLLOWED BY DOWN TOWN NASHVILLE, TENN., OPPOSITE BALL PARK, THE FOLLOWING:

CONCESSIONS: Sell X on Novelties, Snow Cone, Wonderbar, Custard, French Fries, Pronto Pups and Jewelry. Will book Buckets, Swinging Ball, Ball Game, Duck Pond and other legitimate Concessions.

SHOWS: Good opening for Big Snake, Penny Arcade, Wildlife and Mechanical City.

1—Due to illness will book or buy Motordrome.

2—Have beautiful new 80 ft. Panel Front for Girl Revue.

RIDES: Want Little Dipper, Flyoplane, Spitfire, Rockoplane, Scooter, Kiddie Train and Boat Ride. Those joining now will be given preference for these outstanding Fairs:

Davenport, Iowa; Keokuk, Iowa; Kirksville, Mo.; Bethany, Mo.; Dyersburg, Tenn.; Covington, Tenn.; Meridian, Miss.; Huntsville, Ala.; Murphy, N. C.; Cherokee Indian Fair, Cherokee, N. C.; Winder, Ga.; Marianna, Fla.; Panama City, Fla.; Dothan, Ala., and Bainbridge, Ga.

All wire **JOHNNY J. DENTON, GOLD MEDAL SHOWS, Asheville, N. C., this week.**

GEORGIA'S OWN STAYS HOME

Mad Cody Fleming Builds Rep, Fortune Within Peach State

By PAUL M. CONAWAY

FROM the Hills of Habersham in the remote North Georgia mountains for about 600 miles southeasterly to the Marshes of Glynn at Brunswick, there's one show that stands out above all others to Georgians.

It's the Mad Cody Fleming Shows, owned and managed by Mad Cody Fleming, one of the State's strangest and most popular adopted citizens, who for 20 years now has gone from border to border of the State each year.

In that 20 years Mad Cody hasn't played outside of Georgia and in that time he has proved to himself, and the carnival business everywhere, that thoroly honest and moral shows and concessions pay off handsomely.

Described by the influential *Atlanta Journal* as "Georgia's Smalltown Barnum" and honored in every community he visits, Fleming is a power in the State's political and agricultural circles as well.

Acquires Farm Holdings

Mad Cody Fleming can truthfully be classified as one of the wealthiest men in the carnival industry and he'll tell you frankly that he got it all from the carnival business. The development of his large farm holdings in Hickox, Ga., his expanded cattle ranch and the expensive importation of purebred white-face cattle all was made possible from midway dollars.

Back in 1932, when Mad Cody first came to Georgia, he was broke and discouraged, and he thought that he had already passed the height of his success.

He first became a carnival owner in 1906 and he gradually enlarged until in the 20s he had a 10-car railroad show plus a fleet of Model T Fords, with 14 shows, six rides, two bands and free act playing some of the better spots in Michigan, Illinois, Indiana, Ohio, Kansas, Missouri and Oklahoma.

Double Disaster Hits

Then came the crash. It was a double disaster to him. In addition to financial collapse, a 17-year marriage ended in heartbreak for him—and divorce.

"The breaks were all against me," he recalls now, "and everything I tried was a failure."

But Cody decided to make a new start. It was in 1930 and money was scarce. He sold off enough equipment to pay the banks and salvaged only three rides, a Merry-Go-Round, Chairplane and Kid Ride. Then he met and married Grace Mack, musical comedy performer and member of a well-known show family in Columbus, O. This second marriage, he says now, undoubtedly has been a major factor in his success. They're a notably congenial couple.

Was Ring Demon

With his wife and three rides he came south in 1931 and he played his first engagement in Georgia in 1932. Since then he has never moved his show beyond the State line.

Altho his billing, his stationery, show fronts and trucks are adorned only with the name Mad Cody Fleming, that isn't his legal name. He signs his official papers as Cody T. Fleming. All of his friends call him Cody, but the customers of rank-and-file address him in person or write to him by his show name.

There are several stories going the rounds about how he happened to have such an unusual name. The most reliable — and Cody's own version—is that it dates back to his wrestling days. Cody was a demon in the ring, they say, and in those days a wrestler risked his life if Cody got mad, according to the sports columnists and sports pages of that era.

Wrestled Way to Money

Judged by any standards, Cody's life has been unusual. He was born in Ai, O., August 6, 1884. Cody says his hometown has the shortest name in the nation. It was a farming town in Fulton County, near Toledo. Cody recalls that his parents were extremely poor, and

there was a large family, so he felt impelled to pass up regular schooling. He ran away to become a boxer in his teens. He soon quit boxing, which he hated, and then started running 10-mile races, which he found paid better. Finally, he started wrestling, which he says he enjoyed best of all. In three years away from home, young Fleming had enough money to buy his father "the best farm in the county," he says with justifiable pride.

How Cody actually broke into carnival business reads like a movie plot. He was wrestling in Fostoria, O., when the Maxwell-Jessup Shows came into town.



MAD CODY FLEMING

Traveling carnivals were somewhat new on the American scene then and Cody was impressed. He bought the show only to find that it was heavily in debt and would have folded anyway. Cody called it the Big Four Shows, reorganized, put in his entire cash resources and started on the road. Sometimes he had to book wrestling bouts to get enough money to move the show.

Show Owner 46 Years

From 1906 thru 1951, he has owned and operated a carnival every year, and Cody believes that this is a record for continuous ownership.

"Capt. John Sheesley had a long record of ownership but he's been dead many years now," Cody recalls. "K. G. Barkoot was active about the time I started, too, but he's been gone a while now. I believe I am the oldest in continuous carnival ownership now in the business."

During those years Cody maintained winter quarters in many cities, mainly in Detroit; Muncie, Ind.; Columbus, Ind.; Carrollton, Ky., and Providence, Ky. All of these, of course, pre-dated his discovery of Hickox, Ga., while on a hunting trip in 1932. Since then Hickox has been winterquarters and home. Cody's adopted hometown is a small farming center between Waycross and Brunswick in the Southeastern corner of the State.

After deciding to become a Georgia Cracker, Cody was active in politics and he became a member of the official staff of the late Eugene Talmadge, many times governor of Georgia. In recent years Cody was similarly honored by being appointed by Gov. Herman Talmadge, son of Gene, to the official staff again.

Sponsors Civic Projects

Cody didn't stop with the political connections. He fostered the agricultural extension service in his community, also preached diversification of crops, and became a strong booster for better educational facilities. Too, he became interested in church and religious activities. Some of his old-time friends said he had an entire new slant on life and carnival business when he emerged from the crash of 1929.

"I'm not going to say I'm against joints," Cody will say, "but I just say I don't want 'em on my show. I'm telling you that I'm a guy who has found that honesty and virtue pay off—in money."

"If other shows want strong
(Continued on page 96)

Crafts Needs Help

CAN PLACE IMMEDIATELY, FOREMAN FOR THE FOLLOWING RIDES: Fly-O-Plane, Caterpillar, Ferris Wheel, Rolloplane; also Second Men for all Rides. Crafts pays 5¢ per mile extra money for good Semi Drivers. Can place few Women Ticket Sellers. Need one Electrician who can operate and maintain 60" army type Searchlights, top money to right man. Crafts can place Ride Supt. for small unit, good proposition. All Help must be sober when you come on the lot and sober when you leave the lot. Long season in California. Close Nov. 15th; open Feb. 5th, 1952.

CRAFTS 20 BIG SHOWS

7283 BELLAIRE ST. NORTH HOLLYWOOD, CALIF.
PHONE SUNset 2-3131

CAN USE FOR LONG ISLAND, N. Y.

FOR BALANCE OF SEASON INCLUDING FAIRS

Want Side Show or any Grind or Novelty Show, also Guess Age and Weight and Frozen Custard. All replies write or wire

PHIL ISSER

Mitchels Hotel, Greenport, L. I., N. Y., June 25th to 30th; East Farmingdale, L. I., N. Y., July 2 to 7th.

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

WANT FOR BIG 4TH OF JULY CELEBRATION, JASPER, GEORGIA; SPONSORED BY THE LIONS' CLUB ON CITY SCHOOL GROUNDS, HEART OF THE CITY. SIX BIG DAYS AND SIX BIG NIGHTS, JULY 2 THRU JULY 7.

SHOWS

HIGH CLASS ENTERTAINING SHOWS CATERING TO LADIES, GENTLEMEN AND CHILDREN; SIDE SHOW, MIDGETS, ILLUSION, FAT SHOW, FUN HOUSE OR ANY GOOD CLEAN SHOW NOT CONFLICTING WITH WHAT WE HAVE.

CONCESSIONS

CAN PLACE HANKY PANKS OF ALL KINDS, BALLOON DART, PITCH TILL-U-WIN, HOOP-LA, HIGH STRIKER, NOVELTIES, BALL GAMES, SHORT RANGE GALLERY, ETC.

RIDES

ANY NEW OR NOVEL MAJOR RIDE NOT CONFLICTING WITH MERRY-GO-ROUND, TWIN WHEELS, ROLL-O-PLANE, ROCK-O-PLANE, FLY-O-PLANE, CATERPILLAR AND RIDE-O.

KIDDIE RIDES WILL BOOK LITTLE DIPPER, BOAT RIDE, BUGGY RIDE OR LIVE PONIES.

NOTICE

WE ARE NOW BOOKING SHOWS, RIDES, CONCESSIONS AND FREE ACTS FOR OUR LABOR DAY CELEBRATION AND TEN OF THE BEST SOUTHERN FAIRS. These are all bona fide dates properly operated and managed; do not confuse them with Cotton Patch promotions.

RIDE HELP

WILL PAY ATTRACTIVE SALARY TO CAPABLE RIDE SUPERINTENDENT. CAN PLACE SOBER, RELIABLE FOREMAN FOR MERRY-GO-ROUND AND RELIABLE SECOND MEN ON ALL RIDES. Address all communications to

JOHNNY T. TINSLEY SHOWS ATLANTA, GA., THIS WEEK; JASPER, GA., NEXT WEEK

CENTRAL STATES SHOWS

- CAN PLACE—Photos, Derby, Shooting Gallery, Custard and Novelties.
- Will always place sober, reliable Ride Help.
- Have opening for Wild Life, Mechanical, Monkey Show, Iron Lung or any new Grind Shows.
- Ernest Luther wants Acts for Side Show. Baby Thelma and Earl M. Eads, wire. Want Athletic Show Talent. All good fairs and celebrations, balance of season. Neligh, Neb., July 4. Wire:

W. W. MOSER
Columbus, Neb.

BILL HAMES SHOWS

OPENING JULY 1 IN BRADY, TEXAS

WITH ALL CELEBRATIONS AND THE TOP FAIRS IN TEXAS BOOKED FOR THE BALANCE OF THE SEASON.

WANT MOTORDROME — **WANT** MINSTREL SHOW — **WANT** SIDE SHOW

HELP ON ALL RIDES and also OTHER GENERAL CARNIVAL HELP.

BILL HAMES **GEORGE GOLDEN**
Owner and Operator Manager

BILL HAMES SHOWS

Permanent Address: BOX 1377, FORT WORTH, TEXAS Phones: Office: NO 5512—Residence: VALley 6649

Biggest Celebration in Connecticut This Year Combined

OLD SAYBROOK FIRE DEPT. & AMERICAN LEGION JULY 4th CELEBRATION

BON FIRE — FIREWORKS — CONTESTS

Starts Monday, July 2 to Sunday, July 8 Inclusive

Want any legitimate Skill Games, Custard, French Fries, Frozen Ice, Photo Gallery, Novelty Scales, Age, Ball Games, String Game, Jewelry, Glass Pitch, Fish Bowl, Fish Pond, Long and Short Range Shooting Galleries or what have you? Side Show, Rajah Raboe, answer.

Sightseeing Boats Docking Next to Grounds—FREE GATE.

All Replies

MIKE FORMAGIONI **JOHN BELLOISE**
13 Division St., Bristol, Conn. 35 Winthrop, Bristol, Conn.
Phone: 2-0954 Phone: 7528

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

WANT WANT WANT WANT CUMBERLAND VALLEY SHOWS

For big Fourth of July Celebration at Tullahoma, Tenn., and 12 straight bona fide County Fairs with one pending.

RIDES: Will book any Major Ride that doesn't conflict with what we have.

SHOWS: Motordrome, Glass House, Mechanical City, Illusion, Monkey Show, Animal Show, Minstrel Show or any other capable Show with own equipment except Girl Shows.

CONCESSIONS: Need few more Stock Stores like Ball Games, Fish Pond, Fish Bowls, Penny Pitches, Bowling Alleys, Jewelry, Novelty, etc. Address all mail and wires to

ELLIS WINTON, Cowan, Tenn.

P.S.: No collect wires and phone calls, please.

ANNUAL 4TH CELEBRATION, Westerville, Ohio ALL WEEK JULY 2-7 INC.

WANTED

FIREWORKS LEGITIMATE CONCESSIONS CONTESTS PRIZES
BOOK OR BUY ONE MORE RIDE

BYERS BROS. 2918 WOODLAND AVENUE COLUMBUS 11, OHIO

BIG 4th CELEBRATION FIREMEN FESTIVAL—FREELAND, PA.

ALL MINERS GET 2 WEEKS' PAY—ALL WEEK VACATION. BIG RAILROAD SHOW LAST ONE TO PLAY IT.

HAVE NOW 10 RIDES, 3 SHOWS

WILL PLACE SIDE SHOW, FREAKS, FUN HOUSE, SNAKES.

ROOM FOR SOME FLASHY WHEEL STORES—

Fish or Duck Pond, Pitch Till You Win, Short and Long Range Lead Gallery, Hooplas, Dart Games, Novelty, Ball Game. Dallas Duncan wants Count Store and Skill Agents.

After the 4th we start south. All Fairs and Celebrations starting August 27 to Nov. 17. Concessions booking now—pay same rate at our Fairs. Orwigsburg, Pa., this week.

WOLFE AMUSEMENT

Wires to BEN WOLFE

WANT WANT WANT ALAMO EXPOSITION SHOWS

Can place Cookhouse, Custard and Penny Arcade for Salida, Colorado, July 4th Celebration. Need capable Man to handle Athletic Show. Have equipment. We have 12 Fairs and Celebrations commencing Burwell, Nebraska, Rodeo, first week in August. Can also place Side Show. All address

JACK RUBACK

Alamosa, Colorado, June 25 to 30.

SALE SALE SALE YES, IT IS NOW FOR SALE

Rides, Concessions, Light Plant, Tractors and Trailers, Stock, all Operating Equipment, and exclusive territory in Alabama. This show consists of no junk. Come and see it in Cullman, Ala., this week; Huntsville, Ala., next week. Terms to right party. \$45,000.

Please make all replies to

KELLIE GRADY SHOWS

313 W. Tombigbee Florence, Alabama

ROSS MANNING SHOWS

10 RIDES—10 7 SHOWS—7

Can place for Quakertown, Pa., July 2-7, the biggest July 4th Celebration in the East.

Concessions: Cat Rack, Novelty, Guess Weight and Age, Coke Bottle, High Striker, Basketball, Swinger, any Stum Stores. Willie Lewis wants Agents for Roll-down.

Shows: Monkey Show, Motordrome. Want for Side Show—Fire Eater, Annex Attraction.

Rae & Cleo, contact Fred Hoyt. Will the party who wired me Saturday, June 16, contact again. I wired an OK—what happened? Babe Harris wants Miss Jean Martin to contact at once. Write or wire

ROSS MANNING or WILLIE LEWIS

West Haverstraw, N. Y.

WANTED WANTED WANTED

Hanky Panks that work for stock. Ride Help on all rides, long season, must drive semi. Whitey Cothren, Sam Gouldstein, get in touch with us. Will book two Shows—Funhouse, Mechanical or Glass House, Wild Life.

Union Grove, Wis., June 25-30; Marengo, Ill., July 2-8; Melrose Park, July 9-15; Chicago Land Festival, July 19-Aug. 5.

BIG FOUR AMUSEMENTS

STAR AMUSEMENT CO.

Wants for July 4th at Berryville, Ark., and 10 more Missouri and Arkansas Picnics to follow, also best fall spots any show can produce in Arkansas.

Stock Concessions, not over two of a kind; Ball Games. Will book one Flat Ride.

Merry-Go-Round Man who can drive; salary every Wednesday. Other good Help will place if you drive. All joining now given preference for season. Wire, call or come on.

B. E. MILLER, MGR.

Flippin, Ark., Picnic, June 25-30.

SIDE SHOW PEOPLE

Can place sober Working Acts, Pin Cushion, Anatomical or Twisto Act. Top salaries to willing workers. Have opening for Snake Show Manager to handle front of a fast show. Percentage deal. Long season, best treatment, money sure.

Address T. W. KELLEY

c/o John H. Marks Shows, Glen Cove, L. I., N. Y., June 25-30; Riverhead, L. I., N. Y., July 2-6.

American Midway Shows

WE HAVE THE WINNING ROUTE

Kansas' Largest July 4th Celebration—Wamego, Kansas, July 2, 3 and 4th.
 Netawaka Picnic, Netawaka, Kansas.
 Firemen's Annual Celebration, So. Hutchinson, Kansas.
 Sheridan County Fair, Hoxie, Kansas.
 Decatur County Fair, Oberlin, Kansas.
 Ness County Fair, Ness City, Kansas.
 Lyon County Fair, Emporia, Kansas.
 Kingman County Fair, Kingman, Kansas.
 Interstate Fair, Coffeyville, Kansas.
 Noble County Fair, Perry, Oklahoma.
 Payne County Fair, Stillwater, Oklahoma.

Cen-Tex Fair, Temple, Texas.
 Comal County Fair, New Braunfels, Texas.
 Burleson County Fair, Caldwell, Texas.
 Lee County Fair, Giddings, Texas.
 Guadalupe County Fair, Seguin, Texas.
 Waco Fall Festival, Waco, Texas.
 VFW Fall Festival, Austin, Texas.
 Corpus Christi (Navy Payday), Texas.
 Valley Mid-Winter Fair, Harlingen, Texas.
 Lion's Carnival, Brownsville, Texas.
 Starr County Fiesta, Rio Grande City, Texas.

CAN PLACE

SHOWS: Side Show, Monkey Show, Illusion, Fun House, Motordrome or any outstanding attraction with or without their own equipment. Brydon, answer. RIDES: Tilt-a-Whirl, Scooter, Looper, Dipper, Train and Flying Scooter. CONCESSIONS: Photos, Floss, Snow, any Merchandise Concession that works for stock. RIDE HELP: For Kiddieland, two Wheels, Merry-Go-Round, Loop-o-Plane, Mix-Up, Spitfire. Must be sober and drive semi, as we pay top salaries. All answer:
DON M. BRASHEAR, MGR. Arkansas City, Kansas, this week; then Wamego, Kansas, July 2, 3 and 4.

THOMAS Goyland SHOWS

NOW BOOKING SHOWS, RIDES AND CONCESSIONS FOR LA PORTE, IND., AND CROWN POINT, IND., FAIRS AND OUR STRONG ROUTE OF FAIRS FOR BALANCE OF SEASON

CAN PLACE Ten-In-One, Wild West, Midgets, Illusion, Fat Show, or any Grind Shows; also Iron Lung. "Live and Let Live" P. C. on our Fair Dates.

CAN PLACE Concessions of all kinds at La Porte and Crown Point and other Fairs.

WANT FOR NEXT WEEK AT CHARLESTON, W. VA., DOWNTOWN LOCATION

First Show in City Limits in three years. Ringling Bros. and Barnum & Bailey Circus play one-half mile from lot on July 5th. Fairs start two weeks after this date.

Frozen Custard, Ice Cream, Novelties, Short Range Gallery, Country Store, Hoop-La, Derby Racer and others. Can place Hanky Pank Agents. Want Ride Men on all Rides. Can place union Billposter with car, at once. Dr. O. C. Dixon wants Talker and Acts and Attractions for Side Show.

P. S.—Bert Britt, please contact me at once.

All address: **L. I. THOMAS, Mgr.**

Fairmont, W. Va., this week; Charleston, W. Va., next week

INTERSTATE SHOWS

Want for one of the best Fourth of July Celebrations in the State of Virginia—Galex, Va., 40th Annual Celebration, with 17 Fairs.

SHOWS: Wants Acts of all kinds for Side Show. Want Girl Show with or without own equipment. Will book Glass House, Fun House, Monkey, Crime, Fat, Wild Life, or any worthwhile Grind Show.

CONCESSIONS: A-1 legitimate Concessions open. Will book one or two Mitt Camps. All Eating and Drinking Stands open. Will book Diggers and Rotaries for balance of season.

Bill McHugh and Harry Fisher can use Pin and Count Store Agents. George Kelly wants Slum Store and Count Store Agents. Want man and wife to take charge of Cook House; must know how and will cater to show people. Pinetree, get in touch with me, have good proposition for you.

Address: **H. B. Rosen, Mgr., Pennington Gap, Va.**

J. A. GENTSCH SHOWS

WANTED FOR REST OF SEASON, FAIRS AND CELEBRATIONS FROM JULY 4TH ON OUT

Shows with own outfits, Side Show, Monkey, Snake, Illusion, Motordrome, Girl Show, with three or more girls, and Miniature City. Want a few more Grind Stores that work for stock; also want to book Dark Ride, Looper and Spitfire.

Need a few Ride Men who drive and can stay sober. Russell Cooper wants Set and Scale Agents. Ralph Hill, answer.

Address **J. A. GENTSCH SHOWS**

Union City, Tenn., this week then as per route

FOR SALE DUE TO ILLNESS MONKEY SHOW

Including 6 working Dogs; 8 assorted Monkeys; America's best working Chimp; all Inside Props, P. A. System; Chevrolet Truck in good shape. 10 new Banners.

Show is booked for the season with 14 Fair dates.

BLONDIE MACK

John H. Marks Shows

Glen Cove, L. I.

BEAM'S ATTRACTIONS

BROOKVILLE, PA., FAIR, JULY 2-7

Want Grind Stores, Photos, Striker, Ball Games. Book Snake Show, Ten-In-One or Animal Show. Write or wire

STEVE DECKER, Clarion, Pa., this week

LEO ALLEN WANTS

FOR IDLE HOUR PARK, WAYNESVILLE, MO., ALL SUMMER

Agents for Rolldown and Razzle. Must be sober and stand prosperly. Big soldier's pay day starts June 30. Wire me here at Waynesville, Mo.

Ride Help—This is a permanent park, live the life of Riley. Need Foremen and Second Men on Tilt, Wheel and Octopus. Good pay.

Black Diamond Shows

SALISBURY, PA., GIGANTIC 4TH OF JULY WEEK CELEBRATION

Parades! Bands! Concerts! Free Acts Every Night! Thousand Dollar Fireworks Display!!!

Can place Chairplane and other Rides not conflicting. Want Pitch-Till-You-Win, Duck or Fish Pond, Age and Scales, Photos, Striker, String Game, Jewelry or what have you. Glass Pitch and some Percentage open if you have Hanky Panks. All Hanky Panks \$15. Can use any Show of merit.

SANDY RAMANASKI, MGR.
Johnstown, Pa.

PALMER SHOWS

WANT WANT WANT

Big Bradshaw, W. Va., Street Celebration, followed by Gilbert, W. Va., July 4th Celebration and Beauty Contest. Can place Photos, Snow Ball, Floss and Hanky Panks of all kinds. Can use Agents for Hanky Panks, Pea Pool, Over and Under, also good PC Agents. Will book or lease Merry-Go-Round for rest of season if price is right. Also want Geek and Girls for Girl Show.

Write or Wire
J. I. PALMER, Gen. Mgr.
FRANK JOHNSON, Bus. Mgr.
DUKE LAPORTE, Con. Mgr.

HARRY CRAIG'S Heart of Texas Shows

Wants Cook house, Bingo, Girl Show, Monkey Show, Foreman for Wheel, Spitfire, Ride Help, Agents for Grind Store, Penny Pitch, Ball Games.

Childress, Tex., now; then the Big One.

FOURTH OF JULY CELEBRATION

Wanted—Games of all kinds for Italian Picnic at Hamilton Fairgrounds. One of the biggest Fourth of July Celebrations in Central Ohio. All replies to

BILL WITHROW
 12 South B Street Hamilton, Ohio

WANTED

Concession Agents, Ride Help, come on. Cookhouse, Photos and other Concessions open. Big July 3 & 4 Celebration at Granite, Okla., and lots of others.

NOBLE SHOWS
 Lone Wolf, Okla., June 29 & 30

CAN USE

4 or 5 Concessions for the best route in Illinois. 2 spots a week. Photo, Long and Short Range, Fish Pond, String or any one not conflicting. Thornton wants Agent and Grinders.

BURKHART SHOWS
 Warrenville, June 29 to July 1; Wilmington, July 2 to 4; Robbins, July 5 to 8; Ottawa next; all Illinois.

BIG CITY BONANZA

Charles Miller Hits Pay Dirt in Shadow Of Chi Skyscrapers

By CHARLIE BYRNES

WHAT does it take to tour amusement rides in the shadow of a city's skyscrapers?

Charles Miller, top man in the Miller Amusement Enterprises, provides the answer: Constant alertness to new ride possibilities and a keen awareness of sponsor's objectives.

In building his organization to its present position as the leading provider of celebration midways in a 200-mile radius of Chicago, Miller has come up with a number of firsts that have been responsible for a good portion of this success. He introduced the first percentage deals to Midwest celebration sponsors, is responsible for the discovery of the Rocket and its development in this county and was the first showman to introduce a Tilt-a-Whirl into the Chicago amusement picture.

Five Units

This season, five major units and a number of smaller ones are operating under Miller's red and yellow colors. The larger units are booked solid at celebrations spon-



CHARLES MILLER

sored by churches and fraternal, civic and veteran organizations, while the smaller one, at times pruned to as little as one ride, are keeping busy at picnics and outings.

Miller has 35 rides that are continually kept in top condition by a year-round crew at the organization's LaGrange, Ill., headquarters. This base of operations, erected in 1939, is a one-story, 85 by 205 foot concrete and steel structure, equipped to handle almost any repairs. And with Miller operations confined to a limited area, costly repairs at outside shops are eliminated by trucking rides to headquarters for needed repairs.

So well established have the Miller ride units become in the area that booking expenses are practically nil. "The committees come to us now," Miller points out, "and as we are not interested in playing fairs, we have eliminated the expense of attending fair meetings."

Weeds 'Em Out

At the end of a season Miller looks over his books, eliminates a number of fading stands and replaces these with new dates for his rides.

The problem of ride help, a serious one with most of today's road carnivals, has never been critical with Miller due to his localized operations. A number of employees have been with him as long as 20 years. During the height of the outdoor season, his payroll hits 60, including several college students who finance their educations by working as ride helpers during vacations.

For the past three years Miller has offered a package deal with his rides that includes supplying merchandise for concessions. Under this set-up, merchandise is provided committees on consignment and booths and games are set up to be manned by members of the sponsoring organizations.

Sets Percentages

When Miller first entered the Chicago ride picture in the '20's, operators were paying a flat fee of about \$100 to auspices and in most cases sponsors were dissatisfied, he recalls. His desire was to build up a business that would last and he realized that leaving a sponsor satisfied would, over a long period, best serve that purpose.

In launching his venture, Miller offered a percentage to the aus-

picns, cutting his own share of the profits but building the foundation for today's enterprise, which has succeeded on its ability to play repeat stands years on end.

While Miller has spent the past 25 years in the Chicago area, his basic training in the business came while he was still in his teens on traveling carnivals. German born, he arrived in this country in 1910 and two years later rode into the carnival business as "Wreckless Miller," Motordrome rider.

He continued as a cycle jockey until 1916 when he and Matt Westcott, drome operator for whom he worked, bought a Ferris Wheel for \$1,000. The wheel, along with the Motordrome, was booked on the Nat Reiss Shows in 1917 and remained with that six box-car show until 1925. Meanwhile, a Chairplane was added to the Miller-Westcott line-up.

At the end of 1925 the partnership was dissolved and Miller took the rides to Chicago to play church celebrations. In 1926 he bought his first Merry-Go-Round from the Allan Herschell Company and by mid-season had added a used Parker Merry-Go-Round.

It was the purchase of a Tilt-a-Whirl in 1929 which gave Miller a tremendous shove ahead. He introduced the first Tilt into the Chicago area, charging 15 cents per ride—a high price for that time—and cleaned up. The success of his first Tilt led him to add others and by 1935 he had six of them in operation.

On His Own

After a few years of booking his own rides on shows in the Windy City, Miller struck out on his own, waving percentage offers at sponsors. He wound up with a good share of the celebration business in the metropolitan area. Since then he has confined his operations largely to Chicago and its suburbs, tho he has made an occasional foray beyond that area. In the mid-'30's he booked some rides on Tom Baker's traveling carnival and this past winter he had nine rides in an Augusta, Ga., Kiddieland.

Miller took time in the late '30's to make a number of vacation trips to Germany, and one of these—made in '38—proved extremely profitable, business-wise. It was on this trip that he was shown plans for today's Rocket.

Impressed by the flash of the speedy ride and its potential as a money-maker in the United States, Miller obtained blue prints of the device and turned them over to Allan Herschell. The ride manufacturers concurred with Miller and, after substituting metal for the wood parts specified, put the device into production.

Big Draw

The first Rocket made its debut at Canadian National Exhibition, Toronto, riding an estimated 22,000 in one day, and Miller, who to this day still receives royalties on its manufacture, introduced the first one in the Middle West.

In addition to his ride unit business, Miller, in recent years has also operated a Kiddieland and during the winter keeps a number of his children's rides busy indoors at five Chicago department stores.

During its quarter century in business, the Miller organization has built a competent staff, some who have been with it for as long as 20 years. Norbert Myer, Miller's right hand man, is general manager, assisted by Ed Myer; Roy Whitely is superintendent and Frank Ehlens is concessions manager. Unit managers at the start of the current season included Jack Kelly, Aage Hanen, Bill Ward and John Whitely.

#5 ELI FERRIS WHEEL

FOR SALE, \$4,500.00

In First Class Condition.

J. C. McCAFFERY

203 N. Wabash Chicago, Ill.

RIDES WANTED

Ferris Wheel, one other Major Ride and 2 Kiddie Rides.

For 5th Annual Lions Celebration

Sept. 13-14-15.
 CONTACT: C. A. GAMBLE
 Liberty, Illinois

MIGHTY PAGE SHOWS

(14 FAIRS) (14 FAIRS)

(Mammoth 4th July Celebration, Richlands, Virginia. Bands, Parades, Fireworks and an All-Day Hillbilly Jamboree.)

We have 14 bona fide Fairs, those joining now will be given preference. (Route furnished to those interested.)

Can place Hanky Panks of all kinds, especially Ball Games, Water Games, Photos, Bumper, Basket Ball and String Game. Also want Novelties, Pronto Pup, Sno Cone, French Fries. Will also book Pin Store, Swinger and Buckets. SHOWS: Motordrome, Wild Life or Animal, Life, Mechanical, Fat Show, Illusion, Fun House, especially want Monkey and Big Snake or any Show not conflicting. Bill Holt wants Girls for Girl Show, must be young and attractive (Tickets if I know you). RIDES: Will book or buy set of Kid Rides, need Train, live Pony, Autos or any new and novel Kiddie Ride. I have a #5 and a #12 Ferris Wheel, will trade either one. I want two of a kind. All replies to:

BILL PAGE, Manager
MIGHTY PAGE SHOWS, Pocahontas, Virginia

ATTENTION ATTENTION

"THE GREAT WILNO"

HUMAN CANNON BALL

America's Outstanding Free Attraction

AT LIBERTY AT ONCE
FOR BALANCE OF SEASON

For details wire c/o Western Union, Portland, Maine

(Permanent address: Peru, Indiana)

Also have A-1 Frozen Custard outfit.

WANTED

C.A. STEPHENS SHOWS

FOR MAYSVILLE, KY., FOURTH OF JULY

Soldiers on Maneuvers in Park Saturday Night, Manchester, Ky., this week. CONCESSIONS: Photos, Ball Games, Floss, Custard, High Striker, Pitch-Till-You-Win, Diggers, Six Cats, Buckets, Blower, Novelties. Jack Renfro needs Skillo and Razzle Help. Chas. Riley, Steamer Chubby O'Neal, Boys who have worked for me before, Dealer and Pea Pool, Dealers. SHOWS: Snake Show, Wild Animal, Monkey. Have twelve Fairs starting in August. RIDES: Rolloplane, Spitfire, Rockoplane, P.S.: FAIR SECRETARIES.

BRISTOL, R. I. BRISTOL, R.I.

BIGGEST and OLDEST 4TH of JULY CELEBRATION in NEW ENGLAND

Can place Concessions of all kinds. Over 60,000 people at this celebration. Will place Fun House and Side Show of merit. Can use Flat Store Agents who obey orders. Bonfire, Fireworks, Parades, Warships and Battleships maneuvers in Bay. Governor, Admirals, Generals and other dignitaries at this Celebration. THIS SPOT IS THE RED ONE OF YEAR.

GREAT ZENITH SHOWS

THIS WEEK WESTERLY, R. I.

BEARDSTOWN, ILL., FISH FRY

Week July 16 on Streets

Want Girl, Posing or any other well framed Shows. Rides—Tilt, Octopus, Boat or Dark Rides. Concessions—Any legitimate Stock Outfits, no Flats or P.C. Will book neat framed Custard for our entire Fair Route. Have opening for Second Men on rides who drive. Will buy Undersea Raider.

All replies this week Sycamore, Ill.; then per route.

WILSON FAMOUS SHOWS

LINTON, INDIANA

FOURTH OF JULY CELEBRATION—JULY 2-7
INDIANA'S LARGEST

Can place all types of legitimate Concessions and Shows. **BAKER'S UNITED SHOWS, Lawrence, Ind., this week.**

FOR SALE OR WILL BOOK ON RELIABLE SHOW

One set factory built Kiddie Rides consisting of Addison Train, Smith & Smith Airplane and Ten Car Jeep. Also transportation for same. Have Smith & Smith Chairplane for sale. All these Rides can be seen in operation at Humboldt, Iowa, July 3-4. After July 4 I will not be responsible or in any way be connected with the Star-Lite Shows.

R. L. SINDERSON

WANT

For Greenwood, Arkansas, 49th Annual Celebration and Mt. Ida, Ark., 24th Annual Celebration (both 4th of July celebrations).

10¢ Stock Concessions of all kinds, small Cook House, Popcorn, Snow, Floss, Apples and Mug Outfits, or Shows that don't conflict. Can use good Ride Help.

RAINES AMUSEMENTS

Mulberry, Arkansas, this week.

WALLACE BROS. SHOWS

WANT FOR THE FOLLOWING FAIRS STARTING JULY 1

ALL FAIRS

CENTRALIA, ILL.
PINCKNEYVILLE, ILL.
NEWTON, ILL.
PEORIA, ILL.
DARLINGTON, WIS.

JEFFERSON, WIS.
MONROE, WIS.
MENOMONIE, WIS.
MANITOWOC, WIS.
ELKHORN, WIS.

BEAVER DAM, WIS.
GREENVILLE, MISS.
GREENWOOD, MISS.
ABERDEEN, MISS.
YAZOO CITY, MISS.

CLARKSDALE, MISS.
JACKSON, MISS.
GULFPORT, MISS.
BILOXI, MISS.

WANT

FOR CENTRALIA, ILLINOIS, JULY 4 CELEBRATION — CITY PARK

SHOWS: Monkey, Motordrome, Big Snake, Fat Show, Fun House, 10-in-1, Mechanical, Iron Lung. RIDES: Octopus, Looper, Caterpillar, Rock-o-Plane, Fly-o-Plane or any Ride not conflicting. Wire at once. HELP: Second Man for Kid Rides, Little Dipper, Tilt, Spitfire. Must drive semis. Can also place Ticket Sellers and Agents. CONCESSIONS: Floss, Snow, CUSTARD, French Fries, Darts, Fish, Basket Ball, Pond, String Game, Cork Gallery, Blower, Coke Bottles, Ball Games, DERBY, Photos, Bumper, High Striker, Hats, Heart Pitch, any Stock Concession.

TEX ROBERTS WANTS

AGENTS for 6-Cats, Buckets, English Pool and Hanky Pank Agents.

L. M. HIGGS WANTS

Bucket Agents and Ball Game Agents.

ALL REPLIES TO E. E. FARROW, MGR., WEST FRANKFORT, ILL., JUNE 25-30; CENTRALIA, ILL., JULY 1-7.

PENN PREMIER SHOWS

worlds * cleanest * midway

16 FAIRS—SAVE THIS AD FOR FUTURE REFERENCE—16 FAIRS

OLD HOME WEEK
Allegany, N. Y.
July 2-7
MONTGOMERY CO. FAIR
Aug. 6th-11th
Hatfield, Penna.
JUNIATA CO. FAIR
Sept. 3rd-8th
Port Royal, Pa.
LEE CO. FAIR
Sept. 24th-29th
Sanford, N. C.

SCOTLAND CO. FAIR
Oct. 15th-20th
Laurensburg, N. C.
AMERICAN LEGION FAIR
Nov. 5th-10th
Georgetown, S. C.
SELINGS GROVE FAIR
July 16th-21st
Selingsgrove, Pa.
SOMERSET CO. FAIR
Aug. 13th-18th
Meyersdale, Penna.

CHARLOTTE CO. FAIR
Sept. 10th-15th
Charlottesville, Va.
GOLDEN BELT FAIR
Oct. 1st-6th
Henderson, N. C.
MOORE CO. FAIR
Oct. 22nd-27th
Carthage, N. C.
RED LION FAIR
July 23rd-28th
Red Lion, Pa.

HUNTINGDON CO. FAIR
Aug. 20th-25th
Huntingdon, Pa.
DURHAM CO. FAIR
Sept. 17th-22nd
Durham, N. C.
LANCASTER CO. FAIR
Oct. 8th-13th
Lancaster, S. C.
YAMMESSEE CO. FAIR
Oct. 29-Nov. 3
Loris, N. C.

CONCESSIONS: Can place all kinds of legitimate Concessions. Age, Scales, Ball Games, Water Games, Glass Pitches, Hats and any other legitimate Games. Also some P.C.

SHOWS: Can place for these outstanding Fairs—Monkey Show, Animal, Working World, Arcade or any Grind Shows not conflicting. Carl Thompson, waiting for your answer. Capt. Munn, answer.

RIDES: Can place Spitfire, Fly-o-Plane or Caterpillar for these dates.

HELP: Can place Chairplane Foreman who can get it up and down. Also place useful Ride Help who drive as Second and Third Men on these Fairs. Must be sober and reliable.

Address all mail and wires to **LLOYD D. SERFASS, Gen. Mgr.**

Du Bois, Pa., this week; followed by Allegany, N. Y., Celebration. We open in Selingsgrove Fair on Sunday. Write now as space is limited.

PLAYTIME SHOWS

NOW BOOKING FOR THESE FAIRS

MARSHFIELD
MASS.
Aug. 19-25

WINDSOR
MAINE
Aug. 29-Sept. 3

FRYEBURG
MAINE
Oct. 1-6

MAIN STATE FAIR, LEWISTON

LABOR DAY WEEK

PLYMOUTH
NEW HAMPSHIRE
Sept. 12-15

PITTSFIELD
NEW HAMPSHIRE
Sept. 17-22

CUMBERLAND
MAINE
Sept. 24-29

WANT HANKY PANKS, GRIND SHOWS, MOTORDROME OR MONKEY DROME, FLAT RIDES

Now at Plymouth, Mass.; Biggest 4th Celebration, 6 days, Hyannis, Mass.

E. W. BURR, Mgr.

W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

Indiana's Most Modern

FAIRS

FAIRS

FAIRS

Want: Hanky Panks, Jewelry, Custard, Hats, Demonstrators, Novelties. Shows: What have you? Must own yours complete.

Camp Atterbury at A. Gate July 2nd to 7th, forty thousand soldiers' pay day; followed by Marion, Indiana Street Fair July 9th thru 14th; Bremen, Indiana, Free Fair week July 16th to 21st; Dugger, Indiana, Fair July 24th to 28; Elora, Indiana, Daviess County Fair July 31st thru August 4th; Bicknell, Indiana, Knox County Fair August 6th thru 11th; Spencer, Indiana, Owen County Fair August 13th thru 17th; Frankfort, Ind., Clinton County Fair August 19th thru 25th. Fairs solid thru to October 6th, finishing at Aurora, Indiana, Farmers Fair October 4, 5 & 6th.

All replies wire this week Latonia, Ky.; July 2nd to 7th; wire to Columbus, Indiana, as there isn't a Western Union any closer to Camp Atterbury.

BILL GEREN

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

LAST CALL HOOPSTON, ILL., STARTING JULY 3



Want Hanky Panks of all kinds, \$50.00. Wonderful opportunity for Ice Cream, Custard and Novelties.

This week, Spencer, Ind. Everyone joining here given preference. Space is limited.

RUPP AND BRYDON, have answered you, come on. Ride Help, top salaries. Come on. Percentage Agents for Hoopston. Will book 1 Major Ride.

Capitol City Amusements, Incorporated

P. O. BOX 811 PHONE WA-1010 INDIANAPOLIS, INDIANA

FOR SALE

All Rides and Equipment formerly owned by Endy Bros. Railroad Show, including 3 70-foot Steel Flat Cars, 1 70-foot Steel Box Car, 3 Courtney Light Towers, 2 Radar Search Lights, 4 Show Tops, 40x120, including Fronts, Front Entrance, 3 Caterpillar Tractors, 60 Show Wagons, plenty Cable, shop equipment and numerous other items, Flyplane, Loop-o-Plane, 1 Eli #5 Wheel, 3 Abreast Herschell-Spillman M. G., Looper, Caterpillar.

WANTED: Experienced Ride Help for all type of rides. Show located at Savannah Municipal Airport. All inquiries to

ATOMIC RIDES AND AMUSEMENTS, INC.
c/o General Delivery, Savannah, Ga.

AMVETS CELEBRATION

Mt. Clemens, Michigan, June 30th to July 4th

Parades—Bands—Car Given Away—Big Fireworks Display Each Night.
Want Concessions of all kinds that work for stock.

To follow: OPTIMIST CLUB CELEBRATION, 9 Big Days and Nights, Michigan Ave., & Livernois, Detroit, Michigan, July 7 to 15. First Carnival on Michigan Avenue in 15 years. Wire, Write or Phone: Vermont 55232 or Webster 30689.

JOYLAND MIDWAY ATTRACTIONS
ROSCOE T. WADE 16845 Lindsay, Detroit 35, Mich.

SCHAFFER'S JUST FOR FUN SHOWS

WANT FOR BELTON, TEXAS, 4TH OF JULY CELEBRATION

Side Shows and Grind Shows. All Hanky Panks open. Novelties. Frozen Custard open. Hanky Pank Agents, come on.

FOR SALE OR TRADE

1949 Fly-o-Plane. Also 50 kw. G. E. Diesel mounted in Van Trailer. In operation, in perfect condition.

Address: W. A. SCHAFFER, Mgr., Belton, Texas

MICKEY MANSION

Wants for His Big Side Show With
CETLIN & WILSON SHOWS

A-1 Talker, one that can cut it. Knife Thrower, Juggler, Tattoo Man. Strong route of State Fairs. Also man to take over Snake Show. Good proposition. Clarksburg, W. Va.

SMITH'S FUNLAND SHOWS

W. Va., Biggest Fourth, Pennsboro; Harrison County Fair, Clarksburg; Weston on Street; now booking Sutton, on Street this week.

Want Merry-Go-Round, any Flat Ride not conflicting. Concessions of all kinds. Especially want Girl Show. Also Grind Shows. Reserve space now for Pennsboro. Answered wire for Penny Pitch, etc., come on.

JOLLYTIME SHOWS

The Big One—LOOK—The Big One

SHENANDOAH FIREMEN'S CELEBRATION, Shenandoah, Va.

The only one in the Valley, 150,000 to draw from—all workings. Want any Grind Show with own equipment; low percentage; best of treatment. Want Hanky Panks of all kinds, Duck and Fish Pond, Floss, French Fries, Pin Game, Six Cats, Long and Short Range for this spot and rest of season. Eleven Fairs. Dick Palmateer wants Man and Wife for Serpentina Show. Write don't Phone. WES PRICE, Shenandoah, Va.

MODEL SHOWS WANT

For Iowa City, 4th; Lyons, Iowa, Street Celebration; Janesville, Wis.; Mason City, Iowa; West Union, Iowa; plus many others.

Stock Concessions of all kinds. Custard, Photo, Hi-Striker, Shows, Fun House, 10-1, Snake. Want Drome Manager. Salary or percentage. Start at once. Must ride. Help—Electrician must handle C. M. Diesel. Help on all rides that drive.

Muscataine, Iowa, this week; Iowa City next.

DEL-MAR SHOWS

MAMMOTH FOURTH OF JULY CELEBRATION, BESSEMER, PA.

Want Mitt Camp and a few more legitimate Concessions. Want any Rides that do not conflict with what we have. Write or wire

AL DEL FLORE

Del-Mar Shows, Greensburg, Pa., this week.

JULY 4-5-6-7, POTOMAC, ILL., IN THE PARK

Fireworks—Free Act—Drawing 10,000 People Last Year.

Wants Stock Concessions all kinds—Photo, Popcorn, Ice Cream, Candy Apples, Shake Up, French Fries. What have you? Come in, we will take care of you. Kiddie Rides, Auto, Dipper, Live Ponies.

ROXIE HARRIS

General Delivery

McGuffey, Ohio

50 YEARS WITH FAIRS

Wagons Roll Frank Fellows Into Circus, Carnival Field

“OVER 60 YEARS a wagon-maker, over 50 years with fairs, always a ‘hillbilly’—that’s the proud record of 78-year-old Homer Franklin Fellows, Uncle Billy to his many friends in outdoor show business.

Uncle Billy is young for his age. His enthusiasm races when he dwells on any one of his many and varied interests, and these—not necessarily given in order of their importance to him—are fairs, circuses, outdoor showbiz generally, wagon-making, the Ozarks, his horse racing stable, and reminiscing about incidents in outdoor show history.

For a time the veteran Springfield, Mo., fairman had another



FRANK FELLOWS

love—the breeding of hunting dogs. As with many other things, he enjoyed success at breeding dogs. His Cincinnati Nat was the first pointer to win the American Field Futurity, scoring that achievement in 1918. But Uncle Billy's enthusiasm for dogs died—or at least faded somewhat when his favorite canine expired—prompting him to dispose of his kennel.

Wagon Builder, 60 Years

For about 60 years, Uncle Billy's work-a-day life was concerned with wagons—virtually all types—and trailers, too, with those built for circuses, carnivals, Wild West shows and such holding a special place in his heart. But in 1942, as he approached three score and 10, he decided to retire from wagon-making.

His Springfield Wagon & Trailer Company, he sold—the wagon section to U. S. Senator Fulbright of Arkansas, the trailer department to the Fruehauf Trailer Company. Thus ended a long, direct connection with circuses and carnivals, for Uncle Billy had built wagons for most of them.

Some years, as in the mid-'30's, his plant turned out as many as 500 show wagons per year. Records show that the firm provided rolling stock for Barnum & Bailey Circus, Russell Bros. Circus, Bud Anderson Circus, Parker & Watts Circus, Seils-Sterling Circus, Hills Society Circus, Tim McCoy Wild West Shows and serviced equipment for the Hagenbeck-Wallace Circus at the time it was leased to Howard Y. Bary and Cole Bros. Circus when Jess Adkins and Zack Terrell had it.

Records also show that his company built wagons for Al Wagner, Bill Snapp, Oscar Bloom, Johnny Quinn and the Hennies brothers, Harry and the late Orville, when they first started out with their carnivals.

Sen. Fulbright Heads Org

The Springfield Wagon Company continues in business under the ownership of Senator Fulbright, but its business now is largely confined to making wagons which are suited and sold to the Indians in Arizona and New Mexico.

Uncle Billy was reared in the wagon-making business, the fair field and with it, showbiz. His father had been a pioneer wagon-maker in Springfield, Mo., where Uncle Billy was born May 18, 1873, and where he continues to live. His father was an ardent horseman and a member of the board of directors of the Springfield, Mo., and Southwest Fair.

Early in life Uncle Billy was introduced to wagon-making. He learned the trade, both of a wood-worker and blacksmith. Too, he

drank deeply of the thrill of horse racing and fair operation. At his father's death in 1894, Uncle Billy succeeded him as head of the wagon-making company and a director of the fair.

Employs 300 Workers

He built the wagon-making business to the point where it employed as many as 300 persons and was one of Springfield's biggest industries. And, he turned a pretty penny when the fair, owned by a private corporation of which he was one of the principals, sold its grounds in 1914. By then the 80-acre site had become highly valuable property, proof of which is given by the fact that today it comprises one of Springfield's choicest residential sections.

At the time of the fair's liquidation, Uncle Billy was its vice-president, in charge of amusements and horse racing. That experience was called upon in 1937, when the late Edson Bixby, owner of a Springfield newspaper and also of a paper in Muskogee, Okla., was responsible for the revival of the fair at Springfield. Bixby, a principal in the Muskogee fair, thought that a fair was needed in Springfield to spur the development of that area and accent that city's position as a trading center.

Uncle Billy was tapped for the job of president of the Ozark Empire Fair and now continues in that position, one of which has broadened the scope of his many friendships and acquaintances in the outdoor field. From the outset the revived fair was a success, even tho it opened on a 64-acre tract with all shows under canvas. Now the fair is a solidly entrenched institution, drawing about 180,000 paid admissions annually.

Praises Fair

Just as important to Uncle Billy is the effect the fair has had on the area. Discussing the advances made in livestock and in farming in the Ozarks, Uncle Billy places the fair high as a stimulating force in that development.

Uncle Billy sheds no tears over the changes that have come over midways in the many years he has been connected with fairs. Referring to the early years, he points out that in the days when there were no organized carnivals: “You had to keep your eye out all the time or roulette or cfluck-a-luck would be operating. What's more there was no sound regulation over midway shows then.”

Uncle Billy does drop a tear for railroads shows, whether carnival or circus. “I don't see how they're going to make it in the face of their big move nut,” he opines.

Of the truck shows, however, he is optimistic. “Those fellows on rubber can get around with much less nut.”

First Big Show

Uncle Billy's first association with a big show was when the Barnum & Bailey Circus encountered a wreck at Pittsburg, Kan. He was given the job of rebuilding two railroad cars of equipment, and the circus owner, John Ringling, spent several days at the wagon-making plant. During that time, Uncle Billy and Ringling became close friends and thereafter he got much work from Ringling. Some of this consisted of supplying wood for the Ringling wagons. He also made wagons for Ringling and once reconstructed all of the wagons, putting rubber wheels on them.

The experience with Ringling prompted him to push into the show field and before long he was making equipment for many traveling organizations. One of the shows for which he made not only the rolling stock but also the grandstand, was Tim McCoy's Wild West Show. The show folded early and Uncle Billy and a canvas man took the show back to secure \$100,000. That was in '38. Twenty-two flat cars of McCoy equipment were shipped back to the Springfield plant. Much of it was reconstructed for other shows and what remained was sold off at the start of World War II to the government for use in construction work at military installations.

He came out of the McCoy transaction “even,” with no loss, no profit.

Keen, Business-Wise

Uncle Billy is nothing if not keen, business-wise. For years he was president of the now defunct Springfield Brewing Company. It was, over a long period highly successful, but after reaping a substantial profit from it, Uncle Billy sold out when he sensed and others didn't that local option was to come to Missouri.

At 78, Uncle Billy can look back to many long records. His marriage to Daise Eaton of Springfield dates back 56 years. His membership in the Abou Ben Adams Shrine, Springfield, is of 55 years standing.

But chances are Uncle Billy is looking ahead to the next Ozark Empire Fair, to the next meeting with some friends in show business or to the next time his horses (he has a stable of three runners) go to the post at Hot Springs, New Orleans, Lexington or Washington Park.

ROYAL DUKE SHOWS

COLUMBIA, S. C. HALF MILE FROM MAIN GATE OF FORT JACKSON. TEN DAYS, JUNE 28 TO JULY 7. THIS LOOKS BIGGER THAN JACKSONVILLE OR AUGUSTA.

RIDES—Want set of Kiddie Rides or will book any single Kid Ride. SHOWS—Can place Snake Show, Motordrome, Funhouse, A-1 Girl Show, two or more Girls. No single Shows. Any Show with own equipment. CONCESSIONS—Owing to disappointment want BINGO, a season's work this spot. Place Custard, French Fries, Age, Scale, Diggers or Rotaries, Water Concessions, Hoop-La, Penny Pitch, Ball Games, any and all Hanky Panks, Glass Pitch, Williams, wire. Can place Owner-Operator Blower, Bowling Alley, Wheel or Spindle. HELP—Want Foremen for Merry-Go-Round, Octopus, Flying Scooter; Second Men all Rides, Semi Drivers, Canvas Men, Razzle, Roll-down, Skillo. Agents and Girls for office Girl Show. Useful Carnival People. All address:

BILL PORTER, Royal Duke Shows, Columbia, S. C.

WANTED

Man for Derby Racer. Must drive truck. Does not have to call races. Top wages and bonus at fairs.

Idaho Falls, Idaho, week of June 25; Butte, Mont., following.

JOE STEINBERG

SIEBRAND BROS.' CARNIVAL AND CIRCUS

GREAT LAKES SHOWS

Want for White Cloud, Mich. Biggest Fourth of July in Michigan and balance of season. Booked solid with Celebrations and Fairs.

Concessions all open. Especially want Ball Games, Short or Long Range, Fish Pond, String Games, Buckets, Clothes Pins; sell X on Photos, American Palmistry. Book Rides not conflicting. Book any Grind Show with own transportation. Want Girl Show, Five in One, Ten in One, Mechanical Show. Have good spot for Funhouse. Can use good Ride Help, Foreman for Wheel. Top salary and bonus. Want Percentage and Concession Agents.

Tecumseh, Mich., International Festival this week. Hanky Panks, come on, will place you. 2,000 visitors from Tecumseh, Ontario, Canada, Saturday. Big Parade.

AGENTS, NOTICE

Agents for Rat and Pan Games, Short Range, Rifle, Stock Store, Ham and Bird Wheels in new twenty-four-foot trailers, Glass Pitch. Ten proven Fairs. Butte, Montana, July 4th; then Great Falls and Billings, Montana. Idaho State Fair, Boise; Filer and Blackfoot; also Albuquerque and Roswell, N. Mex., and others. Flashiest show in the West. Draws people every week.

Contact Virgie Waters, Siebrand Bros., Idaho Falls, Idaho

P.S.: Harry Morris, come on P.S.S.: Girl Show Mgr. needs five more Girls, come on.

FOR SALE

FOR SALE

MINIATURE TRAIN

G-12. LIKE NEW. USED ONLY 5 WEEKS WHILE AWAITING DELIVERY ON OUR G-16. PRICE, \$2,750.00 CASH.

A. N. RICE

KIDDIE-LAND, 8440 WORNALL ROAD

KANSAS CITY, MO.

CRASH-IN-THE-BAY NEXT?

Eyerlys Keep Eyes in Air For Well-Grounded Ideas

By SAM ABBOTT

WHAT'S IN A NAME? A business that builds amusement rides can flourish like the rose by any name. That is proved in Salem, Ore., where one of the nation's foremost builders of amusement devices is known as Eyerly Aircraft Company.

Continuing his flying, Eyerly took time out to build and race his own automobiles, winning 23 of 25 races in which he competed. As aviation progressed, he turned to planes for more speed and is credited with building the first successful airplane made in Oregon.

The Eyerly Aircraft Company came into existence in 1930 when he began to manufacture planes. He turned out a two-place light machine known as the Whiffle Hen. Of a high wing monoplane design, power was furnished by an A40 Continental engine.

Interest in aviation increased and the number of students at Eyerly's school went upward. And it was to help in the instruction of these future aviators that he designed and made what he called the Acroplane, a forerunner of the trainers used during World War II.

Ride Venture

Upon completion, several Acroplanes were stored on the lot outside the shop. They were noticed by a salesman who approached the builder with the proposition that he be allowed to sell them to carnivals and parks as amusement devices.

Aviation Interests

Always interested in mechanics and particularly aviation, Eyerly built gliders as a youth. From 1911 to 1912 he learned about building airplanes at Dominguez Field, Calif., where his flying interest was fired by associations with historic birdmen Earl Daugherty, Leonard Bonnie and Adolph Sutro.

When the sales sheet for the Acroplane was placed in front of him, it decided definitely for Eyerly that here was a profitable field. The next year Eyerly Aircraft came out with the Loop-o-Plane. The popularity of this device is attested by the fact that the company has made more than 500 of them and there is scarcely a show or a park that does not have one.

Loop-o-Plane Next

The Loop-o-Plane, however, was not without its opposition. A veteran Oregon show owner and friend of Eyerly's viewed an early Loop-o-Plane in operation and immediately labeled it as being "too severe."

With the Acroplane and Loop-o-Plane in production, there was some thought given by equipment owners to the effect these new devices would have on those they already owned. Some nursed the idea that addition of these rides would reduce revenue taken from established equipment.

Develops Rolloplane

With the shop going well, Eyerly again turned to his flying experience in 1934 to bring out the well known Rolloplane. Like his previous devices, the Rolloplane took its action from aviation. It executes an Immelmann turn, a maneuver made famous by the famous flier, Max Immelmann, in World War I.

The next year the aircraft company, now established as a ride builder, rolled its first Octopus off production lines. Like its predecessors, this ride looked to aviation for its action.

The rate of production of new riding devices is interesting to review. In 1930 the company made the Acroplane and the next year its popular Loop-o-Plane. There were no additional rides until 1934 when the Rolloplane was made. The Octopus came in 1935 and in 1936 the firm brought out the Fly-o-Plane, which continued to give

the thrills of flying. Eyerly declared that this ride captured the feeling of a plane roll and the rider control adds a cockpit touch and an aviator glow to the customer.

Kiddie Ride Fame

Eyerly Aircraft is also well known in the kiddie ride field for Bulgy, the Whale, and Midge-o-Racer. A feature of its auto ride is that the child steers the vehicle within a limited area.

In 1948 the Eyerly plan of having its rides modeled after airplane movements was changed when the Rock-o-Plane was made. This device gives a sensation similar to the Ferris Wheel.

To produce these various rides, the Eyerly company maintains its own shop. The machinery, thru the years, has been changed to do the exact job that that the firm's blueprints demand.

Airport Near By

Over the back fence from the plant is the airport that Eyerly managed. While there is no official connection between the family and the landing field, the Eyerlys are probably its best patrons.

Owner Lee Ulrich Eyerly was born in Illinois in 1892. The family moved to Montana in 1901 and he arrived in Salem in 1919, where he had a friend in the highway department.

The flying sensations that Eyerly put into his rides were gained thru experience which was not without early-day mishaps. In 1932 he flew several friends from Salem to San Francisco. On the way they were delayed by strong winds.

Rescued at Sea

In a matter of minutes they heard a fog horn and saw a faint light moving in their direction. Their cries were heard on the boat and it stopped to haul them aboard.

Several years ago Eyerly indicated that he was retiring from the firm. But, his quitting has worked just as one would expect of a man as active as he.

Eyerly, however, still maintains an office at the plant and is there nearly every day. In addition, he is the oldest member of the Oregon State Board of Aeronautics from a service standpoint.

Jack Handles Production

Jack, in addition to handling production, does much of the contacting. No place is too far for him to visit by air.

The Eyerlys' liking for speed is their stock in trade. In giving the public the Acroplane, Loop-o-Plane, Rolloplane and Fly-o-Plane, they have brought the sensations of flying to the ground and have added a safety element.

FOLKS CELEBRATION SHOWS

WANT FOR MAMMOTH IRON ORE CENTENNIAL AND FOURTH OF JULY CELEBRATION, IRON RIVER, MICH., JULY 1-7 INCLUSIVE

WANT A-1 Cookhouse, Corn Game, Derby, Popcorn and Peanuts, Candy Apples, Floss, FROZEN CUSTARD, French Fries, Ice Cream, Milk Bottles, Cat Rack, Fishpond, Pitch-Til-U-Win, Bowling Gallery, Shooting Gallery, String Game, Cork Gallery, Palmistry, Coke Bottles, Hoopla, Knife Rack, Cane Rack, Penny Pitch, Glass Pitch, Bumper, Dart and Merchandise Wheels.

SHOWS: Can place 10 in 1 with own outfit or will furnish outfit for one that has good show. Want Fat Show, Wild Life, Minstrel, Fun House, Dark Ride, Girl Show, Glass House and Monkey Show. CAN PLACE CAPABLE TALKERS AND SHOW PEOPLE FOR 10 in 1.

RIDE HELP: Can place capable Ride Superintendent who can handle 10 ride show. Want Merry-Go-Round Foreman, Wheel Foreman, Tilt Foreman, Octopus Foreman, Spitfire Foreman and good Second Men on all rides.

WANTED AT ONCE: SIGN AND SCENERY PAINTER, BILLPOSTER, NEON MAN, ELECTRICIAN AND BUILDER.

Wire or write FOLKS CELEBRATION SHOWS, Iron River, Mich.

JOHNNY'S UNITED SHOWS "HONESTY IS OUR POLICY" LAST CALL For Big Annual Fourth of July Celebration, Rensselaer, Ind.; Martinsville, Ill.; Fair; Tiptop, Ind.; Street Celebration; Danville, Ind.; Street Fair; Putnam County Fair, Greencastle, Ind.

BRASCH BROS.' SHOWS

Biggest 4th July Celebration in Wisconsin, July 2-3-4 Will book Joints working for stock, also two major Rides. Good spots to follow—Monticello, Deerfield, Madison. Contact CHAS. BRASCH, Watertown, Wisconsin

AMERICAN BAZAAR

COLUMBIA, PA., JUNE 25-30 Can use sober Ride Help, top salary. Concession Agents for Slum Stores and Stock Wheels. Will book Jewelry, Novelties, Hanky Panks and Stock Wheels. Contact Geo. Harms or Ben Paul, or come on.

GEM CITY SHOWS

WANT WANT WANT For the best 4th of July Celebration in Illinois—100,000 people guaranteed. Free Acts and Fireworks—something doing all day and night—starting July 1. HANKY PANKS OF ALL DESCRIPTIONS. Will book Rides not conflicting for solid route of Fairs starting with the big one, starting July 23—Soldiers and Sailors' Reunion, Salem, Illinois; then all Fairs until November 15. Concessions booking now will be given preference. Address: Thomas D. Hickey, Gen. Mgr.; Don Greco, Concession Mgr. Aurora, Ill., this week; Henry, Ill., July 4 week

WANTED—RIDE HELP—WANTED

EXPERIENCED HELP ON TILT-A-WHIRL, FERRIS WHEEL AND CATERPILLAR. Must be sober and reliable. Come on—I can place you HAVE FOR SALE: 1947 STREAMLINED CATERPILLAR in first-class condition, with or without trailers for same. Can be seen in operation. NOW PLAYING AT 97TH ST. AND 2ND AVE., MANHATTAN, NEW YORK CITY. All replies: E. & B. AMUSEMENTS 900 Grand Concourse, Bronx, New York City Phone: CYpres 3-4000—Extension 619

CONEY ISLAND SHOWS

Sweetwater, Tenn., this week; Etowah, Tenn., Big 4th July Celebration, on the streets. Want Concessions of all kinds—Age, Scales, Shooting Gallery, Custard, Novelties, Jewelry, Six Cats, Buckets, Concession Agent, C. S. Pool, place you. Want Talker who can pitch candy for Minstrel Show. Want SHOWS—Monkey, Unborn, Mechanical, Illusion, Wild Life or any good Grind Show. Want Show Manager and Girl for Girl Show. Want Merry-Go-Round and Chairplane Foremen. Ride Help. Want sober, capable Man and Wife for small Cook House. Show Carpenter.

AMERICAN LEGION 4TH OF JULY CELEBRATION

MILFORD, N. H., JULY 2 TO 7 FIREWORKS—BONFIRES—PARADES BINGO CALLER, GOOD PROPOSITION. All Hanky Panks for this date and balance of season. Short and Long Range Gallery. Two Wheels. All wires to HARRY J. KAHN, DERRY, N. H., this week THEN THE BIG ONE, MILFORD, N. H.

WANT CARNIVAL 3 ALABAMA FAIRS OPEN ENTERPRISE Week October 1 to 6 FLORALA Week October 8 to 13 SAMSON Week October 15 to 20 Concessions will work Wire—Phone—Write Marion (Paul) Boyette South Ala. Fair Circuit Andalusia, Ala.

ROCCO SHOWS ROCCO & SON 9 Rides Neon Light Towers 30 Concessions 10-Mile Searchlights Wanted for the biggest Celebration of the season, Wagon Firemen's Carnival, June 29 to July 1. Also for balance of season. Any Hanky Panks not conflicting, Photo, Basket Ball, Watch-La, Hoop-La, French Fries, Grab or Cook House needed badly for showfolks and public. Money-making proposition. Also need Ride Help, highest wages paid; Semi Drivers, Agents, Side Shows. Complete route including New Brighton Fun Fest, 8000 tickets sold; Hopkins Raspberry Fest., glorious 4th of July. Complete line of Fairs. Cloquet Labor Day. Complete Horse Race for sale. Contact ROCCO now, 2434 No. Fairview, St. Paul, NECCO 9870.

WHEEL FOREMAN Experienced, sober operator, report immediately. Wire or come on. STEVE DECKER Beam's Attractions, Clarion, Pa.

Harvest Jubilee, Inc. STREET FAIR, JULY 9-14 First Street Fair in Western Ohio Want Concessions. Can use Slum Concession, Age and Weight, Penny Arcade, Fish Bowl, Cigarette Shooting Gallery, Custard, String Game, Bowling Alley, Bumper, or what have you? Must be legitimate. All inquiries to B. B. BURKE, Box 175, Ft. Recovery, Ohio.

WANTED Free Act and Concessions for Old Settlers' Reunion, Louisburg, Mo., July 23-24. Write HARRY W. ATCHLEY

From the Lots

American Eagle Shows

WANTS

For Big 4th of July Celebration, Rushville, Ill., July 3 thru 6. Concessions of all kinds that work for Stock. Any Flat Ride or an Octopus. Can use Second Men on rides who drive semis. All Street Celebrations and Fairs from now on. AH replies: **DANNY ARNETT, MGR.** As per route.

D. S. DUDLEY SHOWS

WANT

People to take Monkey Show. People to take Girl Show. Have complete Shows. Agents for Hunky Panks, Grind Stores, Second Men on all Rides. Will book Photos or any Hunky Pank. Wire, all answer or come on to Dickens, Tex., June 25-30 Celebration; then Big Fourth of July, Ruidoso, New Mexico, Race Meet, July 2-7.

WANTED AT ONCE

Side Show Acts, Freaks, Mental Act, Half and Half.

DOC R. GARFIELD

Care Lawrence Greater Shows, Wilkes-Barre, Pa.

FOR SALE

ROLL-O-WHIRL, COMET and 7-Car TILT-A-WHIRL

Stored near Chicago. Can be seen anytime. BOX 452, The Billboard 188 W. Randolph Chicago, Ill.

IRVING ROBINSON

Contact this Show at once re Federal Tax.

DOBSON'S UNITED SHOWS

Per Route

WANTED

For Second Annual "Saga of Waters," second week August, Noel, Missouri, on the streets. Hunky Panks that work for stock, \$2.00 per front foot. \$10.00 deposit. NO GRIEF. Room for 3 or 4 Rides, 15% Guarantee you be here, guarantee returned on arrival. Past broken promises our lesson. Contact CHAMBER OF COMMERCE Noel, Mo., for information and space.

TENT FOR SALE

30x90 Side Show Top 9 ft. Wall, Poles Stakes, Light Stringer, Switch Box, U. S. Tent & Awning Co. make, used one season. No holes, no mildew, flameproof, A-1 condition. \$500.00. Mangle, Kite, Roto Whip, \$1500.00; Smith & Smith Air plane, \$350.00. Address

TURNER SCOTT

140 South Ocean Ave. Phone 2093 Daytona Beach, Fla.

WANTED

Man to take full charge of Rocky Road Ride. Salary and percentage or straight percentage. Fourteen weeks of Eastern and Southeastern Fairs, including Ottawa, Ontario. Must understand carnival. Answer: MRS. BERTHA McDANIELS, Care World of Mirth Shows, Jersey City, N. J., 25-30

WANT MIDWAY

For Rutherford County Negro Fair September 18-22 Contact

JOHN H. CARPENTER

Rutherfordton, N. C.

MRS. WALLY EWING

Wishes to sell Grab Stand, 16x22; a light New royal blue top. Seats 28. New stools removable, red plastic seat covers, white steel griddles, 4 ft. and 3 ft.; coffee urns, 5 orange bowls, 2 mangle bottle gas tanks, 1 large; all new rubber tubing for tanks, 2 cash registers. Many more extras. Everything will go to part with best offer. MRS. MAIDA EWING 1501 N. W. 58 St., Miami, Florida.

FOR SALE

25 Eli Wheel in good shape and 10-C Comet. Both rides in good condition. Also want to buy late model Tilt-a-Whirl. MOSCA OUTDOOR AMUSEMENT CO. 1005 West Huron Chicago, Ill. Phone: HAYmarket 1-0499

OPENING #2 BINGO

Need Counter Men. Contact

MACK'S BINGO

c/o Hannum Shows Lamott Field, Philadelphia, Pa.

Producing America's Best Carnival and Circus Side Show

BANNER

SNAP WYATT STUDIOS RT. 3, BOX 1180 TAMPA, FLA.

Phone, Write or Wire

HAVE SPACE AVAILABLE

For Three Root Beer Barrel Concessions.

IONIA FREE FAIR

Week of August 6-11 Ionia, Michigan

WANT

TWO BINGO COUNTERMEN AT ONCE

HARRY H. AGNE

King Reid Shows, Barre, Vt., this week.

MIKE BOSCO WANTS

P.C. AGENTS

Harry Morris contact. Mommoth Fourth of July Celebration, plus a powerful route of Fairs. All replies care Western Union, Cumberland, O.

INLAND SHOWS

WANT

For GIRARD, ILL., JULY 2-9. Expect 20,000 People. Shows and Concessions of all kinds. Especially want Bingo, Cookhouse, Diggers. Can place Agents for Count Stores. N. E. DAVIS Belle, Missouri, this week.

WANTED—A SPONSOR OF A REAL MIRACLE DISPLAY

This is a sensation. Tops anything in show business. I can submit proofs by Clergymen and many citizens. For further information please contact:

JOHN BORCHIN

Mt. Pleasant, Pa. Star Route Phone: Mt. PL. 7501

FOR SALE OR LEASE SMALL CARNIVAL UNIT

Eli Wheel, Mix-Up, Kiddie Car Ride, Two complete Shows, Concessions, Light Wire, Transformers, Transportation. Can put you in 10 Fairs and Celebrations where Concessions will work. Other business reason for this ad. Wire: C. A. GOREE, Arkansas City, Kan.

MECHANIC WANTED

Top salary for experienced Show Mechanic to take charge of fleet of fifteen trucks, all in good condition. Wire

STEVE DECKER

BEAM'S ATTRACTIONS Clarion, Pa., this week

WANT

Mug Joint, Fish Pond, Hoop-La, other Hunky Panks for July 4th, Mt. Vernon, Ill. Sixteen Fairs and Celebrations.

Moore's Modern Shows

Benton, Ill., this week.

WANTED

Photo Gallery, Bumper Game, Ball Games, String Game, other Concessions. Will book two good Shows. Can place Ride Help on all rides

MOUND CITY SHOWS

1417 Craftan St. St. Louis 4, Mo.

Popcorn Trailer Concession available for booking remainder of season.

A. LAMBERT

14616 Bainbridge Livonia (Plymouth), Mich.

WANT TO BUY TILT-A-WHIRL

For Cash. Must be A-1. With or without transportation.

H. B. ROSEN, MGR.

Interstate Shows, Penning Gap, Va.

HAWKEYE STATE SHOWS

Sutherland, Iowa, June 26-30; Rock Rapids, Iowa, July 2, 3 & 4; Paultina, Iowa, July 5, 7

Want Shows and Show People. Want Concessions that do not conflict. Will book, Wheel for season. Morris Ventling, contact Doc Withaus.

ANDERSON AMUSEMENT

Want used Top for 40' A. H. Jenny. Chairmen, I have some open dates in July and August for Northwestern Ohio or Southern Michigan.

1488 South Street Toledo, Ohio

Pioneer

MILESBURG, Pa., June 23.—Stands at Lockhaven, Pa., June 4-9 and Lewistown, Pa., June 11-16 were top spots. One day was lost to rain at each stand, however. Business Manager Lewis (Stretch) Rice has his concessions clicking.

Buddy Bernstel, who has the *Posing Scandals*, Snake Show, Miniature Train, Fly-o-Plane and Little Dipper, recently purchased a semi to haul his equipment. Al Bydark reports good business with his rides and concessions. Eddie and Blanche O'Brien are doing well with their concessions and Horse Show.

Bob Adderton framed another concession. Mrs. Adderton joined from Bishopville, S. C., recently. Jimmy and Madge Van purchased a new house trailer. Parker's diggers are handled here by John Caspin. Mr. and Mrs. Waterman's French fries are doing well. Lew Fanel has his six stores well stocked. Recent visitors included Paul Merrick, Youngstown Smitty, Mr. and Mrs. Raymond Brininges, Mr. and Mrs. Sam Bubb and James Thompson.

Mrs. Percell's bingo continues to do good business. Duke and Ann Doran have the cookhouse. Fred Crismon is electrician.—MICHAEL A. WALTERS.

Jolly Time

RUCKERSVILLE, Va., June 23.—Ride line-up this season includes Pop Cole, Merry-Go-Round; B. Noland, Ferris Wheel; Chair-plane, owned by W. R. Price, is operated by Jim Mason. Price also owns a kiddie ride.

Concessions include bingo, F. Sheets, manager; Rudy and Lorraine Ciccio, G. VanCamp; popcorn and candy apple, Mrs. W. R. Price; cookhouse, Fred and Joe Sausseman, Whitey Hinkle; frozen custard, Mr. and Mrs. C. Perry; duck pond, Mr. and Mrs. J. Simco; ball game, H. Cole; spindle and pitch-till-you-win, Mumpy Huet; J. B. Jones and H. McCausland, agent; high striker, Mr. and Mrs. Charlie Drake; six cats, Van Adler; photo gallery, G. Nelson; ball game, Jack Walcott; cork gallery and clothespins, A. C. Engle Jr.

R. Palmier, general agent, has a bucket stand and the Serpentina Show; Jesse French, Girl Show; J. B. Blue, Snake and Geek shows; Anna Lee King, Girl Show.—A. C. ENGLE.

Davis Amusement

SANDY, Ore., June 23.—Show anglers, Jack Lamberton, Joe and Martha Davis, spent some time at near-by streams with good catches. The Lambertons have a home on wheels in a 32-foot semi. Jack and Dot did the cabinet work and interior decorating. The Ray Gun targets are built in one side, so it serves a double purpose.

Little Michael Davis sustained a broken collarbone in a recent fall. Sylvia Mann's son, Johnny, joined here.

Al (Swede) Scobba framed a goldfish concession and Don Nelson a new skillo range to be added at the Brownsville Pioneer Picnic celebration. The Scobbas bought a truck and Alvina spends spare time learning to drive so she can assist on moves.

Nessler Greater

EDINA, Mo., June 23.—Shows and rides were on the main square here last week and the shekels were plentiful.

Warsaw, Ill., the previous week was strictly a picnic. Max Rose, magician, entertained all week. Lined up on the streets, the org was spread out over five blocks. The Ferris Wheel was in front of the post office.

Owner Nessler reported booking Macon, Mo. The contract was signed in the Valencia Theater by Ben Barney and Nessler.—JACK COOPER.

G. & B. Rides

SPELTER, W. Va., June 23.—Ted Cole left to visit his wife on United States Shows. Jim Farrell added another stand.

Owner George Broas and G. Normandin visited James Drew Shows in Buckhannon, W. Va. Bud Lilly and Ollie Smith, of Smith Funland Shows, visited.—G. NORMANDIN.

Johnny T. Tinsley

ATLANTA, June 23.—After a good week in Decatur, Ala., the show returned here to play the David T. Howard School ground five blocks from the heart of town and despite rain registered a good week.

Pop Akers' Monkey Land and Naomi Hewitt Snake Show are neck and neck for top grossing honors. Ride grosses are closely bunched. Ted DeFor joined here with a Rock-O-Plane. David Fine-man's concessions have been doing well. Hunky Kalansky and Bill Young have the cookhouse. The Nolans have been doing a big business with nut bars.

In recent weeks the following have been on the sick list: Ben Cheek, lot superintendent; Owner, Johnny Tinsley; Bob Everling, E. D. Smith and Tommy Thompson. Curley Little returned from Florida with his wife and daughters. Benay Cheek joined after finishing school in Brunswick, Ga. Mr. and Mrs. Bill Collins have their three sons on the show.—H. SAWYER.

COUNTY FAIR SHOWS

WANT

For large route of bona fide Fairs and Celebrations.

Balloon Darts, Stringer, Fish Pond, Glass Pitch, Ride Men in all departments. Sailor Evans, Mack Harrison, Jimmy Johnson, come on—Bill Pike is ride supt. Sammy and Gene George want Girls for Girl Show. Micky and Jackie, come on. Also two Boys for Ticket Sellers. O. G. Barb, come on. Larry Nelson and Sucker Killen Slim, contact Fred Gray, Bayard, Neb., June 25-30; Lewellen, July 2-4.

FOR SALE

1948 Eli Wheel, 18-ft., 24-seat Chair Plane, Eyerly Octopus, Kid Rides, 20 Merry-Go-Round Horses (Rough) Organ and other show equipment. 1552 Lombard, Toledo, O. AD 7512—WA6345

F. W. PAULI

Want capable Agent for three Marble Tivoli, work for quarter and half only; also for Balloon Darts. Week July 2nd, Griggsville, Ill. Fair and 4th Celebration. Wire this week

c/o TIVOLI SHOWS

Brookfield, Mo.

JEAN DELLABATE

WANTS READERS

14 FAIRS

Address: JAMES E. STRATES SHOWS Norwich, Conn., this week; New Britain, next week.

CONCESSIONS—SHOWS

Look this route over, 9 Western Nebraska Fairs, 6 Celebrations. Want Cook House or Grab, Photos, Lens or Short Range, Scales, Ball Games, or any Hunky-Panks, Shows — Monkey, Snake, Mechanical, Side or any Grind Show, Girl Show Manager, Tilt Foreman, Second Men all rides, semi drivers. David City, Nebraska, new; Schuyler, July 14. Wire MIDWAY EXPOSITION SHOWS, J. R. Leeright, Mgr.

TWIN CITY SHOWS

Want Bingo, Pan or Rat Game, Watch-La, Novelties, Mug Outfit, Ice Cream. Want Second Men on all Rides. No phone calls, please.

SAM WELLS

Ironton, Mo., June 25-30; Salem, Mo., July 3 and 4.

WANT WANT WANT

Agents for Six Cat, Buckets, English Pool, also Hunky Pank Agents of all kinds. Red Mundy, Jimmy Carson, Chuck Crump, get in touch with Tex Roberts. All replies to

E. W. Brown or Tex Roberts

Care of WALLACE BROS.' SHOWS West Frankfort, Ill., This Week. Centralia, Ill., 4th of July

PEE-DEE AMUSEMENT

CAN PLACE

For 4th July and balance of season. Bingo that works for stock, Mitt Camp (no kids), Ball Games, Balloon Dart, Mug Outfit, Novelties, High Striker Will place any and all Hunky Panks. Ride Help on Merry-Go-Round, Wheel, Chair-plane. Must drive. No drunks. Address: Pilot Mt., N. C., this week. P.S.: Don't miss the 4th July; over 10,000 people last year. Everything right in town.

AMERICAN READERS WANTED

Join immediately—Full Season's Work, Including State Fairs.

PRINCESS ZULIEKA

Siebrand Bros.' Circus Carnival, week June 25 to 30, Idaho Falls, Idaho; July 2 to 7, Butte, Montana. Route to follow.

Schafer's

TYLER, Tex., June 23.—W. A. Schafer is president-owner of the org; Mrs. Helen Schafer, secretary-treasurer; H. A. Hensly, manager and booking agent; Glenn Hyder, construction manager; W. M. (Bill) Bonta, legal adjuster; Douglas Little, Diesel engineer; Larry Fletcher, sign advertising and sound; J. S. Panther, mail and The Billboard sales agent; Mrs. Paul Pesch, front-gate tickets; Bill Butler, hanky pank manager; Jimmy Williams, manager ball games, assisted by Sip Turner; Thurman O'Conner, set spindle; Mr. and Mrs. William Stevens, jewelry and cane pitch; Joe Gamble, long range; Lester Bates, country store; James Pennell, bingo; William Bumpus, beat the dealer; Pat Bonta, over and under; G. W. Porter, candy floss; Mrs. G. Hyder, popcorn, candy apples; Archie Hensly, Mary Lee, L. B. Gafford, cook house; Jimmy Archer, Charles Guyton, skillo; Mr. and Mrs. Speedy Powell, glass pitch; Miss Bumpus, agent cork gallery; Johnnie Woods, Davie Shutts, rolldown; Mocko Binsdale, Joe Talley, razzle; Charles Fultz, pin store; Vernon Archer, ham and bacon; J. O. McManus, fish pond; Mrs. J. S. Panther, photos.

Ride men are Henry Grant, Henry Leveritt, Jesse Corneilus, Joe Taylor, Albert Brown, Cotton Spivey, Bill Pesch, Paul Pesch, C. R. Isaacs, Tex R. Dukas. Frenchy Davis has the Funhouse. Side Shows are managed by H. A. Johnson and Girl Shows by Mr. and Mrs. E. A. Hall.

Meeker's

EMMETT, Idaho, June 23.—First unfortunate incident of the season occurred on the move from Pendleton, Ore., to Payette, Idaho, when the concession truck of the late Charles (Shorty) Handwerk was destroyed by fire about 15 miles east of Pendleton. Mickey McVary, driver of the truck, discovered the fire between cab and truck body and before aid could be summoned the truck and its contents were destroyed. Earl Myers, administrator of the Handwerk estate, estimated the loss at \$600.

Don Gilmore, Hammond organist, continues popular. Weekly broadcasts are a new feature added by Charles and Esther Mason, of the publicity department.—CHARLES R. MASON.

Page Bros.

STURGIS, Ky., June 23.—Business was fair here, altho considerable rain fell. Date was under American Legion auspices, with the midway set up in City Park.

All rides are being repainted for the show's Fourth of July date at Martin, Tenn. This will be the org's fourth booking there. Mack House closed to open his Lucky Strike Shows. Willie Cowgill has framed another concession. Buck Fortner has given his knife rack a face-lifting.

Hill's Greater

RAWLINS, Wyo., June 23.—Shows moved here from Laramie. The Rocky Hill Ladies' Club held a baby shower for Marie Bezotte, grab stand operator. New club members are Mrs. M. C. Milligan, Mrs. Jack Howell and Mrs. Sammy Wells and daughter. Ula Allen was elected vice-president, and Mrs. Wells and Thelma Hill on the entertainment committee. Candy Johnson and Irene Goldberg are the new ways and means team.

Jack Howell and Norma Poague were married recently. —LINDA LOPEZ.

Mid-Way of Mirth

AUBURN, Ill., June 23.—Business continues okay. Grosses have not been large, but they have been good enough to make everyone happy. Clayton's concessions continue to click, as does Sonny Harris' Monkey Show. Tommy Felis' Athletic Show is holding its own.

Owner Esther Speroni has bought another group of rides for use in a park and at picnics. They will form a second unit in the fall for a trek of the cotton country.—ROSIE DAVIS.

Peck Amusements

ELWOOD, Ind., June 23.—Org moved here from Wilmington, Ill., where it did good business under City Park Association auspices. Weather was clear all week, but cool nights held down late day. Rain Saturday morning (16) threatened the children's matinee but cleared up in time for good afternoon grosses.

Mr. and Mrs. Mose Privett, photo gallery ops, were honored at a party here Tuesday night (19) on their 50th wedding anniversary. Ray Kimlin, bingo operator, is handling the mail.

Mr. and Mrs. R. Franks have named a new slum spindle. C. S. Peck's daughter, Elaine Kern, is V. Cornwaith's new office assistant. Mr. and Mrs. Sherman Fischer recently took delivery on new house trailer. Louis Boden, who is operating four concessions since the addition of a high striker, has been joined by Mrs. Boden and his family.—FAY CURTIS.

Dick Wilcox

CARIBOU, Me., June 23.—Last minute switch in plans saw shows at Grand Isle, Me., where, aided by good weather, business was good. Line-up includes: Novelties, Mr. and Mrs. C. Ginsburg; candy floss, Mrs. V. Gully; popcorn and apples, Les Lefebvre; French fries, Billy Tefelvere; cat game, Mike Romano; slum store, cigarette gallery, Mr. and Mrs. D. Watson; balloon dart, over-12, duck pond, Billy Gross; lead gallery, Tex ticket; palmistry booth, Joe Miller and family; penny pitch, Bunny Ferrera; cookhouse, George Starry; c. operators, Dave Blutner, L. Ginsburg, Watson V. Gully, Sam Donzo. Last named is mailman and The Billboard sales agent.

Rides: Merry-Go-Round, V. Gully; Chairplane; Rolloplane, Ferris Wheel, Kiddie Rides, Fire engine, Dick Wilcox, owner. Roy McDermott is electrician. Gus August has the Girl Show; Frank Verre, boss canvasser; Dawn Lightie, Lilli Ann Rose, Lee Robins, dancers.—SAM EDSTINE.

Moore's Modern

EAST ALTON, Ill., June 23.—Shows finally hit the jackpot after laying a few blanks. Jack B. Moore, owner-manager, has revamped the org for the fairs. Mount Vernon, Ill., is the July 4 and Sid Crane has taken over the Side Show.

The Dillinger gangster car is proving popular. Bruce Seitz's org has been turned into a cookhouse. Harvey Moore purchased new sound truck. He has charge of the electrical department.—EWELE MOORE.

Crafts Fiesta

EL CAJON, Calif., June 23.—Shows played Beaumont Cherry festival to mediocre business. Competition from local committees and hot weather did not help. Roy Heppard, ride superintendent for 13 shows, was on the lot and expedited setting up rides.—EDNEY SMITH.

**Lisle Baker Show
Set for PNE Midway**

VANCOUVER, B. C., June 23.—Lisle Baker's all-colored musical show, *Stars on Parade*, has been named as a featured midway attraction at the Pacific National Exhibition here August 22-September 3.

The unit will present continuous half-hour shows under canvas with cast of 12 performers.

DANCING GIRLS!

Lou Pease wants 5 Dancing Girls for 4th Celebration and Season. 25 hours per week—\$40 plus Room and Board. No time to write. WIRE. Ticket if I know you.

LOU PEASE
ALABAMA AMUSEMENT PARK
Ozark, Alabama

**SRADER SHOWS
WANT**

Find Shows with own equipment. Baby rides other than Ponies and Auto. Counter Man for Bingo. Buddy Buck wants Girls for Girl Show. Agents for an Game and Double Ball Game. Will book a few more Honky Panks. Pratt, Kansas, this week; Great Bend, Kan., City Park, July 2-3-4.

WANTED AGENTS

for Honky Panks and Merchandise Wheel. Excellent hooking, including four late fairs.

A. LITVIN
Cott City, Kansas; then Liberal, Kansas.

George Clyde Smith

ASHVILLE, Pa., June 23.—Org moved here from Lilly, Pa., where a bulldozer was pressed into service to level the brush on the lot before setting up.

Whitie Usher came on there to do some painting, Peggy Ewell joined with a Snake Show, and Ashton and Stokes with their concessions. W. Robinson closed to join a New England show.

The writer enjoyed visits in Lilly with Mr. and Mrs. Dan Daninni, Mr. and Mrs. Paul Martin, Mr. and Mrs. Mike Lucas and Tommy Scott, of the A.M.P. Shows.

Duncansville, Pa., played the week previous, was only fair, due to rain that began late Saturday afternoon and continued thru the night. Roy (Kid) Garrison, manager of the office-owned Side Show closed there and took several acts with him. Bobby and Peggy Burns arrived shortly after with several acts and Bobby took over as show manager.

Visits were exchanged with personnel on the Royal Crown Shows who were at Johnstown. The Canole brothers, former ride ops, now automobile dealers in Altoona, were nightly visitors. Joe Reynolds closed with his concessions in Duncansville, and the writer took delivery on a Pontiac sedan.

The entire show was saddened by the death of Mrs. Anna Campbell, mother-in-law of Beeman Yancey, show's business manager. Funeral was in Oil City, Pa.—F. A. NORTON.

Carnival

GLENCOVE, N. Y., June 23.—Org had a good week in Huntington, L. I., under VFW auspices June 4-9. At Glencove Wednesday, Thursday and Friday were lost to rain but Monday (18) was good. Augie's Girl Show and Al Camius' Motordrome led money-getters.

Phil Isser is general manager, assisted by Al A. Crane; Louis Scherer, office manager; Ferris Wheel, Charles Zubillier; Comet, Harold Paxton; Merry-Go-Round, Ernest Sidwell; Kiddie Rides, H. DeWalters; Octopus, Frank B. Chesshir; Rideo, Hat Miller; cookhouse, Roy Randall; popcorn, Mary Crane; balloons, Mimi Sussman; Morris Brown and Al Harris in charge of concession midway. William Appleton is in charge of transportation; Thomas Anderson, electrician, is in charge of Diesels.—PHIL ISSER.

Crafts Exposition

MARTINEZ, Calif. June 23.—Marie Lehman returned after being hospitalized for a cracked rib. It will be several weeks, however, before she can go back to work. A. D. Jensen, kiddie ride foreman, is back after a week in the Modesto Hospital, where he was treated for a leg infection.

Jaff Griffen added a hoop-la. Lee Lloyd took over the Tilt-a-Whirl, with Harold Miller as second man.—VINCENT KUROPATWA.

Playland

CLEVELAND, June 23.—Org acquired three gasoline powered light plants from Ray Williams Shows for use here. Shows will play the Mardi Gras, Marine City, Mich. Charles Morgan's Rolloplane is back in order. Business has been good. Recent visitors were Mr. and Mrs. Ray Williams and Mr. and Mrs. James Smith and their two children.—MRS. BESSIE GALLAGHER.

Sand Valley

ROAN MOUNTAIN, Tenn., June 23.—Shows had a good week here. Bert Edwards, ride superintendent, has the boys painting and working on rides, getting ready for July 4 date at Mountain City. New manager is Louis Hall. C. C. Leasure is general agent, and the writer is secretary.—MRS. ELSIE HALL.

J. A. Gentsch

FULTON, Ky., June 23.—Mr. and Mrs. Roy Valentine and Ralph, the catcher (Flying Romas), joined with their aerial act. Mrs. Vivian Kennedy joined with diggers. Mr. and Mrs. Bruce McCloughlin left to join the Collins Shows. Mrs. Frank H. Owens returned to her home in Memphis after a 10-day visit with her husband. Mrs. Gentsch visited her son and daughter in Winona, Miss.

PURVEYOR PITCHES POP

Pepsi-Cola Plugs Product With Outdoor Biz Tie-Ins

BUSINESSMEN in towns and communities regularly visited by one of the nation's several hundred circuses and carnivals have long known that a big percentage of their customers current and prospective, patronize the traveling fun centers. They also know that the crowds of folks promenading the midways in an atmosphere of fun and frivolity are in a highly receptive frame of mind and, they'll tell you, that is an opportune time to get a sales message across.



ROY JONES

Back in the days of Buffalo Bill, when that masterful showman was touring the hinterlands, and maybe even in the days of the Roman spectacles, Mr. Trail Blazer, the pioneer businessman, was anxious to keep his name before the public. The enterprising ones saw to it that the firm name and its products were largely and suitably inscribed and posted where show patrons couldn't miss the message. They were confident enough about holding on to their regular customers. It was new business that they were after.

Pepsi Campaign

All enterprises need new customers if progress is to be made. That is what the Pepsi-Cola Company is aiming at with the inauguration this season of the greatest national advertiser-outdoor show business tie-in ever attempted. Pepsi isn't the first purveyor of a nationally consumed product to recognize the value of outdoor show business as an advertising media and the chances are that it won't be the last.

In the case of a food or beverage product, outdoor show business affords one of the best possible media for instituting a sampling program, but its value also is recognized by the manufacturers of radio-television sets, automobiles and other products designed for family consumption, even tho the opportunity of sampling the product is not always present.

The Pepsi people say they have a pretty good grip on the home market. They say the family refrigerator is more often stocked with their generous-sized bottles than with those proffered, at the same price, by their competitors. But, until recently, they were well behind in the "on premise" or "cold bottle" market.

In the beginning the fault had to do largely with the fact that Pepsi was dispensed in the famous 12-ounce bottle only, and that was a whale of a drink, even for adults. Giving a customer a lot for his money is good business practice in most fields on most occasions. But the concessionaire in stadia, on circuses and carnivals and at other recreation offerings turned thumbs down on the 12-ouncer. Those that did handle the big bottle experimentally found that it would cut into their unit sales because, as happens in many homes, youngsters shared the same bottle on the show lots. Concessionaires faced with high costs and a short operating schedule peculiar to the seasonal aspect of their business were not concerned with evaluating the product.

Eight Ounce

It took a little time, but the Pepsi people came up with what they think may be the answer—a smaller bottle. To make it identical with the six-ounce bottle made famous by their behemoth competitor, Coca-Cola, would still leave them at a disadvantage. So, the Pepsi people figured an additional two ounces, for a total of eight, would work out just right, keeping both the concessionaire and the consumer happy. And maybe it will. At any rate, the proof now is in the drinking and not in the bottle.

Pepsi has manned all its guns to attack the on-premise field with its eight-ounce bottle. Harry W. Chesley Jr., vice-president and national sales manager, is directing the program. Assisting him is Donald M. Kendall, who has charge of grocery, drug and variety store outlets and the recently added circuses and carnivals. Assisting Kendall and specializing in the outdoor field is Paul Little. A special post was created for Roy B. Jones, whose active participation in all phases of outdoor show business dates back many years. His job is to get outdoor show brethren to handle Pepsi if not on an exclu-

sive basis, then at least in conjunction with other beverages.

Effective Job

The Pepsi pluggers have done a wonderful job in their first year of effort. By mid-June about 10 circuses and upward of 25 carnivals had agreed to handle the cola drink on an exclusive basis. Others have promised to add it to their coolers. As a result, literally millions of fun seekers will find Pepsi available at the scene of their entertainment for the first time.

At least 6,000,000 folks are expected to sample Pepsi on show lots this season. Many are likely to be tasting the beverage for the first time, and Pepsi execs say that is what they are primarily concerned with, since they feel that their product will sell itself. There will, of course, be many millions more exposed to the lure of Pepsi.

While it is entirely possible that Pepsi sales in the short outdoor season alone may be increased by as much as 225,000 cases, the important thing is to develop new customers who will ask for the beverage wherever they may be. If out of the estimated 6,000,000 persons who will drink Pepsi on outdoor show lots this season an average of only one out of 10 adopt it as their favorite soft drink, that would mean 600,000 new customers—a figure to gladden the hearts of any board of directors.

Sales Up 12 Per Cent

The addition of the eight-ounce bottle has boosted Pepsi's total sales about 12 per cent in a year. It is likely that another year will find the figure even more pronounced since Pepsi has been making considerable headway in other branches of show business, including theaters, race tracks, etc. The intensiveness of the program was exemplified recently when a deal was set for the handling of Pepsi on an exclusive basis at the first South Jersey State Fair, Camden.

Pepsi execs say that the building of their position in the "at play" and "at work" markets will complete the cycle between the home, work and play. It has been distressing to know that many persons who normally enjoy Pepsi in their homes have frequently been unable to obtain it away from home.

Play-Markets

The all-important "play markets" which are considered ideal because participants are in a holiday and receptive mood are the circus, carnival and theater. The outdoor show field is particularly good because it is a warm weather business and patrons are often thirsty, thus providing an excellent sampling ground for Pepsi.

Participating show units are flaunting the Pepsi trademark in a manner seldom seen before. Some of the items emblazoned with advertising matter include ticket umbrellas, T-shirts, elephant blankets, paper caps, change aprons, banners, tents, painted searchlights and signs of all kinds on virtually every piece of equipment. The thirsty patron could hardly be exposed to more prodding on some of the shows.

Acceleration in '52

Pepsi is spending money to make money and the competition for exclusive privileges on shows has

been highly competitive at times. The results of this year's activities, based on analytical reports covering 40 or more show units, probably will decide the company's policy for next year. As of now, the program is deemed highly successful and if it continues its present pace, there is every reason to believe that it will be accelerated next year.

WANTED
COLORED MUSICIANS AND PERFORMERS
One more A-1 Trumpet, A-1 Comic and A-1 Novelty Tap Dancer; must join on wire. You pay your wire, I'll pay mine. No advance money until after joining; will place tickets.
JIMMIE SIMPSON
Care Cavalcade of Amusements, Benwood, W. Va., week June 25; East Liverpool, Ohio, week July 2.

BINGO—BINGO
WANT TO BOOK
For Fourth of July and balance of season, flashy 20x40 Bingo on some show playing Missouri. Wire
LEO ALLEN
Care Western Union
Waynesville, Mo.

WANTED AT ONCE
OCTOPUS
FOREMAN
Best Wages, Bonus—Must Drive. Positively No Drunks.
F. C. Bogle Shows, Inc.
Iowa, Kan., June 25-30; Nevada, Mo., July 2-4.

AT LIBERTY
CANNON ACT
Shooting boy over Ferris Wheel. For information contact
HENRY COGERT
c/o Hamid Office
260 Tremont St. Boston, Mass.

WANT
A GOOD CARNIVAL
Any time between now and September 1. Will be sponsored by the Lebanon Junior Chamber of Commerce. Contact
I. H. JOHNSON
Lebanon, Missouri

MARVEL SHOWS
Wanted—Girl Show, Mechanical Show, Athletic Show. Concessions of all kinds. What have you? Ride Help who can drive. Can use two more Rides not conflicting. Illinois, Ill., June 28-29-30; Casey, Ill., July 2-3-4; Glassford, Ill., 6-7-8. All Celebrations till Oct. Contact
LEN REESE & MARION FULLERLOVE

AGENTS WANTED
FOR BALL GAMES
Play in the Sand and the Sea all day. work at night. Business good.
HARRY BEACH
Pavilion Amusement Park
Myrtle Beach, S. C.

WANTED
CAPABLE READERS FOR MITT CAMP
16 Fairs starting July 3, Jamestown, N. D. Including 3 State Fairs.
Mrs. Noble C. Fairly
c/o 20th Century Shows,
St. Cloud, Minn., this week.

FOR SALE
One 8-Tub Octopus and one Eyerly Super-Rolloplane.
D. CHUDY
772 Farmington Ave.
West Hartford, Conn.

Used Everywhere for Over 35 Years
ROLL TICKETS
PRINTED TO YOUR ORDER
Keystone Ticket Co. DEPT. B
SHAMOKIN, PA.
Send Cash With Order. Stock Tickets, \$21.50 per 100,000.

100,000	\$29.00
20,000	... \$9.50
10,000	... 11.75
50,000	... 18.25



PACIFIC COAST SHOWMEN'S ASS'N

Extends all showmen an invitation to participate in the New Low Initiation and Dues Rate of \$20, which includes \$10 initiation and \$10 dues.

New members joining now will receive cards to AUGUST 31, 1952.

They will be entitled to full use of the club's facilities, including the spacious and comfortable clubrooms.

JOIN TODAY — BE SURE YOU CARRY A PCSA CARD



PACIFIC COAST SHOWMEN'S ASSOCIATION

M. J. DOOLAN

SAM DOLMAN

President

Membership Chairman

AL FLINT, Executive Secretary

1235 So. Hope St.

Los Angeles 15, Calif.

UNITED STATES SHOWS

WANTED FOR BIG FOURTH OF JULY CELEBRATION AT SPENCER, W. VA.

French Fries, Candy Floss, String Game, Hi-Striker, Coke Bottles, Hoop-la, Pitch-Til-U-Win, Mechanical City, Short Range, Long Range, Novelties, Motordrome, Balloon Darts, Snake Show, Wild Life.

Carl Adkins wants Working Acts for Side Show. Ted Blanke.

Want Chairplane Foreman who drives truck.

Our first fair starts July 30. All replies to

L. P. BRADY, Clay, W. Va.



WANT

WANT

FOR ATHENS, OHIO, KNIGHTS OF COLUMBUS CELEBRATION, JUNE 25 TO 30; Marietta, Ohio, Annual July 4 Celebration, July 2 to 7.

CONCESSIONS: Can use a few more Hanky Panks, Coke Bottles, Balloon Darts, Glass Pitch, Long and Short Range Gallery, Cigarette Gallery, Bumper, Photos, Pitch-Til-U-Win and any legitimate Concessions. SHOWS: Big Snake, Wild Life, Mechanical, Fun House. Can place Agents for Ball Games. Also Cookhouse Help. Bert Nabors wants Agents for Slum Concessions. Can place experienced Show Mechanic with own tools. Want Show Electrician (H. Berry, contact). Want Foremen for Merry-Go-Round, Wheel and Chairplane. Pay every week. Must drive Semis. RIDES: Will book Kiddie Train, Cart and any Major Ride not conflicting. Liberal proposition for Motordrome. Want General Agent for balance of season. (Bill Sterling, contact.) Fitzie Brown wants Man or Man and Wife for Custard. Good proposition for balance of season. Can place Free Act for balance of season. All address:

AL WALLACE, Mer., Athens, Ohio, this week; Marietta, Ohio, next week.

JOE SCIORTINO WANTS

GIRLS GIRLS GIRLS GIRLS GIRLS

For Posing Show and two Girl Shows. We will soon start playing our Fairs and must enlarge these shows. We pay top salaries every week and furnish wardrobe. Girls who have worked for me before, contact. Alma, come back home. All answers

J. SCIORTINO, ROYAL CROWN SHOWS

Springfield, Ohio, until June 27; after that Olney, Ill.

CARL D. FERRIS SHOWS

Want for Medina, N. Y., Fair and 4th July Celebration. Parades, fireworks and exhibit tops. Followed by Elkland, Pa., Old Home Week and then starting our Fairs at Owego, N. Y., last week in July and continuing for 13 consecutive weeks of Fairs in New York, Pennsylvania, North and South Carolina and closing last week in October.

CONCESSIONS—Balloon Dart, Hucky Buck, Cigarette Gallery, Clothes Pin Pitch, Duck Pond, Fish Pond or any other Slum Store. Man and Wife to operate office-owned Custard who can drive. Shows—Side Show, Life Show, Grind Show, Drome, Monkey Show or Speedway and Animal Show. "Doc" Warner not here. Ride Help—Ride Help on all Rides. Good pay and best of treatment. Best Cookhouse in show business on this Show. Tracey Hale, wire Renny Leworthy collect in care of the Show.

All Wires to CARL D. FERRIS, Wellsville, N. Y.

B. and H. AMUSEMENT CO.

Can Place for Balance of Season

Consisting of Gaffney 4th of July Celebration followed by a proven route of Tobacco Markets, Fairs and Celebrations.

Capable People in all departments, Grind Stores, Rides not conflicting. Shows and Free Act. Markets open third week in July. Playing Arcadia Mills in Spartanburg next week.

All Replies to W. E. HOBBS

Spartanburg, S. C. Care B. & H. Amusement Co

G & B RIDES AND SHOWS

WANT WANT WANT For Firemen's Celebration in West Virginia and Pennsylvania, also for Fourth of July Celebration at Ripley, W. Va.

Will sell X on Novelties and Photo. Want Ball Games, Penny Pitch, Cig. Shooting Gallery, Hoop-La, Pitch Till You Win and Jewelry. Will give right party a good proposition on a set of Kiddie Rides. Ride Help—Want Foreman for No. 5 Wheel, also for Chairplane. Must be sober and reliable. No drunks or chasers. Address all to GEORGE BROAS as per route. Parsons, W. Va., June 25th; then Ripley, W. Va., Fourth of July week.

Club Activities

Show Folks of America, Inc.

145 Turk St., San Francisco

SAN FRANCISCO, June 23.—President Fred Weidmann called the meeting to order, assisted by Dr. E. P. Mannheim, Nate Cohn and Jack Dalton.

A letter from Mike Krekos, who is in Athens, Greece, was read. Nellie Baker reported that Vida St. Martin was ill in French Hospital. Ralph Deering plans to enter Highland Hospital again soon. Charlotte Porter thanked the club for flowers sent her daughter, Florence Logue, during a recent illness. Mrs. Cecil Slocum has a broken arm.

Members and guests introduced included Mr. and Mrs. Howard, Judge and Mrs. Vern Sloat, Porter Griffith, Harry Schwartz, Mickey Hogan and Billie Hodges.

Welfare committee reported the graves at Show Folks Rest had been decorated on Decoration Day and a wreath placed on the club's monument.

Secretary Harry Seber was requested to write a thank-you letter to Louis Stern, general manager, of Polack Bros.' Circus for the courtesy of inviting club members to the show.

Charlotte Porter was awarded the Pot of Gold.

Recent letters received from Mary Teixeira and Jane Albright, who are on the Foley & Burk Shows, and Mrs. Ed Helwig, of West Coast Exposition Shows.

National Showmen's Association

1564 Broadway, New York

NEW YORK, June 23.—On the sick list are Henry (Slim) Fein, St. Clare's Hospital, New York; Hyman (Regan) Tobin, Naval Hospital, Philadelphia; Louis (Keogh) Zackowitz, Bellevue Hospital, New York; Charles Buchbaum, Burke Foundation, White Plains, N. Y., and Sam (Peanuts) Weisser, Franklin D. Roosevelt Veterans' Hospital, Montrose, N. Y. Shut-ins include True Perkins, Farm Colony, Staten Island, N. Y.; James Cox, Pawling Sanitarium, Wynantskill, N. Y., and Irving Udowitz, Ward's Island, New York.

Recent visitors were Mr. and Mrs. John Shumsky, Springfield, Mass.; Willard Stanbury, Max Gruberg, Harry Meyers, Sam Miller, Sam Bibring, Mack Brooks, Harry Horner, Arthur Sicard, George Siegel, Julius Roth, John Lane, Joseph Walker, Ben Herman, Henry Kaufman and Edward Elkins.

Lone Star Show Women's Club of Texas

3105 Forest Ave., Dallas

DALLAS, June 23. — Recent meeting was conducted by Millie Cepak, president; Martha Moss, secretary, and Pearl Vaught, treasurer. Business meetings have been changed to every other Monday afternoon. A drive has been started among club members to stimulate interest in buying graves in Grove Hill Cemetery, on a cash or payment plan. Plot consists of 268 graves.

Marie Sims is reported to be improving, altho still confined to her bed. Ralph Lowe is in an Amarillo, Tex., hospital. Mother Reynolds is in better health and enjoys frequent visits from her daughter, Josephine Powell, Houston.

Eddie Vaughn's June issue of Texas State Topics is on the newsstands. Ruth Martone's sister, who is in a Dallas Hospital, was visited by a number of club members.

Miami Showmen's Association

236 West Flagler Street, Miami, Florida

MIAMI, June 23.—The banquet and ball exchange tickets have been mailed. The Ladies' Stay at Home Club held its social at the home of Martha Weiss, with 33 members in attendance. Ceasare Buzzella won a U. S. Savings Bond. Robert K. Parker was admitted to the Mercy Hospital last Friday (15).

Membership cards for 1952 are ready to mail. Dues are payable on or before September 1, 1951. Eddie Edwards reports that his wife, Kay, is recovering, but that she still has to visit the hospital regularly.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, June 23.—Since May 1, meetings have been held on the second and fourth Thursday of the month. A special bazaar was held in the clubrooms June 7. Lucille King, club founder and past president, provided a spaghetti dinner. Articles were brought by Nell and Harold Robideau, Lucille Dolman, Eve Scott, Helen Smith, Mabelle Bennett and Rose Fitzgerald, while others donated cash for the bazaar. Door prize went to Emily Bailey.

President David Friedenheim left for the East. First Vice-President Lilabell Williams underwent an operation June 4 and is recuperating at home. Letters were received from Jetta Clancy, Elsie Brizendine and Larry Nathan. Robideau was out this week for the first time in six weeks.

Adele Thomas, sponsored by Cecile Bowen, was elected to membership. Helen Smith and Nancy Meyer provided the lunch for the May 24 meeting. Emily Bailey furnished it for the June 14 meeting.

Caravans, Inc

P. O. Box 1902, Chicago

CHICAGO, June 23.—Attending the special meeting called to order by President Claire Sopenar were Lillian Lawrence, second vice-president; Veronica Potenza, third vice-president; Irene Coffey, financial secretary; Wanda Derpa, treasurer; Katie Owens, Emma Atzel, Mabel Davis, Nora Heglund, Elizabeth Jacks, Mildred Maniloff, June Milcezny, Mae Oakes, Babe Rohr, Anna Schmidt, Ann Sleyster, Mae Taylor and Helen Wettour.

Open house will be held November 24-27 in the Emerald Room of Hotel Sherman. Helen Wettour was appointed registrar.

Midge Cohen is making arrangements for sending 25 underprivileged children to summer camp in New York.

Marianna Pope's son, Skippy, appeared on a recent TV and radio show doing a tap routine. Evening award, donated by Claire Sopenar, went to Anna Schmidt.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, June 23.—Committee on clubrooms is still investigating the possibilities of new quarters. Membership was saddened by the death of Fred Reed, who passed away at Ashton, Idaho.

Bob Parker passed thru Chicago this week en route to the Mayo Clinic in Rochester, Minn. Visitors included Capt. Roy Simms, William A. Hellich, Max Brantman, Jack Krutt, Jess Jordan and Andre Dumont.

WANTED TWO GOOD SHOWS FOR FIREMEN'S CELEBRATION, EASTON, MD.

Ten big days starting July 12. Playing two weeks Cape Charles, Va., starting Wed. June 27th, one colored, other white.

Can use one Show, no Girl Show. Free gals. Parades. Weekly Car given away last night. Can use Ride Help that drive semis. Also Cookhouse and Man and Wife to take charge of Popcorn. Have for Sale Crosley Fire Engine with Trailer, very good for street advertising and use on grounds at nite for Kid Ride. Use one or two Hanky Panks that don't conflict.

MODERNISTIC SHOWS, Cape Charles, Va.

TWO WEEKS, JUNE 27TH THRU JULY 7TH

LIKE TO SWAP

#5 Ferris Wheel, has been galvanized and is in A-1 shape for #16 Wheel. Now or after the season, Looper in A-1 shape. Want to swap it for Scooter now or after the season. Will pay the difference.

JIM FOREST

31 N. ATLANTIC AVENUE

DAYTONA BEACH, FLA

FOR SALE

Complete Carnival. Must see, doctor's orders. This is no hot air. Five Major Ride 1 Kiddie Car Ride, 10 Trucks, Bingo and other concessions. Hot Wagon with 10 KVA Transformer, 2,000 feet of cable and junction boxes. Booked solid with good route of fairs and celebrations. Route if you want it. All rides and transportation in A-1 shape. Can be seen per route. I am not broke and it is priced right for a quick sale of complete unit. All replies to

BOX #STL-34, BILLBOARD PUB. CO.

390 ARCADE BLDG.

ST. LOUIS 1, MO

LA CROSS SHOWS

Will Book for Mammoth 4th of July

In Woodsville, New Hampshire. It's the biggest 4th Celebration in this part of the country. Free Acts, Fireworks, Parades, etc. It's been an annual event for 50 years. Can use all kinds of Hanky Pank and legitimate Concessions. Shows of all kinds, at attraction of merit for this spot and balance of season. Can use Ride Help, must be good. Also Ride Superintendent. Get your summer bank roll at Woodsville, N. H. this year. All contact, write, wire or phone: PAUL R. LA CROSS, c/o La Cross Shows, St. Albans, Vt., this week; then Woodsville, N. H.

CIGARETTE WHEELS



NEW 30" Decorated, \$50.00 ea. 48" Decorated, \$125.00 ea. Merchandise Wheels, Money Wheels, Lay-downs, Midwest Rep. Advance Nov. Co. Detroit, Mich. West Coast Rep.: M. Monette & Co. San Francisco 3, Calif.

CARDINAL MFG. CORP. 430 Keap Street Evergreen 7-5027

WANT

WHEEL FOREMAN ALSO LOOPER FOREMAN

Top salary every week in cash. Best of treatment, long season. Prefer Semi Drivers. Boozers, grifters and chasers, save your time.

GOODING AMUSEMENT CO.

1300 Norton Ave., Columbus 8, O. Phone University 1193

PENNY PITCH BOARDS

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Southern California's Biggest Event. First to appear in multi-million dollar Stadium. Features for first time anywhere **ATOMIC ENERGY EXHIBIT** from Oak Ridge, Tenn. Also Big Grandstand Shows with Top Names. Thousands of Dollars in Prizes, including a \$10,000 model home. Free Entertainment, Big Jack Pot Drawings—Everything.

NEARLY 8,000,000 PEOPLE WITHIN 45 MINUTES DRIVING TIME.
ESTIMATED ATTENDANCE MORE THAN 500,000.

Centrally located. Plenty of parking Space. Ample Bus Service.

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RIDES—Both Major and Kiddie. Midway located where it will get people.

SHOWS—That can get money.

CONCESSIONS—All types including Derby, Wheels, Hanky Panks, Jewelry. Will consider "ex" on novelties. Let us know what you have.

TIME IS SHORT — ACT TODAY. *Let's get going.*

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LACKAWANNA, N. Y.
AMERICAN LEGION
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FIELD DAYS
JULY 27, 28, 29, 30
Concessions Available
No Gambling
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WANT—WANT
AGENTS FOR PENNY PITCH
COUNT STORES
SKILLO SET SPINDLES
BALL GAME
WATCH-LA
SAM WEINTROUB
Care Grand American Show
This week, Trenton, Mo.; next week, Kirksville, Mo.

WANTED FOR BIG FOURTH OF JULY CELEBRATION
City Park, Chanute, Kansas
Will book Ferris Wheel, 25%. Hanky Pank Concessions, Pan Game and other percentage.
H. W. ANDERSON
Chanute, Kansas, week of July 2nd.

Borderland Shows WANTS
Bingo, Fish Pond, Bumper, Dart Balloons, Coke Bottles, Popcorn, Glass Pitch or any Concession not conflicting. No racket. Can place small Monkey or Snake Show with own equipment and transportation.
Carrizozo, N. M., June 25-30; Vaughn, N. M., July 2-7. Contact
HOWARD DEASON, Owner

GIRLS WANTED GIRLS FOR DANCING REVUE
Feature Strip—\$75.00 per week. Louise Lake now producing this show. Season's work, good treatment. Kitty Gambil, Simone, Belle Romaine, Bobbie Lynn, contact
JIMMIE JOHNSON
c/o L. J. HETH SHOWS
Bedford, Ind., this week.

FOR SALE
Forschner Chair Scales complete with tripod, 12 ft. V type outfit, nice sign, \$150.00; or Scales alone, \$110.00. Also have for sale or trade—Complete set of mechanical Snap-on Tools complete with 2 Chests, cost about \$700.00, good as new. Will take Truck, Concession, Kid Ride or Show Equipment. **COWBOY KING**, Auburn, Nebr., June 27-30. Care Darling Rides, P.S.: Larry Nolan, get in touch with me.

WANT DROME RIDERS STRAIGHT RIDER, CRISS-CROSS RIDER—GOOD PAY
EARL PURTLE
212 Warren Avenue, Palisades, N. J.

WANTED
Concessions for Annual Street Celebration, July 12-14, Stockton, Illinois. Big Crowds, Free Attractions, etc. On Route 20—20 Miles West of Freeport, Illinois
Frank C. Niemeyer, Sec.
Lions Club Sponsored
Stockton, Illinois

FOR SALE
Near new 8x10 glass enclosed two wheel aluminum Popcorn & Lunch Trailer. Complete. Highest cash offer.
RICHARD WAGNER
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FOR QUICK SALE
Finest equipped Carnival in country today—now operating—booked full all season—contracts turned over to you—you start making money at once. Grab this quick—you will have something! Poor health reason for selling. Please mail all answers to:
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ORDER THIS GREAT PROFIT MAKER NOW
THIS DURAMATIC "NAMES" BUSINESS IS REALLY HOT

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Joe Try Me
Hug Me Jim
Sally For Rent
Swat Lane
Snooky Razor
Dopey
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THESE NAMES ARE WELDED RIGHT INTO MATERIAL HAT STANDS—NOVELTY SHOPS—"MUG" OUTFITS
MAKE ANY "NAME" IN 10 SECONDS
Requires only small space ANYWHERE
SPECIAL "NAME" ORDERS MADE UP AT WHOLESALE
Use new Smarty Names like above and really make BIG PROFITS
THE NEW BRILLIANT GLOW LETTERS ARE THE KNOCK-OUTS THIS SEASON

EVERYTHING NEW IN HATS AND CAPS THAT YOU CAN IMAGINE. Bright Glow, rich color Gabardines (genuine), both in Crew and Jockey Styles. Real Baseball Caps. Many others, all at very low prices to our customers.

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WANTED FOR TOPPENISH, WASH., RODEO 4TH JULY CELEBRATION
5 BIG DAYS — JUNE 30TH THRU JULY 4TH
Also for Oregon State Fair — 8 Big Days — Salem, Oregon
September 1 to September 9
Hanky Panks of all kinds, Guess Your Age and Weight, Hi-Strikers, Novelties, Photo Gallery. Answer per route.
The Dalles, Oregon, Week June 25th.
Grind Shows, Glass House, Fun House, Monkey Drome, Motor Drome.

DOUGLAS GREATER SHOWS
ROUTE 5, BOX 1770, KENT, WASH.

ANNUAL 4TH JULY CELEBRATION LOUISA, KY., ON THE STREETS
Entire Week July 2d
Followed by a solid route of top notch Celebrations and Fairs ending the middle of November
Will place legitimate Concessions.
Wanted: Photos, Ice Cream and Palmistry; will give exclusive.
Notice: Need experienced Ride Help to join now; must be sober and able to drive semi trailer units. Address this week.
JAMES H. DREW SHOWS
LOVELAND, OHIO

WANTED—KIDDIE RIDES—WANTED
Can book at once for Big July 4th Celebration at Humboldt, Iowa, plus Celebrations and Fairs starting July 22 thru September 15. Route completely booked.
Wire, Don't Write: SPOT MASON
c/o STAR LITE SHOWS, Newton, Iowa, June 25-27; then per route.

WANTED CONCESSIONS
Photo, Balloon Dart, Short Range, Cork Gun, Bumper, Coca-Cola Ball Games, Girl Show and other Side Shows not conflicting.
Call or write Manager of the Royal United Shows as per route

PECK AMUSEMENTS WANT
Concessions: Hoop-La, Balloon Dart, Ball Games, Jewelry, Pitch-Tilt-U-Win, Short Range and any other Hanky Panks working for stock. NO FLATS, NO P.C., NO GYPSIES, Ride Foremen: Wheel, Octopus who drive semi Shows: Animal, Mechanical, Snake with your own transportation
C. S. PECK
Piper City, Ill., this week; then the big 4th of July at Iroquois, Ill., to follow.

PAUL'S AMUSEMENT CO. WANTS
For 12 Fairs and Celebrations in Oklahoma, Missouri and Arkansas, starting July 4th at Springdale, Ark.
Concessions: Balloon Dart, String Game, Bumper, Devil's Bowling Alley, Hoop-La, Hi Striker, Ball Games, Novelties, Ice Cream, Sno Cone, Penny Pitch, Coke Bottles or any 10¢ Hanky Panks. Will book Octopus or Tilt, Side Show and Mechanical Show. Want Concession Agents and Ride Help, also useful Show People in all lines. Tuffy Barnett wants inside and outside talent for Athletic Show. Will trade Super Rolloplane and Streamline Train for Octopus or Tilt; must be in good shape; no junk.
GEORGE & SKEETER McALLAN, WAGONER, OKLA.

STOCK TICKETS	Don't cry over spilt milk; remember, it is four-fifths water.	SPECIAL PRINTED Cash With Order Prices:
One Roll \$ 1.50	Manufacturers of TICKETS of every description	2,000 \$ 6.90
Five Rolls 4.50		4,000 7.80
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	THE TOLEDO TICKET COMPANY	
	114-116 Erie St.	
	Toledo (Ticket City) 2, Ohio	

Groves Greater Shows
AMERICA'S CLEANEST MIDWAY

De Quincy, La., first show in seven years, June 25-30.
Can use any Major Ride for July 2-3-4, Elton, La., one of Louisiana's oldest July 4th Celebrations. First organized show in.
Want Merry-Go-Round Foreman and Second Men on all rides; top salary if sober and reliable. Bonus if you stay until Nov. 1.
Can use legitimate Stock Concessions, especially want Country Store, Hi-Striker, Jewelry and Aluminum Store. All Concessions joining by July 1 given special consideration for ten best Louisiana Fairs. George Stanley, get in touch at once.
All replies, De Quincy, La., June 25-30.

SPLINTER ROYAL WANTS
Pin Store, Count Store, Slum Skillos, Swinging Ball Agents. Want Man to handle four Stores.
Attention: Mr. Seagraves wants Player. Frenchy Moore, answer.
Opening at Augusta, Georgia, playing lot at Number 1 and 78 Highway junction, from June 29 to July 7. Also ten Georgia Fairs starting Labor Day week. All answer
SPLINTER ROYAL
ROYAL AMERICAN SHOWS, AUGUSTA, GEORGIA, WESTERN UNION.

BRODBECK & SCHRADER
Now Booking Carnival Midway Attractions for
COLORADO STATE FAIR, PUEBLO, AUG. 18 TO 25
KANSAS STATE FAIR, HUTCHINSON, SEPT. 15 TO 22
Can place few outstanding Rides, clean Shows, flashy Hanky Panks.
Inquire **KINSLEY, KANSAS**

REDWOOD EMPIRE SHOWS WANT WANT
Legitimate Concessions of all kinds not conflicting. Shows of all kinds, good deal to the right parties. Capable Ride Men on all rides. Playing the great Northwest, 17 Fairs and Celebrations; Grangeville, Idaho, for the 4th. Wire or contact immediately.
ANTHONY MASSETH
P. O. Box 358, Berkeley, Calif.

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PARK-CARNIVAL CONCESSIONS—PLASTER USERS OF ALL KINDS
PRICE LIST FOR NEW LINE OF PLASTER NOVELTIES READY TO WRITE FOR YOURS TODAY!
Dependability insured—31 years at same location
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You may have your **DIAMOND T TRACTOR** by paying for this ad if you will pick it up immediately!
Please have proper credentials showing ownership.
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ADOLF HITLER'S NUINE PERSONAL ARMORED LIMOUSINE
(Not one that he just rode in)
Used by "Free French Forces" at Berchtesgaden. World's most talked about car
greatest attraction. Attractive show piece. Fully equipped for any location.
PROSPECT ASSOCIATES
BOX 183, SOUDERTON, PA.

Georgia's Own Stays Home

Continued from page 86

joint, girl shows and similar attractions, and they set up across the road from me, that's all right as long as they keep 'em over there on their lot. But I'm not gonna have 'em on mine!"

The six-foot, gray-haired former middleweight wrestler talks about his hopes of retiring—maybe this year.

He believes a man who is 67 years old ought to be "taking life easy," something he's never done. "I've got enough money to retire," he says somewhat confidentially, "but I'm scared of what might happen. I've worked at such high tension all my life I think I'd go crazy if I would wake up some day with nothing to do."

"If I don't get stirred up about anything I'm planning on retiring this fall, and I'll take a trip to Alaska and some other far-off places to get my mind off of my business."

The reference to getting "stirred up" brings an explanation from Cody that he had planned to retire in 1950.

"You know the strangest thing happened?," he explained. "I had everything set to sell out, when I heard that a competitor had said he was going to run me out of Georgia!"

Cody's brown eyes twinkled as he added:

"Why that fellow hadn't been playing Georgia more than six or seven years and it made me so mad I decided to stay in the business another year just to show him!"

Staffers Old-Time

In comparison to the tiny org with the three rides in 1932, the Mad Cody Fleming Shows of 1951 is gigantic. Cody now owns 13 rides plus modern motive and light equipment. Recently he acquired a \$5,000 35-foot house trailer. Most of the routine business matters are handled in the office wagon by Larkie Chapman, his secretary, while Jack McCarty, manager, actually supervises the lot.

Cody has a record for longevity

of service on his staff. McCarty is in his 26th year. Tiger Mack, assistant manager, is in his 17th year. Clyde Dowdy, concession operator, has booked with Cody for 29 consecutive years.

Many Georgia notables at one time or another have been on Cody's staff. For instance Man Mountain Dean, the wrestler, was once Cody's press agent. Cody employed a full-time attorney, mostly for social and conversational enjoyment, to travel with him for a year. He is Jackson Evans, now mayor of Thomson, Ga., one of East Georgia's thriving cities. Evans wanted the outdoor travel for his health's sake and he returned to his law office vastly benefitted.

Finds Ample Variety

While traveling in one State for an entire season may indicate that it is comparatively easy trouping, that is certainly not the case. Georgia is a big State and it has a lot of different kind of terrain. Sometimes Cody jumps from one extreme to the other, but for the past two years he has followed nearly the same route. This year he had a jump of 198 miles from Baxley to Manchester. This fall his longest jump will be from McDonough to Tifton, 178 miles.

"It's never monotonous," Cody says, "and I know I'm always among friends."

Cody contributes to several churches and to nearly all of the community welfare appeals. He is a Mason and Shriner and his wife is active in the Eastern Star. They may be seen at almost all State conventions of Masonic bodies.

When he retires, Cody says his farewell message to his friends in the fabulous business that has brought him fame and wealth, will be this, simply: "Fellows, honesty is the best policy."

PONOKA, Alta., June 23.—Officers of the Ponoka Stampede Association here include R. H. Slater, president; Hi Labrie, vice-president; Tom Butterfield, secretary, and M. E. Granlund, treasurer.

COMING EVENTS

CALIFORNIA

San Fernando—Fiesta & Community Fair. June 25-July 1. Harold R. Allen.

COLORADO

Boulder—Pow Wow & Rodeo. July 28-30. Tom Liston.
Gunnison—Cattlemen's Days. July 20-23. M. J. Verzuh.

GEORGIA

Atlanta—China, Glass & Gift Show. July 22-25. Foster B. Steward, 1492 Peachtree St., N. W.

ILLINOIS

Chicago—Italian Festival. July 25-Aug. 5. Joseph DeSerto.
Kansas—Dairy Days & Home-Coming. June 25-30.
Morrisonville—Picnic & Home-coming. July 18-19. Vernon W. Lauer.
Palmyra—Soldiers & Sailors Reunion. July 26-28. George Ferris.
Pawnee—VFW Picnic. Last week in June. Floyd Alexander.
Salem—Sailors & Soldiers' Reunion. July 23-28. Omar J. McMackin.
Stockton—Street Celebration. July 12-14. Frank C. Niemeyer, Lions Club.
White Hall—Lions Club Home-Coming. July 3-7. George Coker.

INDIANA

Hymers—Old Soldiers Reunion. July 19-21. William Sargent.
Marshall—Home-Coming & Fish Fry. July 11-14. E. R. Peley.
Montpelier—Races & Night Rodeo. July 18-21. Earl St. John.
New Palestine—Lions Club Carnival. July 12-14. C. Miles Wicham.
Oakland City—4-H Fair. July 18-21. August Mason.
Orleans—Am. Legion Home-Coming. July 9-14. James H. Tegarden.
Whitfield—Am. Legion Celebration. July 19-21. W. H. Huhn.

KANSAS

Downs—Downs Celebration. July 26-28. Charles H. McConnell.

KENTUCKY

Lexington—Junior League Horse Show. July 9-14.

MICHIGAN

Detroit—Trade Fair. June 30-July 15. Board of Commerce.
Detroit—250th Birthday Festival. July 24-Sept. 9. William A. Mayberry.
Iron River—Iron Ore Centennial. July 2-7. Leo Konwinski.
Traverse City—National Cherry Festival. July 12-13. Merle C. Lutz, Chamber of Commerce.

MINNESOTA

Henderson—Sauerkraut Days. July 27-29. Elmer E. Brahs.
Minneapolis—Minneapolis Aquatennial. July 20-29. Jerry Vessels, 529 Palace Bldg.

MISSOURI

Carrollton—Horse Show. July 25-27. Eva Chaney.
Craig—Am. Legion Reunion. July 26-29. John L. Pflaumer.
Eldorado Springs—Picnic & Celebration. July 18-20. George W. Nafus.
Hillsboro—Festival & Horse Show. July 27-29. H. A. Lippert.
Kansas City—Gift Show. July 22-26. Fred Sands, 3108 S. Joplin St., Tulsa Okla.
Louisburg—Old Settlers Reunion. July 23-24. Harry W. Atchley.
Maitland—Blue Grass Festival. June 27-30. Dale A. Marion.
Owensville—Veterans of Foreign Wars. July 2-7. Alvin Kramme.
Weaubleau—Annual Reunion. July 12-14. John Allen.

NEBRASKA

Blue Hill—Home-Coming Celebration. July 26-28. Paul C. Arndt.

NEW HAMPSHIRE

Conway—Am. Legion Carnival. June 30-July 4. Arthur J. Wigglin.

NEW JERSEY

Alpha—20th Anniversary Celebration. July 9-15. Mrs. Irene DeFay.

NEW YORK

Allegany—Old Home Week. July 2-7. James J. Boser.
Ellicottville—Old Home Week. Chamber of Commerce. July 8-14. John W. Ellis.
Fredonia—Firemen's Golden Jubilee. July 3-7. W. R. Burr.
Livingston Manor—Old Home Week. July 2-7. Leonard Sherwood, Fire Dept.
Newburgh—VFW Bazaar. July 23-28. E. H. Linenbroker.
Syracuse—N. Y. Gift Show. July 28-Aug. 1. Ralph S. Wilder.
West Seneca—Centennial Celebration. July 16-21. Nick Mamula.

OHIO

Fairport Harbor—Mardi Gras. July 3-7. W. Nyle Schuster.
Fort Recovery—Harvest Jubilee. July 9-14. B. B. Burke.
Gibsonburg—Vol. Fire Dept. Home-Coming. July 25-28. Chester Smith.
Greenhills—Fire Dept. Celebration. July 20-22. Chief Bates.
New Waterford—Firemen's Street Fair. July 17-21.
North Industry—Vol. Fire Dept. Celebration. July 24-28. George Marlow, Canton.
Waco—Vol. Fire Dept. Celebration. June 26-30. George Marlow, Canton, O.
Waynesburg—Annual Home-Coming. July 11-14. J. M. Finebrock.
Wellsville—Firemen's Home-Coming. July 2-7. Jack E. Phillips.

OKLAHOMA

Lawton—Am. Legion Carnival. July 1-7. E. J. Flynn.

PENNSYLVANIA

Malvern—Firemen's Fair. June 25-30. Daniel H. Morris Jr.
Martinsburg—Fire Co. Ox Roast. July 20-21. Rex Herschberger.
Mount Pleasant—Vol. Fire Dept. Celebration. June 25-30. Ken Crusan.
New Galilee—Fire Dept. Home-Coming Fair. July 23-28. J. A. Fusetti.
Pen Argyl—St. Roch's Celebration. July 16-21. James P. Gallagher.
Phoenixville—Friendship Fire Co. Fair. July 4-14. Joseph F. Moore Jr.
Pittsburgh—Police Circus. July 11-14. Chester B. Morley, 332 City-County Bldg.
Punxsutawney—Old Home Week & Firemen's Celebration. July 2-7. Fred E. Smith.
Salisbury—Firemen's Celebration. July 2-7. George E. Bowersox Jr.
Saxonsburg—Firemen's Jubilee. July 16-21. Ralph Kroneberg, Cabot, Pa.
Shade Gap—Soldiers & Sailors Fair & Picnic. July 30-Aug. 4. A. L. Blackmon, Camden, N. J.
Tremont—Annual Home-Coming. July 2-7. Al Kutzer.

SOUTH DAKOTA

Custer—Gold Discovery Days. July 27-29. M. J. Webber.
Madison—Yankee Doodle Days. July 27-28.

TENNESSEE

Kingsport—Am. Legion Celebration. June 22-July 7. J. P. Tate.
Murfreesboro—Middle Tenn. Lions Expo. July 26-28. George Campbell.

TEXAS

Valley Mills—Valley Mills Reunion. July 12-15. J. C. Howard.

UTAH

Eureka—Silver Jubilee. June 29-30. Reed Pett.
Midvale—Harvest Days. July 12-14. Howard C. Barrows.
Salt Lake City—Days of '47 Pioneer Day Celebration. July 20-24. Ray Van Noy.

VIRGINIA

Galax—Firemen's Carnival & Celebration. July 2-7. Elbert L. Lundy.

WEST VIRGINIA

Franklin—Celebration. Week of July 4. Franklin Fire Co.
Point Pleasant—Fire Dept. Celebration. July 2-7. R. C. Jackson.

WYOMING

Laramie—Jubilee Days Celebration. July 12-15.

DOG SHOWS

CALIFORNIA

Ontario—July 15. Mrs. Jack Bradshaw, Los Angeles.
Richmond—July 1. R. Cournow, 1817 San Benito St.
Santa Barbara—July 29. Mrs. Jack Bradshaw, Los Angeles.
Vallejo—July 22. Dr. R. Swartz, 1000 Broadway.

ILLINOIS

Hinsdale—July 22. Miss C. Klembara, Wilmette, Ill.
Kankakee—July 15. Bow Org. Detroit.

INDIANA

Winamac—July 8. S. Matusiak, 445 Adams St., Gary.

MASSACHUSETTS

Holyoke—July 22. Foley, 2009 Ranstead St., Philadelphia.

NEW JERSEY

Sparta—July 29. Foley, 2009 Ranstead St., Philadelphia.

NEW YORK

Niagara Falls—July 8. Foley, 2009 Ranstead St., Philadelphia.

OHIO

Chagrin Falls—July 29. Mrs. A. Brumenshenke, Gates Mills, O.
Mansfield—July 1. Mrs. J. Herring.
Sandusky—July 8. Bow Org. Detroit.

OREGON

Portland—July 21. Miss M. Mack.

PENNSYLVANIA

Erie—July 15. Foley, 2009 Ranstead St., Philadelphia.
Williamsport—July 22. Foley, 2009 Ranstead St., Philadelphia.

WASHINGTON

Vancouver—July 22. Mrs. J. Dardis, 4516 N. E. 38th Ave., Portland, Ore.

WISCONSIN

Madison—July 1. Mrs. L. Pratt, 2515 Major Fono du Lac—June 30. D Morgan, Box 110 Ave.
Manitowoc—July 7. Bow Org. Detroit.
Milwaukee—July 8. Bow Org. Detroit.

Prep Mardi Gras At Fairport Harbor

FAIRPORT HARBOR, O., June 23.—Final preparations are being made here for the annual Fairport Harbor Mardi Gras opening July 3 for a five-day run, with the crowning of a queen, big street parade, marathon, boat parade, selection of Mr. and Mrs. Fairport (oldest natives) and the LaBlonde comedy bar act as highlights.

Kicking off the event, which annually draws close to 100,000 people to the event's beach site, will be a Monday (2) banquet staged by the Fairport Harbor Historical Society. Dr. J. V. Winans, Madison, oldest practicing physician in Lake County will be among the speakers at the banquet.

Five high school bands and marching units from fraternal organizations will take part in the parade, with awards going to various units. The queen will be awarded a trophy and wrist watch. Other queen contestants will be awarded prizes.

New Speed Group Formed in Conn.

HARTFORD, Conn., June 23.—Connecticut Speedways, Inc., of Winsted, Conn., a new Connecticut amusement corporation, has filed a certificate of incorporation with the secretary of state's office, listing authorized capital, \$50,000; shares, 1,000, at \$50 par. Incorporators are Phil Bilodeau, William Mund and Harry M. Risedorf Jr.

Deming Spots Events

DEMING, N. M., June 23.—Southwestern New Mexico Hereford Breeders' Annual Registered Show and Sale and the Junior Livestock Show and Sale will be held in conjunction with the Tri-State Fair to be held here September 20-23, Seldon S. Baker Jr., fair manager, announced this week.

GRAND SALINE, Tex., June 23.—Mrs. Howard Hill will have charge of concessions at Grand Saline Fall Agricultural Fair, Herbert Clower, general chairman, announced. John I. Beasley and Bill Whitehead will supervise general exhibits booths.

Gladewater, Tex. Four-Day Rodeo Gets 19,000 Gate

GLADWATER, Tex., June 23.—The 14th annual Gladewater Round-Up Rodeo closed its four-day run here Friday (15) after pulling an estimated 19,000 thru the front gate. Intermittent rains threatened two nights but none fell during the performances.

Todd Whatley, Hugo, Okla., took top money, winning \$680. Specialty acts included Cecil Cornish, Liberty horse; Buff Douthitt, slack rope; Curtiss Candy Company's six-horse hitch; Longview, Tex., mounted quadrille. Clowns were Ken Boen, Carl Stafeld and Robert Boyd.

Stock was contracted thru Homer Todd, Fort Smith, Ark., who also served as arena director; Pete Logan handled the mike chores, and Wilson Godfrey and Bob Monzingo were co-directors of the band.

Cele Plans Nixed At Ellicottville, N.Y.

ELLICOTTVILLE, N. Y., June 23.—Plans for the annual Old Home Week celebration tentatively scheduled here July 8-14, have been canceled, John W. Ellis, president of the Chamber of Commerce, event's sponsor, said this week.

Ellis said that the State's current ban on bingo games forced the cancellation.

Carnival Routes

Continued from page 67

Reid, King: Barre, Vt.
Rockwell: Stillwater, Okla.
Rogers Bros.: Paynesville, Minn., 27-28.
Bemidji 30-July 7.
Rose City Rides: Bland, Mo.; Cape Girardeau July 4; Seymour 6-7.
Royal American: Winnipeg, Man., Can. (Fair) Brandon July 2-6.
Royal Crown: Springfield, O., 25-27; Olney, Ill., 29-July 4.
Royal Duke: Columbia, S. C., 28-July 7.
Royal Midwest: McCuffey, O.; Potomac July 4-7.
Royal United: Clear Lake, S. D., 27-28.
Lamberton, Minn., 29-30; Pipestone July 2-4.
Rumble Rides: Mitchell, Ind.; West Baden July 2-7.
San Valley: Morrowville, Kan., 28-30; Cuba July 2-4.
Sand Valley: Damascus, Va.; Mountain City, Tenn., July 2-7.
Schafer's Just for Fun: (Fair) Belton, Tex.; Slebrand Bros.: Idaho Falls, Idaho; Butte, Mont., July 2-7.
Skerbeck's: Munising, Mich.
Smith, George Clyde: South Fork, Pa.
Scalp Level July 2-7.
Smith's Funland: Sutton, W. Va.; Pennsboro July 2-7.
Snapp Greater: Des Moines, Ia.; Red Oak July 2-4; Clinton 6-8.
Southern Valley: Ponder Bluff, Mo.
Srafer, M. A.: Pratt, Kan.; Great Bend July 2-4.
Star Am. Co.: Filippin, Ark.
Star-Lite: Newton, Ia., 25-27.
Starlight: (Fair) Riesel, Tex.
Stephens, C. A.: Manchester, Ky.; Mayville July 2-7.
Stephen's: Victor, Ia., 27-30; Osceola July 3-4.
Strates, James E.: Norwich, Conn.
Sunset Am. Co.: Brainerd, Minn.; Montevideo July 2-4.
Tatham Bros.: Bement, Ill.; Sullivan July 2-7.
Tennessee Valley Am.: Lebanon, Tenn.; Nashville July 2-7.
Thess United: Ashton, Ill., 27-30.
Thomas Joyland: Fairmont, W. Va.; Charleston July 2-7.
Tinsley, Johnny T.: Atlanta, Ga.; Jasper July 2-7.
Tin Top (Eastern): Truxton, N. Y.; Oxford July 3-7.
Tin Top (Western): Evansville, Wis., July 4.
Tivoli Expo.: Brookfield, Mo.; (Fair) Greensville, Ill., July 2-7.
Tri-State: Bentonville, Ark.; Seneca, Mo., 2-7.
Turner Bros.: North Chicago, Ill.
20th Century: St. Cloud, Minn.
Twin City: Ironton, Mo.
United Expo.: Coffeyville, Kan.
United States: Clay, W. Va.; Spencer July 2-7.
Veterans United: Minnewaukon, N. D., 27; Edmore 28-July 1; Cooperstown 2 Adams 5-7.
Victory: Colby, Kan.; Brush, Colo., July 2.
Virginia Greater: Riverdale, N. J.; New York July 2-7.
Vivian Bros.: Harrisburg, Pa.
Wade Cater: North Webster, Ind.
Wade, W. G.: Sault Ste. Marie, Mich.
Wallace Bros.: (Fair) Lethbridge, Alberta, Can., 25-27; (Fair) Weyburn, Sask., 30; (Fair) Estevan July 2-3; (Fair) May Jaw 4-7.
Wallace Bros.: West Frankfort, Ill.; Otralla July 2-7.
Wallace, I. K.: Amelia, Va.
Wallace & Murray: Athens, O.; Marietta July 2-7.
West Coast Expo.: Pleasanton, Calif., July 8.
West Coast: Klamath Falls, Ore., 26-4; Prineville 5-8.
Wilcox, Dick: Patten, Me.; Houlton July Wilson Famous: Sycamore, Ill.; Stre July 2-4; Deer Creek 7-9.
Wilson Greater: (Rodeo) Flagstaff, 27-July 4.
Wolf Madison, Minn., 25-27.
Wolfe, Am.: Griggsburg, Pa.
World of Mirth: Jersey City, N. J.
World of Pleasure: Jackson, Mich.; Madison July 2-7.
Young, Monte: Elko, Nev.

AGENTS WANTED

For Fun House and small Animal Show Front Men, must be able to grind. For Celebrations, Good deal. Char Chenault, Harry Regardio, can place you. Address: Geo. Kimbrell Evans United Shows, Garnett, Kan. week June 25; then as per route.

Fidlers United Shows

WANTS FOR EAST GARY, IND., ANNUAL CELEBRATION IN RIVERSIDE PARK, sponsored by 18 organizations, with floats, parades and fireworks, starting Thursday, June 28, and ending Friday, July 6th. JAMESVILLE, WIS., FOLLOWS, STARTING JULY 9th, THEN BACK TO ILLINOIS. SHOWS WITH OWN TRANSPORTATION. HANKY PANK CONCESSIONS OF ALL KINDS. NEED SECOND MEN ON RIDES THAT CAN DRIVE SEMI TRAILERS. (Carl Leitner and Bob Hoard, come on.)

Address SAM FIDLER, Mgr.
East Gary, Ind., until July 6; then Jamesville, Wis.

GEORGE CLYDE SMITH Shows

Somerset County Firemen's Convention and 4th of July Celebration, Scalp Level, Pa. WANTED—Custard, Fish Pond, Swingers, Long and Short Range Lead Gallery, Hoop-La, Pitch-Till-You-Win, Candy Floss, Novelties, Age and Weight. WANTED—Pony Ride, Train Ride, Tilt, Octopus, White Girl Show. Truck and Tractor Drivers. General Ride Help. Hanky Pank Agents. All replies to

GEORGE CLYDE SMITH SHOWS
South Fork, Pa., this week; Scalp Level, Pa., next week.

TIVOLI EXPOSITION SHOWS

WANT FOR THE WESTERN ILLINOIS FAIR AND BIG JULY 4TH CELEBRATION COMBINED AT GRIGGSVILLE, ILLINOIS

5 BIG DAYS AND NIGHTS JULY 2-6 5 BIG DAYS AND NIGHTS

HANKY PANK CONCESSIONS OF ALL KINDS (no exclusives). Contact me for space immediately. CAN PLACE 2 MAJOR RIDES (Octopus, Spiffire or any Ride not conflicting).

Address H. V. PETERSEN, Mgr.
Brookfield, Mo., this week; then Griggsville, Ill., to follow.

FOLKS HIPPODROME CIRCUS

Wants at once, Elephant Act, Liberty Horses, Pony Drill, Trampoline Act, Casting Acts. Other good Circus Acts wire. Can place 2 good Clowns.

CAN PLACE GOOD CIRCUS BAND

Wire FOLKS HIPPODROME CIRCUS, Iron River, Mich.

GIRLS - - - GIRLS

FOR DANCING GIRL SHOW—\$75.00 A WEEK

Also Posing Girl. Want Girl Show Talker, 10% with guarantee. Can also place Ticket Seller.

Wire F. W. MILLER, c/o WORLD OF PLEASURE SHOWS
JACKSON, MICH., THIS WEEK; MUSKEGON, MICH., JULY 2-7.

SUNSET AMUSEMENT COMPANY

WANTS FOR MONTEVIDEO, MINN., JULY 2-4

EXCLUSIVES OPEN: PHOTOS, DERBY RACER AND SCALES. CAN USE HANKY PANK CONCESSIONS OF ALL KINDS. CAN PLACE SEVERAL GRIND SHOWS.

Address: Brainerd, Minn., this week; then Montevideo.

Cel-Max
WHOLESALE JEWELERS

Summer Specials!

7-Jewel with Rhinestone Case **\$8.45**

Ladies' 7-Jewel Wrist Watch with genuine Swiss movement rebuilt like new—in lovely new rhinestone case.

★
5-Piece Jewelry Set **\$4.50**
In Luxurious Gift Box

Beautiful Necklace, Bracelet, Earrings and Brooch. 24 K-Yellow Gold Plate lavishly set with simulated pearls and choice of ruby, aqua, emerald, amethyst, peridot or rose colored stones. 24-K White Gold Plated set carries lovely rhinestones and simulated pearls.

Combination of Above Watch and Jewelry Set
In Lovely Gift Box **\$12.95**

★
Men's 7-J Wrist Watch—rebuilt like new. Smart new case. **\$8.45**

Beautifully Styled Men's Jewelry Set
5-Piece **\$4.50**

Combination Men's Watch and Jewelry Set **\$12.95**
In Luxurious Gift Box.

Order in lots of 3 or more. 25% deposit on C.O.D. orders. Write for Catalog!

Cel-Max
WHOLESALE JEWELERS
582 S. Main St. P. O. Box 473
MEMPHIS, TENN.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers
RATE: 15¢ A WORD—MINIMUM \$3
All Classified Advertisements must be accompanied by remittance in full.
FORMS CLOSE
THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ARRANGING FOR BAND, ORCHESTRA—Piano Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimate; prompt service. Val's Arranging Studio, P. O. Box 2169, Daytona Beach, Fla. Jy21

"EMCEE" MAGAZINE — CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscriptions, \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90.

PARODY ON "MOCKING BIRD HILL" AND "On Top of Old Smoky" with a good novel included, one dollar. Samuel Keller, 117 N. Jay, Lock Haven, Pa.

SENSATIONAL PATTY! OVER 1,000 "Clever Remarks and Replies" only \$1. Comedy List free. Edmund Boolais, Metropolitan, Box 5556, Los Angeles 55, Calif.

AGENTS & DISTRIBUTORS

AAA QUALITY GUARANTEED #11 BALLOONS, gross, \$3; Rocket Combs, black or colored, gross, \$2.50; 25¢ cash, balance c.o.d., satisfaction guaranteed. Gent Novelty, Box 4058, Bridgeport, Conn. Jy7

ABALONE PEARL AND MOTHER PEARL Jewelry, Butterfly Wing and Italian Sea Coral Jewelry, Indian design and Mexican Jewelry; real Feather Bird Pictures; Armadillo Baskets, real dressed Fleas, carved Coconut Faces, real Seahorse Fish Brooches, real Seastar Electrical Lamps, Seashell Electrical Lamps, Cuban Alligator Handbags, Guatemalan Tropical Handbags, Snake-skin Belts, Tropical Souvenirs and Novelties. Joseph Fleischman, 906 Tampa St., Tampa, Fla.

ARCO—SENSATIONAL APACHE DANCERS; \$4 dozen, \$39 gross; wholesale prices; Firecrackers, Devils, Salutes; minimum order, \$10 in advance. Box 46, Marlboro, Md. Jc30

AMAZING NEW TALKING XMAS CARD—Terrific, mystifying; says "Merry Xmas" in loud clear voice; 1st second demonstration sells like wildfire; "Happy Birthday," "Get Well Quick" and others available; sample, 25¢; dozen, \$1.20; gross, \$12. Allied Sales, 311-B N. Desplaines, Chicago 6.

AMAZING JEWELRY VALUES—\$1 EARRINGS, \$2.95 doz.; 3-piece boxed sets 24K gold plate, \$6 to \$18 dozen; samples, \$3. General Lamp, 627 North Sixth, Milwaukee 3, Wis.

A NOVELTY MUSICAL INSTRUMENT—Hawaiian Guitariette and Pocket Side Sines. Address Sears Musical Mixture, 333 Tremont St., Boston, Mass.

BACHELOR'S ADDRESS BOOK—15 ART Model Photos in Address Book, 50¢. Rue Sales, 2643 W. Maypole Ave., Chicago 24, Ill.

BARGAINS—TOYS, NOVELTIES, JOKES, Balloons, carnival and variety store merchandise; always something new; lists free. Powers, 116 18th, Dunbar, W. Va.

BEAUTIFUL HOLLYWOOD MODELS — 15 different exciting poses in full, natural color. Send 50¢ for sample set and special offer. Ramco Products, Box 837, Chicago 90.

BEAUTIFUL PEARL DROP EARRINGS, exquisitely assorted sample dozen, \$2.50; fine graduated Pearl Necklaces with Filigree Clasps, 1 strand, dozen, \$1.75; 2 strand, \$2.50; 3 strand, \$5; assorted sample dozen, \$4 postpaid; cash with order. Jacobi, 1561 Third Ave., New York 28, N. Y.

BEAUTIFUL LADIES NYLONS—SEASONABLE shades; cellophane packaged; \$6.25 dozen, postpaid; Men's Rayon Cotton Anklets, good, \$1.75 dozen; cash with order; dealers, write; money promptly refunded, not satisfied. Jeannette Hosiery Sales, Clarence, Mo.

BIG VALUES—XMAS CARDS, 21 IN BOX, also 15 in box; All Occasion Box, 15 cards; Combination Xmas Gift Wrapping Box; quantity price as low as \$15 for 100 boxes; 5 different samples, \$1 postpaid; complete wholesale price list on request. Chas. Ufert Co. (estab. 1913), 98 Park Place, New York 7.

BILLFOLDS—STITCHLESS CALF-FINISHED Secret-pocket, removable Pasacase, \$6 dozen; also available as souvenir, Billfolds with your sealed-in Photographs, \$7.20 dozen. United Craft, 1170 Broadway, N. Y. 1.

BUY WHOLESALE — TOOLED FLEXO Buckle Belts; Hand Tooled Laced Billfolds; Key Cases; Ladies' Purses. Write: Perry's, Rt. #4, Middle Rd. B. Rockford, Ill.

COLORS PEOPLE BUY ON SIGHT—FAST sellers; Cosmetics, Perfumes, etc.; distributors wanted. Hy-Beaute Chem. Co., 268 Auburn Ave., Atlanta, Ga.

COLORS SPIRAL STREAMER SPINNERS—Longer-lasting "Bubble" style; no seams to rip; 10-foot length, trial dozen, \$9.90; six, \$5.25; sample, \$1; agent's three-foot demonstrators, different colors, two for \$1 with big-profit details; cash orders postpaid; c.o.d.'s, 1/4 deposit. Cox, Box 232, Venice, Calif. Jy14

CLOSE OUT—150,000 CURTEICH-COLOR-Tone Rodeo Action Post Cards, 12 views, \$3 1,000. Rodeo Card Co., Box 194, Woodward, Okla.

CLOSING OUT—MINIATURE MEXICAN pottery, 12-piece glazed Tea Sets, \$2 dozen. Write for prices on others. Handcraft Distributors, Box 5403, Dallas, Tex.

COMIC ILLUSTRATED BARROOM SIGNS—Large size, 8 1/2 x 11", terrific money maker; twenty different samples, \$1 postpaid. Sebastian 5138 Cahuenga, North Hollywood, Calif. Jy14

DISTRIBUTORS, JOBBERS—SENSATIONAL fast selling Perfume Bead, Necklaces and Earring Sets; low jobbers prices. Mission, 2328B W. Pico, Los Angeles 6, Calif. Jy21

ENGRAVERS, PERSONALIZERS KNIVES—Special initialing shield, \$4.40 doz., prepaid. Present, The Knife Man, 212 Essex St., Boston, Mass. Free catalog.

(Continued on page 100)

ATTENTION, WIRE ARTISTS

The use of copper and nickel materials for jewelry is now prohibited by Government Regulations.

Write for new prices on your requirements of 1/60 12 kt. gold on Sterling Base or other qualities.

We regret that since our wire is now all precious metal, we cannot give free samples.
25% deposit on all orders, balance C.O.D.

THE IMPROVED SEAMLESS WIRE CO.
775 Eddy Street Providence 5, R. I.

INTRODUCING
#288
ELEPHANT CLOCK

Metal Elephant 15" long, 10" high, mounted on Birch Base, complete with Sessions Self-Starting Electric Clock. Also available without clock. (#287)

Contact your nearest jobber or write for address of nearest jobber.

MODERN MFG. CO., EDMONT & CLEMENTINE STS., PHILA. 34, PA.

Bill Carsky says:
"BUSINESS IS GOOD! THANKS!"
Casey Company
STILL YOUR DEPENDABLE SOURCE OF SUPPLY

For everything in the Concession, Stum and Novelty Line. Send for our Free 28-page Catalog containing our most popular items, including:
DOLLS: Plush, Boudoir, and Stuffed.
GLASSWARE: Dishes, Trays, Tumblers and Bowls.
CLOCKS: Horse Clocks, Wall, Mantel and Travel.
LAMPS: Boudoir, Television and Novelty.
HOUSEWARE ITEMS, PLASTER, RADIOS, LIGHTERS, PENNANTS, HATS, JEWELRY SETS, LUGGAGE, ETC.
Let Us Know What YOU Need. We Can Make Immediate Delivery.

CASEY COMPANY 1132 S. WABASH AVE. CHICAGO, ILLINOIS

Punch Work Demonstrators
You can make MORE money selling our PERFECTED ART NEEDLES.
Set consisting of holder and 4 points, \$23.00 per 100. All nickel plated steel. Other size points also obtainable. Sample set \$1 cash with order. Terms: 25% with order, balance C.O.D., F.O.B. Chicago. We also make Muslim Pillow and Colored Burlap Rug Patterns, Embroidery Hoops, Frames, Brushes, Eyes and other accessories.
HOME ART and NOVELTY CO.
1160 Farwell Ave. CHICAGO 26, ILL.

\$5.40 ea. **VICTORIAN COACH ELECTRIC CLOCK**

Available in two finishes — Antique Bronze or Antique Gold with Red and Green trim. Colorfully painted durable composition case. Attractively styled—fine reproduction with plenty of flash and appeal.

Overall size 13" wide, 9 3/4" high. Individually boxed, 6 to master carton. Shipping weight 42 lbs. to carton.

FREE! NEW FOUR-COLOR DESCRIPTIVE 6-PAGE BOOKLET CONTAINING 35 DIFFERENT ELECTRIC CLOCKS. ALSO LAMPS, NOVELTIES. WRITE FOR YOUR FREE COPY.

Please include sufficient postage to cover mailing on sample orders.

MODEL 22M
Original Bronze Finish WESTERN SADDLE HORSES

Height	10 1/2"	8 1/2"	6 1/2"	5 1/2"	4 1/2"	2 1/2"
Doz. Price	\$21.00	\$16.00	\$8.40	\$6.50	\$4.00	\$1.80

Horse show horse clock, electric full size horse and horse shoe case. **\$5.75** Bronze Finish

NEW SPECIAL HOT DEAL!

16-pc. starter Dish Set, In-divisional display box. 4 to **\$4.50** Ea.
8-pc. Cake Set, Heavy gold border. Individual display box, 6 to master carton. **\$3.50** Ea.

25% DEPOSIT, BALANCE C.O.D., F.O.B. CHICAGO. WHOLESALE ONLY—WRITE FOR FREE FOLDERS

COOK BROS. 816 W. Maxwell St. Chicago, Ill.

Greatest Eye-Catcher in Display History
SPIRAL STREAMER SPINNERS

Everybody Wants 'Em! This Used Car Lot Buys 50 at a Time. Longer-Lasting "Bubble" Type—No Seams to Rip. METAL. METAL. FOUR COLOR COMBINATIONS.

For Used Car Lots, Service Stations, Food Markets, Theaters, Real Estate Offices, Roadstands, Carnivals, Circuses, Amusement Parks and Rides, also for Decorating Show Windows and Store Interiors.

HUSTLERS CAN MAKE \$50-\$100 A DAY
5-FT. 85¢ 10-FT. \$1.50 20-FT. \$2.50 30-FT. \$3.60
Agents' 3 ft. Demonstrator, 50¢; Refundable with first \$15.00 order.
Jobbers, Distributors, Agents, write for quantity prices.
1/2 with order, balance C.O.D. Cash orders shipped postpaid.

C. C. COX, P.O. BOX 232, VENICE, CALIF.

Favorite of
TOURISTS and VACATIONISTS!

SOUVENIR GIFT SCARFS!

of rare quality and design . . . the fastest selling souvenir line on the market!

BETTY HUTTON
Star of Paramount Picture "Let's Dance"

STATE & REGIONALS Pictorial Map Scarfs for every state in the Union. For gift or dresswear. Retail about \$2.	RODEOS & WESTERNS Beautiful and colorful designs of lively western motifs. Retail \$1 to \$2.	U. S. ARMED FORCES Souvenir gift scarfs featuring the Army, Navy, Air Forces or Marines. Retail \$1 to \$2.
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ASK YOUR JOBBER or write
RIVOLI SCARF & NOVELTY COMPANY
48 West 37th Street • New York 18, N. Y. • LOngacre 4-5670

Pennant Canes DOLLS • MONKEYS Suction Cups

Sensations for Parks, Fairs, Circuses, Baby Carriages, Cars, etc.
6" & 7" Dolls on 30" Ball Top Pennant Canes.
Chenille monkey on suction cup
Monkey or doll available on stick or suction cup both with 3/4" jingle bell. Headquarters for Rabbits' Feet, Fur Tails, etc. First quality Jumping Dog & Begging Dog. Lowest prices. some territories open for mfrs. reps.

4" Baseball Player on platform suction cup. Also fits on auto antenna and baby carriage. Others: Football, Rooster, Duck, Doll, etc.

CHARLES BRAND NOVELTY Corp.
154 W. 27th Street, New York 1, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

EXTRA!

FIRST TOPS FIELD WITH



INSTA-FLASH CAMERA KIT

Expensive looking camera with attached flash unit and reflector. Has safety flash bulb ejector. Takes 12 pictures. Shaded view finder. Kit includes film, batteries, 8 flash bulbs.

NO. 8505 KIT \$5.95



ESKIMO 8" ELECTRIC FAN

Famous ESKIMO brand. Tip-proof, air cooled non-oscillating fan with welded guard. Moves large volume of air; keeps any room cool. Retail for \$7.00.

NO. 4118 EACH \$3.95

10" Eskimo Oscillating Fan with switch. Retail for \$15.00.

NO. 4120 EACH \$8.95

Pedestal Floor Type Eskimo Fans available—write for information.



PREVORE ALL-ELECTRIC BROILER

Sensational Prevore highly polished heavy gauge aluminum broiler at lowest price. Cleverly designed to double as hot plate. A stand-out anywhere in big demand. Has wire grill, ever-cool handle pressure indicator. Plenty of flash! Practical!

NO. 4725 EACH \$5.75

First Distributors Toppers Finke-Kline Unveil \$\$ Program



WALLY FINKE



JOE KLINE

CHICAGO, June 23.—Offering one of the most diversified lines of merchandise in the industry, First Distributors, at 1748 West North Avenue, this week unveils for the first time its full policy of offering quality items at the lowest possible prices with immediate delivery assured.

Partners Wally Finke and Joe Kline, at the same time, revealed that to handle the ever-increasing heavy load of merchandise stocked by the firm, an additional 5,000 square feet of space, devoted entirely to the storage of current top-selling items, has been obtained.

Finke and Kline both stressed that First's policy of "offering the industry greater dollar values" has now been proven in practice, and will not only be continued, but every effort will be made to assure that no matter what the item, only quality products at the lowest prices, will be offered to its customers.



"HOME, SWEET HOME" ELECTRIC CLOCK

Colorful action! The little lady rocks, the fire-place flickers in realistic home setting. Walnut or ivory finished case, contrasting color decorations. Large, easy-to-read clock dial. Hansen synchron self-starting electric motor and movement.

NO. 1204 EACH \$10.17



16-PC. STARTER DISH SET

Dramatic 22K gold stamped border design. Colonial picture. 4 saucers, 4 plates, 4 cups, 4 desserts in attractive 2-tone display box.

NO. 5850 SET \$4.50

No. 5852—32-pc. set in colorful set-up display box\$8.50



Fun to Watch!
KIT-CAT KLOCK
The eyes move!
The tail wags!

Luminous dial, mouth, eyes. Perfect for children's room, kitchen or den. Tail wags constantly. Eyes moving always. Precision movement assures accurate time keeping. Retail for \$13.95.

NO. 1800 EACH \$8.37



GENUINE CHINA TABLE LAMP

Terrific promotional lamp with brilliant marbled finish, hand painted 24K gold decorations. Attractive 15" shade with braid trim top and bottom. Approx 26" high. No seconds! Sample \$3.75

NO. 2100 DOZ. \$34.00



PANTHER TELEVISION LAMP

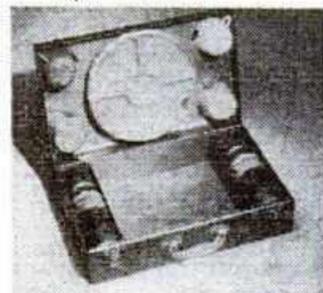
Hand Painted

Glistening black panther in realistic pose makes a handsome decorative piece with back lighting. Genuine hand-painted Rock-o-Stone. 14" long, 6" high.

NO. 2754 ONLY \$2.95

NO. 2750—17 1/2" LONG, 6" HIGH\$3.95

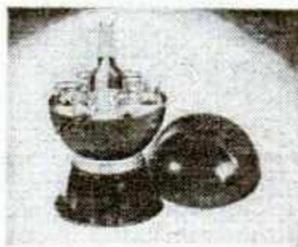
Also Available in Leopard Model



VICTORIAN COACH ELECTRIC CLOCK

Different! Colorful reproduction of a Victorian coach with electric clock. In antique bronze or gold with red and green trim. 13" wide, 9 1/2" high. Terrific appeal

NO. 1615 EACH \$5.40



BOWLING BALL BAR

Lift the top and you have a hidden bar. Same size as a regulation bowling ball. Has 6 gold rimmed glasses and dummy whiskey fifth. Walnut grained plastic construction. Retail for \$8.95

NO. 9601 EACH \$5.25

No. 9602—MUSICAL TYPE plays a tune when the bottle is lifted. Retail for \$12.95.

ONLY \$7.50



LUCKY RANGER MANTEL CLOCK

Bronco Bucks Up and Down!

Action galore with this authentic "Wild West" clock. Cowboy and horse move all the time. Colorfully finished. Sturdy spring wound movement. 12" high.

NO. 1144 EACH \$4.77



MAGNI-VIEW FIELD GLASSES

These beauties look like hundred dollar sellers. All parts precision built with lightweight aluminum body and ground and polished 3 1/2 power lenses. Complete with carrying case and strap. Retail for \$11.95. Lifetime guarantee!

NO. 8750 EACH \$5.95

Picnic Set in Metal Case

Everybody wants this! Sturdy metal case holds 4 plastic sectional plates, 4 cups, 2 vacuum bottles. Sectioned case. Gotham-ware plastic in four bright colors.

NO. 9700 EACH \$7.50



22-PIECE STEEL-CASTER FISHING OUTFIT

Sensational value! Includes tempered steel casting rod; famous level wind reel; 2 multi-hook plugs; 50 Pflauser hooks; 25 yds. of test line; red & white spoon; oop-eye spoon; June bug spinner; wire leader; stringer; minnow net; plus all other equipment needed by the fisherman... packed in cello-wrapped display carton.

NO. 9819 SET \$9.95



Popular! Appealing!

Plush COWBOY DOLL

Finest plush, with realistic plastic gun & holster. 28" high.

ALSO: 30" Drum Major, 30" Sweetheart, 27" Policeman.

Sample \$3.50

NO. 3152 EASTERN \$36.00 DOZ. CHICAGO \$39.00 DOZ.

PANDA BEARS, 30" Tall. Sample \$3.25 East. \$33.00 Doz. Chicago \$36.00 Doz.



LADIES' 4-PC. JEWELRY SET

Magnificent set that every woman will love. Includes necklace, earrings and brooch, all dramatically set with brilliantly colored stones. Plenty of flash. Satin lined velvet box.

NO. 7604 SET \$2.95



NUBIAN CERAMIC CLOCK

Striking new design in clocks! With brilliant black finish. Fine china, decorated in glittering 14K gold trim. Measures 12 1/4" wide, 8 3/4" deep, 11 1/4" high.

NO. 1153 EACH \$8.65

FIRST

DISTRIBUTORS

1748 West North Avenue, Chicago 22, Illinois

Dickens 2-0500

EXTRA!

GREAT \$ VALUES!

Scientific Buying Assures Ops Money Making Merchandise

CHICAGO, June 23.—Buying merchandise is a scientific procedure, Mal Finke, head of the premium division of First Distributors, reports. In order to maintain the top level of quality plus dollar values offered by the firm, Finke and his assistant, Art Cossid, have spent hundreds of man hours interviewing operators to determine their needs—then have put their findings into practice.



MAL FINKE

"It is our duty to our customers," Finke said, "to deliver to them the merchandise items that will, in turn, prove the best money-makers. For this reason we have developed and put into effect a scientific method of determining the needs of our customers, and then follow these findings to the letter."



ART COSSID

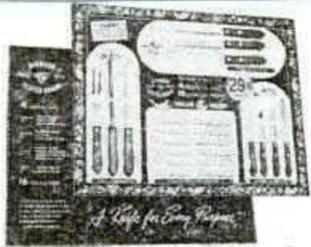
First Distributors, Finke said, will continue to add to its continuously expanding list of products only those items which are in the "highest quality at the lowest prices" bracket.

16-PC. CUTLERY SET

Beautifully boxed hollow ground stainless steel set. 3-pc. carving set; 3 butcher knives; 4 utility knives; 6 steak knives. Rosewood handles. Huge 20x24 in. display box!

NO. 5667 SET \$6.95

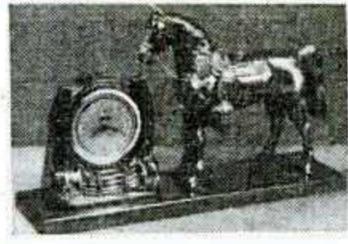
No. 5616, same 16-pc. set in 14x20 in. display box. Set \$5.95



ELECTRIC HORSE CLOCK

Rich looking all metal horse and clock on polished wood base. Fully detailed horse looks life-like. Precision made electric clock. In bronze, gold or hand painted. Fully guaranteed. Sample \$5.75.

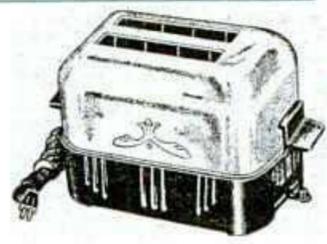
NO. 1601 LOTS OF 6 \$4.95



CAPITOL POP-UP TOASTER

Brilliant chrome finish. Triple plate steel shell. Solid Bakelite base. Fully automatic fool-proof timing. UL approved. Finest construction.

NO. 4225 EACH \$8.95



Dominion All-Purpose Fan

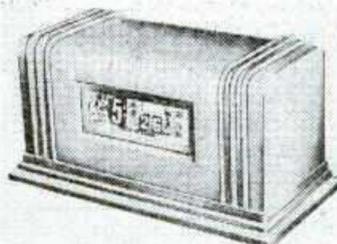
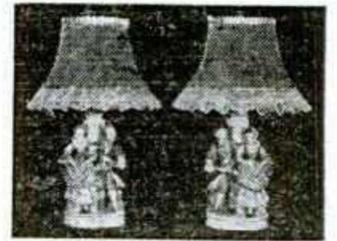
Flashy, beautifully finished, streamlined. Tilts in any direction. Rich looking baked enamel with bright nickel band. Aluminum blades. Delivers 650 cu. ft. of cool air per minute. 12 1/4 x 12 x 7 1/4" Retails for \$12.95.

NO. 4167 EACH \$8.81

Figurine Boudoir Lamps

Strikingly beautiful lamp set with washable acetate shades and charming imported figurines hand painted in delicate tones. Universal appeal. 15" tall. Packed 1 pr. to ctn.

NO. 2350 PAIR \$4.75

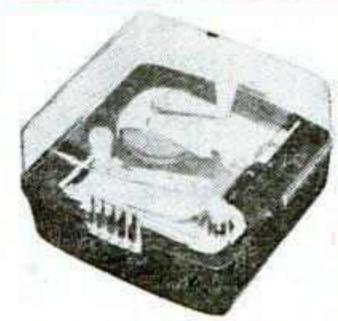


Really Different!

PEEK-A-BOO TELEVISION CLOCK

Terrific appeal! A beautiful girl every minute! Each one minute indicator turns, new girl comes into view. 4" high, 7 3/4" wide. Walnut or ivory case. UL approved motor & cord. Guaranteed 25,000 hours. Retails for \$11.95.

NO. 1960 EACH \$4.95



SWING-A-WAY GIFT PACK

Sensational appeal. Nationally advertised wall type can opener plus knife sharpener. In ultra-modern permanent plastic container designed for dozens of uses in the home. Excellent display item.

Retails for \$8.95.

NO. 5402 EACH \$5.50



Hopalong Cassidy Radio

A sure-fire winner with adults and kiddies alike. Authentic steel-stamped "Hoppy" and his horse "Topper" decorate the front. Burnished chrome inlays. 4 tubes. Fully guaranteed for one year. Mfd. by Arvin.

NO. 8832 EACH \$17.95



HEALTH-O-METER SCALE

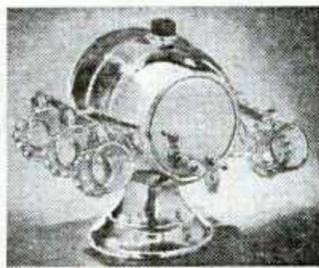
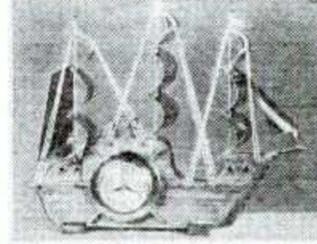
Famous nationally advertised Health-O-Meter scale, compact in size, accurate in weight. Heavy seamless shell. dust-proof. Retails for \$6.95

NO. 5301 EACH \$4.50

SELF-STARTING ELECTRIC SHIP CLOCK

Here's a clock with eye appeal. Shaped like the old Spanish galleons, with all sails set. Highly polished walnut finished hull holds large clock. Chrome sails and wheel, 20 1/2" wide, 17" high

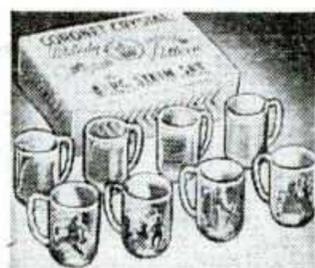
NO. 1409 EACH \$7.95



Chromium Cordial Set

Rich looking chromium plated barrel with 6 decorated crystal glasses hanging on sides. Complete with elastic bung and metal faucet. 8" high.

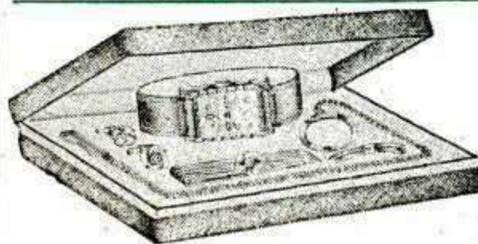
NO. 5201 EACH \$4.95



8-PC. MELODY STEIN SET

Extra heavy glass party steins. Each with words and music of 8 different party songs. Every home needs a set. 16-oz. size. Each set in display carton.

NO. 5800 SET \$2.55



CLINTON WATCH AND JEWELRY SET FOR MEN

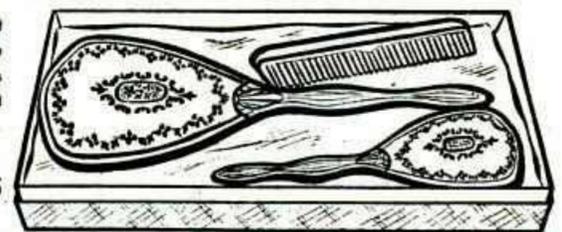
Distinctive jewelry wardrobe—everything a man needs: 7-jewel watch (NEW—not rebuilt), gold finish key chain and cuff links. Guaranteed! Retail price \$87.50.

NO. 7805 SET \$17.50

ANCO 3-PC. DRESSER SET

Magnificently finished in delicate gold design frame, plastic backs decorated in gold and pink. Includes mirror, hair brush and comb

NO. 7703 SET \$2.95



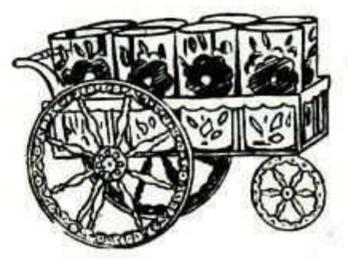
SITTING LION

Fur Mane, Plush Body.

A new number. Plenty of eye appeal. Large 17" size with fluffy fur mane and tail; soft plush body. Cotton stuffed.

Sample \$4.25.

NO. 3502 EASTERN \$43.00 DOZ.
CHICAGO \$46.00 DOZ.



TUMBLER CART AND GLASSES

New! Smart push-cart type tray in ivory, bronze or mahogany plastic holds 8-12 oz. glasses. Glasses hand decorated in floral designs. Retails for \$5.95.

NO. 5825 SET \$3.50

CARNIVAL SPECIALS

ITEM	PER GROSS
Rubber Spider	\$8.95
Rubber Mouse	8.95
Rubber Snake, 4"	8.95
Rubber Folding Knife, 5 1/2"	3.50
Rubber Dagger	4.50
Rubber Skeleton	16.95
Rubber Tulip Snake	16.95
Squirt Chocolate Bar	4.50
Rubber Squirt Camera	8.95
Rubber Squirt Watch	3.95
Hawaiian Leis, 36"	1.95
Celluloid Doll, "Feathers & Hat—	
4" size	7.95
6" size	14.95
Dangling Monkey, Fur—	
4" size	3.95
7" size	8.50
9" size	14.95
Paper Parasol, 10"	9.95
Folding Lantern, 6"	9.95
Pencil Case	7.95
Folding Paper Fan	3.95
Squawker Balloon	3.50
Opera Glasses	27.50

HUNDREDS OF OTHER SELECTED PREMIUMS IN STOCK. WRITE FOR PRICE LIST

We have the complete RCA Victor, General Electric, Arvin, and Jewel radio, television and appliance lines. Also Sunbeam Toastmasters, Coffeemasters, etc. All Benrus, Clinton and Harmon watches. Evans Lighters and compacts. Ocean city, South Bend, Great Lakes, Walco and Richardson fishing equipment. Many other nationally known lines. Write for information stating items desired

FIRST DISTRIBUTORS

1748 W. North Avenue. Dickens 2-0500
Chicago 22, Illinois

WHOLESALE ONLY . . . Minimum Order \$15

TERMS: 25% Deposit, Balance C. O. D.

Please include sufficient postage on parcel post shipments

Add 20% Federal Excise Tax on all Clocks and Jewelry unless purchased for resale. If purchased for resale, please enclose certificate.

MILITARY RINGS ARE RED HOT!!



#1202 WHITE LUSTRE METAL AVAILABLE IN ARMY, NAVY AND AIR CORPS

\$3.50 per doz. \$39.00 gr.

Get in on these fast selling Military Rings. These massive service men's rings are made of tarnish proof metal that catches the eye and puts money in your pocket.



NUMBER 0202 \$4.00 dx. \$45.00 gr. AVAILABLE IN ARMY AND NAVY

This handsome serviceman's ring has beautiful sim. ruby center. Both of the above styles are available in 14 Kt. yellow gold. 25¢ per doz. extra.

Min. order—1 doz., either style. Samples on request, \$1.00 for both styles. State your business. (Free catalog on request)

STERLING JEWELERS

44 East Long Street, Columbus 15, O

MIGHTY MIDGETS



A complete line of Nationally famous brands of beer and soda bottles but in miniature! Authentic replicas of the original bottle and label. Ideal as premiums, souvenirs or collectors' items. Contents non-alcoholic.

Trial Order Gross \$12.00 F.O.B. Milwaukee. If not rated—Cash with order.

BILL'S SPECIALTY MFG. CO. 433 N. 2nd St. MILWAUKEE, WIS.

Best Quality Balloons

- #4 Round Assorted Colors. Gr. \$1.00
 - #5 Round Assorted Colors. Gr. 1.25
 - #7 Round Assorted Colors. Gr. 2.50
 - #9 Round Assorted Colors. Gr. 3.50
- Immediate shipment: Send 25% with order, balance C.O.D.

Consolidated Trading Co. 502 Engineers Building, Cleveland, Ohio

AGENTS & DISTRIBUTORS

Continued from page 97

DO YOU NEED MONEY? \$35 IS YOURS for selling only 50 boxes of our 300 Christmas Card line; this can be done in a single day; free samples; other leading boxes on approval; many surprise items; experience unnecessary. Free samples Personalized Christmas Cards, Stationery, Napkins. Write today: It costs nothing to try Cheerful Card Co., 204 White Plains, N. Y. Je30

EXTRA CASH — QUICK, EASY! SELL friends newest Greeting Cards; profits to 50¢ per \$1 box; 21-card, \$1; comic, Christmas all-occasion assortments, gift wrap ensembles, exclusive items; experience unnecessary; special offers; bonus; prompt service; write for free samples Name Imprinted Christmas Cards, Stationery, Napkins, Book Matches, feature assortments on approval; free catalog, Elmira Greeting Card Co., C-2120, Elmira, N. Y.

FAST SALES, BIG PROFITS—PART OR FULL TIME; original Koehler Stock Signs; 1,500 varieties; sell all places; 4 1/2 x 11" 7x11"; also Religious and Changeable Signs; special offer, \$5 per 100 or \$1 for 15 (7x11); best sellers; free catalog, Koehler, 335 Coets, Lemay 23 Mo.

FOUR ACES ASHTRAYS, TRULY DIFFERENT! full time; original hand carved mahogany wood; bottoms suede finished; year around gift seller; tops in sales in this area for over two years; dealers' price, \$7.80 per dozen, four piece sets delivered; cash with order. Jobbers wanted. Creations in Suede, 1507 N. 13th St. W., Boise, Idaho.

FREE FOLIO — 700 MONEY MAKING deals; Formulas, Secrets, Plans. Wholesale Supply Sources; unusual items. Kolamite-A, Box 572, Dayton, O.

FREE MERCHANDISE TO NEW CUSTOMERS (\$1 wholesale value—your selection); sensational get acquainted offer; rush 25¢ (refundable) for illustrated Bargain Catalog and \$1 free merchandise certificate; save up to 50% on hosiery, drygoods, toys, stationery, blades, carded goods, jewelry, hundreds more. Reliable Jobbers, 311 N. Desplaines, Dept. H-25, Chicago 6.

FREE-ASPIRIN DISPENSER, COIN-OPERATED, with purchase of 250 10¢ tins of Aspirin at wholesale price of 3¢ per tin (min. order, 1,000 tins). Eastern Distributors, P.O. Box 142, Lynn, Mass.

FULL-FASHIONED NYLON, \$1 A DOZEN. Same size to box-assorted shades; 5 dozen postpaid, \$5.50; inquiries on all kinds of hosiery are welcome. S. F. Pollard Co., 1258 Market St., Chattanooga, Tenn. Phone 5-1741.

GLASS FISHING RODS 5 (FIVE) FOOT—DeLuxe, two color Chrome Guides, retail \$10.95, sample, \$7. American Sales, Kenosha, Wis.

HANDKERCHIEFS—SWISS; STATE MAP; Mich., Ind., Ohio, Pa.; Ky.; Ill.; Wis.; sample, \$1. Dean, 518 W. Atherton Rd., Flint, Mich.

HOLLYWOOD HITS—SQUIRT GLASSES, 50¢; Squirt Cans, \$1; Art Fans, 15¢; Pom-pom Fan, 25¢. Send \$2 this ass., prepaid. Agents, Dealers wanted; special discounts; hurry! Direct from mfr. Herman Zucker-man, 1121 N. Vine St., Hollywood 38, Calif. Jy7

WE WILL NOT BE UNDERSOLD!

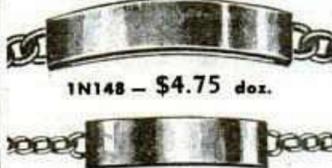
You can buy all your mechanical toys for less from International E. C. Corp. because we are the largest direct importers of mechanical toys in the U. S. and we buy in huge lots at minimum cost.

To prove these lowest prices, item by item, write for our brand new mechanical toy catalog just off the press! You will find a picture and complete description of each toy in stock—ALL AVAILABLE FOR IMMEDIATE DELIVERY—together with the special jobber's reduced price list recently slashed to mean maximum profits to you.

RIGHT NOW send us a card or note for your catalog—at no cost or obligation to you so that you can have full information to order the toys you need. There's no guesswork—you select the items you want at the low prices now in effect. But act fast—all items are subject to prior sale! Write:

INTERNATIONAL E. C. CORP. P. O. BOX 3124 SEATTLE 14, WASH.

LOW-PRICED NICKEL-SILVER IDENTIFICATION BRACELETS



1N148 — \$4.75 doz.

1N149 — \$4.30 doz.

Gleaming, nickel-silver, curved, rectangular nameplate. Strong curb chain. Sister hook catch. Individually carded. Best buy of the year!

Send \$5 for sample order of 10 items from \$2.75 doz. Send \$5 for large selection of earrings and scatterers from \$3.50 doz.

Call WA 2-3250 or write, wire SUPERIOR JEWELRY COMPANY 748 SANSON ST., PHILADELPHIA 6, PA

ELMER ANDERSON'S 5¢ COMIC POST CARDS



NEW DIFFERENT! 26 SHAPY NUMBERS 100 ASSORTED ALBUM OF 26 NUMBERS 25¢

HOT ITEM—40,000 C.P. SEALED BEAM Auto Spot and Trouble Light costs you \$3.95, sell for \$7.95; sample \$3.95 postpaid. Bennett Co., 2651 Idlewood Rd., Cleveland 18, O.

HUNDRED BLADES, 50¢; THOUSAND English Needles, \$1.40. Goods for Auctioneers. Free Cut-Rate Wholesale Catalog Mills Sales, 901 Broadway, N. Y. C. Je30

INCREASE YOUR INCOME—START OR add Costume Jewelry, Novelties, Appliance Business; 3,000 items to select from; catalog mailed Distributors 1130 Broadway, NYC.

LORD'S PRAYER, CRUCIFIXION, TEN COMMANDMENTS on pennies; \$15 gross, \$1.50 doz.; samples 25¢, 3 for 50¢ postpaid. Pearl's Sales, 2726 Sturtevant, Detroit 6, Mich.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6.

MAKE MONEY SELLING TIES—FREE catalog. Write to Phillip's Neckwear, Dept. 754, 20 W. 22d St., New York.

MAKE PERFUMES FROM OUR CONCENTRATES at home, profitable business; information free. Men, women, write Carey Laboratories, 1914 Chouteau Bldg, St. Louis 3, Mo.

MEN'S LEATHER BELTS—ASSORTED FACTORY samples; values to \$2; dozen assorted, \$3.25; gross, \$36. Allied Sales, 331-A N. Desplaines, Chicago 6.

PINUP GIRL STATIONERY—BEAUTIFUL assorted full color poses on high grade 6x9 paper; package of 50 sheets with wholesale price list only \$1 postpaid. Horton Service, Box 152, Sta. A, New Haven 13, Conn.

PITCHMEN, CONCESSIONERS — FULL-fashioned Nylons, \$2 per dozen; genuine Diamond Rings, \$4 each; bankrupt goods for sale. Lewis Hagen, Hawley, Minn.

POCKET CLIP COMBS—12'S: ASSORTED colors; 100 cards, \$35; sample order, 5 cards, \$2. Carleton House Distributors (BB), Texas City, Tex.

PROFIT UP TO 100% FROM LOW-PRICED, guaranteed, quality service and dress Watches; free catalog. Modern Technical Supply Co., 55 B1 W. 42d St., New York 18.

RELIGIOUS PICTURES IN COLORS—THEIR eyes, hands, lips move as if by a miracle of nature; amaze everyone; 35¢ inches framed; free circular of this and other unusual novelties; prepaid sample, \$1. Economy Dist. Co., 328 W. Superior, Cleveland 13, O.

RHINESTONE, RELIGIOUS, NOVELTY Jewelry; request pricelists; Luxury Set, Earrings, Necklace, Bracelet, Pin, \$3.25; retails \$19.95. Closeouts assortment, \$5.75 dozen; 24K Goldplate Cross 'n' Chain, \$3 dozen. Jewelry of Season, Suite 328, 45 Branford Place, Newark 2, N. J. Factory: Box 674, Providence 1, R. I.

SALESMEN, DISTRIBUTORS—FAST SELLING Costume Jewelry direct from factory; big picture catalog free. Pickcraft, B-19 Bank, Attleboro, Mass.

SEND 5¢ EACH (ANY QUANTITY) AND self-addressed, stamped envelope; sell at 25¢. Life Saver, 35B N. 9th St., Columbus, Ohio.

SEWING MACHINES — NEW IMPORTED, full size, round bobbin, lockstitch, \$32.50; motors \$5. Mitchell-Goldman, 5 Brighton First Bld., Brooklyn 35, N. Y.

SPARKLING, FLASHING—GENUINE NEON Car Ornaments, brand new, beautiful and sensational; two colors. Crest Neon Co., 15761 Auburn, Detroit 23, Mich.

TERRIFIC SIDELINE—SELL HIGH GRADE Three Color Business Cards; ask for samples and prices. I. Allen, 216 Jackson, Chicago 6, Ill.

UNIQUE KEY CHAINS—SEASHELL (Imprinted) Baby Crab imbedded in plastic, giant Rabbit's feet; 25¢ brings samples. Whatnots Co., 255 S. Metropolitan, Atlantic City, N. J. Je30

WAGON JOBBERS, CREW MANAGERS—Lowest prices on Extracts, Toiletries, Shampoos, Household Products; private labels; Concentrates. LaPura Products, 799 Huron, Toledo, O.

WRITE PRIVATE LABEL DEPARTMENT, Quaker Medicine Co., 220 George St., Cincinnati, O., now for gross price list on Laxatives, Liniments, Salves, Herbs, Tonics, 8-ounce Flavorings, \$14 gross up. Premiums, Decals. Jy7

YOU TEACH HAWAIIAN WOODWIND IN 10 weeks; musical instrument \$20, including course. John Richman, Box 5473-CG, Philadelphia 43, Pa.

MFR. SLUM & FIRTS LAMPS



MOOLA MAKERS FOR PITCHMEN & AUCTIONEERS. Marbled lamps with heavy swirled and others from \$1.80. For samples and info, write factory direct. Write for catalog A-112.

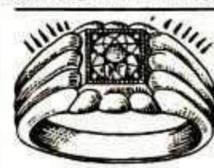
VOLKAN LAMP & SHADE CO. 2 SECOND ST. Clifton, N. J. PRescott 7-8237

300% TO 500% PROFIT !! EVERY DAY !!

No. 877 A Real Money Maker \$4.50 doz.



No. 877—Heavy mountings. Hand set. Sparkling. It's a beauty. Gold finish.



No. 301 AN EYE CATCHER Imitation Brilliant White Stone \$2.90 DOZ.

Gold Finish Special \$33.00 Gross. Please state your business. Deposit with all C.O.D. orders. Above 2 samples prepaid \$1.00.

PROVIDENCE RING COMPANY 49 Westminster St. Providence, R. I.

Distributors' Paradise FLASH at a PRICE Plus Protection



Sell at lowest competitive prices. Earn legitimate distributor profit. Enjoy Free selling displays. This promotion sells in many fields day and night 24 hours a day.

Keep This Ad. It will not appear regularly. It May Mean Dollars and Sense to you.

7 Jewel New Watches. Write Today — Opportunity. Catalog Available.

DE KALB WATCH CO. 580 Fifth Ave. New York 19, N. Y.

FACTORY CLOSEOUT!

Genuine Wood Ukuleles

Sensational Premium Item. Twenty-two inches long, assorted colors. Will be sold below manufacturer's cost. 3000 Ukuleles available. First come! First served!

IMMEDIATE DELIVERY. Write, wire, phone for details.

JOE SALTZMAN 559 6th Ave., N. Y. C. WA 4-8832

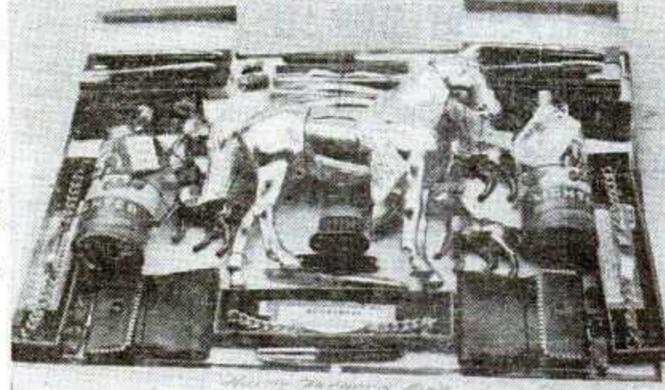
ATTENTION, JOBBERS

HERE ARE "5" BIG PROFITWISE SELLERS

* STYLED FOR FAST PROFIT * EACH IS AN EXCLUSIVE DEAL

WATCH DEAL

- 7 jewel, precision movement and brand new not rebuilt.
- Attractively packaged and guaranteed for one year.
- Gold filled band and gold case R.G.P.
- Complete with push card.



DEALER'S COST \$14.50 PROFIT \$7.00 PER DEAL

"These Are All Dealers' Prices" Write for Jobbers' Prices

25% Deposit, Balance C.O.D. Terms to Rated Accounts.

ACT NOW! BUY NOW! Harry Turner & Sons

MANUFACTURERS — BROKERS — DISTRIBUTORS JEWELRY, GIFTWARE, NOVELTIES, TOYS, PREMIUM AND CARD MERCHANDISE, NOTIONS, SOUVENIRS, SUNDRIES, DRUGS 2956 AUBURN ROAD, HUNTINGTON, W. VA. PHONES: OFFICE 39747, EVENING 35501

1 TO 99 DEAL

- Every punch is a \$1.00 retail value, only 1¢ to 99¢.
- Every sale is a definite winner according to number on back of card, not a "take your choice."
- Last sale usually retails from \$5.00 to \$10.00.
- Five new 1¢ to 99¢ deals to select from.
- Not a gamble, each item to be sold at 99¢ or on push card where permitted.
- Will ship anywhere, prepaid on 50 or more deals.

BILLFOLD CARDS

- 12 beautiful Girlie Billfolds \$1.00 to \$1.50 retailer.
- Perspiration and moisture proof will last for years.
- Here is a Billfold that will sell where others fail.



DEALER'S COST \$7.50 PROFIT \$3.50 TO \$10.50

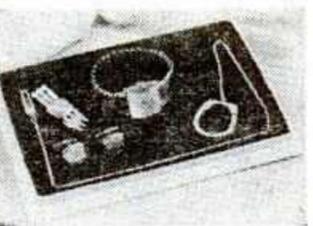
LAMP AND CLOCK DEAL

- Two fine Lustreware China Lamps and Sessions Clock with self-starting movement.
- Genuine Lusid-life (Eastman Kodak) Plastic Shades.
- Base is hand-decorated with 22 kt. gold finish.
- Money back guarantee.
- Eye appealing.

SATISFACTION GUARANTEED

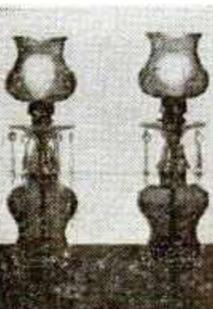


DEALER'S COST \$14.50 PROFIT ON PUSH CARD DEAL, \$9.65



DEALER'S COST \$14.95 PROFIT \$31.05

WRITE FOR SUMMER CATALOG

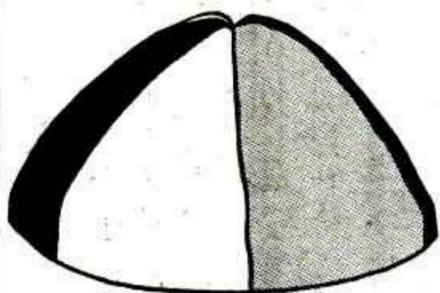


HURRICANE LAMPS

- Two exquisite Hurricane Lamps for an unheard-of price.
- Selection of colors, packed two per carton.
- Sold in Chain Stores, Grocery and Drug Stores, Bars, Taverns, Restaurants, Bus Stations, Cigar Stands, Gas Stations and House.

DEALER'S COST \$4.25 PUSH CARD DEAL PROFIT, \$8.20

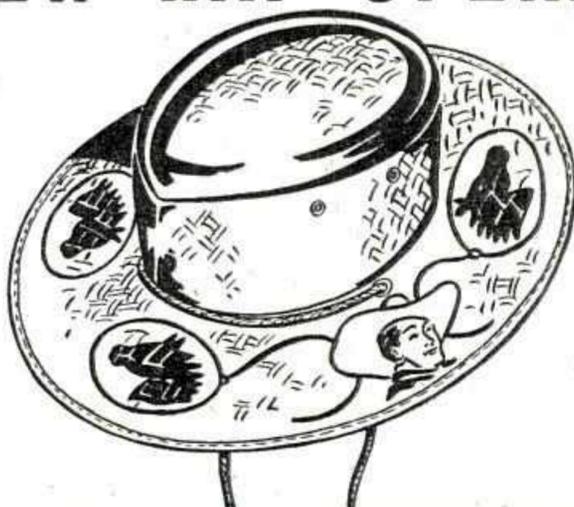
Attention! ALL CREW HAT OPERATORS



FLUORESCENT SUN-GLO BEANIES

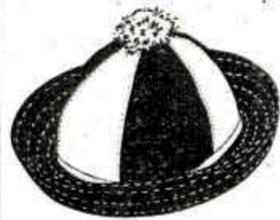
Hats for Kids—Assorted Sizes
Dz. \$2.50—Gr. \$27.00

NEW
Kiddie Felt Hats with Pom Pons and sun-glo fluorescent trimmings.
Gr. \$27.00.
Without Pom Pons, Gr. \$24.00.



WHITE STRAW COWBOY HATS

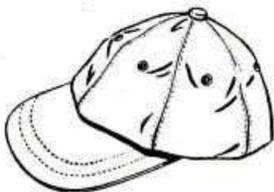
THE LATEST CRAZE
DZ. \$4.50



CREW HAT OPERATORS

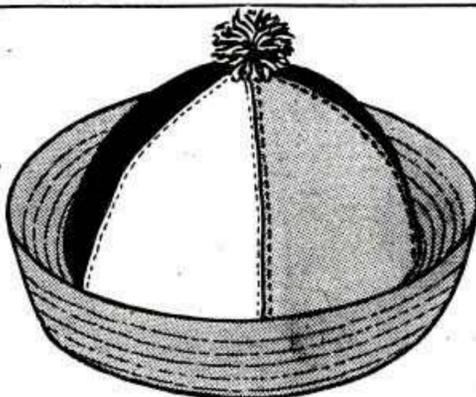
We have the best Crew Hats made in the market. We guarantee them first quality. All these hats are made out of the finest gabardine. They simply are beautiful and sell on sight.

SPECIAL Western Lace Cowboy Hats (Felt) \$37.50 Gr.; \$3.50 Dz. Baseball Caps, Flocked With Any Name\$66.00 Gr.



NEW
Felt Jockey Caps with large Pom Pons. With new sun-glo fluorescent trimmings. Gr. \$39.00.

FELT CREW HATS
Assorted beautiful colors with Pom Pons and new sun-glo fluorescent trimmings. Gr. \$36.00.



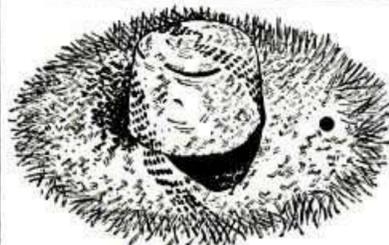
The new Fluorescent Sun-Glo Crew Hat — multi-colored crown with Pom Pons; Dz., \$7.00; Gr. \$81.00; without Pom Pons, Dz., \$6.50; Gr., \$75.00

PRICES
Two-Tone Gabardine Pom Pon Crew Hats\$66.00 Gr.
Two-Tone combination tops.. 62.00 Gr.
Crew Hats, flocked special with any seashore, park, carnival or fair 72.00 Gr.
Yacht Caps with any name, minimum order 2 gross lots 39.00 Gr.

Kiddie Felt Crew Hats \$24.00 Gr.
We have baby sizes if you want them.
Felt Crew Hats, nice bright colors 28.00 Gr.
Laced Cowboy Hats, beautifully laced with cord in all bright colors, \$8.00 dozen 90.00 Gr.
Baseball Caps in heavy twill and gabardine, with or without eyelets 60.00 Gr.

THE LATEST SENSATION

SPECIAL THE NEW SENSATIONAL HAT
Fluorescent — Sunglow — Baseball and Jockey Hats in a rainbow of colors
Assorted sizes **\$5.00 Dz. \$57.00 Gr.**



The New Sensational FUZZY-WUZZY CRAZY SHAGGY STRAW HAT
made of woven straw in natural color. Sell on sight. 18" from brim to brim.
\$3.50 DZ. \$40.00 GR.

PLUSH TOYS
30" high. Bears, Sweet-heart Dolls, Drum Majors, Policemen, Cowboy and Jockey Girls. These plush toys are the hottest selling items around.
Dozen \$36.00
Samples \$3.50 Ea.



MILD CIGARETTE PACK VIEWER
20 poses of gorgeous girls to each pack — \$5.50 per carton — 10 packs in carton.
MATCHLESS FLAME
Sells on sight \$1.75 Dz. 18.00 Gr.
MEN'S EXPANSION WRISTBANDS—Chrome
\$3.50 Dz. 4.50 Dz. (Gift color)
WALLET—Pass Case and WALLET
With secret money compartment \$4.50 Dz.
FISH—SHIP—GLOBE
Antimony Table Lighter. Large size\$7.00 Dz.

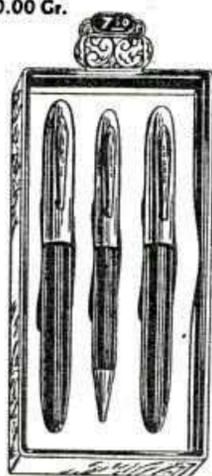
CONTINENTAL PISTOL LIGHTERS
Large Chromium, black handle. 3x2 1/4, each in box. Dz. \$6.00.
Large Opalescent Pearl Pistol Lighter. 3x2. Dz., boxed, \$9.00.
Medium Size Pearl Pistol Lighter, each boxed. Dz. \$7.50.

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In Plush Box
Sample Set, \$3.50 Dozen, \$33.00
Also a Great Flash

JUMPING DOG
Consists of 4 card holders, secret pocket and Billfold all in one. Every one in an attractive box.
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SPECIAL! WATCHES
Special, 17 jewel, sweeping hand, with stainless steel case.
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With metal expansion band included. For resale only.

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in beautiful leatherette case, gold finish frame and adjustable and flexible ear piece.
\$5.75 DZ. complete with case



3-PIECE PEN SET

Consisting of ball point pen, fountain pen and pencil. In beautiful box. Beautiful gold embossed \$7.50 tag comes with set.
\$4.00 per doz.
\$42.00 per gross



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The Telescope in which you insert your own pictures.

The new, terrific fast-selling number which sold all through Florida as fast as they could hand them out. This terrific item will be the new sensation at beaches, parks, resorts and carnivals all over America. We have the original telescope complete with vinylite key chain. Our telescope is the only original one on the market which is easy to handle. Our lenses are all guaranteed to be clear and first quality—and focus beautifully. All our telescopes are first quality and positively guaranteed. These telescopes are unassembled—you can easily assemble them yourself—complete with vinylite key chains.
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Jumbo Size	Per 100 5.00
MacArthur Buttons, 50 Lines	Per 100 1.75
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Feather Dolls, 7"	Gr. 16.00

Feather Dolls, 12" (With High Hat & Cane)	Dz. \$ 3.50
Jumbo White Fox Tails with Comic Cards	Dz. 4.50
Felt Comic Hat Bands	Per 100 1.50
Plush Dolls, Bears and Jockey Girls	Dz. 36.00
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Hollywood Glamour Girl Pencil Dz. 4.50
Peep Show Flashlite with Key Chain Dz. 4.50

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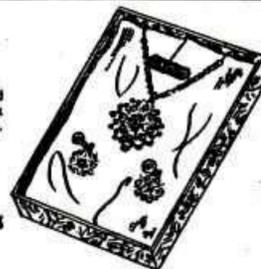


KILROY WAS HERE PENCIL, \$4.50 DOZ.

BOY SITTING ON POT PENCIL, \$4.50 DOZ.

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14 Karat Gold Plate in Plush Box with satin lining.
\$1.50
Sample Set
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SMALLEST LIGHTER in the world

For Ladies and Men. Beautiful Chrome finish.
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mottled. Blows up to about 2 feet. **\$7.50 GR.**

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FOR SALE—1 MALE AFRICAN LION, 2 years old, \$150 cash. Mr. Harvey McKenzie, 711 S. Sycamore St., Villa Grove, Ill.

FOR SALE—5 LEGGED CALF; RED HEIFER, 2 years old; weight, 800, on farm. Harm Ennen, Herman, Minn.

GOATS TRAINED FOR HARNESS—FOR side shows; give dude ranch atmosphere; children's delight for junior cowboys and cowgirls. Maplecroft Farm, Sparkill, N. Y.

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MICE—NATURAL COLORS, SPOTTED, white; also Breeding Stock, Cases, \$3.75 dozen. Albert Jurack, Arkdale, Wis.

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PYTHON, 20 FOOT, TWO YEARS IN CAPTIVITY, guaranteed good feeder, \$800; will buy back end of season. Wild Animals, Inc., Silver Springs, Fla. Tel. 1204.

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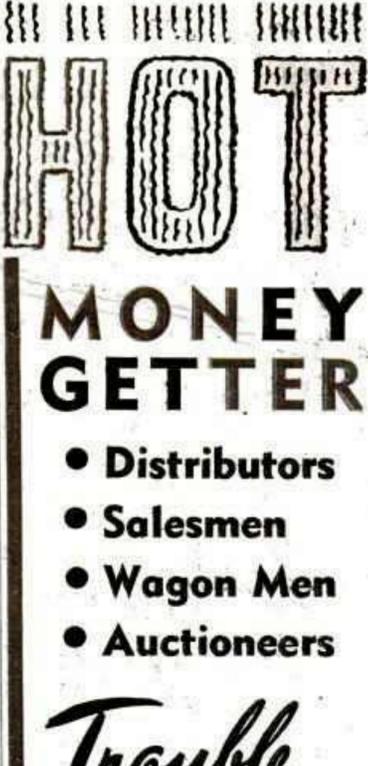
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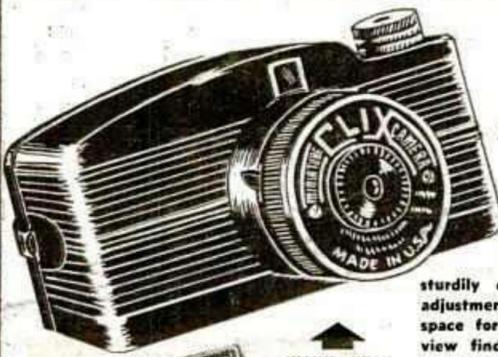
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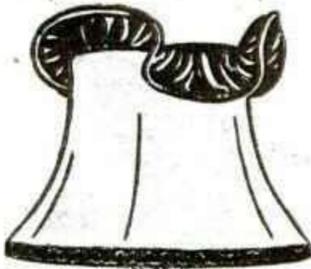
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\$2.00 for \$1.00

If you can buy the following items cheaper anywhere: **WESTERN SADDLE HORSES, ALL SIZES** **BRONZE DOGS—BRONZE WESTERN BUFFALOES** **MEN'S PLASTIC WALLETS** **BALL POINT PENS** Write for Prices—Money Back Guarantee. **NEW ITEM due Shortly** Never Advertised before... will be a winner. No Post Cards answered. Yes, I am the fellow who put the **WESTERN SADDLE HORSES** on the Map—the first to introduce them in The Billboard in 1947. **C. GAMEISER** Box 1324, Church St., New York City



ALL METAL RETRACTABLE BALL PEN WITH CHAIN \$10 per gr. \$12 per gr. (Bulk) (1 DZ. to Card) Send your orders now while they last! 25% deposit with order, balance C.O.D. **WHOLESALE OUTLET CO.** 545 Fifth Ave NYC, N. Y.

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Just press the concealed bulb—up goes the tail—and oh!—what a sound!

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INDIVIDUALLY PACKED IN SELF DEMONSTRATING CONTAINER. No. 505 Donkey \$7.20 DOZEN..... No. 506 Elephant \$7.20 DOZEN.....

NEW BEST SELLERS!



"Betty Bare" SURPRISE CIGARETTE HOLD-HER

Folks shriek when they see it! Fashioned in beautiful colors with plastic mouth piece. Packed one dozen to colorful counter display card. Sells on sight!

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What a gal! Looks so real that every man will stare and dream (and buy)! A precision made mechanical pencil, complete with eraser and refill leads. Packed individually in attractive colored box. One dozen to a colorful counter display

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WESTERN PISTOL PENCIL

Miniature Western Pistol 3 3/4" long, richly engraved. Press hammer—BANG—it becomes a fine, metal tipped mechanical pencil, 4 1/2" long! Complete with eraser and extra leads. Each pistol individually packed in a clever holster card. One dozen to display box. Packs a real Sales Punch!

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VENUS the Body Beautiful LIGHTER

Made of durable plastic in assorted colors. Boasts a dependable lighter, 4" high. Packed individually in attractive colored box. One dozen to a carton. Guaranteed to "spark" your sales!

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GET YOUR ORDERS IN THE MAIL . . . OR ON THE WIRES . . . TODAY!

25% Deposit on C.O.D. Orders. Add 25c per doz. on each of the above for postage.

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STAPLE BREAD AND BUTTER NUMBERS FOR THE SOUVENIR TRADE . . .



White, Cotton **YACHT CAPS** \$30 GROSS including name imprint. Sizes from 6 to 7 1/2. Packed 3 doz. to carton.

FLUORESCENT BEANIES \$2.50 doz.

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FOR MEN OR WOMEN
For Full or Spare Time Work



THINK OF IT!

Costs you only **\$49.95**

Retails \$169.50

- FULL SIZE, BRAND NEW
- ELECTRIC, ROUND BOBBIN
- REAL QUALITY MACHINE

Makes sewing a pleasure, as it does every type sewing easier, faster, better! Has selective speed control, forward-reverse sewing mechanism; no turning of material; non-glare sewing light; self-adjusting to varied fabrics. Main parts interchangeable with other standard machines of like type. **20-YEAR GUARANTEE.** Complete with handsome carrying case.
2 Sales a week put you in big money!
Send for Your Sample Machine Right Away.

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Please ship me one Star Portable Sewing Machine. I enclose check (or M.O.) or 1/3 deposit with balance C.O.D., F.O.B. Los Angeles.

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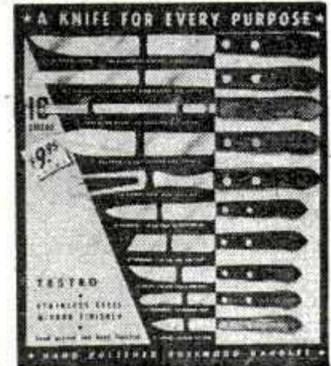
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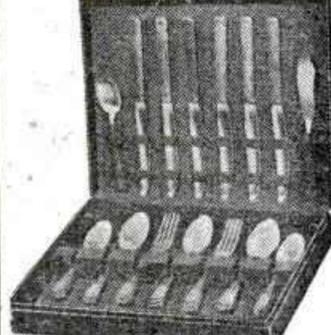
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Attractively Boxed, Stainless Steel Throughout, 10 Pc. Set — \$2.80.

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Various Display Chests From 80c.

Available scores of sets each attractively boxed in Kitchen Sets, Carving, Steak, Barbecue, etc. From 2 pc. to 16 pc. Also Silverware and Stainless Steel Flatware from 24 to 103-pc. sets. Many types of Display Chests to choose from. Guaranteed finest quality at lowest prices. Write for catalog.

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YOUR OWN BUSINESS IN NEW FIELD— Machine \$465; monthly payments; free book tells interesting story. K. B. Co., 442 N. Seneca, Wichita, Kan. Jy21

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ABOUT ALL MAKES POPPERS AVAIL- able; Candy Corn Machines; steam powered Popcorn and Peanut Wagons cheap. Krispy Korn, 120 So. Halsted, Chicago, Ill. Jy21

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PORTABLE RINK—50x142, NEW TENT, operating in amusement park, town of 30,000; can finish season here; sell reasonable. Write Roller Rink, care Fox Hotel, St. Cloud, Minn. Jy7

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CIRCUS RIGGINGS — TRAMPOLINES, Traps, Swinging Ladders, Webs, 8x60' Net, Tight Wire, Theater "Velvet" Lobby Ropes. Address 727 Sweetser Ave., Evansville, Ind. Jy7

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(Continued on page 106)

LOW PRICED HIT! HURRICANE LAMPS EACH PAIR BOXED



\$2.50
PAIR BOXED
Minimum Order 6 Pairs, 20% deposit with order.

Distinctive Crystal Hurricane Lamps, 14" high with White or Ruby Globes. Each pair individually boxed.

ROBEL SALES CORP.
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Extra! Extra!

We are hitting the market with **ADVANCED STYLING GREATER VALUES SENSATIONALLY LOW PRICES** for **NEW WATCHES RECONDITIONED NATIONALLY ADVERTISED WATCHES, DIAMONDS AND JEWELRY.** Send immediately for your **FREE WHOLESALE CATALOGUE** (just off the press).

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In demand by those who know and appreciate the best, the old and reliable line of LEATHER GOODS BY HALVORFOLD is now available for GOOD WILL and ADVERTISING GIFTS. Over 40 years' experience in manufacturing enables us to offer the best at rock-bottom prices. Many famous executives order HALVORFOLD products every year as gifts for special friends. Write us now for catalogs and other details. **JOBBERS-DISTRIBUTORS-SALESMEN:** Some territories still open. **HALVORFOLD-KWIKPRINT COMPANY** Dept. 32, 700 East Union Street, Station G Jacksonville, Fla. Jy14

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Beautiful 24K gold plated bracelets, 6 assorted styles. Each stunning piece set with a variety of genuine rhinestones and colored sparkling jewels.

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Send for complete catalogue of latest 4 pc., 5 pc. sets, earrings, bracelets and scatter pins.

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FAMOUS-MAKE COSTUME JEWELRY

LOW WHOLESALE PRICES

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Special Sample Offer

\$15.00 per doz. boxed individually
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25% deposit with order, balance C. O. D.

Clarion Sales, Inc.
Mfrs. of Fine Novelty Jewelry
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HAT OPERATORS



CREW \$60.00 Gross \$5.50 Dozen
Fine quality twills taped—solid or two-tone—red, royal blue, green or gold and white, or name your own color combinations. Add 50¢ per dozen for Crew with pompon.



TWILL BEANIES \$22.50 Gross \$2.00 Dozen
Six section, multicolored or two-tones in red, green, royal blue or gold with white.

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We also manufacture Fluorescent Caps and Wool Body Westerns. Inquiries invited.

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GAME CONCESSIONS & NOVELTY STANDS

ANOTHER HOT ITEM!

by **A.B.C. MERCHANDISE CO.** write for **DETAILS**



"BLIMP CAP" in **MEN'S, LADIES', BOYS' and GIRLS'** **COLORS: RED & WHITE, BLUE & WHITE, GREEN & WHITE**

\$10.80 Doz. in Doz. Lots
9.60 Doz. in 6 Doz. Lots
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25% deposit with order, balance C.O.D.

ORDERS SHIPPED SAME DAY RECEIVED (Please state how to ship)

We carry large supply of **IVY BOWLS** for Fish Games, **PLUSH TOYS, GLASSWARE** for Glass Pitches, also Large and Small **BIRD CAGES.**

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MADE OF ALUMINUM Ladies' Idents, Brass, Nickel Plated\$13.50 Gr.

Men's Idents, Brass, Nickel Plated 15.00 Dz.

Tie Slides, Lnd. Carded... 5.50 Gr.

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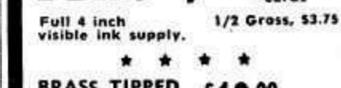
10 GROSS ONLY \$8.50
Any Assortment

- Rubber Razors\$.90
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- Ass'd Plastic Novelties90
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- RWB Bow Pins90
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We carry a complete line of Carnival Goods, Celloid Dolls, Monkeys, Balloons, Cooie Hats, Canes, Silk & Paper Parasols, Stuffed Dolls, Lg. & Sm. Leis. 25% deposit on all orders.

LOUIS SCHEAR

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BALL POINT PENS \$720 per gross with display cards

Full 4 inch visible ink supply. 1/2 Gross, \$3.75

BRASS TIPPED BALL PENS WITH METAL CAPS & CLIPS \$10.00 per gross 1/2 gross \$5.25

25% cash with order, bal. C.O.D. DIRECT FROM MANUFACTURER

IDEAL PEN CO.

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175 5TH AVE., N. Y. 10, N. Y.

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for 48 States and National Parks



ASHTRAYS
DECALS
COASTERS
SERVING TRAYS
HOT PADS

PRICES ARE F.O.B. YOUR STORE
HI-PROFIT for Dealers, Jobbers!

NATIONAL SOUVENIR MFG. CO.
131 W. 75th St. Chicago 20, Ill.

SPECIAL LOW PRICES

3 pc. boxed Pen Sets, \$3.75 dz. sets; Ball Pens, Gift Can, \$14.40 gr.; Cigarette Lighters, \$14.40 gr.; Chicken Lays Egg Novelty, plastic, \$14.40 gr.; Pearl Necklaces, 1 strand, \$1.25 dz.; 2 strand, \$2.50 dz.; 3 strand, \$3.75 dz.; Toy Banks, \$5.00 gr.; Coasters, 3¢ each; 7" Barber Combs, \$3.60 gr.; Pocket Combs, 88¢ gr.; 2 cell Flashlights, metal, \$5.25 dz.; Plastic Hair Brushes, \$2.75 dz.; Wire Watch Bands, stainless steel, \$21.00 gr.; Windproof Cigarette Lighters, \$24.00 gr.; Atomizers, \$15.00 gr.; Shaving Brushes, regular \$1.00 retailers, \$3.00 dz.; Alarm Clocks, \$2.50 each; Razor Blades, \$2.25 per M up; Camera Shape Cigarette Lighters, \$7.20 dz.; Balloons, \$1.25 gr.; Pocket Knives, \$7.20 gr.; Zipper Wallets, \$4.00 dz.; 6000 other items, low prices. 25% deposit on all C.O.D. orders.

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BIG PROFITS! Be our agent for watches, rings and costume jewelry. Make big money. All merchandise guaranteed. Free 16-page catalog—no obligation.

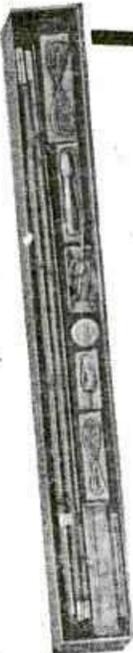
MARVEL WHOLESALE WATCH CO.
Dept. G, 211 N. 7th St. St. Louis 1, Mo.

3 FAST-SELLING FISHING SETS



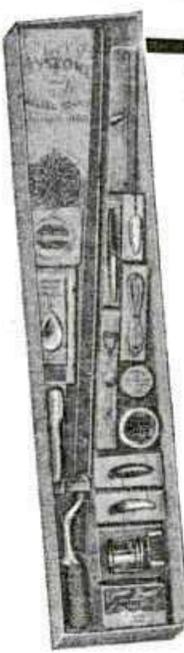
27-PIECE GLASS ROD CASTING SET

Consists of tapered glass rod with polished aluminum handle and cork grip, carrying bag, de luxe level wind reel, 50 yards nylon line, 50 Pfeuger hooks, trolling spinner, red-and-white spoon, June spinner, float, fish scale, steel scraper, stringer, 2-tone polished spoon, wire leader, nylon leader material, 4 nationally advertised plugs, dry fly oil, reel oil, reel slick, rod varnish, line dressing, ferrule cement, 4-way tool. Individually boxed. Each set \$15.75



14-PIECE BAMBOO SET

Set consists of 12-foot (three 4-sections) selected bamboo pole with riveted brass ferrules, 84 feet of line, 50 Pfeuger hooks, steel scraper, red-and-white spoon, June spinner, wire leader, line spindle, with bob float, hook, weight, line, stringer. Individually boxed. Each set \$4.00



23-PIECE STEEL ROD CASTING SET

Consists of steel casting rod with cork grip and polished aluminum handle, de luxe level wind reel, high test spool line, 2 nationally advertised plugs, 50 Pfeuger hooks, trolling spinner, stringer, float, red-and-white spoon, June spinner, steel scraper, 2-tone polished spoon, wire leader, nylon leader material, minnow set, 6 snelled hooks. Individually boxed. Each set \$10.75

EACH SET PACKED IN CELLOPHANE DISPLAY CARTON

25% DEPOSIT WITH ORDER, BALANCE C.O.D.

All Items can be had in either Bronze or Gold Finish.

SPECIAL!

Jeweled Western Saddle Horse

TV LAMP

on felted wood base. Size 12"x11"
\$3.25 Ea. in Doz. Lots
Samples. \$3.75 Ea.

WESTERN HORSE CLOCKS

Highly polished, hand-somely designed Western Horse Clock with popular electric clock movement. Plastic base. Size 17 1/4"x11 1/4"

Ea.	6	12	24
Price	\$6.00	\$56.00	\$63.00

Combination Jeweled Electric Horse Clock & TV Lamp. Size 17 1/4"x11 1/4" 7.25 7.75

700 Western Motif Electric Clock. Size 5 1/4"x6" 2.75 3.25

All TV lamps complete with G.E. bulb and U. L. approved cords with fool-proof pull grip type of plug. The above clock items are available with self-starting Sessions' clock movements for 75c additional per unit

WESTERN HORSES

Height	Price per doz
2 1/4"	\$1.90
3 1/4"	2.75
4 1/4"	4.50
5 1/4"	7.25
6 1/4"	9.60
8 1/4"	18.00
10"	22.80
11"x14"	36.00

Send for circular. If not for resale, add federal excise tax.

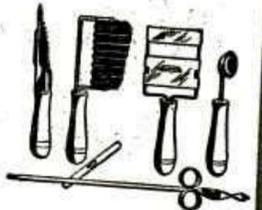
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THESE are the items that, year after year, draw the biggest crowds, corral the most sales and make the biggest profits. They're standards that have proven themselves with pitchmen and demonstrators all over the country.



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Get going on your biggest season ever with one or more of these famous ACME METAL products. You'll find yourself coming back for more and more—but act fast because supplies this year will be limited.



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ORDER RIGHT NOW FOR EARLY DELIVERY



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Newark 2, N. J.

SHERWIN SALES CO. 1840 N. Humboldt Blvd. Chicago 47, Illinois

CONCESSIONERS! PITCHMEN! NOVELTY WORKERS! IT'S ALIVE WITH ACTION & PROFIT!!

KIPPY AND KIT

The All-Plastic mother and baby Kangaroo that is causing such a sensation everywhere. Baby sits in mother's pouch until you ease the mother forward... then out jumps the baby! Ideal toy for children. Lots of fun for everyone... young and old.

Packed 12 to attractive full color counter display box.

Per Gross \$36.00
Per Doz. \$3.60

FASCINATING GAME OF SKILL

MAKE KIT JUMP INTO WATER GLASS OR OTHER TARGETS

Height: 4 1/2" (mother); 1 3/4" (baby)

JOBBERS, WRITE
25% dep., bal. C.O.D., F.O.B. Chicago

THE TARRSON COMPANY 589 E. Illinois St. Chicago 11, Illinois

SLUM

This deal good for Disks, Duck Ponds, Fish Ponds, Novelty Stores, Grab Bags, Pitch-Till-You-Win, Packages, Ball Games, etc.

Giveaways—All Usable Items—Toys, Gifts, Novelties, etc., etc., for children, adults. Some items retail up to \$5.00.

Qu. Extra special 3000 Pc. Lot, \$25.00. Special Lot 1000 Pcs., \$6.75.

LUCKY NOVELTY PRIZE BOXES

ASSTD NOVELTIES OF ALL KINDS
25¢ Items, \$13.50 Gr. 10¢ Items, \$8.00 Gr. 50¢ Items, \$25.00 Gr. \$1.00 Items, \$50.00 Gr.

Satisfaction guaranteed or money refunded. 25% Deposit, Balance C.O.D.

Misc. Distributing Co.
19 E. 16th St., Dept. BB, N. Y. City 3

NEW Suction-Cup Auto Flag-Holder

For 4th of July

For Autos, Windows, Celebrations, etc. Complete with 3 American Flags, 4"x6". Sensational seller. Sell for 59¢ each. Samples, 30¢.

Adjustable, used in Horizontal or Vertical Position

Doz. \$3.25
Gr. \$36.00

15% deposit with order, bal. C.O.D.

Joker-Novels Jobbers

DOUBLE SUCTION CUP—All rubber; immediate delivery. Carded, \$5.40 gro. Bulk \$2.00 per 1000

Write for List of Over 500 Popular Items. **GORDON MFG. CO.**
110 E. 23 St., Dept. F, New York 10, N. Y.

PEDDLERS! IT'S THE MIRACLE CROSS WITH THE LORD'S PRAYER

Is it a Miracle? 50,000 Repeat Orders is not a Miracle.

We have the Miracle Cross with the Lord's Prayer magnified in the center of Cross.

Beautifully Boxed. Available in Rhinestone Colors.

NEVER BEFORE OFFERED FOR \$12.00 DOZ. SOLD IN DOZ. LOTS ONLY.

Jobbers Write for Gross Lot Price. \$1.00 DEPOSIT—BALANCE C.O.D.

THRIFT WISE PREMIUMS, INC.
800 Jefferson Ave., Buffalo 4, N. Y.
Phone: Mohawk 1689

CLOSING OUT!!

1000 gross high quality #4 Dart Balloons \$1.00 gross; \$9.50 10 gross; \$90.00 100 gross.

All prices F.O.B. Cincinnati.

Complete line Oak Balloons, Carnival Plaster, Slum, Plush, Lamps.

BROWN NOVELTY CO.
303 W. Court St., Cincinnati 2, Ohio.

Big Profits

Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25¢.

Bart Mfg. Co.
305 Degraw St. Brooklyn 2, N. Y.

UNBELIEVABLE!!!

TERRIFIC MONEY MAKERS Ladies' or Men's Brand New

15-JEWEL WATCHES

Complete With Beautifully Matched Jewelry Sets in Attractive Satin-Lined Gift Boxes.

Complete Set, Ladies or Gents. Six or more

Lots of Three, \$11.45 Ea., Sample \$12.50.

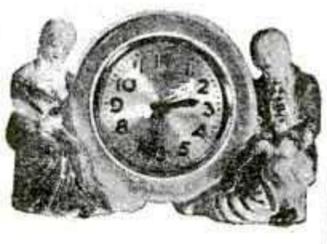
For Ladies' and Gents' 7 Jewel Watch Sets deduct \$3.00 each, for the one jewel Ladies and Gents Sets deduct \$4.00 each. ALL WATCHES GUARANTEED FOR ONE YEAR.

\$10.95

Ea.



GOLDEN NEUBIAN CLOCK
Beautiful hand painted Ceramic trimmed in genuine 22K Gold. Sample, \$6.00



COLONIAL CLOCK
Colonial Figurines on each side, very attractive. SAMPLE, \$4.50. Doz. Lots \$3.85 Ea.

Double Head Elec. Razors, 1 year guarantee, \$22.50 tag... ea. \$2.45 Doz. Lots
24 pc. double plated Malabar Plate, furnish proof Chest free. Set... 2.45 Doz. Lots
Carnival Panda Bears, large 32", all plush covered... Ea. \$2.85 Doz. Lots 2.68 Gro. Lots
Ladies' and Gents' Plastic Wallets, carded, reg. \$7.80 Doz. cut to... 4.80 Doz.
Windsor 3 pc. Pen, Pencil and Ball Point Set. Boxed... 4.80 Doz.
Pop Up Toasters, Electric Irons, Waterless Cookware, Dish Sets, etc.

LOWEST PRICES ALWAYS—BARGAIN PRICE LIST SENT WITH ORDER
25% DEPOSIT, BALANCE C.O.D.

We will not be undersold—Jewelry, Lamps, Glassware, Slum, Cigarette Lighters, Knives, Wallets, Novelties, Silverware, Men's Hose, Towels, etc.

MIDWEST PRODUCTS

1231 W. Third St. Dayton 7, Ohio



OVERHAND-EXPANSION MASSIVE IDENT. BRACELET
NICKEL, SILVER FINISH Formerly \$18.00 Doz. NOW \$9.50 Doz.—\$108 Gross

McBRIDE JEWELRY CO.
303 5th Ave. New York 16, N. Y.

HOT - - - - - HOT - - - - - HOT

Jobbers—Dealers

DISAPPEARING INK with SQUIRTING PEN COMBINATION

Complete

"Accidentally" squirt this blue-black ink on someone's shirt—Watch them yell! Ink disappears in a few minutes.

Doz. \$3.60 Gr. \$39.00

OTHER SPECIALS

Swimming Frog	Doz.	\$2.00
Snake in Cigar		.80
Vanishing Mermaid		7.20
King Tut		3.60
Paris Viewer Squirrel		3.25

Jobbers—Write for Prices Now!

FRANCO-AMERICAN NOVELTY CO.
1209 Broadway New York, N. Y.

SOUVENIR ART BOOK MATCHES

G-R Photographic Book Matches are now available in unlimited volume for resort concessionaires, novelty stands, recreation parlors, dude ranches, etc., etc. Only G-R matches offer art matches with or without souvenir or advertising imprint on the saddle. Positively the fastest selling low cost souvenir on the market in years. Commands top prices and consumer preference on the counter. Write today for illustrated circular and prices.

The DUTCHER Company, Box 452, Hastings, Nebraska

Arisco Pete

FOR SERVICE THAT CAN'T BE BEAT

FRANKLIN 2-2567

604 W. LAKE ST. CHICAGO 6, ILLINOIS

NEW 1951 TIPS

SEND FOR FREE COPY TODAY

CATALOG

SIGNET RING \$8.00 GAO.

IDENTS 7.20 gro. & up.

Fast Selling POPULAR ITEMS

In spite of rising markets, we will not raise prices while our stocks on hand last!!

Heavy Weight INDIAN HEAD RING

Hand made Yellow Gold Color—Decorated with Colored Enamels.



One Dozen On Attractive Counter Display Card.

No. BB2J767
Per Doz. **6.50**

SPECIAL BUY!! HALF PRICE!!



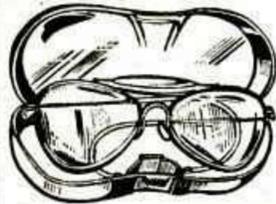
BLUE CROWN Double Edge Blades
Will fit all popular models, double edge safety razors. First quality, etched blue steel, keen edge blades, 5 blades in package, 20 packages in carton.
No. BB8C66, Per Carton (100 Blades) **42 1/2**
REGULARLY 85c—NOW

GOLD CUP Double Edge Blades
As above in Gold Cup quality, No. BB8C87 Per Carton (100 Blades)
REGULARLY 90c—NOW **45**

While Stock Lasts!

MINIMUM ORDER 10 CARTONS—NO LESS SOLD.

Men's & Ladies' AVIATION STYLE SUN GLASSES



In transparent top plastic carrying case. Gold finish frames. Vinylite temples. Adjustable nose pads. Reinforcing cross bar. Improved plastic brow bar. Scientific Chromopic 4-base curvature lenses.

Men's Model Retail 98c
No. B201J270 **8.00** Dozen

Ladies' Modified Model. Retail 98c
No. B201J272 **8.00** Dozen

CARNIVAL NOVELTIES

CELLULOID FEATHER DOLLS WITH EARRINGS HAT AND CANE

No.	Size	Per Gr.
B34N7	4 inch	3.40
B34N5	7 1/2 inch	18.00
B34N6	8 inch	21.00
B34N9	9 inch	24.00

HIGH HAT MONKEYS

No.	Per Gr.
B38N78	4 inch 3.50
B38N81	7 inch 7.20
B38N82	7 inch 15.00

DANGLING COMPOSITION NOVELTIES

No.	Per Gr.
B38N71	2 3/4 inch Donald Duck 3.25
B38N74	4 inch Donald Duck 4.00
B38N72	2 3/4 inch Frog 3.25
B38N73	2 inch Spider 3.25
B38N75	2 3/4 inch Spider 4.00
B38N79	2 1/2 inch Hula Doll 3.25
B38N80	4 1/2 inch Hula Doll 4.00
B38N76	4 1/2 inch Devil 4.00
B38N77	4 1/2 inch Skeleton 4.00

PAPER PARASOLS

No.	Size	Per Gr.
B26N24	18 inch	4.00
B26N7	23 inch	18.00
B26N8	29 inch with handle	33.00

8 RIB RAYON FLORAL PARASOL

No.	Per doz.
B26N9	32 inch 6.00

LARGE SIZE INSIDE HUMMER FLYING BIRD

No.	Per Gr.
B38N68	4.75

25% deposit required on all orders

NEW CATALOG No. 100!!

JUST OFF THE PRESS!! Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG No. 100!

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6 ILLINOIS

SURE-FIRE PROFITS SELL FIRE PROTECTION

EVERY DEMONSTRATION A SALE EVERY HOME, BUSINESS, CAR, BOAT, WORKSHOP, KITCHEN NEEDS ONE.

- DRY CHEMICAL POWDER
- ABSOLUTELY NON-POISONOUS
- NEVER REQUIRES SERVICING
- UNAFFECTED BY WEATHER

AGENTS, DEMONSTRATORS, DISTRIBUTORS Send \$2.00 for sample (or free details).

FIRST AID FIRE EXTINGUISHER CO. 6811 Melrose Avenue, Hollywood 38, Calif. Ph.: Whitney 7677

CONCESSIONAIRES—PREMIUM USERS COWBOY TIES

Sensational Children's Premium While they last . . . Limited Stock \$1.50 DOZ. . . . \$14.25 GROSS 25% DEPOSIT—BALANCE C.O.D.

Jobbers, write for Quantity Discounts. **BY-PRODUCTS, INC.** 6047 Hollywood Blvd., Hollywood 28, Calif.

5000 ROLL LABELS 175 per 1,000

For Mailing, Shipping, etc. Printed with your name, address, etc. in red or blue on white gum paper—size, 4"x2 1/2". **FAST DELIVERY** Send Check with Order—We Pay Postage Anywhere in U. S. **MERIT LABEL CO., 515 Greene Ave., Brooklyn 16, N. Y.**

GIVE TO DAMON RUNYON CANCER FUND



GENUINE BUTTERFLY WING JEWELRY

\$4.20 Doz. up to \$36.00 Doz. Individual samples from \$1 to \$3.50 ea.

Available in rings, necklaces, brooches, cuff links, earrings, bracelets, ash trays, compacts and combination sets. All items made from genuine, colorful imported butterfly wing forming refreshing pictures of exquisite scenes. Glassy cases with Rhodium metal or Sterling Silver used on all metal parts. Sure winners with all who see these beautiful items.

A beautiful line of MOSAIC JEWELRY is also available in brooches, necklaces, bracelets, earrings, combination sets, etc. from \$6.75 Doz. up to \$36.00 Doz. Individual samples from \$1 to \$3.50 ea.

Write now for money-making information on these and other lines of imported and domestic jewelry.

We stand behind our name—No Sales Final—Money-back guarantee on all purchases within 10 days if not satisfied.

State Your Business—25% deposit with order, balance C.O.D.

GUARANTEED SALES

2 East 23rd St., Room 202 New York 10, N. Y.

Jobbers-Concessionaires Special Low Prices!

24" CLOTH CARNIVAL DOLL \$12.00 DZ.

24" Carnival Doll, pressed face, cotton cloth, way colors, \$15.00 dz. in 6 Dozen **\$12.00** lots

15x8" Rayon Cloth Clown, pressed face, smart colors, \$7.20 dz. in 6 dozen lots \$24.00
10 28" Rayon Plush Bear, movable eyes, asted. colors, \$6.00 dz. in 6 dozen lots \$6.00
16x9" Rayon Cloth Carnival Clown or 16x8" Cloth Doll, pressed face, bright colors, \$7.20 dz. in 6 dozen lots \$6.00

SAMPLE COMBINATION OFFER

Send \$32.95 and Receive 37 Samples Postpaid. Sample assortment includes one dozen each of the clowns and dolls, and one piece of the 28" Plush Bear. All 37 numbers for \$32.95 POSTPAID! 25% dep. req., Bal. C.O.D., if not rated. Send for FREE catalog and close out list.

ACE TOY MFG. CO.

122 West 27 Street New York 1, N. Y.

CREW HAT OPERATORS BUY DIRECT AND SAVE

- Gross Fluorescent Crew Hats . . . \$84.00
- Fluorescent BeBop w/P.P. . . . 84.00
- Fluorescent Baseball Cap . . . 66.00
- Twill Crew Hats, Any Style . . . 57.00
- Twill Crew Hats w/Flocking . . . 63.00
- Twill Baseball Caps . . . 46.20

25% Deposit, Balance C.O.D. **Berdon Sportswear Co.** 62 No. 3rd St., Philadelphia 6, Pa. Phone: MA 7-6670

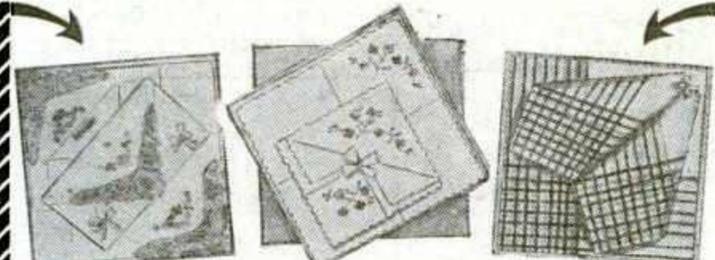
ILLUSTRATED CARTOON BOOKLETS!

95AY, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, \$1 POSTPAID \$5000, NO POSTAL C.O.D.'S! **REGINALD SALES** 1216-BB Park Row Bldg., New York 7, N. Y.

BUY DIRECT LADIES' NYLON

51, 54 and 60 gauge, all deniers, price \$1.50 to \$12.00 per dozen. Men's and boys' blazers, nylons, Durhne and cotton, all sizes and grades, \$1.00 to \$6.00 per dozen. Children's and misses' anklets, all sizes, 3 to 11, \$1.00 to \$3.00 per dozen; trial orders solicited; satisfaction guaranteed or money refunded.

TENNESSEE VALLEY MFG. CO. 2400 Dayton Blvd., Chattanooga, Tennessee.



GIFT BOXED HANDKERCHIEFS DIRECT FROM MANUFACTURER

Dress up your premium counter with fine ladies', men's and kiddies' gift boxed handkerchiefs. Fine Lace and Embroideries on the best cotton and linen. All gift boxes contain 3 handkerchiefs. All goods are shipped postage prepaid anywhere in the U.S.A. Send Check or M.O. or 25% deposit, balance C.O.D.

All prices quoted below are per dozen boxes PLEASE ORDER BY NUMBER

- LADIES'**
- 413 Pastel color cloth, flower embroidery, hemstitched hems, terrific assortment \$3.95
 - 414 Colorful lace corners, flower embroidery, hemstitched. Varied assortment 5.20
 - 417 Iridescent color embroidery on fine lawn cloth, wide 3 1/2" hemstitch, very neat 5.20
 - 432 Large lace corner embroideries, 6 colors, fine combed lawn cloth. Knockout appearance! 6.25
 - 437 Pure silk appenzel lace, assorted patterns in a blaze of color 7.00
 - 440 Scalloped hems in a kaleidoscope of color, famous Currier & Ives gift boxes 7.00
 - 469 Jumbo size lace in white & greys, finest embroidery & cloth, famous artist boxes 7.75
 - 467 Hand made imported embroideries with hand made hems. A variety of colors 7.75
 - 470x1 Complete assortment of the best of boxed handkerchiefs including hand made & Linens. Terrific value 8.00

- KIDDIES'**
- k12 Embroidered animals on fine cotton 5.95
 - k18 Embroidered Days in the week (7 Hankies), clever patterns 7.25
 - 700b Boys' colored borders, good sturdy cotton. Solid patterns 3.95
 - 725 Boys' western and sport action prints on hemstitched cloth, terrific assortment 7.50

- MEN'S**
- 800/1 Fine colored borders on good cloth. Assortment of colors and patterns. Full size hanky 5.75
 - 815/1 Neat satin stripes on fine cloth. Assortment of patterns 5.75
 - 820 Colored woven borders on fine cloth. Complete assortment 6.50
 - 850 Finest combed lawn stripes and corded hankies 7.25
 - 880 Hand rolled cor. satin stripes, finest gift box 9.50
 - 875 Solid center woven colored borders, combed lawn cloth 9.75
 - 990 Pure imported Irish Linen with fine wide hem. The best 10.95
 - 870 Imported Irish Linen (2 to box), finest hemstitched 7.75
 - 100L Hand rolled Irish Linen corded hankies, finest value 22.95
 - 120x1 Terrific assortment, including Linens, combed lawns and woven borders, finest complete ass't. 10.00

All goods come in colorful picture boxes. Money back in 10 days if dissatisfied for any reason.

STANDARD HANDKERCHIEF CO., Inc. 1 Bond Street New York 12, N. Y.

14K SOLID GOLD WATCHES

\$12.95

IN LOTS OF 3 SAMPLES \$1.50 EXTRA

Rhinestone Dial \$1.00 add'l. Expansion Band \$1.00 add'l.

Beautiful Velvet Plush Box . . . Retail Price Tag . . . Guarantee Certificate \$1.00 extra 25% deposit with order — Balance C.O.D.

ZERAH BROTHERS

602 Mission St. • San Francisco 5, Calif. • YUKON 2-0640

MIDWEST MERCHANDISE CO., Kansas City, Mo.

- BALLOONS**
- Made by Largest Balloon Factory; first quality; offer is for stock on hand only.
- BB100 10" Glass Mix Bowls. Doz. . . \$ 1.50
 - BB101 3" Glass Boots. Gr. 3.90
 - BB102 4" Glass Plate. Gr. 3.60
 - BB103 9oz. Colored Tumblers. Gr. . . . 6.00
 - BB104 Jiffy Coffee Maker, each in box, Doz., \$1.00. Gr. 11.00
 - BB105 7oz. Water Glasses. Gr. 4.50
 - BB106 7" Opal Glass Plates 5.00
 - BB107 Pyrex Glass Teapots. Doz. . . . 4.50
 - BB108 Crystal Nappies 4". Gr. 4.50
 - 101 Jadite Green Cups & Saucers Gr. Pcs. 4.50
 - BB110 7oz Opal Glass Tumblers. Gr. . . 4.50
 - B 111 8oz. Lip Crystal Water Jugs 3oz. 2.90
 - BB112 Miniature Glass Vases 3". Gr. . . 3.90
 - BB112A Quartz Fish Bowls. Gr. 12.00
 - BB113 No. Dart Balloons. Gr. . . . \$.75
 - BB114 No. 5 Dart Balloons. Gr.90
 - BB115 No. 7 Asstd. Rd. Balloons. Gr. 2.25
 - BB116 No. 8 Asstd. Rd. Balloons. Gr. 2.75
 - BB117 No. 9 Asstd. Rd. Balloons. Gr. 3.25
 - BB118 No. 11 Asstd. Rd. Balloons. Gr. 3.75
 - BB119 Midwest Glass Assortment 500 Pieces per Assortment 15.00
 - BB120 Midwest Slum Assortment. 25 Gr in Carton Per Assortment 22.50
 - BB121 Trojan Indian Blankets. Ea. 2.25
 - BB122 We carry a complete line of fine plush Animals ears, etc.
- Order from this ad today. 50% deposit must accompany all orders for Glassware—We have for immediate shipment a complete line of Fur Monkeys, Feather Dolls, Beacon Blankets, Chinaware, Baseballs, Hoops, China Head Cans and Rings. A most complete line of Bing Prizes. Write for our No. 51" Revised Carnival Catalog, be sure and mention what concessions you operate

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

STAINLESS STEEL TABLEWARE!

Just arrived—Imported—Extra heavy high Mirror Polish—Very high quality (one-piece knives)

24 Piece Sets Packed in Partitioned Cartons

6 Knives, 6 Soup Spoons \$4.50 per set
6 Forks, 6 Teaspoons 10 sets or more \$5.00 Sample Set

SENSATIONAL TOY SALE

- Nuffy Squirrel, large 6" . . . \$4.00 doz. Gross Lots
- Winsome Poodles 3.25 doz. Gross Lots
- Jumping Dog \$2.50
- Playful Poodle 2.75

Prices F.O.B. Chicago—Immediate Deliveries

RANDOLPH-CLINTON COMPANY

549 W. RANDOLPH ST. CHICAGO, ILL. IMPORTERS—EXPORTERS

Sensational Value!
NEW! PROMOTIONAL WATCH SET

\$75.00 Retail Tag with each set.



Deluxe Watch Only **\$6.30**

Complete Watch and Jewelry Set **\$9.90**

BRAND NEW DE LUXE WATCH AND JEWELRY ENSEMBLE. Consisting of:

- Lustrous double gold-plated cuff links, key chain and tie holder.
- Large plush lined de luxe gift case.
- Written service guarantee.
- Brand new, nationally advertised watch, gold plated case and matching expansion band.
- Copy of \$75.00 retailer.
- 3-day money-back guarantee.

Wholesale only. 6 watches minimum. \$1.00 additional for samples. 25% with order, balance C.O.D.

BROOKS Products
92 Liberty Street New York 6, N. Y.

FOR SALE—SECOND-HAND SHOW PROPERTY

Continued from page 106

16MM. FILMS—WORLD'S BIGGEST STOCK of new and used 16mm. Sound Films for sale; good used Features, \$34.95; Cartoons, \$6.95; Sports, \$5.95; 2-reel Comedies, \$17.95; used Bell and Howell, Ampro, Victor 16mm. Sound Projectors, often available as low as \$129.95. "Sixteen's Super Market," Blackhawk Films, Inc., 2301 Putnam Bldg., Davenport, Iowa. jy28

1948 CROSLLEY WITH '50 MOTOR DUAL Wheel Tractor and Trailer Hook and Ladder Fire Truck, capacity 24 to 30 youngsters, used less than 200 hours, beautiful workmanship and detail, excellent condition, \$2,750. f.o.b., Dallas, Tex. Also 1950 Cushman Motor Scoot with jet type aluminum airplane body, used 90 hours, eight kiddie and driver capacity, another winner with the youngsters, \$1,000. f.o.b., Dallas, Tex. Both above about cost of labor to build. Will send pictures on request. Rufus F. Street, 1428 N. Zang, Dallas 8, Tex.

1950 POPCORN TRAILER — CRETORES Jumbo Popper, like new; must sell; cost \$1,350; make offer. J. Butler, 638 Scott, Louisiana, O.

16MM. SOUND USED PRINTS—OUTSTANDING QUALITY! Satisfaction guaranteed! Shorts, Features; lists free; sorry, no rental; 47 postpaid. S. Christiana, Chicago 29.

INSTRUCTIONS BOOKS & CARTOONS

HOW TO OPERATE GAMES AND CONTROL stock, percentages to pay, etc.; a book needed by all carnival agents, concessioners, churches, pitchmen, organizations, etc.; book and catalog; mail 25¢ only today; limited edition. Amusement Enterprises, 1211 Louisiana, Houston, Tex. jy21

LEARN FIRE EATING, IRON TONGUE Act, Juggling, Knife Throwing, Clown Gags, Ventriloquism, etc. Manly, 200 So. Ave. 56, Los Angeles 42, Calif.

MODERN SIGNS AND SHOW CARDS— Complete course with colored illustrations; big, new book contains 324 layouts, alphabets and illustrations, \$5 postpaid; descriptive circular free. New Era Studio, 2325 Cass, St. Louis 6, Mo.

PERSONALIZED INSTRUCTION — Dramatics, Ventriloquism, Male and Female Impersonation, Make-up; by retired Selling Agent, Edythe Ferguson, 35 Crescent Ave., Long Beach 2, Calif.

READY REFERENCE BIBLE—CONTAINS old and new testaments and concordance; subject index by which prophecy of radio, television, airplane, etc., can easily be found; 47 postpaid. Ralph Wingate, Box 1132, Wilmington, Dela.

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG. 100 Joker's Novelty, Magic, and Specialties, Slum! (Pitchmen's Headquarters) Arlane Mfg. Co., 4462-B Germantown, Philadelphia. jy14

A BRAND NEW #23 CATALOG — MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144 page illustrated catalog, Buyer's Guide, both 50¢; wholesale Nelson Enterprises, 336-B S. High, Columbus, O. jy7

BLUEPRINTS, MINDREADING, ESCAPES, Publicity Books, Formulas, Drapes, Professional List, 30¢. N. Genova, G. P. O. Box 217, Dept. B, New York 11, N. Y. jy14

HEAP BIG DEAL—BIG VALUE: SWISS Wrist Watch only \$10; one \$5 Pearl Necklace free with each order. Hurry! They won't last long. Krebs, Box 147, Fort Washington, O.

HYPNOTIC COURSE—MASTER METHOD for Performers, plus special Stage Routine, Stunts, Comedy, Startling Fears, Publicity Features, both for \$4.50. Volta, De Land, Fla.

JOURNAL OF HYPNOTISM — AMERICA'S only hypnotism magazine; articles, features, photos, etc.; copy, 50¢; yearly, \$3. North, 26 St. Botolph, Boston 16, Mass.

TRICK CATALOG AND FIVE REEL MAGIC Tricks complete with instructions, all for 25¢. Eureka Magic Shop, Somerville, N. J. P. O. Box 345. jy7

SUB-MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises 336 South High, Columbus, O. jy7

TREMENDOUS BARGAINS — RANGING from medium apparatus from my CBS Television Weekly Show, New York, to large Stage Illusions from my Hamid Outdoor Spectacles Act; bargains unheard of! Small list free; large illustrated list, 10¢ postage. Great Volta, De Land, Fla.

VENTRILOQUIST FIGURES—PUNCH AND Judy, made to your order; illustrated catalog, 25¢. Frank Marshall, 192 N. Clark St., Chicago 1, Ill. jy14

512-PAGE CATALOG OF 2,500 TRICKS— Pocket size, parlor stage, and Finest Magic; send \$1.50 for catalog (refund first \$6 order). Kanter's, B-1311 Walnut, Philadelphia 7.

CLOSE OUT BRAND NEW

Nationally Advertised MEN'S and LADIES' WRIST WATCHES

ALL 1951 MODELS

BENRUS CITATION — 17 jewels. 14k solid gold, nationally advertised at \$92.50. Closeout price, \$43.75.

BULOVA EXCELLENCY — 14k. solid gold, 21 jewels, nationally advertised at \$125.00. Closeout price, \$65.50.

SWISS SELF WINDING — 17 jewels, retail value, \$49.50. Closeout price, \$24.50.

14K. Solid Gold DASCHE #062 Wrist Watch. Rose diamond and emerald cut jewel numerals. 14K pink or yellow gold cases, ultra modernistic design, heavy magnifying crystal, 17 jewel Dasche finest Swiss movement. A perfect time-piece. Matching pink or yellow expansion band. Beautifully boxed. Retail value \$120.00. To close, one or 1,000, \$34.50. Mark orders "For Resale" to avoid Federal Tax.

OVER 40,000 SATISFIED BILLBOARD CUSTOMERS. MONEY BACK GUARANTEE.

ESTABLISHED 1923

Remit by Postal Money Order: Checks Must Be Certified

J. AUBREY WHYTE STUDIOS
360 West 45 St New York City

THE PERFECT PITCH



NEW COMBINATION COMB & BRUSH

A real style setter. The new deluxe Wonder-Combrush curls as it combs. Features two Dupont nylon bristle brushes, which are removable for cleaning, and a durable plastic hair styling comb. Packed in individual acetate containers. Sells fast... be the first in your territory. Write for details... Send \$1 for sample.

COMBINATION BRUSH CO.
2714 Gerritsen Ave., Bklyn 29
Nightsale 8-0431

MEN—Build a Wholesale Route GET INTO A Big Pay Business

We Help You Establish a Steady Route of Dealer Customers

Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality sensational line of self-selling counter goods. Retail at 5¢ and 10¢ to \$1.00. You make big cash profits. No large capital required. Easy to Start. Our products are known coast to coast—nationally advertised. No experience needed. Get all the money-making facts now. Send for booklet, "Your Future in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!

World's Products Co., Dept. 8X, Spencer, Ind.

TABLES & STEEL OR WOOD CHAIRS

Folding or Non-Folding

Prompt delivery. Minimum order 4 doz. Ask for prices, tel. number needed.

ADIRONDACK CHAIR CO.
1140 B'way, N. Y. 27 St., Dept. 4. MU 3-1385

MEXICAN IMPORTS

PALM FRINGED HATS, GR. \$36.00

PALM PANCHO VILLA HATS, GR. 72.00

PALM GIRLS' HATS, ASST. COLORS, GR. 48.00

PALM CAPS, ADULTS' & BOYS', GR. 60.00

PALM COLORED FANS, GR. 6.00

LARCE SKELETONS, GR. 9.00

LARGE DEVILS, ASST. COLORS, GR. 9.00

LARGE FUR MONKEYS, GR. 9.00

MEXICAN HEAVY RINGS, ASST., GR. 60.00

POST CARDS, FEATHER B'RD, GR. 7.50

CLAY TURTLES, ASST., GR. 7.50

CLAY 12 ASST. ANIMALS, GR. 9.00

TYPICAL MEXICAN HEAD SCARFS, DZ. 18.00

HORN HUNTING HORNS, DZ. 10.00

TULE DECORATED BABY CHAIRS, DZ. 9.00

TULE DECORATED BABY ROCKERS, DZ. 13.50

9" CLOTH TYPICAL DOLLS, DZ. 5.00

Prices F.O.B. Laredo, Texas. 25% with order, balance C.O.D. Request price list No. 29.

F. L. DE ARKOS
904 Scott St. Laredo, Texas

LIGHTERS

Chrome Windproof Pocket Lighter. Doz. \$ 6.00

Large P33 Pearl Handled Pistol Lighter. Doz. 9.00

Lamp-Style Table Lighter. Doz. 12.00

THE BERGSTEIN COMPANY
8 W. Michigan St., Duluth 2, Minnesota

you haven't LIVED, till you've seen...

MODELS Paradise

A NEW EXPERIENCE IN RARE BEAUTY

COLOR SLIDES \$ to set \$2.00

PHOTOS \$ to set \$2.00

OR SEND 25c for sample photo and illustrated folder.

JAY ROSS
13563 Ventura Blvd., Dept. BB
Sherman Oaks, Calif.

OVER 700% PROFIT!

WITH THE **P.D.Q. CHAMPION PHOTOMASTER**

Makes Finished Pictures in 2 MINUTES!

Complete Portable Photo Studio Size 4 1/2" x 5" x 18" Weighs about 4 lbs. No experience required. Simple directions teach you quickly.

- Beautiful e v e r -lasting photos—black and white or sepia, size 2 1/2 by 3 1/2 in.
- Guaranteed not to fade.
- No dark room needed.

Photos are taken DIRECT on "Super-SPEED" direct positive paper.

Leads enough paper for 50 shots in half minute—in broad daylight.

BE A P.D.Q. PHOTOGRAPHER

Work at home or travel. Make expenses plus extra profits. Pictures cost you only 2¢. Sells for 15¢ to 25¢. Folks just grab for 'em. They are amazed to see their own photos come to life in broad daylight. Photomaster "shoots" any subject—individuals or groups—buildings and scenes. This new and fascinating business offers unheard-of money-making opportunities everywhere—every day throughout the year. Write quick! Get FREE INFORMATION about the great P.D.Q. CHAMPION PHOTOMASTER

P D Q CAMERA COMPANY
Dept. BB
1161 N. Cleveland Ave. Chicago 10, Ill.

Beauty in 3rd Dimension



A selection of pin-ups in breathtaking 3rd Dimension. These pictures come to life when viewed through the magic viewer. Realistic depth and beauty only 3rd Dimension can provide.

Send 25c for Magic Viewer & Samples

LOU TAGER
141 N. La Brea Ave. Los Angeles 36, Calif.
Dept. 6

PRICES SLASHED AGAIN! CARNIVAL PANDA BEARS

LARGE ALL PLUSH COVERED 32" Cut to 2.68 EACH

\$2.85 ea. doz. lots, 25% dep., bal. COD. Many other bargains—Free price list.

MIDWEST, 1231 W. 3rd, Dayton 7, Ohio

LADIES' FULL FASHIONED 51 GAUGE, 15 DENIER, DUPONT NYLON HOSE, \$6.50 Doz.

Packed 1 dozen of a shade and a shade to a box. Latest styles. Terms: 25% with order, balance C.O.D.

GAINOR SALES CO.
414 Transportation Bldg., Detroit 26, Mich. Phone: Woodward 2-8015

MISCELLANEOUS

"BELLY TANKS," \$9.95; STEEL: SIX foot, 55 pounds, or ten foot, 115 pounds; free picture. Buck's Auto Parts, Merced, Calif. jy7

SPOTLIGHT CARBONS FOR SALE AT very substantial discount. Theatre Equipment and Supply Co., 1009 N. Seventh St., Milwaukee 3, Wis.

SYRUP MAVIS, FINEST COLA MADE, guaranteed, ideal for dispensers or bottlers; four gal. to case, 50¢ gal. f.o.b. Camden, N. J. Juice Vending Co., Atlantic City, N. J. jy21

TRANSPARENT MIRRORS—MADE FROM any window or door glass; you can see out, no one can see in! Complete directions for making in booklet form, 8 1/2 x 11, \$1 postpaid. Doc Dougherty B-12, Phillipsburg, N. J. jy7

WASHED AIR SYSTEMS COMPLETE— Sizes 101 thru 108; perfect condition; ready for installation. Malco Theatres, Inc., Purchasing Dept., P. O. Box 2853, Memphis, Tenn. jy7

YOUR NAME IN HEADLINES ON STAND- ard newspaper page; make up your own headline; 3 different, \$1; 2 lines, 18 letters per line. Headline blanks, \$30 per thousand. P. O. Box 1351, Dept. 14, Hartford 1, Conn. jy7

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—BAND ORGAN, WURLITZER, Style 153, Duplex; completely overhauled, \$650. L. M. Horstman, 457 Oneida St., Pittsburgh 11, Pa. Hemlock 1-5540.

FOR SALE—HAMMOND ORGAN, MODEL BV, Serial No. 22367, with Leslie Vibrator Speaker, Model 31H, Serial No. 4280; like new condition; save over \$700; price complete, \$2,200. Don McElhinney, Box 207, Marion, Iowa. Phone 35693, Cedar Rapids, Iowa.

PIANO, COIN OPERATED, BARROOM type; restored like new with rolls, \$295; wanted, all kinds rolls. Lee, 934 N. Lancaster, Dallas, Tex.

WURLITZER ORGAN—DOUBLE ACTION, #150, in fair condition and Merry-Go-Round Horses in fair condition. Rockaway Playland, Rockaway Beach, New York. j630

PERSONALS

HAVE A CHICAGO MAIL ADDRESS, IT'S valuable. Mail received here and forwarded to you anywhere. Only \$1 monthly. Information free. Schults House, 3116 N. Seminary, Chicago.

NEW YORK MAILING ADDRESS WHICH is permanent; letters promptly forwarded; average cost, \$1.50 monthly. Genduso, 154 7th Ave., New York 11, N. Y.

O'HARE, ROBERT J., FORMERLY WITH Tivoli Shows; Petrandis, Mike, formerly with Royal Crown Shows; Phipps, James A., formerly with Granite State Shows; Platt, John B., formerly with Royal Crown Shows; Thornton, C. A., formerly with Talk of the Town Carnival; Webster, Fred W., formerly with Lone Star Shows. Get in touch with John J. Lowy, Oliver Cromwell Hotel, New York City.

WOULD APPRECIATE ANY SUGGESTIONS for home hobby; am ill and unable to get around. Communicate with Frank S. Mauer, 3456 Michigan Ave., East Chicago, Ind.

PHOTO SUPPLIES DEVELOPING-PRINTING

CAMP PHOTOGRAPHERS—FAMOUS PIE Crust Mirror and Wood Frames, Mounts all sizes, Chemicals, Capitol Equipment Co., Staten Island 5, N. Y.

COMIC FOREGROUNDS—BACKGROUNDS, DP Paper, Chemicals, Mounts; Photo Novelties; new and used DP Camera. Miller Supplies 1535 Franklin St. Louis 6, Mo. jv14

COMPLETE SUPPLIES—D.P. OPERATORS, Direct and Eastman Paper; prompt service. Lone Star Photo Co., 2405 Elm St., Dallas, Tex. jv25

DIRECT POSITIVE PHOTOGRAPHERS— We supply everything you need; reasonable prices; Eastman DP Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 161 N. Cleveland Ave., Chicago, Ill. j630

DIRECT POSITIVE OPERATORS — WE have the new Eastman Direct Positive Paper, Chemicals, Backgrounds, Comic Foregrounds, Folders, Glass and Metal Frames. Write for new catalog. Hanley Photo Supply Co., 212 E. 10th, Kansas City, Mo. jy7

LOW COST PHOTOMOUNTS—PRICES PER 100: 2x3, \$2.25; 3x4 and 3x5, \$3.00; 5x7, \$4.60; 8x10, \$10.50. Free samples. Penn Photomounts, "35 Woodland, Glenolden, Pa. jy7

ONE MARKS & FULLER CAMERA, TAKES 2 1/2 x 3 1/2 photos, f4.5 lens and prism, like new, \$175. or new custom built Camera, takes different sizes up 4x5 1/2, f4.5 lens, new flex shutter, \$185. Henderson, 133 W. 20th St., #15, Indianapolis, Ind.

PHOTO BOOTH OUTFITS, CHEAP — ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co. 161 N. Cleveland Ave. Chicago, Ill. j630

ROAD SHOWMAN'S SPECIAL—VICTOR Model 60, 2 Projectors, runs continuous, 1 1/2 hour show, \$495; lists free. Trades welcomed. Mogull's BB, 112 W. 48th St., New York 19.

THE NEW EASTMAN IMPROVED TYPE Direct Positive Paper now available in all sizes. Marks & Fuller Inc., 70 Scio St., Rochester 4, N. Y. j630

BINGO SUPPLIES and EQUIPMENT

IMMEDIATE DELIVERY!

- Electric Flash Boards
- Electric Bingo Blowers

Wire or write for Catalog

John A. Roberts & CO.
817-823 Broadway, Newark 4, N. J.

\$6 Brings Back \$38.50

640% PROFIT ON ULTRA-BLUE STOCK SIGNS

100 Signs, 7" x 11" — \$6 (Cash With Order)

Rake in orders for these fast-selling "Eye Catcher" Display Signs from every kind of retail store—large or small—in big town or small city. More than 1000 different signs.

—Comedy, General, Religious. Marvelous full or spare time money-maker!

OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR 35¢ EACH!

15 Samples Ultra-Blue Store Signs, 7x11 \$1.00
15 Samples Ultra-Blue Retailer's Signs, 7x11 1.00
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00

Above Samples Mailed Postpaid.

L. LOWY 812 Broadway, Dept. 626

WM. A. ROGERS SILVERWARE

by Oneida, Ltd., Silversmiths

26 PIECE SERVICE FOR 4 \$ 8.50
34 PIECE SERVICE FOR 8 11.00
50 PIECE SERVICE FOR 8 14.50

All hollow handle knives. Each piece has Rogers trade-mark. Rogers Anti-Tarnish Chemicals.

Leatherette Two-Tone \$1.75
Mahogany Winston 2.25
Mahogany Deluxe 3.00

14 PC. WATERLESS COOKWARE SET

14 pc. extra heavy gauge spun virgin aluminum. Guaranteed 32 piece cook book in full color. Display folder showing \$49.95 retail price. Good Housekeeping seal of approval, commended by Parents Magazine. \$8.50 Complete, only

COSTUME JEWELRY

In velvet, satin-lined jewel boxes. Matching Necklace and Earring Set \$1.50
Necklace, Earrings, Bracelet and Pin 2.75
Hand-made set of finest quality imported Rhinestones: Necklace, Bracelet, Earrings.. 3.75

7-PC. KITCHEN CLEAVER SET

Stainless Steel, \$9.95 retail price on Display Box \$1.95

Infra-ELECTRIC BROILER

Red Large Family Size, AC-DC, Bakelite Handles. 2-Yr. Guarantee \$11.90

Immed. Deliv.—Continuous Supply. 25% with order—balance C. O. D. Write for free price list & catalog.

H. B. DAVIS COMPANY
324 W. 24th St., New York 1, N. Y. AL 5-6664 FREE PARKING

THE RIGHT LINE AT THE RIGHT PRICE

Guaranteed SWISS WATCHES

- Brand New—Not Rebuilt.
- Removable Pushpins
- Sweep Second Hand
- Assorted Radium Dial
- One-Year Guarantee
- Genuine Leather Strap or Stainless Steel Expansion

\$3.15 EACH

STOP CHRONOGRAPHS

Jeweled Movement, 2 Push Buttons

\$3.65 Each

Write for our latest Price List. Above prices for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order balance C. O. D.

EDWARD A. WALDMAN CO.
516 Fifth Ave. New York 18, N. Y.

BIG HEAVY NICKEL PLATED MIRROR FINISH IDENT. BRACELETS

\$3.50 Doz.
\$39.00 Gr.

Stainless Steel Expansion Bracelets

#20 \$3.00 Doz.
\$30 Doz.
\$300 Grs.

MASSIVE, HEAVY NICKEL PLATED SIGNET RINGS \$2.75 Doz.

SEND \$3.00 FOR SAMPLES. NO CATALOG

25% Deposit With Order, Balance C.O.D.

SALPRO CO. 1844 S. 55th Ave. Cicero 50, Ill.

MAKE MONEY WITH

The Clearview Nameplate Press

designed for stamping letters and figures on all types of Social Security plates, mail box name plates, tags, checks, keys and scores of other identification purposes. Write for details!

THE CLEARVIEW CO.
345 E. Houston St. New York 2, N. Y.

MIDGET BIBLE

Big Profit From a Little Item

New edition. Has Last Supper, Crucifixion Pictures, Lord's Prayer. Over 200 pages. Size of postage stamp. Printed in 17 different and every word legible. Black gold-printed cover. Wonderful BIG PROFIT novelty. Dealer's Price 90¢ doz., \$6.75 per 100. P. O. B. Detroit; add postage; C.O.D. or cash. Special low jobbers & quantity prices. Send for WHOLESALE CATALOG of 1000 novelties.

JOHNSON SMITH & CO., Detroit 7, Mich. (Publishers of 100 Low Priced Paper Covered Bibles on Magic, Hypnotism, Hobbies, Girls, Etc., Etc.)

Whistling Balloons on Bamboo Stick, ass't colors, sample gross \$4.50
= 12 Round, ass't colors, sample gr. 4.50
10 gross @ 3.90
Whistling Cigarettes, gold tip, sample box of 2 gross 2.45

NOVELTY SALES CO.
2012 1st Ave. Seattle 1, Wash.

NATIONAL BRANDS for PREMIUMS

- Bulova Watches
- Parker Pens
- Evans Lighters
- Crown Luggage
- Many others

Write for information
ALLWIN CORP.
 9 N. 4th St.
 Minneapolis 1, Minn.

WISCONSIN DELUXE SLASHES THE PRICE ON PLUSH TOYS

Here's a real sensation! NO SECONDS, NO LARRIES, ALL FIRST QUALITY! Take advantage of this deal and save. Offer good for limited time only.

\$30.00 dozen
 No less sold

LOOK! SAVE! BRONZE HORSES

Number	Size, inches	Dozen
5525	10	\$23.00
5524	8 1/2	19.00
5521	7 1/2	14.95
5523	6 1/2	9.00
5522	5 1/2	7.50
5529	4 1/2	4.30
5528	3 1/2	2.70
5527	2 1/2	2.00



Getting Big Money Everywhere

STRAW BIRD HATS

Made of woven straw in natural color. Full head size, open fringe brim; width from brim to brim, 16 inches overall. If you haven't worked these hats you're missing a big take. Packed for shipment 100 to cloth bag or 200 to straw hamper. Specify packing desired.

\$3.75 dozen **\$40.00** gross

FLASH! STRAW HATS NEWEST SENSATION!

Started to get big last year, now reaching for the top. White, red, blue, some burro as well as Western styles, complete with stencils, cord and adjustable bead cord chin strap. Tell us what you need, we can guarantee supply.

WISCONSIN DELUXE COMPANY

1902 N. Third St.

Milwaukee, Wisconsin

Write for our Catalog—State Your Business in First Letter. Our business was built on service and satisfaction plus quality at a low price. You'll do better with Wisconsin Deluxe, always first with the best!

Crew Hat Operators SPECIAL REDUCED PRICES FOR SUMMER SEASON

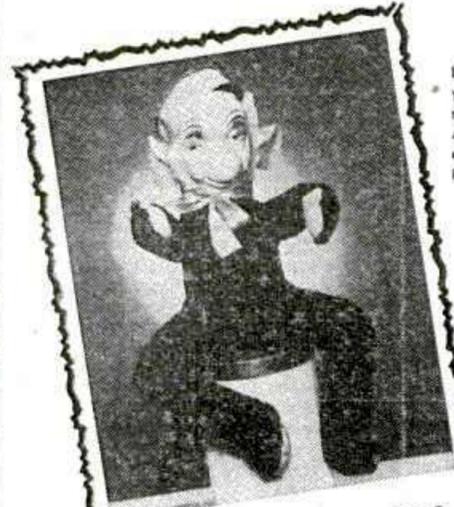


Solid colors or combination crown
 Twill
CREW HATS \$57.00 GR.
 Same as above: Crew Hat with pompon
\$60.00 GR.
 Crew Hat printed with name of seashore, etc.
\$66.00 GR.

Better Fluorescent Crew Hats **\$84.00 GR.**
 Same as above with Pompon **\$87.00 GR.**

Nobody Can Beat These Prices!
 1/3 Deposit, Balance C.O.D.

CHELSEA HAT CO., INC.
 43 Bond St., N. Y. 12, N. Y.
 Oregon 7-2650-1



NEW MONKEY

Luxurious looking Plush Toy that looks like it should cost much more! 27 inches overall, beautifully finished, well made. Packed 12 to a carton.

From Milwaukee **\$40.00** dozen
 From Eastern Warehouse, **\$36.00** dozen.

Sample Prepaid—\$5.00 ea.



NO. 9269

Hand Made Beautifully Finished AROMATIC CEDAR WOOD JEWELRY

Send **2.00** FOR SAMPLE ASSORTMENT
 Or Write for CATALOGUE #51
J & R MFG. CO.
 116-E. WALNUT ST. MILWAUKEE 12, WIS.

TO MEET AND BEAT THE COMPETITION

Order Now—Demand Is Terrific
 GOOD QUALITY—180 DENIER
FLUORESCENT CREW HATS
\$81.00 gross
\$84.00 gross with 2" fluorescent pompons
 Packed gross to box. Available in red, cerise, lime, gold, Kelly, royal and in multi-color. Both qualities of fluorescent are water repellent.
 Our finest, top quality—300 Denier Cloth
FLUORESCENT CREW HATS
 Now!—\$7.25 doz.
 \$7.45 doz. with 2" fluorescent pompons

Available for Immediate Delivery
TWILL CREW HATS with or without pompons and full line of twill & fluorescent caps.
 25% deposit with order, balance C.O.D.
Office: 17 West 3rd St., N. Y., N. Y.
Factory: 50 West 3rd St., N. Y., N. Y.
 NOTE: New phone numbers Oregon 4-6669-6670



STA-WELL HAT CO.

LATEST NOVELTY SENSATION!

"Little Atom" PISTOL

SHOOTS BLANK CARTRIDGES
 MAKES TERRIFIC REPORT!

13 tubes of ammunition with each display card of 12 pistols. One tube 112 rounds! FREE for demonstration purposes.
 Dozen tubes ammo (144 Shots) **\$2.40**

WORLD'S SMALLEST PISTOL
 PACKED 1 DOZ. TO CARD. JOBBERS—DISTRIBUTORS—ASK FOR QUANTITY PRICES.

Selling like wild all over the country! Polished chrome finish—precision made. Ammo and Ram-rod included.
 15% Deposit With Order—Balance C.O.D. F.O.B. Detroit

\$14.40 DOZ. No Less Sold
 SHIPPED EXPRESS ONLY

GEM SALES CO.
 533 Woodward Avenue Detroit 26, Michigan

DIRECT FROM MANUFACTURER

MEN'S & LADIES' WATCH BRACELETS
 expansion, mesh and mesh-expansion combinations. IDENTIFICATION BRACELETS and combination idents and watch bracelets (expansion and mesh type). Gold Filled—Stainless Steel—Gold Plated.
Chambers Mfg. Co.
 46 New Chambers St. N. Y. 7, N. Y.

FAST SELLING BIG PROFIT WATCH SETS

Gorgeous ladies' new watch sets. Brand new Windsor yellow gold case watch with rhinestone dial & cord band; beautiful cocktail style 24K gold plate costume set with earrings, bracelet & necklace to match.
 7-Jewel Watch Set, \$14.95
 17-Jewel Watch Set, \$17.95

Also available in rhinestone case watch and rhinestone costume set at same prices.
 Same Men's Sets with BENRUS, ELGIN, BULOVA, GRUEN.
 7-Jewel Watch Set, \$14.95
 15-Jewel Watch Set, \$17.95
 17-Jewel Watch Set, \$19.95

FREE! During the month of July, our 1951 value-packed, 72-page wholesale catalog.

Lots of 4, wholesale only (\$1 additional for samples). 25% deposit with order, balance C.O.D. Open Account to Rated Houses.

MIDWEST WATCH CO. 5 S. WABASH AVE. CHICAGO 3, ILL.

MIDWEST WATCH CO. 5 S. WABASH AVE. CHICAGO 3, ILL.

MAKE MONEY WITH

The Clearview Nameplate Press designed for stamping Social Security plates, keys, tags and other identification plates. Write for particulars.
THE CLEARVIEW CO.
 345 E. Houston St. New York City 2.

SUMMER SPECIALS

- 16" Coolie Hats \$2.25 doz. \$24.00 gr.
- 34" Paper Parasol 4.80 doz. 54.00 gr.
- #12 Round Balloon \$2.40 gr.
- #312 Airship Balloon 1.10 gr.
- 6" Rosette Fans95 gr.
- 3-oz. Whiskey Tumblers 3.60 gr.
- Fuzzy Brim Straw Hats \$3.00 doz. \$35.00 gr.
- Hawaiian Leis 1.75 gr.

DOLLS—DOLLS—DOLLS

- 33 inch Jumbo Doll w/Plastic Face \$30.00 doz.
- 24 inch Cowboy-Cowgirl Doll w/Felt Hat 22.50 doz.
- Life-Size New-Born Baby Doll 27.00 doz.
- 27 inch Drum Majorette . 30.00 doz.
- 30 inch Panda 33.00 doz.

25% Deposit, Balance C.O.D.—Include Postage.
NOWOTNY-BURRELL & CO.
 907 ROOSEVELT AVE. SAN ANTONIO, TEX.

LOOK! ALL NEW STOCK JUST ARRIVED LOOK!

MARK DOWN THESE PRICES—COMPARE THEM WITH OTHERS.

RAYON PARASOLS	FUR MONKEYS
Closeout—Lowest Prices	4" Bright Colors, gr. \$3.50
19" Spread, Multicolor—Crook Handle, dz. \$2.50	7" Hard Head, gr. . 7.00
21" Spread, Flowered—Crook Handle, dz. 3.00	9" Hi Hat, gr. 11.00
25" Spread, Flowered or Multicolor, dz. 3.25	9" Cloth Hat, gr. . 12.00
	10" Flat Hat, gr. 18.00
	Silver & Gold Loving Cup, gr. 24.00
	Lash Whips, gr. 12.00
	Batons, RWB, w/bell, gr. 12.50
	Airplane Bombers, gr. 18.00
	Binoculars, Pearl, dz. 2.75
	Telescopes, dz. 1.75
	Pop Guns, dz. 2.00

FEATHER DOLLS TINSELED

- 4" Tinselled, gr. \$ 6.00
- 5" Hi Hat & Beads, gr. 7.20
- 6" Hi Hat & Beads, gr. 12.00
- 7" Hi Hat & Beads, gr. 14.40
- 9" Hi Hat & Beads, gr. 22.00
- 12" Hi Hat & Beads, gr. 36.00
- 15" Hi Hat & Beads, dz. 6.50

BALLOONS

- #9 Patriotic Ass'n, gr. \$4.75
- #11 Patriotic Ass'n, gr. 5.75
- #9 Circus Prints, gr. 3.50
- #9 Kat—Mottled, gr. 5.00
- #11 Pastel Animal Prints, gr. 4.75
- #11 Mottled Animal Prints, gr. 5.00
- #14 Kat, New Look, Mottled, gr. 7.00
- #14 Kat, Pastel, gr. 7.50
- #14 Kat, Mottled, gr. 6.00
- #10 Mousehead, gr. 6.00

New Price List Now Ready. 25% With All Orders.
CHARLES SHEAR, 150 Park Row, New York 7, N. Y.

CORRECTION!
 Due to a typographical error in the **SCREEN-TEK CO.** ad in the June 23 issue, page 65, the prices on Indian Hats appeared as 5 feather 15¢ Doz. 7 feather 20¢ Doz. Both of these prices should have been EACH

NOBODY but NOBODY
 Has the high styling, the exciting creations, the unique boxing that the NEW FASHION FIRST line of costume jewelry has to offer. Here is an advanced line of gay, colorful 1951 creations that affords eye appeal, sales appeal, and profit appeal. 24 smart, original, glamorous 2, 3 and 4 piece sets, makes selling easy and repeats regular. A few selected volume distributors can have these exquisite, exclusive creations for their particular territory. For First in Fashion, it's FASHION FIRST.
SHORBERT MANUFACTURING COMPANY
 303 FIFTH AVENUE NEW YORK 16, N. Y.

HERE IS THE COAST TO COAST FASHION CRAZE FOR 1951

The MEXICAN KRAZY HAT

Is the thing for vacationers and sportswear and will sell any place people see them. A sweet profit maker. See Life Magazine, 5/7/51.

\$30.00 Doz.

HAND EMBROIDERED 100% WOOL MEXICAN SWAGGER JACKETS

(Coats) A fast year 'round seller. Assorted Mexican colors. (Sizes from 30 to 42.) ADULT SIZE \$8.00 ea. in doz. lots. Sample \$10.00. CHILDREN—Age 6 thru 10 yrs., \$6.00 ea. doz. lots. Sample \$7.50. CHILDREN—1 to 5 years, \$4.00 ea. doz. lots. Sample \$5.00.



Best Quality Hand Carved WESTERN 2-Currency BILLFOLDS \$36.00 Doz. Natural (unborn) Calf Skin Billfolds, 2 currency sections \$39.00 Doz.



MEXICAN STYLE RAYON LACE SCARFS 22x60 with fringe ends. Ass'd. colors. \$14.50 doz. MEXICAN FULL FIGHT Design Rayon Lace Handkerchiefs 10x10. Ass'd. colors. \$14.50 doz.

Terms: 25% with order. Balance C.O.D., F.O.B. Los Angeles.

Prepaid when full amount accompanies order. Sorry, no catalogs or special deals. Air mail your order now to

OLVERA TRADING POST

Box No. 3163, Terminal Annex Los Angeles 54, Calif.

PRINTING

ALWAYS LOWEST PRICES ON QUALITY Posters; one hundred 14x22 3-color. Window Cards. \$8; 500. \$34.50 Tribune Press, Earl Park, Ind. je30

"A TOUCH OF CLASS" EMBOSSED BUSINESS CARDS; 1,000, \$4 postage paid; guaranteed satisfaction; free samples. Lewis Co., 4992 Eighth, Philadelphia. je30

FOR SALE—HEADLINE MACHINE. USED very little; everything except papers, bargain at \$90. C. B. Smith, 4812 Terrace "S", Birmingham, Ala. je21

MIMEOGRAPHING—POST CARDS, LETTERS, Folders, Programs, Booklets, Illustrating and color work for samples and prices. Direct Advertising, Rochdale, Mass. je21

RUBBER STAMPS, 3 OR 4 LINES. \$1 postpaid. Stamp Pad, 50¢; 1,000 Business Cards, \$3. Smallwood Printery, 2745 Vine, Cincinnati, O. je14

SPECIAL—125 8 1/2x11 LETTERHEADS AND 125 6 1/2 envelopes, Hammermill Bond, four lines copy, \$2.60 postpaid, no c.o.d.'s; samples. E. C. Lindsay Printing, Box 621, Salt Lake City, Utah. je21

SPECIAL—1,000 8 1/2x11 UNICRAFT LETTERHEADS and Envelopes printed with your copy to seven lines, \$15; 1,000 Simulated Engraved Cards, \$3.50. Cash with copy. Universal Press, Box 591, Dallas, Tex. je21

THREE LINE RUBBER STAMP, 50 CENTS; 4 lines, 75¢; Stamp Pad, Metal Case, Hinged Lid, 50 cents; Wooden Nickels, Indian Head Buffalo mixed, 10-50 cents; samples. Wm. C. Anderson, P. O. Box 8550, Mountain Home, Tenn. je21

WINDOW CARDS, PROGRAMS, HERALDS; Photo-Offset Printing, Cato Show Printing Co., Cato, N. Y. je21

14x22 WINDOW CARDS—THE BELL PRESS, Winton, Pa. je21

200 6 1/2 ENVELOPES AND 200 WHITE LETTERHEADS, 8 1/2, five lines copy, \$3; 1,000 business cards, \$3.95 Webster's Printshop, Farmland, Ind. je30

500 GUMMED NAME-ADDRESS LABELS, \$1; for letters, books to identify and personalize; printed three lines. Village Service, 1761 Broadway, N. Y. 19. je30

1,000 EMBOSSED BUSINESS CARDS, \$3.95 postpaid; write for sample and style chart. R. Cook, 730 W. Gift, Peoria 5, Ill. je30

SCENERY & BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS the best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA 6-2544. je30

SALESMEN WANTED

AMAZING NEW ADVERTISING SIGN LETTERS sell on sight to stores; send name for free sample. Geary Enterprises, 6912 Hollywood, Los Angeles 24. je30

CALENDAR AND ADVERTISING SPECIALTY Salesmen wanted to handle our line; ca. h. commissions; write, giving full details of your experience. The Wright Co., Syracuse, N. Y. je30

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. je21

COMPLETE TATTOOING OUTFITS—NEW Supplies, Concentrated Pelican Black; Number 11 Sharps (Millwards), \$10 per "M"; Zeis 728 Lesley, Rockford, Ill. je21

TATTOOER WANTED—BEST LOCATION in the Southwest for tattooer, plenty service men; 8x12 electric furnished, \$65 month. Playmart, 1111 Main St., Fort Worth, Tex. je21

WANTED TO BUY

GUNS AND AMMUNITION OF ALL types; immediate cash waiting; describe fully and give your lowest price. Numrich Arms Co., Mamaroneck, N. Y. je21

NEW OR USED DRIVE-IN THEATRE Equipment; prefer latest Simplex Projectors, Sound Equipment; other Projectors acceptable if good condition. Write Grand Mesa Film Supply, P.O. Box 882, Grand Junction, Colo. je21

PHONOGRAPH RECORDS MADE BETWEEN 1920 and 1940. Dealers' stock or collections, any quantity. Jacob Schneider, 128 W. 66th St., NYC. je28

VERY OLD SILENT MOVING PICTURE Machine, regardless condition, with or without films. Don Malkonen, 7 Plymouth Ave., Tuckahoe, N. Y. je21

WANT USED PUNCH AND JUDY FIGURES without cabinets; price must be reasonable. Wallace, 2209 Bellefontaine, Indianapolis 5, Ind. je21

WANTED TO BUY—OLD FASHIONED Hand Organ. Wm. C. Huebener, M. D., 2384 Park Ave., Cincinnati 6, O. je21

WANTED TO BUY—USED TENT OR PORTABLE Building to cover 50x150 Roller Rink Floor. Clyde L. Tezard, El Paso, Ill. je21

WANTED—STUFFED ANIMALS FOR PHOTOGRAPHIC purposes, new or used. Contact Northwest Indian Trading Post, Wis. Dells, Wis., immediately. je21

HELP WANTED—ADVERTISEMENTS

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

ARCADE MECHANIC WANTED—GOOD salary, pleasant surroundings. See Mr. Frank DeConick, Venice Amusement, Grant Ave. and Boardwalk, Seaside Heights, N. J. Seaside Park 9-0870-M. je30

BOOKER—OLD BEDPATH-HORNER organization offers permanent, specialized, interesting, dignified field work in unusual entertainment field. Highest earnings for experienced man or woman. Need car, limited travel. Write Field Director, United Productions, 3419 Broadway, Kansas City, Mo. je30

LADY, 21-45—ARE YOU FREE TO TRAVEL? Do you want an interesting, profitable career with the old Bedpath-Horner Chautauque company? Direct pre-arranged entertainment, experience not necessary; interest in show business helpful; permanent; transportation, hotel, meals paid plus interest. 9200-9400 monthly. Write Barbara Brooks, 3419 Broadway, Kansas City, Mo. je30

LADY—HIGH TYPE, REPRESENT 46-YEAR-old company booking latest entertainment feature with civic, fraternal, school and church groups in smaller cities; dignified, high earnings; need car. Write United Productions, 3419 Broadway, Kansas City, Mo. je30

LEAD TRUMPET—MIDWESTERN ROAD band; must be good reader, big tone, endurance; characters and alcoholics, lay off; must be good band man, also to play polkas and two beat modern. Lawrence Duchow, Box 259, Appleton, Wis. je30

LEAD TRUMPET—TENOR BAND EXPERIENCE; must cut shows, play sweet muted horn; salary \$80; other musicians write Box C-403, Billboard, Cincinnati, O. je30

PIANIST—SOCIETY STYLE; MUST READ, cut shows, play very full and good Latin; soberly dependable; state minimum. Box C-404, Billboard, Cincinnati, O. je30

RCA VICTOR REC. BAND—COMEDIAN, Entertainer, some tap dancing; capable of fronting band; steady work. Wire or call New U.M. Minn. je21

SMALL ATTRACTIVE ILLUSION GIRL—Refined east work, long fair season; no experience required. Apply Arctic Girls, July 1-6, Anderson, Ind., Fair. je21

VOCALIST TO ACCOMPANY HAMMOND Organ; must be able to sing request; no Sundays; Aragon Tavern, 610 Sycamore St., Waterloo, Ia. je21

WANT TO CONTACT ORGANIZED GROUP of stock players at 40¢ for big tent musical all summer; tent up waiting; state all if with music; big possibilities; write only, Parlor Co., Box 311, Greenwood Lake, N. Y. je21

WANTED—GIRL PIANISTS, ORGANISTS, Duos, Trios who sing, entertain for South; union; send photos, particulars. Southern Artists' Bureau, 606 Godchaux Building, New Orleans, La. je21

ATTENTION!

Sewing Machine Operators FELT COWBOY HATS

For Fairs, Parks, Carnivals and Circuses. Sensationally low priced.

(slight seconds)

#220-S—Corded edge, \$3.50 doz

#220-S—Laced edge, \$4.50 doz

Packed 6 Doz. to Carton.

25% Deposit, Balance C.O.D.

STANLEY HAT CO.

13 Lewis St., Newark 3, N. J.

FOX TAILS IN STOCK!

Pitchmen Carnival and Fair Workers, here at last are the well-known H.M.J. Fox Tails you've been waiting to grab up! Cash in this season with these largest, bushiest, genuine fur fox tails while they last. Tails with these largest, bushiest, genuine fur fox tails while they last. Tails come with two strong cords (with or without "comic sayings" cards) to tie to autos, motorcycles, bicycles, canes, etc. Send for free price list or if you prefer, send \$2.00 for complete set of samples of all sizes. Stock going fast—better rush your order for immediate shipment! H. M. J. Fur Co., 150 W. 28th St., N. Y. C.



CONCESSIONERS COMIC EYE

Protruding Eye Balls in color, metal Hot-New-Kids and Adults, Pitchmen, Novelty Stands, Jobbers. Sell 25¢ pr.; \$11.00 gr.; \$1.00 doz. Sample sent, 10¢.

COMIC EYE NOVELTY MFRS., 1606 California St., N. E., Minneapolis 13, Minn.

BIG RINGS \$1.00 each

SEND YOUR SIZE Money back guarantee TEEPEE TRADERS Tax Paid Postpaid

104 East Platte Ave. Colorado Springs, Colo.

DEALER INQUIRY INVITED



N. K. MORRIS
ALWAYS FIRST, NOW OFFERS GADGET WORKERS

1. THE NEW 1951 MODEL METRIC SLICER with precision blades and with the new knife sharpener built into the table.
2. NEW SPIRAL SLICER
3. BRAND NEW SAFETY GRATER attachment that any customer can use.
4. TWO WAY SAFETY SHREDDER, fine and coarse.
5. ORANGE PEELER

Compare these items with any now made.

We also manufacture the famous KWIKI PT Sandwich Grill, plus the famous FIZ-ER-A-TOR for soda, also a PANCAKE FLIPPER and the seasonally new FLOOR MOP and Floor Waxer with NYLONCE CELLULOSE head, simpler and easier to clean than any yet made, and our price is far less than any of its kind. We also manufacture twenty other gadgets for demonstrators.

WRITE, WIRE OR PHONE
N. K. MORRIS MFG. COMPANY
AVON, N. J.
Tele. exchange—Ashbury Park 1-1016

Glass Carters
They identify your glass

Here is a brand new gag for your customers. They button a saucy lass to the highball glass, to give a million laughs and make the party gay.

Each girl is made of durable life-like material. She has the "skin you love to touch." Each pretty pin-up is beautifully hand painted in many colors.

Set of six gals in a self mailer gift box. Set with order, balance C.O.D. Regular dis-25%, with order, balance C.O.D. Regular dis-25%, with order, balance C.O.D. Regular dis-25%, with order, balance C.O.D.

Sample set postpaid \$2.00
1 doz. \$14.40
4 doz. \$54.00
F.O.B. L.A.

B & B ASSOCIATES
5522 W. WASHINGTON BLVD. LOS ANGELES 16, CALIF.

MOUSE WORKERS, PITCHMEN ATTENTION

The Mysterious Wonder Mouse

Made of Plastic Made of Plastic

Made by Emil, the well known Mouse-Worker. Same Quality Same Price, Same Service!

They are perfectly balanced; everyone a worker. Will not melt in hot weather. Mouse gray color. Packed in attractive 3-colored boxes. Prompt shipment. 25% with order, balance C.O.D.

J & J SALES CO.
32 BROMFIELD ST. BOSTON 8, MASS. \$6.00 Per Gross

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Total of 1690 buyers of novelties who ordered from Billboard 1951 Merchandise Section advertisements. Only \$25 for this live list that brought thousands of dollars' worth of business. Send money order or bank check to

MARLEY PREMIUM SERVICE
445 E. GREGORY KANSAS CITY, MO.

PRESTO CHANGE! When You Show the New Magical **Trick Billfold**

Makes 'Em Gasp

A Red Hot \$1.98 Seller
For Carnival Men, Pitchmen, Agents, Salesmen, Distributors

It's the trickiest, neatest, handiest billfold you've ever seen. Just place a few bills in the magic folder... and presto... they change from under the X straps to the reverse side. Place a bill on both sides of the magic folder and the serial numbers change first on one side and then on the other. Made of pure virgin vinyl plastic—assorted colors. Outwears leather.

WHOLESALE PRICES
1-6 \$1.00 Ea. 12 90c Ea. 36 80c Ea. 72 75c Ea. 144 70c Ea. F.O.B. Chicago.
SAMPLE, \$1 postpaid.
ORDER NOW—Quick delivery.
25% deposit, balance C.O.D.

CHARMS & CAIN
Manufacturers
407 So. Dearborn St. Chicago 5, Ill. (Dept. BB-3)

JUST OFF THE PRESS!
NEW CATALOG
for Engravers • Demonstrators Fair Workers

WRITE FOR YOUR COPY OF **CATALOG No. 106**
Containing complete selection of engraving jewelry... especially for the engraver, demonstrator and fair worker.

Also CATALOG No. 55
Contains most everything in merchandise for the jeweler.

(STATE YOUR BUSINESS)

All Orders Shipped Same Day Received

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ALL PHONES: CEntal 6-7966

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No jobbers set-up
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ENGRAVERS
with it since 1907
phones: Bayport 1-5338
day and nite services
MILLER CREATIONS
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FLASH! FILL-O-MATIC THREE-STAR SET

★ Fountain Pen ★ Pencil ★ Ball-Point Pen
Gold Finish Caps—Velour Platform Gift Box. Write for price list. Sample, 75¢.

ARGO PEN-PENCIL CO.
220 Broadway New York 38, N. Y.

TIES Direct from Manufacturer. Largest Assortment of Latest Patterns.

SEE STORES AND DIRECT \$6.50 Doz. 3 Doz., \$18. FAST \$1 SELLER. YOU MAKE \$6.00 PER DOZEN.

Special Price on Gross Lot Orders. OTHER ITEMS—FREE CATALOG.

448 Broadway New York 12, N. Y.

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GROOM'S DELIGHT
IMPROVED WITH ART MODELS

Directly from manufacturer. Wholesale list and sample free to wholesalers and jobbers all others send \$1.00 for 4 samples.

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LEIS—LEIS—LEIS
Crush proof—ass't. Colors, 5 by 36 Jumbo Size. Different! A real flash! 1 gr.—\$7.20 5 gr.—\$30.00 20 samples \$1.00 postpaid. 25% with order, balance C.O.D.

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PARK ROW NOVELTY CO., INC.

(YOUR FRIEND, JOE SCHIAVO)

DELIVERS THE GOODS

AS REPRESENTED • AS ORDERED
AS PROMISED AT PRICES THAT MEET
AND BEAT COMPETITION.

BALLOONS		BIRDS, AEROS, MONKEYS	
#4 DART (5 gross or more) \$ 45 Gr.		FLYING BIRDS, Jap. NEW STOCK! \$ 6.00 Gr.	
#9 KAT, mottled 4.75 Gr.		#310 FLYING BIRDS, American 7.75 Gr.	
#14 KAT, pastel 7.25 Gr.		AEROPLANE BOMBERS, 3 Propeller 17.50 Gr.	
#15 KAT, mottled 4.75 Gr.		HOT SPECIAL	
#8 ROUND, asstd. Pastel Prints; Cowboy, Animals, etc. 3.40 Gr.		#200 MONKEY, chenille trim, comp. hard head w/ jingle bell. \$18.00 Gr.	
#9 ROUND, Circus Animal Prints, varicolored 4.75 Gr.		ALL OTHER MONKEYS AT CAN'T-BE-BEAT PRICES!!!	
#11 ROUND, Circus Animal Prints, mottled 5.00 Gr.		Just Tell Us Which Numbers You Want Shipped.	
#10 MOUSEHEAD, BIG EARS 5.75 Gr.			
#15 PADDLE, mottled 5.50 Gr.			
#30 ARMY TARGETS \$12.50 per C			

BOW FLAGS, R/W/B, Amer. made, w/pin & clip (10 gross lots) 75 Gr. & 99 Gr. CORK P.O.P G-U-N-S, A WHIZBANG HIT! \$1.80 Doz. \$21.00 Gr.

"THANK YOU" VETERAN CARDS—\$1.50 Thous.

MECHANICAL & JUMP TOYS

JUMPING DOGS, real fur, colorful, rubber ball/whistle \$21.00 Doz.	
JUMPING DOGS, all real fur, LIVELY SELLER! 3.50 Doz.	39.00 Gr.
SQUIRRELS, velvet, genuine fur tails 3.75 Doz.	42.00 Gr.
JUMBO ELEPHANTS, velvet, w/tusks: Large size 5.50 Doz.	60.00 Gr.

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LASH WHIPS, mottled 12.00 Gr.

WHISTLE WHIPS 14.40 Gr.

SLUM, selected assortments, includes SHELL FLOWERS, ACCORDIONS, FANCY decorated CRICKETS, FINGER TRAPS, CHARMS, BASE-BALLS, etc. ONLY \$1.00 Gr. REAL GOOD BUY! TRUST US!

* LEAD THE \$\$\$ PARADE!!! THE BIGGEST HIT OF 1951. *

* OUTSELLS EVERYTHING! BUT EVERYTHING! *

* GOLD & SILVER Plated Plastic LOVING CUPS—\$2.00 Doz. *

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FLUORESCENT BEANIES—\$2.25 Doz. \$24.00 Gr.

12" COOLIE HATS, Asstd. Floral Design—\$16.25 Gr.

CELLULOID DOLLS

VERY SPECIAL low PRICES on all FEATHER TINSEL DOLLS w/High Hat, Beads. ORDER YOUR ASSORTMENT TODAY for BALANCE of SEASON.

WE CARRY A FULL LINE OF ALL LEADING CARNIVAL GOODS FOR IMMEDIATE DELIVERY. PREPARE for a WHOPPER SEASON! ORDER RIGHT NOW! WE SHIP FAST!

Stock and Made-to-Order PENNANTS OUR SPECIALTY.

Send 25% With Order—Balance C.O.D.

JOE SCHIAVO
The House of Service
PARK ROW NOVELTY CO., INC.
139 PARK ROW TEL: WORTH 4-2686 NEW YORK 7, N. Y.

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Your Profit Goes UP at these LOW PRICES



Solid Nickel Silver Saddle Ring NS-80
Massive! Deep clear detail, Oxidized and Polished.
\$4.00 per dozen
\$42.00 per gross



Solid Nickel Silver Saddle Ring NS 60
Same rich design as men's Saddle Ring but more delicate detail
per dozen \$3.00
per gross \$33.00



Cowboy Hat Ring H-17
Bright Rhodium finish. Adjustable shank with Indian design. Good weight
\$2.50 dozen
\$27.00 gross

One dozen minimum order. Remit in full or 25% deposit, balance C.O.D.
Sample of 3 rings \$1.00.

W. G. SIMPSON CO.

2820 E. Van Buren Phoenix, Arizona

OUTSTANDING LAMP VALUES!

AND SENSATIONAL ITEMS FOR PARK AND CARNIVAL OPERATORS

ONLY \$3.50 Ea. Doz. Asst. \$42.00 Doz.



APPROX. HEIGHT 25" OVERALL

No. #74 Asst. — Furnished with lovely swirl plastic shade. 18" diameter with ruffle trim to harmonize.

32" PLUSH BEARS \$36.00 Doz.



No. 195 **CRYSTAL HURRICANE LAMP**
\$1.30 ea. \$15.00 per doz.
Lamps packed one pair to carton, ideal low priced lamp prize. Perfect packing. Height 15 1/2".

25% Deposit With Order—Balance C.O.D. F.O.B. Pittsburgh.

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WE HAVE THE OUTSTANDING

DUNHALL WATCH SET

\$49.50 Retail Tag with each set



Ensemble consists of Cuff Links, Key Chain, Tie Holder, Watch with gold plated case and matching expansion band.

AVAILABLE IN THREE STYLES

1. Man's Chronograph Watch Set, \$9.90
2. Man's Rhinestone Watch Set, \$9.90
3. Lady's Rhinestone Watch and Jewelry Set, \$9.90

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Any of the above watches without jewelry set, in plastic box \$6.95 Ea.

25% with order, balance C.O.D.

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TRADING AS K.C. VENDING CO.
410 Market Street Phila., Pa.
Market 7-6391 or 7-6865

FLUORESCENT HATS

THE LATEST CRAZE AT PARKS, BEACHES, FAIRS

BE-BOP FLUORESCENT HATS \$7.25 DOZ. \$84.00 GR.

FLUORESCENT CREW HATS WITH POMPONS—WE HAVE PLENTY OF STOCK!



CREW HATS
\$7.25 DOZ. \$81.00 GR.



BEANIES
\$2.50 DOZ. \$27.00 GR.

#26 MOTTLE PADDLE BALLOONS \$6.50 GR.

ALL WHITE STRAW COWBOY HATS 4.50 DOZ.

CREW HATS 58.00 GR.

IMMEDIATE DELIVERY ON ALL ITEMS

25% Deposit With All Orders

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912 ARCH STREET, PHILADELPHIA 7, PA.
PHONE: MARKET 7-2283

Genuine Swiss 2 Button CHRONOGRAPHS

Guaranteed New \$3.75 Each

lots of 6 or more Control buttons to start and stop sweep second hand. Polished chrome case, leather strap, 2 tone dial Sample—\$5.75

BULOVA \$8.95

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Precision Rebuilds & Newest Styles

10K R.G.P. case with stainless steel back. Dome crystal. Fine grain genuine leather strap. Guaranteed. Plain or rhinestone dial.

25% Deposit on C.O.D. Orders Wholesale Only. No Retail.

Send for big catalog of fast selling items.

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181 Canal St., New York 13, N. Y.

HANDTOOLED HANDBAGS

Made in Old Mexico. Genuine leather. Exceptional value.

Sizes: 4x6 \$2.50 each
5x8 3.50 each
6 1/2 x 9 1/4 (Illustrated) \$4.50 each

Can be had in either size or nested in each other. Natural tan only.

Mexican filigree sets, handmade, bracelet and necklace.

\$24.00 a dozen sets

Postage prepaid on paid orders. C.O.D., 25% with order.

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BOX 976, SANTA FE, N. M.

SAVE UP TO 40% on 3 WAY PORTABLE

Operates on AC-DC or battery—Plays Everywhere
—Built in Antenna. A Masterpiece in Design and Performance—Two Tone Maroon
—Ivory Carrying Case.

ONLY \$19.95 LESS BATTERIES

A Line of 5 Tube AC-DC Table Radios Also Available from \$14.95 \$5.00 Deposit With Order. Balance C.O.D., F.O.B. N. Y.

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Jobbers—Fair Workers—Agents

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An attractive line of internally carved, handsomely designed and beautifully colored lucite jewelry. Novelties and Souvenirs direct from the manufacturer. Send \$5.00 for 10 assorted fast selling numbers and details postpaid. Established retail value of assortment, \$12.00. \$1.00 gets one sample and details. Don't miss this deal. You'll reorder many times.

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15" Rubber Ring-Tail Monkey Dz. \$3.50

Bomber Airplanes, Gr. 18.00

Jumping Fur Dogs w/rubber ball, Gr. 20.00

Cork Pop Guns, Dz. \$2.00; Gr. 22.00

12" Coolie Hats, Gr. 16.50

Western Straw Hats, Dz. 4.50

Imp. Flying Birds, Gr. 4.50

Western Felt Hats, Dz. 3.50

FEATHER DOLLS TINSELED

4 inch	\$ 6.00 Gr.
5 inch	7.20 Gr.
6 inch	12.00 Gr.
7 inch	14.40 Gr.
8 inch	22.00 Gr.
9 inch	36.00 Gr.

FUR MONKEYS

4 inch	\$3.50
7 inch	7.00
9 inch	12.00

12" Jumbo, Gr. \$33.00

9" Trapeze Fur Monkey, w/ clown hat & bell, Gr. 19.50

6" Composition body, chenille monkey, Gr. 8.50

RAYON PARASOLS SPECIALS

18 inch spread	\$33.00 Gr.
22 inch spread	36.00 Gr.
24 inch spread	42.00 Gr.
28 inch spread	4.75 Dz.
32 inch spread	5.50 Dz.

BALLOONS

#4 Dart Balloons	Gross \$ 75
#10 Mousehead, big ears	6.00
#15 Hep Kats Mottled	8.00
#9 Circus Animal	4.50
#11 Circus Animal	5.00

25% deposit w/ order, balance C.O.D. Send for Catalog

SCHATTUR NOVELTY CO.

144 Park Row New York, N. Y.

BALL POINT PENS

\$6.75 Per Gross

Full Pen Visible Ink Supply 1/2 GROSS \$3.50

With Brass Tips Metal Caps & Clips 1/2 Gross \$9.50 Per Gross

DE LUXE PENS 1/2 Gross \$13.25 Per Gross

ALL WITH DISPLAY CARDS

25% Cash with order. Balance C.O.D.

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14K GOLD-PLATED CASE

Matching gold plated expansion band

Brand New! Not Reconditioned \$4.50 Ea.

Biggest buy in the field: A wonder-seller and profit-maker! Two-tone dial, Radium dial and hands. Red sweep second hand. Removable pins. Rush order while they last.

10% Deposit, Balance C.O.D.

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USED WATCHES

10 High Grade Swiss Ladies' and Gents Wrist Watches, needing slight repairs. \$18.00. Write for our price list.

B. LOWE

Holland Bldg. St. Louis 1, Mo.

Hosiery for the Family

Fall and winter colors. \$1.00 a dozen and up. We can furnish all grades; prices right; inquiries solicited; satisfaction guaranteed or money refunded.

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2400 Dayton Blvd., Chattanooga, Tenn.

!! BIG FLASH !!

No. 400 LOVELY BRIDAL SET

Gold finish set with imported Brilliant Rhinestones

\$4.95 Doz. Sets \$57.50 Gross Sets

In Artistic Plastic Box. Bridal Sets Boxed & Illustrated

Deposit with all C. O. D. orders. State Your Business.

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49 Westminster St., Providence, R. I.

P D Q—World's Greatest PHOTO BOOTH CAMERAS

Dependable — efficient — Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.

P D Q CAMERA CO.

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SUNGLASS PANIC! GENUINE "ROCKGLASS"

The Original patented, guaranteed, unbreakable, with written unconditional guarantee against breakage. 24K Gold Plated aviator style frames. Fully Government controlled Optician's Lenses 20/20 approved label on each lens.

\$8.40 Dz. Gr. Lots \$7.20 dz.

Each pair in transparent lucite gift case. Aviator Sunglasses in leatherette case. \$6 Dz.; Gr. Lots \$5.40 Dz. Closeout—Steel frame Sunglasses \$1 Dz.

TED BURKE Industries

10 W. 27 ST. N. Y. 6
Ask for free catalog, 6500 bargains.

**Write Today for New
82-PAGE GLASSWARE
& PLASTIC CATALOG**



E-3323—5 oz. Forest Green Juice Tumblers	\$ 4.32
E-3328—12 oz. Forest Green Tumblers	5.88
E-3583—5 oz. Forest Green Juice Tumblers	4.32
E-3695—10 oz. Forest Green Tumblers	5.88
A-2918—Crystal Coaster-Ash Tray	3.00
G-4141—9 1/8" Jadeite Dinner Plates	11.52
R-3354—4" Royal Ruby Ivy Ball	5.88
G-3898—Jadeite Soup Plates	9.60
68/226—15 oz. Strawberry Dec. Tumbler	9.00
62/8145—9 1/2 oz. Decorated Tumblers	6.48
R-479/569—12 oz. Ruby Decorated Tumblers	7.20
3658/25—13 oz. Blue Banded Roly Poly Tumbler	7.80
BW-4620—8" Blue Violin Vase	9.00
9 1/2 oz. and 11 oz. Decorated Tumblers	5.88

**ORDERS SHIPPED SAME DAY:
ORDER BY THE CROSS**

For immediate shipment send cash with order. Complete stock of Crystal, Ruby, Blue and Green Glassware Items, Blue and Ivory Fire-King Ovenware, Decorated Tumblers of all kinds. Prices F.O.B. St. Louis.

**Hundreds of Items
GLASS PITCH • FLASH
SLUM • BINGO • ETC.**

Established 1902

NORTHWESTERN BOTTLE CO. 3132 N. BROADWAY ST. LOUIS 7, MO.

Pitch Men:

**This Summer Make
More Money with
Tough, Long-lasting**

Qualatex Balloons

Pitch these popular PIONEER sure-sellers for extra fast sales that bring in plenty of dough! Kids spot 'em, yell for 'em — your stock sells out in a hurry! Gorgeous bright colors — easy to inflate with air or gas.

817-RR Roy Rogers, King of the Cowboys. Two-color print, 17" high. Exclusive Pioneer print. Mottled or plain.

15-KVC Cat Head. Printed two sides—varicolored (mottled). 12" round, 13" high. Flat ears.

817-B Bozo, The Capitol Clown. Two-color print, 17" high. Exclusive Pioneer print. Available with or without mottling.

Look for this trade-mark on every genuine Pioneer Qualatex printed balloon.

Order From Your Favorite Wholesaler Today

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Saga of U. S. Novelties

Continued from page 56

Springfield, the ex at the Mid-South Fair, Memphis, and Center-ville, Mich., a fair he has worked many years.

At the same time, Napolitano has the concession at Chicago's Lincoln Park Zoo. He has had it since 1935 and now uses a crew of 10 people there every week-end. He has had park-type concessions for most of his years in Chicago. He held down the novelty concession along Chicago's lake front, including its huge Soldier Field, from '29 to '45 and the 60 forest preserves in Cook County from 1923 to 1933.

Napolitano's early days in Chicago, before he had acquired a toe-hold, were over a rough road marked by long hours. On week-ends, he and his son Dick would arise at 2 a.m., inflate and polish balloons until 7 a.m., then sell them to other hawkers who did not want to bother with that tedious chore. At 9 a.m. father and son hied out on the streets and they stayed out until about 4 p.m.

Hires Working Staff

It was several years before the father had men working for him on percentage. But in his peak years he had as many as 500 working for him on a single day. That turn of events was in sharp contrast to the early years when the elder Napolitano and young Dick, the latter but 11, worked parallel streets hawking balloons, stopping at intersections to have the father check to determine if his boy was encountering any trouble from passersby.

There was a time when the elder Napolitano was to send his son to Culver Military Academy. Earlier, when the family coffers were yet to be lined, young Dick, in short pants, worked fairs in season and on the night of Labor Day was placed on a train to Chicago and school with instructions to talk to no strangers and to take a cab directly home from the station without pausing to look at windows.

In all of this, the senior Napolitano was swelling family funds and at the same time grooming his boy for the novelty business. For years since, Dick has carried some of the load. Now 34, Dick was 19 when he was first entrusted with operating the novelty concession at the Detroit fair, and each year since he has added to his share of responsibilities in the business.

Studies Law

Tho he entered Culver Military Academy at his father's urging, Dick remained only one semester. A few years later he resumed his schooling, doing it the hard way, working concessions by day, attending school by night. Thus he finished his pre-legal training, went thru De Paul Law School and in '46 was admitted to the Illinois bar.

At 62, Dick's father is a relaxed, distinguished looking individual. His hair is a silvery gray, with the silver accented by his seemingly year-round deep tan. His interests are many. Only a few years ago, while Dick supervised the concession operations, he and two of his daughters visited Italy.

The visit was a big event in his life, but more likely the highlights in his own mind are his initial introduction to the novelty business, what he did with drainage tubes and six-inch hats that weren't selling and his big \$65,000 Labor Day at the Chicago World's Fair.

Discovers Giant Balloon

He stumbled upon the drainage

tubes while visiting a rubber factory. Eight feet long, the tubes were white and made of gum rubber. They weren't intended to be eye-catching and from the color standpoint they weren't. But their length intrigued him. He obtained about a dozen and hot-footed to one of the busiest corners in Chicago. Hardly had he set up when he was surrounded by potential buyers. He knew he really had a hot item then, but instead of selling out those he had with him, he quit and hurried back to the factory and ordered large quantities.

For four years he made a handsome profit with the giant-sized balloons, and his success went unnoticed. Then he went to Ed Tobin, a salesman for the Oak Rubber Company, told him about the drainage tube and its success as a balloon and asked him if Oak Rubber wouldn't turn them out in colors.

Oak Rubber would and did. They put on three shifts for as many days on the item to start production. They asked Napolitano if he didn't want a royalty. He declined, saying all he wanted was the "Slim Jims" to sell. They sold like proverbial hot cakes. And later, Oak Rubber, he recalls, gifted him with six suits and \$1,500 as a token of appreciation for giving it the idea.

Straw Hat Creation

His success with the six-inch straw hats, he insists, came quite by accident. More probable explanation is that it was due to his own imagination and alertness. He and a few other novelty operators were "stuck" with the item. It just wouldn't move. Then, one day, he recounts, he was sitting at home near some of the hats when a visitor picked one up and, without thinking, stuck a feather in it. The feather gave the hat just the touch, made it a gay, jaunty thing.

The by-now veteran concessionaire figured he had the solution, yet he was not too confident. The next event for him was a horse show in Evanston, Ill., and he persuaded the sponsoring group to permit him to give away at least 50 of the hats so that they would be circulated thruout the crowd and perhaps that way create a fad.

The committee agreed, and on the morning before opening he was at work tucking feathers in the hats when two young girls, noticing what he was doing, exclaimed, "Aren't they cute!" The girls tried to buy two but he wouldn't sell. He was fearful there would be a reaction if later he gave out 50 hats free. But he did give each of the girls a hat. And that was all the hats he did give away. Those two girls unleashed a fad.

Aware then that he really had a hot item, Napolitano bought up all available hats — they were imported ones—that he could from outlets in New York and Chicago, thus cornering the supply. He did a thumping business, running out before suppliers could replenish their stock from Europe.

Banner 65C Day

It was a combination of a half rainy, half perfect day that gave him his banner \$65,000 Labor Day at the Chicago World's Fair, Napolitano recalls. Rain fell early, but out-of-towners thronged onto the grounds early, then huddled wherever they could find covering.

Hollywood rain capes were then new, and Napolitano was heavily stocked with them and, in addition, had quick access to an almost limitless supply. He put them on sale thruout the sprawling grounds. They sold as fast as vendors could be stocked. By 11 a.m. the rain ended but by that time a thumping sale had been registered on the \$1 item.

Then the weather turned perfect. The holiday crowd swelled to record proportions, and Napolitano's hundreds of vendors enjoyed bumper business until the gates closed.

To Napolitano, that day is the second most memorable of his business life, surpassed only by one in 1905 when as a pop-eyed, eager boy he pleaded for his chance.

Hand Hills Rodeo Draws 2,000 Gate

HAND HILLS, Alta., June 23.—Attendance topped 2,000 at Hand Hills Rodeo, billed as the oldest consecutively run stampede in Canada. Winners were saddle bronk riding, Bill McLean; bare-back bronk riding, Harry Mandeville; amateur bronk riding, Jerry Campbell; steer riding, Harold Mandeville; wild horse race, Bill Graham; calf roping, Alex Laye; chuch wagon race, Dale Flett.

Talent Topics

Continued from page 56

balancing, recently closed a week's indoor booking at Bay City, Mich.

Jack and Gladys Smuckler, the original Michigan Rubes, spent a recent vacation with the former's brother, Bernie Smuckler, at Meridian, Miss., where Jack took a showman's holiday by operating the Merry-Go-Round at Highland Park.

The Florida Trio, which toured this country and Canada several seasons under the George A. Hamid banner, are currently in England playing theater dates with the Judy Garland show. . . . Leo Francis, white face clown, has been signed to play the Potomac, Ill., Fourth of July Celebration.

William Necker and His Dalmatians, dog act, has been added to the July 1 line-up of the American Broadcasting Company's "Super Circus," tele-circus.

Don Brashear, owner of the American Midway Shows, has leased a Ferris Wheel and other rides from C. A. Goree to replace equipment damaged in a blow-down June 6 at Marlow, Okla. The big blow whipped down 4 shows, 10 concessions and damaged rides, including a Ferris Wheel, which is being repaired and is skedded to be returned to action July 4.

Don C. Hayman, Uniontown, Pa., newspaperman, and Charlie Underwood, radio station exec, did a nifty job in helping to publicize the Cetlin & Wilson Shows during their stand there, tub-thumper Richmond Cox reports. Underwood, outdoor show booster, has aided Clyde Beatty in the past.

Lottie Mayer's disappearing water ballet has started a long engagement at Steel Pier, Atlantic City. Ballet includes 10 girl swimmers working in a portable tank.

Capt. Frank Frakes, featured with the Joie Chitwood auto thrill show, was hospitalized Sunday (17) as the result of injuries suffered at Langhorne (Pa.) Speedway when he attempted to blast himself from a coffin loaded with explosives. He was reported severely burned at Mercer Hospital, Trenton, N. J.

Out in the Open

Continued from page 56

en route from his Miami home to the Mayo Clinic in Minnesota, where he was to undergo a physical check-up. While in Chi, Parker huddled with Sam Solomon, who had gone from Miami to the Windy City to attend the party honoring Sam J. Levy of Barnes-Carruthers Theatrical Enterprises. . . . Andy Smith, press agent-exhibit space salesman for Alabama State Fair, Birmingham, died Monday (18) in Birmingham following an extended illness and was buried in that city Wednesday (20).

Two who came by Thursday (21) to inspect Rockaways' (N.Y.) Playland were Fred W. Pearce, Roller Coaster builder and operator, and Morris Goldberg, who runs the Silver Baths at Gotham's Coney Island.

Movie names Ann Blyth and Roddy McDowall were members of a party making Steeplechase (New York) Park, Friday night (22). The spot's parachute ride was a favorite with the fem. . . . Lorenz Hagenbeck, of the prominent German circus and zoo family, is due to arrive in New York from Europe Thursday (28).

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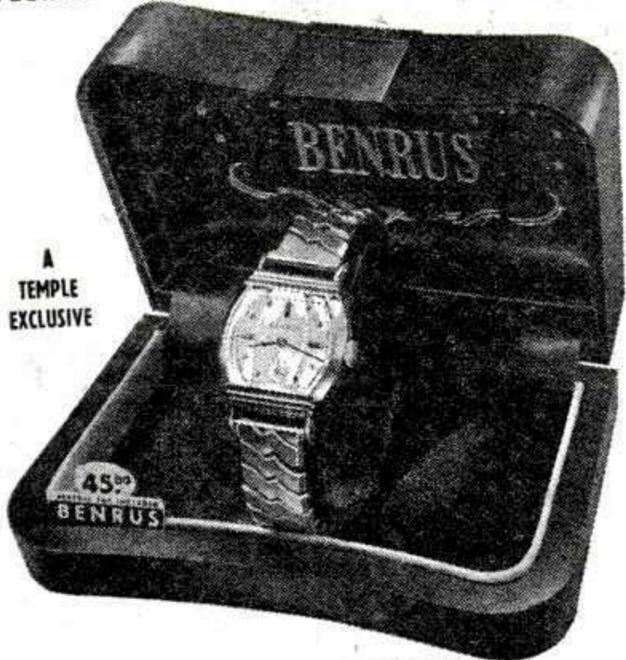
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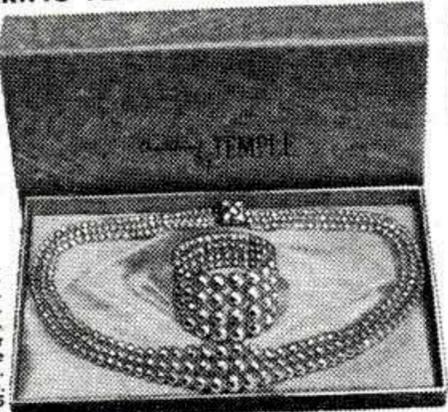
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HELP OTHERS SEE BY GIVING TO THE AMERICAN FOUNDATION FOR THE BLIND

Pipes for Pitchmen

By BILL BAKER

JOHNNY McCANNON . . . was sighted working the new Nat K. Morris metal platform slicer with the built-in knife sharpener in the S. H. Kress store on Fifth Avenue, New York to reported terrific business. The package offered by McCannon went for \$1. It was a new slicer with the shredded attachment, juicer and pancake flipper.

EDDIE MURRAY . . . following a successful stand at Newberry's Cincinnati five and dimer, checked out of the spot to go on the road for the summer.

TOMMY COPELAND . . . who headquarters in Chicago, is pitching the Nat K. Morris slicer to reported big business.

EDDIE GOULD'S . . . Ozark Med Show continues to play Georgia towns to reported good geedus counts. Charlie (Toby) Hudson is doing the lecturing on the org.

BEN KANE . . . is pitching the new Morris slicer in Montreal to big tips and takes.

CHRISTOPHER A. CLARK . . . old-time med showman of note, died at his home in Milwaukee recently following a brief illness. He had been living in retirement there for a number of years.

DR. MILTON M. BARTOK'S . . . Bardex Medicine Company continues to roll along to healthy business in the Maryland sector.

DOC DeMILLE . . . has his med show playing Illinois towns to reported good business.

HARRY WOODS . . . med man from Portsmouth, O., is reported to be globetrotting with a carnival this season.

10 YEARS AGO . . . in Pitchdom: Harry Secory was working sea-shell brooches in Old Orchard Beach, Me. . . Joe Stuthart, of Montreal, was one of 10 pitchmen in Canada and one of three Canadian pitchmen in the Dominion. . . Dr. Robert J. Williams blew into Superior, Wis., after a successful run at Kansas, Oklahoma, Colorado and Nebraska locations. . . Working Atlantic City spots were Joe Oliphant, Phil

and H. Greenberg, Popeye Lewis and E. Cormier. . . Emmett (Shorty) Blake was working sea-shell brooches in a dime store in Pontiac, Mich. . . Making rodeos in Texas were Dave Fine, Sammie Bluestein, Brownsville Kid, Si Burns and Don Siedel. . . Phil Kraft and Harry Dempsey had their foot ease going great guns in Neisner's, St. Louis. . . Tommy Johns scored a red one at the dog show in Fairmont, W. Va. . . Jack David had his med layout clicking in Neisner's, Cincinnati five and dimer. . . James (Son) Kehoe was working sailor caps along the shores of Lake Erie. . . Art Nelson severed his connections with the La Renz Company, Cleveland, and was working mineral water in Indiana territory. . . Doc A. Resche had his med demonstration going well at Arkansas stock sales. . . T. E. (Doc) Glover was working celebrations in South Louisiana to good business. . . Stanley Naldrett opened in a Grand Rapids, Mich., location. . . G. R. Wilson, of peeler note, was working your-name-on-a-sea-shell brooches in St. Louis. . . Russell James, health lecturer, charged in Hennepin County District Court, Minneapolis, with practicing healing without a license, was found not guilty by a jury which deliberated for three hours. . . Robert Marsh was working a downtown Cincinnati location with cut flowers to big returns. . . Harry J. Lepitz was pitching key checks, rings and tags around Raleigh, N. C.

BOB SCOTT . . . and Ray Williams are reported to be doing a sock job of pitching a three-piece pen set at the H. L. Green store, Louisville. Mrs. Williams, who has concessions on the Boardwalk in Atlantic City, is expected to join her husband in the Blue Grass City next week.

FRANK L. BYNUM . . . is still working trade papers at Nebraska locations.

MIKE GUNN . . . still has his firefly lapel brooches going to good scores in Kansas.

ALLENTOWN JIM . . . is reported to be working the East with his balloon concessions.

COLEMAN NEWSTADT . . . novelty and souvenir worker of note, is still confined in Ward G 3, Room 341, Veterans' Hospital, Hines, Ill., and would like to read letters from friends.

JACK O'DAY . . . purveyed the new Morris platform slicer to big tips and returns at the Summerville, N. Y., farm sales recently.

RAY HARRIS . . . is purveying metal cleaner in a good Louisville location. He went to the Kentucky city recently after closing a good run in a downtown Cincinnati five and dime store.

BOB ROACH . . . is still in Oak Forest Infirmary, Chicago, and would like to read letters from friends.

JIMMIE WALL . . . arrived in Point Pleasant, W. Va., last week following a brief stop-over in Cincinnati while en route from Indianapolis.

SIDNEY BERNSTEIN . . . who closed his gadget spot in St. Petersburg, Fla., recently has replaced the layout with the new Morris platform slicer, with knife sharpener attachment.

SLIM McKNIGHT . . . is working the Dakotas to reported good business.

LET'S HAVE . . . some pipes from Art Nelson, Jack Milton, Nat K. Morris, Lefty Shapiro, Jim Brown, Walter Rice, Paul Delaney, Willie Brood, Peanuts Cramer, Whitey Dunham, Whitey Douglas, Johnny Barger, M. Marks, S. Fisher, May Coolender, Nate Abrams, Dick Cornell, Tom McKinney, Sammy Bluestein, Ben Turpin, Eddie Marsh, Rubin Bluestein, Joe Marks, Ralph and Pete Sidell, Jack Segal, Al Weston, Al Gardner, Whitey Regan, Mary and Madeline Ragan, Joe Lewis, Charlie Vale, Bill Long, Jackie Anderson, Red Allen, Claude Oliver, Tom Casey, George Golden, Frank Kokmiller, Pudd Graham, Grimmy Masey, Springfield Kid, Frankie Lozar, Roy Gregory, J. K. (Jimmy) Wicker and Papa Harris.

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For real repeaters at lower prices, write today for quotations on our complete line of Tonics, Herbs, Liniments, Salves, Corn Medicines, Foot Creams and Powders, Tooth Powder, Vitamins and Mineral Tablets, B-Complex Liquid Vitamins and Powdered Vitamins. We specialize in Private Label and Formula Work. Made by a Registered Manufacturing Pharmacist. Products Liability Insurance carried on all our own brands as well as yours.

31 years of continuous service. By serving we grow! We have doubled and tripled the speed and efficiency of our service because we have now installed new machinery—have large, new floor space—new labeling machinery—new filling machines—new and complete packing improvements, insuring our customers one-day service. We invite you to see our new plant when in Cincinnati. Write, wire or call us for prices.

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Professional Model No. 3. Great money maker for you wherever crowds appear. Guaranteed on a year approval. Original patented 1931. Avoid clumsy imitations. Favorite of pitchmen. 3 & 10% insurance agents, Libraries, etc. Engraves fine, medium or wide, big lettering in gold, silver or color. "with just a twist of the wrist" on leather, silk, wood, plastics, cards, books, etc. With six rolls of superior imitation gold foil, rolls 1"x100", postpaid for money order \$7.25. Extra six rolls, \$2.50 SPECIAL—One roll of pure genuine 24 karat gold, \$2.25 if ordered with Pencil.

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Reed Balloon Sticks70 gr.
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TWENTY-FIVE (25) different assortments mounted, numbered on a specially made display board.

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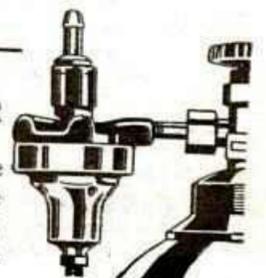
AIRCO Helium is now available nationwide thru Air Reduction Sales Company, their warehouses and dealers.

Remember — Helium is the only balloon-lifting gas that will not burn or explode. Boost your business by deciding now to sell HELIUM-FILLED OAK-HYTEX BALLOONS. The addition of 1c to 3c worth of Helium will add 5c or 10c to your selling prices.



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For the best service be sure you have a genuine AIRCO Balloon-Filling Regulator. Works easier



Salesboard Sidelights

Consolidated Container Corporation, St. Louis, has a good word to tell about its series boards. Four of the leading sales numbers in this group are nickel-punch Baseball, Your Favorite Champ, Big Money Bingo and Big Six Jackpot. Firm aims to rack up some good order totals shortly on the pack.

Mort and Irv Secore, brothers heading Secore & Secore, Chicago, are still enthusing about the soon-to-come counter game. Designed for top placement "everywhere," say the boys, the game should be clover pickin' for both ops and locations. Mort says early announcements with full details on the unit will be forthcoming shortly both in the trade press and via firm's mailing list.

Jerry Scanlan, Chicago, has his own word of cheer. Jerry tells of the growing wave of acceptance on the new operating idea for his Big Shot counter game. Test

Olsen & Johnson

Continued from page 47
oriental fantasy, in Madison Square Garden, Tuesday night July 10. Book for the production was written by Mitchell. Wirth will produce the extravaganza, which will utilize close to 1,100 professional and amateur entertainers, with John Lonergan directing.

Other top features include 60 Janette Hackett girls, and Capt. William Heyer and his horse, Starless Night. Also inked are the Great Maschino Troupe, acrobats; Aida, aerialists; Ivanovs; Herzog Sisters, trapeze; Joan Barry, Antalek Troupe, Los Ridolas; LeBrac and Bernice, cyclists; Jack Meyand and partner, Gaudsmith Bros. and their dogs, Vagabounders, Coco, Steve and Eddy, comedy duo; Tip, Tap and Toe, dancers; Monroe and Grant, trampoline; and Sanger, Rose and Andrea Bobby Byron will emcee.

Ten acts will be used at each of the day sessions held in the Garden, Wirth said. On Monday night, July 9, a number of guest stars from every branch of the amusement business will appear.

About 250 members of Shrine mounted patrols and 50 bands also will be available for the indoor presentations. Preparation of the Garden floor will be the same as when the Ringling Circus appears there.

\$50,000.00 Stock Punch Boards

Have all kind 5c, 10c and 25c boards. Write us what you need. We will sell any board at 25% of List Price.

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JUNE SPECIALS—25% DEPOSIT
1000 25¢ Charley Prof. \$50.00 \$ 39
1000 25¢ Charley, X Tk. Prof. 50.00 1.25
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1000 5¢ J.P. Girlie Bds. Prof. 28.00 1.89
240 4 for 25¢ Giant Hole Prof. 32.00 1.89
DELUXE SALES CO., BLUE EARTH, MINN.

placement of the game by operators, charging locations a flat fee of \$7.50 per week seems to be "it," Jerry claims.

Roy Galentine, Galentine Novelty Company, South Bend, Ind., repeats earlier word of absence of "price consciousness" in buyers. His firm's recent round of order activity speaks out for better acceptance, according to Roy. . . . J. M. Trotter, T. & G. Sales Company, Jacksonville, Ill., cites smooth sailing on the premium sea. T. & C.'s varied premium line fits the board and ticket operator's prize needs "like a glove," J. M. Remarks.

20% Spring

Continued from page 47
and 10 p.m. in front of the tent, starting Thursday (14). Children were not permitted unless accompanied by an adult. Following the show, a talker turned the patrons by offering free ice cream, lemonade, balloons and masks under the big top.

Cost of the promotion, a brainchild of Harold Mayer, was \$45,000. Attendance figures were: Thursday, 1,500; Friday, 2,700; Saturday, 3,300, and Monday, 1,100. Mayer is seeking a Sunday permit for the presentation and to extend it another week. Of the 8,600 persons attending thru Monday, Mayer estimated that sales were scored with 20 per cent. As an added feature, drawings for prizes were held under the top at night.

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A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models, lowest prices. What have you to sell? Mack Postal 2552 Milwaukee Ave., Chicago, Ill. j30

A-1 MECHANIC AND ROUTE MAN wanted in South Georgia; permanent, good salary; must be experienced in phonographs and pinballs; no drunkards or drifters need apply. Box C-400, care Billboard, Cincinnati, O. j14

AM BUYING ALL KINDS SECOND HAND Electric Billiards provided with flipper. Write: Paris Swing, 5 Bd. des Italiens, Paris (6me) France. j14

BALLY HOT RODS—LATEST MODEL, LIKE new. \$139.50; One Ball, very good, ready for location; Victory Specials, \$35; Special Entries, \$55; Jockey Specials, \$65; one third deposit, balance c.o.d. W. E. Keeney Mfg. Co., 3229 S. Kedzie Chicago. j30

BARGAINS—VENDO CHANGERS, \$45; Keeney Texas League, \$35; Pins, Blue Skies, \$28; Spinball, \$20; Telecard, \$50; Dallas, \$50. A. T. Snyder, Wilton, Conn. j14

CASH FOR DAIRY-MART MILK MACHINES to be used for parts; send full particulars. Box C-399, care Billboard, Cincinnati, Ohio. j14

CHALLENGERS AND GRIPPERS—VERY nice, \$12; Scientific Pokerinos, like new, \$65; Rayolite Guns, other good pieces; Reel Mutoscopes, H. E. Loebach, 150 N. Main, Wichita, Kan. j17

CIGARETTE AND CANDY MACHINES—Completely overhauled and refinished; see us on 30¢ mechanisms; we also buy used Cigarette and Candy Machines. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. j14

FOR SALE—UNITED SHUFFLE EXPRESS Alleys, Super Shuffle Alleys, United Super Shuffle Alleys with Flying Pins; Draw Bells, over 100 Five Ball Pin Games; 1¢ Marvels, sacrifice, cheap. Ruginis Novelty Co., Mount Carmel, Pa. j14

FOR SALE—10 SERVE-YOURSELF "POP" Corn Machines; 10¢ W. E. Speake, 418 N. Nevada Ave., Colorado Springs, Colo. j14

FOR SALE—30 EXHIBIT IDEAL CARD Venders, counter models, all steel cabinets, nearly new, special price for quick sale. Write A. Gerry, Box 6435, Philadelphia 45, Pa. j14

FOR SALE—2 BALLY CARNIVALS, EXCELLENT, \$50 each; Crazy Ball and Robin Hood, \$25; Seeburg LoTones, \$50. The Music Machine Co., Brunswick, Ga. j14

FOR SALE—ADVANCE HERSHEY MACHINES, 1¢, 2¢, 5¢, 10¢, 15¢; Shipman Hershey machines, 1¢, 2¢, 5¢, 10¢; Mason Mint Machines, 1¢, 5¢, 10¢; full cash with order. Rake, 609 Spring Garden St., Philadelphia 23, Pa. j14

FOUR RISTAURANT NON-SELECTIVE Phonographs, like new, \$95 each; Wilcox-Gay Recordio with stand, \$100 each; King-Pin Equipment Co., 625 Mills St., Kalamazoo, Mich. j14

HIGH DIAL TEN STRIKE 5 FT. BOWLING Machine, \$29.50; Low Dial, \$23.50; positively first class condition. Reliable Shuffleboard Co., 5728 N. Broadway, Chicago. j14

LIKE NEW—WILLIAMS DOUBLE HEADER, \$75; used 1¢ Wise Owl, \$5; 1¢ Marvels, \$15, like new; Marvel, used 3 weeks, \$25; Vest Pockets, \$25 each; used 5-10-25¢ Mills and Buckley Slots, one Buckley Track Odds, 1949 late model, give me an offer; Treasure Chest Pinball, \$15; 2 Aristocrat, like new Pop Corn Machines. Frank Guerrini, Burnham, Pa. j14

MONEY MAKERS—ABT's, \$16.95; Grip Mutoscope, \$13.95; Crisis Tross, \$7; Indian Chief, \$5; Camera Chief, \$7; Pike's Peak, \$16. 1/3 with order. P. O. Box 476, Augusta, Ga. j14

ONE SIXTEEN SEAT METRO DERBY Game now in operation, used for one season, \$1,000; 6 Scientific X-Ray Poker Table, \$50 each; One Evans 24 Auto Race, \$50; come and get it. Flayland Park, 9201 S. Main, Houston, Tex. j14

Court Verdict

Continued from page 47

setting forth their arguments in detail. When Judge Naame hears arguments and the case is taken to the higher courts, as the bingo operators say it will be, the summer season will be over.

Interpretation Lacking

Prosecutor Scott, who had ordered operators of five of the largest amusement parlors on the Boardwalk to close in compliance with orders from the State attorney general, in a ruling against "games of chance where the skill of the player is not the winning factor," had little chance to argue that point before the judge. Edward I. Feinberg, the attorney for the bingo operators, cut the ground from under the skill argument by pointing out that no court in New Jersey has yet decided anything about bingo-type games.

"After years of operation without molestation," Feinberg said, "we feel that the question should be decided at a final and definite hearing and that we have a right to be heard and to learn if our contention is correct, without fear of criminal prosecution. We are operating under a proper license from Atlantic City as a skill game."

Apart from arguing the presumption of innocence of the bingo-type games, Feinberg told the court that the five operators he represents have a total capital investment of \$200,000 and a pay roll of \$258,600 for the six months they operate each year. They pay \$65,000 rent and pay the city a luxury tax of \$21,000 a year, he said. They stand to lose \$100,000 on unexpired leases if they are forced to close. They pay \$3,000 a year each as a city license fee. The sudden closing order, he maintained, violates the operators' constitutional property rights.

Mpls. Swim Cele

Continued from page 47

the front center pews at \$3 as against last year's \$2.50 for the center section and kept the rest of the house at \$2 and \$1.50. The Wirth pool amphitheater has a 5,000-seat capacity.

This year, as in the past, Sheehan plans 14 performances for the Aqua Follies, which has become the outstanding event of the annual Minneapolis Aquatennial, summer festival which opens July 21 with a gala downtown parade.

For the second consecutive year Sheehan will take his water show to Seattle where he plans 14 performances August 2-12.

Sheehan already has his water and stagemen, which this year costs him 12 per cent more because of rising prices, set for the July 18 opener. Four water-stage production numbers are being rehearsed.

Twins Featured

Tom Martin returns as show emcee, with the Fitzsimmons Twins, Jean and Joy, booked as the featured swimmers. Bruce Harlan, 1948 Olympic diving champ, returns as male water lead, and Stubby Krueger, water comic, will be back after a three-year absence.

Another water star is Marion Parks, tower diver. Other divers coming back are Eddie Chamberlain, Jimmy Patterson, Charlie Diehl, Jim Strong, Tommy Thompson and Earl Clark, each of whom has built a solid place in the Aqua Follies show here over the years.

Helen Starr, of the University of Minnesota, again is in charge of the 24-gal Aqua-Dears water ballet, while Dorothy Lindstrom directs the 24-girl Aqua-Darlings, stage ballet. Johnny Williams is in charge of costuming; Fred Smith, props and stage; Lyle Wright, box office; Sheehan, producer.

Performers signed for the stage are Aren and Broderick, comedy vocalists; Jimmy Carroll, tenor; Bud and Cece Robinson, dancers, and Virginia Page, baton twirler. Ben Barnett's ork will cut the show.

Cub to Pitch

Continued from page 47

for children from various Dallas institutions. These days may be as frequent as one a week, he said.

Move to Dallas

Bader already has moved to Dallas and Mrs. Cavaretta will go there soon. Cavaretta will remain with the Chicago Cubs but will be active in management of the Kiddieland when time permits. His wife will represent him while he is with the ball club.

Rides in the kidspot will include a National Miniature Train, major Merry-Go-Round, Allan Herschell Kiddie Boat, Auto, Airplane, Sky-fighter, Little Dipper and ponies. Tickets will be 2 for 25 cents.

Cavaretta and Bader recently signed a 10-year lease for the 4½-acre site at the intersection of Northwest Highway and Abrams Road.

SALESBOARDS—JAR TICKETS

NEW LOW PRICE ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Def.	Profit	Net Price	JAR TICKETS
300	25¢	QUARTER KOLORS THICK	Def. \$15.00	\$ 80		RED, WHITE AND BLUE
400	5¢	LUCKY BUCKS, THICK	Def. 7.00	90		LUCKY SEVEN
1000	5¢	CHARLEY, THIN	Def. 17.00	1.25		BINGO TICKETS
1000	25¢	J. P. CHARLEY, THIN	Avg. 52.00	1.55		On Sticks—Sizes 1000-1200 1260-1600
1200	25¢	TEXAS CHARLEY, THICK	Avg. 102.98	2.50		
1000	5¢	SOUTH PACIFIC GIRL BOARD	Avg. 26.89	2.25		
1000	5¢	HOLD THAT LINE GIRL BOARD	Avg. 27.20	2.25		
1000	5¢	FLAMING GIRL GIRL BOARD	Avg. 27.00	2.25		
1000	10¢	TEN CENT SAW BUCKS	Avg. 45.00	2.25		
1000	25¢	SIX TWO BITS	Avg. 114.28	2.25		

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MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, IND.

FREE

For the following sixty days we will give ABSOLUTELY FREE \$25.00 worth of merchandise or boards with each \$100.00 net order of punchboards ordered. \$200 net order receives \$50 FREE, etc. Freight allowed. Remember—our prices are VERY LOWEST FACTORY PRICES or lower.

P & M SALES COMPANY

2916 MAIN STREET
DALLAS 1, TEXAS

FORMERLY Factory Representatives for MERCURY PUNCHBOARDS

HELP OTHERS SEE BY GIVING TO THE AMERICAN FOUNDATION FOR THE BLIND

Export Coin Sales Near 1947 Volume; Games Soar

March Total \$557,615, Canadian Firms Account for 60 Per Cent

WASHINGTON, June 23.—Prospects for a new annual high in sales dollar volume appeared strong in the coin machine export market as the U. S. Department of Commerce released official figures governing March and the first quarter of 1951. In March, 3,792 new and used units with an aggregate value of \$557,615 were shipped to foreign firms bringing the three months total to 8,707

machines for \$1,389,621. This compared with 6,225 units, valued at \$1,484,746 handled in a like three months period in the record year 1947.

A breakdown of the March figures showed 779 music boxes were sold for \$316,330, or more than any single month since October, 1947. Venders and amusement games also moved briskly in March. Vending machine sales added up to \$76,898 for 1,756 units, a three-month peak while the game dollar volume was \$164,387 for 1,257, or an all-time high. Only in January and February, this year, did export game dollar figures reach the six figures mark. The previous high was made in January and amounted to 1,178 games sold for \$120,439.

Thru the first quarter of 1951, 2,475 music machines were sold to foreign firms for \$812,410. Meanwhile game sales were 3,376 units for \$403,989 and vending 2,874 for \$173,224. In both the vending and games field the dollar and unit total were far ahead of 1947 figures.

Canadian Sales

As in the past two months,

Canadian operators dominated the market to account for 2,905 new and used machines with an aggregate value of \$338,988. This included the purchase of 428 jukeboxes for \$150,402; 1,626 venders for \$67,635, and 851 games for \$120,951. Other key customers of U. S. coin machines in the month were operators in Venezuela (101—\$57,624), (97—\$31,429), Belgium (206—\$29,125) and Colombia (70—\$26,741). In March, 14 countries were on the export list for music boxes, three for venders and six for games. (Continued on page 123)

Ops Get Deal To Plug Ice Cube Machine

NEW YORK, June 23.—A campaign to further sales of automatic ice-cube makers thru the coin machine trade has been launched here by the national sales office of the Brewer-Titchener Corporation. The firm, located at 19 West 44th (Continued on page 123)

CANADIAN OPS BARTER GAMES TO HYPO PLAY

TORONTO, June 23.—A system of barter has been adopted by some game operators in order to beat the shortage of machines in Canada.

Tho the system has not been widely adopted, some operators in Montreal and Toronto are utilizing the system in order to provide some variety to their routes.

Operators find it expensive to import new and used machines from south of the border and have adopted bartering to avoid added expense.

Como Appoints Distributors

CHICAGO, June 23.—Como Manufacturing Corporation has appointed two more distributors to handle its Stadium novelty game.

New representatives are Alfred Sales Company, Buffalo, to cover New York State with the exception of New York City, and Dunis Distributing Company for the territory near their three West Coast offices located in Portland, Ore.; Seattle and Spokane.

Stadium features a return to old-fashioned body english and introduces ball traps designed to develop play interest.

GETS RESULTS

Atlantic City Firm Promotes CM Via Papers

ATLANTIC CITY, June 23.—With summer getting under way and with amusement and music devices providing a major source of entertainment for the vacation throngs, Smith Amusement Machine Service used institutional advertising for the first time in the local Press-Union newspapers.

An attractively designed display advertisement, using line-cut drawings of sports figures and bars of music for art design, declared in concise copy that "coin-operated amusement and music machines available for bars, clubs, hotels, luncheonettes, cigar stores, etc., are installed free on an attractive percentage basis."

The ad offered "all types of coin-operated machines to select from bowling, baseball, basketball, shuffle bowling, hockey, guns, pin games, music, etc." Catch line spotlighted the phrase: "From a game to a game room." Smith firm, located on the Boardwalk, also rents music machines for any occasion.

Smith also reports the Dutch Kitchen, reopened after renovations, is the newest music location on the company's books. Among other new locations at the resort as a result of reopenings, Toomey Vending Machine Company has placed the cigarette machines at the Dutch Kitchen, and Joseph Hornberger has placed music machines at Margate Casino.

Logan Moving Chi Quarters

CHICAGO, June 23.—Logan Distributing Company will move to new headquarters at 627 Milwaukee Avenue July 1, firm is headed by Jack Nelson Jr.

Facilities at the new address include a repair shop and parts depot for bulk venders. Showrooms will be specially designed to display the Victor Vending line.

Ops Must File Play-Price Facts Declare Regional Price Officials

Classify Games, Music as Services; Venders Under General Price Ceiling

CHICAGO, June 23.—Regional directors of the Office of Price Stabilization notified operators in many areas this week that they are expected to file with their nearest OPS district office a schedule of highest prices per-play charged in the base period, December 19, 1950, to January 25, 1951.

The request for pricing information came as a surprise to most operators with the result that they requested—and were granted—extensions of time to comply.

In Boston, New England OPS director, John M. O'Rourke, gave

coin machine operators a June 16 deadline for filing their play price schedules. O'Rourke's office said few operators seemed aware of the need for filing such information. As a result, the June 16 deadline was not adhered to, and O'Rourke said "no enforcement measures are to be taken for a considerable length of time."

OPS regional officials said coin machine operators were under Ceiling Price Regulation for Services, No. 34. This regulation provides that service businesses are allowed to charge only the highest amount charged during the base period.

The Chicago regional OPS office mailed copies of the price regulation to larger, incorporated operating companies. Smaller firms and individuals had not received notices by week's end.

Juke box operators in Chicago have asked for and received an extension of one week in which to compile the price information OPS requested.

May Ask Exemption

Chicago music operators likewise indicated that they were considering asking that the juke box business be exempted from the price regulation on the grounds that juke boxes are amusement enterprises and certain other amusements—theater admissions notably—are exempt from price control.

OPS spokesmen in Chicago pointed out that CPR 34 gives companies a right to petition for price relief if their costs are up and their prices frozen at an impractical level.

Thus far, OPS headquarters in Washington has not issued an opinion defining how amusement (Continued on page 120)

Portland Citizens Petition for Pins

Use Only Method Available as City Council Schedules New Ban Ordinance

PORTLAND, Ore., June 23.—Opponents of a proposed city ordinance to ban pinball games here were in the field this week with a public petition aimed at showing city council the unpopularity of its policy.

Organized as the Citizens' Tax Committee, the opponents are taking the only means open to them to combat the proposed legislation. Council has announced it would pass on July 10 a pinball-banning ordinance with an emergency clause, which would forestall any move to block it with a referendum petition. Without the emergency clause a successful referendum petition would delay effectiveness of the ordinance until an election next May. Thus the committee is circulating a petition to be presented to the council with the request the ordinance not be enacted.

Form Group

Committee was formed at a meeting of about 50 persons and represents a cross-section of the citizenry. Altho interested in the outcome and supporting its efforts, coinmen are not spearheading the committee work. Committee president is a tavern owner, Miles Brandon; secretary is a real estate man, Edwin M. Kerr, and treasurer, George Yerkovich, is in the trucking business. Committee office is 501 Times Building, 417 S. W. Washington Street.

Aside from those in lines directly affected by the proposed ordinance, support comes from people concerned over city revenue and those who resent denial to the public of a form of amusement that has drawn virtually no protest except from Jake E.

Bennett, city commissioner, who is spark-plugging the ordinance.

Collections

The petition notes that city revenue from coin-operated amusement devices was \$107,460 for 1948-'49 and \$109,756 for 1949-'50, and asks, "Who is going to replace this money?" It notes also that the State collects \$50 a year tax on each pinball game and other coin-operated amusement devices, which, except for 6 per cent for administration, goes for State and county old age and welfare. (Continued on page 122)

EXHIBIT TURTLE TALKS TURKEY

CHICAGO, June 23.—Salesmen of distributors handling the Exhibit Supply Company line were the recipients of a live turtle thru the mail this week as a reminder that the firm's 50th anniversary celebration and the incentive plan for Gun Patrol sales is in full swing. The turtle was shipped with directions for suitable care and a king-sized postcard (8½ by 11½ inches) reading: "Now is not too early to remember the tortoise and the hare—it's the steady everyday push that counts."

Meanwhile, Executive Vice-President Ford SeBastian reported the promotion of the gun game as well as Exhibit's Kiddie Dude Ranch units has resulted in sharply increased demand for the Arcade products.

Morris Hankin, Atlanta Distrib Dies Suddenly

ATLANTA, June 23.—Morris Hankin, 49, who had been active in the coin machine field for over 27 years as a distributor of all types of equipment, died at his desk here Thursday (21) of a heart attack. Hankin had suffered several heart attacks in the past few years, and during the past year had spent little time at his firm's headquarters, the Amusement Vending and Hankin Distributors. He had, however, expanded his activities, moving into the Kiddieland field here early in 1950.

One of the largest distributors in this area, Hankin's firms had represented leading manufacturers in all phases of the coin machine field, including Wurlitzer and Drink-o-Mat. Early in 1949 Hankin, who had just returned to active participation in his business after a long illness, severed his connection with Jack Lovelady and changed the name of the firm from H. & L. Distributors to Hankin Distributors. However, under doctor's orders he spent little time in the business from that point until his death this week.

Funeral services were held yesterday (22) at Ahavveh Achim Synagogue. Surviving are his widow, Sadie, and a daughter, Natalie.

LEGISLATIVE ROUND-UP

Missouri Plans Coin Tax To Pay GI Bonus

CHICAGO, June 23.—Missouri, among a handful of States still actively working on coin machine legislation, is headed toward a new general coin machine tax with the anticipated revenue slated to help pay the GI bonus.

In Illinois, the Legislature seemed certain to pass two enabling acts—one which would permit cities to license and regulate free-play amusement games and one which would empower Illinois cities to license cigarette vending machines.

No New Powers

Actually, no new powers are granted Illinois municipalities under these two proposals, but the inclusion of free play is a change from the existing enabling laws, generally known as the cities and villages act.

In passing the two proposals, the State Legislature obviously has Chicago in mind. The Windy City prohibits both pinball games and cigarette machines, but there have been rumblings lately that the city council might revise its ordinances covering both games and cigarette venders in an effort to add much needed dollars to the till.

The Missouri proposal would be subject to a November, 1952, referendum. It would place a tax of \$5 per year on all amusement machines (including shuffleboards) and on juke boxes.

In the Alabama Legislature, House Bill 442—which would exempt certain vending machines from that State's tax law—was reported favorably by the House

Ways and Means Committee. The Alabama measure would exempt from the sales tax the gross receipts of merchandise venders (1) located in industrial plants or other private property (2) the use of employees which (3) dispense articles not priced in excess of 10-cents. A further provision exempts only those machines operated by firms which deal exclusively in articles priced at no more than a dime.

Few Plants Plan Vacation Shutdown

CHICAGO, June 23.—With many of the plants engaged in defense production as well as coin machine output, few have scheduled definite summer vacation closing periods, a survey of the game and music fields by The Billboard disclosed this week. Instead of shutting down factories for a uniform vacation set-up, all but two firms in the trade have announced they will stagger the free time for personnel in such a way as to keep up production.

In the game division, D. Gottlieb & Company has announced it will close its factory for the first two weeks in July. Permo, Inc., makers of needles for phonographs, has a similar group vacation schedule. Officials of both firms emphasized there will be a skeleton

crew on hand to care for emergency orders.

Until this year the group vacation plan had been the most popular with trade manufacturers. However, many were quick to point out that with defense production going on in the plant they decided to carry on coin machine assembly on a staggered vacation plan. Naturally, in the Gottlieb and Permo plants the closings refer specifically to trade output.

Meanwhile, some distributors in this area were weighing the possibility of not opening on Saturdays thru July and August. While sentiment favored the shorter summer work week, a few pointed out the plan was impractical unless all observed the Saturday summer shutdowns.

To the Coin Machine Industry

from the Publishers of The Billboard

SINCE 1935 The Billboard Publishing Company has been active in cultivating the export market for coin-operated equipment. From 1938 through 1941 one of the early summer issues was normally dedicated to the export business and entitled "The Export Special." The reason for this was to focus the interest of all coinmen at home and abroad on the expansion of the coin machine industry. Best evidence of how this expansion developed was that from 1935 to 1941 sales of coin-operated equipment jumped from less than half a million to \$1,245,000.

Naturally with the outbreak of hostilities the demand for coin-operated equipment ceased.

In fact, many of you may recall that even newsprint was so scarce that The Billboard brought out the "Coin Machine Digest" in which advertisers could tell that portion of their sales story for which they were unable to buy space in the weekly issues of The Billboard. Throughout 1945 it did a big job to help disseminate information about coin machines to operators throughout the country.

With the cessation of hostilities, The Billboard converted the Digest into a foreign trade promotion. Throughout 1946 monthly 3,000 copies of this publication were rotated to various foreign lists. Included were names of pre-war foreign coin machine operators and distributors, commercial attaches of American consulates, foreign Chambers of Commerce, and all other sources to which a person interested in American coin-operated equipment normally would go for such information.

By the end of 1946 newsprint was again plentiful enough to remove all restrictions on advertising and to permit printing of sufficient copies to sell foreign subscriptions. In addition, The Billboard took its newsstand return copies and sent them abroad to non-subscribers to stimulate interest in coin machines.

The immediate post-war years were excellent, export-wise, for the coin machine industry. Unfortunately, the balance of trade soon became such that many of the countries who had been the best customers for coin machines placed embargos on imports to hold American dollars within their borders. Great Britain was one. Canada, another. During this period, however, The

Billboard has kept contact with those key people who will help develop the industry in their countries as restrictions are lifted. The Billboard has also continued an aggressive promotion campaign among potential foreign coin machine customers around the world. This program is now being accelerated.

The rising export figures reflect the growing interest of foreign buyers in American coin machines. Exports for 1950 totaled \$3,076,546! That's more than double the 1941 total of \$1,245,000—the last normal pre-war year. This past January, export sales hit \$449,186, compared to \$123,916 for January, 1950. March hit \$557,630! If the industry can keep this pace, it is heading toward an eight or nine million dollar export year—the largest in history!

That's why The Billboard is reviving its export special with the July 28 issue. Its editorial features will detail many of the answers which American distributors are seeking on how to sell abroad, and how foreign buyers can buy here.

For the past two months we have been contacting American consuls, foreign Chambers of Commerce, various import-export firms to ferret out the names of people who have inquired about coin-operated equipment in the last two years. We also have received many requests from these groups for copies of The Billboard to be placed in their commercial libraries to which visitors and queries could be referred for answers on "where to buy" coin-operated equipment. In addition, our foreign correspondents are preparing stories on coin machine conditions in their countries and checking lists of operators as well.

Don't misunderstand us—we are not naive enough to think that the export special will develop the foreign market overnight, but it can help immeasurably to speed the cause along by focusing the attention of both American and foreign buyers on its importance.

The conditions that exist today in American industry will not continue forever. It will take several years to develop the export market. The time to start is now. The trend is already visible. That's why The Billboard will devote its July 28 issue to this important subject.

THE BILLBOARD PUBLISHING COMPANY

Sked 6-State Confab Date, Site in July; Plan Agenda

SIoux FALLS, S. D., June 23.—With the six sponsoring orgs in accord, final decision on the site and dates for the Six-States Convention will be made during the two-day South Dakota Phonograph Association meeting here next month.

At present most operators in the territory have voiced a preference for a late October get-together so that they can not only cover the various matters on the business meeting agenda, but also accomplish some buying from exhibitors who will show music plus amusement and vending equipment. The late October date will not interfere with operators' plans to attend the National Automatic Merchandising Association convention in Cleveland in November. Operators in the Wisconsin Pho-

nograph Operators' Association, North Dakota Phonograph Operators' Association, Minnesota, Iowa and Nebraska orgs, the six sponsoring associations, have indicated thru their officers that a central location would be preferable for the convention. Mentioned as potential sites are Omaha, Sioux Falls and Minneapolis.

Also considered an important factor in delaying the 1951 convention until fall was the fact that the summer resorts which offer many of the operators in the territory an important part of their revenue, are looking forward to one of the best years since the end of World War II. In many cases resorts are already booked thru August, and tourist traffic also is expected to continue heavy thru the regular vacation months.

WVG Appoints Nat Paulson Business Mgr.

WASHINGTON, June 23.—Nathan Paulson has been retained as business manager of the Washington Music Guild, Leonard Abrams, who was installed as president of the guild at its June meeting, announced this week.

Paulson is chairman of the board of the American Public Relations Associates, Inc., of Washington and New York, and formerly was legislative counsel and public relations representative of Investors League. He is chairman of the Alexandria, Va., Republican Committee and a member of the bar of New York, Virginia and District of Columbia.

New Policy

Altho the last guild meeting was a dinner session held at the China Doll Restaurant, the group is instituting a new policy of rotating its monthly meetings at places of business that have juke boxes on the premises. This is a public relations move to acquaint these location owners with WVG principles, Abrams stated.

It was previously reported that Hirsh de La Viez, past president of WVG, was now chairman of the board, but La Viez advises that he no longer holds office, and that Abrams holds the title of board chairman as well as association president.

CSCA Drives For New Juke Op Members

HARTFORD, Conn., June 23.—Connecticut State Coin Association, heretofore devoted to games operator membership, is expanding its coverage to music. Abe Fish, president, revealed this week. Initial membership push takes place Thursday (28) when the CSCA holds its regular monthly meeting at the Hotel Bond here. Fish said music ops thruout the State have been issued a special invitation to this session, at which time the membership will be opened to them.

Fish stated a number of applications from music operators had been received in the past, but not been acted on pending the decision by the org to open up to the juke box phase of the industry.

Jones Intros Safety Cover

SAN FRANCISCO, June 23.—R. F. Jones Company is offering a Safety Cover, designed to withstand knocks, shocks and offering a protection for music machines against damage in transit, firm officials announced this week. The Safety Cover, which will fit any model phonograph, is made of water-repellent canvas and is lined with a thick blanketing. Unit comes complete with extra-length cinches.

The unit, priced at \$24.95, is available thru any of the five R. F. Jones offices, located here, in Denver, Salt Lake City, Portland, Ore., and Seattle.

1st Milwaukee Dime Play Test Builds Grosses

MILWAUKEE, June 23.—A location which formerly averaged about \$40 per week climbed to a new high of \$57 for the first week of dime play. P. & P. Distributors, owned by Joe Pelligrino and Bob Puccio, are still eyeing this experiment cautiously, but admit they are enthused over the quick showup of beneficial results with the upped price tag on their first try.

They had reasoned that this location would be a natural for dime play. Spot had recently gone thru a complete refurbishing of bar and restaurant equipment and fixtures, and owner had raised the prices on drinks and food. Upped juke box price apparently was considered by patrons as merely another step along with other items that had gone up. Machine used here is a Seeburg 100 Select-O-Matic. Puccio and Pelligrino plan to follow up shortly with more dime play, limiting themselves at first to locations in the same general neighborhood as the first one.

SHOW GOES ON WITH AL SEGAL

CHICAGO, June 23.—Al Segal, juke box and record distributor in Canada, proved an excellent ambassador for the industry when he appeared as a buyer of talent on Robert Q. Lewis' *The Show Goes On*, Columbia Broadcasting System TV airer Saturday (16).

Segal, representing a nightery in which he owns an interest, was in search of an act for his spot, thus becoming eligible to appear on the show. In the course of his introduction, Lewis reviewed Segal's activities in the phonograph field, as well as his activities as a record distributor.

Lynch Disposes of Out-of-Texas Branches; Drops Its Import Line

DALLAS, June 23.—Out-of-Texas branches of S. H. Lynch & Company, one of the largest and oldest distributing companies, have been relinquished to the company's former branch managers and will operate as separate distributing firms handling the Seeburg phonograph line.

Announcement of Lynch's decision to confine its activities to Texas was made this week by Arthur C. Hughes, vice-president in charge of the music division. S. H. Lynch will continue to distribute Seeburg phonographs in its Dallas, Houston and San Antonio offices, Hughes said.

Drop Other Lines

At the same time, the Lynch Company announced it will drop the many other lines it has been handling—including Rolls-Royce, MG, Morris and Jaguar automobiles and chinaware—to intensify its efforts on the Seeburg line and its Schlitz beer distributorship. S. H. Lynch told *The Billboard* that his firm has long considered

confining its activities to Texas. The present tax structure, Lynch said, plus the fact that the firm's top executives wanted to ease the personal demands of the business influenced the move. The Lynch Company has distributed Seeburg equipment in six States for over 18 years.

Move Dallas Headquarters

In the near future, Dallas headquarters of the Lynch organization will move from its present building to another, smaller Lynch property nearby. Lynch has leased its building to the government which will use it for office facilities.

Lynch, Hughes and Vice-President E. D. Furlow issued a joint statement concerning their decision: "We are delighted that since we have decided to confine our Seeburg distributing activities to Texas, the capable young men who have done such outstanding jobs as branch managers for the S. H. Lynch & Company will now carry on as individual and sep-

Seaboard Sets New Gen. Mgr.

HARTFORD, Conn., June 23.—Leonard Berens, formerly sales manager for the Columbia Records division of Stern & Company here, has joined Seaboard Distributors as general manager, it was announced this week by Ralph Colucci, firm topper. Berens succeeds Ozzie Cavallo who left Seaboard to enter the tele industry in New York.

Toronto Tests KO 3-for-Dime Juke Box Play

TORONTO, June 23.—Three-for-a-dime play has been tested and found lacking by Reg Gilchrist, Baldwin Distributor Company, Canadian rep for Seeburg. The people still want the old-fashioned nickel and quarter plays, according to Gilchrist, who made the test on six locations, using the Seeburg Select-O-Matic 100. Only in one location was the three-for-a-dime test successful. There was nothing unusual about the location, it was a restaurant which an average crowd frequented.

In making the test, Gilchrist found location owners opposed to the three-for-a-dime play. He said owners felt that they were losing a considerable amount of play.

Jersey Ops Blast Juke Royalty Bill

NEWARK, N. J., June 23.—Full support to the Music Operators of America in its effort to counter pending national legislation to bar royalty-free play of records on coin phonographs was voted by the Music Guild of New Jersey Thursday (21).

Labeling the proposed amendment to the copyright act as "unjust and confiscatory," the association pledged the national group financial assistance to help underwrite costs of the expected battle.

The bill, proposed by Sen. Estes Kefauver May 28 (*The Billboard*, June 9), would remove the present juke box exemption and require operators to pay 1 cent per disk side per week to the copyright owners of recorded tunes.

While most of the MGNJ meeting was given over to a discussion of the Kefauver Bill and its industry-wide implications, the opera-

tors took time out to elect a new member of the board of directors to replace Harry Steinberg, who resigned his post recently after selling out his local phonograph interests. The vacancy was filled by Harold Chasen, of Ajax Music Company.

Dick Steinberg, MGNJ executive director and a member of MOA's executive committee, led the discussion on the Kefauver amendment. In its present form, he charged, it could require operators to pay the American Society of Composers, Authors and Publishers, or other copyright owners, a penny each time a juke disk is played, rather than a penny a side per week. Attorneys who have examined the bill carefully, he contended, support this interpretation.

As such, pointed out Steinberg. (Continued on page 123)

More L.A. Music Ops Planning 10c Test

LOS ANGELES, June 23.—Many music operators here have decided to test per-play price at a dime. However, some will try three-for-a-quarter while others will test four-for-a-quarter.

Dave Wallach, executive director of Southern California Music Guild, said that operators have studied results of dime-play tests and are now beginning to change their units. He reported that one normally good spot was doing \$25 to \$30 a week when it changed to 10 cents, three-for-a-quarter. The increase the first week went to \$43 for 600 plays or an average of seven cents per play. The second week the revenue hit \$53 of which \$40 was in quarters. Wallach said patrons have not resented dime

play and are taking advantage of the additional saving on three plays.

International Brotherhood of Electrical Workers, Local 1052, representative, Hal Sherry said the union had nothing to do with the increase in play price but was glad to see it become effective. With the music machine gross increased, IBEW will seek a 10 percent raise allowed by the government for service men. Sherry said patrons are "glad to pay the extra money when it is known that the service man gets the increase."

IBEW Plans

With the price situation believed settled, IBEW plans to organize jobbers and distributors. Sherry (Continued on page 123)

WPOA Ops Discuss Dime Play, 6-State Meeting

STEVENS POINT, Wis., June 23.—Continuing its recently adopted policy of rotating monthly meetings in different parts of the State, the Wisconsin Phonograph Operators' Association convened here last week with another heavy turnout. Clinton Pierce, president, was in the chair at the session. Doug Opitz, secretary-treasurer, was also on the rostrum.

Dispensing with routine business, Pierce called for reports from those operators who are either now testing, or planning tests, of dime play. This program is progressing slowly, it was indicated, with only one operator, Pierce, now actively testing the new price, and a few others in the

Green Bay and Madison areas readying tests. Reports from Milwaukee ops indicated there was practically no activity along these lines in that city as yet.

The Six-States convention was discussed, and operators present agreed with the decision to postpone the regional gathering until October. Temporary site, Omaha, was also given an okay by those present, altho it was understood that the possibilities of holding the convention in either Minneapolis or Sioux Falls, S. D. are still being studied.

Biz on Upgrade

It was generally indicated (not in the course of the official meeting) that the coin machine business in general is better now in this State than it has been for some time. However, there was still the strong feeling that something would have to be done by operators to offset the mounting costs of doing business. Whether dime play is the answer, however, is still to be determined.

Membership voted to hold its next meeting July 9 in Eau Claire, Wis.

Ops Must File

Continued from page 118

games and juke box operators are covered by the law. Specific directives concerning individual industries have not been sent to regional offices, which leaves the interpretation of the price order up to regional directors.

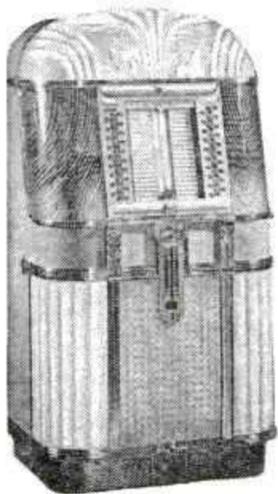
Vendors Different

OPS spokesmen in Chicago pointed out that merchandising vending machine operators are not covered under CPR 34, but fall instead under the general vending price regulation since vending machines dispense a commodity rather than a service. Vending firms, said OPS, need not file a schedule of their base period prices, but they should keep a record of those prices at their headquarters.



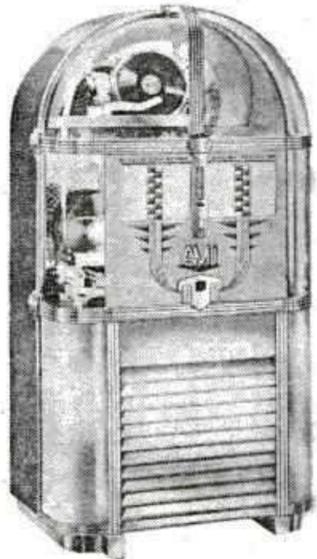
model A

The first of the modern AMI's, famous for its lavish beauty and sensational record changing mechanism. Still commands a top price on the used machine market.



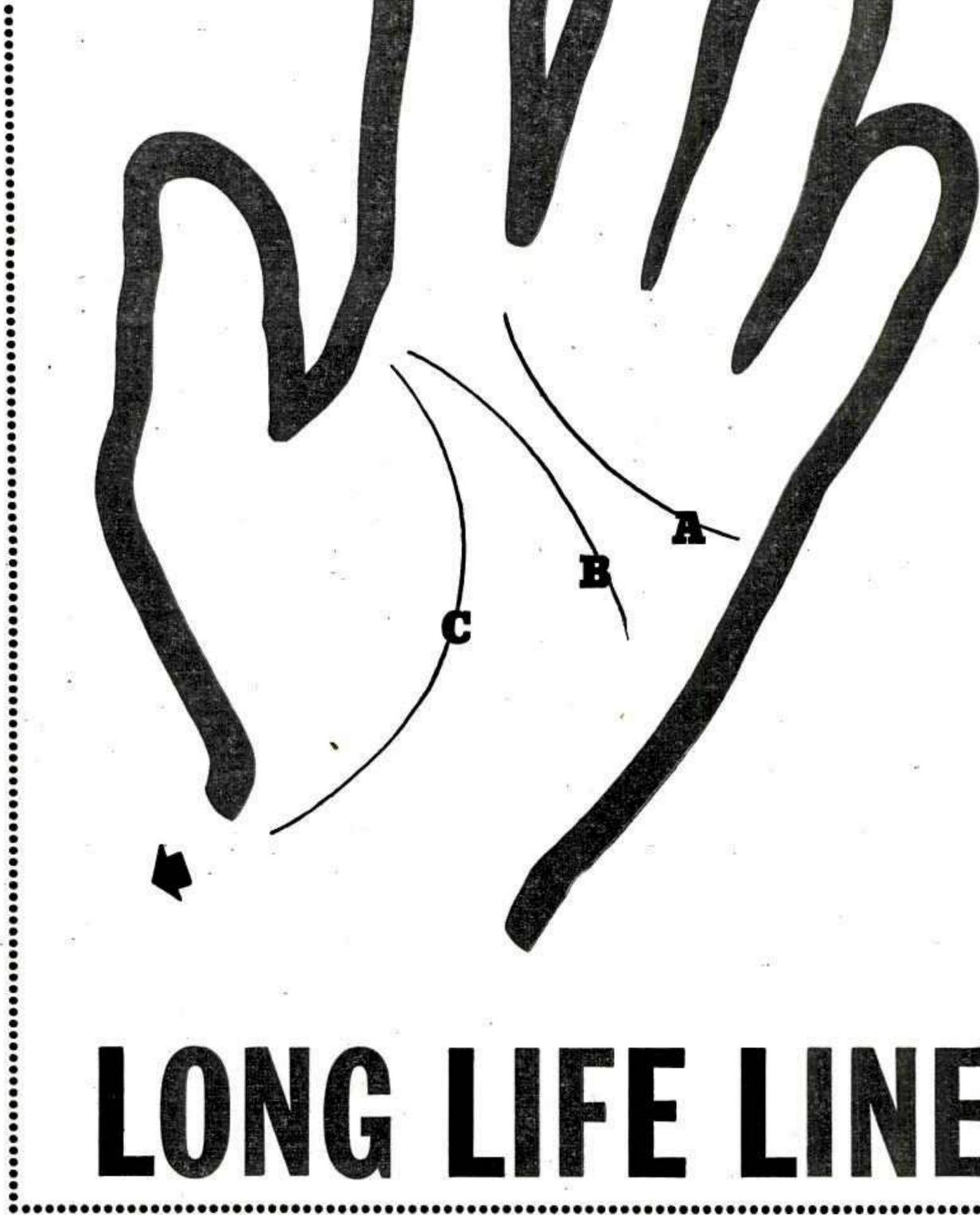
model B

The business-like "B", noted for its compactness, visibility and money-making power. Its heart is the trouble-free AMI mechanism. A universal, enduring favorite.



model C

The current AMI, a standout among modern juke boxes. Instant servicing, uninterrupted performance, boundless location satisfaction. A pre-eminently safe investment.



LONG LIFE LINE

AMI *Incorporated*

GENERAL OFFICE AND FACTORY: 1500 UNION AVENUE S. E., GRAND RAPIDS 2, MICHIGAN

Atlantic Fetes 10th Year as Phono Distrib

NEW YORK, June 23.—Atlantic New York Corporation has completed a decade of activity in the coin phonograph business and this week it held a party to mark the event. Co-toppers Meyer Parkoff and Harry Rosen were hosts at the dinner affair, attended by personnel of the distributor's local, Connecticut and New Jersey offices.

Main speaker was C. P. McKelvey, vice-president of the J. P. Seeburg Corporation, who stressed the importance of distributor-manufacturer co-operation. He headed the list of special guests, which included other Seeburg executives and industry representatives.

A feature of the affair was the inauguration of Atlantic's 10 Year Club. Named to membership were Elmer Johnson and Obie Malachi, who have been with the firm's service department here since it was founded. Sidney Levine, national counsel for the Music Operators of America, and attorney for Atlantic, presented gold watches to the charter employees, and himself was appointed "member emeritus."

Parkoff announced that the company now bears the full cost of medical insurance for Atlantic workers and their families. Other employee benefits include pre-paid insurance policies.

Among those at the dinner, held Tuesday (19) at the Belmont-Plaza Hotel, were Jack Gordon and John Stuparitz, of Seeburg; Jack Schuller and Herb Horowitz, of Gibraltar Factors, and Pete Scagnetti, of the Finance Company of America.

**Insert Bushing Converts
5c Wall Boxes to 10c**
Fits All 5c Boxes
25c Each
See Your Distributor or Write Direct
MID-WEST DISTRIBUTING CO.
208 N. Madison St. Rockford, Ill.

Record Reviews

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

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

LABEL AND NO. ARTIST	COMMENT TUNES	POPULAR	CLASSICAL	JAZZ	BLUES
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Continued from page 35

POPULAR

RUSS MORGAN ORK (Morganaires) My Truly Truly Fair DECCA 27630—The leader and vocal group do a lively job on the upcoming pop-folker, with appropriate nautical touches by the ork.		79--80--79--78			
I Am Free Bob Craig handles the solo chores well on this dramatic tune so reminiscent of "Lucky Old Sun."		73--73--74--73			
GUY LOMBARDO ORK (Kenny Martin) Mine DECCA 27624—Okay medium-dance presentation of a pretty ballad by Sigmund Romberg and Charles Tobias, with Martin delivering the mike chores satisfactorily.		81--81--81--81			
I've Got To Fall in Love Again (Kenny Gardner) A rather simple, but pleasant airy vocal from Gardner, with ork doing a light bounce in back.		83--83--83--83			
BILLY ECKSTINE (Russ Case Ork) Pandora MGM 10996—Flick tongue from "Pandora and the Flying Dutchman" gets a full-blown Eckstine reading. Material could be just a little too arty.		81--82--80--80			
Wonder Why? The likely new flick ballad from "Rich, Young and Pretty" is chanted by Mr. B. with his usual warmth and feeling.		84--85--84--84			
DEAN MARTIN-HELEN O'CONNELL (Dick Stabile Ork) We Never Talk Much CAPITOL 1575—Mits O'Connell and Martin exchange some cute pleasantries in this okay disking of the ditty from the flick "Rich, Young and Pretty."		77--79--75--76			
How D'Ya Like Your Eggs in the Morning? More "Rich, Young and Pretty" material here. Team is neatly mated on the light, bounce ditty.		78--80--76--77			
DINING SISTERS Strawberry Tears CAPITOL 1577—Gals essay some c & w material of little import as pop wax.		71--73--70--71			
Easy Talk Gals set a light and airy mood as suggested by the title of this pleasant new ditty.		72--74--71--72			
JERI SOUTHERN You're the Cause of it All SHARP 5-32—Husky-voiced Chicago chirp shows some promise in her wax debut on the Midwestern label.		69--71--67--70			
I'm In Love Again Label sticks close to the original Henri Rene ork disking in an attempt to cover on the hit.		64--67--61--63			
DENNY VAUGHAN ORK Do You Really Love Me? CORAL 60524—Vaughan and chorus hand the likely new ballad a smooth and listenable reading. Should get some of the action.		79--80--77--79			
I Want To Remember Vaughan, ork and chorus combine on okay reading of an agreeable tavern-type waltz.		77--78--75--77			

TEDDY PHILLIPS (Bill & Bob-Taverneers- Lynn Hoyt-Hurdy Gurdy) The Old Organ Grinder SHARP 5-31—Midwestern label attempts more coverage here. The Phillips is listed as co-author of the ditty with Al Trace, the Trace disking cops the honors.		62--65--60--60			
Why Go Home? Gang-sing reading of the novelty could get a little action, but only where the Al Trace disk hasn't caught on.		62--65--60--60			
BARON ELLIOTT OCTET (Jimmy Confer) In the Valley of the Moon DECCA 27642—Group essays a follow-up to "Shenandoah Waltz" here. Result is a pleasant waltz disking with Confer chanting agreeably.		75--76--73--77			
Mexicali Rose Group's interpretation of the standard waltz is equally pleasant and listenable.		75--76--73--77			
NORMAN GREENE ORK (Anita Ellis) Dreamers—Please Listen REXFORD 104—Lush Greene ork and Anita Ellis combine nicely on a slightly esoteric piece of material.		70--72--70--77			
Tangerine Mixed chorus handles the vocal on this lushly orchestrated version of the standard. Good mood wax.		72--74--72--77			
TERESA BREWER (Jack Pleis All Stars) The Oceana Roll LONDON 1083—The coy-voiced Miss Brewer and Dixieland combo tackle the oldie at a slow bounce tempo for a neat disking.		78--79--77--77			
Wang Wang Blues Label's coverage on the standard is done up in a sprightly fashion by the Brewer gal and combo.		82--83--80--80			

LATIN AMERICAN

HUMBERTO MORALES Surriendo COLUMBIA 6459-X—The piano technique of Morales sounds here like a cross between Carmen Cavallaro and Irving Fields. Net result of the piano and rhythm disking is pleasant dance music.		70--70--70--77			
Mambo De La Selva At the faster mambo tempo, the rhythm section sparkles. Morales keyboarding slides into the same groove for a spanking hunk of wax.		78--78--78--77			
TRIO LOS CONQUISTADORES Recuerdos De Mi Madre DECCA 10561—Mexican vocal trio blend nicely on a typical south-of-the-border "ranchero."		67--67--67--67			
Adios Margarita More of the same here.		67--67--67--67			
TITO PUENTE ORK (Rey del Timbal) Picadillo VICTOR (45) 51-5451—Puente ork comes up with a typical mambo disking here.		74--74--74--77			
Mi Chiquita Quiere Guarachar Vicentico Valdes handles the chant on this "son montuno" with the result a brighter disking than the topside.		77--77--77--77			
PEREZ PRADO ORK Mambo Del Reloj VICTOR 23-5443—The biting Prado brass and rhythm attacks "The Syncopated Clock" to come with a hoked piece of mambo wax. Should do well.		80--80--80--80			
Manhattan Mambo Much more legitimate is this original Prado mambo replete with gang-sing and grunts. Fine tep material.		82--82--82--82			
HOT JAZZ					
FLIP PHILLIPS-MACHITO ORK Bucabu MERCURY 8947—Flip blows a mess of tenor against the fascinating polyrhythms of the Machito rhythm section. Side opens with a weird, voodoo-like staccato chant done by a band in counter rhythms. Heeded for play among modern spinners.		70--74--69--69			
Sonoro Straight mambo done by full band is undistinguished, the material a rather dull, pop-styled affair.		62--62--63--63			

ROCK-OLA

*All Around the World —
the Phonograph that Sells Music*

ROCK-OLA

ROCKET

Available in both
78 RPM and 45 RPM

ROCK-OLA MANUFACTURING
800 N. Kedzie Ave. Chicago 5

Record Reviews

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and four vertical quality indicators (OVER-ALL, DISCOVERY, REVEALED, OPINION). Includes reviews for LU WATTERS, LESTER YOUNG ORK, and ILLINOIS JACQUET ORK.

Rhythm & Blues Record Reviews

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

Table with columns: LABEL AND NO., ARTIST, COMMENT, TUNES, and four vertical quality indicators. Includes reviews for TINY BRADSHAW ORK, GRIFFIN BROTHERS, THE FOUR TUNES, B. KING, OYD DIXON, Y CHARLES & HIS TRIO, STY BROOKS, Y DAVIS ORK, SHAW-BILLY FORD, GAYE, and WILLIE KIRK ORK.

Coin Machine Exports

March, 1951

Table showing Coin Machine Exports for March 1951. Columns include Country, Total (No., Value), Phonographs (No., Value, Av. Price), Venders (No., Value, Av. Price), and Amusement Games (No., Value, Av. Price).

Rename Pavesi WOG President

WHITE PLAINS, N. Y., June 23.—Carl Pavesi, of Automatic Phonograph Service, was re-elected president of Westchester Operators' Guild Wednesday (2) at Moose Hall.

Board members named to guide association affairs for the coming year include James A. Smith, Arone Goldberg, Harold Rosenberg and Frank De Muro.

Jersey Ops Blast

the levy would amount to 20 per cent of gross income and would force operators out of the music business. Regardless of the interpretation, the bill's requirement that operators file monthly sworn statements on the number of disks used would saddle them with an unwieldy and burdensome task, the MGNJ chief declared.

More L. A. Ops

said the union was now inviting applications. The date set for the organization is July 15. He added the jurisdictional dispute between IBEW and teamsters had been "ironed out."

Music Sales Growing; Exports Hit \$812,410

Continued from page 118

(Only those countries which account for orders valued at \$500 or more are listed specifically in the government reports, the remainder are lumped together under the heading, Other Countries.)

erators who want to stock up before U. S. plants are forced to curtail output in the months ahead in the face of diminishing supplies of key materials.

Longhair Disks In Juke Jump

TORONTO, June 23.—Classics have been receiving about 20 per cent more play than the pop hits, according to Reg Gilchrist, distributor of Seeburg equipment in Canada.

Inglewood Ops Test 10c Plug

INGLEWOOD, Calif., June 23.—Some music machine operators here are now testing dime play, C. Fisher this week reported, and said initial checks show gross increases ranging from 25 to 100 per cent.

TONE-TONE-TONE!

From muted passage to ringing chord, EVANS' Constellation Tone reproduction is clear, rich, undistorted, even under difficult location conditions!



EVANS' 20 RECORD 40 SELECTION CONSTELLATION

15 GRASS GROWING UNDER YOUR FEET?

Take action NOW! While you can, reinforce your future position with Constellations. They're built to deliver trouble free performance, come what may! RIGHT NOW is not too soon to SEE YOUR EVANS' DISTRIBUTOR or WRITE FACTORY DIRECT.

H. C. EVANS & CO. 1556 W. Carroll Ave. Chicago 7, Illinois

SEE EVANS' CONSTELLATION AD ON PAGE 135

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of June 23	Issue of June 16	Issue of June 9	Issue of June 2
AIREON				
Coronet		\$85.00		
Deluxe	\$49.00	49.00	\$49.00	\$49.00
=400			149.50	149.50
1200A	59.50	89.50	69.50	59.50
1207A	129.50			
AMI				
Model A	349.00 395.00	349.00 349.50	325.00 349.00	325.00 349.00
		357.00 359.50	365.00 375.00	375.00
Model B	425.00 449.00	375.00 449.00	469.00 475.00	469.00 475.00
		465.00		
FILBEN				
Filben			174.50	174.50
MILLS				
Constellation	175.00			129.00
Empress	39.00	39.50	39.00	39.00
Throne	39.50	50.00		
PACKARD				
Manhattan	149.50		149.50	149.50
7	79.50	69.50 79.50	79.50	79.50
ROCK-OLA				
Commando	3900 49.50	39.00	49.00	49.00
Deluxe 39	39.50			
Master 40	39.50			
Playmaster	64.50	64.50	64.50	64.50
Super '40	39.50 49.50	49.50	49.50	49.50
'46		149.50		
'47		169.50		
1413	49.50	49.50	49.50	49.50
1422	124.50 129.00	114.50 124.50	124.50 149.00	124.50 139.50
	139.50	125.00 129.00	149.50(2)	149.00 179.50
1426	199.00 199.50	199.00	199.50 219.00	199.50 219.00
SEEBURG				
Cadet	35.00			
Casino	39.50			
Classic	39.50 69.00	50.00 69.00	69.00	69.00
Colonel	49.50(2) 69.00	35.00 49.50	49.50 69.00	49.50 69.00
		69.00		
Commander	39.50			
Envy	49.50(2) 79.00	35.00 49.50	49.50 79.00	49.50 79.00
		79.00		
Gem	49.00	49.00	49.00	49.00
Hi Tones	49.50 59.50			

Only One
Stands Out!

**RISTAUCRAT
S-45**

The Only Small Music Box
With These Exclusive Features:

- ★ Plays Twelve 45 RPM Records
- ★ Dynamic Twin Speakers
- ★ Precision Engineered by the famous Ristau brothers
- ★ Takes up to 5 Wall Speakers
- ★ Easy to Carry—weighs only 40 lbs.

RISTAUCRAT, Inc.

1216 E. Wisconsin Avenue

Appleton, Wisconsin

Country & Western (Folk) Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	7-DAY	14-DAY	30-DAY	45-DAY
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Continued from page 33

ROY ROGERS (Frank Worth Ork) I Wish I Wuz VICTOR 145143-0479—Rogers, his own group, plus a large ork combine in a formal presentation of a happy, folksy ditty from a forthcoming oat opera. Tune has kid appeal.	72--72--74--70				
Back-Eve Cowboy Stylized boogie-woogie Western trifle about a cowboy from Ohio gets another production treatment.	66--66--66--66				
JOHNNIE & JACK (Tennessee Mountain Boys) Cryin' Heart Blues VICTOR 145148-0478—The boys deliver in their typical back-mountain style, coming thru strongly with a striking weeper.	80--80--80--80				
How Can I Believe In You? Duo serve up some nasal harmony on a so-so weeper.	74--74--74--74				
SMOKEY & THE RHYTHM RIDERS When St. Peter Tolls the Bell MAJESTIC 78-117—Swing Western spiritual gets an exuberant vocal from Smokey, with boys joining for refrain and handclapping.	71--71--70--72				
Dry River Tune's a fair attempt at another "Cool Water," but singers and small group get too fancy.	64--64--63--62				
TOMMY SOSEBEE Wedding Blossoms CORAL 64097—Sosebee delivers a warm chant on an attractive country ballad.	76--77--75--76				
Homesick, Lonesome and Sorry Another effective go handed a good country weeper.	75--76--74--76				
TEX RITTER Coffee Pot CAPITOL 1581—Country novelty is based on an old street game played by moppets. Ritter hands the new double-entendre lyrics an effective chant.	80--80--80--81				
Wearin' Out Your Walkin' Shoes Ritter's reading of a Hank Williams blues ballad is highly productive.	80--80--80--80				
LEON PAYNE A Million Years Ago CAPITOL 1580—Payne's distinctive chanting is perfectly mated with his original love ballad. A fine disk.	85--85--84--86				
Lonely and Blue Over Someone Another Payne original, this one a weeper, adds up to good wax via the chanter's emotional piping.	82--83--81--82				

	Issue of June 23	Issue of June 16	Issue of June 9	Issue of June 2
H-146 M Hideaway	200.00 229.00	225.00 229.00	212.50 229.00	212.50 229.00
H-147 M Hideaway	225.00		269.50	239.50
H-148 M Hideaway	275.00 299.00	229.00	299.00 300.00	319.00 325.00
			325.00	
H-246 M Hideaway	200.00 269.00	269.00	259.50 269.00	259.50 279.00
Hightone ES	59.00	59.00	59.00	49.50 59.00
Hightone RC	69.00	69.00	69.00	69.00
Lotone	69.50			
Regal	39.50 59.00	37.00 59.00	59.00	59.00
Royal	39.50			
Vogue		50.00		
46 Hideaway	250.00			
46M	250.00			
46S	200.00			
100M			795.00	
146	150.00 199.00	150.00 199.00	150.00 250.00	150.00
146ES		200.00		
146 M	225.00 249.00	249.00	249.00 275.00	249.00 275.00
146 S	200.00		249.50	239.50
146 W			275.00	
147			279.00	175.00 279.00
147 M	275.00 319.00	235.00 319.00	245.00 319.00	319.00 325.00
			325.00	
147MA	275.00			
147S	235.00 239.00	195.00 239.00	275.00	289.50
147SA	225.00			
148			425.00	
148ES		325.00 350.00		
148 M	379.00	379.00	379.00	379.00
148 M1	375.00 399.00	399.00	399.00 400.00	399.00 400.00
			425.00	425.00
148RC		375.00		
148S		335.00		
148 SL	325.00		300.00	
1941 CR Special	69.00 89.00	89.00	89.00 99.50	89.00 109.50
1946 RC Special	249.50	225.00 249.50	249.50	249.50
1947 RC Special	274.50	274.50 350.00	274.50	274.50
8200		45.00		
		45.00		
9800		45.00		
WURLITZER				
71		37.00		
500	49.50 59.00	49.50 59.00	49.50 69.00	49.50 69.00
500K		37.00		
600		49.50		
600K	59.00 69.50	59.00	69.00	69.00
600R		54.00		64.00
600 Victory		69.50		
616		39.50		
700		89.50		89.50
750	89.50 100.00	100.00 109.50	124.50	109.50 124.50
	119.00 124.00	124.50		
750E				89.50
780	99.00	99.00	99.00	99.00
780E		99.50		99.50
800	69.50 89.00	89.00 100.00	89.00	89.00
850	50.00 69.00	49.50 69.00	74.50 79.00	59.50 79.00
		75.00		79.50
850E			79.50	
950	49.50 50.00	49.50	49.50	49.50
	89.50			
1000			398.00	
1015	195.00 199.50	195.00	195.00 219.00	185.00 219.00
	219.00 225.00	219.00 225.00	224.50 229.00	224.50 229.00
	229.00(2)	229.00 235.00	239.00 239.50	239.00
	275.00	239.00(2)	245.00(2)	239.50(2)
		239.50(2)	249.50 275.00	245.00 249.50
		245.00	295.00	275.00(2)
		275.00(2)		
1017	259.50	239.00 259.50	259.50	200.00 259.00
1080	229.00(2)	229.00 245.00	225.00 239.00	225.00 249.00
	249.50	249.50	245.00 249.00	249.50 275.00
			249.50	
1100	325.00 374.50	325.00 374.50	325.00 374.50	325.00 374.50
	375.00(2)	378.00 379.00	379.00	379.00
		379.00	395.00(2)	395.00(2)
1250	450.00 500.00	450.00	450.00 495.00	495.00 525.00
	524.00	495.00(2)	525.00 549.00	549.00 595.00
		524.00 549.50		
		150.00		
1942 RC Special		39.00	39.00	39.00
Victory	39.00	35.00 39.00	39.00	39.00

Concord Music Operator Asks Juke Hearing

CONCORD, N. H., June 23.—Ralph Faretta, operator, has applied to the city for a public hearing on the juke box licensing ordinance adopted by the council earlier this year.

A letter was written to the council by Faretta's lawyer, Richard F. Upton, who explained the client's situation and requested a hearing. He said that Faretta understood a hearing had been scheduled for last month but that he had not been given an opportunity to be heard.

About 25 music machines have been licensed at \$10 each since the ordinance took effect May and three more license applications are pending for council action.

First Sets Hit Parade Program

CHICAGO, June 23.—First Distributors, now representing Chicago Coin's Hit Parade, county model juke box, in Illinois, Indiana, Iowa and Wisconsin, is setting up a series of showings for the selective 45 r.p.m. phono thru out the territory. Wally Finke and Joe Kline, partners, announced this week.

Initial showing of the unit skedded for Eau Claire, Wis., probably will coincide with the July 9 meeting of the Wisconsin Phonograph Operators' Association in that city. Either Kline or Finke will be in attendance at each of the planned showings, it was stated, and each will be preceded by a mailing to operators in the area to be covered.

Merchandising Music

OPERATING TIPS . . . From the L & N Music Company, Cleveland, comes some tips on operating juke boxes which may be of interest to other operators. This pays the closest possible attention to its play meters, and buys records as soon as platters getting attention from the disk jocks. L & N officials believe in keeping their machines clean as possible and lighted. W. Krouse, firm says he also listens to all records before making his purchases, to assure that the best possible choice is being made at all times.

PLATTER CHATTER
George C. Perea, Sacramento operator, joins in the plea to series for stronger B sides on larger records. He says that buying a strong tune on the flip side would be able to make some of the higher costs of

From Uniontown, Pa., (Continued on page 125)

WURLITZER

10¢ 25¢

Conversion

See your Wurlitzer Distributor for information and parts dime-quarter conversion of Wurlitzer post-war equipment

Hot Weather Special

- SEEBURG 147S
 - SEEBURG 146
 - WURLITZER 1015
 - AMI MODEL A
 - SEEBURG 3W2 WALLBOXES, 3-Wire
- All Phonographs Clean and Toned—Ready for Local Terms: 1/3 Deposit, Balance All Items Subject to Prior Sale
- MUSIC SYSTEMS, Inc.**
Detroit, Mich. 10217 Linwood
Grand Rapids, Mich. 245 N. Division

JUNE 30, 1951

Cigarette Price War Shapes Up in New Jersey

TRENTON, N. J., June 23.—A statewide cigarette price war, touched off by a decision of the New Jersey Supreme Court Monday (18), gathered momentum this week with carton prices tumbling and the cost of single packs dipping to 19 cents. Court said unconstitutional an unfair act which set a floor on cigarette prices.

Machine operators faced stepped-up competition from other outlets as chains and supermarkets cut prices. The most common price thru venders in the state has been 23 cents since imposition of a 3-cent-per-pack tax 10 years ago. By the end of the week plans ready were being made to sponsor new legislation that would reinstate the ban on the sales of cigarettes to loss-leaders, but also meet the objections stated in the court decision. The principle force behind the move to reinstate unfair-sales legislation is the National Association of Tobacco Distributors. Joseph Kolodny, NATD managing director, viewed the court action merely as another temporary setback. He said, "We have experienced similar upsets in other states, but invariably the laws have been amended."

TOKE SAGA

Canadian Cig Vender Firm Goes Long Row

TORONTO, June 23.—Despite opposition, mainly because of by-product of electrical application in Europe, Havelick originally set up a company here to manufacture airplane parts. The latest obstacle Vendo-Matic faces these days for its mechanically operated vending unit is shortage of steel and various errand metals. Despite this obstacle, Havelick has been able to continue production of his machine.

How Started
At the end of the war a man to Havelick's firm and asked to engineer a machine which would be a refined form of what had already produced. So Vendo-Matic was set up, and later Havelick bought out his partner. Havelick says, because of shortage of materials there were no real fights against (Continued on page 127)

'EM SERVICE

Showmanship Keys Theater Operation, Attracts Biz

PITTSBURGH, June 23.—Showmanship in concession operation around vending machines increased vending sales, reports Alexander Showe, Theatre Company.

ing is a profitable operation.

Cigarette Sales Glow as Smokers Grow

AGO, June 23.—For the first time since the end of the war smokers are on the inland stage shipments are up 7 per cent ahead of a similar period last year. According to industry sources, the price of cigarettes is the highest it has been in a long time, having jumped 40 per cent above the level for May.

VENDER SNIFF RARE AIR LIFT

SAN ANTONIO, June 23.—Weary San Antonians were being treated this week to a new pep-up medicine via vender.

The machine, which sells a 30-second whiff of pure oxygen for 25 cents, is one of the first to be installed in the city by J. P. Burns and George Fulford, the originators.

According to Burns, the shot also will help those suffering from distress from over-indulgence in food, drink or cigarettes. He claims the oxygen will also help nervousness.

New Hot-Cold Four-Drinker By Interstate

LOS ANGELES, June 23.—Interstate Associates reported this week it has designed a new four-drink hot-cold vender as a successor to its Hot-o-Mat coffee-hot chocolate unit, which was discontinued March 1.

J. H. Kahn, official, said the new model, Drink-Master, vends two hot and two cold non-carbonated beverages and can be manufactured to sell under \$1,000. Unit is "much more simple in design, construction and operation" than the Hot-o-Mat model, he said. Gallon standard glass jugs are used instead of stainless steel containers. Solenoid valves and a sirup pump also are eliminated in the new model. Interstate is said to be conferring on placement of manufacturing and sales rights for the vender.

According to Kahn, firm produced about 450 of the earlier Hot-o-Mat model, which listed for \$1,080.

NCA Elects Clark

PITTSBURGH, June 23.—D. L. Clark Jr., vice-president of the D. L. Clark Company here, manufacturers of candy bar and other confectionery products, has been elected to the board of directors of the National Confectioners' Association.

New Program Format Themes Region 9 Meet

ST. LOUIS, June 23.—NAMA's Region IX meeting here Sunday (17) at the Chase Hotel successfully developed a program format which will probably be adopted for business sessions at the national convention in Cleveland. Seventy-six persons, including 58 operators, took part and approved, by their participation, of the wide-open discussion.

The new meeting format disposed of the speaker-panel method and instead consisted of a moderator who invited immediate introduction of discussion subject from all attending. Upon the introduction of a subject, the moderator controlled discussion until the subject had been exhausted.

Bill Fishman, Automatic Merchandising Company, Chicago, served as moderator and led discussions on customer relations, federal regulations and legislation, product cost relation to sales price, insurance and defense program participation.

Dwight Hanna, Hanna Candy Company, Atchison, Kan., was elected chairman of Region IX for 1951-1952. The retiring chairman was Paul Presley.

The meeting started at 10 a.m., with buffet lunch at noon. Following lunch the program continued until 1:30 p.m., at which time most of those attending journeyed to Sportsman's Park to see the Cardinals-Phillies baseball game as guests of National Vendors, Inc. The streamlined meeting was the first held on Sunday except for previous experimental meetings in Dallas.

Kill Cig Price Law in N. J.

TRENTON, N. J., June 23.—State Supreme Court Monday (18) knocked out the minimum price law on cigarettes following a declaration that a 1948 law authorizing the State to fix such minimums was unconstitutional.

Altho State Treasurer Walter Margetts Jr. said the ruling would not become effective for 10 days, Thursday (28), and that it would be unlawful to sell cigarettes below the existing minimum of \$1.92 a carton until then, a grocery chain immediately cut prices nine cents a carton to \$1.83.

Venders Answer Wis. Amuse. Ops' Diversification Needs

Seasonal High-Lows Big Factor; 1951 Summer to Key Expansion

MILWAUKEE, June 23.—Operators in the Dairy State, faced with finding new means of increasing their grosses and taking up the slack caused by the loss of revenue from amusement-type equipment, are finding at least a part of the answer to their problem in vending. And by diversifying their routes, which up until a short while ago were mostly confined to music machines, with vending equipment they are placing their operations on a sounder business basis, they report.

Actually, Wisconsin ops are faced with problems peculiar only to their area—and for which the answers can be forthcoming only after a lengthy period of testing. The heavy number of tourists infiltrating the State in the summer mean abnormal business, while the severe winters in the Northern part of the State, plus the dependence upon much rural population for winter revenues, mean sub-

normal grosses thru at least five months of the year.

To demonstrate the extremes to which business goes in the various calendar seasons, operators point out that cup vending equipment will do a capacity business during the summer in resort areas, and in highway locations, but will do practically nothing during the winter. Cigarette machines and candy venders while not quite as extreme, chalk up the heavy majority of their sales (some ops report a ratio of 85 to 15 per cent) during the summer as compared with winter grosses.

Direct Sales Bugaboo

Perhaps one of the most discouraging factors in the development of vending by operators has been the recent direct-sales push of cigarette machines in many parts of the State. Reports from the Appleton area, for example, indicate that operators have been almost shut out in cigarette ma-

chine operation, but they hope this situation will change soon. The Madison area also has been noting an infiltration of location-owned cigarette venders in recent weeks. On the bright side of the ledger, however, are reports from operators who are augmenting music equipment in resort areas with candy, soft drinks and cigarette equipment. Altho the vacation season has not started—results from the Decoration Day holiday were excellent, and by July 1, when traffic begins to build, operators expect to have most of the resort area blanketed.

Vending Education

Most operators entering the vending field in Wisconsin for the first time this year are looking forward to the crystallizing (Continued on page 128)

Ball Gum Org Issues 1st Progress Report

Cites Activity of Legal Counsel; Election of Permanent Staff in Fall

CHICAGO, June 23.—In its first progress report, the recently organized National Association of Gum Vendors this week notified operator, distributor and charm manufacturer members that it had undertaken initial action to counter recent "unjustified attacks on (ball gum) operators" in at least two sections of the country.

Alvin R. Kantor, temporary president and head of Confection Specialties, Inc., presented a resume of NAGV's initial accomplishments and re-emphasized its nine-point program (The Billboard, June 2) in a planographed letter.

Latter was also mailed to non-member operators and distributors.

Legal Assistance

Kantor declared a NAGV attorney had been delegated to assist local lawyers defending the Cavalier Vending Company, cited for alleged violations of the Federal Pure Food and Drug Laws by the Federal District Court in Virginia. He said the case was appealed and is scheduled for hearing before the Circuit Court of Appeals Monday (25). NAGV lawyers also are active in the Indiana ball-charm vender embargo action instituted by that State's board of health. As a result of such action, a temporary stoppage of the embargo was effected. Kantor stressed that the stoppage was only temporary, and that "continued effort will be necessary on our part."

Allied Activity

The association has undertaken correspondence with the National Sanitation Foundation to obtain its support in showing medical authorities "the healthfulness of our product," Kantor said. He added that, with the exception of NAGV's legal representation, there are no paid officers, directors or employees.

Kantor told The Billboard the association has scheduled election of permanent officers and directors this fall, possibly in November.

Periodic reports, via mail, will be issued to members on the average of once every two months, with special mailing in between if events warrant. According to Kantor, present membership includes "all charm manufacturers, most ball gum distributors and a growing number of operators."

Coffee Vender Output Cited By Bert Mills

CHICAGO, June 23.—The Bert Mills Corporation announced this week it would produce approximately 1,400 hot coffee venders by July 1. H. W. Chadwick, vice-president, stated that to date the firm had manufactured 2,600 machines.

Chadwick declared the only change made recently in the company's two-model line, 200 and 500-cup Coffee Bars, has been the elimination of stainless steel for decorative purposes. Stainless steel supply is retained for use in functional parts where required by health departments.

Citing employer-employee acceptance of hot coffee venders, Bert Mills reported installations in the Chicago area in such spots as new car dealerships, banks, newspapers, department stores and a brewery. Such locations are now proving volume coffee installations in addition to the regular industrial plant, office and transient public spots, it was stressed.

Paperboard Use Slashed by NPA

WASHINGTON, June 23.—The National Production Authority this week instructed manufacturers of special paperboard used in food containers to set aside 5 per cent of their monthly production for government use. NPA at the same time ordered producers of cardboard to reserve 10 per cent of their output monthly for the same purpose. Food paperboard, stated NPA, is used in making food containers such as hot drink cups, milk containers, frozen food containers, plates, dishes and trays.

Object of the set-aside action, NPA explained, is to assure ample supply of paperboard and cardboard for essential government use and to provide equitable distribution of government orders to all producers. By letting producers know the government's requirements in advance, NPA will enable producers to plan distribution to their other customers, said NPA.

Automatic Cig Names Marks

PITTSBURGH, June 23.—James Morton, owner, Automatic Cigarette Service Company and a London distributor out of Chicago, reports Leonard Marks will manage the firm here, replacing the late Albert Horn, Morton's brother-in-law.

VENDER SPURNS INFLATED BUCK

WASHINGTON, June 23.—Bent and foreign coins are a common enough headache of a vender operator, but this week G. B. Macke Corporation discovered the ultimate had not previously been reached in types of legal tender used to "activate" automatic merchandisers.

Answering a hurry-up service call from a tavern location, Macke's man discovered that a tightly folded dollar bill was lodged just beyond the coin insert. A query brought forth the information that a not-sober gentleman had made a bet with a companion that the cigarette machine would dispense five packs upon the insertion of the bill.

VENDING MACHINES

REDUCED PRICES LIMITED TIME! CIGARETTE MACHINES

National 930, 270 Pack Cap. . . . \$ 80.00
 Rowe Royal, 8 Col. 85.00
 Rowe Royal, 10 Col., 400 Pack Cap. . . . 140.00
 Rowe Crusader, 10 Col., 475 Pack Cap. . . . 90.00
 Uneeda Model 500, 9 Col., 350 Pack Cap. . . . 80.00
 Uneeda Model A, 9 Col., 270 Pack Cap.

CANDY MACHINES

U-Select-It, 54 Bar Cap. \$35.00
 Advance Candy, 40 Bar Cap. 25.00

SUMMER SPECIAL UNEEDA MODEL 500 CIG. VENDOR 15 Col. King Size and Silver Quarter Vending. **\$85.00**

TOP EQUIPMENT - UNCONDITIONALLY GUARANTEED.

ONE-THIRD DEPOSIT WITH ORDERS. BALANCE C.O.D.

Parts and Mirrors available for all makes models.

SPECIAL \$57.50 CANDYMAN 72 Bar Cap. (Enclosed Base)

SPECIAL \$77.50 ROWE IMPERIAL 8 Col. 240 Pack Cap.

CONVERSIONS
 ANY MAKE OR MODEL CIGARETTE VENDOR TO 25¢ OR 30¢ VENDING CANDY MACHINES CONVERTED TO 10¢ VENDING King Size Columns Installed in All Cigarette Machines.

UNEEDA VENDING SERVICE, INC.
 "The Nation's Leading Distributor of Vending Machines"
 NEW RECONDITIONED LIKE NEW
 166 Clymer Street, Brooklyn 11, N. Y. • Evergreen 7-4568

BOOST PROFITS TO A NEW HIGH!
 These two modern, sleek beauties stand out in any location—Do all your routine work at home or in your warehouse and service them in a jiffy!

NEW Northwestern '49 Special
 14 or 54. Immediate Delivery!
 Single \$17.35 EA.
 25 to 100 \$17.15 EA.
 100 or More \$16.95 EA.

NORTHWESTERN 10-COLUMN SELECTIVE TAB GUM VENDOR
 Less than 25 \$23.95
 Less than 100 \$25.45
 100 or More \$24.95

We carry a complete stock of Mdse. for the '49 Special, including Nuts, Candy, Ball Gum, Charms, etc.

Large selection of Adams Gum, Fruit Charms, Suchard Chocolates, Wrigley's Gum, etc., in stock.

WRITE FOR CIRCULARS ON BOTH MACHINES! COMPLETE LINE OF PARTS, SUPPLIES—SEND FOR LIST! WE TAKE TRADE-INS—LIBERAL ALLOWANCE! TIME PAYMENTS! 1/3 Deposit With All Orders, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE
 609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

DISTRIBUTORS WANTED
 "EVERY LOCATION IS A BUYER"
EXCLUSIVE TERRITORIES
 Tested and Proven To Be the Greatest Trade Promotion in 1951

SPIN-O
 IT'S ELECTRIC AND IT'S AUTOMATIC

SPIN-O, INC.
 1426 WASHINGTON AVE., 50. MINNEAPOLIS, MINN.

SPIN-O IS AN ESTABLISHED MERCHANDISE STIMULANT!
 SPIN-O IS PLAYED BY CUSTOMERS FREE OF CHARGE!
 \$39.50 Retail 1/3 WITH ORDER, BAL. C.O.D.

YOUR BEST BET!—sex Aunt Het, For restricted areas on charms and winners is

JUMBO UNIVERSAL
 Vending 15/16" ball gum

SPECIAL PACKAGE DEAL
 12 JUMBO UNIVERSALS and 200 Lbs. Jumbo Ball Gum all for \$239.00 cash or on 20 weekly payment plan. Small finance charge. Write for details

ROY TORR—Lansdowne, Pa.

CHARMS—Proven Sales Boosters
 Write for Complete Price List!

Karl Guggenheim inc.
 33 UNION SQUARE, NEW YORK 3, N. Y.

3-Dimensional Pics Op Pitch For New Locs

CHICAGO, June 23.—Automatic Merchandising Company inaugurated a new-location promotion policy this week, in effect bringing established vender installations to life in the office of potential location officials via three dimensional color photos.

Photos are of different types of equipment, in battery and single position, and illustrate both exterior and interior cleanliness. They depict machines being serviced, vending products to customers, also machines' proximity to work benches in industrial plants and airport installations serving volume traffic.

Presentation of such photos to prospective locations is seen as a forceful clincher to the automatic merchandising story. Firm also plans to use the three-dimensional, color photo idea in its employee training program. Close-up shots spotlighting repair procedure in various types of break-downs, in addition to normal servicing and maintenance, are expected to both shorten training periods and better emphasize and instruct on all shop and route problems.

NPA Cuts Foil Quota for Gum, Candy Wraps

WASHINGTON, June 23.—National Production Administration, citing its recent order M-67 tightening use of aluminum foil for packaging candy, gum and ice cream, reports the move will save 9,000,000 pounds of aluminum annually. NPA estimates the current rate of foil usage is down to 36,000,000 pounds per year against 68,000,000 pounds in 1948.

The order will hit hardest at items which move quickly and "therefore need less protection against spoilage," according to NPA. M-67 sets quotas for various products on the "relative need" for the foil protection rather than upon essentiality of product.

Restrictions
 Based on such movement, NPA has ruled that foil wrapper use for candy, gum and ice cream be restricted to 65 per cent of the average monthly amount by weight, of aluminum foil used for these products in the last six months of 1950. Because the restrictions apply to weight, and not amounts in footage, candy and other firms may use thinner foil for packaging to stretch supplies.

M-67 does prohibit the transferring of a foil quota from one product classification to another, however, and also the transfer of foil from any other permitted application to a quota for containers and packaging materials, NPA pointed out.

NCA to Continue Promotion Work

CHICAGO, June 23.—National Confectioners' Association in spite of discontinuance of its Council on Candy, announced it would continue a three-point educational program to further the advancement of candy as a nutritious food. The activities will consist of:

1. Distribution of material to the nation's schools on candy's importance as an energy food.
2. Circulation to schools, clubs and public welfare groups of the NCA 20-minute sound film, *Candy and Nutrition*.
3. Consultation with health and nutrition specialists to further establish the role of candy in the diet.

NCA director also authorized the appointment of a five-man committee to study educational, marketing, promotional and merchandising needs of the industry. Group will report findings at the mid-year meeting of association directors January, 1952.

Also approved was the continuation of NCA's sanitation program, including plant inspections and regional sanitation meetings for production personnel.

Candy Company Moves Mountain for 10c Bar

TACOMA, Wash., June 23.—Brown & Haley, a holdout against putting out a dime size of its 5-cent bar, reports its recent introduction of a dime version has paid off.

Firm's Mountain Bar takes its shape from Mount Rainier, and this fact requires that it still be handmade as no machine has been devised to achieve this distinctive shape.

Change was made after a test of two and one-half months in Spokane, where only dime bars were provided for the trade. Consumer acceptance there resulted in the decision to discard a company tradition which resisted the dime price during the war.

Doubling the size of the bar, however, brought complications with some vending machines unable to handle the larger piece. Company therefore introduced a twin Mountain Bar for such units.

Dad's Sells Chi Bottling Rights

CHICAGO, June 23.—Dad's Root Beer Company this week announced the sale of its bottling operations here to Dad's Bottling Company of Chicago, a new firm. Officials said the move was designed to permit better concentration on national and international expansion of its franchises.

Headed by Irving Gertler and Sanford Keeshin, new company will set up shop in a 37,000 square foot building to service this area.

The parent company, which has operated the bottling plant since it was organized in 1939, will retain its present quarters. In addition to continuing making concentrate for its franchise holders, it will emphasize promotion of its bulk flavor business to soda fountains and cup venders.

Dad's Root Beer has issued 217 franchises to date. New outlets are being negotiated in Canada, Cuba, Mexico, South America, Spain and the Philippines, according to Barney Berns, vice-president. Firm's annual volume is said to have reached 20 million cases and 40 million fountain drinks.

Sked Wrigley Dividends

CHICAGO, June 23.—William Wrigley Jr. Company announced it will make five monthly dividend payments of 25 cents July thru November.

Payment will be made to stockholders of record on the 20th of each month preceding the day of disbursements.



"The Magazine of Automatic Merchandising"

"I have recently had the pleasure of reading one of your editions of 'VEND' and being a vendor it had great interest for me."

Sam Fox
 Acme Vending Service
 Detroit, Mich.

VEND 616

2160 Patterson St.
 Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.

Name

Address

City Zone State

Give TO CONQUER Cancer.

AMERICAN CANCER SOCIETY

Name Candy Execs To QM Task Group

CHICAGO, June 23.—Appointment of a task group to serve as liaison between the Research and Development Associates of the Quartermaster Food and Containers Institute and the confectionery industry was announced this week.

The candy trade representative making up this group, include Charles Adelson, Delson Candy Company; Fred W. Amend, Fred W. Amend Company; Philip Clark, New England Confectionery Company; Reed Robinson, Golden Nugget Sweets, Ltd.; Robert Schneering, Curtiss Candy Company; Arthur Wagner, Charms Sales Company, and Philip Gott, president of the National Confectioners' Association.

Jack Beresin Joins Political Committee

PHILADELPHIA, June 23.—Jack Beresin, president of the Vending Corporation and Beresin Vending Company, has been named to the executive committee supporting the Rev. Dr. Daniel Poling for the Republican nomination for mayor of Philadelphia.

VICTOR'S AMAZING NEW

TOPPER
 Sold 4 to a Case \$48.00
 Sample \$12.75

PISTACHIOS
 25 lb. carton Small, 45¢ lb. Vender's Mixture, 55¢ lb. Large, 60¢ lb. Extra Large, 64¢ lb. Full Cash With Order.

COLORS BALL GUM
 140, 176 or 210 cartons, 25¢ lb. 2002 lots, 24¢ lb. with freight prepaid. FULL CASH WITH ORDER

RAIN-BLO GUM, 140, 176 or 210 cartons, 25¢ lb. in lots of 2002 or more with freight prepaid. 24¢ lb. less 2% FULL CASH WITH ORDER

Write for Our FREE Complete Charm List
 1/3 Deposit, F.O.B. Brooklyn, N. Y. Balance C.O.D.
 Orders Under \$10.00 Money in Full ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

PIONEER VENDING SERVICE
 Exclusive Victor Distributor in N. Y. 461 Sackman St., Brooklyn 12, N. Y. Phone: Dickens 2-7922

ANOTHER ADVANCED HERSHEY'S 5¢ BALL VENDOR

Typical Adv. sturdy constructed all steel for indoor and outdoor use—famous Advance detector advance to show product Capacity 90 bars. per can be adjusted vend many other confection 3 3/4" high; 4 1/2" deep. A flexible vendor that will money for you weeks a year.

SAMPLE \$20.15 2 to 11 12 or more

ORDER TODAY!
 1/2 Dep. Bal. C.O.D., F.O.B.

J. SCHOENBACH
 Distributor of Advance Vending Machines
 1647 Bedford Ave., Brooklyn 25, N. Y.

IN A CLASS BY ITSELF ADJUSTABLE RIM
 Beautiful colored pictures. Recently celluloid \$11.00 sealed. Send for Samples.

NEW SOLDIER SERIES
 Cannon, Infantryman, Snipe Machine Gunner, Tank Buster. \$12.00

ACE-MIX
 5 M, \$4.40 per M. 10 M, \$3.90 Terrific Value—124 Item Order 5 M and be convinced

STILL TOPS, A REAL CHARACTER CHARM
 Plastic Copper Silly DISNEY \$2.75 \$4.75 \$5.00 WESTERN 3.00 5.00 5.50

THE LARGEST COMPLETE IN THE FIELD.

PLASTIC PROCESSES M. J. AR 300 E. 46 St. 2033 5th New York, N. Y. Pittsburg

Pistachios

3 SPECIAL GRADES FOR VENDORS

ask for ZALOOM'S

- 4 STAR JUMBO VENDORS MIX
- 3 STAR "BUDS"

Perfect. The Finest and Fastest Selling Pistachios. Red and White. DELICIOUSLY ROASTED AND SALTED.

Packed 5-Lb. Moisture-Proof Bags 12 5-Lb. Bags to Carton.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY



OS. A. ZALOOM & CO.

America's Original Masters in Roasting and Salting of Pistachio Nuts

JAY STREET NEW YORK 13, N. Y. Bkeman 3-7646

The ELDRIDGE MDSE. VENDER-NAPKIN HOLDER



Can be operated together or merchandise vender can be attached for single operation. Can be set for penny or dime operation. All Chrome Construction. Trouble-free Mechanism. Plenty of eye-appeal. Designed to get and keep top locations.

High; 6 1/4" wide; 4 1/4" deep. Holds 1 lb. of nuts, candies, etc. Excellent Direct Sales Item. Distributorships Available. Immediate Deliveries. Complete F.O.B. L. A. 1/3 Down, Bal. C.O.D.

Send for Quantity Prices **FREMONT CO.**

Exclusive Agents 20 Western Ave., Los Angeles 5, Calif.

Northwestern 10-COLUMN 1c SELECTIVE TAB GUM VENDERS

Single \$25.95
25 to 100 \$25.45
100 or More \$24.95

Day Money Guarantee. Stock All for Mach. Write for Charm and Merchandise List. 1/3 Dep., Bal. C.O.D. NORTHWESTERN SALES & SERVICE TREMONT ST BOSTON, MASS

Available Now! 1c or 5c ACORN ALL-PURPOSE BULK MERCHANDISER

Featuring the new WHITE FLASH BRUSH HOUSING

Wire MACHINE EXCHANGE waukegan Ave. Chicago 22, Ill.

Pistachio Nuts LARGE (43 Count) 42c Lb. JUMBO SIZE (38 count), 62c lb.

Packed in triple 5 lb. bags to a carton. Min. 300 lbs. orders for a Quarter Century. AMERICAN PISTACHIO CORP. New York 13, N. Y.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of June 23	Issue of June 16	Issue of June 9	Issue of June 2
ABT Astrology Scale.....		\$125.00		
Acorn 5c Charm.....	\$16.50	16.50	\$16.50	\$16.50
Acorn Vender 1c.....	14.50	14.50	14.50	14.50
Adams Gum 1c.....	9.95			
Advance Candy.....	25.00	25.00	25.00	25.00
Advance Gum.....				6.95
Advance Stamp Vender, 5c and 10c.....		19.50		
Andrew Nut 1c.....	12.50			6.95
Asco Hot Nut 5c.....	12.50			
Candyman 72 Bar.....	57.50	57.50	57.50	57.50
Columbus 5c Nut.....			6.95	6.95
DuGrenier Cigarette (9. col.)			79.50	79.50
DuGrenier Model S (7. col.)			49.50	49.50
DuGrenier Model W.....	49.50	49.50	49.50	49.50
Electro Serve 5c Pop Corn...		19.50		
Hunter Ball Gum.....				28.00
Jennings Large Head Scale...		37.00		
Kirk's Astrology Scale.....	95.00	95.00	95.00	95.00
Lo Boy Scale.....	50.00	50.00	50.00	50.00
Mills Scale.....			50.00	50.00
National 930.....	80.00	80.00	80.00	85.00
Northwestern DeLuxe.....	24.50	24.50	24.50	24.50
Northwestern Dual Nut.....			39.50	39.50
Northwestern Tab Gum....	25.95	25.95(2)	25.95	25.95
Northwestern 33 Nut.....		7.50		7.95
Northwestern 33 Ball Gum..	7.50		7.50	7.50
Northwestern 49, Bulk 1c..	17.35	17.35	17.35	17.35
Pop Corn Sez.....	89.50	89.00	89.50	89.50
Rowe Candy.....		85.00	85.00	85.00
Rowe Crusader (10 col.)....	140.00	140.00	140.00	145.00
Rowe 5c Gum and Mint.....		19.50		
Rowe Imperial (8 col.)....	77.50	77.50	77.50	77.50
Rowe Royal (8 col.)....	80.00	80.00	80.00	85.00
Rowe Royal (10 col.)....	85.00	85.00	85.00	90.00
Selective Candy 50 Bar 5c..		19.50		
Shoe Shine Machine (late)..		49.50		
Siros Brush-Up.....	55.00	75.00	75.00	75.00
Silver King 1c.....	7.50		7.50	7.50
Silver King Hot Nut.....	29.95	29.95	29.95	29.95
Target Hunter (Silver King)..	25.00	19.50		
Target King (Silver King)..		19.50		
Toledo Large Head Scale....		37.00		
Unecda Model A (9 col.)....	80.00	80.00	80.00	85.00
Unecda (500).....	69.50	69.50	69.50	69.50
Unecda (9 col.) Model 500..	90.00	90.00	90.00	95.00
U-Select-It.....	35.00	35.00	35.00	35.00
Victor's Topper.....	11.25			
Walting Scale.....		90.00		

Calendar for Coinmen

- June 28—Connecticut State Coin Association, Inc., semi-monthly meeting, Hotel Bond, Hartford.
- June 28—Michigan Self-Service Laundry Association, dinner discussion meeting, Detroit-Leland Hotel, Detroit.
- June 28—California Music Guild, Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
- June 30—NAMA Region XII meeting, Multnomah Hotel, Portland, Ore.
- July 1—Nebraska Automatic Phonograph Operators' Association, Inc., Cornhusker Hotel, Lincoln, Neb.
- July 2—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
- July 3, 17—Music Operators' Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
- July 5—Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland.
- July 5—Washington Music Guild, Inc., monthly meeting, Hotel 2400, Washington.
- July 8-10—South Dakota Phonograph Association, quarterly meeting, Sioux Falls, S. D.
- July 9—Wisconsin Phonograph Operators' Association, monthly meeting, Eau Claire.
- July 10—Automatic Phonograph Owners' Association, monthly meeting, Gibson Hotel, Cincinnati.
- July 10—California Music Guild, monthly meeting, 311 Club, Oakland.
- July 10, 24—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadwood Hotel, Philadelphia.
- July 11, 25—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.
- July 12—Washington Coin Machine Association, monthly meeting, Phillips Novelty Company, Washington.
- July 12—Michigan Automatic Phonograph Owners' Association, Inc., monthly meeting, Maccabees Building, Detroit.
- July 18—Westchester Operators' Guild, Inc., monthly meeting, Moose Hall, White Plains, N. Y.
- July 23—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- July 31—Western Vending Machine Operators' Association, monthly meeting, Los Angeles.
- July 31—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
- August 1—Coin Machine Operators' Association of Harris County, monthly meeting, Chamber of Commerce Building, Houston.
- August 9—Oregon Music Machine, bi-monthly meeting, 827 S. W. 13th Avenue, Portland.

Stamp Op Pacts 18 Ford Hopkins Spots

CHICAGO, June 23.—Alexander Postage Stamp Service reported pacting the 18 Ford Hopkins drug-stores here this week for installations of its combination scale-stamp venders. Robert Alexander, operating firm head, stated the two-way combinations were a vital factor in the drug chain's okaying the contract.

The stamp-scale operation is hopeful of expanding its drug chain coverage to others of the 60 stores in the Hopkins group.

Smoke Saga

Continued from page 125

the bylaws adopted by so many of the various municipalities.

In Western Canada none of the machines has been accepted in any of the provinces, according to Havelick. Some provinces challenge the machines because of the fear that minors may be able to buy the cigarettes from them. "But they ought to see how many confectionery stores sell tobacco to the youngsters," he said.

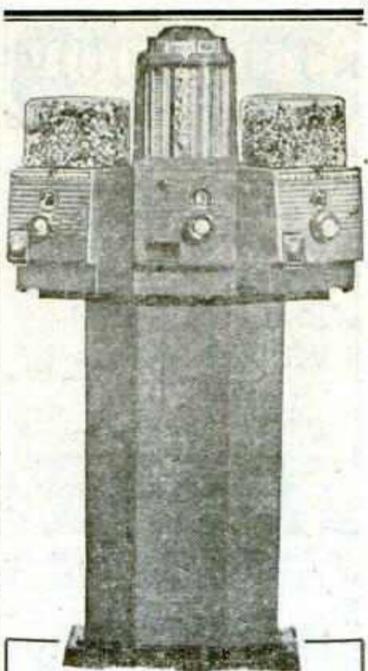
Top Market

The biggest market for the machines in Canada, according to Havelick, is in the Maritimes, where there has not been too much opposition thru bylaws.

Greatest opposition to cigarette venders came in the Province of Quebec, where the tobacco factories have their headquarters. A tax of \$2,000 was imposed on each machine. The operators refused to pay and the matter is still undecided.

At first tobacco jobbers rallied behind the tobaccoists to try to get manufacturers to stop the sale of tobacco to the machine operators. Later Vendo-Matic was able to effect an agreement with the manufacturers, whereby the operators would purchase their tobacco from the jobbers. Under this arrangement the mark-up on the cigarettes is just 9.8 per cent as opposed to the old 10.6 per cent.

The units sell for \$615 retail, with a third off to an operator. Included in that price is 10 per cent sales tax and a 25 per cent excise tax.



HERE, OPS, IS A MONEY-MAKING COMBINATION YOU CAN'T BEAT

Northwestern Model 49's—1c, 5c or 10c play—on each side of a new sensational Northwestern Selective Tab Gum Vender with its 10 varieties. . . . All on a beautiful cabinet stand. A merchandise unit bringing unheard of profits in the bulk vending field.

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION 630 Armstrong Street Morris, Illinois

30 DAY MONEY BACK TRIAL

THE YEAR'S GREATEST VENDORS

Northwestern

OUTSTANDING MODEL 49 1c-5c-10c

PRICES

Less than 25 \$17.35
Less than 100 17.15
100 or more 16.95

SENSATIONAL 10-COLUMN 1c SELECTIVE TAB GUM

PRICES

Less than 25 \$25.95
Less than 100 25.45
100 or more 24.95

1/3 Deposit, Balance C. O. D. STAND, \$12.50

Complete Line of PARTS, SUPPLIES, STANDS, GLOBES, BRACKETS, CHARMS, Etc.

TIME PAYMENT PLAN AVAILABLE TRADE-INS ACCEPTED

MERCHANDISE

ADAMS, All Flavors, 100 Count 42c
WRIGLEY'S, All Flavors, 100 Count 46c
FRUIT CHARMS Assorted, 100 Count 40c
SUCHARD, 200 Count \$1.20
HERSHEY'S, 200 Count 1.30

MINIMUM ORDER 25 Boxes of Any Assortment

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL 438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickering 4-0142 4105 18th AVENUE, BROOKLYN, N. Y. • GEDney 8-3600

FRENCH BOY POP CORN Dispenser

Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits. Write for full information it means BIG PROFITS!

\$51.50

F. O. B. Chicago Pop your own corn or buy fresh, ready-to-eat popcorn from us. Write to Sales Dept.

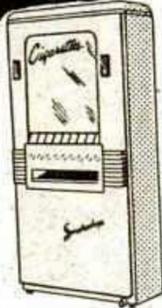
A B C Popcorn Co., Inc. 3440 W. NORTH AVE. CHICAGO 47, ILLINOIS

GIVE TO DAMON RUNYON CANCER FUND

SMOKESHOP '612'

The NATION'S FINEST CIGARETTE VENDOR

Tear Out And Mail This Ad For Details



AUTOMATIC PRODUCTS CO.
250-B West 57th St., New York 19, N. Y.
Plaza 7-3123

Sell 'Em Service

• Continued from page 125

stalled ice cream venders. Our sales for a specific period averaged \$15.80.

"This year we added an ice cream cabinet wherever we had a concession stand to back up our vending machines. Our ice cream sales so far are averaging \$20 and we haven't hit summer yet."

Idea of bolstering his vending operation came to Showe from his experience in operating concessions in amusement parks. There, his firm sold more goods because people saw them, than because people wanted them.

Psychology

People want food because they are hungry, Showe explains. Hunger is a conscious reaction. Driven by hunger, the man at the amusement park goes for a hot dog, he says.

"But the food people eat for pleasure comes from unconscious, impulse reactions. So in vending we decided that a little extra showmanship might very well help us.

"We noticed, of course, that in theater vending, the backbone of our trade is children. They won't let parents alone until something is purchased for them.

"Then we decided since the children started things rolling for us, it was too easy for the father to stick a nickel in the machine, yet not see just what he wanted for himself and make but one purchase.

One, Two Punch

"But when we let a concession stand back up two or three of our vending machines, we soon discovered that among all the varieties of candy the parent found available in the machines and on the stand, he also was likely to find his own particular candy bar, and that his wife also was apt to see her favorite.

"Thus the husband might make three purchases."

There are other ways of increasing business for enterprising vending ops, Showe believes. One way might be for more ops to try to get away from dilapidated displays and equipment. If people in vending would pay more attention to the appearance of the location from which food is sold, says Showe, they could increase their sales.

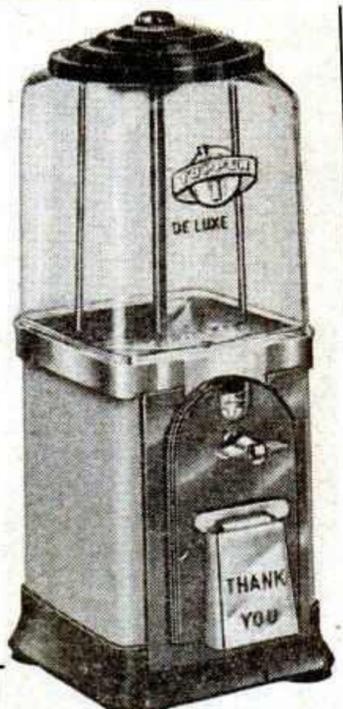
"We have received very good reaction when we took out equipment that was beginning to look 'beat up' and put in a nice new unit," he pointed out.

Improve Service

"Secondly, the general trend today is for people to go to the place which will offer services in addition to merchandise. We vending ops would get farther, if—as we have with our concession—we developed ways to advertise and improve our service.

"This service would be far better than ballyhoo. Simply advertising that yours is one of the best popular products there is does not mean so much in this day as it used to, because (1) claims have been made so often; (2) the average person can't tell anyway whether your stuff is the best.

"Designing some extra service like these we have described should work out profitably if the operator will put some effort into that service."



Victor's TOPPER DELUXE

Also Available in Double, Triple and Revolving Super Market Units.

VICTOR VENDING CORP.
5701-13 W. Grand Ave., Chicago 39, Ill.

Portland Citizens

• Continued from page 118

fare. Following State tax collections are listed: 1947-'48, \$329,082; 1948-'49, \$345,985; 1949-'50, \$306,861, and 1950-'51, \$313,000 (estimated).

Additional load threatened for the taxpayer is pointed out in the fact that the federal government matches these funds on a 60 per cent basis.

The petition quotes an editorial in *The Oregonian* to the effect that there has been no general outcry from the people against coin-operated games, and quotes an *Oregon Journal* editorial characterizing the council program as "a legislative trick to block referendum procedure."

The Kefauver report also was cited as showing no connection between coin-operated amusement devices and gambling, a charge leveled by Commissioner Bennett.

Petitions

Not being involved in a referendum, the petition is not limited to registered voters, but does eliminate all but Portland residents 21 or older. Columns provide for indication of any church affiliation, and a spot check made by *The Billboard* showed 5 to 1 replying yes to the question.

Ops, meanwhile, have been sitting tight and there has been no discernible tendency toward disposing of machines. Meanwhile any possibility of moving across the Columbia River to Vancouver, Wash., was spiked by action of the city council there in banning pin-ball games after July 1. Action was taken at the behest of Mayor Vern Anderson.

WE HAVE THEM!
"SILVER-KINGS"
KING OF VENDORS
ONLY 2 MOVING PARTS



Change NOW to 5c Model for REAL PROFITS

5c Change-over parts available for all 1c Models

New 5c Models, low as \$10.00 in Quantities.

Nut and Ball Gum, Candy Charms, Vendors, 1c-5c U.S. and Foreign Coins, "Hot Nut" Vendors. At all the best dealers—or write.

SILVER KING CORP.
622 Diversey Parkway Chicago, Ill.

SUMMER SPECIALS!

NORTHWESTERN 49s
NEW — IN ORIGINAL CARTONS. Write for LOWEST PRICES!

10 Sizzle Snack Frankfurter Machines, 3 col., non coin-operated, cost \$87.50	Each \$49.50
3 Hot Popcorn Machines, non coin-operated	35.00
1 Royal Weighing Scale	39.50
1 Coca-Cola Drink Machine, cost \$1,000, SACRIFICE	450.00
25 Hunter Target Games, 1c	25.00
25 Atlas Bantam Vendors, 5c	8.95
LIKE NEW	6.95
Northwestern 49s, slightly used	9.95
25 Adams Gum, 1c	7.50
25 Silver King Nut or Ball Gum, 1c or 5c, reconditioned	17.50
25 Silver King Hot Nut, 5c	17.50
1/2 With Order, Balance C.O.D.	

WANT TO BUY
NORTHWESTERN 49, SILVER KING, COLUMBIAN GAMES, CANDY & POPCORN MACHINES. **Cameo Vending Service**
432-G West 42 St., New York 18, N. Y.
Longacre 3-1334

Model "B" BRADLEY DRINK MACHINES

5c and 10c Operation
Excellent Condition

\$500 Ea., 6 for \$2,500

BEVERAGE DISPENSING CO.
6511 Solma Ave., Cleveland 4, Ohio



INDIAN BRAND
SPECIAL RED
Roasted and Salted
PISTACHIO NUTS

WRITE FOR PRICES

AGRESS NUT & SEED COMPANY
Third St. at Third Ave., Brooklyn 15, N. Y.
MAin 4-3213

WRITE FOR CATALOG
On Bulk Vendors, Merchandise Games, etc.

ALMONDS
California Vendsize, packed in 5 lb. vacuum sealed tins. 30 lbs. per case. 79¢ Lb. \$3.95 Can.

COPPER CHARMS
Large size, new series, 1,000 ... \$3.95
Plastic Charms, new large series, 1,000 ... 2.65
Hand-Painted Imported Charms, 1,25 per gr. ... 2.50
Toy Watches, 2 gross ... 1.95
Stone Set Rings, 1 gross ... 1.95
"Hep Cat" Buttons, 1,000 ... 5.95

STANDS
All steel — aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.
\$3.25 each
We are factory distributors for all leading makes of VENDING MACHINES.
One-Third Deposit on All Orders.

PARKWAY MACHINE CORP.
715 Ensor St. Baltimore 2, Md.

VICTOR'S TOPPER

Only \$11.25 Each
(100 or More) Sample \$12.50

Glass or Plastic Globes. UNEQUALLED FOR VENDING: BALL GUM, CANDY, PEANUTS, CHARMS, SALTED PEANUTS, ETC.

Lowest Prices on Ball Gum, Candy, Charms, Stands. We stock all parts and supplies.

"TRY THE BEST. TRY VICTOR'S." **WRITE TODAY!**

H. B. Hutchinson Jr.
860 North Ave., N. E., Atlanta, Ga.

Ops Get Deal

• Continued from page 118

Street, is offering game and phonograph operators sole distributing rights in certain territories and non-exclusive deals in others.

Theory behind the move, said Bernard Sherman, executive, is to make use of the close contacts most operators establish with proprietors of tavern and eatery locations where they have installed coin equipment.

Coinmen will be offered the ice machines at the regular wholesaler's discount, he said, and may then move them to locations under one of three plans—cash sale, coin-meter payment or monthly rental.

The Brewer-Titchener machine has a freezing cycle of three hours, with a capacity turnout of 384 cubes (about 48 pounds) per cycle. A storage bin is built in for unused cubes. The unit stands 39 inches high and occupies floor space of 38 by 24 inches.

Venders Answer

• Continued from page 125

of two factors before they make permanent plans. These are (1) results of summer business on the various types of equipment they will use in their tests, and (2) the holding of the 6-State convention this fall in either Minneapolis or Omaha. The latter is expected to give Dairy State ops a chance to get some of the answers to the seasonal variations from operators of vending equipment in such similar areas as Minnesota the Dakotas, Iowa and Nebraska.

GET * NEWER CHARMS

Lower prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms

Our prices are lower! Send 35c for complete samples.

PENNY KING CO.
415 Neptune Street
Pittsburgh 20, Pa.

Northwestern TAB GUM VENDERS

100 or more
\$24.95 EA.

MODEL 49 BULK VENDERS
100 or more
\$16.95

National Postage Service Stamp Vender Complete bulk vending and tab supplies. Send for Price List. 1/3 Down, Balance C.O.D., F.O.B. Factory.

BADGER SALES CO.
2251 W. Pico Blvd., Los Angeles 6, Cal.

BRAND NEW LUCKY BOY VENDOR

\$9.75 EACH MODEL

1c or 5c Nut and Charm Vender. Holds 5 lbs. Nuts, Ball Gum, Fully Guaranteed. 1/3 Deposit Balance

FREE
5 LBS. NUTS OR BALL GUM EACH MACHINE.

BLOYD MFG. CO.
VALLEY STATION, KY.

EPPY CHARMS

Plastic #2	\$ 3.00 per
Silver Plated #2	4.50 per
Plastic Wonderful #70	3.75 per
Silver Plated #70	6.50 per
Plastic Comic	4.25 per
Silver Plated Comic	6.50 per
Grocery Charms	10.00 per

EPPY
Samuel Eppy & Co.,
81-15 144th Place, Jamaica 7, L. I.

From **LITTLE ACORNS** mighty INCOMES grow!

ACORN

The only completely die-cast aluminum, precision-built

ALL-PURPOSE VENDOR

- Vends all bulk mdse.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

Featuring the sensational new **WHITE FLASH BRUSH HOUSING**

WAK manufacturing Co., Inc.
11411 Knightsbridge Ave., Culver City, Calif.

DISTRIBUTORS!
Choice Territories Still Open—Write, Wire, Phone!
East & Midwest
M. J. Abelson, gen. sales mgr.
1349 5th Ave., Pittsburgh AT 1-6478
Pacific Coast Distributor
Operators Vending Machine Supply
1023 Grand Ave., Los Angeles

VICTOR'S TOPPER

Only \$11.25 Each
(100 or More) Sample \$12.50

Glass or Plastic Globes. UNEQUALLED FOR VENDING: BALL GUM, CANDY, PEANUTS, CHARMS, SALTED PEANUTS, ETC.

Lowest Prices on Ball Gum, Candy, Charms, Stands. We stock all parts and supplies.

"TRY THE BEST. TRY VICTOR'S." **WRITE TODAY!**

H. B. Hutchinson Jr.
860 North Ave., N. E., Atlanta, Ga.

Try **VICTOR** Once and you will **BUY VICTOR ALWAYS** ORDER TODAY!

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

VICTOR'S TOPPER

ONLY \$11.75 Each (24 or More)
100 or More ONLY \$11.25 Each

Glass or Plastic Globes. UNEQUALLED FOR VENDING: BALL GUM, CANDY, PEANUTS, CHARMS, SALTED PEANUTS, ETC.

LIBERAL, EASY FINANCE PLAN!!! LOWEST PRICES on Ball Gum, Candy, Charms, Stands. We stock all parts and supplies. VENDING SPECIALIST SINCE 1924.

Write for FREE information regarding VENDING SCHOOL for operators.

BERNARD K. BITTERMAN
3002 Truman Rd. Kansas City 1, Mo.

Schoenbach Adds Store

NEW YORK, June 23.—Facilities of J. Schoenbach, Brooklyn distributor of vending machines, have been enlarged with the acquisition of an adjoining store, it was announced this week. The added space will be allotted primarily to a complete line of reconditioned cigarette and candy machines, not previously handled by the outlet. Firm is exclusive distributor of Advance equipment in this area.

Move Harrison Office

NEW YORK, June 23.—Harrison Company, coffee processors and producers of coffee concentrates for vending machines, has moved its executive offices to 601 West 26 Street, the building which houses its plant. Offices formerly were located at 50 Stone Street.

Install Meters

MELVILLE, Sask., June 23.—Installation of 182 single and double parking meters is being completed in this town of 4,000 population. For the first time in Saskatchewan, Royal Canadian Mounted Police will be in charge of meter operation.

ATTENTION, ALL CIGARETTE OPERATORS

25¢ milled out slug ejectors operating on silver quarter for all Rowe equipment \$5.00 Ea.
25¢ straight silver quarter slug ejectors 9.00 Ea.
Better hop on the "Bandwagon"; Federal taxes advance shortly; municipal and State taxes go up daily. It is good insurance not to wait. First come, first served.

ALAMAT COMPANY
BIRMINGHAM, ALABAMA

2415 THIRD AVE., NO.

Paul A. Price Co.

220 Broadway, New York 38, N. Y.

THE BILLBOARD Index of Advertised Used Machine Prices

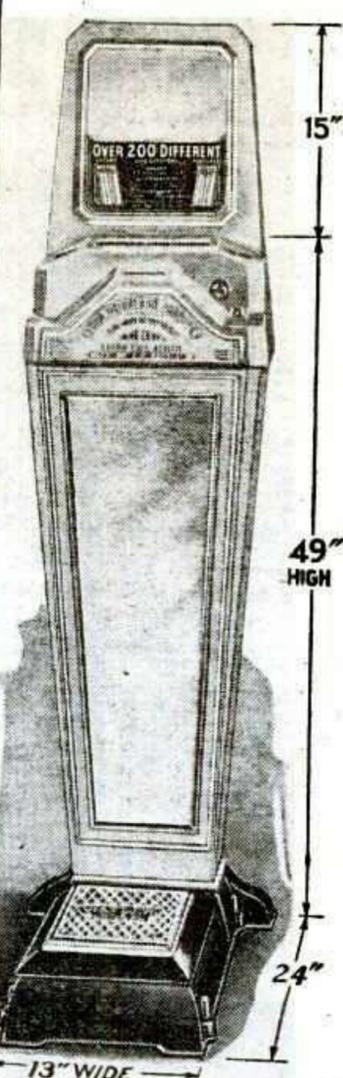
Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, the single machine price is listed. Any price obviously depends on conditions of the equipment, on time on location territory and other related factors.

This week's prices consult the used machine advertisements in this issue.

	Issue of June 23	Issue of June 16	Issue of June 9	Issue of June 2
Roll-down	\$35.00	\$35.00	\$35.00	\$35.00
Roll-down (Genco)				
Baba (Gottlieb)	35.00	35.00	35.00	35.00
Roll-down (Gottlieb)	39.50	39.50(2)	45.00	39.50
Roll-down (Williams)	49.50	49.50	49.50	49.50
Roll-down (Gottlieb)	29.50	39.50	39.50	49.50
Roll-down (Williams)	29.50	39.50	39.50	49.50
Roll-down (United)	49.50	59.50	69.00	59.50
Roll-down (United)	69.00	94.50	94.50	94.50
Roll-down (United)	129.00	129.00	129.00	129.00
Roll-down (United)	35.00	35.00	35.00	35.00
Roll-down (United)	65.00	65.00	65.00	65.00
Roll-down (United)	29.00	29.00	29.00	29.00
Roll-down (United)	49.50	49.50	49.50	49.50
Roll-down (United)	45.00	45.00	45.00	45.00
Roll-down (United)	115.00	125.00	115.00	129.00
Roll-down (United)	64.50	45.00	55.00	64.50
Roll-down (United)	115.00	115.00	115.00	115.00
Roll-down (United)	69.50	114.50	114.50	114.50
Roll-down (United)	29.50	29.50	29.50	29.50
Roll-down (United)	35.00	35.00	35.00	35.00
Roll-down (United)	75.00	79.50	75.00	79.50
Roll-down (United)	69.50	69.50	64.00	69.50
Roll-down (United)	39.50	54.00	39.50	49.50
Roll-down (United)	79.50	80.00	79.50	114.50
Roll-down (United)	114.50	114.50	79.50	89.50
Roll-down (United)	69.50	65.00	55.00	69.50
Roll-down (United)	95.00	95.00	95.00	120.00
Roll-down (United)	49.50	75.00	49.50	99.50
Roll-down (United)	99.50	99.50	99.50	99.50
Roll-down (United)	110.00	110.00	110.00	110.00
Roll-down (United)	79.50	105.00	100.00	129.50
Roll-down (United)	129.50	129.50	129.50	129.50
Roll-down (United)	39.50	69.00	69.00	69.00
Roll-down (United)	69.00	69.00	65.00	69.00
Roll-down (United)	29.50	45.00	29.50	45.00
Roll-down (United)	145.00	150.00	125.00	150.00
Roll-down (United)	155.00	165.00	155.00	165.00
Roll-down (United)	195.00	199.50	195.00	199.50
Roll-down (United)	49.50	49.50	49.50	49.50
Roll-down (United)	75.00	95.00	75.00	90.00
Roll-down (United)	98.00	124.50	95.00	100.00
Roll-down (United)	125.00	134.50	115.00	124.50
Roll-down (United)	145.00	150.00	134.50	145.00
Roll-down (United)	149.00	150.00	149.00	150.00
Roll-down (United)	64.50	105.00	105.00	125.50
Roll-down (United)	29.50	45.00	29.50	45.00
Roll-down (United)	65.00	79.50	65.00	79.50
Roll-down (United)	89.50	89.50	54.50	79.50
Roll-down (United)	125.00	125.00	159.50	89.50
Roll-down (United)	39.50	49.00	39.50	49.00
Roll-down (United)	59.00	79.50	79.50	90.00
Roll-down (United)	90.00	95.00	95.00	95.00
Roll-down (United)	69.00	79.50	69.00	79.50
Roll-down (United)	69.00	79.50	69.00	79.50
Roll-down (United)	69.50	70.00	54.50	69.50
Roll-down (United)	139.00	139.00	139.00	139.00
Roll-down (United)	149.00	149.50	149.00	150.00
Roll-down (United)	150.00	150.00	125.00	159.00
Roll-down (United)	85.00	89.50	85.00	85.00
Roll-down (United)	140.00	145.00	140.00	145.00
Roll-down (United)	50.00	60.00	50.00	60.00
Roll-down (United)	84.50(2)	85.00	65.00	84.50(2)
Roll-down (United)	95.00	95.00	95.00	95.00
Roll-down (United)	95.00	95.00	95.00	95.00
Roll-down (United)	64.50	64.50	49.50	55.00
Roll-down (United)	59.50	59.50	59.50	59.50
Roll-down (United)	69.50	64.50	69.50	69.50
Roll-down (United)	137.50	140.00	139.50	145.00
Roll-down (United)	145.00	149.50	149.50	149.50
Roll-down (United)	29.50	29.50	29.50	29.50
Roll-down (United)	69.50	149.50	149.50	149.50
Roll-down (United)	44.50	44.50	44.50	44.50
Roll-down (United)	29.50(2)	49.50	29.50(3)	49.50
Roll-down (United)	49.50	49.50	29.50	39.50
Roll-down (United)	25.00	55.00	40.00	55.00
Roll-down (United)	64.50	65.00	64.50	65.00
Roll-down (United)	68.00	74.50	74.50	75.00
Roll-down (United)	75.00	75.00	75.00	75.00
Roll-down (United)	44.50	79.50	49.50	50.00
Roll-down (United)	75.00	75.00	75.00	79.00
Roll-down (United)	125.00	125.00	125.00	125.00
Roll-down (United)	69.50	129.50	129.50	130.00
Roll-down (United)	130.00	130.00	130.00	130.00
Roll-down (United)	55.00	55.00	55.00	55.00
Roll-down (United)	165.00	165.00	179.00	179.00
Roll-down (United)	29.50	39.50	39.50	39.50
Roll-down (United)	25.00	25.00	25.00	25.00
Roll-down (United)	109.00	109.00	99.00	109.00
Roll-down (United)	145.00	145.00	145.00	145.00
Roll-down (United)	54.50	54.50	54.50	54.50
Roll-down (United)	39.50	39.50	39.50	39.50

	Issue of May 26	Issue of June 16	Issue of June 9	Issue of June 2
Majors of '49 (Chicago Coin)	79.50	59.50	79.50	35.00
Manhattan (United)				49.50
Mardi Gras (Genco)	49.50	49.50	45.00	49.50
Maryland (Williams)	69.50	79.50	114.50	79.50
Melody (Bally)	114.50	114.50	114.50	114.50
Merry Widow (Genco)	39.50	54.50	39.50	54.50
Mexico (United)				45.00
Miss America (Gottlieb)			29.50	29.50
Monterrey (United)	29.50	49.50	49.50	39.50
Moon Glow (United)	39.50	49.50	39.50	49.50
Morocco (Exhibit)	55.00	55.00	55.00	55.00
Nifty (Williams)	49.50(2)	49.50(2)	49.50(2)	49.50(2)
Oasis (Exhibit)	149.50	149.50	149.50	150.00
Oklahoma (United)	79.50	109.50	79.50	109.50
Old Faithful (Gottlieb)	89.50	125.00	125.00	125.00
One, Two, Three (Genco)	50.00	59.50	59.50	59.00
Paradise (Gottlieb)	39.50	39.50	39.50	39.50
Photo Finish (Universal)	95.00	130.00	125.00	150.00
Pin Bowler (Chicago Coin)	140.00	145.00	140.00	145.00
Pinch Hitter (United)	39.50	44.50	59.00	59.00
Pinky (Williams)				175.00
Play Ball (Chicago Coin)	79.50	125.00	99.50	90.00
Play Boy (Chicago Coin)				120.00
Playland (Exhibit)	135.00	144.50	139.00	144.50
Playtime (Exhibit)				144.50
Pro Score (Posner)				79.50
Puddin' Head (Genco)	54.50	55.00	50.00	50.00
Punchy (Chicago Coin)				55.00
Quarterback (Williams)				179.50
Rainbow (Williams)	45.00	54.50	45.00	54.50
Ramona (United)	29.50	54.50	54.50	59.00
Rio (United)				20.00
Rip Snorter (Genco)	95.00	99.50	95.00	99.50
Robin Hood (Daval)				102.50
Rocket (Bally)	139.50	139.50	139.50	85.00
Rockette (Gottlieb)				139.50
Rondeveo (United)	39.50	49.50	39.50	49.50
St Louis (Williams)	65.00	89.50	65.00	89.50
Sally (Chicago Coin)	39.50	54.50	39.50	54.50
Samba (Exhibit)				79.50
Saratoga (Williams)				65.00
Screwball (Genco)	29.50	39.50(2)	39.50(2)	55.00
Sea Isle (Chicago Coin)				55.00
Select-a-Card (Gottlieb)	90.00	114.50	50.00	69.50
Serenade (United)	39.50	54.50	54.50	55.00
Shanghai (Chicago Coin)				49.50
Shantytown (Exhibit)	115.00	119.50	115.00	119.50
Sharpshooter (Gottlieb)	84.50	85.00(2)	84.50	85.00(2)
Shoo-Shoo (Williams)				169.50
Short Stop (Exhibit)				20.00
Show Boat (United)				29.50
South Pacific (Genco)	69.50	119.50	119.50	125.00
Special Entry (Bally)	50.00	54.50	50.00	54.50
Speedway (Gottlieb)	49.00	49.50	49.00	49.50
Spinball (Chicago Coin)				29.50
Stardust (United)	49.00	49.50	49.00	49.50
Stormy (Williams)	29.50(2)	49.50	29.50	49.50
Summer Time (Gottlieb)	39.50	49.00	49.00	49.50
Sunny (Williams)	29.50	49.50	20.00	29.50
Super Hockey (Chicago Coin)	49.50	75.00	75.00	79.50(2)
Swanee (Exhibit)				59.50(2)
Sweetheart (Williams)				139.00
Tahiti (Chicago Coin)	79.50	105.00	79.50	109.50
Tampico (United)				75.00
Telecard (Gottlieb)	69.50	79.00	69.50	79.50
Temptation (Chicago Coin)				85.00
Tennessee (Williams)	29.50	49.50	29.50	49.50
Texas Leaguer (Keeney)	50.00	59.50	50.00	59.50
Thing (Chicago Coin)	129.50	150.00	149.50	149.50
Three Feathers (Genco)	49.50	79.00	79.00	79.50
Three Musketeers (Gottlieb)	115.00	124.50	115.00	124.50
Thrill (Chicago Coin)	34.50	39.50	39.50	39.50
Torchy (Williams)				35.00
Total Roll (Genco)				35.00
Trade Winds (Genco)	35.00	39.50	35.00	39.50
Trinidad (Chicago Coin)	29.50(2)	34.50	29.50	45.00
Tripe Action (Genco)	45.00	49.50	25.00	29.50
Triplets (Gottlieb)				145.00
Tri-Score (Genco)	109.00	135.00	119.00	135.00
Trophy (Bally)				100.00
Tropicana (United)				100.00
Tucson (Williams)				85.00
Tumbleweed (Exhibit)				115.00
Utah (United)	65.00	69.50	65.00	114.50
Victory Special (Bally)	35.00	49.50	35.00	49.50
Virginia (Williams)	29.50	39.50	29.50	39.50
Wisconsin (United)	29.50	49.50	24.50	49.50
Yanks (Williams)	39.50	45.00	39.50	45.00



WEIGHT, 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE

PENNY FORTUNE SCALE

NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and made only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est 1889—Telephone Columbus 1-2772
Cable Address: WATLINGITE Chicago

WANTED

ONE BALL MECHANIC

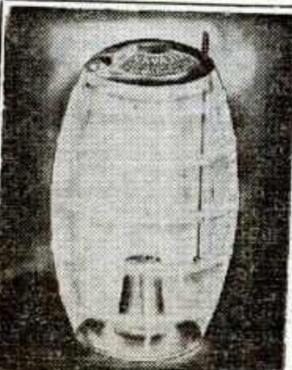
ROUTE WORK NEAR CHICAGO

Write The Billboard
Box 450
188 W. Randolph St.
Chicago, Illinois

WE HAVE SURPLUS ITEMS

In stock, such as Brushes, Motors, Coin Boxes, etc., for immediate shipment for Electric Shoe Shining Machines and Coin Machines.

Jackson & Church Co.
Saginaw, Michigan



LATEST and BEST MONEY MAKER

NAVAJO

EVERYBODY PLAYS IT

Loads of Fun

- Small Investment
- Excellent Returns
- Easy to Operate
- Takes Pennies, Nickels, Dimes or Foreign Coins
- Usually Repays Investment Each Month
- Initial Cost Your Only Expense
- Every Business Place a Location
- Large Profits for Distributors

DISTRIBUTORS OR OPERATORS—Order a sufficient supply for your territory immediately! Samples \$14.50, Cash with orders. 4 or more, \$12.50, 1/3 cash with order balance C.O.D. Wire phone or air mail.

Caudle & McCrory Mfg. Co.
1119 East Van Buren St. Phoenix, Arizona
Phone 27425 or 36958

SPECIAL!

LIKE NEW

2 Minsirel Man... \$159.50 each

7 Spot Bowlers... \$139.50 each

10¢ Slots

1/3 Deposit, Balance C.O.D., F.O.B. Birmingham.

Birmingham Vending Company
540 No. 2nd Ave. Birmingham, Ala.

WANT TO BUY

New and used Pace, Jennings, Mills Golden Falls and 21 Bells Slots, Jennings Consoles, Interested in good, clean post-war machines only. Also want Parts for above machines. Gears, Clocks, Escalators, etc. Send list of quantity, denomination and 'best price in first letter

BOX D-44
c/o The Billboard Cincinnati 22, O

LONDON'S GREATEST SALE!

All Merchandise in This Sale Completely Reconditioned—Ready for Location! No Hidden Charges . . . Crating Included! All This at These

LOW, LOW PRICES!

POST-WAR PHONOGRAPHS

Seeburg 1946 RC Specials	\$249.50	Wurlitzer 1100	\$374.50
Seeburg 1947 RC Specials	274.50	Rock-Ola 1422	124.50
Wurlitzer 1015	199.50	Packard Model 7	79.50
Wurlitzer 1060	249.50		

PRE-WAR PHONOGRAPHS

Seeburg Colonels	\$49.50	Wurlitzer 950	\$49.50
Seeburg Envoy	49.50	Rock-Ola 1418	49.50
Wurlitzer 750	124.50	Rock-Ola Super	49.50
Wurlitzer 506	49.50	Rock-Ola Playmaster	64.50

ACCESSORIES

W1L56 Wireless Seeburg 5¢ Boxes	\$22.50
Packard Boxes	17.50
1W2L56 Wired Seeburg 5¢ Boxes	22.50
2140 Wurlitzer 5¢-10¢ Boxes	24.50
3025 Wurlitzer 5¢ Boxes	19.50
3020 Wurlitzer 5-10-25¢ Boxes	39.50

SHUFFLE GAMES

Deluxe Bowler	\$79.50
Speed Bowler	79.50
Dale Gun	\$69.50
All Star Baseball	69.50

NEW GAME SPECIALS

Tri-Score	WRITE
Double Header	

CIGARETTE MACHINES

Unesda Model 500	\$69.50
Du Grenier Model W	49.50

3 COMPLETE HOSTESS SYSTEMS—UNITS OF 10—MAKE AN OFFER!

Ten Pins	Take Your Choice	\$34.50 EACH	Pin Boy
Shuffle Alley			
Bowling League			Shuffle Bowler
Shuffle Lane			Bowlette
			Twin Shuffle

FIVE-BALLS

Triple Action	\$29.50	Virginia	\$29.50	Samba	\$79.50
Merry Widow	29.50	Tennessee	29.50	Marocco	49.50
Screw Ball	39.50	Yankee	39.50	Swanee	59.50
Trade Winds	39.50	Dallas	79.50	Oklahoma	79.50
Bermuda	29.50	Maryland	79.50	All Baba	39.50
Sally	39.50	Super Hockey	79.50	Alice in Wonder-	
Trinidad	29.50	Boston	79.50	land	39.50
Spin Ball	29.50	Lucky Inning (new)	119.50	Lady Robin Hood	39.50
Crazy Ball	29.50	Rondeevoo	39.50	Humpty Dumpty	29.50
Thrill	39.50	Blue Skies	39.50	Buttons & Bows	49.50
Catalina	29.50	Major League Base-		Telecard	49.50
Tahiti	79.50	ball	39.50	Double Shuffle	79.50
Sunny	29.50	Moon Glow	39.50	Carnival	69.50
Stormy	29.50	Aquacade	59.50	Hit Parade	29.50
Dew-Wa-Ditty	39.50	El Paso	79.50		

Terms: 1/3 Deposit, Balance C.O.D.

Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

S. L. London Music Co., Inc.
 3130 WEST ISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220
 2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

for better buys
 buy McGinnis
 RECONDITIONED PIN GAMES
 READY FOR LOCATION

Black Gold	\$44.00	Kilroy	\$20.00
4 Horsemen	144.50	Paradise	39.50
Harvest Time	137.50	Punchy	174.50
Humpty Dumpty	29.50	Thrill	34.50
Trinidad	\$34.50		

RECONDITIONED BOWLING GAMES
 9 1/2' Keeney Pin Boy With Lighted Pins \$35.00
 8' Keeney Lineup 25.00
 8' Keeney King Pin 94.50

NOW DELIVERING NEW EQUIPMENTS
 Keeney's Life-a-Line
 Keeney's Big League Bowler
 Keeney's Electric Cigarette Vendor
 Downey-Johnson Coin Counter
 Futurity—Mermaid—ABC—5 Star—Bright Lights

ROY MCGINNIS CORP.
 2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

YOUR RELIABLE DISTRIBUTOR

RECONDITIONED 5-BALLS		ONE-BALL CLOSEOUTS	
Buccaneer	\$45.00	Photo Finish	\$175.00
Alice in Wonderland	45.00	Champion	200.00
Humpty Dumpty	30.00	Citation	125.00
Build Up	35.00		
Sally	30.00		
Summertime	30.00		
Rondeevoo	30.00		
Wisconsin	30.00		
Cinderella	30.00		
Majors	35.00		
Grand Award	55.00		
Yanks	30.00		
Four Horsemen	\$145.00		
Knockouts	150.00		
Dreamy	115.00		
Telecard	50.00		
Bank-a-Ball	85.00		
Dew-Wa-Ditty	40.00		
Gin Rummy	100.00		
Madison Sq.			
Garden	140.00		
Aquacade	50.00		
Nevada	25.00		
Robin Hood	35.00		

WINNERS
 NEW—WRITE

NEW EQUIPMENT UNITED ABC—UNIVERSAL 5 STAR—NEW KEENEY ELECTRIC CIGARETTE VENDORS

Terms: 1/3 Dep., Bal. C. O. D. Write for complete list and prices of Arcade Equipment, Cigarette Vending Machines, Coin Counters and Changers.

AUTOMATIC COIN MACHINES & SUPPLY CO.
 TELEPHONE: Capitol 7-8244
 4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

★ WANTED ★
 700-750-850
 1015-1100-1250
WURLITZER
ROCK-OLA 1422
 also
LATE MODEL PIN GAMES
 Give Quantity and Prices — Cash Waiting
INTERNATIONAL AMUSEMENT CO.
 5 PARKHURST STREET • NEWARK 2, NEW JERSEY

Chicago Firms Seek License

CHICAGO, June 23.—Chicago Coin Machine Company and Coin Amusement Games filed a joint action seeking a license for Horse Shoes, a shuffle game. Defendants are the City of Chicago, Mayor Martin H. Kennelly and Police Commissioner Timothy J. O'Connor.

Filed in Superior Court, the action points out that Horse Shoes, manufactured by Chicago Coin, is a game of skill which uses metal disks to simulate the regulation horse shoe game. "Operation of the game is in no way controlled," the suit stated, and the coin unit "merely eliminates the necessity of an employee receiving the price for playing of the game." Attorneys for Chicago Coin and Coin Amusement said the city had refused to accept applications for licenses for the games.

The suit asks neither a writ of mandamus nor injunction, two legal moves used here in previous skill game actions. It asks the court to declare the game legal under the city's automatic amusement machine ordinance. Attorneys for the coin machine firms said if the Horse Shoes game is illegal so is the pay station telephone.

Folk Record Releases

Continued from page 33

I Wish I Wuz—R. Rogers (Buck-Eye) V(45)48-0479				
I Wish You All the Luck in the World—C. Wiggins (My Ship) Intro 6021				
I'm All Broke Out With Love—H. Carter (There's a) Tennessee 774				
I'm Crying at the Moon Tonight—B. Eaton (As Long) Tennessee 779				
I'm Sorry for You—W. Dixon & Radio Ramblers (Honky Tonk) Bama 2200				
Jilted Again—Boots Faye (Cold, Cold) Majestic 78-113				
Jimmie Brown, the Newsboy—L. Flatt-E. Scruggs (Somehow Tonight) Col 20830				
Las Vegas Nevada—Les "Carrot-Top" Anderson (T-U-TUCKY) Dec 46326				
Let Me Hold You When You're Blue—E. Dean (I Married) Cap 1590				
Listen to the Bells—Statesmen Quartet (I Wanna) Cap 1582				
Little Blue Eyed Blonde Goodbye—T. Allen & Tennessee Pals (On Our) Bullet 740				
Lonely and Blue Over Someone—Leon Payne (A Million) Cap 1580				
Lookin' for Somebody New—York Bros. (Sixty Minute) King 970				
Million Years Ago, A—Leon Payne (Lonely and) Cap 1580				
My Golden Carolina Moonlight—Lazy Bill Huggins ('Neath an) Slate 3015				
My Ship of Dreams—C. Wiggins (I Wish) Intro 6021				
My Wife Is on a Diet—W. Carter (Sick, Sober) V(45)48-0477				
'Neath an Old Missouri Moon—Lazy Bill Huggins (My Golden) Slate 3015				
No Trespassing—Randy Hughes (Easy Monthly) Tennessee 778				
Old Soldiers Never Die—R. Atcher-Red River Rangers (Golden) Acme 955				
On Our Shotgun Wedding Day—T. Allen & Tennessee Pals (Little Blue) Bullet 740				
See Who's Sorry Now—T. Duncan (There's Not) Intro 6018				
Sick, Sober and Sorry—W. Carter (My Wife) V(45)48-0477				
Sixty Minute Man—York Bros. (Lookin' for) King 970				
Somehow Tonight—L. Flatt-E. Scruggs (Jimmie Brown) Col 20830				
T-U-TUCKY—Les "Carrot Top" Anderson (Las Vegas) Dec 46326				
Tennessee Flat Guitar—Cowboy Copas (I Love) King 964				
There's a Right Way, a Wrong Way—H. Carter (I'm All) Tennessee 774				
There's Not a Cow in Texas—T. Duncan (See Who's) Intro 6018				
Truck Drivin' Woman—E. Hazelwood (Come a) Intro 6019				
Wearin' Out Your Walkin' Shoes—Tex Ritter (Coffee) Cap 1581				
Wedding Blossoms—Tommy Sosebee (Homesick) Coral 64097				
When It's Prayer Meetin' Time in the Hollow—A. Parker-Plainsmen (You Gotta) Intro 6020				
When St. Peter Tolls the Bell—Smoky-Rhythm Riders (Dry River) Majestic 78-117				
Wheels of Destiny—Bill Carlisle (Lost on) Federal 10016				
When You're Lovin' Me—Don Whitney (Move) 4 Star 1568				
Who Shot Willie?—Arthur Smith (Express) MGM 10991				
Woman Is the Strangest Thing, A—Chuck Murphy (Boogie) Coral 64096				
You Gotta Get Good—A. Parker-Plainsmen (When It's) Intro 6020				
You Better Save It for a Rainy Day—Hank Penny (You're So) King 957				
You Have Forgotten My Name—B. Soots (Boogie Woogie) Mer 6331				
You Know Doggone Well I Do—Rocky Bill Ford (Was) Gilt Edge 5039				
You'll Always Be My Blue-Eyed Darling—F. Murphy-Blue River Boys (I Want) Mutual M-210				
Your Love Was So, So Nice and Warm—Wee Willie Kirk (Come on) Bullet 340				
You're So Different—Hank Penny (You Better) King 957				
You're Fixin' To Break My Heart—Jack Swanson (Wedding) Jubilee 4050				
You're That to Me—Floyd Tillman (Rose) Col 20923				

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issued indicated below. All advertised used machines and prices are listed. Where more than one advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk volume, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue

	Issue of June 23	Issue of June 16	Issue of June 9	Issue of June 2
Air Hockey	\$385.00	\$385.00	\$385.00	
Air Raider (Keeney)	125.00	125.00	125.00	\$125.00
All Stars (Williams)	49.50 69.50 95.00	69.50 109.50 125.00	69.50 109.50 125.00	69.50 109.50 125.00
Art Show			49.50	
Astroscope	125.00	125.00	125.00	
Atomic Bomber (Mutoscope)	150.00	150.00	125.00 150.00	
Barrell Roll		25.00		
Bat-a-Score (Evans)			75.00	
Batting Practice (Scientific)	75.00	75.00	75.00	
Bear Gun (Seeburg)	375.00	375.00	369.50 375.00	369.50 375.00
Big Inning (Bally)			185.00	
Billiard Game #52		25.00		
Bing-a-Roll (Genco)	85.00	85.00	85.00	
Boomerang (Amusement Corp.)	45.00	45.00	45.00	
Buckley Deluxe		119.50		
Build Up (Exhibit)	29.50			
Career Pilot	95.00	95.00	95.00	
Challenger (ABT)	24.50	19.50	24.50	
Chicken Sam (Seeburg)	75.00 95.00 109.50	95.00 109.50	75.00 89.50 95.00	75.00 95.00
Dale Gun (Exhibit)	69.50 84.50 89.00 95.00(2)	69.50 95.00(2)	69.50 89.00 94.50 95.00(2)	69.50 94.50 95.00
Deluxe Athletic Scale (Mercury)	69.50	69.50	75.00 79.50	75.00
Diggers (Exhibit)			95.00	
Drive Mobile (Mutoscope)	145.00 150.00	150.00	149.00 150.00	149.00 150.00
Fishing Well (Mutoscope)			125.00	
Flash Hockey (Coinex)			69.50	
Football (Chester Pollard)				
Goalie (Chicago Coin)	95.00 99.50 125.00	99.50 125.00	49.50 95.00 99.50	49.50 95.00
Heavy Hitter (Bally)	59.50 65.00	59.50 65.00	65.00 79.50	37.50 75.00
Hi-Ball (Exhibit)	60.00	60.00	60.00	
Hockey (Chicago Coin)	75.00	75.00	75.00	
Hollycrane (Como)	295.00 395.00	395.00		
Jack Rabbit (Amusement Corp.)	109.50	109.50	109.50	
Jungle Joe Ray Gun			195.00	
Kicker & Catcher (Baker)	27.50	27.50	27.50	
Magic Pen	125.00	125.00	125.00	
Midget Movies (Capitol)			255.00 395.00	
Monkey Shines Ray Gun			175.00	
Mutoscope Crane	119.50	119.50		
Panorams (Mills)	195.00		179.50 195.00	179.50
Periscope	125.00	125.00	125.00	
Phil Toboggan Ski Ball	525.00	525.00	525.00	
Photomatic (Mutoscope)	375.00(early) 795.00(late)	375.00(early) 795.00(late)	375.00(early) 795.00(late)	375.00 795.00
Pistol Pete (Chicago Coin)	149.50 150.00	149.50 150.00	69.50 149.50 150.00	69.50 150.00
Play Ball (Evans)	275.00	275.00	275.00	
Poker & Joker	49.50	49.50	49.50	
Pokerino (Scientific)	99.50		99.50	
Pool Table (Edico)	75.00	75.00	75.00	
Q Ball (Lane)			159.00	
Quizzer	99.00 125.00	37.50 125.00	99.00 125.00	99.00
Rapid Fire (Bally)	85.00	85.00	85.00	
Recordio (Wilcox-Gay)	175.00	175.00	175.00	
Rocket Busters	65.00	65.00	65.00	
Rotary Claw			225.00	
Rotary Mdr (Exhibit)	175.00	175.00		
Rotary Pusher			275.00	
Seven High (Edelman)	75.00	75.00	75.00	
Shoot the Bear (Seeburg)	365.00	365.00	365.00 395.00	
Shoot Jap Gun (Seeburg)		24.50		
Silver Bullet (Exhibit)	195.00	144.50 195.00	195.00	
Silver Gloves			250.00	
Skee Ball (Wurlitzer)	150.00	150.00	150.00	
Sky Pilot	95.00		95.00	
Standard Metal Typer		295.00	295.00	
Star Series (Williams)	89.50 135.00 145.00 165.00	145.00 165.00	145.00(2) 165.00 169.50	145.00
Strikes and Spares (Allite)	175.00	175.00		
Target Master (Automatic Devices)			84.50	
Team Hockey (United)			175.00	
Telex	119.50 145.00	119.50	145.00 149.50	145.00
Ten Strike (Evans)	75.00(2)	75.00	75.00(2)	
3-Way Gripper (Gottlieb)	22.50	22.50	22.50	
Treasure Island (Buckley)		99.50		
Vitalizer (Exhibit)	95.00	95.00	95.00	
Voiceograph (Mutoscope)	395.00	395.00	395.00	
Western Baseball	85.00	85.00	85.00	
X-Ray Poker (Scientific)	85.00	85.00	85.00	

Subscribe Now!
 ONE YEAR \$10
 52 BIG ISSUES
 Including 8 Special Issues

THE BILLBOARD
 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I understand this will include at least 8 Special Issues.

Name

Address

City

Occupation

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

Beautiful Shape, Ready for Location
SHUFFLE ALLEYS

- United Shuffle Alley with fly-up-pins . . . \$ 59.50
- United Super with brand new orig. United fly-up-pin conv. 89.50
- United Express 99.50
- United Super 39.50
- Williams Twin Shuffle. 39.50
- Williams DeLuxe Bowler, orig. fly-up-pins, not a conv. 69.50
- Chi. Coin Twin Bowling Alley 49.50
- Chi. Coin Bowling Alley with fly-up-pin conv. 79.50
- Keeney Pin Boy 29.50
- Universal Twin Bowler 49.50
- Universal Super Twin Bowler 110.00
- Genco Bowling League 29.50
- Rock-Ola Shuffle Lane 29.50
- Bally Speed Bowler 79.50

CHI. COIN PLAY BALL
Like New—5c or 10c Chute **\$69.50**

- Dale Gun \$ 75.00
- Pitch 'Em & Bat 'Em 179.50
- All Stars 79.50
- Quarterback with new Williams batting assembly conv. 99.50

SPECIAL! 30-WIRE CABLE
Standard Color Coded
1000 Ft. Rolls 18c Ft.
500 Ft. Rolls 19c Ft.

1/2 dep. with orders under \$50
1/2 dep. with orders over \$50

Scott-Crosse Co.
1423 Spring Garden Street
Philadelphia, Pennsylvania
Rittenhouse 6-7712

FOLK TALENT AND TUNES

Continued from page 32

Neall, WMPS, Memphis, had a visit with **Walter Bailes**, formerly of the Bailes Brothers, Shreveport, La. He and his wife have a religious show at KBOA, Kennett, Mo. . . . **Bruce Grant**, WHB, Kansas City, Mo., is emceeing the Cowtown Jubilee, staged Saturdays at the Memorial Hall.

Marge and Biff Collie, KLEE, Houston, are writing a country music column for a local amusement paper. . . . **Brownie Seals**, new h.b. spinner at KSTA, Coleman, Tex., is welding a h.b. and Western stage unit for weekly shows. . . . **Joe Johnson**, WPAQ, Mount Airy, N. C., is using a radio riddle to get mail pull from his listeners. His sponsors donate merchandise prizes. . . . **Dottie Checchi**, WMEY, Boston, reports heavy requests for the Lone Pine recording of "Waltz of the Bridge," a Canadian firm's disking. . . . **Carl Swanson** (Mr. Sunshine), WRUN, Utica, N. Y., is back at the mike after two months in Europe. He found interest in country music in the five countries he visited. He did a lecture in Norway which drew 8,000 persons. He talked on country tunes.

Lee Stewart, WHAT, Philadelphia, is now doing his yearly poll on the most popular country and Western artists. . . . **Sheldon Horton**, WJSW, Saxton, Pa., is interested in hearing from artists who are working his territory.

Artists' Activities

Kathy Copas, daughter of Cowboy Popas, with whom she cut King disks, reports that her parents have a new addition, **Michael Lane**, born May 16. **Vereall Ayres** has replaced **Frankie Kaye** on steel with Copas. **Kaye** is back in Kansas City, doing a d. j. show on a local station. **Miss Copas** expects to work some summer dates with her father. . . . **Hank and Audrey Williams** opened their new Western clothing store in Nashville recently. Store's grand opening had an hour's show

remote over WSM, Nashville. All the Grand Ole Opry's stars appeared. They intend to do a Saturday show from the store weekly.

Red Kirk is on a leave from WIMA, Lima, O., while working a spot at WSM, replacing **Milton Estes**, who is on another Nashville station. If Kirk, a Mercury recorder, proves the proper replacement, he will become a WSM regular. . . . **Lefty Frizzell** (Columbia) becomes a permanent member of the WSM cast July 21, having inked a pact with the station. **Jack Starnes Jr.**, son of Frizzell's manager, represented his dad at the inking.

Red Foley is taking a month's vacation during July. **Tennessee Ernie** (Capitol) will replace him. Ernie canceled a series of solid nitery engagements to make the Saturday appearances on the Opry. General Artists' Corporation will book him on dates out of Nashville during the remainder of July.

Merv Shiner, now at WSN, Allentown, Pa., as a d. j., cut a new Decca session in Nashville last week. . . . **Moon Mullican** (King), new at WSM, Nashville, is currently touring with the **Hank Williams** troupe. **Billy Starr** (Columbia) has returned to Nashville and also is working with Williams. . . . **Frank Kelton's** Kenney Music has opened offices in the Warner Building, Nashville. . . . **Hank (Sugarfoot) Garland** (Decca) has a trio working at the Nocturne Dinner Club, Nashville.

Frankie More, formerly with **PeeWee King** and lately in Nashville working with **J. L. Frank**, is now managing **Bill Monroe** (Decca). He once worked a booking office out of York, Pa. . . . **Smilin' Eddie Hill**, last with Decca, has moved to Mercury. Hill is doing TV and radio work at WMC, Memphis. . . . **Louis Innis** (Mercury) is now manager of country music talent at WLW, Cincinnati. . . . **George Morgan** returned to WSM from Hollywood recently, after cutting an e. t. series for his flour sponsor with the Whippoorwills. . . . **Daisy Mae** and **Old Brother Charlie**, WDAE, Tampa, are now with Columbia, moving from Mercury.

Curley Kinsey, now at WGTA, Summerville, Ga., is the father of a son, **Ken**. . . . **Bill Clifton**, WBLT, Bedford, Va., is leaving for WBMD, Baltimore, where he will be doing a daily show. He is also expecting his call from the Marine Corps Reserve shortly. . . . **Carl Runner**, who operates a Louisville nitery, is cutting a session for Tennessee Records. . . . **Donn Reynolds**, the Australian yodeler, is now working at the Talk o' the Town, Tucson, Ariz. . . . **Hank Locklin** (4 Star) has a new show at KNUZ, Houston, for a car dealer. He will do a Northwest tour late in the summer.

Starting July 27, **Spade Cooley** and his band will head an hour-long h.b. and comedy show over the CBS web. Show will air from 9 to 10 p. m. (CDST). . . . The **Bob Atchers** are expecting any day now. Atcher is returning to Columbia, after a year with Capitol label. . . . **Chuck Murphy**, Birmingham radio pianist-warbler, has inked with Coral. . . . **Leon Payne** (Capitol) is back in Houston. The Payne family recently added two boxer puppies. **Milton Estes** has left WSM for WMAK, Nashville. **Ken Neeson** of Capitol will probably visit Nashville and the South during late June and early July.

The Sons of the Pioneers, who just worked a Carnegie Hall, New York, concert, and a date at Washington Arena are well-lined up for the summer. Their itinerary includes: Stateline Club, Lake Tahoe, Nev., June 22-28; Stockman's Hotel, Elko, Nev., June 29-July 4; Thunderbird Hotel, Las Vegas, June 5-July 15; Snake River Stampede, Nampa, Idaho, June 17-July 21; Tri-State Oil Show, Grayville, Ill., September 1-3; State Fair, Sacramento, September 4-5; Tri-State Exposition, Amarillo, Tex., 24-29. The last three dates are tentative. Boys just completed "The Fighting Coast Guard" for Republic.

Trade Directory

Equipment

Drink Master—Four-drink hot-cold vender—Interstate Associates, Los Angeles.

Safety cover—Protective cover for all model juke boxes—R. F. Jones Company, San Francisco.

Distributors

Dad's Root Beer Company sold its bottling operations in Chicago to Dad's Bottling Company of Chicago, a new firm which will handle the Windy City territory.

S. H. Lynch & Company relinquished to the firm's former branch managers its out-of-Texas offices and will now confine its activities to the Lone Star State thru its Dallas, Houston and San Antonio offices. The New Orleans branch becomes Lynch & Zander; Oklahoma City, Copeland Distributors, and negotiations are now under way to relinquish the Memphis office.

Firm Moves

Harrison Company, producers of coffee concentrates for vending machines, has moved its executive offices to 601 West 26th Street, New York.

Logan Distributing Company, Chicago, will move to new headquarters at 627 Milwaukee Avenue, July 1.

J. Schoenbach, Brooklyn, vending machine distributor, has taken over an adjoining store and will enlarge his present quarters.

Personnel

Leonard Berens, formerly sales manager for the Columbia Records division of Stern & Company, Hartford, has joined Seaboard Distributors, same city, as general manager. He succeeds **Ozzie Cavallo**, now in the television field in New York.

D. L. Clark Jr., vice-president of the D. L. Clark Company, Pittsburgh, has been elected to the board of directors of the National Confectioners' Association.

Neal Diller has been elected president of the Nutrine Candy Company, Chicago. Former firm topper, Benjamin Goodman, has been elected chairman of the board; E. L. Escher, vice-president and secretary; Raymond Iverson, first vice-president and assistant treasurer, and C. S. Brandenburg, re-elected vice-president.

Morris Hankin, 49, for over 27 years a coin machine distributor in Atlanta, died there of a heart attack Thursday (21).

Leonard Marks has been appointed manager of Automatic Cigarette Service Company, Pittsburgh. He replaces **Albert Horn**, who died recently.

Carl Pavesi, White Plains, N. Y., was re-elected president of the Westchester Operators' Guild. Also re-elected were **Max Klein**, vice-president; **Louis Tartaglia**, treasurer, and **Seymour Pollack**, secretary. Board members named were **James A. Smith**, **Arone Goldberg**, **Harold Rosenberg** and **Frank DeMuro**.

Nathan Paulson was named business manager of the Washington Music Guild, Inc. President and chairman of the board is **Leonard Abrams**.

Celebrate Century of Ice Cream Biz

PHILADELPHIA, June 23.—Midway Kennedy Jr., president International Association of Ice Cream Manufacturers and head of Abbots Dairies, Inc., presided last week in Baltimore at the unveiling of a plaque commemorating the 100th anniversary of the founding of the first American ice cream plant.

The plaque, erected on the terminal building of the Western Maryland Railroad, site of the original plant, was unveiled by Mrs. Carrie Fussell Craft, 84, daughter of the late Jacob Fussell. Plant was established by Fussell, a milkman with four routes, who made ice cream as a means of using up his surplus cream.

- United Ramona \$49.50
 - Gottlieb King Cole 39.50
 - Keeney Band Leader 55.00
 - Exhibit Be-Bop 99.50
 - Chico Bermuda R. D. 25.00
 - Wurlitzer 750E 79.50
 - Wurlitzer 600R 39.50
- 1/2 Deposit.
OLSHEIN DIST. CO.
1100 Broadway Albany 4, N. Y.

COMING YOUR WAY... CAPITOL'S

NEW NEW



10c COIN

MOVIE MACHINE

CAPITOL PROJECTOR CORP.

814 Tenth Ave. • New York 19, N. Y.

WANTED TO BUY for CASH on the LINE

MR. OPERATOR: Don't lose money with poor locations. Pull out bad spots and turn machines into cash.

MR. DISTRIBUTOR: Reduce your inventory. Change into cash now.

WURLITZER—SEEBURG—ROCK-OLA
PHONOGRAPHS & WALLBOXES
New and Used

- 5 BALLS and 1 BALLS New & Used
- ARCADE MACHINES New & Used
- SHUFFLE MACHINES New & Used

Write Box D-58

c/o The Billboard Cincinnati 22

100%

Return privilege within 10 days if not satisfied with our reconditioned equipment.

WURLITZER

616

Fully repaired. Perfect condition. Ready for location.

\$79.50 (Crated)
1/3 With Order, Balance C. O. D.
Send for Complete List.

DAVID ROSI
Exclusive A.M.I. Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA
PHONE: STEVENSON 2-2903

ONE BALLS

9 Champions @ \$135.00

3 Citations @ 75.00

FIVE BALLS

2 Just 21 @ \$22.50

4 Buffle Cards @ 17.50

SHUFFLE BOARDS

7 Universal Super Twin Bowlers @ \$65.00

C. & M. SPECIALTY CO.

832 Camp St New Orleans

SPECIAL!

TRI SCORES, Brand New.. \$13

WRITE FOR PRICES ON FOLLOWING:

Minstrel Man Cyclone

Nifty Joker Knockout

Rockette Spot Boy

Lehigh Specialty

826 N. Broad St., Philadelphia

READY FOR LOCAL

CITATIONS

CHAMPIONS

TURF KINGS

KNOCKOUTS

1/2 deposit—balance C.O.

SOUTHERN AMUSEMENT

1935 SOPHIE WRIGHT

NEW ORLEANS 13, L.

OPERATORS!

See our two-page ad on the latest and hottest premium merchandise in this issue, pages 98-99.



SHUFFLE GAMES

- COMPLETELY RECONDITIONED
ALL PLAYING FIELDS RESURFACED
- United 4 PLAYER SHUFFLE ALLEY \$285
 - Bally HOOK BOWLER 285
 - United TWIN SHUFFLE ALLEY REBOUND 225
 - Keeney DOUBLE BOWLER 165
 - United SHUFFLE SLUGGER 165
 - Keeney DUCK PINS 159
 - Univ. SUPER TWIN BOWLER 145
 - Chi. Coin BOWLING CLASSIC 139
 - Wms. DOUBLE HEADER 125
 - Keeney KING PIN 85
 - Univ. TWIN BOWLER 85
 - Bally SPEED BOWLER 75
 - Chi. Coin BOWLING ALLEY, with lite-up pins 75
 - Williams DELUXE BOWLER 75
 - Keeney ABC BOWLER 69
 - Gott BOWLETTE 55
 - Rock-Ola SHUFFLE JUNGLE 45
 - Bally SHUFFLE BOWLER 45
 - Genco BOWLING LEAGUE, 10 Ft. 35

ARCADE

- United TEAM HOCKEY, Write new \$295
- HOLLYCRANE 145
- Wms. STAR SERIES 145
- DRIVEMOBILE 145
- TELEQUIZ, w. Film 99
- QUIZZER, w. Film 99
- Wms. ALL STARS 95
- SKY PILOT 95
- Chi. Coin GOALIE 89
- Exhibit DALE GUN 85
- Genco BING-A-ROLL 75
- Seeburg CHICKEN SAM 75
- Evans TEN STRIKE 75
- ABT CHALLENGER, new 45

Chicago Coin HIT PARADE

Most beautiful and economical of all.
Exclusive Distributor for Illinois, Wisconsin, Iowa and N. Indiana

FIRST DISTRIBUTORS

1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

"Central Ohio Coin Quality Buys"

3 Seeburg BEAR GUNS Like New \$369.50

SHUFFLE ALLEYS NEW

Chi. Coin—HORSESHOES
United—5 PLAYER
United—SKEE ALLEY
USED

Keeney—9 1/2' LEAGUE BOWLER, 4 Player
Keeney—KING PIN
United—DOUBLE EXPRESS
United—ORIGINAL ALLEYS

United—ORIGINAL w/dis. Pins
Keeney—10 PINS
Keeney—PIN BOY
Genco—GLIDER
Genco—BOWLING LEAGUE

UNITED'S A-B-C 3-COIN

Keeney's LITE-A-LINE 6-Coin

UNIVERSAL'S 5-STAR 5-COIN

ONE BALLS New WINNERS FUTURITY

Used CITATIONS CHAMPIONS TURF KINGS

Distributors for AMI CENTRAL OHIO, WEST VIRGINIA

WRITE, WIRE OR PHONE FOR PRICES—ADAMS 7254

CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. HIGH—COLUMBUS 15, OHIO

WANTED
15 Mills Panorams
AMUSEMENT ARCADE
419 Ninth St., N. W.
Washington, D. C.

Disk Artists Hosted by PMA

CLEVELAND, June 23.—Phonograph Merchants Association here held an after-theater party at Hotel Hollenden Friday (15) in honor of Patti Page and Guy Mitchell, recording artists for Mercury and Columbia, respectively.

Party was hosted by Jack Cohen, president, Jim Ross, vice-president and board members John Bou-Sliman, Ed Kenney, Joe Soloman, Hy Silverstein and George Zollos. In addition to PMA members, guests at the affair included local disk jockeys, newspapermen, disk-

Nutrine Candy Names N. Diller President

CHICAGO, June 23.—Nutrine Candy Company elected Neale Diller president, naming former President Benjamin Goodman chairman of the board. Diller was formerly executive vice-president. E. L. Escher, former vice-president and assistant secretary, was elected secretary in addition to his first office. Raymond Iverson was voted first vice-president and assistant treasurer and C. S. Brandenburg was re-elected vice-president.

ery officials and officials of the Loew's State Theater where both artists were appearing.

Merchandising Music

Continued from page 124

R. Rhodes reminds that the post office has stopped insuring shellac records against breaking, and he feels that now most of the firms will shift to the plastic sides, a move George has been urging for the past few years. He says the use of plastic disks by Mercury and MGM has been a real boon.

John Tuska, Cudahy, Wis., joins in the platter chatter this week with the comment that Patti Page is one of the "best things that's happened to the record business in years." John says Patti could cut "Ring Around the Rosy" and it would not only sell big—but would draw a heavy play on jukes.

DIME PLAY REPORT . . . Reporting this week on dime play is C. Fisher, Inglewood, Calif., who says that initial tests he has been running have been quite successful, with increases in grosses from 25 to 100 per cent being noted.

Reports from other parts of the country indicate that operators are getting their plans formulated now, and are putting their tests into operation on a limited, but concentrated, basis. It is now figured that these tests will go on right thru the summer, and that it will be several months at the earliest before enough reports

will be in to draw any kind of a picture on the subject.

WANTED

Top Music Mechanic, one thoroughly familiar with sound on Rock-Olas, Seeburgs, pins and payout equipment. Only top man, sober and reliable, need apply. Give full details, references, present salary and experience. This connection with distributing firm well established.

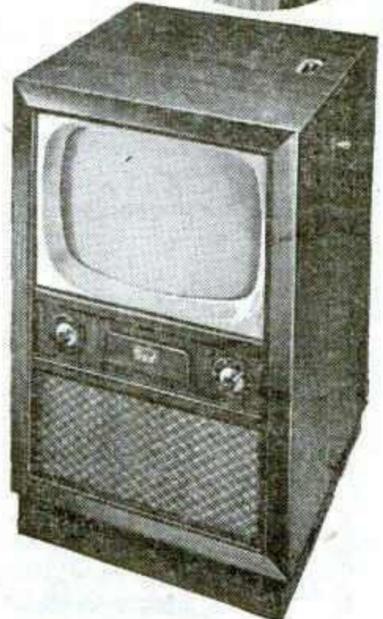
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TRADIO THE GREATEST NAME IN COIN-OPERATED TELEVISION



Now, it's Tradio's new 17" full Console Television that's getting the big money everywhere. It's a beautiful set, a wonderful set . . . ideal for the nation's top locations . . . and . . . because it is specially designed and engineered (not adapted) for coin-operation . . . perfect for you.



Cash in on coin-operated television . . . the newest, most profitable operating trend. Cash in on Tradio . . . most definitely the best buy for your money.

IMMEDIATE DELIVERY

FOR SPECIAL OPERATOR'S PRICE AND DETAILS . . . PHONE--WIRE--WRITE

TRAD TELEVISION CORP.

Manufacturers of RCA Licensed Television

ASBURY PARK, N. J.
ASbury Park 2-7447

17" FULL CONSOLE

21 Tube R.C.A. Licensed Chassis
Beautiful Mahogany Cabinet
(Note How Cash Box Swings With Door)

EXCLUSIVE DISTRIBUTOR FRANCHISES AVAILABLE

SLAM BANG WITH PRICES

OUR LOSS IS YOUR GAIN

FILL THOSE SUMMER LOCATIONS AT OUR EXPENSE. OUR USED EQUIPMENT GUARANTEED TO LOOK LIKE NEW AND WORK LIKE NEW.

SOLD UNDER MONEY BACK GUARANTEE

New Music—We recommend Evans—Constellation only for beauty and mechanical perfection—It's tops, don't take our word—Try it 30 days, if it's not true just return it—Guarantee plan—Write or come in for information.

WRITE, WIRE OR PHONE
2-3326 OR 2-1648

NEW IN CRATES—CLOSE OUT

1 Chicago Coin THING, \$165.00
2 Chicago Coin THING, floor sample 150.00

USED GAMES

- 1 FIGHTING IRISH (Chicago Coin) . . . \$159.50
- 1 PUNCHY (Chicago Coin) . . . 174.50
- 1 Gottlieb JOKER . . . 154.50
- 1 Gottlieb DOUBLE FEATURE . . . 169.50
- 1 Williams SHOO SHOO . . . 89.50
- 1 Genco SOUTH PACIFIC . . . 64.50
- 1 Williams SARA TOGA . . . 145.00
- 1 Genco TRI-SCORE, floor sample . . . 145.00
- 1 Exhibit GUN PATROL . . . Write for price

USED SHUFFLE ALLEYS

- 1 Williams DOUBLE HEADER . . . \$179.50
- 1 Keeney DOUBLE BOWLER . . . 160.00
- 1 United SKEE ALLEY . . . 150.00

NOW DELIVERING UNITED ABC NEW UNIVERSAL FEATURE BELLS, write for price

FOR PENNSYLVANIA AND NEVADA ONLY

- 3 Slightly Used Feature Bells, ea. \$475.00
- 5 Used Bally Deluxe Draw Bells, ea. 175.00
- 10 Used Bally Double Up—Look Like New, ea. 295.00

IN STOCK NOW, BALLY DOUBLE UP AND DE LUXE DRAW BELL TOP GLASS, @ \$10.00 each—Six or More, \$8.95 each.

USED MUSIC—VERY CLEAN—OVERHAULED

- 10 Seeburg 147, Converted to 148 @ 3365.00 each
- 5 Seeburg 148 @ 425.00 each
- 3 Seeburg 146 @ 250.00 each

WILLIAMSPORT AMUSEMENT CO. 233 West Third Street, WILLIAMSPORT, PA.

SUMMER CLOSE-OUTS

ARCADE

- Star Series . . . \$100.00
- Dale Gun, Late . . . 75.00
- Pace Auto Racer . . . 75.00
- Spot Lite Game . . . 25.00
- 2-Ball Pool Table . . . 100.00
- Edelco Pool Table . . . 50.00
- Evans Super Bomber . . . 50.00
- New ABT Guesser . . . 125.00
- Scale . . . 125.00
- New United 2-Player . . . 125.00
- Hockey . . . 125.00
- Tobco Vibrators . . . 35.00

CONSOLES

- Keeney 5/5 Bonus, \$150.00
- Bally DeLuxe . . . 100.00
- Bally Red Button . . . 75.00
- Bally Wild Lemon . . . 150.00
- Bally Spot Bell . . . 250.00
- 5 Citations, 1 Ball, 100.00
- 1 Photo Finish . . . 150.00
- New Vest Pocket . . . 50.00
- Used 5c QT . . . 50.00
- Columbia Slot, Late . . . 50.00

Used 50c Mills Black Cherry

- Used 10c Mills 3/2, 10c . . . 200.00
- Used 25c Mills Black Cherry . . . 125.00

ALLEYS, ETC.

- Speed Bowler . . . \$ 75.00
- Shuffle Champ . . . 100.00
- 1015 Wurlitzer . . . 225.00
- Big Leaguer . . . 150.00
- Double Header . . . 100.00
- Bowlette . . . 25.00
- New Shoo Shoo . . . 175.00

NEW 5 BALL PLAY BALL \$99.50

TERMS: 1/3 DEP., BAL. C.O.D. WRITE FOR COMPLETE LIST OF PREMIUMS.

JACK KAUFFMAN

Trading as K. C. Vending Company

10 MARKET ST., PHILADELPHIA 2, PA. Market 7-6391—Market 7-6865

18 FT. SHUFFLEBOARDS

Good Condition \$39.50

BRAND NEW 22 FT. SHUFFLEBOARDS

with new maple top—complete \$109.50

Chrome Pucks, highly polished, set of eight . . . \$5.50

Fluorescent Lights—set of four . . . 7.60

Fast Wax—case of 24 . . . 4.75

FULLERTON TRADING CO. 7 W. FULLERTON CHICAGO 47, ILLINOIS Phone DI 2-2424



CREATORS OF DEPENDABLE PLAY APPEAL!

4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

Subscribe Now!

ONE YEAR \$10

52 BIG ISSUES

Including 8 Special Issues

BILLBOARD Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose understand this will include at least 8 Special Issues.



Sensationally New . . . Completely Different Novelty Hit!



NEW EXCITING ACTION 10 BALLS—5 CENTS

VERY FAST...game plays in half time ordinary pin games. Many shots best made shooting 2 or 3 balls at a time. Players love it. TREMENDOUS LAST BALL SUSPENSE.

NEW 4-STEP TILT FEATURE

Gives player 4 chances to use old-fashioned body english.

NEW PLASTIC WHIP SPRINGS

NEW SCORING BALL TRAPS

NEW SEQUENCE SCORING FEATURE

Progressive from No. 1 Trap to No. 7 Trap

NEW VARIED PLAYER APPEAL

Competitive or Free Play

NEW INDIRECT PLAYFIELD LIGHTING

IDEAL FOR DARK SPOTS

POPULAR NOVELTY SIZE 24 in. by 48 in.

STADIUM is packed with loads of new features never before built into any game. There's nothing else like it. Protect your spots now...get STADIUM on location at once. See your nearest distributor today!

COMO MANUFACTURING CORPORATION

5013-5025 N. KEDZIE AVE., CHICAGO 25, ILLINOIS PHONE INdependence 3-7600

End Your Coin Chute Worries With HEATH'S DROP CHUTE AND SWITCH

\$3.50
Each



No more service calls from switch trouble.
Replaces Drop Chute on any game.
Trouble free, easy to install, used by most manufacturers.

Available in 5c-10c or 25c play.
(Also two plays for a Dime Model—Write.)
Limited stock—Order now for duration of emergency.

HEATH DISTRIBUTING COMPANY
245 THIRD AVENUE
MACON, GEORGIA

Let Today's TOP TUNES

HELP YOU SELL!
The top 20 tunes each week from The Billboard



The Billboard
2160 Patterson St., Cincinnati 22, Ohio
Until further notice please print and ship copies of TODAY'S TOP TUNES for which I enclose \$

Weekly Twice Monthly Monthly
Send cash and we pay postage

IMPRINT AS FOLLOWS

Quantity	Price
50	\$ 1.00
250	3.50
500	5.50
1000	9.50
2000	18.00
5000	42.00

PLUS POSTAGE

NAME
ADDRESS
CITY AND STATE PHONE

Ordered by

Coinmen You Know

Chicago

Ray Cunliffe, head of the Illinois Recorded Music Association, reports the advance ticket sale for the second annual Juke Box Day at Glen Eagles Country Club is way ahead of last year. The July 12 outing, which will find not only operators but distributors and manufacturers in attendance, starts off with a golf tournament, which will be followed by a banquet and entertainment at the club.

First Distributors' toppers **Wally Finke** and **Joe Kline**, who last week were given two more States, Wisconsin and Iowa, by Chicago Coin for its Hit Parade counter-model juke, report they are now setting up a series of showings thru that territory, which one of the partners as well as a road man will conduct. Meanwhile the firm has been selling premiums to the outdoor show business, **Mal Finke**, premium division head, reports. Firm has also been doing a big job on amusement games, and is also handling some export orders received in recent weeks.

On the manufacturing front, United reports its production lines humming on both the A-B-C pin game and the Five-Player Shuffle unit—both of which have been increasing in demand throughout the country. **Billy DeSelm**, general sales manager, says orders written during the recent

distributors' meeting here are already on the way, and repeat orders from all parts of the country are being filled daily. With all the activity, **Herb Oettinger**, comptroller, is finding it difficult getting in some golf these days.

Joe Caldron, head of Trans-World Trading Corporation, and head of the export activities for Ristaurat, reports he has started his first overseas shipment on the new S45 Ristaurat. **Joe Cohen**, general manager of the manufacturing firm, advises that shipments to domestic distributors have started from the firm's Appleton, Wis., headquarters, and will increase in tempo in the coming weeks.

Clayton Nemeroff and **Charlie Pieri**, Monarch Coin execs, report a pick-up in the used machine business in recent weeks. Both are busy with Evans' Constellation, for which Monarch has distribution rights in Northern Indiana. Mailings on the music machine have been made to ops in that area, and an in-person campaign will start soon.

Vic Weiss, **Billy Knapp** and **Julian Crum**, Allied Coin Machine Company execs, report the new headquarters are still being decorated, but all stock has now been moved, and traffic at the new location is up more than 50 per cent. Firm has already increased its inventory of games and premiums by 28 per cent, Crum reports, and is continually adding to its premium line.

Marvel reports orders for its E-Z Bowl conversion unit coming in from all parts of the country. **Ted Rubenstein**, firm topper, says

For a FAST CONTROLLED GAME

SLICK Shuffleboard WAX

CONTAINS NO PLASTIC
PROVED 65% Less Abrasive

PLAYERS prefer a smooth, accurate SLICK-waxed board.
OWNERS profit by triple-life SLICK gives to Shuffleboard tops.
SHORT-TABLE players like speed and accuracy SLICK leaves on shorter playing surfaces.

SLICK "SPEED COAT" Finish
NEW Polishing Wax and Cleaner for a tough, scuff-proof finish. Wipes on lightly, without rubbing. Speeds boards up 50%. Use with SLICK Shuffleboard Wax.

Sold thru Distributors Only—Territories Open

THE SLICK SHINE CO.
207-15 ASTOR ST., NEWARK, N. J.
Manufacturers of Quality Waxes, Polishes and Cleaners Since 1901

SHAFFER SUMMER SPECIALS

Good buys in better used equipment

Here's good used equipment that will give you good service for many years to come... at rock bottom prices that save you more money today. Every machine is in exceptionally fine condition. Phone, wire or write your order at these special low prices.

EXTRA SPECIAL
Wurlitzer "1250" Only \$475

Here's your chance to pick up Wurlitzer "1250s" in excellent condition at a special reduced price.

LATE MODEL PHONOGRAPHS

Completely Reconditioned — Ready for Your Locations

Smart, attractive appearance. Mechanism completely reconditioned, worn parts replaced, amplifier reconditioned, tone arm reconditioned or replaced.

SEEBURG	146-M	ROCK-OLA
148-ML \$375.00 \$225.00	"1426" \$199.50
148-SL 325.00	H-246-M	"1422" 139.50
H-148-M	Hideaway .. 200.00	AMI
Hideaway .. 275.00	146-S 200.00	Model "B" .. \$425.00
147-M 275.00	H-146-M 200.00	PACKARD
147-S 235.00	WURLITZER	Manhattan .. \$149.50
147-SA 225.00	"1100" \$375.00	Model "7" .. 79.50
H-147-M	"1015" 229.00	AERION
Hideaway .. 225.00	"1080" 229.00	"1207-A" ... \$129.50
		"1200-A" 69.50

PRE-WAR PHONOGRAPHS

Guaranteed in Good Working Order

SEEBURG	Classic	"616"
Lo-Tones \$69.50 \$39.50 \$39.50
Hi-Tones 59.50	Vogue 39.50	ROCK-OLA
'41 RC Special 69.50	Gem 39.50	Commando \$49.50
Envoy 49.50	WURLITZER	Master '40 39.50
Colonel 49.50	"750" \$89.50	Super '40 39.50
Casino 39.50	"700" 69.50	'39 Deluxe 39.50
Commander 39.50	"950" 69.50	'39 Standard 39.50
Regal 39.50	"600-K" 49.50	MILLS
Royal 39.50	"800" 69.50	Throne \$39.50
	"500" 49.50	Empress 39.50

SPECIALS IN WALL BOXES

SEEBURG	W1-L56	"3045"
3W7-L56 \$54.50 \$24.50 \$12.50
3W5-L56 54.50	PACKARD	"3031" 12.50
W4-L56 49.50	Hi-Chrome \$15.00	"3025" 12.50
W6-L56 49.50	Satin 12.50	AMI
3W2-L56 29.00	WURLITZER	5c \$39.50
	"3020" \$39.50	5-10c 39.50
		Stepper 35.00

TERMS: 25% CERTIFIED DEPOSIT, BALANCE C.O.D. ALL ITEMS SUBJECT TO PRIOR SALE

SHAFFER MUSIC CO.

COLUMBUS, OHIO
606 S. High St.

INDIANAPOLIS, IND.
1372 Capitol Ave.

CINCINNATI, OHIO
2333 Gilbert Ave.

Vital Statistics

Marriages
Paul Cantor and Selma Parkoff in Brooklyn Thursday (14). Bride is the daughter of Oscar Parkoff, co-owner, Atlantic-Pennsylvania Corporation.

Births
A daughter to Ann and Herb Semel at Doctor's Hospital, New York, Tuesday (19). Herb and his father, Jack Semel, operate coin machines in New York.

Deaths
Morris Hankin, 49, Atlanta coin machine distributor, at his desk following a heart attack Thursday (21). Funeral services at Ahavveh Achim Synagogue, Atlanta, Friday (22). Survived by his widow, Sadie, and a daughter, Natalie.

FOR SALE

6 late Seeburg Bear Guns, like new \$295 each; one Chicago Coin Bowling Alley, \$50; 5 Flipper Tables, \$15 each; one Under Raiders, \$45.

Probasco Coin Company
447 Newport Blvd.
Costa Mesa, California
Phone: Beacon 6668

ONE-BALLS

AT GIVEAWAY PRICES—NEW & USED

For Immediate Delivery
United A-B-C, Universal 5 Star, Universal Winners, Bally Turf King, Futurity, Bally Bright Lights, Coin Horse Chores, Williams Super Series. Write for price.

5 new Phonographs in original crates. Write for price.

FRANK SWARTZ SALES CO.
515-A Fourth Avenue S.
Nashville 10, Tenn.
Phone 4-8571.

UNITED EXPRESS \$69.50
Excellent Condition

UNIV. TWIN BOWLER \$129.50
FLYING PINS Top Condition

22 FT. ROCK-OLA SHUFFLEBOARDS \$119.50
Good Condition

SHUFFLE GAMES
Nationwide Baseball—8 Ft. Shuffle Game \$49.50
Chi. Coin Trophy Bowl 155.00
Chi. Coin Bowling 149.50
Classic 149.50
Daily Speed Bowler 139.50
Univ. Twin Bowler 95.00
Exh. Shuffle Bowl 59.50
Conversion 39.50
United Shuffle Alley 99.50
Exhibit Strike 99.50
Genco Baseball 99.50
Wms. Double Header, floor sample 169.50

SPECIAL!
UN. SHUFFLE ALLEY WITH FLYING PINS \$49.50

SHUFFLEBOARD SUPPLIES
Fast Wax, case (12)
Pucks (Set of 8)
Score Sheets, 10 pads
Shuffle Game Wax, case (12)
Fluorescent Lights, pair
Used Wall-Type Scoreboards
Premiums! Write for

4322 N. Western
Chicago 18, Ill.
Juniper 8-11

PURVEYOR SHUFFLEBOARD CO.

USED KEENEY 2-WAY and 4-WAY BOWLING UNITS FOR SHUFFLEBOARDS

No. Indiana Operators—Contact Us for NEW EVANS' CONSTELLATION PHONOGRAPHS

WE REBUILD PANORAMA PROJECTORS Guaranteed!

WANT PANORAMS TRADE or CASH

SPECIAL! "POP" CORN SEZ 10c VENDORS WRITE

WANT Key Boy Two and Four-CASH or TRADE

Write for Complete List of All New and Used Equipment and C

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARmirage 6-1434) CHICAGO 22, ILL.

Shipments are now going out immediately, as a stepped-up production schedule allows it possible to catch up with the backlog of orders which had piled up.

Rock-Ola Manufacturing, a major producer of music machines, stole a lot of the thunder at the big furniture show here last week when it introduced a new line of modern table-bar combinations. Art Weinand, vice-president in charge of sales, reports the new line is going to be shown on television, via a show sponsored by a department store in Philadelphia, and also is scheduled for other publicity breaks on video shows thruout the country. Meanwhile, firm's Rocket 51-50 phonograph is being used in many areas to test dime play, Weinand reports. The machine is easily converted to the higher price.

Business at World Wide Distributors continued to increase and Boss Al Stern plus top staffers, Len Micon and Monty West, had their collective hands full handling reorders on new and late-model games. Micon says response to Exhibit's Gun Patrol also has been gratifying. Mark (Buddy) Stern, son of Al, was graduated from Senn High last week. Arcades in this area are reporting increased trade over last year at this time despite a bad break in the weather.

Over at Como Manufacturing the good news on Stadium, the novelty game, continues in high gear. Abe Green, Runyon Sales, Newark, N. J., reports interest in the game mounting. Meanwhile from the Chris Novelti headquarters, Baltimore, Virgil Christopher says the Stadium makes a good running mate for Bally's Bright Lights. Lucille and Paul Laymon, Laymon Distributing, Los Angeles, reports ops are enthused over results of first Stadium games on location there. King Pin Distributing, Detroit and Kalamazoo, Mich., has received first shipments of the new Como product, J. R. Pieters advises.

At Universal Industries, Mel Binks and Bill Ryan have been hosting a steady run of out-of-town visitors the past two weeks. Last week the traffic was partly due to the NCMDA meeting but this week Ryan reports that the boys were dropping in because of reorders on the 5 star game. Firm has expanded its line facilities in an effort to keep up with demand.

Roy McGinnis, president of J. H. Keeney & Company, reports demand for the new type five ball, lite-a-Line game is strong and growing. Firm is making steady progress in the TV line, he adds. Latest is comprehensive tests on ceiver which shows true picture of the area 125 miles from actual

Ford Sebastian, Exhibit Supply, states the 50th anniversary celebration promotions have won praise from distributors. Frank Mencuri was on a flying road trip. Demand for small and big coin-operated horses and Gun Patrol continues to bring smiles to firm officials.

Sam Lewis, Chicago Coin Machine Company, has completed two extensive road trips which included stops in many Midwest and Southwest cities and the East Coast. He says firm's confidence in its Horse Shoes game has been proven sound and refers to new operator friends made by the skill game.

At D. Gottlieb & Company, Mermaid outfit is going smoothly and game has attracted steady repeat orders. Dave Gottlieb and his wife celebrate their 25th wedding anniversary at the Drake Hotel June 27 with a good cross section of Who's Who in the trade expected to be on hand. Empire Coin Machine Exchange is making steady progress in the export as well as domestic fields. Gil Kitt, owner reports. Meanwhile, Roadman Stanley Levin is setting up a trip for summer business and Howie Freer is busy with the paper work on the overseas shipments.

New York

Ben Becker, Bally regional director, returned early last week from a successful Canadian sales trip. He stayed only long enough to clean up a few details before taking off on a tour of Pennsylvania. Louis Nekos, of Kingston's Nekos Vending, and his associate, Neil LeFevre, were in town last week on a shopping trip.

Harry Berger, of West Side Distributors, has relocated his parts department near the front of his coinrow store. The department adjoins the desk of Lester Paul, who handles West Side's premium business. Paul reports a rush on plastic fishing rods. Anthony Caruso, president, Eastern Electric, came in from New Bedford, Mass., for confabs with his sales representatives, Murray and Bill Wiener.

The Manhattan portion of Al Ferber's route, Ferber Automatic Music, has been sold to Ray Knoss, of Arrow Music. Word is that the balance of the operation soon will be transferred, with a prominent Brooklyn operator said to be on the inside track. Ferber was recalled to active military service recently.

Oscar Parkoff's daughter, Selma, was married Thursday (14) to Paul Cantor at the Park Manor Hotel, Brooklyn. The bridegroom, a recent graduate in accounting, (Continued on page 136)

EMPIRE

Brand New Closeout
**WILLIAMS
DOUBLE
HEADER
\$175.00**

E-Z-BOWL
Convert your shuffleboards into fast, profitable rebound shuffle game. Official bowling scoring.
\$179.50

UNITED'S
A-B-C
3-COIN
Greatest 5-ball free-play game ever made! Excl. in Ill. and Mich.

UNIVERSAL'S
5-STAR
5-COIN
9 ways to win on each of 5 cards. It's terrific for free-play territories! In stock!

SUMMER SPECIALS!

SHUFFLE GAMES

NEW
GENCO SHUFFLE TARGET, 10 FT.
CHICOIN SHUFFLE HORSESHOES, 8 FT.

Univ. Bowl-o-Matic, 18' Universal High Score Bowler
United 5-Player Keeney League Match Bowler United Skee Alley Universal Shuffle Tournament

RECONDITIONED

United 4-Player	\$295.00
Un. Double SA Express Rebound	229.50
United Shuffle Sluggo	159.50
United 2-Player SA Express	199.50
United Single SA Rebound	199.50
United Double Shuffle Alley	79.50
UNITED DOUBLE SHUFFLE EXPRESS	74.50
United Super Shuffle Alley	49.50
United Shuffle Alley	39.50
With Disappearing Pin Conversion	59.50
Universal Super Twin Bowler	164.50
Chicoin Bowling Alley	64.50
Chicoin Bowling Classic	140.00
Chicoin Trophy Bowl	135.00
UNITED TWIN REBOUND	250.00
Bally Shuffle Bowler, 9 1/2'	44.50
Bally Speed Bowler, 9 1/2'	79.50
Nationwide Shuffle Pool	44.50
Gottlieb Bowlette, 63"	69.50
Keeney ABC Bowler	69.50
Wms. Double Header	134.50

5-BALLS

NEW
Bally Bright Lights
Chi. Coin Thing
Gott. Mermaid
Genco Hits & Runs
Como Stadium
Genco Tri-Score
Chi Play Ball
Wms. Snooks

Harvest Time	\$149.50	Gondola	\$64.50
Hot Rod	149.50	Barnacle Bill	64.50
Oasis	149.50	One-Two-Three	59.50
Playland	144.50	Swanee	59.50
Rocket	139.50	Grand Award	59.50
King Arthur	129.50	Sally	54.50
SHANTYTOWN	119.50	Serenade	54.50
Canasta	119.50	Magic	54.50
3 Musketeers	119.50	Puddin' Head	54.50
South Pacific	119.50	Rainbow	54.50
Maryland	114.50	Blue Skies	54.50
Be-Boq	114.50	Ramona	54.50
TAHITI	109.50	Merry Widow	54.50
Oklahoma	109.50	Ali Baba	49.50
Boston	104.50	Jack 'n' Jill	49.50
Utah	99.50	Moon Glow	49.50
Selectcard	99.50	Humpty Dumpty	49.50
Doublecard	94.50	Trinidad	49.50
Aquacade	94.50	MARDI GRAS	49.50
Sharpshooter	84.50	SHANGHAI	49.50
St. Louis	79.50	Speedway	49.50
Dallas	79.50	Cinderella	49.50
MAJORS OF '49	79.50	Sunny	49.50
Buttons & Bows	79.50	Stormy	49.50
Telecard	79.50	Rondeevoo	49.50
Just 21	79.50	Yanks	49.50
Big Top	79.50	Monterrey	49.50
3 Feathers	79.50	Robin Hood	49.50
Super Hockey	79.50	Star Dust	49.50
Black Gold	69.50	SUMMERTIME	49.50
Harvest Moon	69.50	Tennessee	49.50
Floating Power	69.50	Morocco	49.50
Buccaneer	69.50	Catalina	49.50
TEMPTATION	64.50	Trade Winds	49.50
		Wisconsin	49.50

ARCADE

Midget Movies	Write	Bal. Heavy Hitter & Stand	\$59.50
Strikes & Spares	Write	Un. Shuffle Skill	44.50
Latest Model	\$175.00	Keeney Texas Leaguer	59.50
Chi. Coin Pistol	149.50	Chi. Coin Bango	49.50
Target Master Pistol	109.50	Total or Advance Roll	39.50
Ray Gun, New	109.50	ABT CHALLENGER	24.50
TELEQ & FILM	119.50	Gott. 3-Way Gripper	22.50
Wms. All Stars	109.50	Acme Shocker, New	24.50
Jack Rabbit	109.50	Hit-a-Homer, New	24.50
Chi. Coin Goalee	99.50	Exh. Six Shooter	Write
Scientific	99.50	Exh. Gun Patrol	Write
Pokerino	89.50	Un. Team Hockey	Write
Exh. Shuffle Bowl	89.50	Wms. Super World Series	Write
EXHIBIT DALE GUN	84.50	(Crating \$5.00 extra)	
Mercury 13-Way Ath. Scale	69.50		
Chicken Sam, Reb.	109.50		
Poker and Joker	49.50		
GENCO GLIDER	44.50		

VENDERS

SMOKESHOP 612

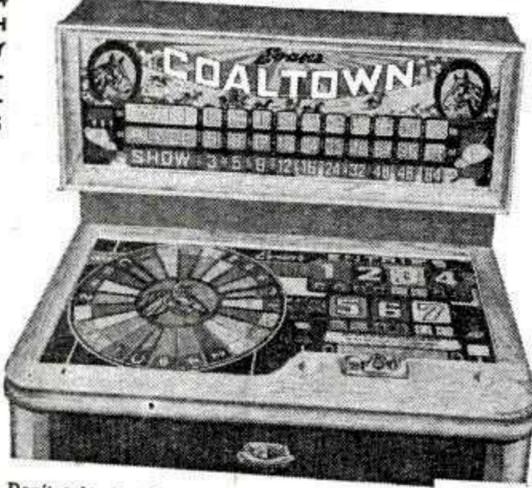
CUSTOM	\$229.50
ROYAL	219.50
REGAL	14.50
Acorn Vendor, 1e or 5e	14.50
Acorn 5e Charm	16.50
Atlas 5e Bantam	16.50
Frantz Scale	115.00
Silver Kings	13.95
S.K. Hot Nut	29.95
N. W. 49, 1e or 5e	17.35
72-Bar U-Select-It	49.50
De Luxe, 1-5e	24.50
N. W. Tab Gum	25.95
33 Ball Gum	7.50
Freshway Refrig. Sandwich	Write

MUSIC

Constellation, Band-Box, AMI Model C.	\$275.00
Wurlitzer 1015	\$275.00
Wurl. 1017 Hideaway	259.50
Wms. Music Mite & Stand	Write

EVANS' COALTOWN

Greatest Free Play Game Ever Built!
Especially Adaptable for Free Play Territory



UP TO 4
AS MUCH
ORDINARY
BY AC-
TEST
THESE!
GUARANTEED
ODDS OF
for 1—
first 4 coins
with additional
ity of higher
PROVER"
REPLAY
H SCORE!
RA
RIES—
5 selections
PLAY!
SHING
ACTION!
OR 25c
SINGLE
TRY.
CABI-
DISTRIBUTORS: Distributorship available in some Free Play Territories.

Don't take less! COALTOWN takes in not a few coins, but as many as player desires to improve his Odds and Entries. When player has obtained desired Odds and wishes to improve his Entries, the Odds Holding Button, when pushed, will hold the Odds. Additional coins may be inserted until desired Odds are obtained. Multiple Coin play at its best—and most profitable.

ORDER COALTOWN FROM YOUR DISTRIBUTOR OR WRITE FACTORY DIRECT

C. EVANS & CO. 1556 W. Carroll Ave. Chicago 7, Illinois
SEE EVANS' CONSTELLATION AD ON PAGE 123

DIGGERS

Hollycrane, New	\$895.00
Exh. Merchantman	99.50
HOLLYCRANE	395.00
Muto. Crane	119.50
Exh. Rotary Claw Mdsr.	175.00

WANTED

Turf Kings
Exh. Rotary Pusher
Merchandisers

FEATURE OF THE WEEK

NEW KICKER & CATCHER
1c Counter Skill Game..... \$27.50

HOLLYCRANE—
New or Reconditioned..... Write

WMS. MUSIC MITE & STAND,
Brand New..... Write

CONVERSIONS

Disappearing Pin Conversions	
JNIV. TWIN BOWLER	\$49.50
CHI. BOWLING ALLEY	
Rebound Conversion for	
BAL. SHUFFLE ALLEY	39.50
UN. SHUFFLE BOWLER	
Disappearing Pin Conversion for	
UNITED BALLY and GENCO	
SHUFFLE GAMES	89.50
UNITED Dis. Pin Conv. for Shuf-	
tle Alley, Used	29.50

1-BALLS

Champion	\$195.00
Photo Finish	175.00
CITATION	134.50
Gold Cup	84.50
Jockey Special	64.50
Special Entry	64.50
Victory Special	49.50
Turf King	Write
Winner	Write

One-Half Deposit With Order, Balance C.O.D. or Sight Draft.

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. CHICAGO 22, ILL.

Coinmen You Know

Continued from page 135

leaves soon for the Army. Oscar Parkoff is co-owner of the Atlantic Pennsylvania Corporation. . . . George Briggs, local op, has opened his summer place in Long Beach and now commutes daily.

Bert Lane, in town to check on the progress of Genco's Shuffle Target, left last week for Chicago. He will then return to Florida where he has established a flourishing route of coin pool tables.

Friends of Toby Halpern, of Tobern Music, were happy to learn that Mrs. Halpern is well on the road to recovery after a serious illness. She is convalescing in a Catskill resort. . . . Izzy Lutzker and Irv Klenetsky, of City Music, have moved their route headquarters to a Brooklyn office. They formerly shared space with Max Schiffman, of Premier, on coin-row.

Matty Forbes, director of the Cigarette Merchandisers' Association, headed the group of operators, equipment and supplier reps trekking to the Laurels, in Sackett Lake, N. Y., for CMA's 15th annual outing last week-end. . . . Sid Levine, national counselor for the Music Operators of America, left for Chicago Friday (22) on MOA biz.

Al Simon, factory agent for Chicago Coin, reports ops are re-ordering after receiving initial shipments of the firm's shuffle Horseshoes. . . . Dave Balk, executive assistant to Harold Cummings at Cadbury-Fry, flew to England last week for a tour of the firm's candy factories.

Pittsburgh

Stanley Dudzinski, of McKee's Rocks, Pa., keeps meticulously after his machines for cleanliness. If the location isn't too busy when he arrives, he gives the box a thoro cleaning right on the spot.

Morris Vinocur, Monarch Music Company, has been making a drive for stops capable of using new equipment. . . . Howard White, Automatic Merchandising, has put together a black-and-white sales brochure with pictures showing servicemen and machines to aid in the personal presentation of a sales talk.

George Sopira, partner in the Service-Rental Coin Machine Company, reports many tavern owners are installing \$40 boosters on their TV sets so they can pick up afternoon big league baseball games over Johnstown's TV station and thus bring more play into the taverns.

M. J. Ballinger, owner of Acme Vending Machine Company, reports a 40 per cent boost since last winter and some improvement over a year ago in coin management. Tavern owners are chine biz. Tavern owners are beginning to keep their TV sets turned off—because customers now can see the same show on their own TV at home—and are turning to music boxes.

Jack Martin, reported in serious condition in St. Thomas Hospital in Akron when the auto in which he was riding en route to Detroit was hit by a trailer that jackknifed into the car, is a brother-in-law to Heimie Martin, a former music op.

John Walsh, night mechanic for Pittsburgh Coin Machine Exchange and day mechanic for S & S Service Company, Etna, Pa., and for Ed Eckert at Rankin, Pa., left Thursday (14) for Detroit where his 80-year-old father is critically ill.

John Zanol, Reimersburg, Pa., reports his summer fishing locations are picking up considerably. Francis Markowitz, Westmoreland Amusement Company, says many 24-hour spots catering to night-and-day out-of-State traveling have picked up. . . . Traveling to Waterford Park recently for a day's outing were ops Bill Calig, Howard Degelman and Al Klodel, location man Nate Rosenthal; Ben Long, former op, and Sydney Reinwasser. Ben now is area representative for Temple Company of Philadelphia, selling premiums, prizes and novelties.

Hartford, Conn.

Connecticut State Coin Association, Inc., is gearing for an expansion move in membership with President Abe Fish disclosing plans to accept membership applications from music machine operators in the future. "We've only had game operators in the past," Abe explains, "and now with opening of our membership books to juke box men, I think we're going to increase our membership to over the 100 mark." Mrs. Mary Fish, Abe's mother, is returning home to Hartford from Arizona early in July, following a long vacation. . . . Tony Wilkas, West Hartford operator, is recuperating at his home, following hospitalization. . . . Another CSCA meeting is scheduled for June 28 at the Hotel Bond.

Leonard Berens, sales manager of the Columbia Records division of Stern & Company, has resigned to become general manager of Seaboard Distributors Corporation, coin machine distributors. He succeeds Ozzie Cavallo, who resigned to go into television in New York. Cavallo operated a defense plant during World War II with Ralph Colucci, owner of Seaboard. It's understood that Berens has purchased an undisclosed amount of Seaboard stock. "We're looking for additional coin machine lines, including cigarette vending machines, right now," Colucci said. . . . Colucci's wife and their twin 10-year-old boys, Ralph Jr., and Robert, will vacation at Cape Cod this summer.

Veeder-Root, Inc., manufacturer of counting and computing devices for coin machines, has reported consolidated net income for the period January 1 to May 20 amounted to \$757,296, or \$1.83 a share on the capital stock.

Los Angeles

Ivan Wilcox in town from Visalia, where he reports that business is good on amusement games. . . . Charlie Daniels, of Paul Laymon Company, took off on a three-week vacation. He headed for Indianapolis. . . . Mr. and Mrs. Fred Luchsinger, of Needles, in town to dodge the desert city's heat. . . . Ken Ferrier, of Oxnard, made one of his infrequent trips to town for music equipment.

Todd Faulker, better known as Kid Mexico, up from his Signal Hill territory. He is getting his machines ready for the summer rush. . . . Long Beach was represented on coin row this week by Garry Thompson, Johnny Kerschid and Charlie Cahoon. . . . Louis Dunn, who operated in Los Angeles for many years, is active in the June Lake area. . . . Merrill Knapp is visiting his daughter in Los Angeles. Wh she is in Southern California, her husband is carrying on his real business in Nogales, Ariz.

Tom Wall, Los Angeles opera and head of California Gam soon heads for Idaho to hunt a fish. Tom says that Idaho is old stamping grounds and he members when Sun Valley, the populace's summer resort. Larry Granfield, of County San Diego, in town for a visit, stopping off at National Reje

6 POINT DAVIS Guarantee
YOU CAN RELY ON A DAVIS BUY!
PHONOGRAPHS
 with the "FAMOUS DAVIS" Guarantee!

- MECHANISM OVERHAULED
- WORN PARTS REPLACED
- AMPLIFIER RECONDITIONED
- SPEAKER INSPECTED
- TONEHEAD RENEWED
- CABINET REFINISHED PROFESSIONALLY

WURLITZER	
1250	\$524
1100	379
1080	229
1015	229
"B"	AMI \$449
1426	ROCK-OLA \$199

SEEBURG	
148-ML	\$399
148M	379
147M	249
146M	299
H148M	Hideaway 269
H246M	Hideaway 229
H146M	Hideaway 229

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—Or With Davis 6 Point Guarantee for \$35 Additional per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special \$89	750 \$119	1422 Commander \$129
Envy 79	780 89	Empress MILLS \$39
Colonel 59	800 69	Deluxe '46 AIREON \$49
Major 59	850 59	PACKARD \$149
Hightone 59	500 59	Manhattan 76
Regal 59	600K 54	
Gem 49	600R 39	
	Victor	

WALL BOXES

SEEBURG	WURLITZER
3W5-L56, 5-10-25, 3-Wire \$49.00	3020, 5/10/15 \$39.00
3W2-L56, 5c, 3-Wire 24.50	125, 5/10/25 4-Wire 5.90
W1-L56, 5c, Wireless 19.95	120, 5c 4-Wire 4.50
DS-20-1Z, 5c, 3-Wire 6.75	
WS-2Z, 5c, Wireless 6.25	
A.M.I. 40 SELECTION \$39.00	
PACKARD PLA-MOR 13.95	

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. WE SPECIALIZE IN EXPORT TRADE

DAVIS DISTRIBUTING CORP.
 SEEBURG FACTORY DISTRIBUTORS
 738 ERIE BLVD. EAST • SYRACUSE, N. Y. • Phone 5-5194
 BRANCHES IN BUFFALO • ROCHESTER • ALBANY

Pucks (set of 8) \$ 7.00	Duck Pins \$139.50
Wax (case 24) 4.75	9 1/2' League Bowler 249.50
Used 22' Shuffleboard \$69.50 crating	Double Bowler 149.50
Used Maple Tops \$25.00 & Up extra	Bally Speed Bowler 75.00
Score Sheets, 10 pads \$ 2.50	Universal Twin Bowler (Jumbo Pins) 97.50
Fluorescent Lights (set of 4) 8.75	Chicago Coin Bowling Alley (Jumbo Pins) 97.50
New Wall Model Scoreboards 90.00	E.Z. Bowl (9', 10' or 11' (Jumbo Pins) 215.00
New Center Overhead Scoreboards 115.00	
2 Column Card Vendor With Stand (Mutoscope) 19.50	

MID STATE CO. 2369 MILWAUKEE AVE. CHICAGO 47, ILL. Ph. Dickens 2-3444

Fishing for That BIG Catch?
 Get Your Line on GOTTLIEB

MERMAID

There's ACTION in These Features!

1 TO 7 RESETTING BUMPER SEQUENCE Advances value of ROLL OVERS
 KICK OUT POCKETS and 2 HIGH SCORE BUMPERS

9 ROLL-OVER BUTTONS
 Open and close Gate and score points on control, when lit.

4 CYCLONIC BUMPERS
 3 "POP" BUMPERS
 —FLIPPERS . . .

Develop Super-INTENSIFIED ACTION on the field!

Laugh-getting play-building animation. Comic 3-dimension Fisherman in backboard shadow-box pulls up "biggest catch of the year" when points are scored!

ORDER NOW FROM YOUR DISTRIBUTOR

"There is no substitute for Quality!"

D. GOTTlieb & CO.

1140-50 N. KOSTNER AVENUE, CHICAGO 51, ILLINOIS

BUY DIRECT FROM FACTORY
 FLY-A-WAY PIN CONVERSION \$39.50
SCOREBOARDS
M & T SALES CO.

FOR UNIV. TWIN BOWLER, CHICAGO BOWLING ALLEY AND UNIV. SHUFFLE ALLEY Electric Motor Driven Matches Cabinet Des. Easy to Install & Strips and Spares Visible Center or Unit.

Coin Operated. Electric. Fits Shuffleboards, 5 or 10' play. Center Overhead \$115. Wall Model \$95.

2845 FULLERTON AVE. CHICAGO 47, ILL. Phone: Dickens 2-3444

AMI Write for List of All Types Machines
 Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"
SOUTHERN AUTOMATIC MUSIC COMPANY, INC.
 ESTABLISHED 1923
 735 S. Brook St., Louisville 3, Ky.
 240 Jefferson St., Lexington 2, Ky.
 129 W. North St., Indianapolis, Ind.
 1000 Broadway, Cincinnati, Ohio
 3011 E. Maumee Ave., Ft. Wayne

Service for the party H. O. Hedergott gave to mark his fifth anniversary in business here. . . . Stan Rousso, Western representative for Stoner, is back from a trip to San Francisco. . . . R. E. Smith, of Automatic Enterprises, now in his new location.

Indianapolis
Sicking Company, Inc., displaying Genco's Shuffle Target, which has attracted operators from over the State. Operators are coming in more frequently, according to Mrs. Lottie Berman, and the outlook for increased business is good. . . . Herman Grady, of the mechanical department at Sicking's, reports the arrival of a son at Coleman Hospital. Baby was born Tuesday (19). . . . Mrs. Berman is planning a trip to Canada with her son, Marvin, who will remain there for the summer. The mother will return after a brief stay.

Chick Crabtree, operator at Edinburg, Ind., was in stocking up on records at the Janes Music Company record shop. . . . James Peachey, who was formerly with Zimbar Music Company, and then in the U. S. Marines service, has returned to civilian life again and joined the Shaffer Music Company here. . . . J. I. McClelland, J. P. Seeburg, Chicago, was a visitor at Shaffer Music. . . . Abe Fleig, who has been seriously ill at Methodist Hospital here, is reported on the mend.

R. (Dick) Wagner, manager Cain-Cailloutte, Inc., Wurlitzer distributors, said "business has leveled off, and we are moving like boxes as usual." . . . More parking meters are being installed in urban locations at the request of businessmen. Indianapolis purchased an additional 2,200 meters recently. . . . Business is improving according to reports from leading operators, and collections are showing a steady increase.

Twin Cities
Lieberman Music Company led a successful two-day Wurizer service school Tuesday and Wednesday (19-20). Jonas Bessler, es manager, reported. Joseph dlicka, field service representative for Wurlitzer, from Northawanda, N. Y., was in the in Cities for the event which 60 operators and servicemen in the territory. The Lieberm firm played host to visitors, ng them up with hotel rooms, ing them food and conducting school at the company plant. ine was "birth" instead of de" month at Mayflower Nov- Company, St. Paul. James stianson, bookkeeper, was ing out cigars over the birth is first child, Stephen, June Mother is Arlene Christianson, ormer Mayflower employee. other blessed event was in family of Irv Kamin, emed in Mayflower's paint de- ment, whose wife also gave to a son. . . . Sid Levin, head parts department at Lieber- has his troubles. His wife be operated on within the few days at St. Mary Hos- Mayo Clinic, Rochester, for a back injury and will spitalized two weeks.

Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul, reports business holding up. He said operators have been coming in regularly on shopping trips. . . . Cigarette machines continue to move briskly from jobber to operator at Mayflower Distributing Company, Matt Engel, sales manager, reports. He said business generally is fair with a number of operators coming to town looking for equipment. . . . Dave Ziskin, of Dave's Distributing Company, Minneapolis, reports business is okay and that he is moving quite a few machines out these days.

Mr. and Mrs. Cecil Terveen, of Winona, Minn., mixed pleasure with business when they visited the Twin Cities on a shopping tour this week. . . . The same was true of Dick Henderson, of Willmar, Minn., and his wife. . . . Don Feruli, of Scoby, Minn., was in town buying equipment. . . . Ed Kubis, of New Prague, Minn., visited several offices looking at machines. . . . Walter Hugeback, of New Hampton, Ia., journeyed to this market last week, as did Kelly Diedrich, of Chaska, Minn.; Charles Copacek, of LaCrosse, Wis., and Dick Hendel, Worthington, Minn. . . . M. M. (Doc) Berenson, Mill City coinman who is getting back on his feet after a recent illness, was honored by friends at a party at the Radisson Hotel.

Detroit
The new Ernest J. Dossin School is being officially dedicated by the city. Educational addition is named after the father of Walter and Roy Dossin, head of a beverage vending operation. . . . John C. Westerdale, of Shuffleboard Secretarial Service, is planning preliminary organization of the second year of league play in Detroit. He expects to get an early start in July on organization plans.

James Curtis, manager of Detroit Shuffleboard Sales & Service Company, reports shuffleboard sales continuing at a steady pace, with a new feature developing—trade-in of older boards, as operators, sold on the possibilities of board operation on their routes, decided to give their better locations the latest in new model equipment. Harry Taylor, not named in the original records, is a partner in Detroit Shuffleboard, as is Nate Comisar.

Russ Shaffer, of Wayne, reports business holding up satisfactorily on his shuffleboard route, instead of the usual slump expected every summer. . . . Robert Baungartel is a new addition to the shuffleboard operation field, with headquarters in Redford. He is starting out with a route of 22 boards. His previous business experience has been in engineering work.

Milwaukee
Joe Hupfer, Butte des Morts game operator, spent a day making the rounds of local distributors recently. He ordered Five Players and William's Baseball games from Sam Cooper at Paster Distributors headquarters. Hupfer reports that the past few weeks have marked the beginning

of heavy traffic thru the Northern Wisconsin territory. Making the trip with Hupfer was Oshkosh music op Nick Gluth, who stopped in at the Sam London Seeburg distribution plant to check on 100 player deliveries and also a fast visit to Radio Doctors for some late waxings. Dime play, according to Gluth, has not yet had a test in the Oshkosh region.

Doug Opitz, secretary, Wisconsin Phonograph Operators mailed out notices of the coming meeting of the membership on July 9 at the Commercial Hotel in Eau Claire.

The basement warehouse and showroom of Metro Amusement firm is being put into final shape for customer traffic by Melo Curro. He claims that with the pending shortage of metals for consumer goods, a large number of ops will be shopping around for usable game equipment.

G. & W. Novelty toppers, Herb Wagner and Glenn Gaeike were pleased with the sizable response they got from their recent offering of their ice cream bar route equipment for sale. Calls and letters came from all parts of the nation and they are proceeding with negotiations.

Two lads with the surname of Wagner are routemen at the G. & W. Novelty firm in South Milwaukee. Elmer Otto Wagner is known among his fellow workers and stops as an expert fisherman; while Buddy (Crash) Wagner is gaining notice as a daredevil driver. Buddy has invested in a late model Kaiser auto so that he will be able to enter the stock car races at Fair Park this season. Cheering him on will be his boss, Herb Wagner, who never misses a racing event if he can help it.

Jerry Friebert is filling in during the absence of Stu Glassman at the Radio Doctors wax emporium. Jerry has the benefit of several years of part-time experience at the store's Third Street branch outlet.

The first dime play attempt on the L. R. Distributors route was set up by routeman Charles Story. Topper Les Reder is watching results here with an anxious eye and says that if his initial price upped spot pans out, he will follow up gradually with more of the same.

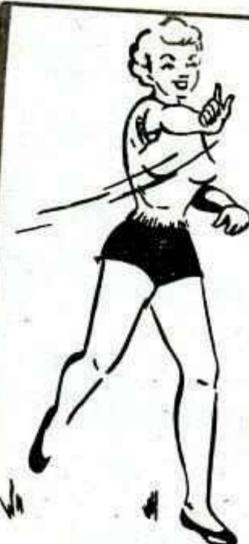
Alice Antczak, in charge of wax at the Banaco Music stronghold on the South Side, reports the pace leading record on their boxes to be the sultry waxing of "I'm in

Love Again," by April Stevens. Otherwise, Alice reports things rather uneventful, with no attempts as yet being made to swing into the dime price category.

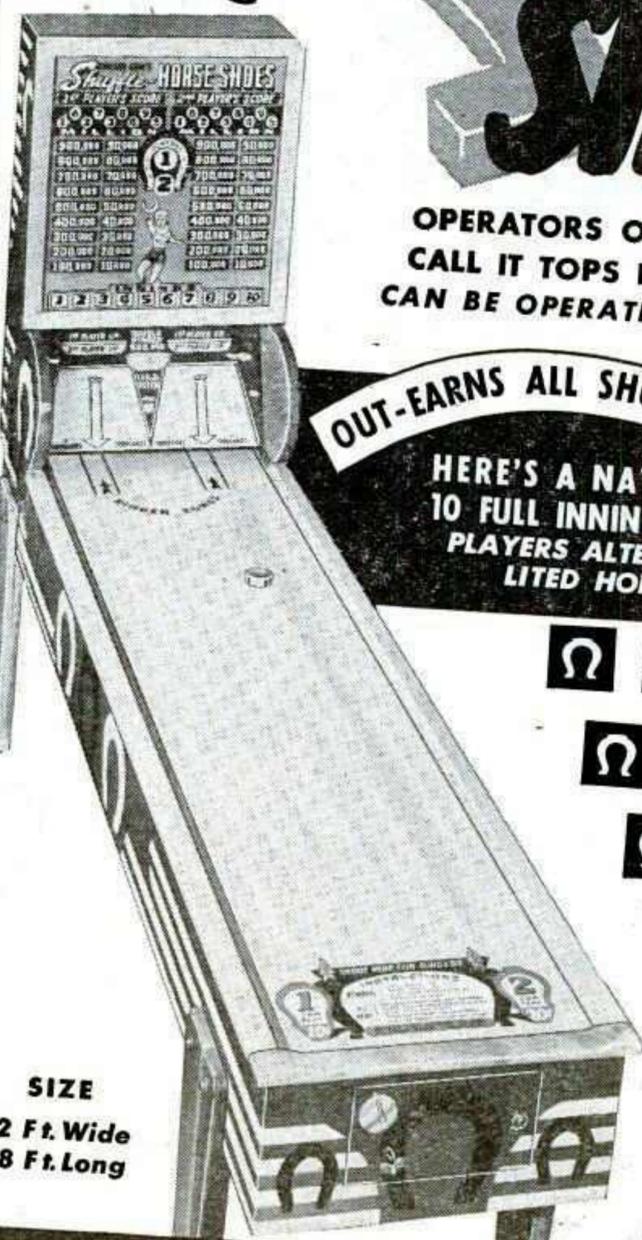
Alex Calarco is the name of the new routeman now undergoing six weeks of training at P. & P. Distributors. Bob Puccio, fully recovered from a bout with some stubborn flu germs, is back in the old harness once more. Bob and partner, Joe Pelligrino report that purchase of new equipment is being held in abeyance until they get the final reports on the tavern license switching which normally disrupts the local scene each year at this time.

Philadelphia
Marvin Stein, manager of Atlantic New York Corporation, became the father of twins when his wife, Cecelia, gave birth to a girl and a boy Tuesday (19). The babies were named Phyllis Ellen and Carl Steven. . . . Max Brown, of the Philadelphia Coin Machine Exchange, listened this week to Ed Manchel, of 20th Century Amusement, tell of his recent vacation in High Point, N. C. . . . Harry Hunn, of Scott-Crosse, is in Jewish Hospital, being treated for a gall bladder ailment.

MORE PLAYS MEANS MORE PROFITS WITH



Chicago Coin's
NEW SHUFFLE-TYPE GAME
HORSE-SHOES



OPERATORS OF TEST LOCATIONS
CALL IT TOPS IN SHUFFLE GAMES
CAN BE OPERATED IN ALL 48 STATES

OUT-EARNS ALL SHUFFLE-BOWLING GAMES

HERE'S A NATURAL SPORT THEME
10 FULL INNINGS OF THRILLING PLAY
PLAYERS ALTERNATE SHOOTING AT
LITED HORSE-SHOE STAKES

MAKE RINGERS—
DOUBLE RINGERS

10c & 20c PLAY
1 OR 2 PLAYERS

COMPETITION
SKILL—SPEED

EASY SERVICE
FEATURES

PLAYER
APPEAL

SEE "HORSESHOES"
AT YOUR
DISTRIBUTOR
TODAY

SIZE
2 Ft. Wide
8 Ft. Long

CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

T & L DISTRIBUTING CO.
SUMMER SPECIALS

MUSIC	
STEREO #1015's	\$230.00
#7 Hideaway	230.00
	110.00
	48.00
	29.50
	29.50
Model 147-M	250.00
Way	150.00
nes, Hi Tones, 8800,	
OO, Envoys (some Re-	
e Control)	48.00
Counter Model	71.50
ones	29.50
WALL BOXES	
#3020 Wallboxes	\$39.50
#3025 Wallboxes, new	24.50
#3031 Wallboxes, new	24.50
c-10c-25c 1947 3-wire	
less wallboxes	48.50
c 1947 3-wire and	
wallboxes	25.50
OOT THE BEAR Guns	\$335.00
1/3 Deposit With Order, Balance C.O.D. or SD/BL.	

ONE BALLS, FREE PLAY

CHAMPION, Bally	\$145.00
PHOTOFINISH, Universal	115.00
CITATION, Bally	97.00
JOCKEY SPECIAL, Bally	45.00
HOT TIP, Keeney	29.50
BALLY HOT RODS	\$99.50

BOWLING GAMES
(*With disappearing pins)

United 2-player SHUFFLECADE	\$195.00
Chicago Coin BOWLING ALLEY	59.50
**United Deluxe SHUFFLE ALLEY	59.50
**United SHUFFLE ALLEY EXP.	79.50
**Universal SUPER TWIN BOWLER	119.50

FIVE BALLS

Genco SCREWBALL	\$39.50
Gottlieb BARNACLE BILL	49.50
Gottlieb CINDERELLA	29.50
Gottlieb HUMPTY DUMPTY	29.50
United MANHATTAN	29.50
United CAROLINA	39.50
Williams SPEEDWAY	39.50
United RAMONA	49.50

T & L DISTRIBUTING CO.
AL PARKWAY
MAIN 8751
CINCINNATI 14, OHIO

DON'T MISS OUT

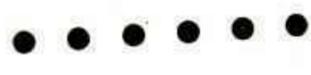
—avoid regrets

GRAB!

this GOLDEN OPPORTUNITY

NOW

while you can



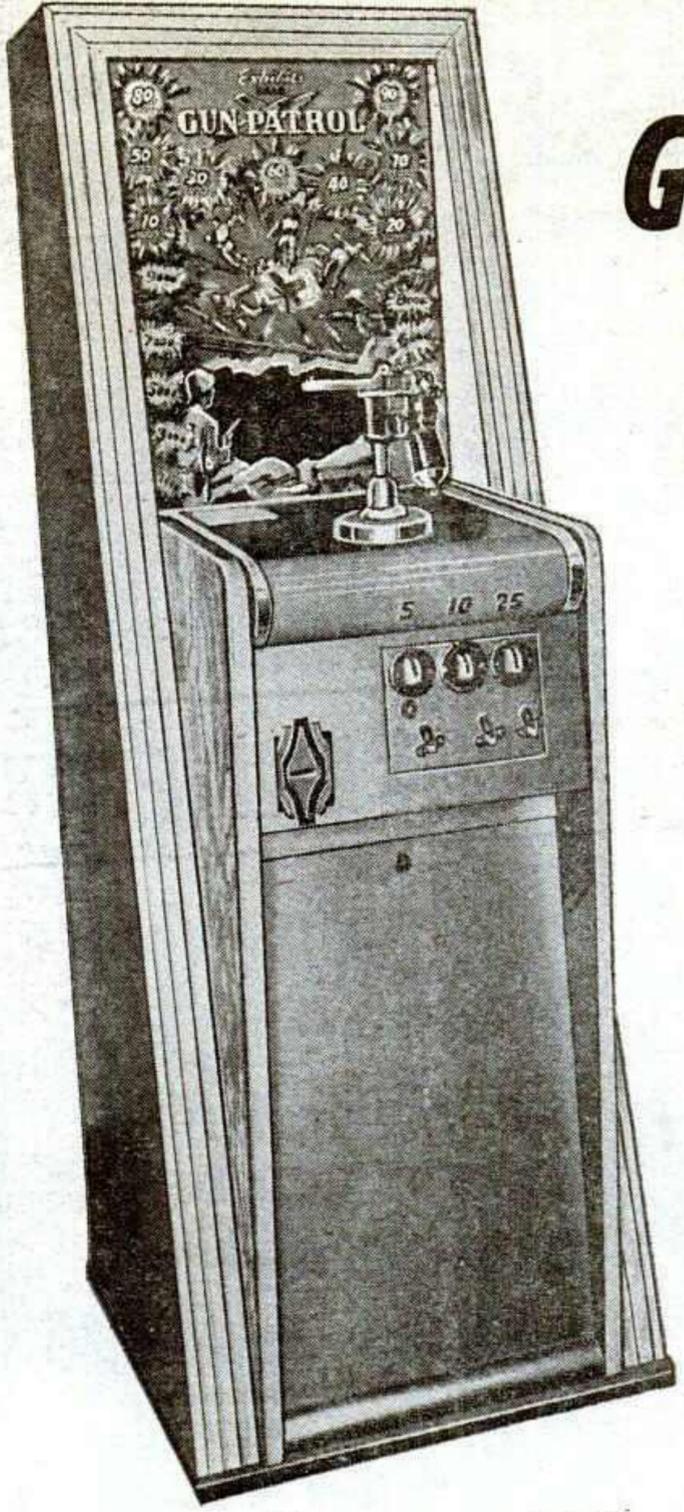
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GOLDEN ANNIVERSARY

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EXHIBIT SUPPLY CO.
1901-1951

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30 Second Changeover Without Tools From 78 to 45 RPM Records VISIT OUR SHOWROOMS AND SEE THE MOST VERSATILE PHONOGRAPHS EVER BUILT! Exclusive Distributors in S. E. PA., SO. N. J. AND N. DELA.

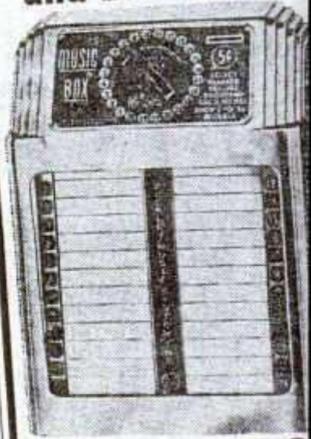
CHICAGO COIN'S PLAY BALL FLOOR SAMPLES \$79.50

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad Street, Philadelphia 30, Pa. Phone: Fremont 7-4495

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

BETTER BUYS BUCKLEY WALL and BAR BOXES



\$24.50

BUCKLEY MFG. CO. 4223 W. Lake Street, Chicago 24, Ill.



ALL "TIED UP" WITH SERVICE CALLS! TRY COVEN'S TOP-SPOT VALUES IN RECONDITIONED EQUIPMENT!

THIS WEEK'S PARTS SPECIAL! 3/10 Amp. Sto-Blo GLASS CARTRIDGE FUSE \$11.75 per 100

RECONDITIONED 5-Balls	USED PHONOGRAPHS
Ali Baba \$39.50	Wurlitzer 1250 \$549.50
Barnacle Bill 55.00	Wurlitzer 1100 379.50
Blue Skies 39.50	Wurlitzer 1015 239.50
Floating Power 54.50	• WURLITZER 850 49.50
Puddin' Head 34.50	Wurlitzer 150E 109.50
Screw Ball 34.50	Wurlitzer 700 89.50
Triple Action 39.50	Wurlitzer Model A 349.50
• GENCO TRI-SCORE, NEW 119.50	147 Seeburg Hideaway With Three 5-10-25¢ Wallboxes & Five 5¢ W-L56 Wallboxes \$475
Merry Widow 29.50	
Humpy Dumpty 29.50	
Wisconsin 19.50	

USED SHUFFLE GAMES	USED JUMBO PIN GAMES
Bally Shuffle Bowler \$ 29.50	Jockey Special \$79.50
Bally Speed Bowler 59.50	Gold Cup 89.50
Bally Shuffle Champ 119.50	• SPECIAL ENTRY 49.50
• WMS. TWIN SHUFFLE 15.00	Citation 149.50
United Shuffle Alley 25.00	Champion 229.50
	Photo Finish 119.50

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All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

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Authorized Distributors for
Bally and WURLITZER
Products Phonographs

FOR BETTER BUYS . . . BETTER BUY NOW
DIRECT DISTRIBUTORS FOR ALL LEADING MANUFACTURERS

TURF KINGS WINNERS | 15 PHOTO FINISH | 12 CHAMPIONS
20 CITATIONS | 6 GOLD CUPS
10 JOCKEY SPECIALS
THESE ARE PRICED TO SELL. PHONE US FOR PRICES.
Crating \$5.00 Extra

ARCADE EQUIPMENT		
Drivemobile \$150.00	Batting Practice .. \$ 75.00	Career Pilot \$ 95.00
Chi. Coin Hockey .. 75.00	Chicken Sam 95.00	Boomerang 45.00
Evans Ten Strike .. 75.00	Heavy Hitter 65.00	Goatee 125.00
Keeney Air Raider .. 125.00	Lo-Boy 1¢ Scale .. 50.00	Mills Modern Scale .. 50.00
Photomatic, Late .. 795.00	Photomatic, Early .. 375.00	Recordio 175.00
Quizzers With Film .. 125.00	Scientific X-Ray .. 85.00	Western Baseball .. 85.00
Siros Brush Up ... 75.00	Poker 85.00	Seeburg Bear Gun .. 375.00
Williams Star Series .. 165.00	Williams All Stars .. 125.00	Edelco Pool Table .. 75.00
Exhibit Dale Gun .. 95.00	Periscope 125.00	Texas Leaguer ... 50.00
Kirk's 5¢ Ast. Scale .. 95.00	Exhibit Vitalizer .. 95.00	Astroscope, 10¢ .. 125.00
Magic Pen 125.00	Wurlitzer Skoe Ball .. 150.00	Silver Bullets ... 195.00
Rapid Fire 85.00	Hi-Ball 60.00	Voiceograph 395.00
Chi. Coin Pistol .. 150.00	Atomic Bomber ... 150.00	Rocket Busters ... 65.00
Phil. Tobog'n Ski Ball .. 525.00	Pop Corn Sex 89.50	Evans Play Ball ... 275.00
Seven Hr. Pool Table .. 75.00		Gun Patrol, New .. Write

COUNTER GAMES, NEW
HIT-A-HOMER \$22.50
10 or more 19.50
ABT MODEL F \$47.50
10 or more 37.50
KICKER & CATCHER \$37.50
10 or more 29.50

PIN GAMES	
Harvest Time \$135.00	Serenade \$ 49.50
Camel Caravan 125.00	Grand Award 59.50
Oklahoma 89.50	Carolina 59.50
Floating Power 69.50	
Flying Saucers 125.00	
Holiday 70.00	
Big Top 79.50	
Saratoga 79.50	
Just 21 79.50	

AMI Distributors for Northern Ohio



CLEVELAND-COIN MACHINE EXCHANGE, INC.
2021-2025 PROSPECT AVE. CLEVELAND 15, OHIO
ALL PHONES: TOWER 1-6715

GIANT SALE - WALL BOX

only **10**

PACKARD Wallboxes
SEEBURG Post-War 5¢ W
ROCK-OLA Post-War 5¢
WURLITZER Post-War,

WANTED for cash trade: LITZER 1017, SEEBURG Bear Gun BURG 100 Record Phonos

REDD DISTRIBUTOR COMPANY
298 LINCOLN STR. ALLSTON, MASS. AL

MECHANIC WA

Experienced Arcade including one ball ar Could use manual Skee Ball Alleys, Pa Ball, Consoles, Wri
DAVE
Box 1691 Caracas,

It's New! It's Different!
Spectacular
MOVING TARGET

GENCO'S
**Shuffle
TARGET**

• Nothing like it in
shuffle Tables
Anywhere!

**SHUFFLE
TARGET**

is new, fast, dynamic!
For 1 or 2 players.
Attracts a crowd,
keeps things humming,
shuffles profits into
"target" at terrific
pace!

NEW PUCK REBOUND

for fast, smooth per-
formance. Adjustable
target wheel can be
raised or lowered for
any location. All oper-
ating equipment in back
of target.

**STRIKING DESIGN!
TROUBLE-FREE OPERATION!**

- Single scoring with first 5 shots
- Double scoring with second 5 shots
- Triple scoring with third 5 shots
- Quadruple scoring with fourth 5 shots

ONE OR TWO
CAN PLAY

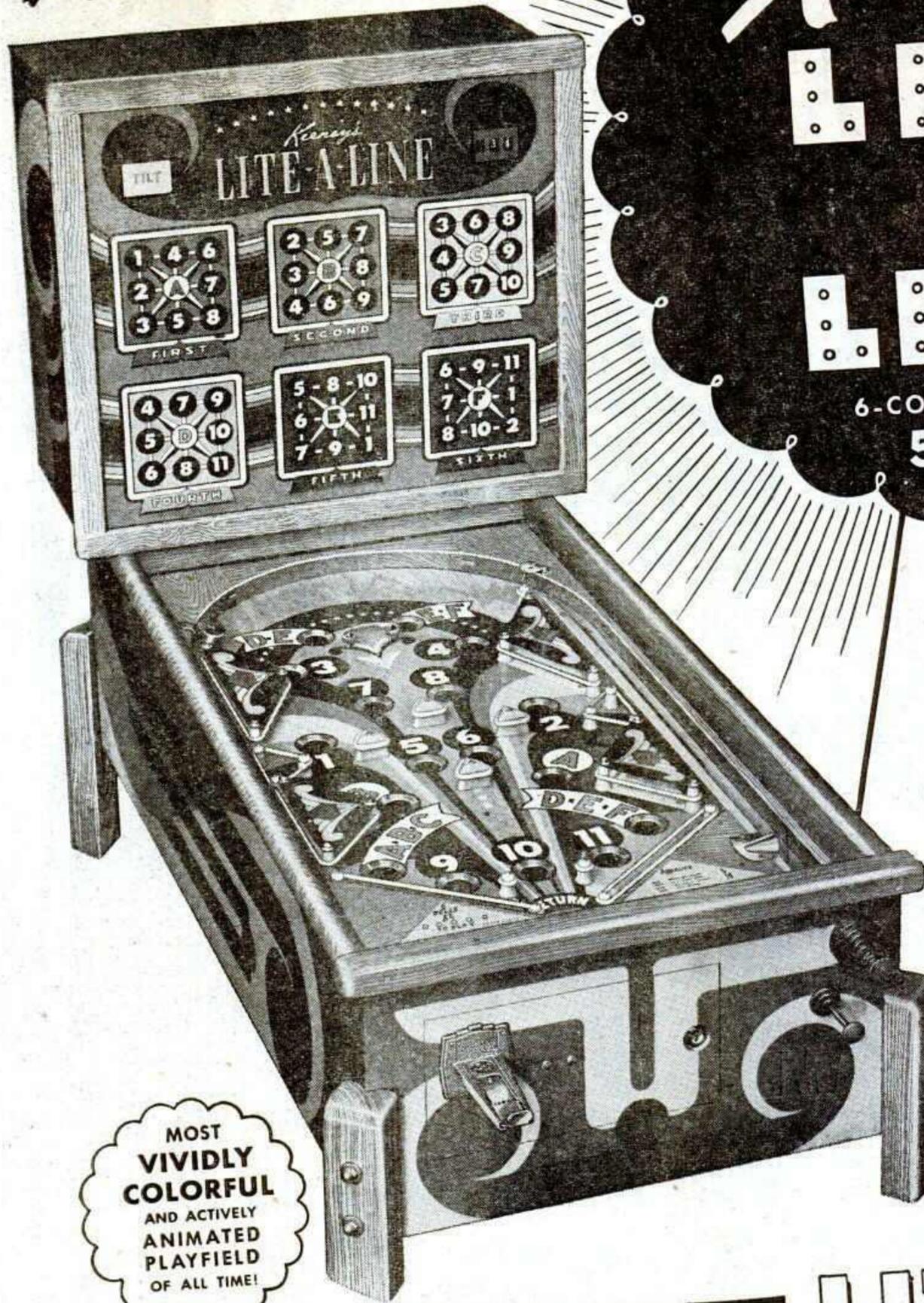
10¢ OR 20¢

WRITE, PHONE or
WIRE for
SHUFFLE TARGET
NOW!

GENCO

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

Revolutionary



Keeneys' LITE-A-LINE

6-COIN • SIX PANEL
5-BALL

Recognized

BY EXPERIENCED OPERATORS EVERYWHERE
AS THE LEADER IN THE 5-BALL FIELD...

LITE-A-LINE FEATURES:

- 1 to 6 coins on each play lite up one to six scoring panels on the lite box in consecutive order to increase player's scoring opportunities. Replays register on lite box.
- Ball in pocket on playfield lites up corresponding numbers and letters on all panels in play on the lite box.
- Scoring principle: Lite up any line of 3 horizontally—vertically—diagonally—or lite up all letters, A to F. Lite up four corners or double diagonally on any panel played. SIXTY-ONE DIFFERENT SCORING COMBINATIONS with 10 WAYS TO SCORE ON EACH CARD plus lite up of all letters, A to F!
- No 'dead' balls until pocket is scored • Balls return for replay at bottom of playfield • No kickers • Player can score on 3-4-or 5 balls • 4th and 5th balls can boost score higher.

IT WILL PAY YOU TO SEE AND PLAY
KEENEY'S "LITE-A-LINE" AT ONCE!

MOST
VIVIDLY
COLORFUL
AND ACTIVELY
ANIMATED
PLAYFIELD
OF ALL TIME!

Keeneys'

LITE-A-LINE

This new 5-ball—6 coin—6 panel game is destined for a long run of profitable operation never before witnessed as proved by exhaustive location tests. It represents the combined knowledge and ideas of expert Keeneys designers and men of long experience in actual operating. Keeneys' LITE-A-LINE is the game you need to open up rich locations—to revive peak playing interest in your regular stops.

SEE YOUR KEENEY DISTRIBUTOR NOW

BIG LEAGUE BOWLER

BRIGHT SNAPPY LITE-UP PINS BY THE ORIGINATOR OF THIS PLAY-INVITING FEATURE

Yours FOR POWERFUL 4 TO 1 PLAY

Keeneys'

BIG LEAGUE BOWLER

Yes! 1-2-3 OR 4 PLAYERS

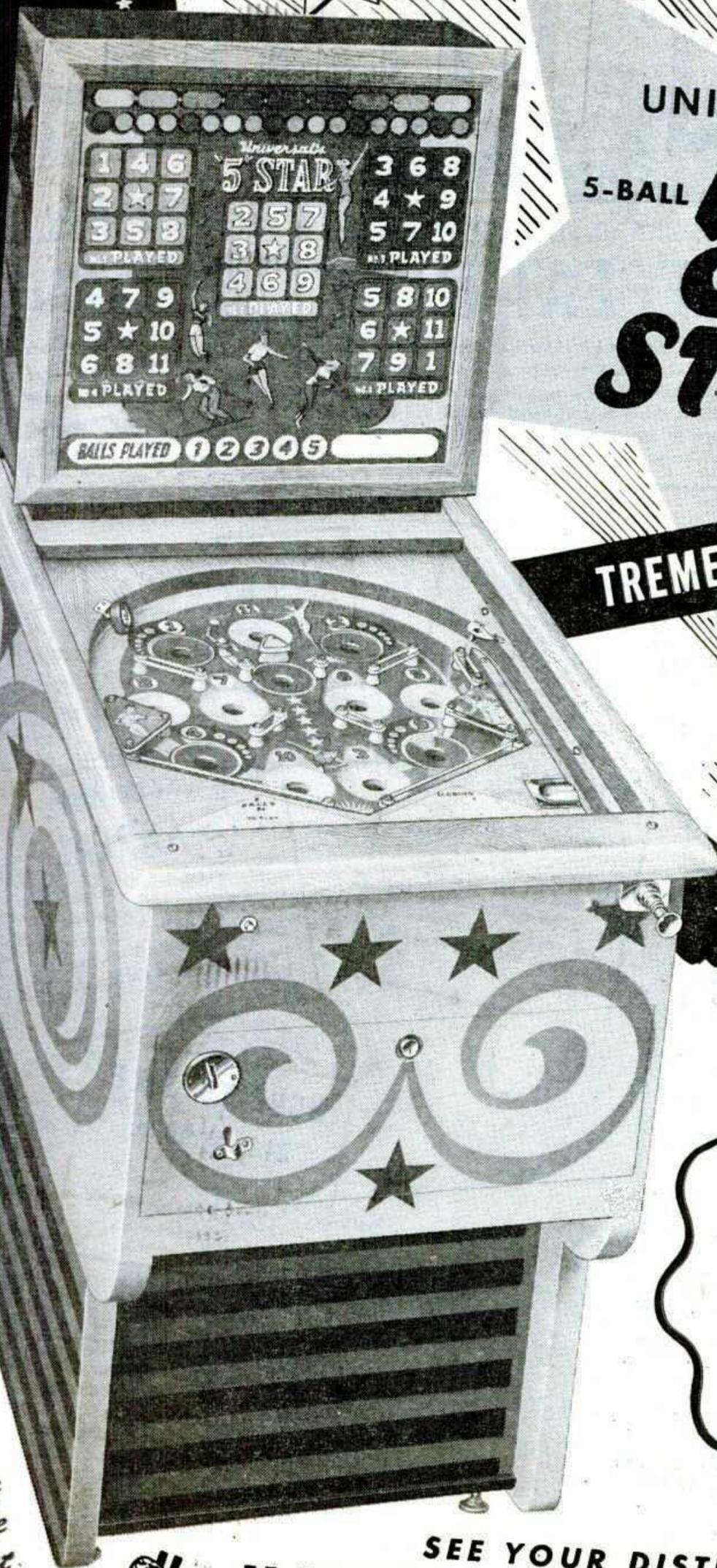
Move INTO CHOICE LOCATIONS WITH THIS SMART NEW BOWLING EQUIPMENT FOR SENSATIONAL EARNINGS!

Sizes
9 1/2 ft. Long
2 ft. Wide
8 ft. Long
x 2 ft. Wide

J. H. Keeneys & CO., INC.
2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

NEW!

EVERYONE IS SHOOTING WITH
UNIVERSAL'S **5 STAR**



UNIVERSAL'S
5-BALL **5** 5-CARD
STAR

OUTSTANDING!
DIFFERENT!

TREMENDOUSLY SENSATIONAL!

- ★ ENTIRELY NEW PLAY PRINCIPLE!
- ★ ENTIRELY NEW PLAYFIELD ACTION!
- ★ ENTIRELY NEW SCORING FEATURES!

Preferred
BY PLAYERS!



OPERATE
UNIVERSAL'S
"WINNER"

ALWAYS
AHEAD!
AS GOOD
TODAY AS
FROM THE
START!

Super
Deluxe
Cabinet



SEE YOUR DISTRIBUTOR!
UNIVERSAL INDUSTRIES, Inc.
Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY • Telephone Uptown 8-2345 • CHICAGO 40, ILLINOIS

Fastest 5-Ball Game in Years!

Bally®

BRIGHT LIGHTS

EARNING-POWER MULTIPLIED

BY NEW 6-SECTION SELECTIVE PLAY
 Players can skill-shoot to score in 1, 2, 3, 4, 5 or 6 sections ... a new player's choice feature that insures extra earning-power and profits never before known in the novelty field.

DESIGNED TO STIMULATE CONTINUOUS REPEAT PLAY

Every game played is either a scoring success or a near miss. "Come-Close" appeal excites the try-again spirit that insures repeat-play. Although player scores only in selected sections, scores light up in all sections, and tantalizing scores in non-selected sections inspire repeat-play and stimulate multiple-section play.

LAST-BALL SUSPENSE

Skillfully shot fifth ball can turn defeat into sudden victory ... or boost a medium score to important totals. And every ball counts. Balls that are not shot into scoring-holes return to player for free shots.

EASY to understand!

Walk up and start playing! You get the idea in a minute ... and keep on playing for hours!

FUN to play!

Play 1 section, 2 sections or all 6 sections! You get big value for every coin you play ... big fun-value in suspense, skill-appeal and fast, exciting action!

SIMPLE to score!

Every skill-shot is immediately visualized on the brilliant backglass. And you can keep your eye on 5 or 6 sections as easily as on 1, because of contrasting colors and easy-to-read numbers. Free plays registered on improved Bally register.

BLAZINGLY COLORFUL EYE-APPEAL

Circus colors in cabinet, backglass and playfield ... and bold modern design ... attract players immediately, excite curiosity, start the play the minute the legs are bolted on!

NOVELTY SIZE 24 in. by 48 in.

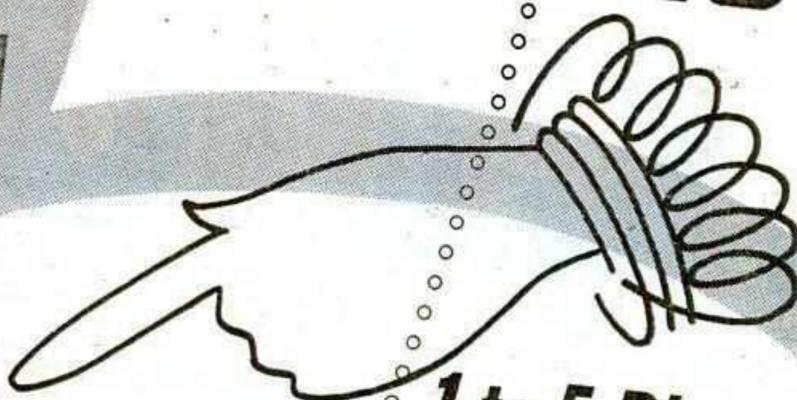
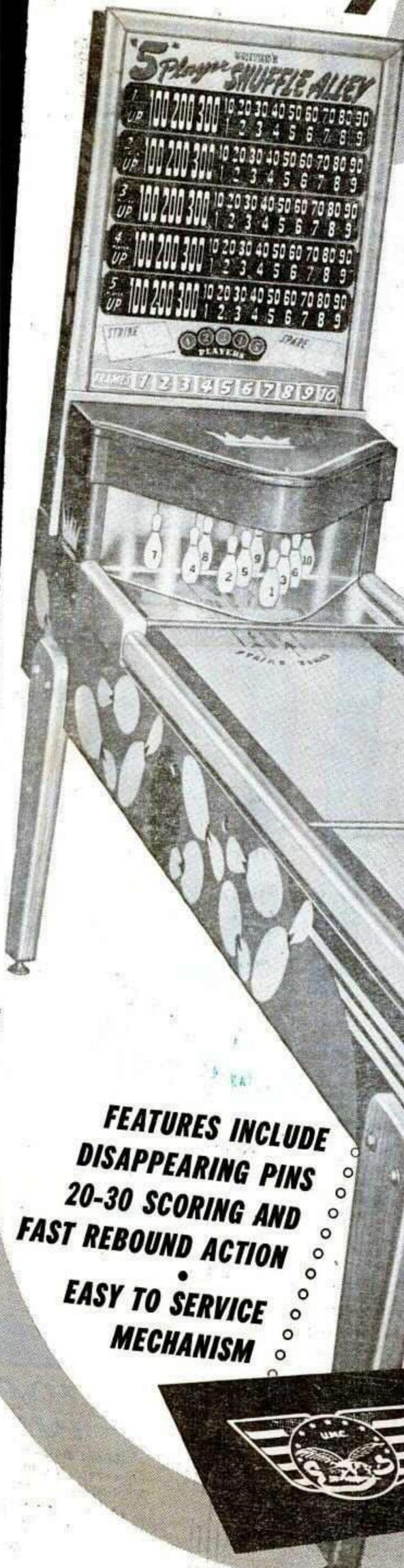
Fits into every type of location ... and brings the slowest spot-back to life in a hurry!

TURF KING
 JUMBO PINBALL GAME
 •
BASEBALL
 NEW SHUFFLE SENSATION

See and play BRIGHT LIGHTS today your Bally distributor. Study the fascinating scoring-system. You will agree that BRIGHT LIGHTS is the answer to the operator's problem for a money-making 5-ball free-play game. Be bright ... get BRIGHT LIGHTS!

Bally MANUFACTURING COMPANY
 DIVISION OF LION MANUFACTURING CORPORATION
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S 5 Player Shuffle-Alley



1 to 5 Players Can Play

10¢ PER GAME...EACH PLAYER

(ROLL-OVER SWITCH REBOUND)

**Complete
Bowling-Team
Competition**

**Greater Appeal...
Increased Earnings**

SIZES: 8 FT. x 2 FT.
9 FT. x 2 FT.

**FEATURES INCLUDE
DISAPPEARING PINS
20-30 SCORING AND
FAST REBOUND ACTION
EASY TO SERVICE
MECHANISM**



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR

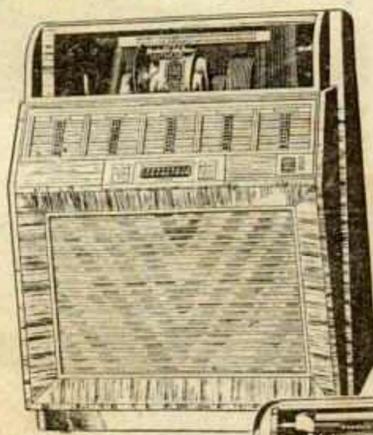
ONLY ONE

Seebug Select-O-Matic "100" Selector Panel and the 5 basic musical classifications: (1) Hit Tunes; (2) Old Favorites; (3) Waltzes and Polkas; (4) Fox Trots and Rumbas; (5) Classical Selections.



OFFERS 100

IT'S THE SEEBURG
Select-o-matic
100
MUSIC SYSTEM

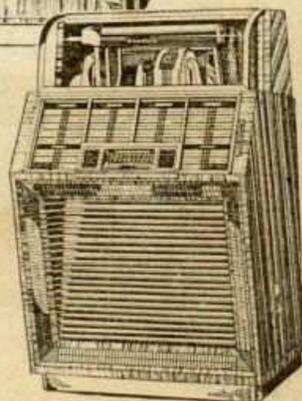


AT 78 RPM

The world's only 100 selection music system, designed for the playing of both 10 and 12-inch 78 RPM records.

AT 45 RPM

The world's only 100 selection music system, designed exclusively for the playing of 7-inch 45 RPM records.



Seebug
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
1500 N. Dayton Street
Chicago 22, Illinois



Wall-o-matic
100

Brings the same 100 selections . . . programmed fast reference and selection . . . right to finger tips of guests.

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS